



**Choghakhor Excellent Tourism Region**

## **1)Main information**

### **Executive summary**

In one hand, establishing a residential, recreational, sport and commercial series for spending the leisure of people and on the other hand attracting the financial resources for tourism development in Chahrmahal&Bakhtiari have been considered. Implementing this project results in tourism development and growth in the region and also increasing welfare level and the culture of the society. Necessity and importance of doing these studies is resulted from this fact that although this province can play more active role in economic, social and cultural areas duo to its special characteristics for sustainable development of ecotourism , implementing this project in the region can be a suitable step toward development and removing the regional deprivations in one hand and on the other hand sustainable development of tourism in Choghakhor.

### **2)place of project implementation**

Choghakhor study region in Chahrmahal&Bakhtiari is located in Borujen, Boldaji department, Choghakhor town. Its area is 130 hectare.

Site area is in geographical coordinates 50° and 52 min and 15 s in length in the east , northern 31° and 56 min and 5 second latitude and about 2 km to galogard town , 17 km to the west of Boldaji and 42 km to west of Borujen as the capital of province.





Choghakhor Pond with an area up to 2300 hectare is a landform of Chahrmahal&Bakhtiari and is located in the southern domain of Kalar Mountain. In term of geographical and environmental conditions, this pond is one of the effective land water bodies in Chahrmahal&Bakhtiari so that this region has been registered as prohibited hunting area by Environmental Protection Organization in 1999.

Ponds are very valuable in term of economic-social, ecological values (settlement of animals, plants and water plants), herbal, grass and environmental (improvement of the environment quality), nutritional and draining underground waters, adjustment of water flow and flood control, protection against natural powers, deposit maintenance, clearing toxic substances, outing and tourism, investigational-educational importance, social and cultural importance. It is obvious that Choghakhor Pond isn't exception. At present, plant and animal species has chosen pond area as their settlement. Bio-diversity in this pond led to register it as international pond in the list of registered ponds in Ramsar Convention in 2010.

### **3) Statistics of input tourist to Chahrmahal&Bakhtiari**

Statistics of input tourists to Ch&B showed significant growth and with regarding to the tables presenting the statistics of input tourists, real growth rate resulted from increasing trend of tourists can be obtained.

**Table 1. statistics of input tourists in Ch&B from 2010 to 2011**

	2010	2011	2012	Growth rate(2010-12)	2012	Total of tourism type
Foreign tourists	1462	1920				
Indoor passengers	12354652	18121524				
Nowruz passengers	3468375					
Spring passengers	1221526					
Summer passengers	6556613					
Total in year	23602628					

Reference: Cultural heritage, Handcraft and Tourism Organization of Chahrmahal&Bakhtiari

Increasing trend of tourism in Ch&B in 56% rate brings the attentions toward this point that tourism destinations of tourism markets are experiencing such attractive destinations as Ch&B, the, tourist destinations can take the required interest from these markets in order to promote the tourism industry and sustainable development through planning and providing the needs of tourists. With regarding to residential, reception and recreational needs of tourists, Choghakhor Comprehensive Tourism Excellent Plan(CCTEP) tries to present the tourism services and facilities based on recognizing the target market, tourist's needs, motivation and purpose of travel, cost, travel time, type of vehicle,etc. Then, statistics and tourism growth rate explain the creation of tourism development plans in various scales.

Target markets of Choghakhor excellent region can be classified according to location and vicinity with first tourism markets of Isfahan including local, regional and trans-regional markets. Then, various projects can be presented for each above clusters based on their needs.

**Table 2. identity of CCTEP based on presentable product and condition of tourism market(demand)**

Beneficiaries of development plan	Target markets	Residency duration	Spent cost	Social class	tourists	Type of developable tourism	Identity of plan
- - Developing factors(invest ors) - Local society - Tourists - Business firms - Cultural Heritage, Handicrafts and Tourism Organization	- Local - Regional - Trans-regional	- - Short-time residency - Medium-term residency - Long-term residency	- Less than 50 thousand Tomans - 50-100 thousand Tomans - 100-150 thousand Tomans - More than 150 thousand Tomans	- - High - Medium to high - Medium to low - low	- - Families - Friends and peer groups - Tourism tours - ecotourism	- - Ecotourism - Tourism based on special activities - Agro-tourism -	- - Residential - Reception - Sport - Service and facilities

According to the issues considered in the table, presentable product proportional to the needs should be considered depending on the personality and spent costs of tourists, their tastes and distance of first tourism destinations to the excellent region(sample). These factors influence the identity of series and applied planning in defining the identity of projects comprises of scenarios which can be proposed for CCTEP.

