

## Planning and design techniques of tourism complexes in the process of the city's master planning.

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### **Abstract:**

*This research paper is to analyze the planning and design techniques of the tourism complexes in the process of municipalities' master planning. First, it explains the importance of the tourism industry with the help of theories of scholars and experts. Then, it emphasizes the link between the economic developments of cities/regions with the development of the tourism industry. The innovation of this work is to integrate tourism industry planning and comprehensive regional/ urban planning. The main way of doing this is to plan and design the tourism complexes in the early stages of the master planning of the municipality. Urban land-use policies and locating techniques are suggested through this research. Land-use policies and new urban design models for the regional/urban sustainable development are some of the other handouts in this paper. The outcome of this research is good assistance for engineers, planners, and students of urban and regional development.*

### **Keywords:**

*Urban planning; land use policy; tourism planning; urban management; tourism complex; master planning*

## 1. Introduction

Tourism in the post-world war era is one of the more dynamic and developing economic sectors of the global economy. It possesses the fourth place between the most important industries in the world. However, the industry still has the potential to expand further. There are countless cultural, natural, scientific, commercial, sporting, and leisure attractions in the world that are still unknown. For this reason, it is important to introduce new attractive places and numerous other travel destinations for tourists. Introducing travel destinations requires the planning and building of tourism complexes at the destinations.

*This article is about the planning and design techniques of tourism complexes.*

*The aim is to examine the connection between tourism and the regional/municipal master planning and achieving increased cooperation between urban planners, managers and tourism representatives.*

As a result, the tourism industry will hopefully be better taken into account in the municipal master planning. This article is structured in 7 parts as follows:

1. Introduction
2. Theoretical overview of the tourism
3. Locating of tourism complexes
4. Strategic tourism planning,
5. Planning and design of tourism complexes
6. Exercise.
7. Conclusions

## 2. Theoretical overview of the tourism

The origin of tourism goes back to the ancient Romans and Greece (Smith, 2012). The prehistoric people traveled with incentives such as getting food, avoiding danger, and finding good places to stay. Since the formation and expansion of human cities and civilizations, one has always experienced tourism through economic and social relations (Horita, 2018).

Tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century (James, 2014). Many countries, regions and cities are striving today to benefit from the development of the tourism industry for the growth of the economy and quality of life (Kumar & Dahiya, 2017). One practical document on the tourism industry was ratified by

the world tourism organization, WTO, a conference held in Manila, Philippines, in 1980. The document became legally valid. One of the most important features of this conference was to draw the attention of governments and people of the world to the social and cultural importance of tourism, both indigenous and international (Coccosis & Mexa, 2017).

Tourism grows rapidly. Through the satellite account, you get a picture of the size of the tourism industry in relation to the total production of goods and services (GDP) in the world (UNWTO, 2017). In total, nearly 266 million jobs (8.9% of total employment) were supported by travel and tourism in 2013, 1 in 11 of all jobs in the world (WTTC, 2014). The importance of tourism for the individual country varies. At some, it is one of the main industries; in others it almost lacks importance. However, recently everyone has been activated to receive a share of the industry. The tourism industry is multifaceted and concerns several sectors such as nature, environment, economy, society, culture, landscape, the cities and villages' physical environment, communication methods, regional and urban infrastructures, economic activities, experiences and relationships between people and investment styles. A destination that saves its natural environment and resources carefully attracts more visitors (Raun & Tiru, 2016 and Shahraki & Ebrahimzadeh, 2015). The global tourist product is formed and developed in collaboration between governmental authorities, individual entrepreneurship, tourist organizations, municipalities, local agencies and non-profit organizations.

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services (James, 2014).

Many scholars discussed the meaning of sustainable tourism; see as samples (Nunkoo, 2017; Fodness, 2017; Bramwell & Lane, 2015 and Hall, 2016). The concept of sustainable tourism is an important trend in the world. Sustainable tourism is possible only in sustainable societies. Therefore, sustainable tourism lies under the umbrella of sustainable urban and regional development. There are various types of tourism in the world. Types of tourism and motivations of tourists have always been under change. Patterns and systems of tourism are varying by the time passing. The changes are caused by various livelihoods and cultures of the regions. Different environments, climates, ecosystems, natural systems, sociocultural systems and people make the varieties (Clarke and Bowen, 2018). Every destination based on its particular characteristics and resources plans some types of tourism. Scholars discussed future trends in the world's tourism.

