

RESOURCES versus MARKETS

At the light of the tourism master plan of Iran

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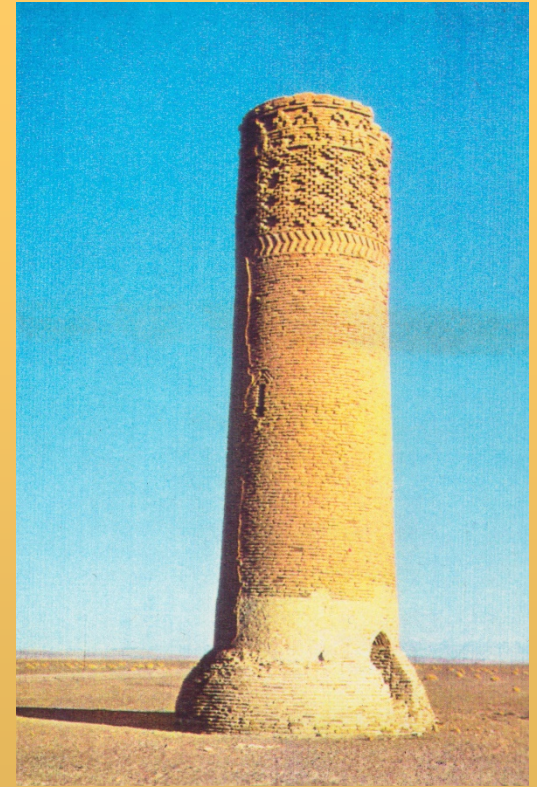
RESOURCES versus MARKETS

At the light of the tourism master plan of Iran

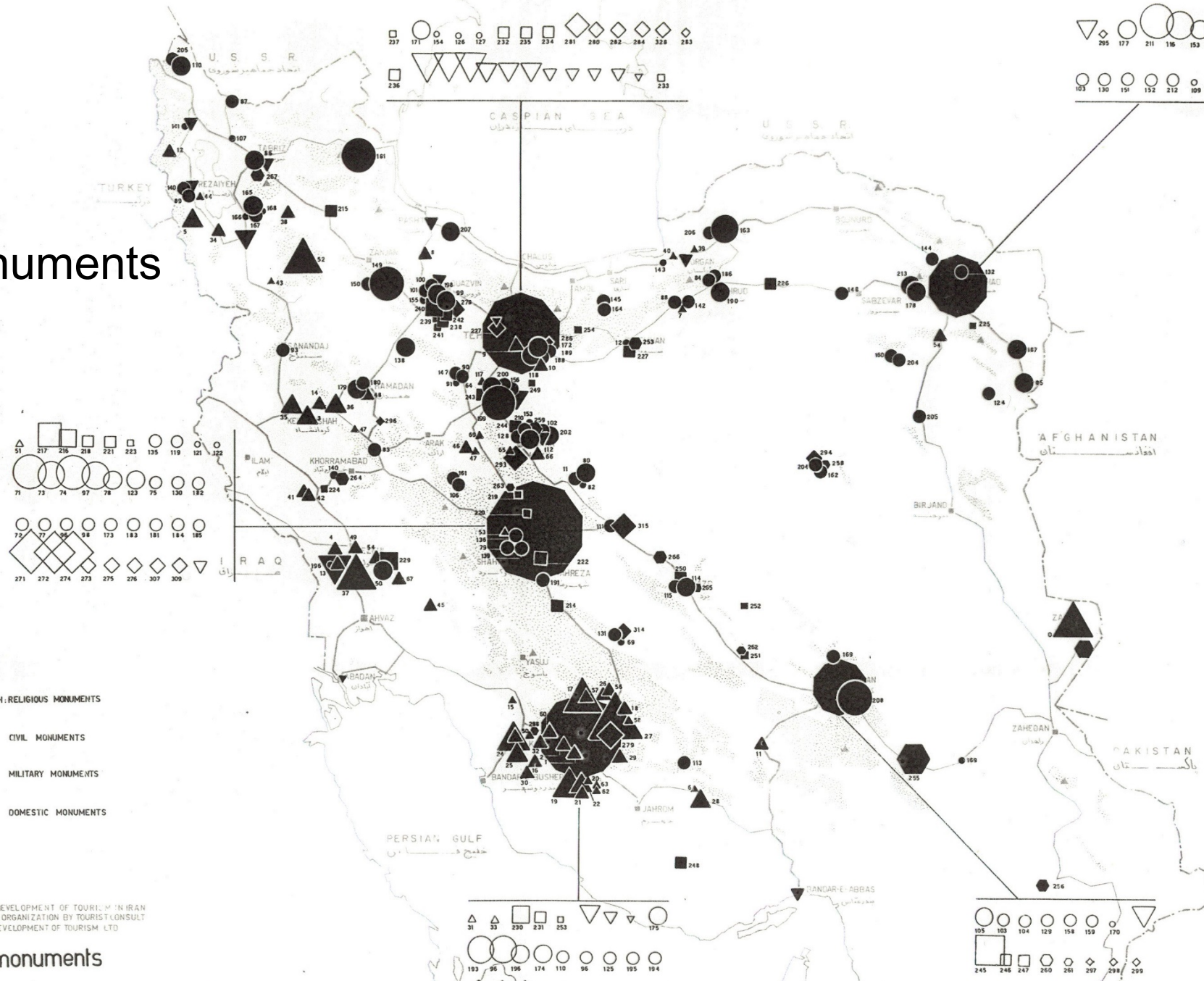
1. Organization of the study
2. Resources' surveys
 1. Deskwork
 2. Field surveys
 3. Presentation (graphical and text syntheses)
3. *Surveys of existing markets*
4. *Resources v. Markets: planning concepts*
5. *Checking the potential markets*
6. *Alternative policies of development*
7. *Elaboration of the master plan*

Resources Survey

an outline



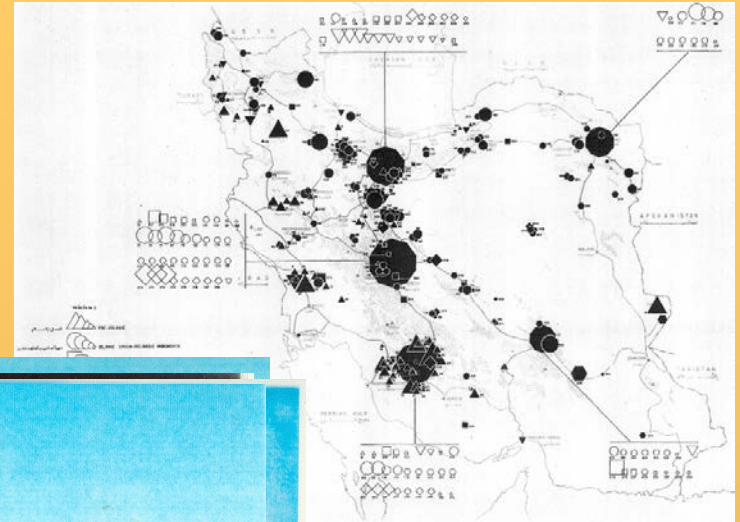
Main monuments



طرح جامع توسعه گردشگری
برای سازمان میراث فرهنگی و صنایع دستی
مشاوران توسعه گردشگری

MASTER PLAN FOR THE DEVELOPMENT OF TOURISM IN IRAN
PREPARED FOR THE PLAN ORGANIZATION BY TOURIST CONSULTANTS
CONSULTANTS FOR THE DEVELOPMENT OF TOURISM LTD

