



MEASURES TO PROMOTE SUSTAINABLE ECOTOURISM IN THE I.R OF IRAN

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I.R of IRAN



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POTENTIALS (1)

- Five major bioclimate types
- 205 sites that are located at a higher altitude than 3500m
- in-land waters recognized as important bird areas with more than 50 inland lakes and 22 internationally important wetlands



POTENTIALS (2)

- Coastal areas: Caspian Sea (630 km) and Persian Gulf and Oman Sea (1880 km) and a multitude of islands
- 80 registered protected areas under the jurisdiction of the Department of Environment
- Many caves, springs, waterfalls, rivers and geological structures



POTENTIALS (3)

- the hottest deserts in the world (Lut Desert)
- unique animal and plant species
- Diverse cultures benefit from rich languages and folklores
- Iran has an ancient civilization and history, date back to over 8000 years

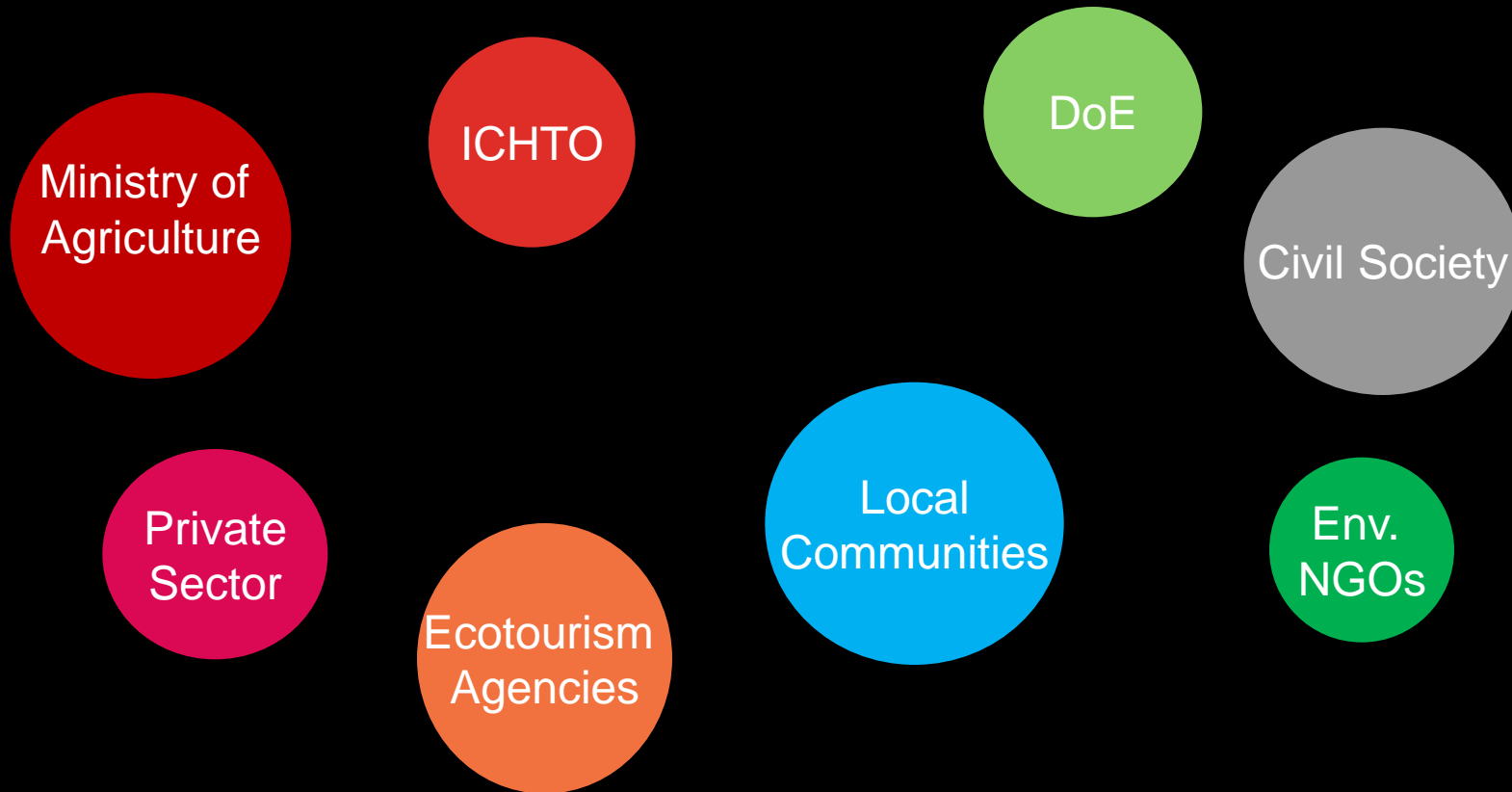


POTENTIALS (4)

- 1100 Nationally Heritage Sites, at least 90 museums and more than 1.5 million artifacts in the museums from all over the country
- the first phase of development of the National Nature-based Tourism Strategy, 2000 naturally attractive sites were identified



STRUCTURE (1)



STRUCTURE (2)

National Committee on
Ecotourism

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STRUCTURE (3)

Duties of the Committee

- Develop the ecotourism policies
- Establish the link between the relevant authorities
- Introduce ecotourism spots
- Enact the regulations for sample ecotourism zones
- Facilitate non-governmental sector investment and attraction of government supports
- Encourage and promote ecotourism and held training and public awareness programs
- Adopt criteria, conditions and technical guidelines for ecotourism agencies, certify and supervise them
- Support the certified institutions, centres, local communities active in ecotourism
- Propose the allocation of fund for implementing ecotourism programs
- Propose regulations on designing and planning for restoring the degraded ecotourism spots

