

## ***Tourism areas organization***

### ***About us***

#### ***Introduction***

Tourism area organization is a private organization, with due consideration to its ability to attracting investment it tries to create tourism villages with cooperation of other companies, so it starts to compile the strategic plans and providing the necessary infrastructures for creating the villages, and it could be said that this the most great and important plan of country. Now this organization has done the main agreements in Mazandaran, Gilan, Azarbayejan, Golestan, Kerman, Yazd, Esfahan, Kermanshah, Chaharmahal Bakhtiari, Fars, Boushehr and Lorestan provinces.

Managing director of Tourism Areas Organization and the other managers of organization, were the managers of KISH Island from 1989 up to 2000 and they accomplished the development plans in Kish free zone, which is now one of the main touristic destination in Iran.

Tourism Areas Organization tries to collaborate with expert, experienced and reputable companies in the field of tourism to propel its plans through new technologies in the third millennium.

Tourism Areas Organization has been notarized in 2001 with the registered No.12945 in the Iran companies' registration office. Having the authorities from Iran touring and tourism organization it can planning, incumbency and accomplishing macro touristic designs locally and internationally, preparing the necessary infrastructures for creating the touristic and residing small towns in country, scheduling the development designs in tourism industry, getting the local and foreign representative agencies, and doing all the technical and engineering actions for implementing .

### ***Related Companies***

Kerman touristic village company  
Golestan touristic village company  
Gilan touristic village company  
Hamrah next Generation Company  
Learning strategies institute

### ***Co-worker Companies***

A.C.C international consulting engineers, Austria  
Zista consulting engineers  
ABADI SARZAMIN consulting engineers  
Manateghe Azad consulting engineers  
PIN consulting engineers  
Atieh Bahar Company  
Novin Sepandaran Company  
Eram kish company

## ***About Iran***

**Iran** has a very high significant potential in tourism and in this field it is among the ten countries which have the high talent for attracting tourists. There are 17 kinds of climates in the world that 12 kinds of them can be seen in Iran. The numbers of registered historic buildings are 11000 and many historical works and buildings of Iran have been registered in the list of world cultural heritage. As the capacities of tourism in Iran haven't been exploit completely, give this opportunity to the investors in private sector to have high economical efficiency in the field of developing tourism industry.

**Geography** -Located in the expanse between the Persian Gulf and the Caspian Sea, Iran borders Armenia, Azerbaijan and Turkmenistan to the north, Afghanistan and Pakistan to the east, and Turkey and Iraq to the west. With an area of 1,648,000 square kilometers, Iran is one of the largest countries in the Middle East. The central plateau is mostly sand or rock desert, and the settled areas are largely confined to the foothills of the mountain ranges -the Alborz in the north and the Zagros in the south and west.

The Caspian Sea in the north of Iran is the world's largest lake. Its altitude is about 25 meters below sea level. Meanwhile, in the south, the Persian Gulf and the Sea of Oman provide Iran with its main access to international waters.

**History** -There is evidence of habitation in Iran as far back as 100,000 BC (the Lower Paleolithic era). Recorded history and civilization in Iran began around 3,000 BC with the Elamites in Khuzestan.

From 728 BC the Medes were a significant civilization but were overthrown in 550 BC by the Persians led by Cyrus. The Persians established a vast empire, which was conquered by Alexander the Great some 300 years later. Alexander's empire was short-lived following his death and Iran was then ruled by native Parthians who created a Greek-speaking empire, which existed between 247 BC and 226 AD. This empire was greatly weakened by prolonged clashes with Rome and it eventually passed into the control of the Sasanians who established Zoroastrianism as the official religion. In 640 AD, the Sasanian Empire was conquered by Arab Muslims and for two centuries Iran was ruled by Khalifas. Thereafter Iran was ruled by various rulers who sought to establish their own independent states in parts of Iran. In 1502, the Safavie dynasty conquered various parts of Iran and established Shi'ite Islam as Iran's official religion.

In the late eighteenth century the southward expansion of the Russian empire threatened Britain's empire in the Indian subcontinent. As a result the two nations engaged in trade and diplomatic rivalries in Iran turning it into a semi- colonial state that was economically controlled by them. At the start of the twentieth century internal unrest and a weak dynastic ruler resulted in the convening of a national assembly (the Majles) and the establishment of a constitution in 1906.

In the economic turmoil following the First World War, a coup brought Reza Khan to power in 1921. In 1925 he declared himself Shah. Following his collaboration with

Nazi Germany in 1941 and the occupation of Iran by allied forces, the Shah was forced to abdicate and his son, Mohammed Reza Shah Pahlavi, assumed control as the new Shah. He sought to ally Iran closely with western powers and embarked on a modernization and westernization program, which alienated the country's religious leadership. The significant rise in oil prices in 1973-4 fuelled economic growth in Iran but at the cost of high inflation. Economic hardship, corruption in the Shah's family and government, increased westernization and repressive security measures imposed by the government gave rise to significant opposition, which manifested itself in nationwide demonstrations and strikes. As a result, in 1979, the Shah's government collapsed and he fled the country.