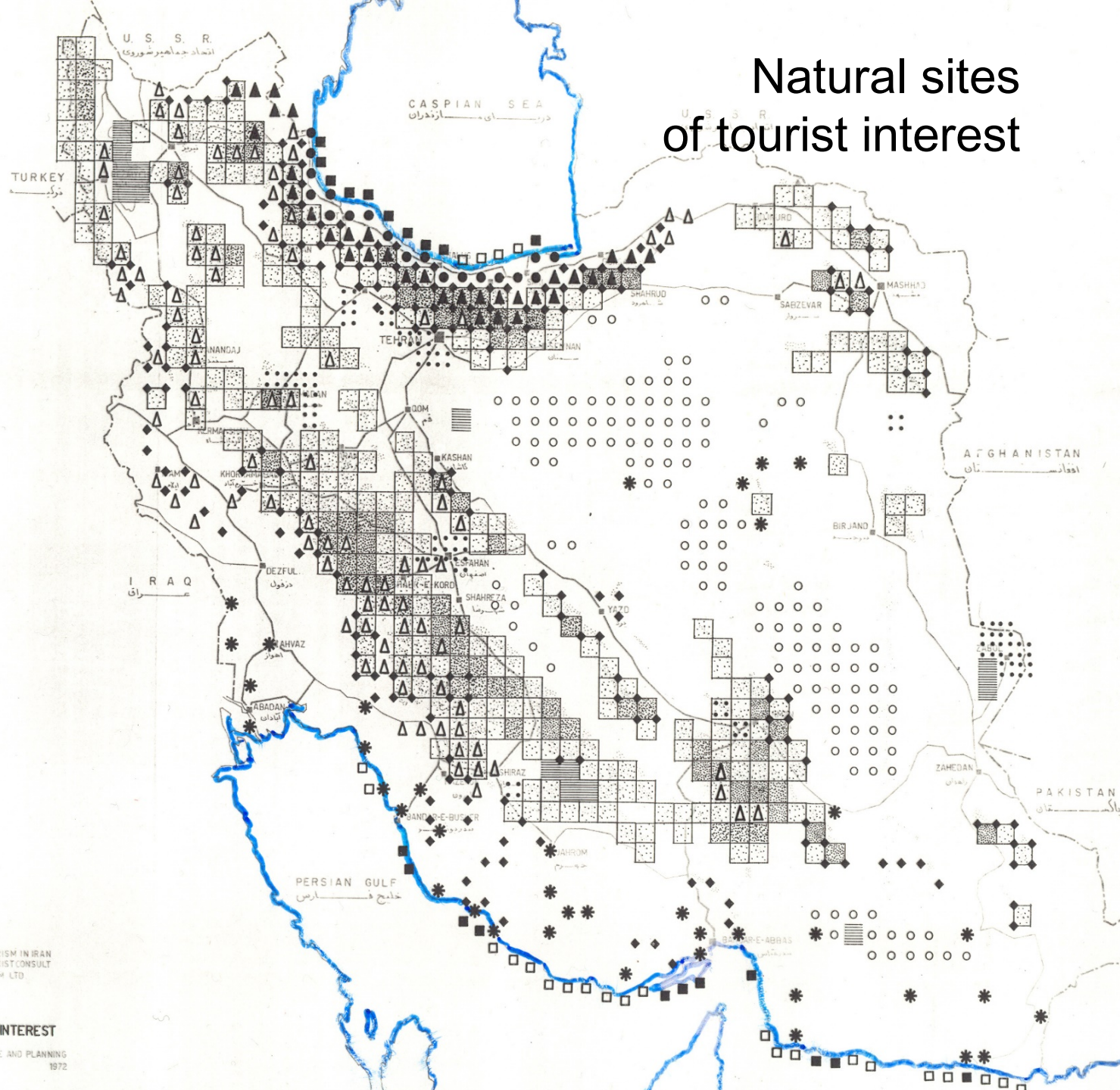
Essential tourism attractions



Tabriz

Mashhad, Shah
Jadid Bridge

Natural sites of tourist interest

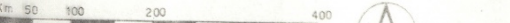


- کوهستانهای بلند HIGH MOUNTAINS (>2750 M.)
- کوهستان MOUNTAINS (>2000M.)
- بیابان DESERT
- پستی و بلندیهایی چشمگیر ACCENTUATED RELIEF
- جنگلهای انبوه DENSE FOREST
- نواحی عمده سرسبز MAIN GREEN VALLEYS
- شالیزار و کشتزارهای پايه RICE AND TEA CULTIVATION
- نخلستان PALM TREE OASIS
- باغهای ميوه IRRIGATED ORCHARDS
- دریاچه نمک SALT LAKE
- پلازهای واقع در مناطق زیبا BEACH IN CHARMING SURROUNDINGS
- پلازهای مناطق کم بارش و فقیر BEACH IN POOR SITES

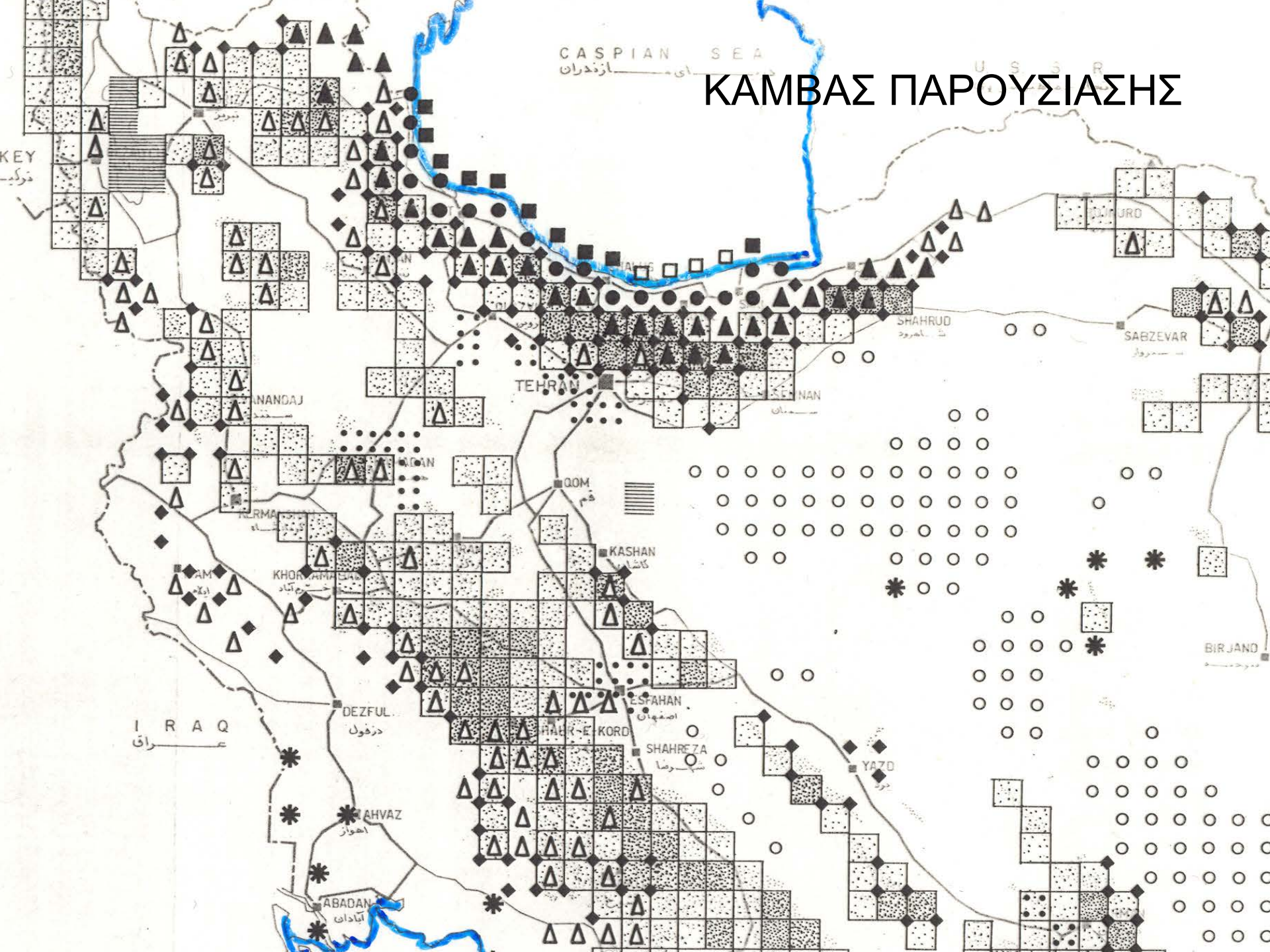
طرح جامع توسعه گردشگری در ایران برای سازمان برنامه و بودجه توسط مشاوران برای توسعه گردشگری در ایران
 MASTER PLAN FOR THE DEVELOPMENT OF TOURISM IN IRAN PREPARED FOR THE PLAN ORGANIZATION BY TOURIST CONSULTANTS FOR THE DEVELOPMENT OF TOURISM LTD.