CCTEP tries to establish the tourism installations and services as a part of supply factors so that proper services higher than the expectation of tourist are presented according to the capacities and abilities of region attractions.

#### 4)Scale of Plan

Identity-based determination of plan scale includes adopting some scenarios which have different ranges based on performance level of services and installations.

### Advanced Scenario of CCTEP

scale of plan									
Residency duration	Social class	Spent cost(Toman)	Main beneficiaries	Target markets	Activity type	Applicant groups	Demand type	Performance level	Scenario
Residency duration( several hours)	High, medium and low	Less than One thousand	Local society	Babaheidar, Farsan, Shahrekord, Boldaji and neighbor regions	Spending the leisure, recreation and trip	Local residents, citizens	Visitor	Local	First
		100-150 thousand	Developing factors (investors, visitors)	Regional(Ch&B)	Spending the leisure, recreation and trip	Family, peer and friend groups	One-day visitor	Regional	Second

### 5)Position of CCTEP in the comprehensive plan of the lands in the margin of Choghakhor Pond

Land range of Choghakhor with 6104 hectare area is formed of several main and district bodies which have different role and function in the existing position. Other than pond body with 1453 hectare area, other bodies which should be planned include:

1. Bayern lands and natural resource lands: these lands form 1602 hectare and 26.2% of the lands in the range. In term of position, these land are located in the western margin and south of pond after the village in the margin.
2. Rural regions: there are some rural regions in the southern margin of the pond which contribute to 140 hectare of the lands in the plan range other than the gardes and agricultural lands related to these villages.

1. Agricultural lands: agricultural lands belonged to the range villages are considered as the most land level of range. These lands are 1998 hectare and 32.7% of the lands in the plan range.
2. Gardens and groves: in addition to the gardens of city, some parts of the range comprises of groves and non-productive trees with about 639 hectare area and 10.6% of the lands in the region.
3. Communicative roads: roads also contribute to 22 hectare and 0.4% of the lands in the regions.
4. Installation –service and equipment centers: these operations include a mid-way service complex, environmental center of Organization of Environment and installations and equipment of Regional Water Organization which altogether form 10 hectare.
5. Lands with plan: at present, 240 hectare of Bayern lands and natural resources land have been submitted to private department and has been planned. Other than AFTAB complex which has been built and exploited, other submitted lands are as plan and no clear operation has been done on them.

## **6) Infrastructures and transportation**

### **1-terrestrial-road access**

Chahrmahal&Bakhtiari province has been located in the southwestern of Iran and has 4 neighbor provinces. It is limited by Isfahan(Fereydan, Nejafabad, Lenjan, Mobarakeh and Samirom) from north and east, by Kohkilooye&Boyerahmad from the south ,by Khouzestan(Izeh and Masjedsoleiman) from the west and by Lorestan from northwest. Natural limit of this province in the west of middle Zagros Mountains, in the east of Isfahan Plain and in the south of Boyerahmad Sofla. This province doesn't have freeway and the existing roads are divided into highway, main asphalted road and secondary asphalted road.

### **2-terrestrial railroad access**

At present, Ch&B lacks railroads but Isfahan-Ch&B-Khouzestan is one of the greatest plans of the country whose credit has been considered in Program and Budget Law and its first phase including Sefiddasht-Mobarakeh-Shahrekord is establishing by devoting the required credit.

### **3-aerial access**

Only airport of this province is located in Shahrekord whose capacity per week for internal and external flights is 160 persons. The source and destination of internal flight are Shahrekord- Tehran-Shahrekord and of external flights are Shahrekord-Kuwait-Shahrekord.

