





In The Name Of God

The achieving of what is consumed as progress and prosperity wouldn't be possible without wisdom and collective collaboration . Isfahan province at the pinnacle of Iran's tourism industry , seeks to manifest the inherent characteristics of resilience , fortitude , erudition , determination , refinement , and innovation within itself . it aims to devise a new plan by establishing a platform for public participation . from a long time ago , the tourism category as an important and universal approach , has played a role in shaping the cultural , historical , political and economic fabric of human societies . nowadays , the phenomenon of tourism has forged it's own impact on improving and strengthening relations among countries , nations and diverse ethnics with an emphasis on the peaceful coexistence of nations worldwide.

Isfahan province possesses unique characteristics in tourism industry which have made is globally renowned . this renown must provide groundwork for attracting divers investment . therefor , Isfahan province , the land of untold stories , seeks to achieve a leap in its tourism industry by gathering social and material capitals as well as creative ideas . this effort is a great opportunity for introducing the capacities and opportunities of Isfahan's investment in tourism industry . It is hoped that, through collective participation and determination, we will witness bright days in Isfahan's tourism industry.

Mehdi jamal nejad
Governor of Esfahan
2025 winter



In the name of God

From long ago until today tourism has been a chance for people to interact
Thus , it can be said that tourism is one of the greatest and most powerful tools for calling for peace and friendship among all people across the world . this great concept is also emphasized by the world tourism organization . With a glance at the tumultuous history of the Iranian people, especially those of the Central Plateau, we realize that they have always been hospitable, generous, and peace-loving people.

Based on world report organization , Iran Is one of the best areas for attracting investments in tourism industry . however , tourism science researcher , believes that Due to its outward-looking nature, tourism is recognized as one of the most effective tools for investment.

With regard to the year's slogan, "Public Participation," as emphasized by Iran's Leader, it is essential that public participation becomes a priority for the people in all their endeavors. In line with this, the General Directorate of Cultural Heritage, Tourism, and Handicrafts of Isfahan aims to establish legal and supportive frameworks, streamline investment processes, and offer suitable incentives to encourage the active involvement of private sector investors in the cultural sphere of Greater Isfahan.

Amir karim zade
Manager of Cultural Heritage, Tourism, and Handicrafts of Isfahan aims
2025 winter





Prologue

Achieving excellence and prominence in hosting tourists depends on various factors. Although tourism industry is known as key pillar of development in Esfahan but there is still no efficient foundation for attracting and managing capital in the tourism industry to achieve comprehensive excellence and prominence in hosting for Isfahan.

To establish a robust and efficient structure for tourism investment development, the implementation of integrated and effective management in defining, modifying, and reforming internal and external influencing factors is more essential than ever.

In past few years , efforts have been made to develop tourism however , the achievement is still insufficient . according to cross-sectoral nature of the tourism industry, it is essential that the members of the tourism destination Management Organization in Isfahan , collaborate and play their roles in a coordinated and aligned manner to achieve good governance in the tourism industry. The brilliance of the crystal of tourism for any destination is linked to the perception and image of audiences outside it. In other words, the development of the tourism industry is outward-looking. In this regard, by improving and enhancing the image of Isfahan as a tourism destination in domestic and international markets and boosting demand, the inclination to invest in this industry will increase. However, it is essential to adopt an expansive and attractive approach to facilitate tourism investment with two goals: providing infrastructure and facilities (hardware) as well as foundational and superstructural requirements (software) for the tourism destination.





For reaching a dynamic and tourist-friendly destination in national and international level , the impactful presence of private sector is necessary. the tourism Destination Management Organization of Isfahan has set its goal on preparing inclusive and project-oriented document for identifying and compiling investment opportunities so that based on the tourism capacity , the development of center for attracting investment and travel for private sector to emerge

The present document has been prepared through the efforts of the esteemed Deputy of Investment of the General Directorate of Cultural Heritage , and tourism DR. mohamadreza akbari.

This document represents a portion of the capacities and opportunities in Isfahan Province's tourism sector, aimed at introducing and attracting fund. This document is part General Directorate of Cultural Heritage long-term plan to identify and analyze all the tourism investment opportunities in Isfahan . it is hoped that the further strengthening of the Isfahan tourism destination management organization and the responsible and purposeful presence of all its direct and indirect stakeholders on one hand and on the other hand , by creating diverse investment opportunities and the possibility of redistributing wealth through tourism in Isfahan , this goal will be achieved. with the efforts of both the host and guest communities , this land will attain its esteemed position.

nagsh andishe mabna consulting engineers
Winter 2025



Identifying and analyzing tourism investment opportunities of Esfahan (second book)



Employer : General Directorate of Cultural Heritage, Tourism, and Handicrafts - Deputy of Investment and Resource supply

Address : Isfahan , Enghelab square , chaharbagh abassi street .

Zip code : 81588-44831

Mailbox: 81465-1136

E-mail : isfahanmiras@yahoo.com

Site : <https://www.isfahancht.ir>

Deputy of Investment and Resource supply number : 031-32681033

Project consultant : nagsh andishe mabna consulting engineers

Address : Isfahan , vahid bridge , AMIN complex

Mobile-number : 09134459319

Telefax : 031-37764822

E-mail : namabna@gmail.com

Site : www.mabnaco.com

Contents

Prologue	6
Identifying and analyzing tourism investment opportunities of Esfahan (second book)	8
First part:.....	11
Tourism and unsaid story of lands	11
Tourism at one glance	12
Restart of tourism	12
Tourism in Iran.....	14
Tourism in Isfahan	15
Introducing Isfahan province	16
Historical background of Isfahan	16
Demographic characteristics of Isfahan	16
Topographic situation of Isfahan	18
Climate of Isfahan	18
Isfahan's economic situation	19
Industries :	19
Agriculture:	19

Services

Competitive advantages of Isfahan with the emphasis on the tourism industry at the international level	20
Competitive advantages of Isfahan with the emphasis on the tourism industry at the national level	20
Tourism facilities status of Isfahan	21
Statistics of tourist facilities in operation	21
Historical sites of Isfahan	22
Handicrafts of Isfahan	23
Supporting infrastructure for the development of Isfahan's tourism	24
Shahid-beheshti international airport	24
Railway station	24
Metro	24
Kave passenger terminal	24
Sofe passenger terminal	24

Isfahan's position	26
Iran's spatial planning document	26
Ishahan's spatial planning document	26
Strategic guidelines of the fundamental development theory of Isfahan in sixth plan	28
Tourism roadmap in Isfahan	28
Investment in Iran's tourism industry	30
tourism industry achievement in Isfahan	31
Final part	
Tourism Investment Opportunities in Isfahan Province	33
IJLAS HOTEL	34
Shahid Keshvari Hotel	36
ISFAHAN TOURIST HOTEL	38
QAHJAVARESTAN TOURISM RESORT .	40
HAKIM HOUSE HERITAGE ACCOMMODATION	42
HAZRAT MOHAMMAD HELAL TOURISM COMPLEX	44
AFOUS TOURISM COMPLEX	46
LADOR SPIRING TOURISM SPECIFIC ZONE	48
HANA TOURISM SPECIFIC ZONE	50
AMIRABAD CARAVANSERAI TOURISM COMPLEX	52

AMINABAD ECOTOURISM SITE & PARK...	54
QALANDOUZ PARK TOURISM COMPLEX...	56
SARAB TOURISM PARK COMPLEX.....	58
ABBASI HERITAGE ACCOMMODATION	60
NIASAR BAQ-TALAR TOURISM COMPLEX.....	62
IRAN PARADISE HEALTH TOURISM CENTER.....	64
ZARINSHAHR MOUNTAIN PARK TOURISM SITE	66
NEHCHIRE HERITAGE ACCOMMODATION	68
ALAMI HOUSE HERITAGE ACCOMMODATION	70
GARDEN MUSEUM TOURISM COMPLEX..	72
SARABAN TOURISM COMPLEX	74
VARZANE TOURISM COMPLEX	76
PARDIS ACCOMMODATION TOURISM COMPLEX	78
DEHAQAN HERITAGE ACOMMODATION..	80
VIST TOURISM SITES	82
KHOUR & BIABANK HOTEL	84
RIVASI HILL ECOTOURISM SITE & PARK .	86
CHADEGAN TOURISM COMPLEX	88
ENTERANCE CITY TOURISM COMPLEX ...	90



First part:
Tourism and unsaid story of lands



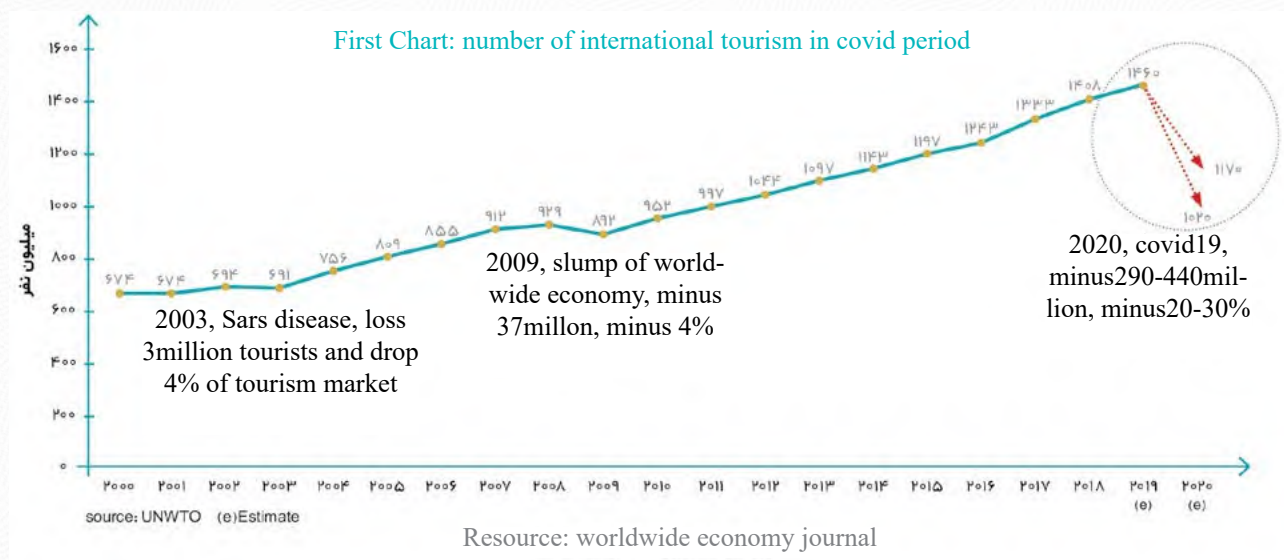
Tourism at one glance

Around the world and in countries with varying levels of development, a significant number of job and business opportunities are directly dependent on the tourism industry. The tourism industry possesses the power to protect nature, preserve cultural heritage, and ensure that future generations can enjoy the world's blessings. Over the past two decades, excluding the impact of the COVID-19 crisis, tourism has been one of the most dynamic and rapidly developing sectors in the global economy and is recognized as one of the top three profitable industries worldwide. The cross-sectoral nature of the tourism industry has led to the involvement of diverse groups of people and activities, spreading its benefits and advantages across various levels. As a result, many countries strive to enhance the development indicators of this industry by providing the necessary infrastructure and facilities.

Restart of tourism

Until 2019, the tourism industry experienced remarkable growth worldwide. This rapid growth positioned tourism among the top three global industries in terms of interaction and job creation. Based on analyses conducted by reputable international organizations, the number of tourists was projected to reach 1.8 billion by 2030. However, with the outbreak of the COVID-19 pandemic in 2019, the tourism industry came to an abrupt halt in all dimensions. The sharp decline in tourist numbers led to the collapse of all previous forecasts. Shortly after this, international organizations, in collaboration with governments, initiated coordinated programs and actions to revive the tourism industry. This process, known as "Tourism Restart," was shared as a set of proposed and experience-based measures for all stakeholders.

12





period in 2021. Considering the process of global development of tourism with an emphasis on “re-start” , promoted by the world tourism organization , a bright future for the tourism is foreseeable .in this regard , many countries have engaged in intense competition to facilitate investment in the tourism sector . according to the world tourism organization the top ten countries in tourism investment projects in 2022 are listed in the following table

First table: top ten countries in tourism investment projects

row	country	Investment project numbers
1	England	162
2	U.S.A	160
3	Germany	124
4	Spain	118
5	Mexico	108
6	China	89
7	UAE	87
8	France	69
9	Japan	65
10	Portugal	59

Resource: world tourism organization.

In late 2022 , United nations world tourism organization (UNWTO) , has provided an overview of international tourism which shows that tourism was on track to reach 65% of pre-pandemic levels by the end of 2023. according to forecasts tourism export revenues could reach between 1.2 trillion dollars and 1.3 trillion dollars in 2023 which representing a 60% to 70% increase compared to 2021 or about 70 % to 80% of the 1.8 trillion dollars recorded in 2019 . also based on the reported data from various countries , it is estimated that 700 million tourists traveled internationally in final months of 2022 .this figure is more than the double of 133% the recorded number for the same



Tourism in Iran

It is evident that Iran, with its rich history and cultural heritage, along with its four-season geography and diverse natural landscapes, possesses numerous resources and attractions. These unique sights have the potential to attract millions of domestic and international tourists. However, in recent years, Iran's tourism industry has faced devastating crises, including both internal and external factors, which have inflicted profound damage on the country's tourism sector.

According to the world tourism organization , Iran's inbound was on the raise until the end of 2019 . However , during the global recession caused by the covid-19 pandemic , the number of tourists dropped sharply in 2020 due to travel restriction . compared to 2019 , there was an 83% decline , with inbound tourists decreasing from approximately 9 million in 2019 to 1.5 million in 2020.