ترکیب: synthesis: NATURAL SITES OF TOURIST INTEREST

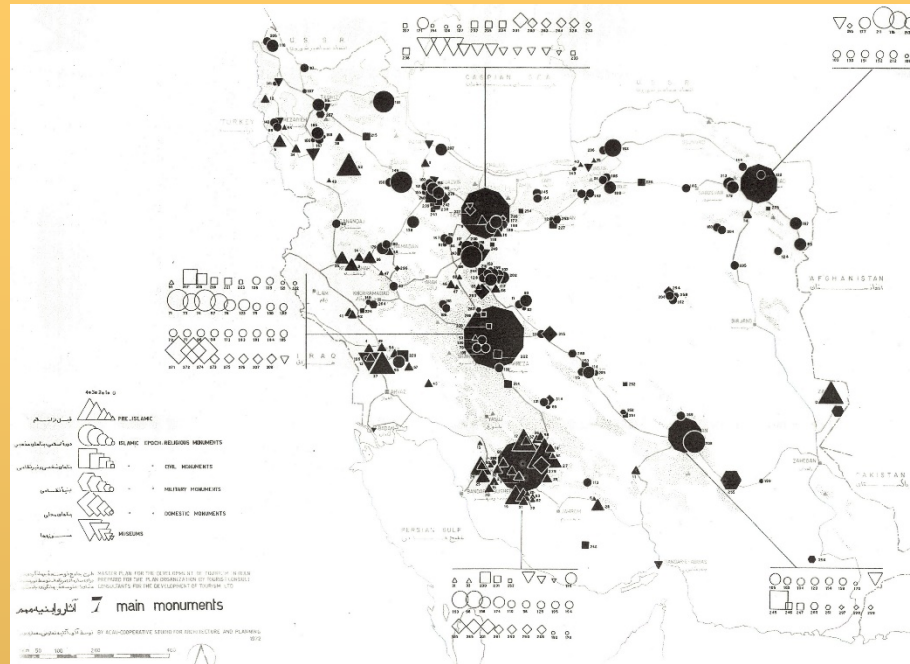
BY ACAU-COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING 1972



ΚΑΜΒΑΣ ΠΑΡΟΥΣΙΑΣΗΣ

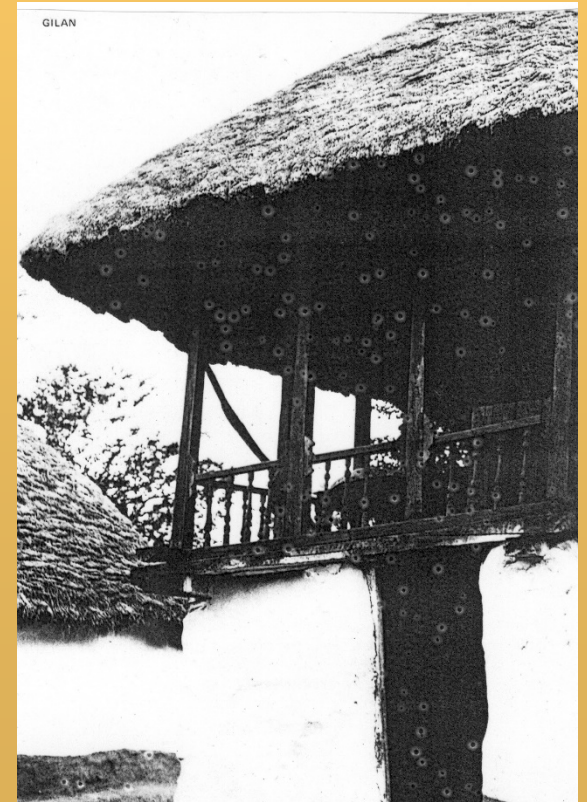
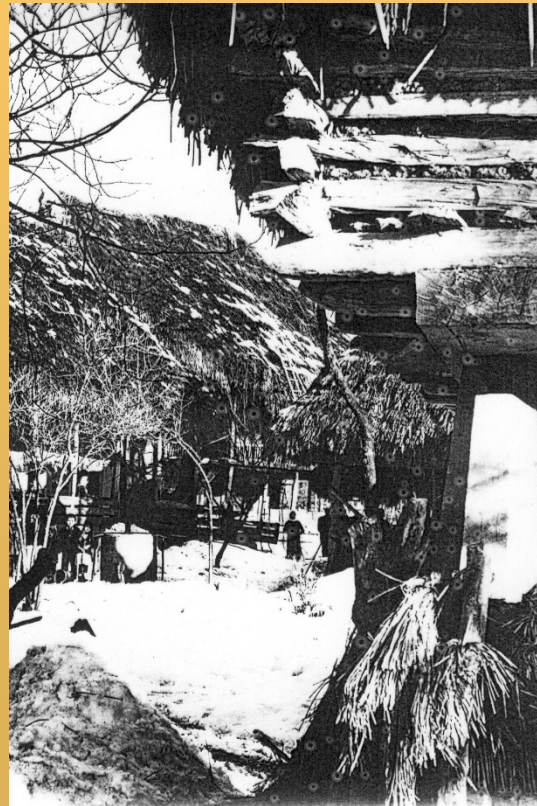


An important question:

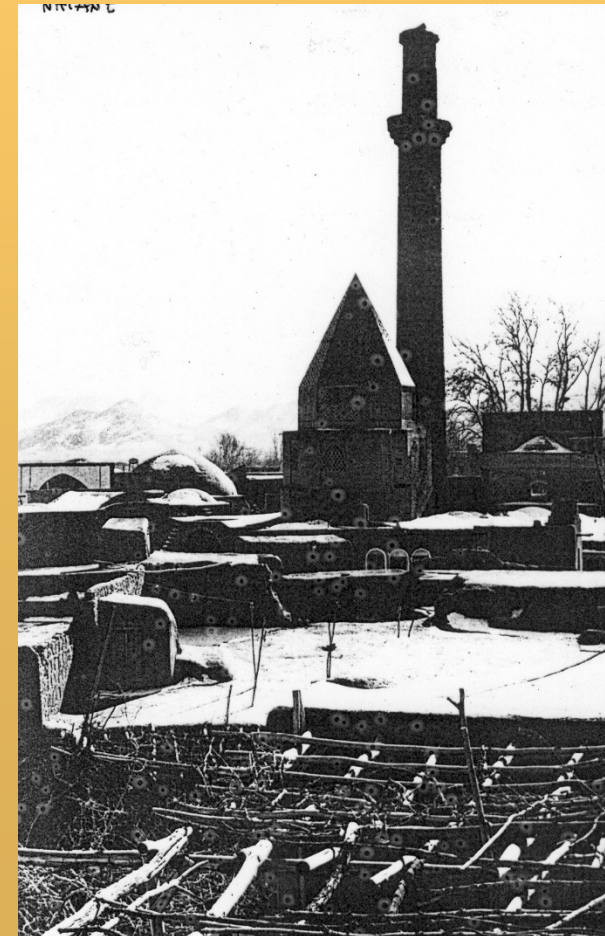
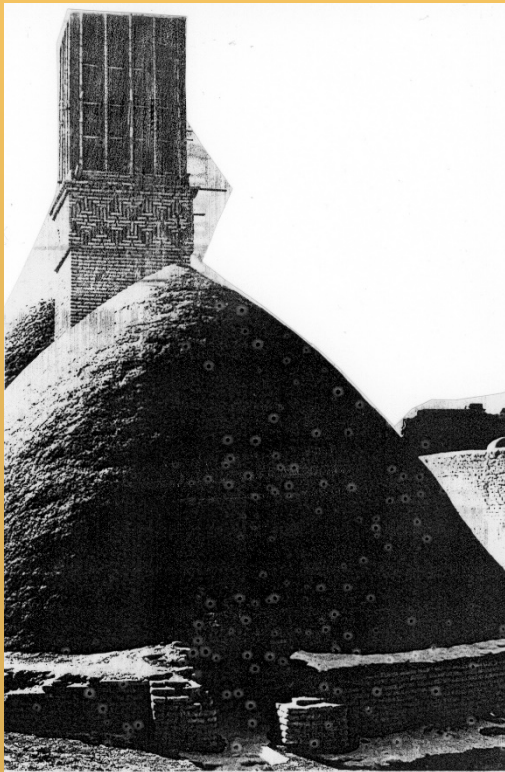
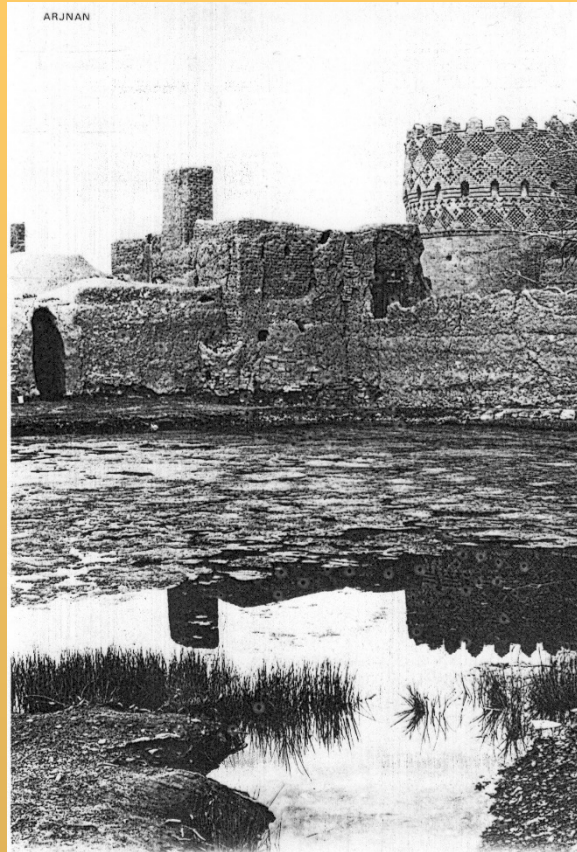


Why drive thousand kilometers to see a monument or a sight which is not as beautiful as those conveniently grouped in either the Esfahan or Shiras areas?

