

Tourism and Rural Development

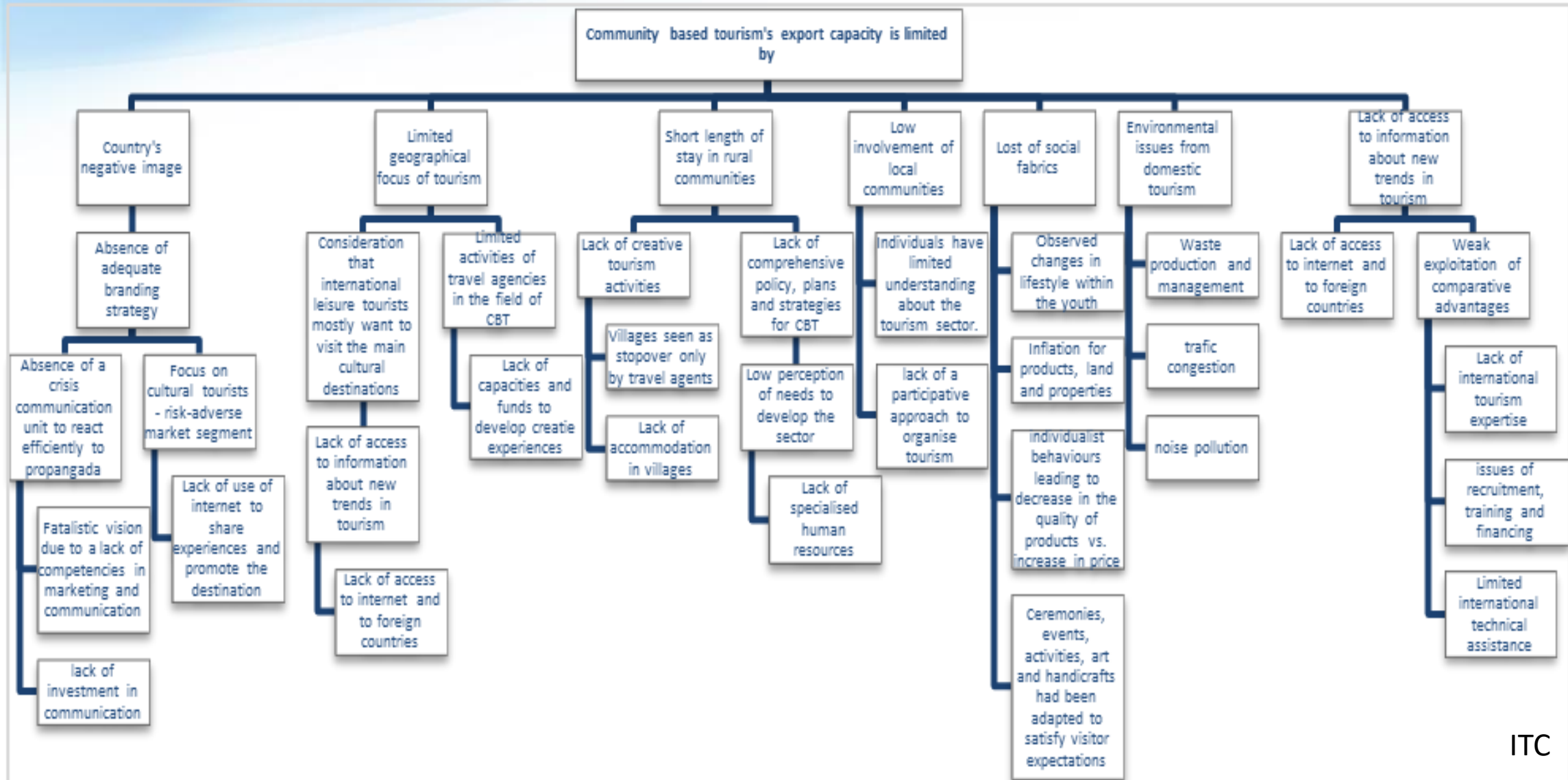
Governance and Community Engagement for an Enhanced Rural Development

Islamic Republic Of Iran

Cultural heritage, tourism and Handicrafts Ministry

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Iran's challenges for Rural Tourism



Key challenges for Rural Tourism:

1. Lack of a **comprehensive plan** for rural tourism development
2. Expecting well-utilization of tourism capabilities like as **cultural-historical** section.
3. Needs for a better **marketing plan**, consisting an introduction to rural .tourist attractions.
4. **Low-level** of national and international **investments** in rural tourism

Key challenges for Rural Tourism (continue) :

5-Insufficiency of balanced rural tourism industry chain from origin to destination (Transportation, Hospitality, Accommodation,...)