At present, only working aerial company is Iran air having 160 persons capacity per flight and Boeing 727 aircraft.

## **7) Sponsor of project**

Sharifan Dana Pouya is the investor of CCTEP.

## **8) Analysis the economic, social and managerial resources**

A)'Correct interpretation of environment' and recognition of potentials and finally planning toward implementation can provide a proper opportunities for man to experience the different experiences outside of his normal life. In order to attain this goal, demographic ,social and cultural characteristics and change trend, economic characteristics emphasizing on development of tourism economy and spatial characteristics should be analyzed and with regarding to the importance of issue, crisis analysis in the operational range and radius should also be considered.

In evaluating and deducing the studies by using the scientific methods and techniques in the analysis: revolution structure and population movements and effective social and cultural factors on employment system, main economic indices, capacities and limitations and revolutions resulted from implementing the reconstructive plans, the following methods can be used according to the existing spaces.

-SWOT method

-Economic Base Analysis

The effective factor on analyzing the physical and core settlement spaces is to study the service level of these operations and using them as backup alternatives.

B)In analyzing the spatial and physical characteristics, view and landscape have been studied for determining the potential points, landscape and communications and then with regarding to analyzing the ecological resources and social-economic characteristics, analysis the spatial relations and determination of dimensions and standard operation size have been done. In this step, possibility of future development will be studied.

## **-Analysis the ecologic resources**

With regarding to sovereignty and settlement of each climate and its resultant system in the region, settlement of human and natural ecosystem along with their Longitudinal and

transverse relation with total and parts of each series create a structure formed of beyond of that human environment.

Then it is important to study the environmental and operational valuable levels in regional-national and international level , study the upper related plans in the mentioned level for organizing and creating the valuation system. Providing the slope maps, height level and geographical orientations, flora and fauna, soil, etc are the basis of the mentioned studies.

Presenting the proposed physical system of lands

Aim of this part of trend of study project of Choghakhor is planning (spatial-environmental) and presenting the first propositions. By definition, regular display or consideration of hierarchy of the related activities in term of various periods is called planning. Planning in a region scale is about dealing with man, environment and activity and has some common aspects with geography, space, land logistics and spatial and physical planning.

Spatial planning during a mental process deals with manner of distribution and organization of man and activities in the land and in fact is a trend for productivity and logical arrangement, keeping the balance among the population, social and economic installation created in the national and regional spaces and avoidance of imbalance occurrence and destructive and negative reflections in the land, physical planning plays an important role through wise management of space.

Successful strategic plans play a role through income creation and improvement of economic position, introducing the attractions and potentials of valuable elements for presenting correct self-conscious and protection of environmental valuable elements toward the aims of sustainable development and also great aims of the mentioned mechanism.

All proposed operational system of land which is presented based on economic, environmental and social conditions is studied in the form of environmental design and design of site frame and is organized considering all environmental principles.

In summary, the aims can be obtained in this part:

- Determination of the required operations in the plan range considering the done studies
- Location of operation elements in the plan range

- Determination of the principles and rules required by tourism in the studies range

Study the compilation of the priorities for implementation of physical development plans  
Methodology of this study project as the upper plan of this region is to establish the de facto beds of tourism for guiding and supporting the executive planning of the future periods. Then, it is essential to compile a strategic plan about executive trend of the project in the form of an upper plan.

In this respect, providing the mechanism for prediction, compilation, implementation and management of plan based on wise use according to the aims of sustainable development is proposed for studying the compilation of executive priorities of physical development of the mentioned ecosystem. Finally, with regarding to compiling the diagram pattern of the project, it is recommended to draw a route from the end to start of the project in order to keep the dynamic of the study trend. In the diagram of next page, circular processes of evaluation, planning and management have been shown for each study element.