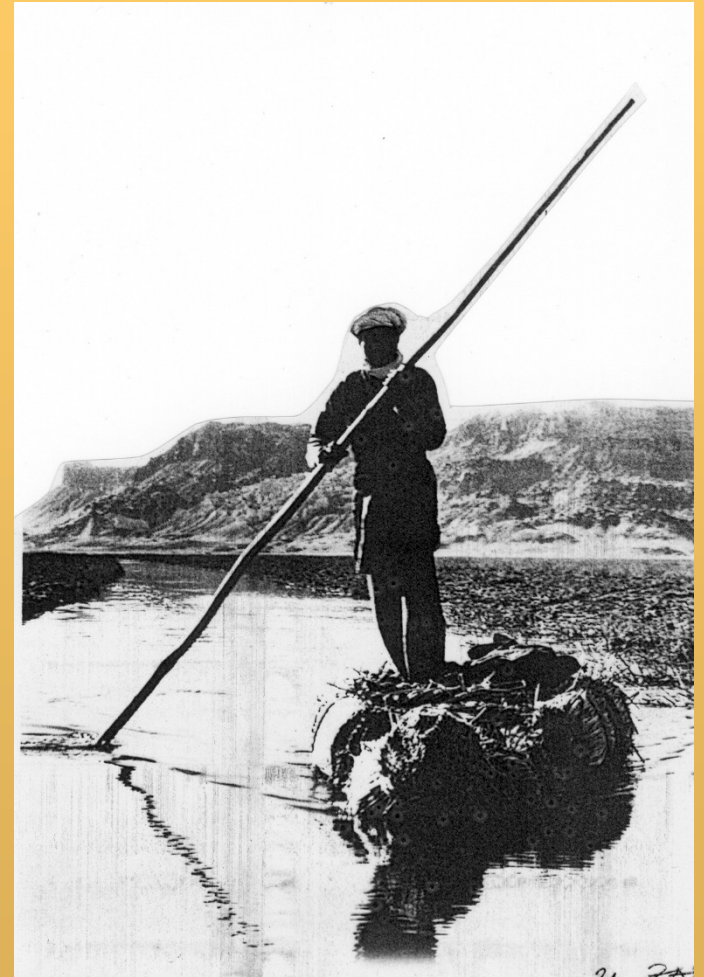
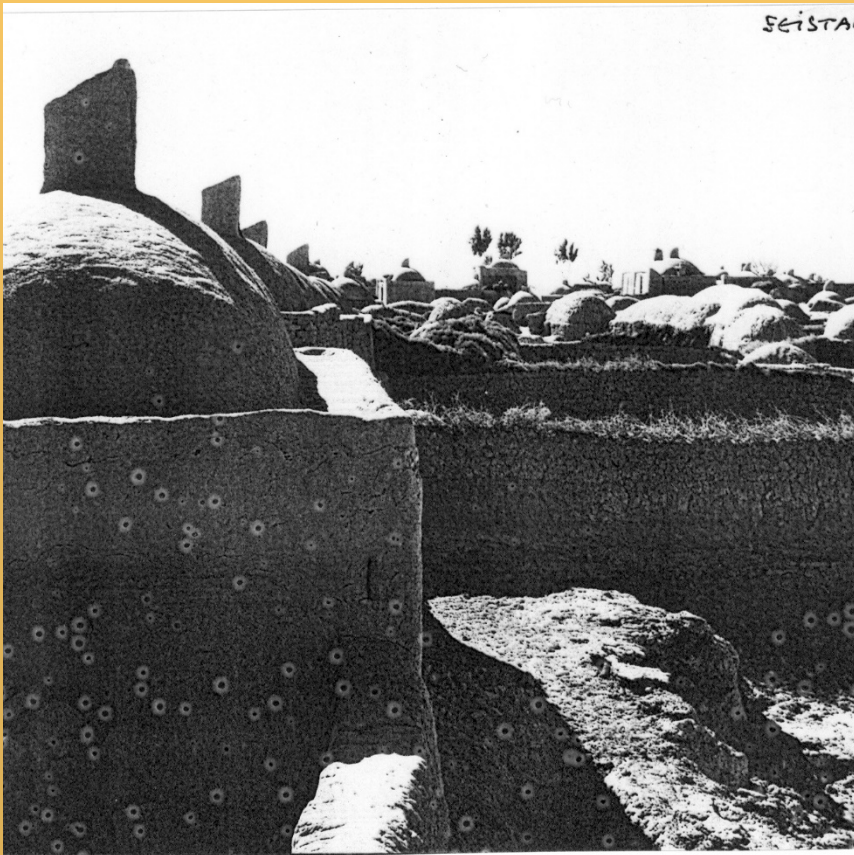
The beginning of an answer : On the Caspian coast...



The beginning of an answer : in Central Iran



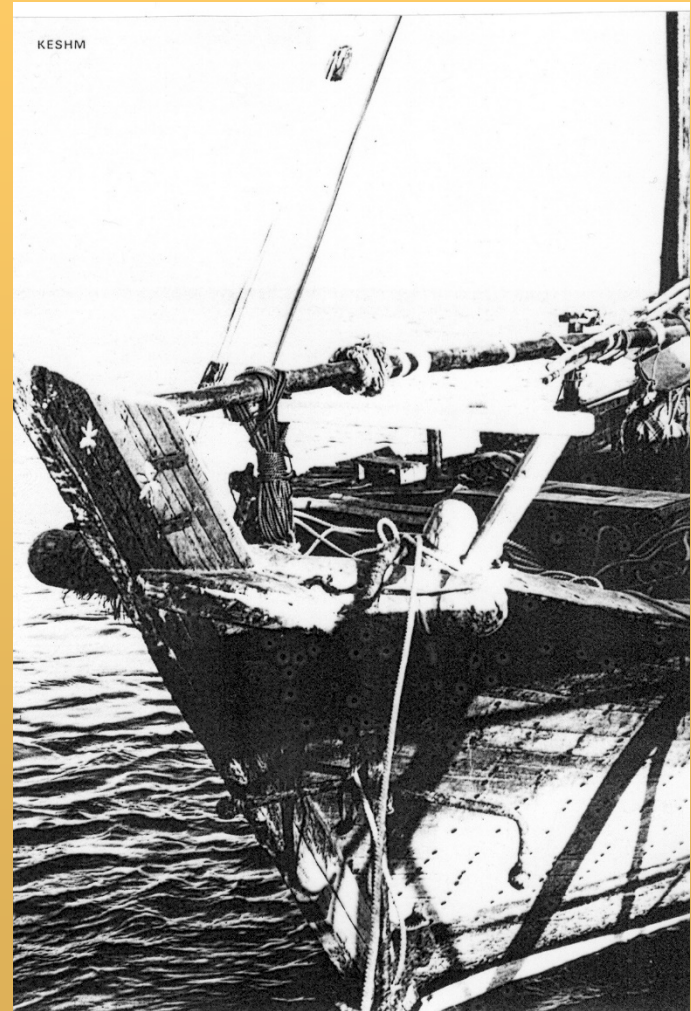
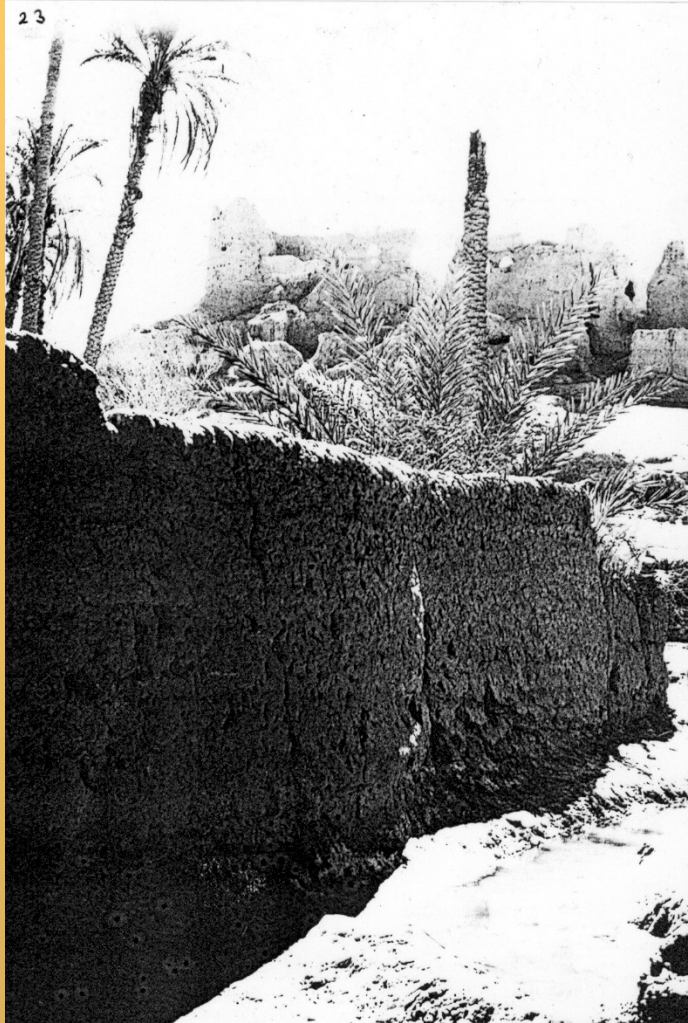
The beginning of an answer : in Eastern Iran