LEGAL INSTRUMENTS (1)

Relevant laws and regulations on ecotourism are in six fields:

- Cultural heritage, handicrafts and tourism
- Forest, rangelands and watershed
- Land and farms
- Environment
- Water
- Urban land-use

LEGAL INSTRUMENTS (2)

The principles drawn as a basis for the necessary strategy:

- Conservation of indigenous values is important
- Cultural exchange with other countries need to be more effective
- Development of human, social, and economic resources to be enhanced by tourism
- Environmental sustainability and protection of natural resources is critical
- Emigration to be reduced through growth and sustainable development of local economies
- More equitable income distribution and higher GDP, as well as increased employment and job opportunities to be achieved through tourism development
- Tourism contributes to reduced rate of unemployment and poverty eradication
- Building the ground for a more balanced regional development

LEGAL INSTRUMENTS (3)

Documents reviewed:

- National Vision for Development for 2025
- National Five-Year Development Plans
- National rules and regulations of the Cultural Heritage Organization
- Laws and regulations on environmental protection
- National Biodiversity Enabling Activity
- National Tourism Master Plan
- Land Use Plans

LEGAL INSTRUMENTS (4)

Phase One: Preparing the Draft Strategy Document

1. An analysis of the present state of nature-based tourism in the country and a proposed and agreed framework/roadmap
2. An assessment of the existing rules and regulations on development of nature-based tourism in Iran
3. Drafting a strategy for human resources that are necessary for development of nature-based tourism in Iran
4. Drafting a strategy for capacity building within the government, private and public sectors
5. Drafting a strategy for marketing and promotion of nature-based tourism
6. Drafting a strategy for education and awareness raising to promote nature-based tourism
7. A financial analysis and an estimation of the costs of implementation of the National Strategy for Development of Nature-based Tourism in Iran

LEGAL INSTRUMENTS (5)

Phase Two: Development of nature-based tourism in key areas

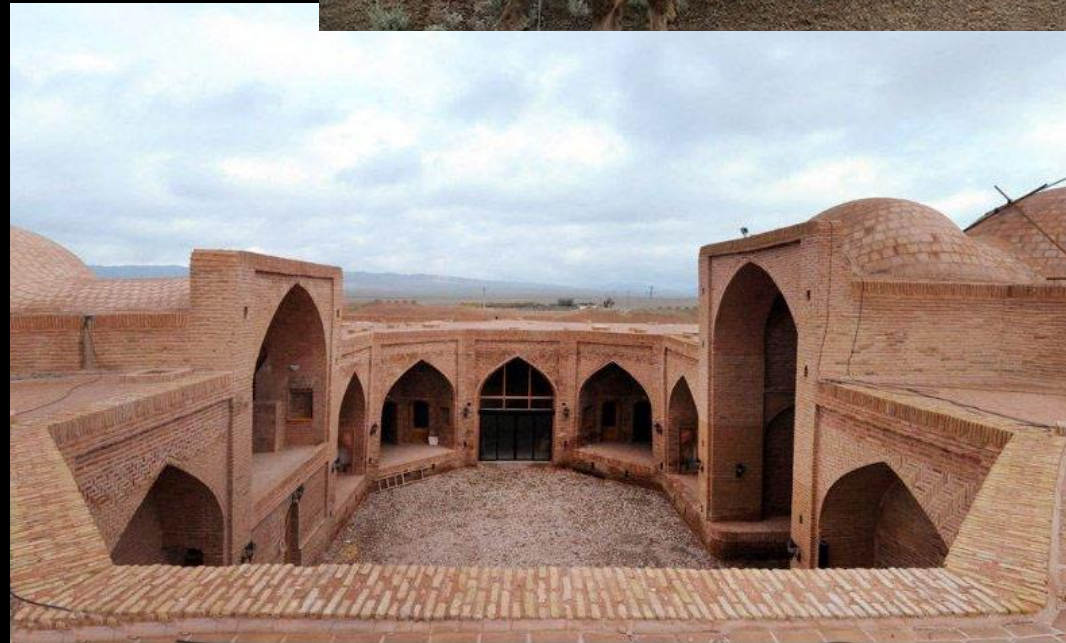
1. Drafting a comprehensive development plan (at scale of 1:50000) for nature-based tourism, at three different levels (regional, linear and site level) depending on priorities in short-term
2. Drafting a comprehensive development plan (at scale of 1:10000) for selected sites and routes, considering the priorities in the first phase of planning
3. Drafting a comprehensive development plan (at scale of 1:500) for Special Nature Tourism Zones with action plans (at least 20 sites selected from different ecosystems)

ACTIONS (1)



Government:

- Ecotourism House
- Caravanserai
- Inventory of ecotourism spots
- Nomadic ecotourism



ACTION (2)



NGOs:

- Plan for the Land Society
- restoring the mountainous pathways
- Evan Lake ecotourism management plan

ACTIONS (3)

UN:

- Capacity Building and Ecotourism Development in Khafr
- Ecotourism Education in the Touran National Park



CHALLENGES

- Coordination among relevant authorities
- Unilateral sanctions
- Investment
- Local communities participation (protection of land for ecotourism results in a reduced ability of locals to use natural resources and thus a loss of traditional income generation)
- The needs for capacity building, increased investment in human resources development, as well as practical regulations, are key to ensuring that Iran can meet its potential as an ecotourism destination



Thank You