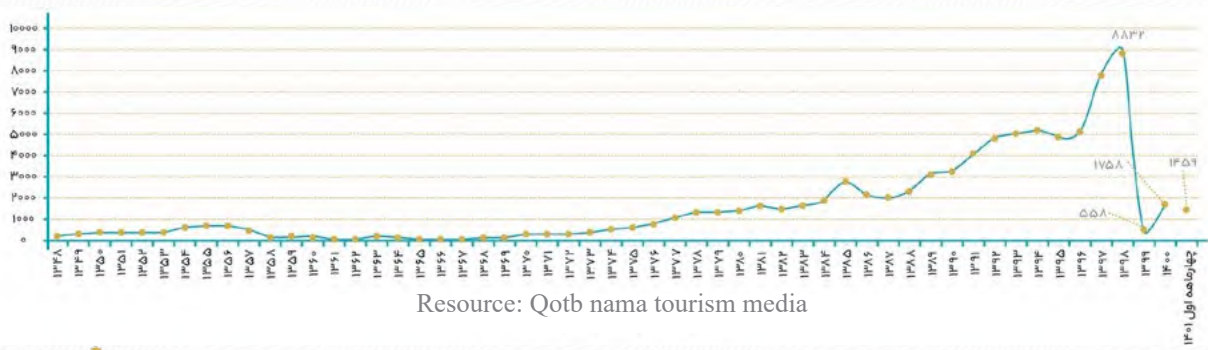
An analysis of Iran's inbound tourism figures and the spending patterns of tourists reveals that Iran , even in comparison with regional competitors like Qatar , the UAE , Turkey , and Saudi arabia , has not maintained a favorable position . additionally , factors such as the type of tourism , the national currency's value , and the government subsidies have resulted in limited revenue generation from tourists .

Despite significant efforts to revive Iran's tourism industry-aligned with the “restart” initiative of the world tourism organization the sector is still struggling . achieving its rightful position requires strong determination and ranks high globally in a few .

Competitiveness indicators , the first step toward sustainable tourism development is ensuring security and establishing a clear vision for the long-term stability of tourism destination.



Second chart: the number of arrival tourism in Iran in 1969 till 2021



Resource: Qotb nama tourism media



Tourism in Isfahan

Tourism has been defined as the axis of development for Isfahan

Province. Isfahan is recognized as the apex of Iran's "Golden Triangle of Tourism". Its renowned historical landmarks, four-season climate and hospitable and warm-hearted people are all the reasons for Isfahan's high tourism capacity. However, despite the efforts in recent years, specially during covid-19 pandemic, the tourism situation in the province remains minimal. Part of this stems from broader national challenges in tourism governance, while another part is directly tied to internal factors within Isfahan Province, such as climatic conditions, the drying of the Zayandeh Rud River, bureaucratic inefficiencies, and more. The Destination Management Organization (DMO) of Isfahan aims to create an integrated management framework and promote good governance in tourism destinations, paving the way for the advancement and revitalization of the province's tourism industry.



Introducing Isfahan province

Isfahan Province, with an area of approximately 10,117 square kilometers, is located between 30°42' to 34°30' north latitude and 49°38' to 55°30' east longitude relative to the Greenwich Meridian. Situated in central Iran, the province is bordered to the north by the Central, Qom, and Semnan provinces; to the south by Fars and Kohgiluyeh-Boyer-Ahmad provinces; to the east by Yazd and South Khorasan provinces; and to the west by Lorestan and Chaharmahal-Bakhtiari provinces.

Historical background of Isfahan

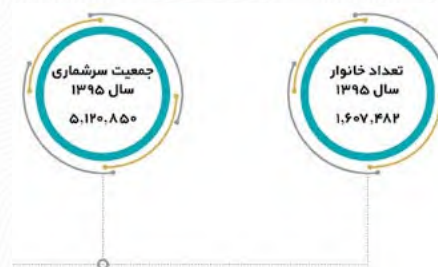
Isfahan is one of the ancient regions of Iran, with a history dating back to the pre-Islamic era. From the dawn of Iranian history, Isfahan was part of the “Anzan” or “Anshan” region, known as “Gabai” or “Gay,” and later became famous as “Jay.” From the early Islamic centuries, Isfahan played a significant role in Islamic history, culture, and civilization, earning the title of “Dar al-elm Sharq” (The House of Knowledge of the East). Throughout its long history, Isfahan served as the capital of Iran twice, during the Seljuk and Safavid eras, and much of its prosperity and development is indebted to the rulers of these two dynasties. Malik Shah Seljuk, the greatest Seljuk king under whom Iran reached its peak of glory and expansion, made Isfahan his capital. During his reign and that of his wise vizier, Khwaja Nizam al-Mulk, the city became one of the most important and flourishing cities in the world.

During the Safavid era, another golden age began in Isfahan when Shah

Abbas I moved the capital from Qazvin to Isfahan around the year 1000 AH (1598 CE). This period left behind numerous valuable landmarks, transforming Isfahan into a beautiful and

dreamlike city by the late Safavid era. Isfahan was among the first cities in Iran to have a comprehensive urban plan during the reign of Shah Abbas I, with its development based on technical and architectural principles.

(farzin Rezaian , glory of sepahan book , 1382)



Demographic characteristics of Isfahan

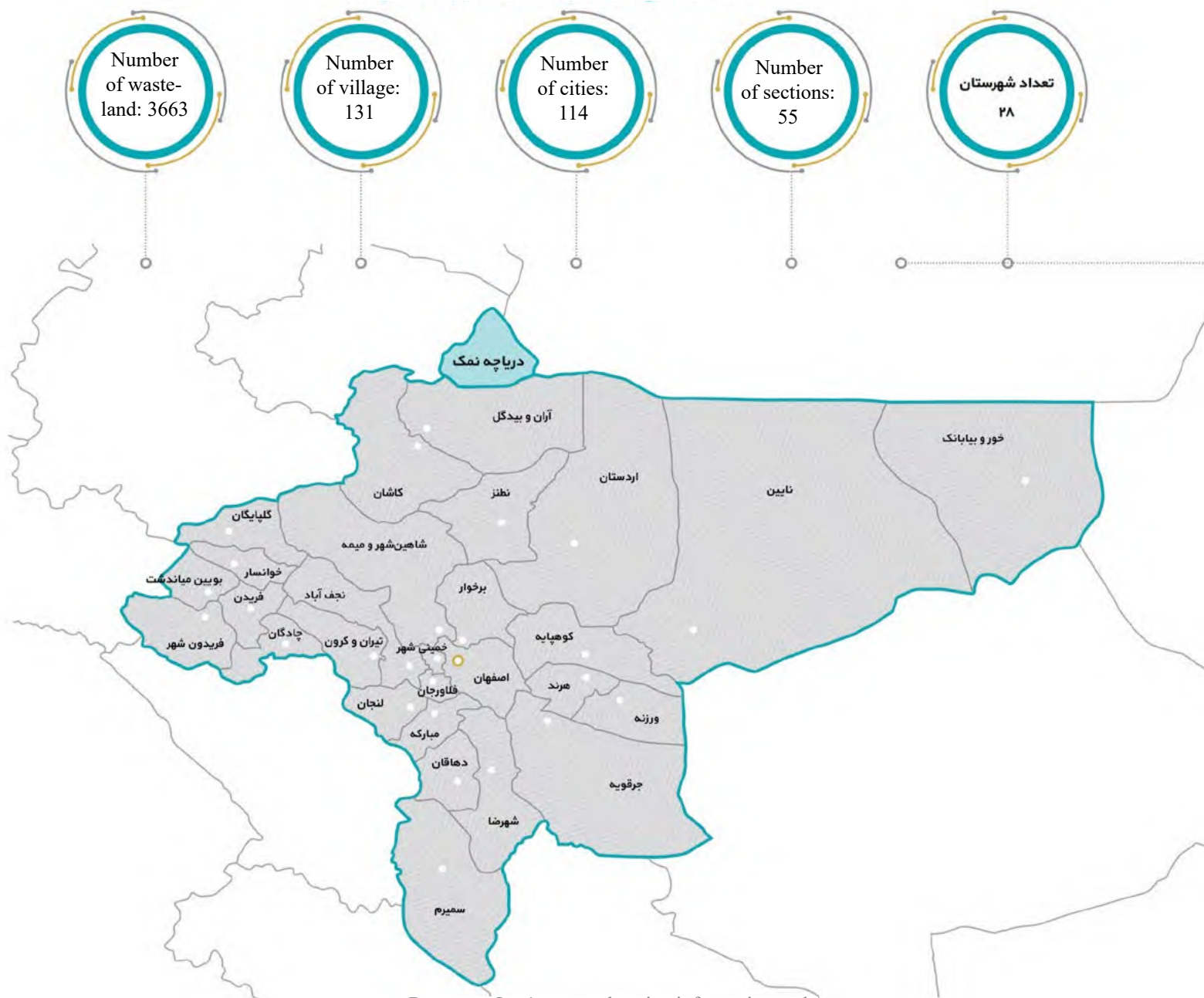
Isfahan Province is among the most populous and ethnically and culturally diverse provinces in Iran. The table below presents the demographic characteristics of Isfahan Province.

Isfahan demographic characteristics indicator 2016

Isfahan province	
Population (person)	5,120,850
Number of households	1,607,482
City population	4,507,309
Rural population	613,073
Average annual population growth (percent)	0/97
Area (square kilometers)	10,117
share of the country's population (percentage)	6/4
Urbanization rate (percentage)	88
Dimension of household (person)	3/18
Literacy rate (percent)	90

Resource: Isfahan province yearly statistic 2020

Map of political divisions of Isfahan province by city in 2022

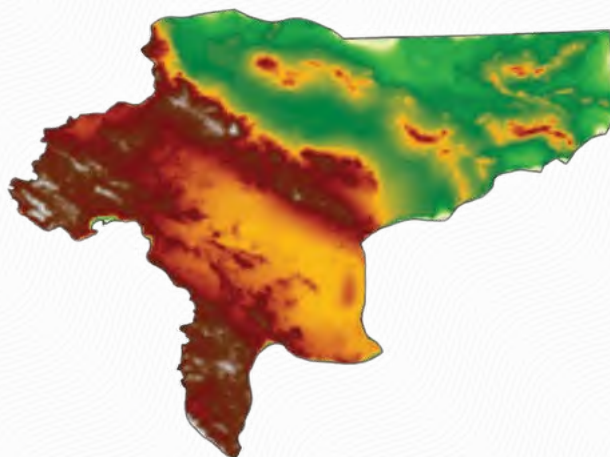


Resource: Iran's comprehensive information and statistics website 2023



Topographic situation of Isfahan

Isfahan Province, due to its location amidst the central mountains of Iran and the eastern slopes of the Zagros range, features diverse mountainous and plain regions. The mountainous areas of the province include the western highlands (comprising the counties of Fereydunshahr, Fereydan, and Buin-Miandasht), the northern and northwestern highlands (including the counties of Natanz, Kashan, and Golpayegan), and the Ardistan highlands (Ardestan County).



Climate of Isfahan

The varying elevations of different regions in the Isfahan province from sea level have resulted in diverse climatic conditions (such as precipitation, temperature, relative humidity, etc.) across the province. Generally, the province has three types of climates, as follows:

- Desert climate (very dry to hot and dry)
- Semi-desert climate (semi-arid)
- Semi-humid to cold humid climate

One of the advantages of the province is its seasonal temperature suitability. For instance, the average winter temperature ranges between 5°C and 9°C, spring between 14.7°C and 25.5°C, summer between 20.4°C and 30°C, and autumn between 6.7°C and 13.6°C.



Isfahan's economic situation

Isfahan province has always been recognized as one of the major economic and industrial hubs of the country, particularly in the sectors of steel and metal industries, mining, construction materials, chemicals, tourism industry, handicrafts, agricultural and livestock products, as well as orchard and greenhouse cultivation. In 2021, Isfahan province, with exports of more than 6.18 million tons of goods worth 2.7 billion dollars, ranked fifth in the country's exports. It also held the first rank in the country in steel production and the production of construction, export, and decorative stones.