The beginning of an answer : Bam



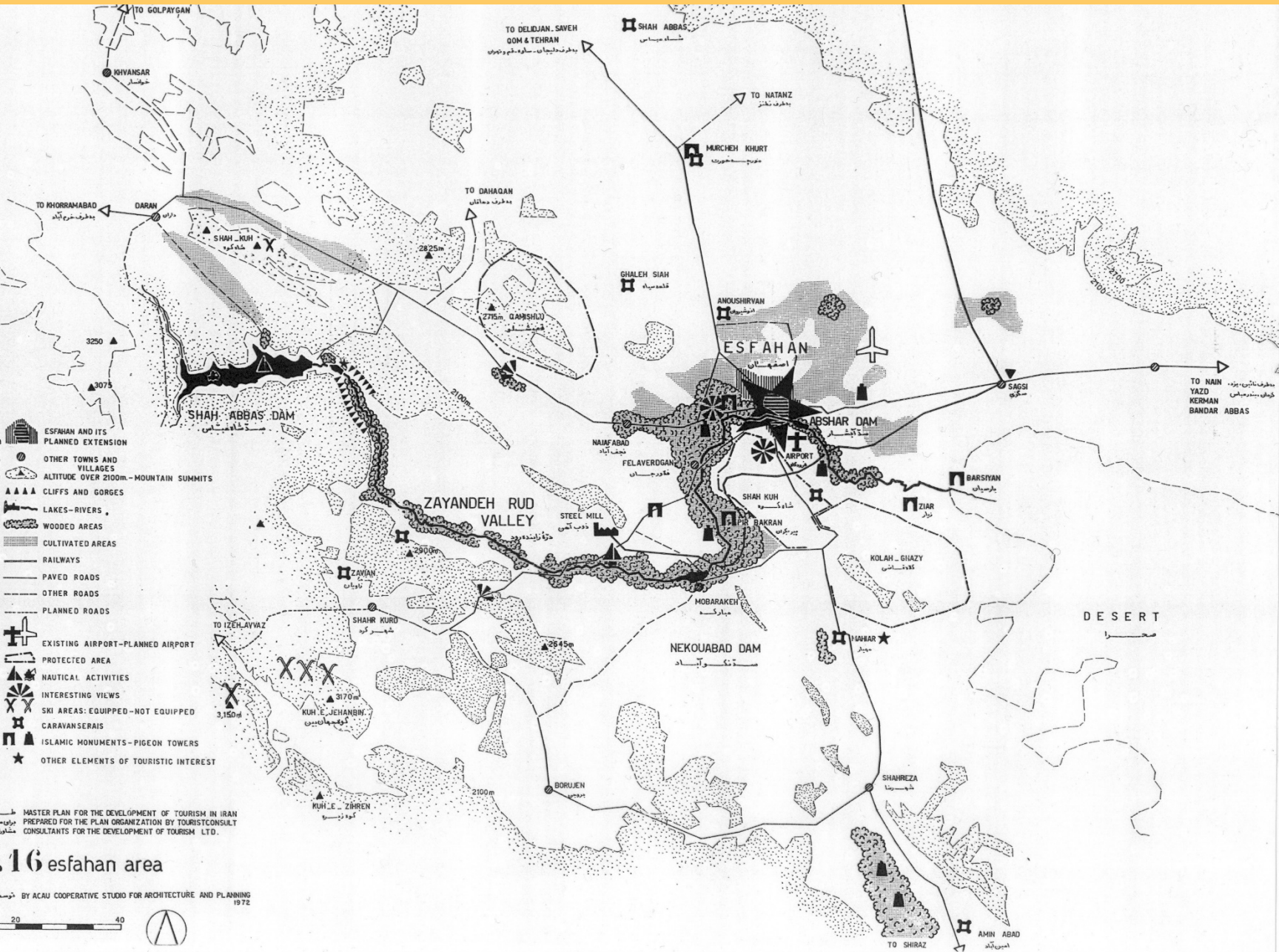
The beginning of an answer : on the Coast of the Gulf



Domestic architecture



Inventory of the Esfahan Area



16 esfahan area

توسط: ACAU COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING 1972



Other nation-wide surveys

- Ways of access to the country (*time and cost comparisons*)
- Main road, train or air connections
- Accommodation and catering (*categories of management, investment costs, operating expenses, manpower, tariffs, occupancy rates, profitability with breakeven points, local and regional costs and benefits, leakages, etc.*)
- Survey of climatic conditions (comfort charts)
- Existing handicraft

Back to the tourism markets

1. Organization of the study
2. Resources' surveys
3. Markets' surveys
 1. Present tourism flows
 - Long haul international tourism
 - Regional international
 - Domestic (in the country and out-going)
 2. Potential tourism flows
4. *A third field of survey: the policy makers*
5. *Resources v. Markets: planning concepts*
6. *Checking potential markets*

7. *Alternative policies*
8. *Elaboration of the master plan*

Present tourism flows

- Long haul international tourism
 - Business 60%
 - Tours, visits (individuals+groups) 15 %
 - Young people, hippies 15 %
 - Stop over 5 %
- Regional international tourism
 - Pilgrims 40 %
 - Business 35 %
 - Family or health visits 25 %
- Domestic tourism
 - Business, conventions 50 %
 - Holidays 35 %
 - Pilgrims (to Qom and Mashad) 15 %
- Outgoing Iranians
 - Pilgrims to Mecca 25 %
 - Others (business, sightseeing+shopping) 75 %

Potential international tourism flows

- Principal generating areas
- Preferred areas of destination
- Average expenditure
- Means of access
- Travel agencies' network
- Future motivations
- Tendencies
- etc

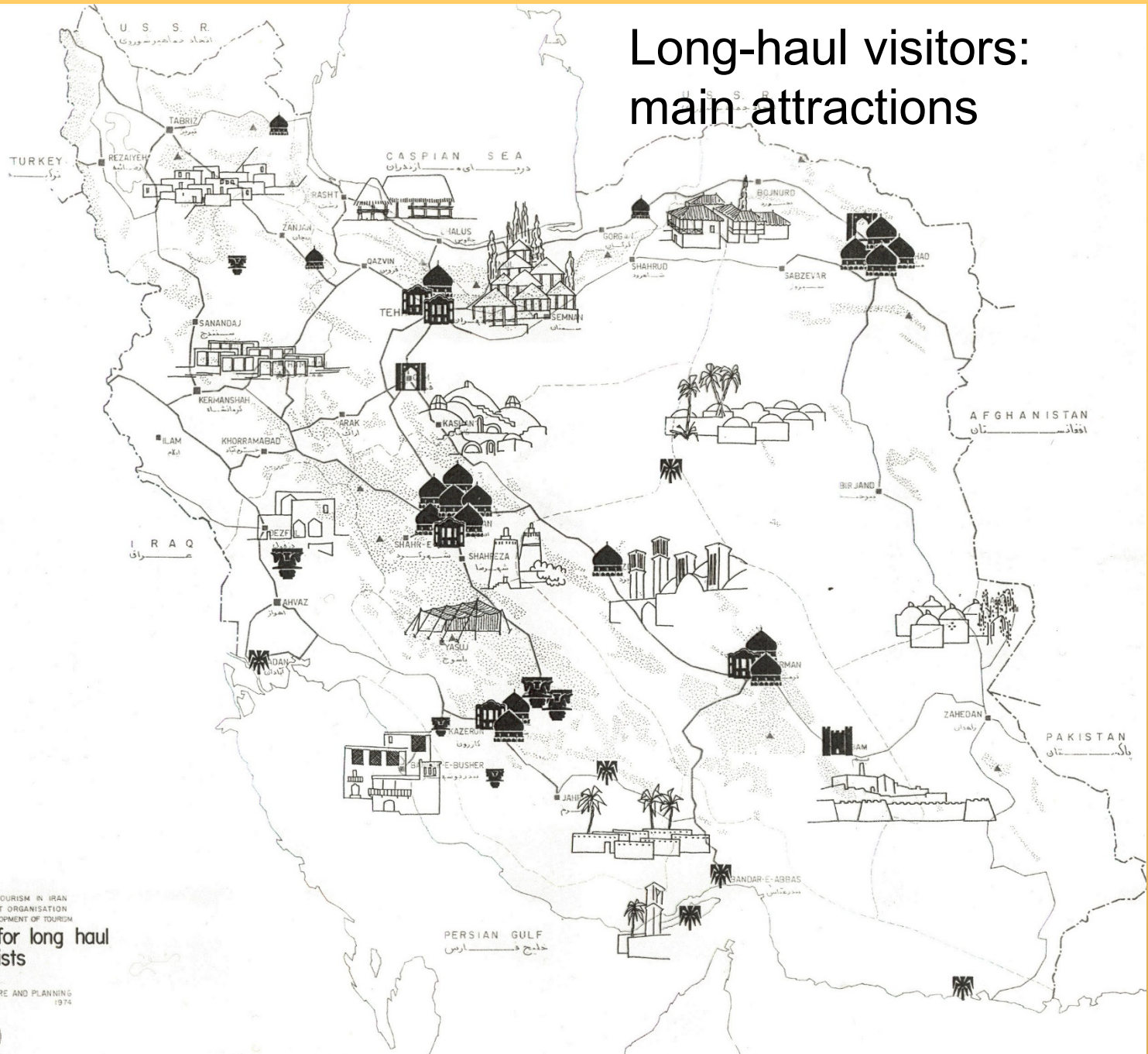
A third field of surveys: the policy makers

