



Sheida Tourist, Recreational and Tourism complex

Contents

1) Important information

2) Location of the project

3) Estimate the number of tourists in the present and future

4) Access to infrastructures

5) Project sponsor

6) legal ownership and permissions

7) land use planning purposes

8) the intellectual foundations of the dominant principles of design

9) Study the market and competition

10) Physical progress of the project so far

11) Operational Plan and Plan Implementation Timing

12) Project finance plan

1)Important information

Executive summary

Considering the objectives of the provincial authorities in the process of balanced and sustainable development of the province toward the economic and social growth of the community, promoting the quality of life of the people in line with the fair distribution of wealth and opportunities in all areas by utilizing all the talents and potentials, tourism industry has been taken into consideration as one of the important pivots and advantages so that invaluable and unmatched steps have been taken for development of the tourism sector in the recent years. Implementation of the construction plan of Sheida tourist - recreational plan located on the edge of Zayanderood dam river is among these projects. Undoubtedly, this huge project alongside other major construction projects in the province including petrochemical industry, steel industry, cement industry, development of gardens and hundreds of other projects will be of great value in the development and prosperity of the economy especially employment of the province. In the meantime, Cooperation Organization of Province Municipalities has found the start of the executive operation of this executive project in the province's tourism sector in order to create an appropriate environment for attracting investors to the province, make a small contribution to the prosperity of one of the province's regions as well as create a healthy and refreshing environment for spending leisure time of the people and citizens of the province and the country.

2) Location of the project:

Sheida town is placed in the ridge of western side of Zayanderood dam in Ben province- Sheida section. It is 25km to Ben and 50km to Shahrekord (capital of Ch&B).

The benefits of this plan include complete dominance on Zayandehrood Dam Lake, proximity to Koohrang ski resort, locating in the no-hunting region of Sheida and proximity to two provinces of Isfahan and Khuzestan. It has national ownership and exceptions as a tourist and industrial hub of the lands located in the western part of Zayandehrood Dam Lake. The studied area is located in 32 degree, 41 minutes and 57 seconds, 50 degrees and 39 minutes and 41 seconds in the east, 32 degrees and 42 minutes and 32 seconds in the west and in the central part of the Zayandehrud Dam lake in the south. These lands have led to spread of Zayanderood dam lake and the lands related to Dero field from the north, to Dash Ghazan mountains from the west and southwest and to Moosiabad Valley from the south and southeast.



3) Estimate the number of tourists in the present and future

Geographical position of Ch&B province and its vicinity to the industrial provinces of the country (Isfahan and Khuzestan) and also limited natural facilities of these provinces have increased the demand of using these potentials. If the residential and catering facilities are provided, a significant part of visitors of historical works in Isfahan and Khuzestan will also utilize the recreational and tourist facilities of this region due to establishment of Shahrekord-Khuzestan road.

In general, many people of Ch&B travel to the ridge of Zayanderood lake and Sheida special tourist region from April to September. It can be said that many tourists from Isfahan and Khuzestan also choose Sheida region for spending their leisure.

According to the obtained statistics of Province Global and Iran Tourism Organization, number of tourists in 1998-2001 is as the following:

1998: 450.000 individuals

1999: 750.000 individuals

2000: 850000 individuals

As you can see, tourists have experienced an increasing trend in recent years, indicating an increase in the attractiveness of people to recreational-tourist using the existing attractions of Chaharmahal and Bakhtiari province. Among the points that attract tourists to this province, one can mention the southern margin of Zayandehrud Lake (design area), which, if developed, could become one of the most important tourist destinations in the country.

4) Access to infrastructures

| Order | Required infrastructure | Distance to the project location | Infrastructure funding |
|-------|-------------------------|----------------------------------|---------------------------------------|
| 1 | water | 2km | Zayandehrood dam reservoir |
| 2 | Electricity | 20km | Ben section |
| 3 | Gas | 5km | Gas transmission line for Ben-Heidari |
| 4 | Telecommunication | 20km | Ben section |
| 5 | Main road | 10km | Ben-Zayanderood dam pivot |
| 6 | Secondary road | 5km | Yanchesmeh-Heidari pivot |
| 7 | Airport | 60km | Shahrekord airport |
| 8 | Port | 500km | Genaveh-Imam port |
| 9 | Railroad station | 95km | Mobarakeh Steel |

Descriptions:

- Method of water supply:



A- water supply through water supply project for Ben - Borujen:

The supply of drinking and industrial water of towns and villages in the northern strip of Chaharmahal and Bakhtiari is implementing in a project entitled " providing water for drinking and industry of cities and villages of Ben to Borujen" and provides the required water of this plan.