Tourists are becoming increasingly clear on what type of tourism they want to experience. Activities with nature and culture get one increasingly strong position in terms of the reason for people's travel. In addition, there is willingness for other types of tourism like excitement, adventure, personal challenge, sport, etc. Another remarkable trend in the development of the tourism industry is the observation of the result of the cooperation of the indigenous peoples with the tourism industry. In other words, when indigenous people take care of tourists for tourism purposes and provide the services needed by tourists in the place, it is necessary to promote tourism to enhance the quality of life of indigenous people (Sharpley, 2018). Sustainable tourism in terms of responsibility for nature, culture and social environment has become the tourism industry's main issues. Part of this responsibility is to adapt the tour to what an area can tolerate so-called local sustainability.

The transport system is a factor that will be crucial for tourism. Investments in transport open up the conditions for the tourism and contribute actively to influence the market. With changes in travel patterns, the quality of the tourist destination is becoming increasingly important. A tourist requires that the selected destination lives up to what is promised in terms of physical accessibility, information, activity and service offerings and attitudes to visiting guests. Cooperation in local networks is therefore one condition for developing functional and high-quality travel destinations. Every country shall also consider the trends of the tourism type in the world. Today, there are many ideas that the new trend in the tourism industry can come from any source including creative tourism. The paradigm of the tourism industry is under transformation from traditional tourism to creative tourism. Traditional tourism is mass tourists, who will enjoy their free time at various places. However, not all tourists satisfy traditional tourism. There are many tourists who would participate in local cultures, creative activities, and experience regional/local lifestyles. The latter trend has been named creative tourism and scholars believe that the mass tourists will be changed to creative tourism (Shahraki, 2018). Changing demographics and advances in technology give rise to important new tourism trends. The urban and tourism complexes planners shall consider the tourist trends to meet optimal results.

### 3. Strategic tourism planning

The goals of this industry must be tailored to the characteristics, capacities, and potentials of each country and place (Pred, 2017). Nevertheless, the following common strategies have been recommended as general policies:

- Tourism strategic development through knowledge-based and expertise plans
- Development of the long-term international cooperation
- Collaboration with the global, regional, national and local tourism organizations
- Considering the long-term and sustainable development of the tourism
- Increasing public participation and entrepreneurs compete in the tourism development
- Building new resort, destination facilities, and tourism complexes
- Improvement of the existing tourism resources, and infrastructures
- Recognition of tourists' requirements and needs in all activities
- Tourist-oriented product development and marketing of handicrafts and native productions
- Upgrading the qualities of all tourism services

Clearly, the purpose of the urban master plan is to develop the city with openness, transparency and public involvement (Kahila-Tani, et al, 2019). The reason for this is that the basis for the decision is better by adding the local knowledge and that the decision is rooted in the public requirements. One of the most important tools in preparing a city development strategy plan for all citizens is city land-use policies. In addition, for the development of a city's strategy, it is necessary to analyze all socioeconomic factors and groups to determine their needs and role in the development of the city (Shahraki and Ebrahimzadeh, 2017). In tourism planning, the requirements of the tourism industry and tourists from the early stages of the regional/urban planning process shall be considered. It is necessary to have representatives from the tourism industry in the urban planning and design team from the beginning. There is a connection between the municipality's master plan, the protection of the environment, the protection of ancient heritages, the improvements in the urban and regional infrastructures and the situation for tourism development. Like preparing a city master plan, a tourism master plan as a roadmap for the successful planning of the destinations shall address the following three important questions:

1. Where are we?
2. Where do we go?

### 3. How do we get there?

You shall provide a land-use table, which illustrates the land area allocated to every user category. The land-use table provides a basis to design a tourism complex map. Such a map is also the basis for designing the anticipated spaces and providing a physical layout of the tourism complex. See Table 1 as an example of the land use policy.