1. Organization of the study
2. Resources' surveys
3. Markets' surveys
4. A third field of investigation: the policy makers
 - at administrative level
 - in the tourism sector
5. Resources v. Markets: planning concepts
6. Checking the potential markets
7. *Alternative policies*
8. *Elaboration of the master plan*

From tourism product to planning concept

1. Organization of the study
2. Resources' surveys
3. Markets' surveys
4. A third field of investigation: the policy makers
5. Resources v. Markets: planning concepts
 - for long-haul international tourism
 - for domestic tourists
6. Checking the potential markets
7. *Alternative policies*
8. *Elaboration of the master plan*

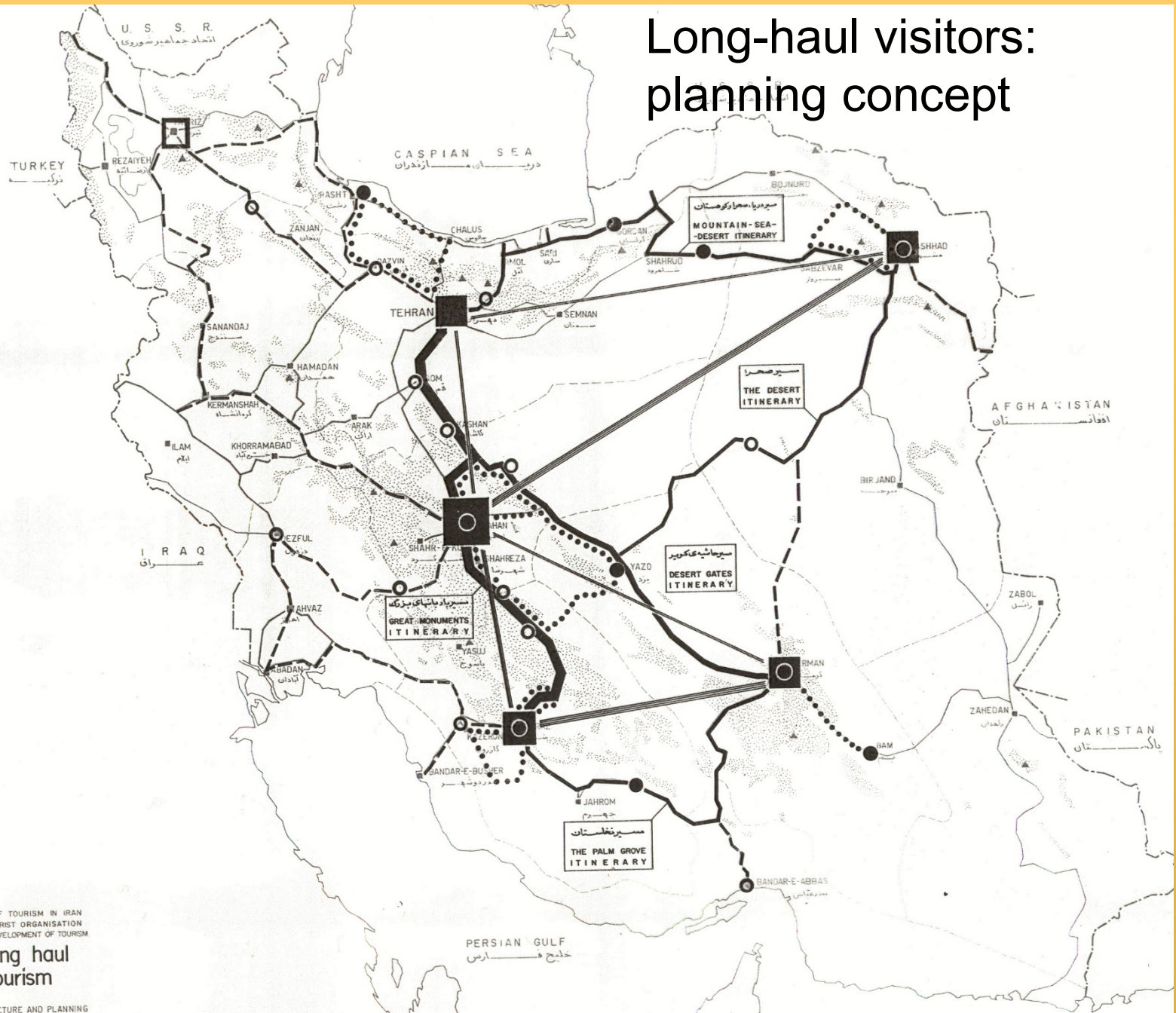
Long-haul visitors: main attractions









طرح جامع توسعه
برای سازمان
توریسم کشور
20 main attractions for long haul
international tourists
(BUSINESS EXCLUDED)
جهانگردانان
دور (بهرامستشای)

BY ACAU-COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING
1974

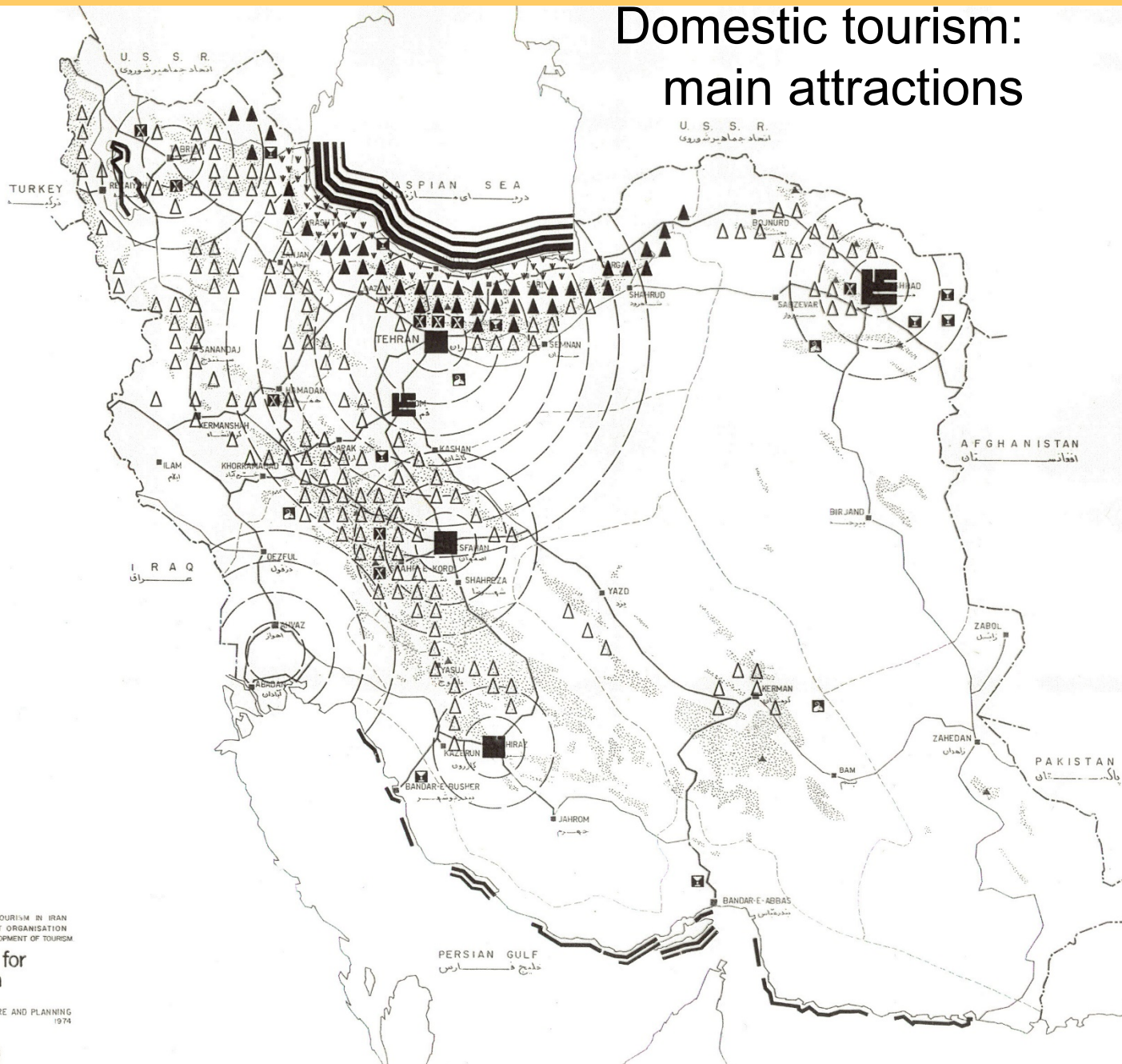
Long-haul visitors: planning concept



-  MAIN TOURIST POLE
-  BOSTAN-SARA
-  MAIN TOURIST ITINERARIES (ACCORDING TO IMPORTANCE)
-  OTHER SEASONAL TOURIST ITINERARIES
-  MAIN EXCURSIONS
-  MAIN TOURIST AIR LINKS