B. Providing short-term water to Sheida recreational town:

Considering that long-term water supply of Sheida town through one of the above mentioned options will be time-consuming, for short-term construction and exploitation operation of this recreational complex, well-drilling can be used for supplying the water.

For this purpose, it is possible to transfer water through pumping to a suitable reservoir and water storage for different consumptions of the related needs in short-term construction and primary hygiene and drinking consumptions.

Telecommunications:



The existence of economic indicators as well as the tourism hub in Zayanderood Dam- both in terms of security and in terms of Mobile phone services , except a lot mountainous areas in the province, most of the province's area is covered by mobile services.

Obviously, fixed-line telephone services are intended in term of function type for the security, administrative and institutional services of the Shahida -Baghshahr, and residential units are generally expected to have the appropriate mobile coverage.

Electricity:



The sources of power generation in the present situation in Zayandehrood lake region are water powerhouses of Zayanderood dam and Zayandehrud Regulatory dam. Electricity in the Shida area will be supplied by a dedicated twenty-kilowatt feeder that is powered by the Ben Sub-Station. A 36.20 kV substation is fed from the 63 kV line of the Zayandehrud dam-Shahrekord. It should be noted that the mentioned substation provides the electricity to the margin of Zayanderood and the Ben area.

Gas:



According to studies and consultation with experts of Province Gas Company, the intended option to supply gas for Sheida town is the line in Heydari village as 250 pounds and 6 inches to strengthen this project line and strengthen the gas of mentioned network through the station

TBS of Ben , providing the possibility of gas supply in Sheida town from the end of Heydari village attached to 8 inch line.

Wastewater:

The wastewater treatment plant is considered.

- Passenger terminals:

There are 6 passenger terminals and 11 cargo terminals with 45 passenger companies near the town.

- Air Network:



Shahr-e-Kord International Airport is located 75 km from Shidah tourism city.

- Road network:

The concept of communication has a wide range I the relationships in different fields. The scope of this concept is also very diverse in the tourism area. Construction and development of roads and communication as a programmatic necessity in the country are considered as one of the obvious means of rational development, because they change and revolve the regions as the most important drivers of economic and social development. One of the most important goals of development of roads is to improve the transportation system and the transportation of passengers and goods. So that tourism is directly linked with transportation.

Then, smooth and safe interaction between tourist population centers - industrial and recreational centers – yields the revolution and development. Therefore, the network of communication channels and their distribution across the country is planned in such a way that the goals of balanced space organization policies in

the country which lead to fair justice in the distribution and exploitation of facilities and opportunities at the national, regional and local levels are met.

A) Roads located in national-regional area:



Anzali - Bushehr port (port to port) or Arak to Bushehr pivot is one of the important national axes that, if continued in the development plans of the country, can be considered as the main road with degree 1 details and characterizations in the development of the region.

The path of the above road, after reaching at Arak, passed through the boundary of Khomein, Golpayegan and Khansar cities, through eastern-western axis of Isfahan and Khorram Abad and after passing through Daran and the northern foothills of the Zayandehrood Lake and the Chadegan tourist area, is extended to the west of the lake and Azadegan bridge.

Azadegan bridge is the first communication bridge between the Zayandeh Rood Lake at the western end of the lake. Arak-Bushehr axis, after the passage from Azadegan bridge and passing from Sheikh Shaban village and Ben city in Chaharmahal & Bakhtiari province led to Shahrekord province center. Finally, it is extended to the cities of Farsakhshahr-Boroujen-Gandman and in the city of Lordegan, after passing through the three paths of Gooshki and Chenar Mahmoudi, is extended from the bridge to Yasouj and Bushehr.

The port-to-port pivot has diverse perspectives and delights through passing a variety of mountainous areas, forests, rivers and springs.

This axis, based on the credibility of its mountain concept at all times while driving, provides plenty of interesting and diverse views in the driver and traveler's perspective, which is itself a type of nature in the tourism literature. Existence of numerous rural points along the route and reception a variety of

services not only provides the security but also is the context of socio-cultural interactions in terms of cultural tourism.

B) Roads in the local – Province area:

A) Shahre- Kord - Sureshjan route leads to Zayanderood lake by crossing Zayanderood river in Ahmadabad village and leads to the studied region through crossing Azadegan bridge in Azadegan, Pahna, Jamaloo and Heydari villages.