#### **9)Economic analysis of project**

**Table. Areas and occupancy level of the operations of excellent tourism region(affirmed by Organization of Environment)**

Order	Operation type	Gross level	Percent
1	Long-time residency	455967	37.59
2	Middle-term residency	46094	3.8
3	Short-time residency		
4	Sport-recreation		
5	Cultural-educational		
6	Service		
7	Landscape and limits		
8	Passages and parking		
9	total		

**Table. Areas and occupancy level of the operations in tourism excellent region**

Order	operation		Gross level	percent
1	Residency and passages	Long-term residency	455967	37.59
		Middle-term residency	39180	3.23
		Short-time residency	18801	
		Recreational-sport	104439	
2	Landscape inside the limit		110747	
3	Cultural-educational			
4	Service			
5	Landscape and limits			
6	Total			

**Table. Area and occupancy level of recreational-leisure operations of excellent tourism region**

Order	Operation	Occupancy percent of the area	Operation area	Infrastructure area(m <sup>2</sup> )
1	Indoor amusement park	4	6000	5000
2	Bicycling route	10//15		
3	Space for executing the local plays			
4	Valleyball-basketball-badminton area			
5	Chess and table tennis area			
6	Ski resort			
7	Outdoor amusement park			
8	Space for children play			
9	w.c			
10	Landscaping			
	Total			

**Table. Areas and occupancy level of operations in cultural-educational area of CCTEP**

Order	Operation	Occupancy percent	Operation area	Infrastructure area
1	Indoor amphitheater	18.2	4500	
2	Outdoor amphitheater			
3	Educational building			
4	Mosque			
5	Kindergarten			
6	w.c			
7	Thought and interaction rings			
8	Display area for art works			
9	landscaping			
	total			

**Table. Areas and occupancy level of operations in CCTEP**

Order	Operation	Occupancy level	Operation area	Infrastructure area
1	Firefighting			
2	clinic			
3	Mall for selling artifacts of region			
4	Day market			
5	Restaurant, café and tea houses			
6	Commercial kiosk			
7	Kiosks for selling local food			
8	Security			
9	Sentry			
10	Administrative			
11	Installations			
12	Walking route			
13	Coffee net			
14	ATM			
15	Post			
16	Tourist lead offices			
17	W.C			
18	Place for holding outdoor season fairs			
19	Landscaping			
20	Total			

**Table. Areas and occupancy level of operations in residential area of CCTEP**

Order	Operation	Occupancy level	Operation area	Infrastructure area
	Hotel	0.75	5000	1500
	Residential with time property			
	Special residential parking lot with time property			
	Camping			
	Pergola			
	Landscaping			
	Passages and parking lot			

In this phase of plan with regarding to Kamphar economic analysis software and positive NPV of the plan, capital return and capital return rate have been computed based on the following table. Investment volume of this project is 150 milliard Toman with return rate 25%. About 100b milliard of this investment volume is devoted to density and construction of the project and about 50 milliard Tomans are devoted to preparation phases 1 and 2 and creating landscapes.

**Economic analysis on CCTEP**

Total investment(Rls)	1, 525, 638, 955, 000
Capital return rate	25/1

## Summary of plan implementation

Description	Unit	title	order
1525638	Million Rls	Total volume of stable investment	1
4	year	Capital return period	2
30/1	percent	Internal return rate of capital	3
276/400	Million Rls	Net present value of total capital(in 14%)	4
3/722/873	Million Rls	Total income of service sale	5
1/913/946	Million Rls	Net earning	6

Total investment	full production phase	First phase of construction	investment costs
1525638	1111873	413765	total stable costs of investment
0.00	0.00	0.00	production expenses-total pre
0.00	0.00	0.00	production expenses-pre
0.00	0.00	0.00	interest
707	707	0.00	circulating capital increase
1524931	1111166	413765	investment costs total

As seen, capital return rate of capital is 25.1% and total investment cost of the project will be returned in 4 years. This value is justified and logical in the plan scale. Economically, this project results in investment increase and also increase in GNP. Implementing this project also leads to employment and has positive effects on unemployment in the region level. Economic and financial indices show that whole project has economic justification in microeconomic level. Net present value of capital in interest rate is positive, showing the

profitability of the plan. Given the site area and its predicted operations, employment of CCTEP is estimated about 3023 persons.