6-Weakness of sufficient awareness of the local community regard industry tourism

7-Deficiency of coordination between and within government and non-government bodies in charge of rural tourism



Levels of Tourism Development Planning

Policies and actions adopted to overcome the challenges :

- **Formulation and approval of a **tourism Strategic document****

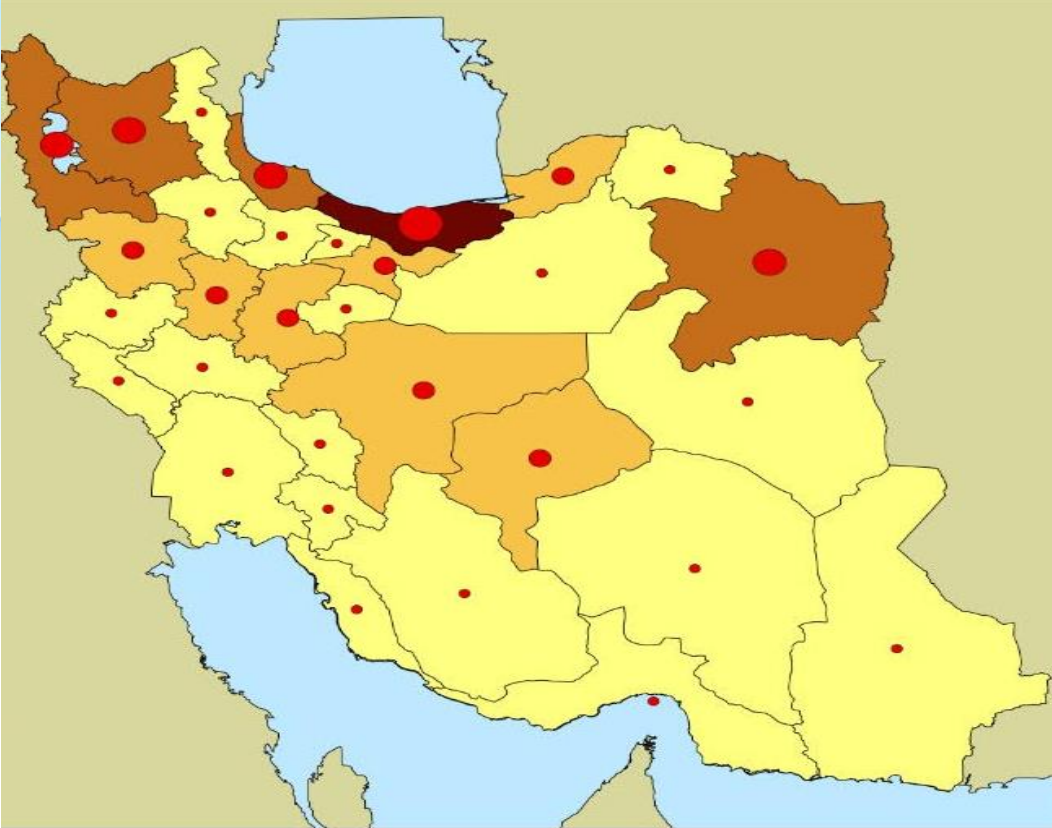
Determine roles and responsibilities for collaborating with other relevant organizations

- **Planning to formulate a **National Tourism development Master Plan** with the collaboration of UNWTO**
- **Preparation of **National Tourism Export strategy document** with the International Trade Center (ITC)**

| Strategic objective | Operational objective | Activity |
|---|---|--|
| 1. To enhance coordination and cooperation in ecotourism/nature-based tourism and community based tourism | 1.1. Provide a framework for coordination, convergence and control of activities in the field of eco-tourism and CBT | 1.1.1. Enforce the implementation of the eco-tourism’s strategic document and establishment of an eco-tourism policy / a rural tourism policy |
| | | 1.1.2. Development of an eco-tourism master plan for each “ecotourism” priority area |
| | | 1.1.3. Development of specific materials on best practices, quality standards and sustainability at each nodes of the tourism value chain |
| | | 1.1.4. Guidelines for organization willing to support tourism related project |
| | | 1.1.5. Development of Dos and Don’ts for CBT and eco-tourism destinations (for local communities, tour guides, Travel agents and tourists) |
| | 1.2. Constantly update the institutional knowledge on new trends in tourism with a focus on Wellness tourism, eco-tourism and CBT | 1.2.1. Organisation of yearly international academic and professional tourism conferences / workshops to keep update of international good practices in tourism |
| | | 1.2.2. Development of a manual for efficient participation to trade fairs (identification of new trends and best communication strategies, how to organise B2B events, etc.) |
| | | 1.2.3. Upgrade of tourism program in TVET with the support of internationally recognized institutions |
| | 1.3. Establish a more effective coordination and cooperation mechanism between tourism stakeholders | 1.3.1. Creation of an online platform that empower and connect tourism related entrepreneurs |
| | | 1.3.2. Empowerment of regional arms of the national industry associations |
| | | 1.3.3. Creation and/or make available access to online courses on tourism related activities in foreign languages (including a certification process) |
| | | 1.3.4. Creation of a national tourism association |