B) Shahre-Kord - Ben – Yancheshmeh route to the studied region has various type and quality.

C) Roads located in trans-regional area(inter-provincial):

Of the most important pivots of local tourism is Shahre- Kord - Ben - Tiran, Isfahan- Khorramabad crossway. In fact, the said axis is connected to Khuzestan province from Tiran intersection from the west through passing over from Khorramabad and leads to Isfahan from the east through passing Najaf Abad.

Shahre-Kord-, Shahre-Kord- Khuzestan and Khuzestan Isfahan pivots pass near Zayanderood dam lake.

5) Project sponsor:

The Chaharmahal & Bakhtiari Provincial Cooperation Organization of Municipalities is the investor of Sheida tourist, recreation and tourism complex.

6) legal ownership and permissions:

- ownership of the land:

The lands located in the southern part of the Zayandehrood Dam Lake have national ownership and exceptions. Obviously, the lands of the Sheida town are

entirely national which has been delegated to Cooperation Organization of Municipalities through the Commission on Article 21 of Land Transfer Conditions Code of Conduct on Land Conditions and Conditions.

- Intellectual Property and Advantages:

All the material and spiritual privileges resulting from the implementation and operation of the plan belong to Cooperation Organization of the Provincial Municipalities and private property rights will be respected under the terms and conditions governing the Sheida Tourism City.

Legal Licenses:

Abstracted information about historical records of Sheida leisure-tourist studies

1. comprehensive physical layout was studied and prepared in 1991-1994 by Shir Bridge the consulting engineers to the area of 1900 hectares.

The Supreme Council for Urban Development and Architecture of the country agreed on starting with 700 hectares which has all the features of 1900 hectares on 17.10.2005 after approval of the plan. About 1200 hectares of green and public open spaces were deducted.

2. Environmental assessment studies of the Shida region were prepared by Arya environmental logistician consultant engineers in 2006.

3. Economic studies of Sheida tourism project were developed by the consulting engineers of the Eastern Quality System in 2007 and after approval in work group on 13.09.2009, was approved by Planning Council of the province on 17.09.2009.

4. Cooperation Organization of the Provincial Municipalities submitted the request to the Commission Article 21 of National Land Transfer terms and conditions for transferring 314 hectares of Yancheshmeh lands(lands in the west of Zayanderood lake)

5. license for contract to Cooperation Organization of Municipalities was taken from Country Land Affairs Organization on 06.11.2008.

6. The lease contract No.103579 was signed on 08.12.2008 at in Shahr-e- Kord notary office no.32 between the Provincial Land Affairs Organization and Cooperation Organization of Municipalities.

7. On 12.08.2009, 234 hectares of lands in the nature were delivered to Cooperation Organization of Municipalities.

According to paragraph 2 of agenda on 18.12.2016, the special working group on infrastructures and urban planning of the province prepared the plan based on the minimum possible area and delivered it to the secretariat of the working group. Therefore, the proposed plan is provided at a level of 186 hectares.

History :

The plan of Sheida 314-hectare recreational-tourist town by Cooperation Organization of Municipalities as employer was approved by technical committee and infrastructure affairs working group and urban planning on 12.08.2012 and also tourism working group on 05.10.2013. Now, according to article 2 of agenda on 18.12.2016 by specialized working group for infrastructure affairs and urban

planning of the province for reducing the level of town as least as possible, Cooperation Organization prepared the revised proposal.

Reducing the level of town to the lowest possible extent allowed the revision plan to be revised down by about 41 percent reduction at a level of 186 hectares. This action is in a situation where executive operations in various sectors of construction including the construction of infrastructure, asphaltting the pavements and roads, the provision of green space, the construction of a 1,000-square-meter reservoir of drinking water, the provision of electricity and gas, and their distribution networks have been done and is doing by contracting with contractors. These reconstruction and managerial revolutions define the compulsory points for Cooperation Organization which are considered in repeated studies. Among the compulsory points, there are obligations which have been made by participation and provision of financial sources by various investors. Therefore, it is very obligatory to observe the legal rights of investors, which must be carefully considered in the appeal.

7) land use planning purposes:

Environmental goals:

Operation determination in terms of performance scale at different levels have different characteristics that follow spatial criteria proportional to each operation. In general, while avoiding earth and topography degradation, the design must, in the context of linking with the surrounding environment, be homogeneous with the natural environment typology and compatible artifacts.