شرح جغرافیایی و آماری برای توسعه توریسم
concept for long haul international tourism
 (BUSINESS EXCLUDED)
 BY ACAU-COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING
 1974

Domestic tourism: main attractions



- MAIN CLIENTELE SUPPLY CENTER (ACCORDING TO IMPORTANCE)
- MAIN TOURIST TOWN
- MAIN PILGRIM TOWN
- MAIN SITES FOR SKING
- MAIN HUNTING AREA
- MAIN MINERAL SPRING
- MAIN BEACH
- MAIN DENSE FOREST
- RELATIVE COOLNESS IN SUMMER
- RICE PADDIES / GREENERY

طرح جامع توسعه
برای سازمان
توریست کنترلی

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حاذیهها
نظریات
(بداستی)

main attractions for
domestic tourism
(BUSINESS EXCLUDED)

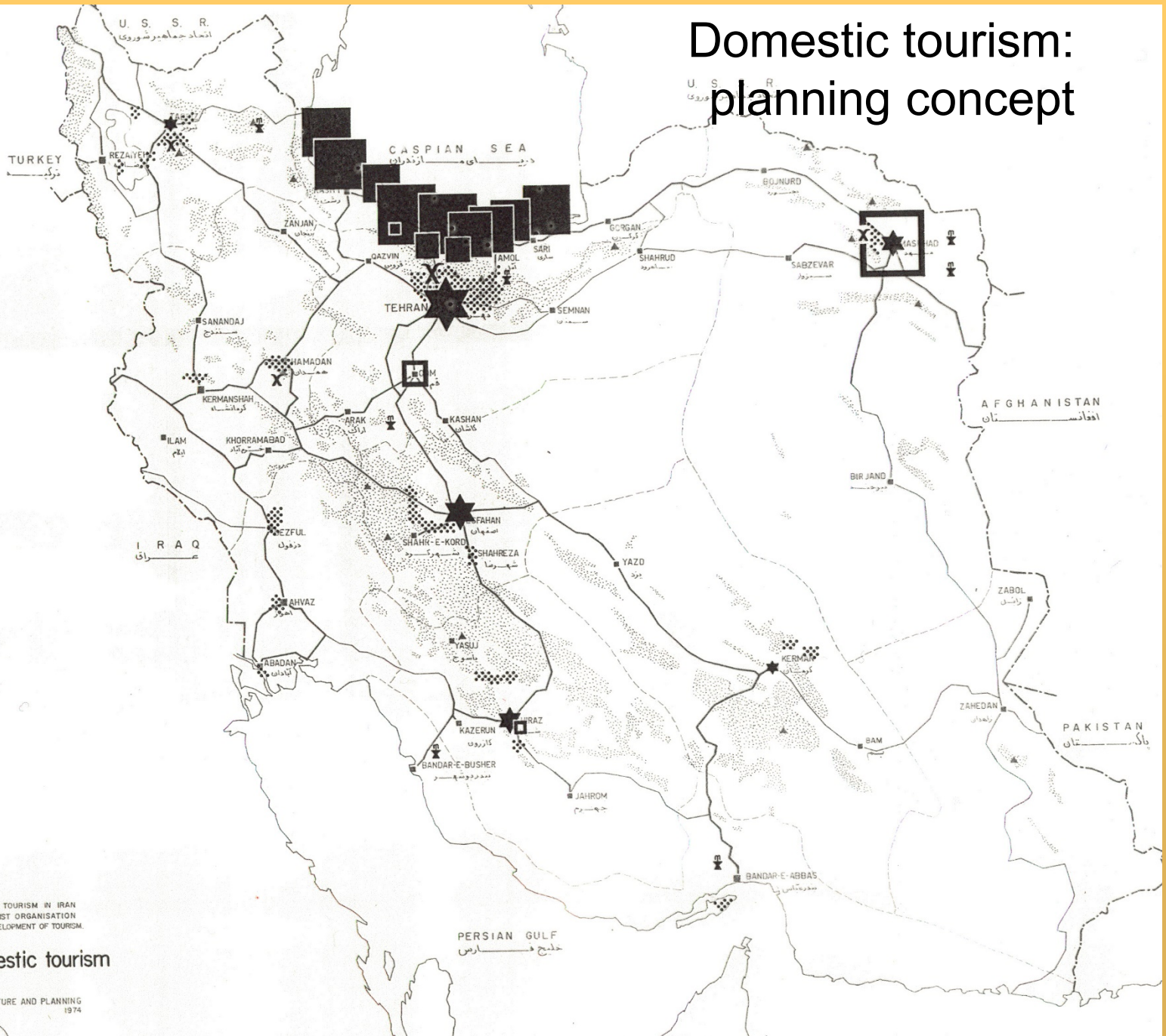
BY ACAU-COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING
1974



Domestic 'tourism':
the pressure on picnic sites



Domestic tourism: planning concept



-  MAIN SEASIDE HOLIDAY RESORT
-  MAIN PILGRIM TOWN
-  MAIN TOURIST TOWN
-  MAIN SITES FOR ONE DAY EXCURSION
-  MAIN SKIING CENTER
-  MAIN SPA OF NATIONAL INTEREST

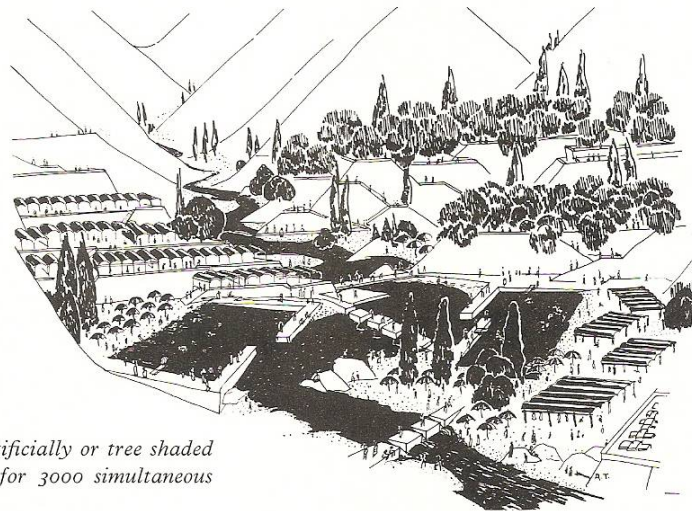
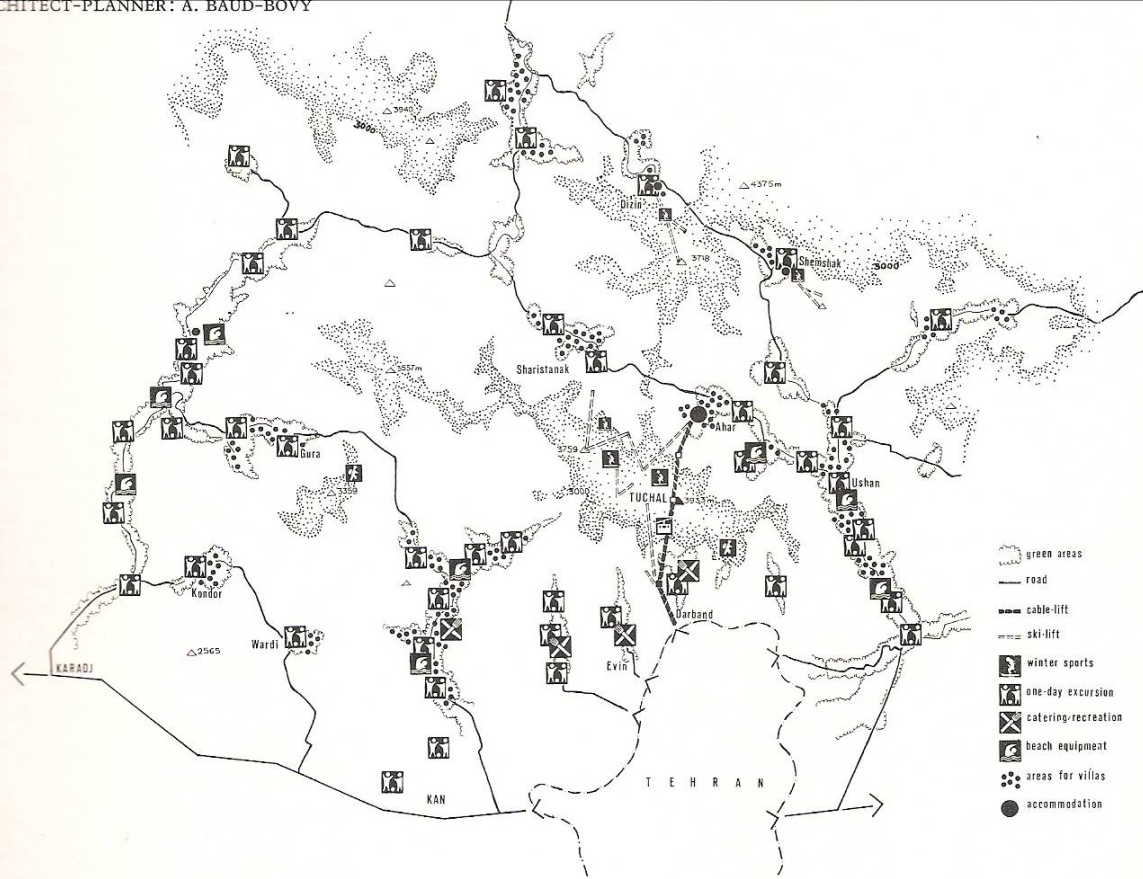
طرح جامع توریسم
برای سازمان
توریسم کشور