Key Macroeconomic Indicators of Isfahan Province (2021)

Gross Domestic Product (GDP)	Unemployment Rate	Economic Participation Rate	Literacy Rate	Business Environment Improvement Rate	Share of Agriculture in GDP	Share of Industry in GDP	Share of Services in GDP
7,870,212,765 EUR	11(percent)	46.1(percent)	89.9 (percent)	6.11 (percent)	8 (percent)	26.5 (percent)	65.5 (percent)
3rd in country	4th in country	10th in country	5th in country	21st in country	26th in country	6th in country	10th in country

Source : The official website of the Management and Planning Organization of Isfahan Province

Industries :

- 9,000 active industrial units in Isfahan Province
- 2nd largest industrial region in the country
- 834 active mines: 2nd in number and 3rd in investment volume
- 1st in steel production, contributing 60% of Iran's steel output
- Mobarakeh Steel Company in Isfahan: Largest steel producer in the Middle East and North Africa, and largest sponge iron producer globally
- 1st in cement production, accounting for over 12% of the country's output
- 1st in jewelry and gemstone production, with over 50% of the country's workshops
- Isfahan Oil Refining Company: Produces 23% of the country's petroleum products
- Textile companies in Isfahan: 1st in Iran, producing 35% of the country's textiles and 75% of machine-made carpets

- Domestic transportation companies: 1st in freight and passenger transport, with 59,000 drivers

Agriculture:

- 563,000 hectares of arable land, equivalent to 3.4% of the country's agricultural land
- 1st in the country in greenhouse product production, with a cultivation area of 2,400 hectares
- 3rd in honey production, with 31,000 tons
- 1st in milk production, with 2.1 million tons
- 2nd in meat production, with 192,000 tons
- 3rd in the production of apples (both tree and ground varieties)

Services :

- Over 15% growth in the services sector in Isfahan Province in the last four years
- More than 13,500 service units in healthcare, insurance, financial services, and more
- 3rd in the country in the services sector
- Presence of over 850 academic and educational service units

Competitive advantages of Isfahan with the emphasis on the tourism industry at the international level

- Isfahan Province is one of the most prominent international tourism destinations in Asia, boasting unique historical and natural attractions.
- Isfahan Province is the cultural, industrial, and tourism hub, and one of the top ten global cultural heritage centers in the Middle East and North Africa, with its distinctive Iranian-Islamic cultural identity.
- Isfahan Province is the capital of Iran's handicraft industry and a global city for handicrafts, home to four UNESCO World Heritage Sites.
- Isfahan Province is a major hub for the tourism industry, on par with the heavy industries sector in terms of contributing to the province's gross domestic product (GDP).
- Isfahan Province is the apex of Iran's "Golden Triangle of Tourism."
- Isfahan Province has thirteen sister cities worldwide.
- Isfahan Province is one of the most affordable tourism destinations in the world

Competitive advantages of Isfahan with the emphasis on the tourism industry at the national level

- Diverse historical, natural, and man-made attractions
- Presence of well-distributed tourism infrastructure
- Central geographical location in the country, with well-developed air and rail transportation infrastructure
- Efficient road network
- Geographical expanse and climatic diversity across the province (from Fereydunshahr to KhurBiabanak in the west-east axis, and from Kashan to Semirom in the north-south axis)
- Variety of tourism facilities catering to all types of demand
- Highest number of eco-lodges in the country, with thriving rural tourism
- Home to a progressive and leading Destination Management Organization (DMO) in the country
- First cultural center for coexistence of religions and monotheistic ethnic groups at the national level



Tourism facilities status of Isfahan

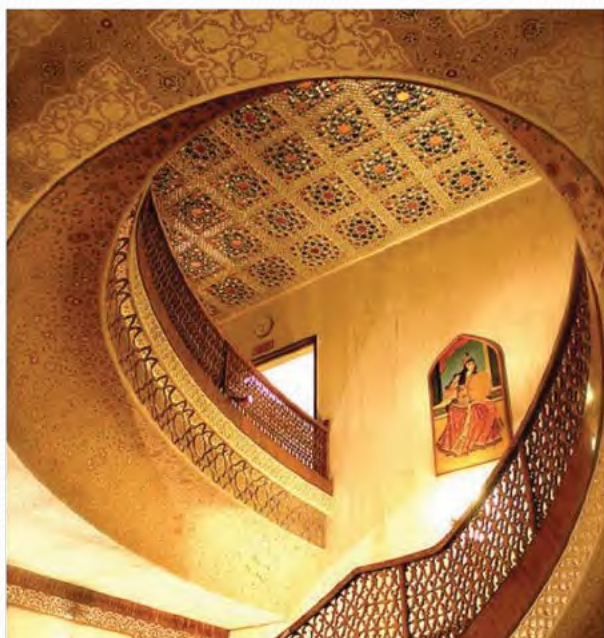
Statistics of tourist facilities in operation

Tourism establishments refer to those units that, after obtaining the necessary permits from the Ministry of Cultural Heritage, Tourism, and Handicrafts and complying with relevant laws and regulations, operate in the field of providing tourism services and products. The statistical status of accommodation facilities in Isfahan Province is as follows:

The number of tourist attractions in Isfahan province

Historical-cultural	Natural	Man made
1,836	308	65

Resource: Vice-President of Tourism, General Directorate of Cultural Heritage, Tourism and Handicrafts of Isfahan Province2023



The number of residential establishments with operating licenses in Isfahan province 2023

number	type	number	Type
0	Rural tourism area	3	Tourism camp area
1	Parks	237	accommodation
7	Tourism area	89	Traditional accommodation
50	Guest house	5	Roadside tourism complex
8	Educational and tourism institutions	2	Tourism transportation
92	Hotel	107	Tourist house
14	Apartment hotel	1	Pilgrimage
1	Traditional hotel Boutique	27	Traditional restaurant
64	Roadside Single catering unit	10	Tourism business in social media
254	Travel service office	1	Hotel
4	Recreation and entertainment center	3	Roadside complex
		9	Tourism complex

Resource: Vice-President of Tourism, General Directorate of Cultural Heritage, Tourism and Handicrafts of Isfahan Province2023



Nghshe jahan
square



Fin Kashan
garden



Chehelsotoon
mansion



Isfahan
mosque

Historical sites of Isfahan

First in the world:

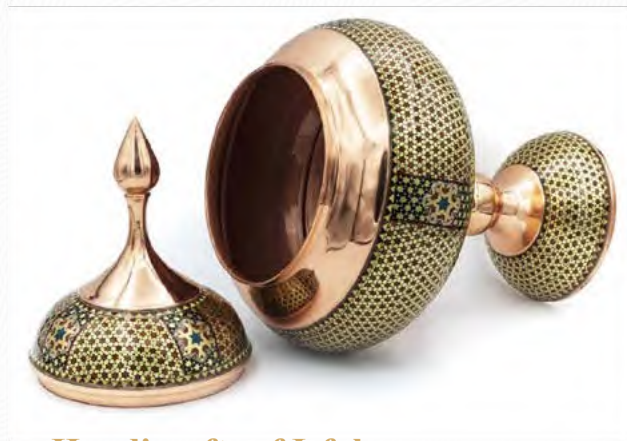


Isfahan is one of the historical provinces of Iran, with its old fabric encompassing valuable architectural landmarks. These landmarks hold both international and national significance. The historical fabric of Isfahan Province and its capital city possesses unique characteristics. Limitations in certain urban development activities, mismatches in the structure and hierarchy of urban service distribution, and other factors underscore the necessity of revitalizing and regenerating these areas through the effective participation of private sector investors.

The number and type of works in the national register of Isfahan province.

Type	House	Mosque	Bazar	bathroom	school	museum	Palace	shrine	caravan-serai	castle	others
number	520	270	50	85	40	3	66	132	59	55	580

Source: the vice-president of cultural heritage is the general department of cultural heritage, tourism and handicrafts of Isfahan province2023



Handicrafts of Isfahan

Isfahan Province is one of the largest centers for the production of various types of handicrafts in Iran. In this province, 178 fields of handicrafts are officially registered, and over 60 fields are currently being produced and supplied to the market, making Isfahan the top-ranking province in the country in this regard. Additionally, the city of Isfahan is recognized as a Creative City of Handicrafts .

Number and type of crafts and traditional arts in Isfahan province

License issued for the workshop	handicraft workshop	Production license	Certificate of authenticity received from UNESCO	artists	ID cards	Registered handicrafts and traditional arts
9	1364	4400	126	60000	22720	196

Resource: the vice-president of cultural heritage is the general department of cultural heritage, tourism and handicrafts of Isfahan province2023



Supporting infrastructure for the development of Isfahan's tourism

Shahid-beheshti international airport

Isfahan Airport is one of the oldest airports in the country, located in the east of Isfahan city, covering an area of 1,041 hectares and situated at an altitude of 1,542 meters above sea level. This airport started its operations in 1982 and is equipped with facilities such as navigation and approach radar systems, foam trucks, snow removal machines, and sweepers for flight safety areas, two runways with a length of 4,397 meters and a width of 45 meters, 13 taxiways, and 10 stands for accommodating various passenger aircraft.

Railway station

Isfahan Railway Station is one of the most important railway stations and a key junction in the country's rail network. It serves as both a terminal station and the final destination for trains. The station was connected to the national railway network in 1968. In 1973, the foundation of the railway station building, with a built-up area of 6,700 square meters, was laid, and it became operational in 1980. Air cargo terminal of shahid-beheshti airport

the air cargo terminal at Shahid Beheshti Airport in Isfahan, equipped with state-of-the-art facilities and compliant with ICAO and IATA standards, was inaugurated in 2019. It has created a unique opportunity for Isfahan's traders and merchants, as well as for passengers and emigrants traveling from Isfahan to other countries.

Metro

The urban railway project began in 2001, and according to the planning, three lines have been designed for intra-city coverage, while four lines are planned for suburban coverage. Line 1 of the metro, currently operational, connects the north and south of the city over a 20-kilometer stretch (including 20 stations). Line 1 of the Isfahan Metro could be called the "Tunnel of Isfahan's History," as its central stations are located near the city's historical landmarks. This metro line transports 100,000 passengers daily.

Kaveh passenger terminal

The largest passenger terminal in Isfahan Province is the Kaveh Terminal. Located in the north of Isfahan on Kaveh

Street, this terminal covers an area of nearly 100,000 square meters, with a built-up area of 30,000 square meters and 25,000 square meters of green space. It includes facilities such as a hotel, dormitory, and rest areas for drivers, taxi and urban bus services, a prayer room, ATMs, restaurants, numerous cafes, and stalls selling food and Isfahan souvenirs. Daily, over 100,000 passengers are transported to various destinations through this terminal.

Sofe passenger terminal

The Safa Passenger Terminal is one of the busiest terminals in the southern part of the city, located at the beginning of the Isfahan-Shiraz highway. The terminal, with an area of 45,000 square meters, a built-up area of 12,000 square

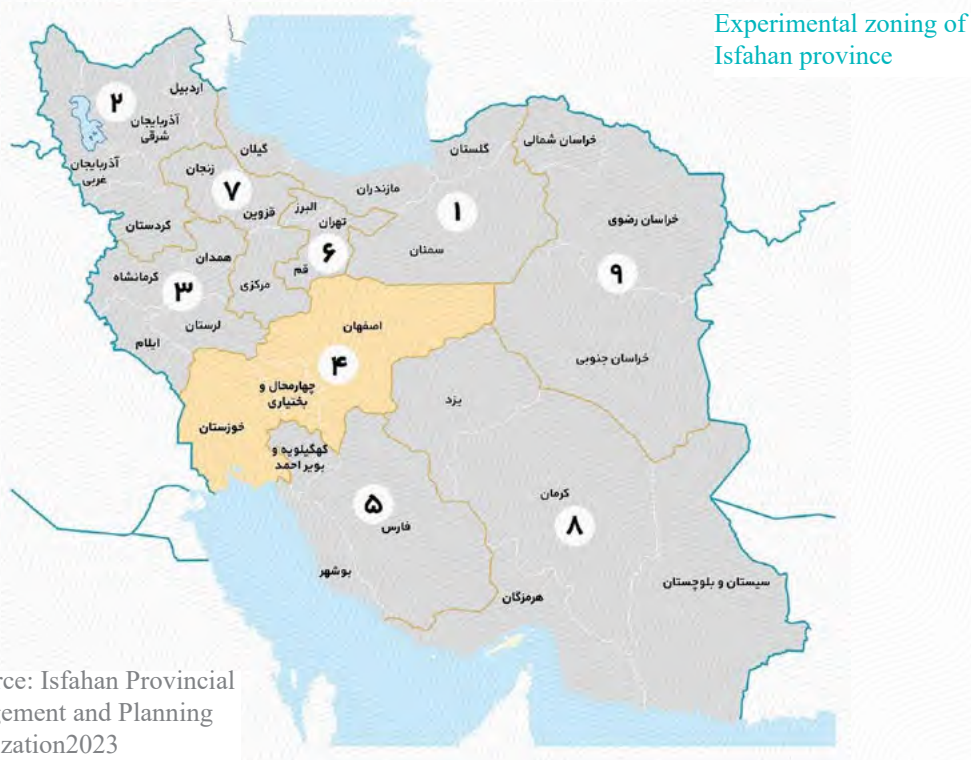
meters, and 10,000 square meters of green space, was inaugurated in June. This terminal features multiple sections to provide services to passengers and tourists, including a hotel, restaurant, car rental services, a barber shop, and more.



Isfahan's position

Iran's spatial planning document

In the National Spatial Planning Document of Iran, Isfahan Province, along with Chaharmahal and Bakhtiari Province and Khuzestan Province, has been included in Region 4 (the Cultural Heritage and Tourism Zone and the Hub of Historical and Natural Tourism Development) for planning purposes.



Isfahan's spatial planning document

In the development planning model for Isfahan Province, the province has been divided into seven planning regions. This seven region zoning in the spatial planning document is based on geographical homogeneity, spatial adjacency, and socio-cultural cohesion. This zoning provides a targeted framework for the distribution, justification, and promotion of facilities, infrastructure, and equipment across the province.



- 1. Isfahan
- 2. Khomeini shahr, Felavarjan, Lenjan, Mobarake
- 3. Barkhar, Najafabad, Shahinshahr, Meimeh, Tiran and Karon
- 4. Semiron, Dahaqan, ShahrReza
- 5. Naaien, Ardestan, Khour and Biabank
- 6. Freydan, Freydoun shar, Chadegan, Khansar, Golpaygan, Buien Miandasht
- 7. Kashan, Arab and Bidgol, Natanz

In the Spatial Planning Document of Isfahan Province, the promotion of tourism and the reputation of Iran's cultural, historical, and natural heritage within the province's territory are outlined as follows:

- Culture-based tourism development in Isfahan's tourism regions, with a focus on enhancing host-guest interactions.
- Capacity building and facilitation of international tourist attraction processes.
- Preservation and protection (physical, legal, and symbolic) of historical, natural, and cultural heritage against threats such as decay, encroach-

ment, theft, and destruction, emphasizing public participation.

- Leveraging place branding strategies to promote the reputation of unique cultural, historical, and natural heritage sites in the province.
- Revitalization and strengthening of national, regional, religious, and ethnic symbols and events that foster cohesion across Isfahan's geographical expanse.
- Revival of fading arts and strengthening the production and trade of handicrafts, preserving and revitalizing the identity of rituals, traditions, and ceremonies.