Social goals:

Establishing the facilities and equipment of public services with the approach of tourism and the possibility of exploiting them by indigenous people is important in reducing inequalities and strengthening the natural identity. The common needs of tourists and residents regarding some recreational spaces and their manner of use creating social interaction between them are considered.

Economic Objectives:

Considering the recognition of potential capabilities described in the first stage of the study, the amount and manner of economic impact on the region, the financial assistance of the government, the conditions for granting loans and credit facilities for private sector investment in each part of the Baghshahr are very effective on consideration of the public interest of the region. The result of this process provides the basis for the training and employing some workforce of the region at implementation management level.

Physical goals:

In order to protect the environment and prevent the degradation or to create non-compatible environmentally operation, land operation of Baghshahr should respond to beauty perception, spatial identity and feeling of belonging to the environment. Many theorists consider the physical role of the earth to monitor the development of space and its optimal transformation due to its proper use and the architectural form of its construction.

The algebraic sum of various elements in Baghshahr environments in a medium-term planning period promotes the understanding of the tourism identity of the region. This understanding, with the help of strengthening the management of organized tourists creates the incentives for more tourists to enter.

Therefore, placement of the intended operations in the comprehensive plan of Baghshahr as well as the services required by tourists and residents of Baghshahr in the appropriate space organization that will be mutually reinforcing is the criterion of site design. The intended area has been locally and spatially studied in accordance with the location and situation for which comprehensive studies are being carried out and the appropriate plan will be proposed.

Therefore, considering the summary of the past sections, placement of each proposed operation in the studied area is done according to the following principles:

1. Considering the facilities and constraints on the natural environment of the area
2. Attention at the neighborhood of compatible operations to strengthening each other
3. Attention at topography and climate of the region
4. Ornament of the land by vegetation as a co-link principle
5. Considering the unity of all elements through the physical combination of the components of the set with each other
6. Attention at characteristics of the earth according to priority in natural landscapes.
7. Observing the access hierarchy with the approach to achieving peace in neighborhoods.
8. Considering the relationship of the geographic directions of the plaques with sunlight in the collision with the negative and north slope of the region.

8) the intellectual foundations of the dominant principles of design:

The ecosystem of the lake is naturally a protected area that has many environmental values. Therefore, the degree of interference in this natural zone should be of a such kind and size that does not cause any damage to the nature of the environment and the landscape.

In land operation planning, two fundamental objectives are considered. First, how to use the land should be coordinated with environmental features including spatial, local and environmental, then, in using these environmental characteristics, their integration with the implications of interference in the design of the environment is evaluated functionally.

In establishing the functional link between the above objectives, on the one hand, and the functional relationship between these objectives with the type and amount of investment and management at different levels (executive-support-monitoring) on the other hand in each operation, a model in which the necessary fit with the environment and landscape is considered will be designed and presented depending on their functional nature observing environmental sensitivities and providing natural and human-made opportunities. The general principles of the foundations are as follows:

9) Study the market and competition:

- Target population:

The area is located in Chaharmahal and Bakhtiari province and between the two provinces of Isfahan and Khuzestan. Since these provinces are considered as industrial provinces of the country, the lives of their inhabitants are mostly based on industry and mechanical life, resulting in increasingly expansion of urbanization. Meanwhile, people in Isfahan and

Khuzestan provinces prefer to spend their leisure time in a natural environment to regain energy and gain intellectual calm.

On the other hand, different parts of Chaharmahal and Bakhtiari province have a unique climate, vegetation and nature in terms of their location and natural condition, which can perfectly meet the needs of neighboring provinces. Accordingly, due to the location of Sheida special tourism area near Zayandehrood lake and also access to paved roads, it has a very good position. Therefore, the area of intrusion of the area can undoubtedly include Isfahan and Khuzestan provinces. While the diverse functions of the Sheida special tourist area can meet the needs of tourists beyond the neighboring provinces and even the entire country. In other words: in addition to existing natural attractions, designing and planning and creating a special tourism area, its management manner in the future can extend the range of performance or influence to the whole country and beyond the borders of Iran.