As noted, internal interest rate is an interest rate which economic earning is given to the investor if he/she tries to gain loan and investment. Now it is clear that if interest rate of market is less than internal return rate, it can be expected that investor costs are less, present net value of the plan is positive. Therefore it can be said that plan has economic justification for implementation if internal return rate is more than interest rate. If internal return rate is less than interest rate, it isn't acceptable for investment. Equality of internal return rate and interest rate shows zero economic earning for the investor and decision about implementation of plan is on investor.

Financing methods are classified in some ways. Here, we consider two general classification as financing type and financing resource. Types of financing include receiving long- or short-time loan for participation in investment, investment conditional to product buy, sale of company share or issuing bond, etc. other classification is based on financing resource. In general, a natural or legal person, state or private banks, support funds or ventured investment funds can play the role of capital resource. Financing through every resource or method can result in debting of company to its outside members. Of course, it should be noted that debt to an appropriate capital ratio is usually considered as an advantage for that company. As the intended return rate of extra-company debtor is less, debt of company is also less. For this return rate to be in logical level, investor should be sure about fulfilling his/her minimum intended earning. This confidence level is considered as risk. As the risk of the company is less, return rate expected by investor is less. In the best condition, this rate is 2 or 3% more than state bond in that time. Of course, ventured investment or support funds give loan with lower rates. For example, ventured investment funds support the entrepreneur through giving timed capitals and in the case of plan failure, they don't request the loss or spent cost to that time period. Fortunately in our country, these funds are in their first step of activity. But in CCTEP, financing has been presented as the following: articles 1-3 and part of article 4 is financed by the investor. Part of article 4 and 5 and part of article 8 are financed through share sale. Article 8 should be financed through various ways because it is one of the basic operations of this project and great cost is required for building villas, it is shown in the table. Part of article 5 is financed by using BOT method and part of article 6 by using OO method.

Participation in BOT (Build Operate Transfer): in this investment, employer tries to authenticate the property of a project. For this, he/she employs a contractor to build and operate the mentioned case and submit it to the employer after 3 or 5 years. Contractor

provides his costs through the earning resulted from exploitation. After submission, contractor doesn't have any other responsibility. In whole duration of contract, employer supervises the manner of implementation and is considered by employers because of low cost and property approach. These projects have great potential in the infrastructure department such as airport, dam, highway and also modern industries including biotic.

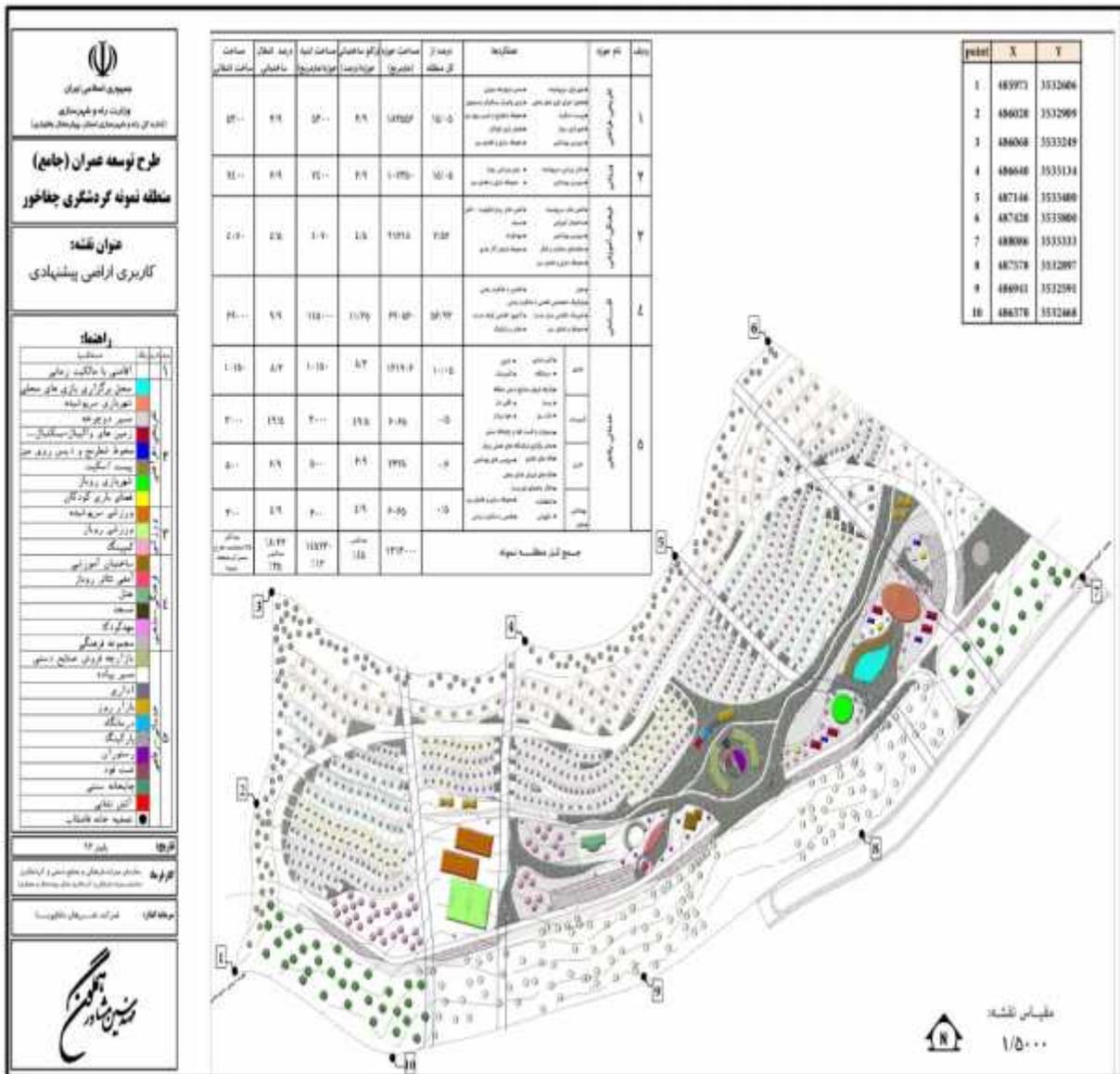
This method is suitable for the following organizations (employers):