Strategic guidelines of the fundamental development theory of Isfahan in sixth plan

In the Sixth Development Plan, considering the province's potential in various types of tourism (natural, historical, cultural, winter, desert, industrial, religious, and nomadic), Isfahan has been recognized as one of the main tourism hubs in the country. Its role is to promote authentic Iranian-Islamic culture globally and strengthen Iran's position in the international tourism arena.



Tourism roadmap in Isfahan

The selection of the tourism industry as a driver of development in the province is essential due to the following key factors in urban planning:

- Unique geographical location of Isfahan Province and its diverse tourism attractions.
- Cultural and historical values, including valuable artistic and architectural works, artists, thinkers, and more.
- Developed infrastructure that stimulates economic and tourism activities.
- Social capital and committed human resources who cherish cultural heritage.
- Capabilities in various fields of handicrafts and globally significant works.
- Opportunities for participatory and community-based activities.

It is hoped that through integrated management and interactive planning involving stakeholders and rights-holders in the tourism industry, Isfahan Province will achieve its desired status as a primary tourism hub in the country, worthy of its rich natural and historical tourism assets. With collaborative efforts and good governance by urban managers, this optimal structure will become institutionalized and enduring in the province.



Investment in Iran's tourism industry

Investment in the tourism sector, due to its cross-sectoral nature, differs somewhat from investments in other industries. The demand side of tourism is influenced by non-economic factors such as political instability, the spread of specific diseases, technological advancements, and security challenges on one hand, and the non-storable nature of tourism goods and services, as well as its seasonality, on the other. These factors significantly impact the nature and performance of tourism investments. In Iran, tourism investment is subject to even more complex conditions.

Investment in the tourism industry is closely and directly linked to sectors such as hospitality, transportation, travel agencies, restaurants, handicrafts, and more. Given the current cost conditions, many experts recommend the cost-sharing approach to attract public participation in tourism investment. This approach is based on the financial participation of the public. The underlying hypothesis of the cost-sharing approach is that when beneficiaries of a program

are required to cover a portion of the costs related to its planning and execution, they are provided with the necessary motivation to actively participate in identifying and analyzing issues, selecting appropriate methods, and responsibly managing and overseeing the process to achieve operational goals. Consequently, infrastructure and operational costs are shared among stakeholders (government, public, and private sectors).

In Iran, the government is the largest investor or custodian of the country's wealth and capital resources. As a result, the government has also become the largest employer in the country. During this process, the private sector in Iran has not found a reliable field for activity and has become highly conservative. On the other hand, government-affiliated entities, such as various institutions and organizations, have also played an effective role in economic activities. Therefore, it is essential for the government to facilitate the active participation of the private sector

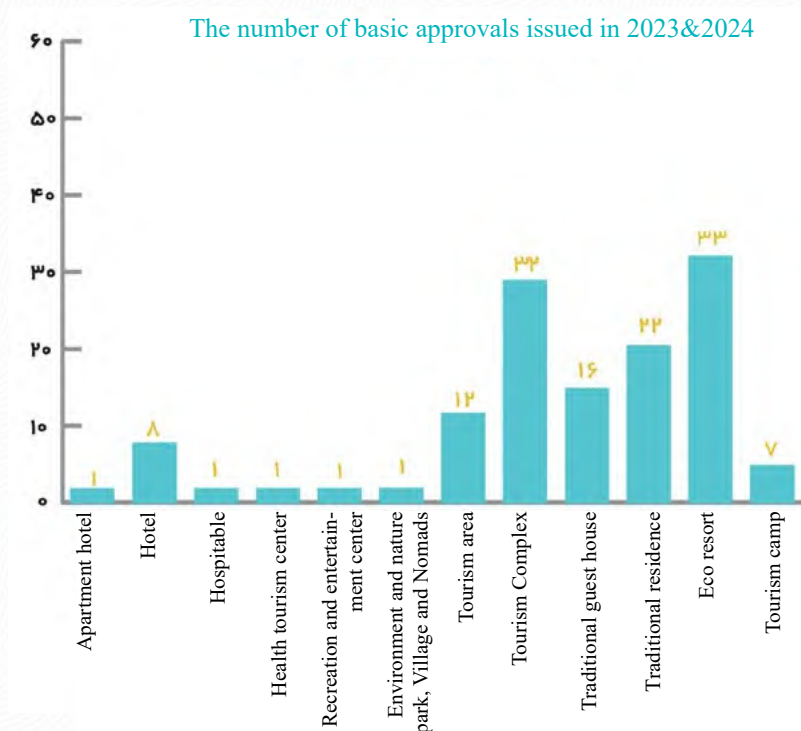
by considering enabling tools and creating opportunities for the private sector to play a significant role.



tourism industry achievement in Isfahan

Supporting investment in tourism has been one of the government's strategies in the past two years to further boost this industry. In fact, providing infrastructure and superstructure facilities is not possible without the participation of the private sector. On the other hand, ensuring the benefits of the private sector must be achieved through cross-sectoral and interactive laws. In this regard, the General Directorate of Cultural Heritage, Tourism, and Handicrafts of Isfahan Province has, since the year (2021-2022), issued 29 preliminary approvals and 125 construction permits for tourism facilities to support private sector investment.

It is estimated that with the issuance of these preliminary approvals , approximately 3.74 billion EURs will be invested , creating over 11,300 job opportunities . Additionally, this department has issued preliminary approvals for 576 tourism facilities since 2021. The chart below shows the number of preliminary approvals issued for each tourism facility from the year (2021-2023). Investment in the tourism industry requires continuous support and the creation of credit facilities. In this regard, the use of surplus building floors for tourism facilities, exemptions from construction taxes, and the allocation of banking facilities are among the supportive tools in the tourism investment sector of Isfahan province







Final part
Tourism Investment Opportunities in
Isfahan Province

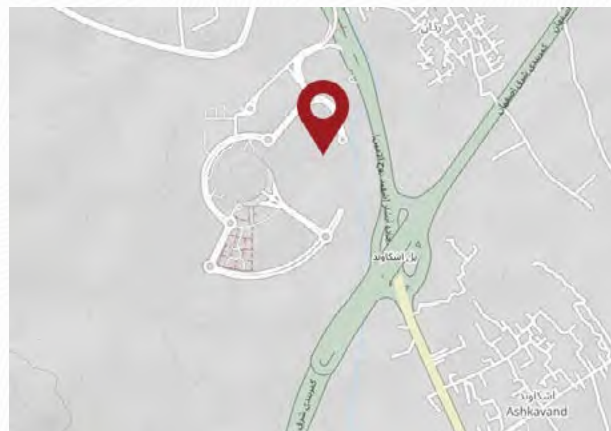


IJLAS HOTEL

The 5-star Majid Hotel is part of the Isfahan International Convention Center plan, which is also planned in the grand plan of the convention center, including commercial units, residential units, and recreational and leisure spaces. The design of this complex was done by Atkinz Company, and the hotel complex has 251 rooms and 23 suites, a swimming pool, a gym, and....

Current situation

Position	Isfahan City, East Isfahan Highway, next to the International Convention Center
Area (square meters)	174,000
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	In accordance with the principles and regulations of the detailed plan of Isfahan City and the principles of architecture of 5-star hotels of the Ministry of Cultural Heritage, Tourism, and Handicrafts





Suggested status

Floor area (square meters)	65,000
Key features of the project	Adjacent to the largest international conference center Access to Isfahan traffic ring Proximity and easy access to the airport and railway The project has 10% physical progress
Proposed major use	Tourism
Proposed minor use	Various Accommodation Suites Restaurant Nations Flight Type of conference halls sports and recreation spaces
Main target markets	Zonal and international tourists
User performance level	Zonal and international



Esfahan International Convention Center



Financial - Economic program

The total investment value	20,200,000 EUR
Organizational income	2,300,000 EUR
Investor income	17,800,000 EUR
Organizational ratio income (percent)	12
Investor ratio income (percent)	88
Construction period (years)	5
Payback period (years)	4/9
IRR internal rate of return	20/4
Employment during the construction period (people)	850
Employment during the exploitation period (people)	320
Suggested investment method	BOLT



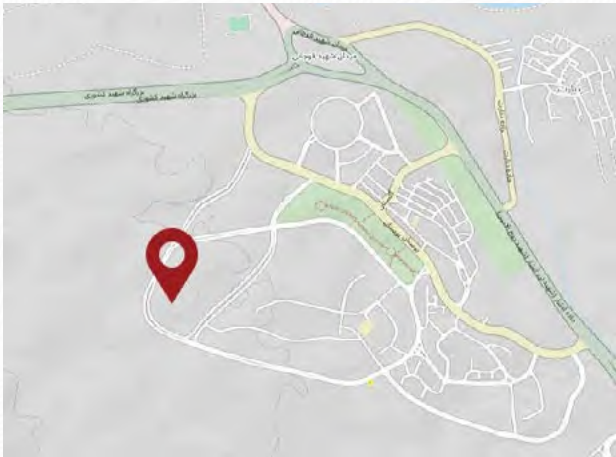
Shahid Keshvari Hotel

The 5-star Shahid Keshvari Hotel is located in the metropolitan complex of the large waterfall complex with an area of over 170 hectares, next to the uses of residential complexes, commercial complexes, sports complexes, cinema campuses, etc. in the southern area of Isfahan.

The Important features of this complex are access to the third traffic ring of the city, Isfahan, proximity to the International Conference Center and quick access to the airport. The hotel of this complex has 1400 rooms, a conference hall and a reception hall, a shop, a swimming pool, a sauna and a jacuzzi, and play areas, etc.

Current situation

Position	Southeast of Isfahan City, Shahid Keshvari Highway, Southwest of Shahid Keshvari Town
Area (square meters)	174,000
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the urban regulations of the region and the detailed plan and observing the principles of architecture of 5-star motels





Suggested status

Floor area (square meters)	65,000
Key features of the project	Adjacent to the largest international conference center overlooking Isfahan city, access to Isfahan traffic ring, proximity and easy access to the airport and railway
Proposed major use	Tourism
Proposed minor use	Various accommodation units, traditional restaurant, swimming pool and jacuzzi, event halls
Main target markets	Zonal and international tourists
User performance level	Zonal and international



Financial - Economic program

The total investment value	24,500,000 EUR
Organizational income	770,000 EUR
Investor income	23,730,000 EUR
Organizational ratio income (percent)	4
Investor ratio income (percent)	96
Construction period (years)	5
Payback period (years)	5/2
IRR internal rate of return	19/2
Employment during the construction period (people)	920
Employment during the exploitation period (people)	345
Suggested investment method	BOLT

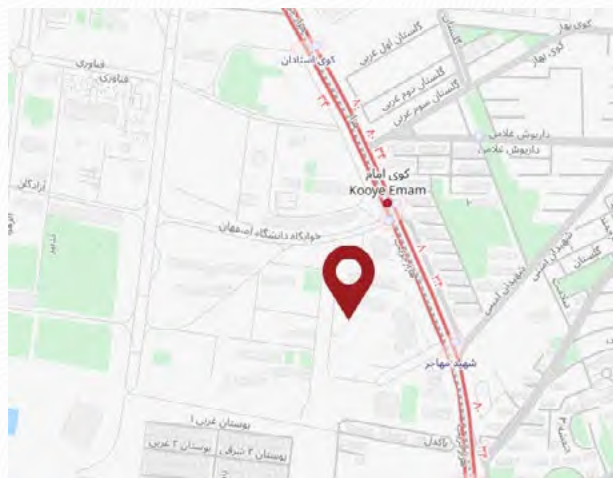


ISFAHAN TOURIST HOTEL

Isfahan Tourism and Tourism Complex has been built in the south of Isfahan since 1969, near the Soffe Mountain Tourism Park, with a wide view of the city. Access to the Isfahan traffic ring and easy access to the railway station are among the advantages of this project. This complex, with 150 rooms, three conference halls and a reception hall, a shop, a swimming pool, a sauna and a Jacuzzi, and play areas, is on the agenda for renovation and development.

Current situation

Position	Isfahan City, Esteghlal Square, Hezar Jerib Street
Area (square meters)	10,000
Available usage	Tourism
Land ownership	Cultural Heritage Department
Construction and urban planning rules and regulations	According to the detailed city plan laws and architectural regulations of motels





Suggested status

Floor area (square meters)	20,000
Key features of the project	Tourism Usage and its Activeness Since 2019 location in Soffeh Area of Isfahan with a Favourable View of the City and Close to the Big City Center of Isfahan
Proposed major use	Tourism
Proposed minor use	Residential Units Restaurant, Pool, Billiard Hall and Recreational Space
Main target markets	Zonal and international
User performance level	Zonal and international

Financial - Economic program

The total investment value	6,900,000 EUR
Organizational income	2,400,000 EUR
Investor income	4,500,000 EUR
Organizational ratio income (percent)	37
Investor ratio income (percent)	63
Construction period (years)	4
Payback period (years)	4/3
IRR internal rate of return	23/0
Employment during the construction period (people)	180
Employment during the exploitation period (people)	70
Suggested investment method	BOT

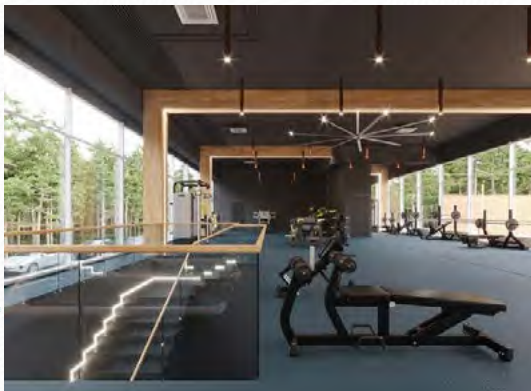
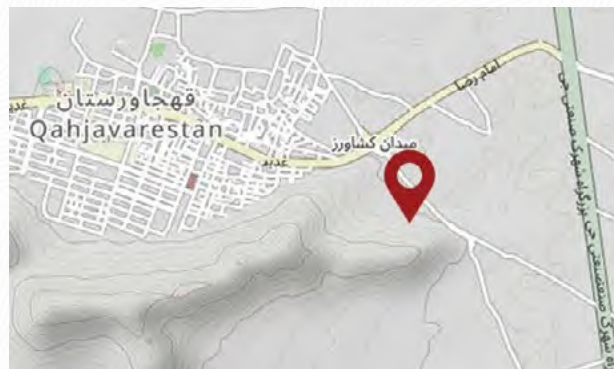


QAHJAVARESTAN TOURISM RE-SORT

Recreation and entertainment centers are designed for various activities to excite and entertain the people of the region. The recreation and entertainment center of Qahjavarestan is planned with the approach of building outdoor sports fields, multi-purpose sports and entertainment halls and all kinds of cheerful and group games.