Other activities :

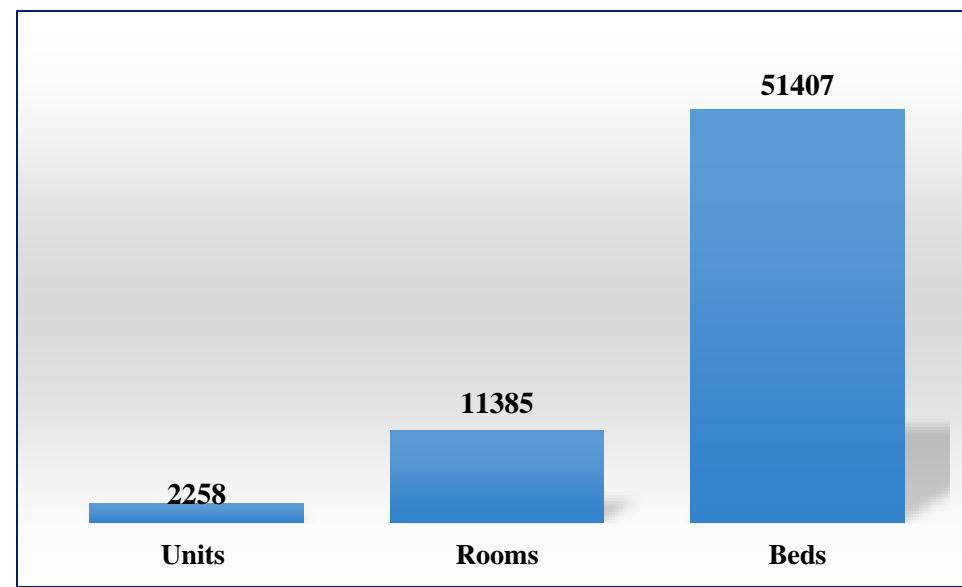
- **Re-organization of tourism organizational structure (Ministry-based)**
- **Establishment of a Rural Tourism Steering Committee (RTSC)**
- **Signing a memorandum of cooperation with other relevant public sector and banks**



- **Determining the indicators of tourist destination villages**
- **Identify and classify about 500 selected villages for tourism based on cultural, natural, handicraft and**
- **National and world registration of valuable villages (Registration of three villages from Iran in the World Handicrafts Council)**



- **Support to build 2258 eco-lodges**
- **Establishment of a professional association of eco-lodges**



Marketing activities:

- Launching **new** types **of tourism** in rural areas such as agricultural tourism, mining and ...
- Designing and holding tourism **events** in rural and nomadic areas annually (41 events)
- Allocating 25% of the content of Iran's tourism advertisements to the **introduction of villages**
- Allocating about 22% of national and international **FAM trip** to visit villages
- Holding **virtual tours** to get acquainted with the attractions of the village during the Corona era

Training :

- Holding 305 empowerment training courses in rural areas of the country and training about 12,300 people in rural areas
- Training and licensing for 1,200 local tour guides

Infrastructure and Investment :

- Allocation of governmental funds for tourism infrastructure in tourist villages of Iran annually
- Bank loan settlement of 16170 rural projects
- Allocation of eligible rural historic buildings to private sector investors
- Improvement and restoration of villages with historically architecture context
- Issuance of 401 production licenses for rural handicraft

Success Story: Esfahak village

- The old village was destroyed due to an earthquake in 1978
- The new village was built and founded near the old one
- Many of the buildings of the old village have been restored and turned into ecotourism resorts.



Characteristics of Esfahak :

- Eight resorts with all facilities (consist of shower, shopping center, mosque,...) with a special form of village desert architecture
- Using renewable and green energy
- Prohibition of Electricity for Lighting, Using lanthorn instead!



By development eco-lodges in the village:

- Employment of village residents
- Offering traditional and organic food
- Supply of handicrafts
- Providing medicinal plants packages

Esfahak has won the “TO DO 2020 Award” of Germany



Benefits:

- Reverse migration to the villages
- Employment of village residents
- Preserving historically architecture context of the village

Lessons learned:

- Enhancing Coordination and Cooperation
- Upgrading and capitalize on existing practices / assets
- Enriching the experience and the story telling

Framework for developing rural tourism

Establishment
of a rural
tourism policy



Development
of a rural
tourism
master plan
for each “rural
tourism”
priority area



Development
of specific
materials on
best practices,
quality
standards and
sustainability
at each nodes
of the tourism
value chain



Guidelines for
organization
willing to
support
tourism
related project



Expanding
action plan (to
Do and Do not
list) for CBT
(for local
communities,
tour guides,
Travel agents
and tourists)



Thank You



“Iran: Everywhere is yours”