**Administration** -Iran is divided into Ostans (or provinces), Ostans into Shahrestan (or sub-provinces) and Sharestan into Dehestans (or rural agglomerations). Based on the latest available information, the country is divided into 28 Ostans, 293 Sharestans and 2,293 Dehestans

## I RAN'S TOURISM INDUSTRY

Over the last decade, the number of domestic tourists has increased on average between 5% and 10% each year. Based on the latest data released by ITTO (Iran Touring & Tourism Organization), the number of domestic tourism taking accommodation at various types of hotels and guesthouses throughout the country was 2,194,227 in 2001 and approximately 2,400,000 people in 2002. In recent years, unfortunately no data has been collected with regards to revenue generated by domestic tourism on an annual basis. Assuming that, domestic tourist stays on average for 5 days this result in 12 million tourist nights/year in 2002.

Despite the positive increase in the number of domestic tourists, Iran is still lacking a proper tourism infrastructure. Especially with regards to accommodation, the existing facilities satisfy by no means in quality and quantity demand. In this context it is important to note that Iran's hotel rating is not comparable with hotel ratings in European countries. Few high-class hotels have been built since the Islamic Revolution (1979). Thus, existing 4- and 5-star Hotels according to the Iranian rating system most probably would not qualify for the same category in developed countries.

### **Touristic villages network project in Iran**

#### **What is touristic village?**

Touristic village is places of a province where these places or near these places have natural, cultural and historical attractions for tourists and these places need some touristic facilities, feasibilities and also suitable information for tourism. Touristic village is a center for local and international tourists for interstate, vocational and residing journeys to different tourism attractions in all over the state and it can be a center for residing and distributing the tourists in each province. So these centers must have all requirements and specifications for the tourists and those who spend their

leisure time there. So building entertainment, sport, and residing, services, commercial and welfare spaces, which must conforming to international standards is anticipated for these places. Observing all ecological regards and constant development are other specifications that must be considered in the proposed plans. In this case we can have this confidence that these villages can have suitable output both economical and cultural. In the view point of the executors the best results of creating such villages can be achieved through following the strategies which their interest are directly referred to partners who are involved in creating, developing and accomplishing necessary works. This can be achieved through intelligent administrative and managerial systems. The goals that considered for the touristic villages are:

- High quality of residing and life
- Safe economy
- Stability of environment
- National and international popularity

### **Why touristic villages?**

In the past two decades, the status of developing tourism shows that it is not possible to provide all urban spaces of province for accepting tourists and creating suitable places for security and relaxation of tourists, at least in future decade, so the best and trusty way is to centralize the tourists in on area which have the more suitable facilities.

### **The aims of creating touristic villages**

- 1- Increasing the number of the province tourists
- 2- Increasing the public revenue by developing tourism
- 3- Increasing the job opportunity
- 4- Activating the potential capacity of tourism in provinces of country
- 5- Attracting private sector partnership in developing tourism
- 6- Increasing investing capital
- 7- Promoting the public services to tourist

### **The axes of villages in Iran**

By defining a network of touristic villages which can have standard and coordinated services tourism areas organization tries to have permanent customers for its projects. This network has been formed in three axes if ALBORZ, ZAGROS and KAVIR that each one has its special specification.

**KAVIR axis:** Passes through ISFAHAN, YAZD, KERMAN provinces and the two big deserts of “DASHTE KAVIR” and “LOUT KAVIR”, it is actually passing through the northwestern-southeastern axis that is a path between Europe to Pakistan and India. It is anticipated that this path will have more attraction for the European tourists.

ZAGROS axel: A route in Iran north -south altitude which names ZAGROS and it passes through the KORDESTAN, KERMANSHAH, LORESTAN, CHAHAR MAHAL,FARS and BOUSHEHR provinces and it has specific attractions of Iran's native-tribes life.

ALBORZ axel: A route in east –west altitude of Iran which names ALBORZ and it passes through the AZARBAYJAN,GILAN,MAZANDARAN, GOLESTAN and KHIORASAN and currently has the main portion in Iran's local tourism and more than 20 million people pass through this route yearly.

### Investment opportunities in villages

Due to the function of most of the touristic villages creating the following sections and plans in the villages' projects are implemented:

#### **The residential, reception and service centers**

Hotel

Motel

Residential villas complex

Restaurants

The required services for residents (travel agencies and shopping centers)

#### **Entertaining centers**

Sport spaces

Recreational clubs

Playgrounds for children

Recreational centers in jungles and picnic

Special routes for horse riding and cycling

Aquatic exercises

Coast facilities and

Recreational dock

Parks

#### **Cultural centers**

Cinemas and theaters

Halls

### **Methods of investment and partnership**

Tourism Areas Organization along with providing the necessary infrastructures for creating and developing the plans is ready to cooperate with local and foreign investors as follow:

- 1- cooperation in implementing the plans
- 2- cooperating in getting foreign loan for financial securing the plans
- 3- cooperating in getting local loan for financial securing the plans
- 4- Cooperating in exploitation plans with limited time(BOT)