Current situation

Position	Isfahan city, Qahjavarestan city, south of phase 1 mountain park
Area (square meters)	8,000
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	in accordance with the rules and instructions mentioned in the paragraph. Construction and related to entertainment tourism areas in Faradast plan.





Suggested status

Floor area (square meters)	800
Key features of the project	Facilities for holding group games and sports and entertainment competitions
Proposed major use	Recreational Tourism
Proposed minor use	Open sports field (skating, tennis, volleyball, basketball, football) indoor sports and entertainment hall
Main target markets	Qahjavarestan and Isfahan city
User performance level	Zonal



Financial - Economic plans

The total investment value	260,000 EUR
Organizational income	180,000 EUR
Investor income	80,000 EUR
Organizational ratio income (percent)	69
Investor ratio income (percent)	31
Construction period (years)	2
Payback period (years)	4/4
IRR internal rate of return	22/7
Employment during the construction period (people)	25
Employment during the exploitation period (people)	10
Suggested investment method	BOT

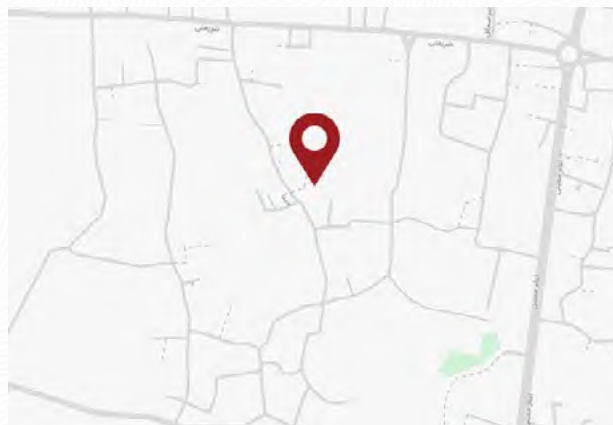


HAKIM HOUSE HERITAGE ACCOMMODATION

Creating a traditional residence with a handicrafts training and exhibition center is one of the attractive tourism facilities. The historic house of Hakim is one of the noble houses in Ardestan city with 25 rooms and a spacious yard. This building belongs to the Qajar period and is on the agenda of the national register of works of historical value.

Current situation

Position	Ardestan city, Fahreh quarter, Pir morteza Alley
Area (square meters)	1,015
Available usage	Historical house
Land ownership	Cultural Heritage Organization
Construction and urban planning rules and regulations	According to the rules and regulations of restoration of historical works





Suggested status

Floor area (square meters)	650
Key features of the project	Placement in the middle of the historical context of Ardestan city, doing part of Restoration process, large number of rooms to accommodate tourists
Proposed major use	Tourism
Proposed minor use	Accommodation and hospitality
Main target markets	Isfahan and Tehran province
User performance level	Zonal



Financial - Economic plans

The total investment value	220,000 EUR
Organizational income	95,000 EUR
Investor income	125,000 EUR
Organizational ratio income (percent)	44
Investor ratio income (percent)	56
Construction period (years)	2
Payback period (years)	4/4
IRR internal rate of return	22/7
Employment during the construction period (people)	45
Employment during the exploitation period (people)	12
Suggested investment method	BOLT

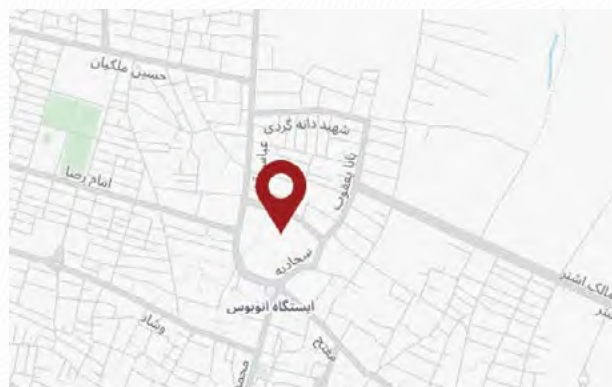


HAZRAT MOHAMMAD HELAL TOURISM COMPLEX

The localized plan of the Holy Mohammad Helal Shrine is projected to cover an area of 152,000 square meters within the city of Aran and Bidgol. This plan facilitates the revitalization of the peripheral core of the Holy Shrine and prepares the ground for desirable economic, social, and cultural changes. In this plan, while meeting all the needs of the residents and citizens of Aran and Bidgol, it aims to develop the necessary infrastructure and facilities for religious tourism, creating a suitable and continuous presence for pilgrims.

Current situation

Position	Aran and Bidgol city, Near the holy shrine of Mohammad Helal
Area (square meters)	152,000
Available usage	Cultural, religious, historical, residential, educational
Land ownership	Governmental-private
Construction and urban planning rules and regulations	Regulations in accordance with the laws and guidelines mentioned in the section on regulations related to historical heritage and their protected zones, as stated in the volume of urban planning and construction regulations of the comprehensive plan of Aran and Bidgol City.





Suggested status

Floor area(square meters)	109,069
Key features of the project	Revitalization and optimal mobilization with an emphasis on religious tourism within the city, along with the approval of the plan by the Provincial Article 5 Commission.
Proposed major use	Tourism, Religious
Proposed minor use	Hotel, guesthouse, pilgrim lodge, Islamic Museum, commercial center, cultural and arts complex.
Main target markets	Zonal and international tourists
Functional level of land use	International

Financial - economic plans

Total investment value	28,600,000 EUR
Organizational income	8,580,000 EUR
Investors' income	20,000,000 EUR
Organizational income ratio (percent)	30.0
Investor's income ratio (percent)	70.0
Construction period (years)	15
Payback period (years)	-
IRR Internal Rate of Return	-
Employment during the construction period (people)	2,500
Employment during the exploitation period (people)	500
Suggested investment method	Public Participation





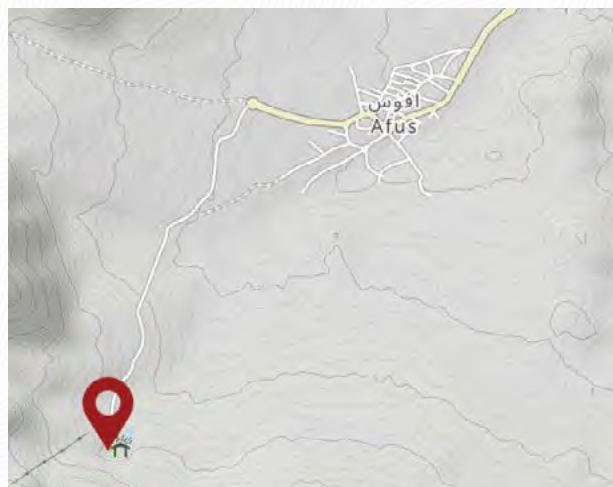
AFOUS TOURISM COMPLEX

Afous tourist complex in Sarab of this city still provides limited services to tourists, but due to the recognition of this place as a tourist destination, this complex needs to be developed and provide diverse and high-quality services.

Current situation

Position	Bouein Miandasht city, Sarab of Afous city
Area (square meters)	550,000
Available usage	Tourism
Land ownership	Municipality
Construction and urban planning rules and regulations	In accordance with the regulations of urban faradast plans and compliance with environmental principles

46





Financial - economic plans

Total investment value	7,200,000 EUR
Organizational income	4,260,000 EUR
Investors' income	3,000,000 EUR
Organizational income ratio (percent)	60
Investor's income ratio (percent)	40
Construction period(years)	5
Payback period(years)	5
IRR Internal Rate of Return	20.0
Employment during the construction period (people)	165
Employment during the exploitation period (people)	72
Suggested investment method	Public Participation

Suggested status

Floor area (square meters)	13,700
Key features of the project	Located in the flowing Mirage of Afoul, with road and electricity infrastructure available in the complex.
Proposed major use	Tourism
Proposed minor use	Accommodation, catering, and recreational
Main target markets	Isfahan Province
User performance level	Zonal

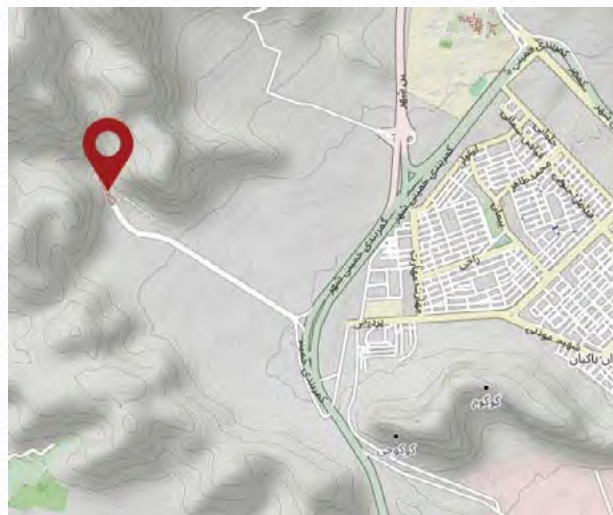


LADOR SPIRING TOURISM SPECIFIC ZONE

Lador Khomeinishahr spring with its beautiful mountain scenery and heart-warming nature around it is considered one of the most important tourism zones of Khomeinishahr city. The water of this spring flows from the hear northwestern mountains and provides a peaceful and pleasant environment for those who loves nature, and especially in the spring, it is a suitable place to spend quiet hours in the middle of the mountain.

Current situation

Position	Cheshme Lador, 5 km northwest of Khomeinishahr, on the ring road of Khomeini Shahr-Najaf Abad, Charbagh Lador Blvd
Area (square meters)	120,000
Available usage	Tourism
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the regulations and principles of architecture of tourism sample areas





Suggested status

Floor area (square meters)	5,5000
Key features of the project	Has all the infrastructure, Having a large number of visitors, Perfect access
Proposed major use	Tourism
Proposed minor use	Bower, Suspension bridge, Zip-line, Parking lot
Main target markets	Isfahan province
User performance level	Zonal



49

Financial - Economic plans

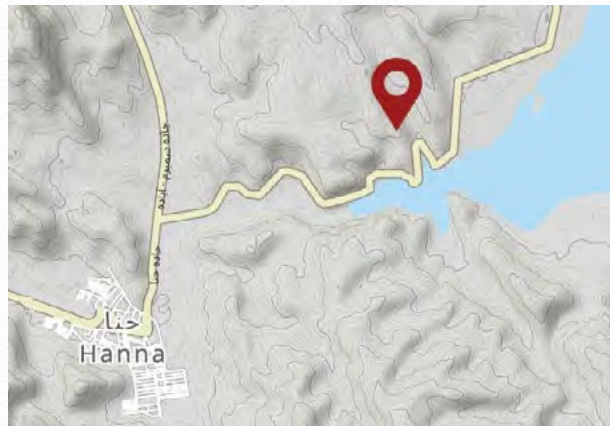
The total investment value	1,200,000 EUR
Organizational income	470,000 EUR
Investor income	750,000 EUR
Organizational ratio income (percent)	39
Investor ratio income (percent)	61
Construction period (years)	3
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	55
Employment during the exploitation period (people)	15
Suggested investment method	BOLT





HANA TOURISM SPECIFIC ZONE

Hana tourist sample area is located on the border of Hana dam. This project has the approval of tourism model areas, and the existence of an inter-institutional agreement facilitates the implementation process of the project.



50

Current situation

Position	Semirom city, north side of Hana Dam
Area (square meters)	50,000
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the rules of tourist sample areas and environmental requirements



Suggested status

Floor area (square meters)	5,000
Key features of the project	Closeness to the Hana dam lake, great weather
Proposed major use	Tourism, entertainments
Proposed minor use	Accommodation, reception, entertainment
Main target markets	Citizens of Isfahan, Semi-rom city and Surrounding population centers
User performance level	Zonal



Financial - Economic plans

The total investment value	1,875,000 EUR
Organizational income	475,000 EUR
Investor income	1,400,000 EUR
Organizational ratio income (percent)	26
Investor ratio income (percent)	74
Construction period (years)	5
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	120
Employment during the exploitation period (people)	45
Suggested investment method	BOLT

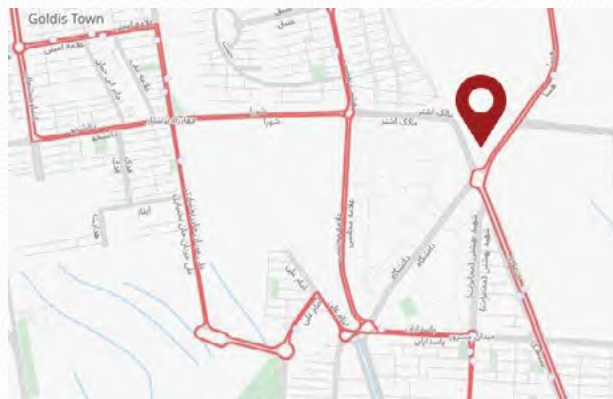


AMIRABAD CARAVANSERAI TOURISM COMPLEX

Amirabad historical caravanserai has a high attraction for defining tourism-oriented activities in it. The approach of restoring and revitalizing historical monuments has multiple benefits. Amirabad Caravanserai is located in Shahinshahr. The revival and restoration of this caravanserai and the application of its commercialization ideas will provide and distribute tourism-oriented facilities in Shahinshahr city.