Table 1. Land use policy for different users in a tourism complex

User name	Percent
Camping	%5
Residential including hotel, villa, etc.	% 20
Total economic and commercial activities and sales of handcrafts	%10
Tourism and hospitality	%10
Administration and management of the complex	%2
Educational	%2
Health and Medical	%6
Sports such as golf, soccer, volleyball, tennis, etc.	%10
A network of streets and squares	%25
Green-space	%7
Telecommunication facilities and urban equipment	%3
Total land of tourism complex	100%

Source: Derived from the author's theoretical and field studies

In the table, it is assumed that due to the location conditions the left column land uses are necessary. The right-hand column represents the percentage of land allocated to every user category relative to the total area of the tourism complex. The design methods of the tourism complex are commensurate with the economic, climatic and cultural needs of the area in which the complex is located. See some design methods in the section of the practical example. Tourism development shall be put in the master planning process. Development of the tourism industry in the process of master planning is the best recognized and experienced method to progress the tourism industry (Asmelash and Kumar, 2019). The municipal and regional master plans by their nature, forward-looking and cross-sectoral looking are suitable for the tourism strategic development (Lew, 2017 and Dwyer, et al, 2016). In the urban planning process, coordination and weighing take place between different general interests amongst the tourism industry and municipality's policies. The tourism industry in the early phases of the regional/urban planning process can assist the urban planning by presenting an

overall document of the different tourism facilities and land claims. The tourism profile can show where there are problems to be addressed. By agreeing on the tourism profile of the region/municipality, the outlook for the tourism complex is strengthened and one gets a common goal to work for it. In the municipality's master plan, the municipality must report the general interests, i.e. natural and cultural values, existing and planned buildings, road and railway projects etc., which are important for the municipality's tourism development too. The municipality indicates such urban infrastructures, which shall be built or rebuilt for the development of the tourist activities. The POM (Problem-Oriented Method) is the best way to address the planning and design of the tourism complexes in the process of urban master planning (Ivanov, et al, 2017 and Shahraki, 2017). Therefore, the recognition of problems in terms of tourism development and consequently the design of the tourism complexes is necessary.

Spatial development of the tourism complex is a significant step in urban planning and management. As stated earlier, our central way of adjusting the spatial and physical development strategies of the tourism complex is to study and analyze its location from the past to the future: The method is briefly Past→ Present→ Future analysis, based on the problem-oriented method with the help of the indicators. The most important factors associated with the sustainable development of the tourism complex are:

- a) A variety of participatory and equitable social groups in place
- b) Efforts to conserve natural resources, especially water, soil and plants
- c) Educating citizens to exploit the multiple potentials of the tourism complex.
- d) The economic development of the region with the priority of creating numerous employment opportunities by the tourism complex.

The definition and introduction of necessary projects in the tourism complex is an important question too. Generally, a tourism complex requires the following projects:

- Water infrastructure
- Transportation infrastructures networks
- Other urban infrastructures
- Hotels and museums
- Crafts and arts development plans
- Health centers' development
- Green spaces
- Urban beautification projects

- E-commerce sites and stores
- Sports and cultural places
- Etc.

With regard to the above groups of projects to be undertaken at the tourism complex site, we will determine the land-use policies of every tourism complex for its physical development.

#### **4. Locating of the tourism complexes**

Selecting a suitable location for a tourism complex is the most efficient task in the process of the planning and design of the tourism complex. The place plays a significant role in the provision of goods and services for the guests. The Location theory is an essential part of economic geography, regional science and spatial economics. It addresses questions of what economic activities are located where and why. Locating theory assumes that firms choose locations that maximize their profits (Richards, 1962). The theory of locating was invented by Van Thanon in the field of agricultural activities in 1826. Later in 1882 and 1885, Lanhard put forward the theory of locating in the industry. The scientific framework of this theory in the industry was formed by Alfred Weber in 1909. Later, Crystaller and Loch played an important role in the development and expansion of the theory in the form of central place theories. Then, Hoover and Isard in the United States and Peru in France developed the theory of growth poles. Prior to the 1960s, the most important goal in the locating theories was to minimize costs. In the age of industry, another point in the theory based on behavioral and optimistic attitudes emerged. Towards the end of the decade, a systematic attempt had been made to integrate the two former theories of the locating. In this attitude, activities should be located in a place, where profits are maximized. The theories of locating can be divided into four general groups:

- i. Cost minimization theories: Locating with emphasis on minimizing the costs of productions.
- ii. Theories of market analysis: Emphasis on demand and factors constituting available markets.
- iii. Maximization theories: Emphasis on the maximizing of revenues
- iv. A rational combination of the two above outlooks.

