

## **Agritourism: Rituals and Celebrations agriculture as a context for the diversification of the rural economy, case study: Shanadar in Ourmyieh Township**

**Manijeh Ahmadi\*1, AbouzarBahamin2**

<sup>1</sup> (Assistant professor, University of Zanzan, Iran),<sup>2</sup> MSc student in geography,  
University of Zanzan  
ahmadi.manijeh@znu.ac.ir

Agritourism, as one of the branches of tourism, is taken into consideration during the past two decades by experts, planners and policy makers. This type of tourism has a deep connection with rural environment and emphasizes the utilization of agricultural activities along with leisure tourists. Moreover, it includes rituals, celebrations and ceremonies related to agriculture. Iran has a history of thousands of years in agriculture. Accordingly, where there are the customs, traditions and rituals associated with agriculture. In this regard, hold some celebrations and rituals have great reputation. Celebrate the grape or the local term "Shanadr" one of them. The celebration will be held in Ourmyieh Township in West Azerbaijan. This province Is known as a center of agricultural production. Given the history of agriculture in the region, the various rituals associated with main agricultural products are formed in this area. This ritual is three thousand years old and is held every year in late summer, coinciding with harvest of grapes and participates in its many of those interested in the culture and traditions of Azerbaijan. Therefore, the potential of this type of rites and celebrations aimed at income generation for rural development and agricultural producers is essential. This research is founded with the aim of evaluating the feasibility of the development of agricultural tourism with emphasis on ritual and celebration "Shanadar" .The conceptual framework for this study is descriptive – analytic. The present findings indicate that Celebrate "Shanadr" and other agricultural celebrations and rituals have the ability to attract tourists to rural areas and to generate income, diversification, stability and continuity of their economic activities.

**Key Words:** Agritourism, sustainable rural development, Shanadar, Ourmyieh Township.