Current situation

Position	Shahinshahr and Mimeh city, northeast side of Shahinshahr
Area (square meters)	3,300
Available usage	A building of historical value
Land ownership	Municipality
Construction and urban planning rules and regulations	Compliance with the rules of restoration and restoration of historical works





Suggested status

Floor area (square meters)	3,300
Key features of the project	Have historical identity, Pistachio Gardens in Shahin Shahr, being located in the northeast of Shahin Shahr and having good access to the main streets
Proposed major use	Leisure tourism
Proposed minor use	Commercial and exhibition services of handicrafts, hospitality
Main target markets	Citizens of Shahin Shahr and surrounding population centers, Citizens of the northern city of Isfahan
User performance level	Zonal

Financial - Economic plans

The total investment value	700,000 EUR
Organizational income	260,000 EUR
Investor income	440,000 EUR
Organizational ratio income (percent)	37
Investor ratio income (percent)	63
Construction period (years)	4
Payback period (years)	4/5
IRR internal rate of return	22/5
Employment during the construction period (people)	75
Employment during the exploitation period (people)	35
Suggested investment method	BOLT



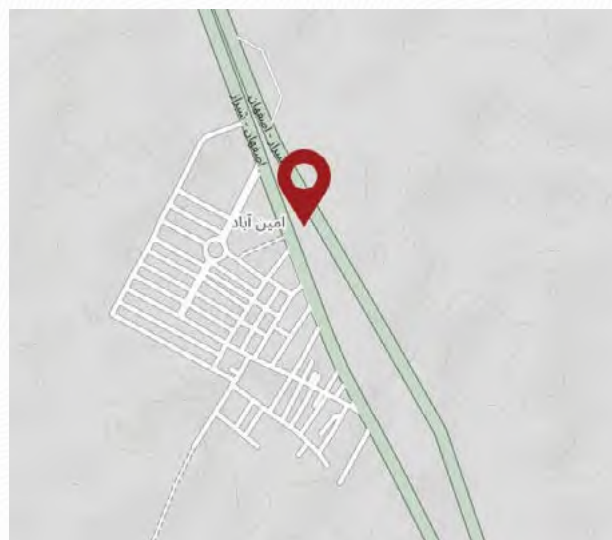


AMINABAD ECOTOURISM SITE & PARK

Amin Abad nature tourism area is planned in the forest park of this village. This forest park is on the Isfahan-Shiraz road with direct access. Dense and multi-year trees and the existence of space to create a light structure are the advantages of this tourist area. This forest park is in the case of an inter-agency memorandum of understanding and in the form of Note 3 of the Natural Resources Exploitation Law.

Current situation

Position	Shahreza city, Amin Abad village, Amin Abad forest park
Area (square meters)	40,000
Available usage	forest park
Land ownership	Government
Construction and urban planning rules and regulations	In accordance with the operating principles of Note 3 of the Operating Law and complying with the architectural standards of tourist areas





Suggested status

Floor area (square meters)	2,000
Key features of the project	Located on the busy route of Isfahan-Shiraz, with a direct view of the road, next to Amin Abad Caravanserai
Proposed major use	Tourism
Proposed minor use	commercial pavilion, WC and prayer room
Main target markets	Tourists of Isfahan and Fars province
User performance level	Zonal

Financial - Economic plans

The total investment value	250,000 EUR
Organizational income	110,000 EUR
Investor income	140,000 EUR
Organizational ratio income (percent)	46
Investor ratio income (percent)	54
Construction period (years)	3
Payback period (years)	4/5
IRR internal rate of return	20
Employment during the construction period (people)	150
Employment during the exploitation period (people)	35
Suggested investment method	BOLT





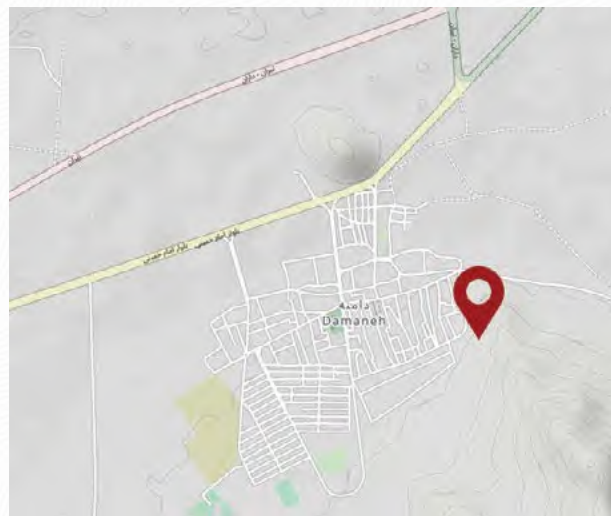
QALANDOUZ PARK TOURISM COMPLEX

Freidan city is one of the most beautiful tourist destinations, especially in winter, in Isfahan province. The favorable climate, the beautiful scenery of the Zagros mountains and the urgent need to provide tourism facilities in this city are noteworthy points. The closeness to damaneh city and the view of the forest park are among the features of the land proposed for Qalandouz tourism complex.



Current situation

Position	Freidan city, Damaneh city, the southern area of the lands of the Yadman forest park
Area (square meters)	50,000
Available usage	Tourism
Land ownership	Government
Construction and urban planning rules and regulations	According to the architectural principles of tourism complexes and environmental standards





Suggested status

Floor area (square meters)	12,500
Key features of the project	Accommodation units with a unique view, winter tourism facilities
Proposed major use	Tourism
Proposed minor use	Accommodation unit, restaurant, multi-purpose hall, parking lot
Main target markets	Tourists of Isfahan province and surrounding population centers
User performance level	Zonal

Financial - Economic plans

The total investment value	2,300,000 EUR
Organizational income	200,000 EUR
Investor income	2,100,000 EUR
Organizational ratio income (percent)	10
Investor ratio income (percent)	90
Construction period (years)	5
Payback period (years)	-
IRR internal rate of return	-
Employment during the construction period (people)	320
Employment during the exploitation period (people)	45
Suggested investment method	Public participation



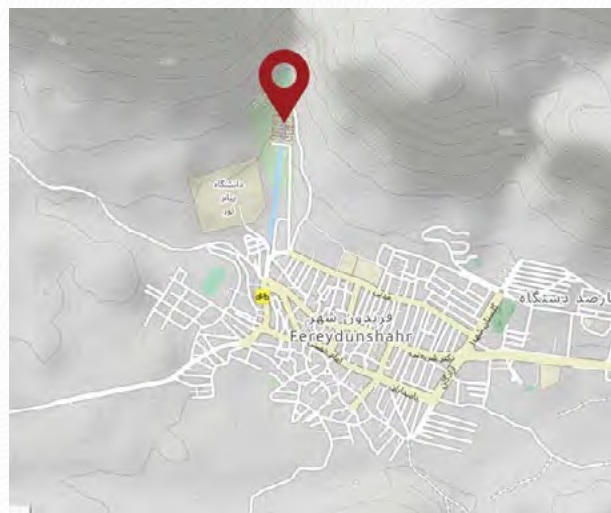


SARAB TOURISM PARK COM- PLEX

Sarab Park tourist complex is one of the tourist destinations of Fereydoun shahr city. Cheshme Sarab is located next to the mountain park of the city. Sarab Park or Moalem Park, with its fountain, trees, ponds and water that passes through it, and its mountainous view, is considered a suitable place for recreation and leisure for city residents and tourists.

Current situation

Position	Ferydoun shahr city,, Sarab park
Area (square meters)	50,000
Available usage	Park and Garden
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the rules of detailed design and architectural principles of tourist complexes





Suggested status

Floor area (square meters)	2,000
Key features of the project	The existence of a designed park and all the necessary infrastructures, the possibility of development
Proposed major use	Tourism
Proposed minor use	Accommodation, entertainment and space for organizing cultural events
Main target markets	Citizens of Fereydoun shahr city and surrounding population centers
User performance level	Zonal

Financial - Economic plans

The total investment value	940,000 EUR
Organizational income	560,000 EUR
Investor income	380,000 EUR
Organizational ratio income (percent)	60
Investor ratio income (percent)	40
Construction period (years)	3
Payback period (years)	4/1
IRR internal rate of return	24/3
Employment during the construction period (people)	45
Employment during the exploitation period (people)	15
Suggested investment method	BOLT

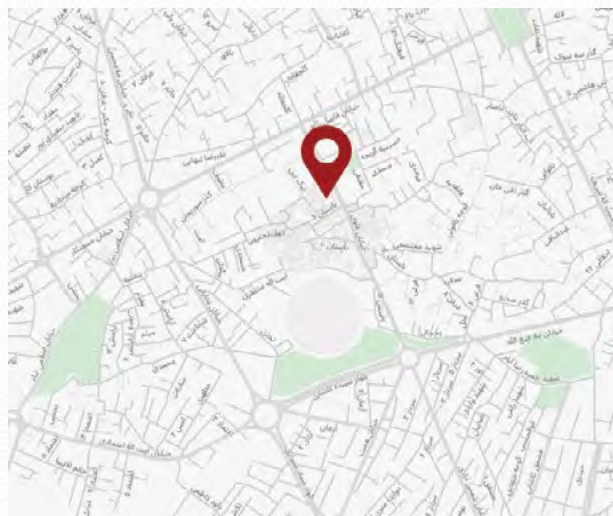


ABBASI HERITAGE ACCOMMODATION

The Abbasid mansion is located on Alavi Street in Sultan Amir Ahmad's lane and was built between 1245 and 1250 AD. This collection is one of the most outstanding architectural works and one of the nominees for the award of the best residential buildings in Iran. This mansion consists of 5 courtyards and a garden pit, which has been divided into 5 independent houses over time.

Current situation

Position	Kashan city, Alavi street, Abbasid mansion
Area (square meters)	440
Available usage	Historical house
Land ownership	Cultural Heritage Organization
Construction and urban planning rules and regulations	According to the rules and regulations of restoration and restoration of historical monuments





Suggested status

Floor area (square meters)	700
Key features of the project	Location in the middle of Kashan's historical context, access to historical attractions, contains at least 20 rooms
Proposed major use	Tourism
Proposed minor use	Accommodation, hospitality
Main target markets	Tourists from the internal provinces of the country and foreign tourists
User performance level	International

Financial - Economic plans

The total investment value	130,000 EUR
Organizational income	60,000 EUR
Investor income	70,000 EUR
Organizational ratio income (percent)	44/1
Investor ratio income (percent)	55/9
Construction period (years)	2
Payback period (years)	4/8
IRR internal rate of return	20/8
Employment during the construction period (people)	25
Employment during the exploitation period (people)	12
Suggested investment method	BOT



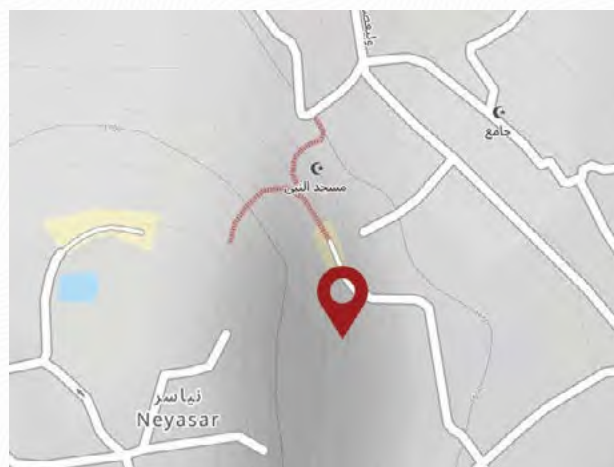
NIASAR BAQ-TALAR TOURISM COMPLEX

Niasar baq-talar is one of the well-known tourist destinations. Having a suitable accommodation space with sufficient facilities is one of the requirements of tourism destinations. Considering the attractiveness of Baq-Talar complex and its location, the existence of a number of luxury accommodation spaces near this complex is justified. Due to the presence of land, necessary infrastructure and a very beautiful landscape, the proposal of a residential complex is one of the priorities in Niasar city.



Current situation

Position	Kashan city, Niasar city The land on the right side of the Koshk Baq-Talar
Area (square meters)	4,613
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the architectural standards of tourist complexes





Suggested status

Floor area (square meters)	2,700
Key features of the project	Luxury accommodation with a unique view
Proposed major use	Tourism
Proposed minor use	Residential unit, private small bower
Main target markets	Tourists and special guests
User performance level	Zonal

Financial - Economic plans

The total investment value	13,500 EUR
Organizational income	10,500 EUR
Investor income	3,000 EUR
Organizational ratio income (percent)	76/5
Investor ratio income (percent)	23/5
Construction period (years)	3
Payback period (years)	4/3
IRR internal rate of return	23/2
Employment during the construction period (people)	41
Employment during the exploitation period (people)	6
Suggested investment method	BOLT



IRAN PARADISE HEALTH TOURISM CENTER

The land proposed for Iran's paradise health tourism center is very valuable. Health tourism is one of the most prosperous types of tourism; which has various opportunities to provide services to applicants. Health tourism is known both in the Health care sector and in the healthy lifestyle sector.

