

## Analyzing Effectiveness of Handicrafts in the Economic Development of Rural Areas using Non-Compensatory Decision Making Models (Lexicographic) (Case Study: Asgrstaq District, Behshahr County)

**Mohammad Reza Naghvi\***

*M.A., Geography & Rural Planning University of Tarbiat Modares, Tehran, Iran*

**Mahdi Poortaheri**

*Associate Professor, of Geography & Rural Planning, University of Tarbiat Modares, Tehran, Iran*

**Asadallah Divsallar**

*Assistant Professor, of Geography & urban Planning, payamnor University, Tehran, Iran*

**Hasan ahmadi**

*Assistant Professor, of Geography & Spatial Planning, University of Tarbiat Modares, Tehran, Iran*

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### Extended Abstract

#### Introduction

Increasing poverty and destruction of resources are the most important economic and cultural challenges in developing countries. This issue is more complicated in rural areas, because dominant trend of economic growth in developing economies is continuation and intensification of rural poverty. The rural handicraft is a kind of simple, non-technical industry. And rural areas are supplementary sources of income and jobs, and villagers in the event of unemployment pay a chapter. Rural household uses of resources handicrafts. They can stop wasting your time to respond to consumer needs. Among rural development strategies, rural industrialization strategy is one of the strategies based on the economic approach; the most common method is to enhance the quality of life.

#### Methodology

Scientific research has a clear philosophy; Human needs for scientific research are obvious. By doing any scientific research and production of new knowledge, a number of unknowns become evident and show us more problems. The main purpose of scientific research is to ascertain the unknown. In other words, it is to solve the problem and find the answer.

In this study, research method is descriptive analytical. Data is gathered by documentary and field studies through questionnaire (Likert scale). Six development indexes including employment opportunities development, vulnerability reduction, revenue development, poverty elimination, efficiency development and quality improvement of life caused by effects of operation from handcraft in households with a variety of related handicrafts activities are measured and evaluated. The population-based 11 villages of Ashrestaq Rural District city Behshahr. According to Cochran formula 165 households have been determined as the sample size, and have been selected using stratified random. Research questions were answered through the software (SPSS) and single-sample T-test, multiple regressions, Lexicographic Determined.

\* Corresponding Author:

Email: M.Naghavy@Gmail.Com

## Results

Rural industrialization strategy is a perfect tool for the diversification of the rural economy. Rural industrialization is an economic approach. By creating jobs and increasing a balanced distribution of income, villagers' living standards have improved and achieved the sustainable development of rural areas. A rural handicraft is a huge industry. Result show that, for all six index (employment opportunities development, vulnerability reduction, increase in income, poverty elimination, efficiency development and life quality improvement), 27 percent of answers was about low and very low options and more than 55 percent of answers was about high and very high options. Also, regardless of performance index it can be concluded that effects of handicrafts at the level of households sample is estimated statistically significant.

## Conclusion

Today, rural development is one of the most important issues in economic and social development of countries, particularly in third world countries. The ultimate goal of all processes of development is human well-being. According to lexicographic method, based on each village weights and status quo in accordance with the explanatory indicators, it can be accepted that Yakhkesh, Jurband, and Metkazin villages have the greatest impact from handicraft.

**Key word:** Rural industries, Handicrafts, Economic Development, Behshahr city, Lexicographic method