- when an industry is operated in the country which doesn't have the infrastructure of that industry, this method reduces the risk.

- when the employer doesn't have expert in special field and wants to use the other's expert.

Participation in BOO(build, ownership, exploitation): in a BOO contract, contractor takes the responsibility of building and exploiting an industrial unit without transferring the exploitation right to public department. Legal responsibility of the industrial unit is upon private department and there isn't any commitment on state department for buying the industrial unit or taking its property right. A BOO contract may be competent for tax-exemption if fulfills all rules of the country. In this contract, provider of the industrial unit maintains his property to the end of life of the industrial unit and state only agrees on buying the provided facilities for a determined period. BOO methods includes most participation of private part in the development of an industrial unit. Under this model, consortium and authorities of investment perform the project and exploit it as an owner. In this model, contractor is more engaged in the investment he is doing.

## Map of the proposed land operation



## 12) Performed infrastructures

Condition	Required extent	Infrastructure type	Order
It has been done to the input of CCTEP	2500 2500 m <sup>3</sup> per 24h	Gas	1
It has gained patent as well creation	25m <sup>3</sup> per 24h	water	2
First phase of project has been done as buying and providing the equipment	25 25 meg v	Electricity	3
Because of vicinity of CCTEP to the access road, no well is needed.	-	Access road	4

### 13)Agreement of establishment

### 14)Approvals of Studies of CCTEP

Date of approval	Workgroup name	Order
87/10/22	Special workgroup of Cultural Heritage, Artifacts and Tourism Organization	1
92/9/16	Special workgroup of underlying affairs and urban planning	2
92/12/3	State Planning and Development Council	3

- Studies of CCTEP along with documents related to Higher Council of Urban Planning and Architecture have been sent in 29.12.2014

### 15)Condition of lands in CCTEP

Lands of CCTEP have been transferred to Sharifan Dana Pouya Company by Land Affair Management in 16.08.2009 .

### 16)Inquiries done by the related systems

System name	Order
Regional Water Company	1
Gas Company	2
General Department of Environment Protection	3
General Department of Natural Resources and Watershed	4
Communications Company	5
General Department of Housing Institute	6