Existing condition

Position	Golpayegan city , Golpayegan city above Rekabdar, next to the water treatment plant
Area (Square meters)	990,000
Available usage	Pasture
Land ownership	The government (Ministry of roads and urban development , Handing over to the municipality)
Construction and urban planning rules and regulation	According to the regulations of Golpayegan city boundary zoning document





Suggested status

Floor area (square meter)	20,355
Key features of the project	Providing various services and products in the field of health tourism , the possibility of long-term stay especially for patients and obtaining specialized services for a healthy life style
Suggested use of enormous	Health tourism based on modern and traditional treatments
Suggested use of micro	Residential sports entertainment complex , reception unit , hydrotherapy and massage center , gymnasium , health clinic , traditional medicine service center , sports and playgrounds, local products market .
Main target markets	Golpayegan city , Isfahan province , Tehran and Qom.
User performance level	National

Financial – Economic program

The total investment value	6,540,000 EUR
Organizational income	3,600,000 EUR
Brought by the investor	3,000,000 EUR
Organizational ratio (percentage)	55
Investor's ratio (percentage)	45
Construction period (years)	8
Payback period (years)	4\2
IRR internal of return	23\8
Employment during the construction period (people)	220
Employment during the exploitation period (people)	75
Suggested investment method	BOLT





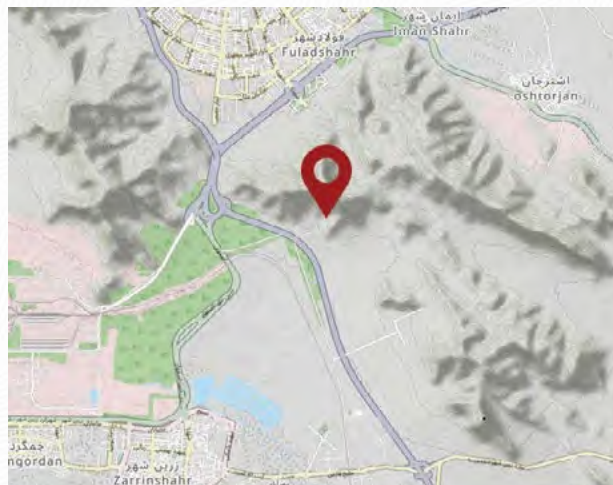
ZARINSHAHR MOUNTAIN PARK TOURISM SITE

Zarin shahr mountain park tourist area has a good climate due to it's location ; this area contains all kinds of permanent and temporary accommodation facilities using caravans . This tourist area with a wide

recreation area also has the function of urban crisis management.

Current situation

Position	Lanjan county , Zarin shahr , seven kilometers northeast of Zarin shahr
Area (square meter)	500,000
Available usage	Wasteland
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the architectural rules of the tourist areas of the ministry of cultural heritage





Suggested status

Floor area (square meters)	5,000
Key features of the project	Permanent and temporary residence facilities for the management function crisis for population settlement
Suggested use of enormous	Tourism
Suggested use of micro	Camping area of caravans and residential cottages
Main target markets	Citizens of the golden cities of the city and surrounding Population centers citizens of the metropolis of Isfahan
User performance level	Zonal

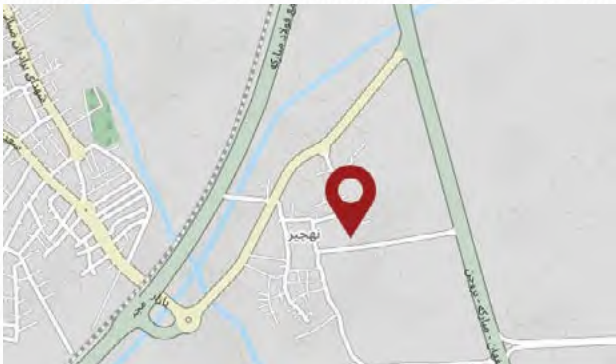
Financial – Economic program

The total investment value	2,410,000 EUR
Organizational income	1,900,000 EUR
Investor income	600,000 EUR
Organizational ratio income (percent)	75/5
Investor ratio income (percent)	24/5
Construction period (years)	4
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	85
Employment during the exploitation period (people)	25
Suggested investment method	BOT



NEHCHIRE HERITAGE ACCOM- MADATION

The historical fortress of Nahchir in Mobarakeh city is one of the largest adobe buildings in Iran and belongs to the Safavid era. Due to the unique and eye-catching architecture of this citadel, it has the potential to become a traditional accommodation and hospitality center on a national scale. Also, due to the location in the communication axes, it is possible to provide services to the passengers of the northern and southern corridors of the country.



Current situation

Position	Mobarake city, Mobarake city, the historical citadel of Nachir neighborhood
Area (square meters)	16,000
Available usage	A building of historical value
Land ownership	Municipality
Construction and urban planning rules and regulations	In accordance with the Faradast plan and the rules and guidelines of cultural heritage in historical buildings and their sanctuaries



Suggested status

Floor area (square meters)	10,000
Key features of the project	The historical identity of providing accommodation and traditional catering services of the center for holding cultural events on a city and regional scale
Suggested use of enormous	Historical and cultural tourism
Suggested use of micro	Traditional canteen, atelier and photo and video location, local games house, traditional music school, handicraft workshop, exhibition and store
Main target markets	Meeting the needs of Mubarakkeh citizens in the service and hospitality spaces of cities and population centers within the city limits of other surrounding cities
User performance level	Zonal

Financial - Economic program

The total investment value	560,000 EUR
Organizational income	220,000 EUR
Investor income	350,000 EUR
Organizational ratio income (percent)	40
Investor ratio income (percent)	60
Construction period (years)	2
Payback period (years)	4
IRR internal rate of return	25
Employment during the construction period (people)	60
Employment during the exploitation period (people)	25
Suggested investment method	BOT



ALAMI HOUSE HERITAGE ACCOMMODATION

Traditional residences are among the attractive accommodation spaces in historical cities. The traditional residence of Khaneh Alami has a high capacity for investment due to its location in the middle of Nayin city and easy access to historical attractions. The building belongs to the Pahlavi period with two independent floors.



Current situation

Position	Nayin city, Nayin city, Imam Khomeini street, Alami square, Porhashmi square
Area (square meters)	420
Available usage	Historical house
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the laws and regulations of revitalization and restoration of historical works.



Suggested status

Floor area (square meters)	420
Key features of the project	Alami historical house is located in the heart of the historical context of Nayin city and it is surrounded by buildings such as the historical Fatemi house of Narin Qala and Kelvan bath. This project has the approval in principle and all the necessary infrastructures for the implementation of the traditional residence plan.
Suggested use of enormous	Tourism
Suggested use of micro	Accommodation and hospitality
Main target markets	Citizens of the metropolitan cities of Tehran, Isfahan and surrounding population centers
User perfor- mance level	National

Financial - Economic program

The total investment value	140,000 EUR
Organizational income	35,000 EUR
Investor income	105,000 EUR
Organizational ratio income (percent)	24
Investor ratio income (percent)	76
Construction period (years)	2
Payback period (years)	3/9
IRR internal rate of return	25/6
Employment during the construction period (people)	25
Employment during the exploitation period (people)	7
Suggested investment method	BOT

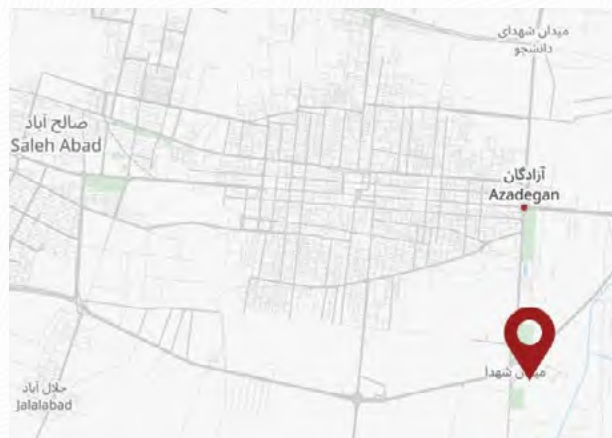


GARDEN MUSEUM TOURISM COMPLEX

The history of the construction of this museum garden goes back to the year 2016 and it consists of two parts. This project has the ability to be converted into a tourist complex with various uses and is located on the southern transportation axis of Najaf Abad city.

Current situation

Position	Najaf Abad City, Shohada Square, Najaf Abad City
Area (square meters)	15,000
Available usage	Tourism
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the regulations of the detailed plan of Najaf Abad city and the architectural principles of tourist complexes





Suggested status

Floor area (square meters)	6,250
Key features of the project	Location in the western transportation axis of Najaf Abad city, adjacent to Najaf Abad city, catering facilities.
Suggested use of enormous	Tourism
Suggested use of micro	Recreational accommodation
Main target markets	Citizens of Najafabad city and surrounding population centers
User performance level	Zonal

Financial - Economic program

The total investment value	1,600,000 EUR
Organizational income	701,000 EUR
Investor income	841,000 EUR
Organizational ratio income (percent)	46
Investor ratio income (percent)	54
Construction period (years)	4
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	110
Employment during the exploitation period (people)	45
Suggested investment method	BOT

74

74

74

74



Suggested status

Floor area (square meters)	6,687
Key features of the project	Designed for long-term and short-term stay at the greenhouse restaurant on the path of fame
Suggested use of enormous	Cultural tourism holding urban events
Suggested use of micro	Hotel, restaurant, greenhouse, outdoor amphitheater, children's entertainment services
Main target markets	Provinces of Isfahan, Tehran, Fars
User performance level	National

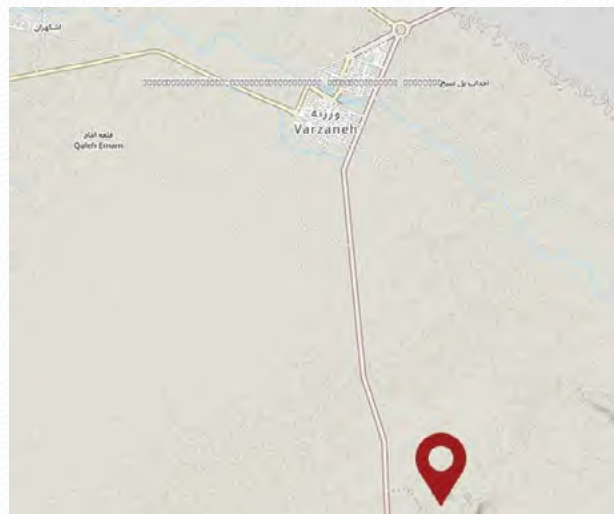
Financial - Economic program

The total investment value	1,550,000 EUR
Organizational income	530,000 EUR
Investor income	1,011,000 EUR
Organizational ratio income (percent)	34/2
Investor ratio income (percent)	65/8
Construction period (years)	5
Payback period (years)	4/3
IRR internal rate of return	5/3
Employment during the construction period (people)	420
Employment during the exploitation period (people)	45
Suggested investment method	BOLT



VARZANE TOURISM COMPLEX

Varzaneh tourism complex is located in the desert tourism destination of Isfahan. Desert tourism is one of the types of tourism welcomed by foreign tourists. Off-road desert trekking, watching the stars and doing desert sports are among the attractions of this type of tourism, which is possible in Varzaneh tourism complexes.



Current situation

Position	Varzaneh city, km 10, Isfahan Varzaneh road
Area (square meters)	990,000
Available usage	Wasteland
Land ownership	Government
Construction and urban plan- ning rules and regulations	Compliant with the architectur- al principles of tourism com- plexes and environmental standards



Suggested status

Floor area (square meters)	43,075
Key features of the project	Star Observatory desert hotel, traditional hospitality
Suggested use of enormous	Desert tourism and astronomy
Suggested use of micro	Camping accommodation, entertainment sports reception, desert hotel observatory.
Main target markets	This type of tourism has domestic and foreign audiences.
User performance level	National and transnational



Financial - Economic program

The total investment value	4,250,000 EUR
Organizational income	1,340,000 EUR
Investor income	2,910, 000 EUR
Organizational ratio income (percent)	31/5
Investor ratio income (percent)	68/5
Construction period (years)	9
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	320
Employment during the exploitation period (people)	85
Suggested investment method	Public participation



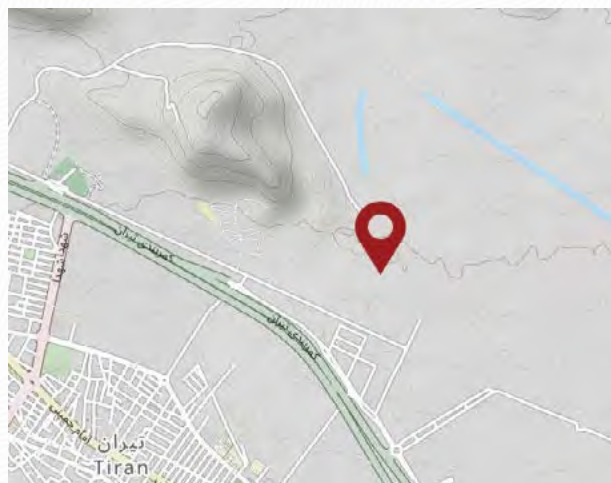
PARDIS ACCOMMODATION TOURISM COMPLEX

The Pardis Tourism and Accommodation Complex project in Tiran is planned with diverse lodging options, shared tourism-recreational facilities, and catering services

This complex will be developed based on a traditional architectural model, integrated with green architecture approaches.

Current situation

Position	Tiran and Korun city, Tiran city boundary, Near the belt-way of Tiran-Daran
Area (square meters)	2,000,000
Available usage	Wasteland
Land ownership	Government
Construction and urban planning rules and regulations	Based on the suggested plan and approvals of the Article 5 Commission.