10) Physical progress of the project so far:

| Order | Required infrastructure | Condition |
|-------|-------------------------|--|
| 1 | Water | Ben-Boroujen plan is implementing-has been established for temporary well consumptions- 100cubic |

| | | |
|---|---------------------------------|---|
| | | meters reservoir has been constructed-internal network of drinking water and landscape phase 1 has been conducted |
| 2 | Electricity | Transmission of electricity to the project has been done- The internal network o phase one has been carried out. |
| 3 | Gas | Transmission of gas to the project has been conducted-internal network phase is implementing |
| 4 | Telecommunication | The Hamrahe-Aval antenna is installed |
| 5 | Access route | 16km has been constructed |
| 6 | Pavement network | 17km has been established |
| 7 | Green space and tree plantation | 20 hectares have been established in phase one |

11) Operational Plan and Plan Implementation Timing:

Table of plan implementation timing

| Order | Operation type | Work growth percent per year | | | | | | |
|-------|--|------------------------------|-------------|------------|------------|------------|------------|--------------|
| | | First year | Second year | third year | Forth year | fifth year | Sixth year | Seventh year |
| 1 | Construction of Access Road | 50 | 10 | 20 | 20 | - | - | - |
| 2 | Construction of communication networks | 20 | 30 | 20 | - | - | - | - |
| 3 | Construction of water supply network | 20 | 30 | 20 | 20 | 10 | - | - |
| 4 | Construction of sewage network | 10 | 10 | 20 | 20 | 20 | 20 | 10 |
| 5 | Construction of electricity network | 10 | 30 | 10 | 10 | 10 | 10 | 20 |
| 6 | Construction of gas network | 10 | 20 | 20 | 30 | 20 | - | - |

| | | | | | | | | |
|----|--------------------------------|----|----|----|----|----|----|----|
| 7 | Residential units | 10 | 20 | 20 | 20 | 20 | 10 | - |
| 8 | Construction of hotel | - | - | - | 40 | 40 | 20 | - |
| 9 | Health tourism village | - | 20 | 20 | 20 | 20 | 10 | 10 |
| 10 | Tourism and recreation centers | - | 10 | 10 | 20 | 20 | 20 | 20 |
| 11 | The camp | - | 10 | 10 | 20 | 20 | 20 | 20 |
| 12 | Management | 20 | 20 | 20 | 20 | 20 | - | - |

12) Project finance plan:

Cost Estimation

Predicted costs for exploitation are as follows:

Table 1

| Type of infrastructure | Expected costs for operation (Rls) |
|--|--|
| Implementing the infrastructure of the project | |
| Implementing the gas in whole plan | 60,000,000,000 |
| Implementing the electricity in whole plan | 150,000,000,000 |
| Implementing the gas in whole plan | 100,000,000,000 |
| Implementing the gas in whole plan | 110,000,000,000 |
| Implementing all roads and parking | 250,000,000,000 |
| Total | 670. 000 .000.000 |

Table 2

| Type of installation | | Area(square meter) | Expected costs for operation (Rls) |
|------------------------|---|--------------------|--|
| Operation | Example | | |
| Residential units | Self-service | | |
| | Infrastructure | 103000 | 824.000.000.000 |
| | | 1212000 | 484.800.000.000 |
| | Traditional and native residencies | | |
| | Infrastructure | 7200 | 57.600.000.000 |
| | Landscape | 50800 | 20.320.000.000 |
| Hotel | Four star hotel | | |
| | Infrastructure | 4500 | 200.000.000.000 |
| | Landscape | 28000 | 11.200.000.000 |
| Health Tourist Village | Health, sport therapy and sport space complex | | |
| | Infrastructure | 6500 | 52.000.000.000 |

| | | | |
|---|---|--------|----------------|
| | Landscape | 130100 | 52.040.000.000 |
| Recreational, entertainment and tourist centers | Sport complex, recreational observatory, horseback riding, cycling and walking, restaurants with native foods, workshop and shop for handicraft and commercial services | | |
| | Infrastructure | 2000 | 16.000.000.000 |
| | Landscape | 208000 | 83.200.000.000 |
| Camp | Camping | | |
| | Infrastructure | 200 | 16.000.000.000 |
| | Landscape | 66200 | 26.480.000.000 |
| Management | Administrative and urban service management, travel agencies, data centers | | |
| | Infrastructure | 1500 | 12.000.000.000 |
| | Landscape | 42000 | 16.800.000.000 |

Summing up tables of one and two equals **2 . 528 . 040 .000.000 Rials .**

- Cost - Benefit analysis:

The basis of study in this plan is the comparison of benefits and costs. So that all economic opportunities obtained for the exploiter executive organization are considered as benefit and lost economic opportunities as cost. Reviews are conducted from a financial point of view and a benefit-cost assessment of the executive organization are prioritized. All the costs and benefits that come in various years are transferred to a basis year. The basis year of these studies is the beginning of the first phase of the project.

Project output indices table

Ratio of income to expense B / C = 1.55

Internal Rate of Return IRR = 28 Percent