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انگاشتهای
(بهرامشای) **concept for domestic tourism**
(BUSINESS EXCLUDED)

BY ACAU-COOPERATIVE STUDIO FOR ARCHITECTURE AND PLANNING
1974





Typical one-day excursion site

With beach facilities along the river, artificially or tree shaded picnic sites, terraces, playgrounds, etc, for 3000 simultaneous visitors.

Testing detailed products: on the markets

1. Organization of the study
2. Resources' surveys
3. Markets' surveys
4. A third field of survey: the policy makers
5. Resources v. Markets: planning concepts
6. Checking the potential markets
 - Elaboration of detailed tourism products
 - Testing them on the potential markets
7. *Alternative policies*
8. *Elaboration of the master plan*

Resources versus markets

1. Possible tourism products

- 1 week sightseeing (mostly archaeology)
- 2 weeks sightseeing (idem)
- 2 weeks beach holidays
- 1 week beach+1 week sightseeing
- 1 week holiday in oasis near Esfahan
- 2 weeks sightseeing (local traditions)
- 2-4 days sightseeing for businessmen)
- 4 days sightseeing (combined with similar visits to Egypt, Greece...)
- Various speciality trips (national parks, festivals, hunting, climbing)

2. Checking products with markets

- Interviewing tour operators in the Gulf, in Europe, United States, Canada, Japan, Hong-Kong, Singapore and Australia

MAIN TOURIST FLOWS IN IRAN



Resources versus markets: alternative policies

1. Organization of the study
2. Resources' surveys
3. Markets' surveys
4. A third field of survey: the policy makers
5. Resources v. Markets: potential tourism products
6. Potential markets' survey
7. **Alternative policies**
8. *Elaboration of the master plan*

Alternative policies: economic impacts

COMPARATIVE TABLE I FOR THE FOUR OPTIONS

(5 TH PLAN)

	O P T I O N A				O P T I O N B				O P T I O N C				O P T I O N D			
	long.h. intern.	reg. intern.	domes- tic	total	long.h. intern.	reg. intern.	domes- tic	total	long.h. intern.	reg. intern.	domes- tic	total	long.h. intern.	reg. intern.	domes- tic	total
Additional arrivals 1) (in 1000)	195	143	4300		121	73	4700		195	143	4700		195	143	4300	
Total arrivals (in 1000)	374	318	10750		300	248	11150		374	318	11150		374	318	10750	
	692				548				692				692			
Additional beds (in 1000)	14	14	65	93	8	7	77	92	14	14	77	105	14	14	65	93
Total investment cost (in 1'000'000 Rials)	10054	1551	8918	20523	6218	6	11945	18853	10054	1551	11945	23550	10054	1551	8918	20523
Expenses (1'000'000 Rials)																
- publicity/promotion	246	11	12	269	111	3	23	137	246	11	23	280	246	11	12	269
- vocat. training	166	56	256	478	98	24	314	436	166	56	314	536	166	56	256	478
Net foreign exch. earn. (in 1'000'000 Rials)	11132	2320	-	13452	6884	830	-	7714	11132	2320	-	13452	11132	2320	-	13452
Job creation (units)	5179	889	4762	10830	3184	431	5883	9498	5179	889	5883	11951	5179	889	4762	10830
Ratios																
Investment/Job 2) (in 1'000'000 Rials)	1.941	1.745	1.873	1.895	1.953	1.601	2.030	1.985	1.991	1.745	2.030	1.970	1.941	1.745	1.873	1.895
Foreign exch./investment 3) (in Rials)	1.10	1.49	-	0.65	1.11	1.20	-	0.41	1.11	1.49	-	0.57	1.10	1.49	-	0.65
Aver. investment per bed (in 1000 Rials)	669	111	137	220	764	104	155	205	669	111	155	224	669	111	137	220

1) Number of international tourists arriving at the frontier. Number of arrivals of domestic tourists in all means of accommodation with relatives and friends.

2) Gives the average investment needed for the creation of a new job in tourism

3) Gives amount of net exchange earnings for the economy in a period of 5 years from 1 unit of investment.

Alternative policies: regional effects of tourism development

COMPARATIVE TABLE III

REGIONAL INVESTMENTS, 5TH AND 6TH PLAN

(in 1'000'000 Rials)

PLAN OPTION TOURIST REGIONS	5 T H P L A N								6 T H P L A N							
	A		B		C		D		A		B		C			
	Abs. Fig.	%	Abs. Fig.	%	Abs. Fig.	%	Abs. Fig.	%	Abs. Fig.	%	Abs. Fig.	%	Abs. Fig.	%		
Tehran town	4322	<u>21</u>	3976	<u>21</u>	4608	20	4322	21	4739	20	4105	18	4913	18		
Rest of Central prov.	1451	7	1820	10	1891	8	1451	7	2172	9	2737	12	2901	11		
Esfahan + Area	1865	9	1459	8	2022	9	1865	9	2080	9	1722	8	2262	8		
Shiraz + Area	1357	7	964	5	1506	6	1357	7	1821	8	1480	7	1991	7		
Mashhad + Area	2951	14	2469	13	3201	14	2951	14	2957	13	2722	12	3182	12		
Caspian coast	3399	<u>16</u>	4567	<u>24</u>	4749	20	3399	16	3310	14	5245	23	5381	19		
Khuzistan	1216	6	1169	6	1356	6	1216	6	1437	6	1400	6	1599	6		
Persian Gulf	1458	<u>7</u>	439	<u>2</u>	1502	6	1458	7	2056	9	527	2	2103	8		
Kerman + Area	775	4	504	3	806	3	775	4	822	3	568	3	861	3		
Zagros mountains	258	2	292	2	312	1	258	2	510	2	463	2	589	2		
Azarbaijan	816	4	787	4	910	4	816	4	1007	4	967	5	1129	4		
Kevir and Around	655	3	407	2	687	3	655	3	702	3	473	2	741	2		
Whole country	20523	100	18853	100	23550	100	20523	100	23613	100	22409	100	27652	100		

Detailed elaboration of the master plan

1. Financing the development of tourism
2. Controlling the creation and the operation of the tourism facilities
3. Transportation policies (air and ground)
4. Advertising and promoting Iranian tourism
5. Professional education and training
6. Organization of social and youth tourism
7. Detailed elaboration of the mater plan
 - *Protection of sites and monuments*
 - *Land regulation and control*

Elaboration of the master plan: economic aspects

1. The impact of tourism on the Iranian economy:

- *The GNP generated from tourism*
- *The employment generated by tourism*
- *Tourism in the balance of payments*
- *Tourism in the State's revenues*
- *Regionalization of tourism development*
- *The other impacts from tourism*

2. Impact of tourism and cost-benefit studies

- *The volume of necessary investment*
- *The regional breakdown of tourism investment*
- *The sources of financing*
- *The elements of the cost-benefit analysis*
- *The direct impact*
- *The external impact*
- *The comparison of costs and benefits*

Elaboration of the master plan: physical aspects

- **Physical masterplan:**
 - *7 maps on 1:500 000*
 - *Present resources and facilities*
 - *Proposals*
 - *Regional datas*
- **Policies:**
 - *Land regulation and control*
 - *Protection of sites and monuments*

PASOLP – Product Analysis Sequence for Outdoor Leisure Planning