Suggested status

Floor area(square meters)	42,760
Key features of the project	Diverse accommodation spaces, catering and recreational facilities, utilization of clean energy
Proposed major use	Accommodation and catering use
Proposed minor use	Accommodation unit, restaurant and café, sports field, cultural-recreational hall, store.
Main target markets	Isfahan Province
Functional level of land use	Zonal



Financial - economic plans

Total investment value	7,090,000 EUR
Organizational income	1,344,000 EUR
Investors' income	6,116,000 EUR
Organizational income ratio (percent)	19.0
Investor's income ratio (percent)	81.0
Construction period(years)	8
Payback period(years)	5
IRR Internal Rate of Return	20.0
Employment during the construction period (people)	850
Employment during the exploitation period (people)	05
Suggested investment method	BOLT





DEHAQAN HERITAGE ACOMMO- DATION

Historical house of Hossein Qoli Khan Khatai is one of the historical buildings of Dehaqan city in Isfahan province which has almost 170 years old. This historical house was registered in the list of national monuments in February 2004 under number 14462. This building has the capacity to be converted into a traditional residence.

Current situation

Position	Dehaqan city, Hossein Qoli Khan historical house
Area (square meters)	600
Available usage	Historical house
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the rules and regulations of revitalization and restoration of buildings with historical value





Suggested status

Floor area (square meters)	300
Key features of the project	The historical identity of the location in the context of the city, the existence of all infrastructures
Proposed major use	Tourism
Proposed minor use	Residence
Main target markets	Tourists of Isfahan province, Dehaqan city and surrounding population centers
User performance level	Zonal



Financial - Economic plans

The total investment value	100,000 EUR
Organizational income	57,000 EUR
Investor income	43,000 EUR
Organizational ratio income (percent)	57
Investor ratio income (percent)	43
Construction period (years)	3/5
Payback period (years)	3/5
IRR internal rate of return	28/5
Employment during the construction period (people)	27
Employment during the exploitation period (people)	11
Suggested investment method	BOLT



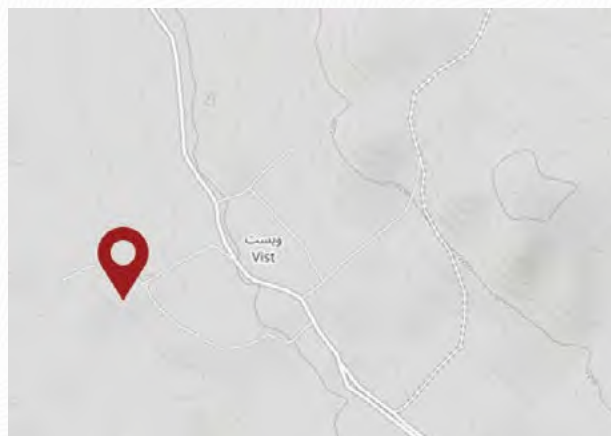
VIST TOURISM SITES

The historical hill of Vist belongs to the Ashkanian-Sasanian period and is located in Khansar city, the central part of Vist city. This place has been registered as one of the national places of Iran in 2013 with registration number 10236. The proposal to create a tourist area in this historical hill without hard working is one of the priorities of this city.



Current situation

Position	Khansar city, the city of Vist, the historical hill of Vist
Area (square meters)	3,000
Available usage	No use (historical site)
Land ownership	Municipality
Construction and urban planning rules and regulations	In accordance with the principles of registered historical sites





Suggested status

Floor area (square meters)	3,000
Key features of the project	Establishment in the tourist center of Khansar, Vist and Golpayegan, the possibility of creating a museum site
Proposed major use	Tourism
Proposed minor use	Walkway, Bower, Booth
Main target markets	Tourists of Isfahan and Tehran province
User performance level	Zonal

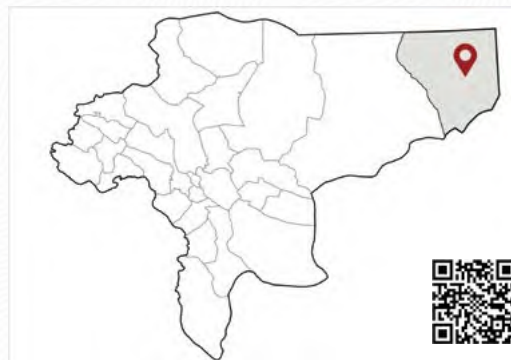
Financial - Economic plans

The total investment value	120,000EUR
Organizational income	35,000 EUR
Investor income	85,000EUR
Organizational ratio income (percent)	47
Investor ratio income (percent)	53
Construction period (years)	2
Payback period (years)	4/2
IRR internal rate of return	23/5
Employment during the construction period (people)	25
Employment during the exploitation period (people)	8
Suggested investment method	BOLT



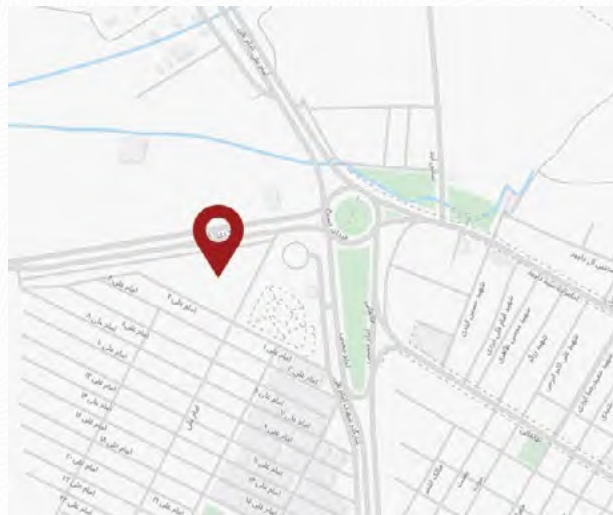
KHOUR & BIABANK HOTEL

Khour and Biabank city is one of the greatest deserts and astronomy tourism destinations in Iran. Khour has a significant role as the center of attracting tourists in the city. The creation of a 3-star hotel in accordance with the super-modern architecture and inspired by the principles of green architecture is one of the attractions Khour.



Current situation

Position	Khour and Biabank city, Khour and Biabank city, city entrance
Area (square meters)	2,500
Available usage	Tourism
Land ownership	Municipality
Construction and urban planning rules and regulations	Compliant with the rules of urban planning and hotel construction rules





Suggested status

Floor area (square meters)	6,000
Key features of the project	Located at the entrance of the city, having all the infrastructure, Special design with green architectural pattern
Proposed major use	Tourism
Proposed minor use	Accommodation - hospitality
Main target markets	Domestic tourists
User performance level	National

Financial - Economic plans

The total investment value	1,630,000 EUR
Organizational income	430,000 EUR
Investor income	1,200,000 EUR
Organizational ratio income (percent)	26
Investor ratio income (percent)	74
Construction period (years)	4
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	110
Employment during the exploitation period (people)	35
Suggested investment method	BOT



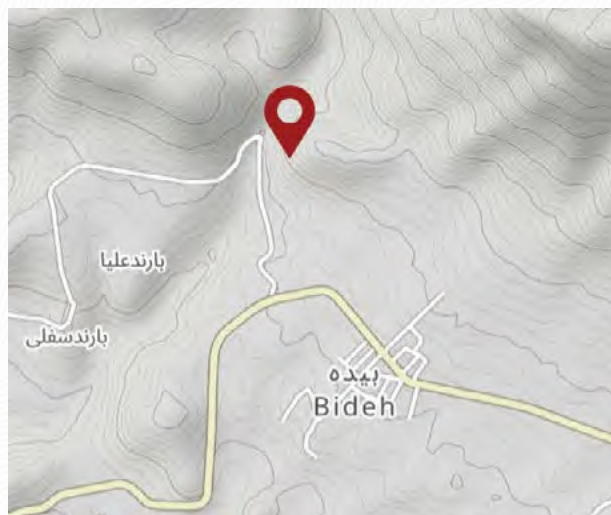
RIVASI HILL ECOTOURISM SITE & PARK

Parks and nature tourism areas are one of the new facilities defined with the aim of protecting the environment and promoting targeted nature tourism. Rivasi hill park and nature tourism area in Semirom city with its variety of flora and fauna and beautiful views as well as the presence of local subcultures is one of the attractive investment opportunities in this area.



Current situation

Position	Semirom city, Padna Alia, Bideh city
Area (square meters)	50,000
Available usage	Pasture
Land ownership	Municipality
Construction and urban planning rules and regulations	According to the Faradast plan and environmental regulations in the region





Suggested status

Floor area (square meters)	5,000
Key features of the project	Bower, Support service, Bicycle way
Proposed major use	Tourism
Proposed minor use	Temporary stay, traditional hospitality
Main target markets	Tourists and nature walkers of Isfahan province
User performance level	Zonal



Financial - Economic plans

The total investment value	420,000 EUR
Organizational income	170,000 EUR
Investor income	250,000 EUR
Organizational ratio income (percent)	40
Investor ratio income (percent)	60
Construction period (years)	3
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	65
Employment during the exploitation period (people)	25
Suggested investment method	BOT



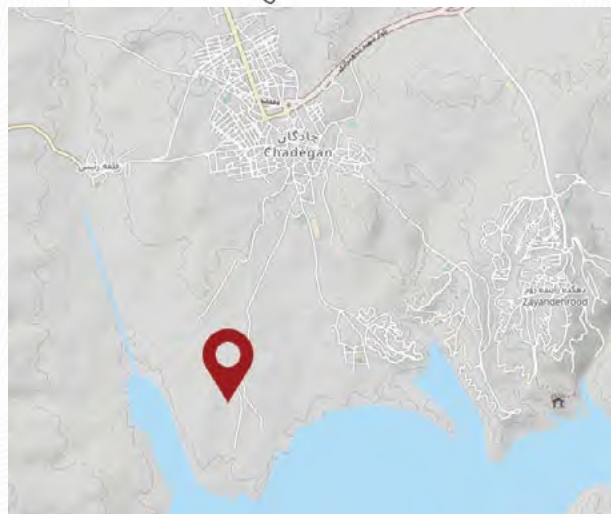
CHADEGAN TOURISM COMPLEX

Chadegan is one of the top tourist destinations in Isfahan province; which has a high tourist population, favorable climate, close to Zayandeh Rood dam lake and numerous tourist facilities are the advantages of this complex. A part of this complex is in operation.



Current situation

Position	Chadegan City, Chadegan Allah Square, Shohada Street, City hall Tourism Complex
Area (square meters)	155,000
Available usage	Tourism
Land ownership	Municipality
Construction and urban planning rules and regulations	Compliant with the architectural principles of tourism complexes and environmental standards





Suggested status

Floor area (square meters)	25,000
Key features of the project	Stay units with a unique view and landscape, winter tourism facilities
Proposed major use	Tourism
Proposed minor use	Stay unit, restaurant, multi-purpose hall, boating station, parking lot
Main target markets	Tourists of Isfahan province and surrounding population centers
User performance level	Zonal



Financial - Economic plans

The total investment value	4,600,000 EUR
Organizational income	700,000 EUR
Investor income	3,900,000 EUR
Organizational ratio income (percent)	16
Investor ratio income (percent)	84
Construction period (years)	8
Payback period (years)	5
IRR internal rate of return	20
Employment during the construction period (people)	320
Employment during the exploitation period (people)	85
Suggested investment method	BOLT

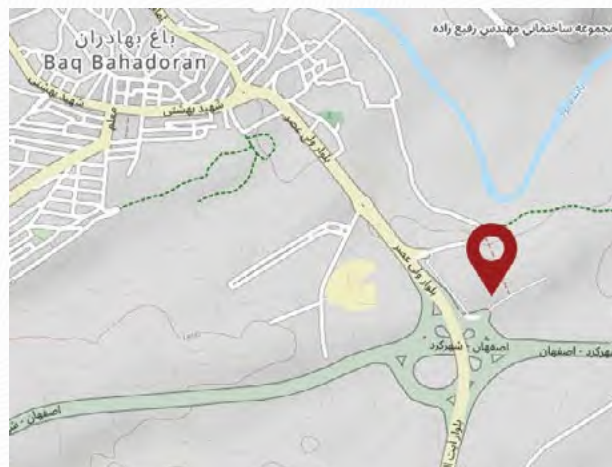


ENTRANCE CITY TOURISM COMPLEX

The tourist complex at the entrance of Baghbadran city starts in the city limits and adjacent to the entrance road to this city. Its special location and view from the Isfahan - Shahrkord road as one of the busiest interprovincial roads in the country has made this area enjoy a special position. Based on this, it is planned to create a tourist complex with all kinds of attractive uses at the entrance of Baghbadran city.

Current situation

position	Lanja city is located in Baghbadran city, downstream of Zayandeh River.
Area (square meter)	35,000
Available usage	Wasteland
Land ownership	municipality
Construction and urban planning rules and regulations.	Compliant with the rules of Faradast Baghbadran project and architectural rules of tourist complexes





Suggested status

Floor area (square meters)	8,000
Key features of the project	The location between the two centers of the province with high traffic and very good weather
Suggested use of enormous	Accommodation, entertainment
Suggested use of micro	Accommodation units of Jahangordi Hotel, Tourism House Restaurant, Recreation and Sports
Main target markets	Isfahan province, Yazd, Chahar Mohal and Bakh-tiari
User performance level	Zonal

Financial - Economic program

The total investment value	2,000,000 EUR
Organizational income	600,000 EUR
Investor income	1,500,000 EUR
Organizational ratio income (percent)	30/5
Investor ratio income (percent)	69/5
Construction period (years)	4
Payback period (years)	5/2
IRR internal rate of return	19/2
Employment during the construction period (people)	65
Employment during the exploitation period (people)	28
Suggested investment method	BOT

