

# **Explanation the tourism role in economic and social sustainability of ghaemshahr township"s villages.**

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**Tourism as an effective tool can play an important role in the economic and social development of rural areas. Today, in many countries, tourism is at the forefront of addressing the socioeconomic challenges of rural areas, especially in villages facing the decline of traditional agricultural activities. The purpose of this study is to explain the role of tourism in the economic and social sustainability of rural areas of Ghaemshahr. The method of this descriptive-analytic research and the research variables based on relevant theoretical foundations, the findings of domestic researchers and other countries and the fieldwork of the study area have been extracted. The research data are obtained through documentary sources and field studies in terms of observations, questionnaires and interviews. According to the size of the population, a sampling method has been used. Accordingly, 20 villages with rural tourism and 375 villagers and 56 local managers have been ed as the sample size. Descriptive statistics and inferential statistics were used to analyze the data and data. In the descriptive statistics section, frequency distribution tables, columnar and mean and standard deviations, and inferential statistics of Pearson correlation test and regression test and t-test two samples An independent data analysis tool has been used. So, after performing the ks test and ensuring the normal distribution of the data, the parametric tests of regression coefficient and Pearson correlation coefficient at 95% confidence interval were used to prove the main hypothesis of the two hypotheses and the sub-hypotheses of one, two and six The corresponding hypothesis was used. T test was also used to test the third sub-hypothesis and three sub-hypotheses. Overall, the results of this research show that based on the correlation coefficient test and tourism analysis analysis, the effects of social and economic consequences such as job creation, income and awareness, and so on.**

**Keywords : Tourism, Socioeconomic Stability, Sustainable Tourism, Rural Areas,**

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