Regarding the Location-allocation models, there are the following models of the locating:



- i. Minimum distance model: In this model the goal is to minimize transportation costs. The location of service centers should minimize the sum of the costs.
- ii. Maximum density model: This model is used to determine the location of service centers near population centers. This model searches for the desired customer density in a given radius
- iii. Minimum power distance model: In this model, the goal is to minimize costs, but has limitations, i.e. only a certain number of centers will be located or any customer will travel to the nearest service center.
- iv. Models of maximum coverage: The purpose of this model is to maximize the number of tourists. This model does not require the identification of population centers. The purpose of this model is to reach as many customers as possible.

Every model has been supported by a simple mathematical model. Locating indicators and criteria vary according to the purpose of the tourism complex. Here, we suggest a practical method of locating the tourism complex. According to the experiences and theories presented by scholars like Bryson, Coelho et al and Lalicic & Önder to improve the results of the strategic planning for a tourism complex development the following issues shall be analyzed carefully: Public participation, local and geographic situation of the site, climate and hydrology of the city, local geology and topography, natural environment and resources, urban demographic and economic features, urban infrastructures and spatial situations (Bryson, 2018; Coelho et al , 2018; and Lalicic & Önder, 2018).

As Shahraki recommended well, the knowledge-based planning and design shall be at the heart of the developments (Shahraki, 2019). It has been experienced that poor planning and design is equal to the spread of slum, the inefficiency of the destination, and the degradation of the environment and natural resources. Strategic, systematic and knowledge-based approaches are needed to find the best places for the construction of the tourism complexes. An experienced and accepted theoretical principle is that urban development should be proportionate to the potential of the local natural resources; especially the volume of extracting water from various sources in the city should be given special attention (Shahraki, 2019). In other words, one should answer this question: how many people in the city can live up to the capacity of water resources. Another important theory, which focuses on the locating of the tourism complexes, recommends the use of the problem-oriented method in the processes of planning, design and development of the cities. The method suggests that due to the application of the inefficient planning and development methods in the past

decades, there have been several crises in the cities. Therefore, determining the social, economic, and physical development strategies of cities and the recommended projects for implementation should resolve these problems (Shahraki, 2017 and Higgins, 2017). As a result of the theoretical studies, Figure 1 illustrates areas of importance for the locating of the tourism complexes.



Figure 1. Variables affect the locating of tourism complexes

Source: The result of the author's workshop experiences

In practice, Necessary urban conditions to locate a tourism complex shall be considered as well.

Tourists usually avoid traveling to unsafe, dangerous and conflict-ridden areas. They also avoid areas with a harsh environment and at risk of natural disasters. Responsibility for nature and cultural environments and environmental adaptation has been demanded by the tourism industry. To achieve sustainable tourism requires a coordinated environmental responsibility. The regional and municipal environmental friendly planning is the best instrument to determine a place for a tourism compound (Tournois L, & Rollero C, 2019). Good results in the regional or municipal planning are achieved if all relevant actors are involved and concluded around the common goals. In the master planning, the municipality can show that it has embarked on a course that leads towards sustainable development. From

the other side, the overall impression of a tourism complex is significant too. The overall impression of a tourism complex is becoming increasingly crucial for the choice of a destination for tourists. The physical environment, different attractions, accommodation, services and staff involvement interacts and determines how the visitors experience their visit. Concepts such as quality assurance and eco-labeling are developed and become important competitive tools to decide a suitable place for a tourism complex. To select an optimal place for a tourism complex, ensure the quality of tourism services, collaboration and increased general awareness of quality and holistic thinking. The ability to think in these subjects increasingly affects how a city, a village or an area manages to develop its tourism industry by the planning and building of the tourism complexes. One other required condition to select lands for a tourism complex is its good and standard physical environment. It is quite obvious that there is a connection between the physical environment, the determined lands, the natural environment, water resources and tourism development conditions. In the tourism complexes, the aesthetic design and character of the squares, streets, sidewalks, urban infrastructures, etc. can affect how the tourists thrive. The individual buildings in the tourism complexes and care for details such as paving, plantations, furnishings, lighting and signs create the whole of a tourism complex. In the mountain village or the coastal society, the nature of the urban environment and the care of the surrounding landscape influence tourist experiences. Incorrect road construction or a newly constructed environment that is poorly adapted to the whole of the environment gives a negative impression. In tourist complex areas, where nature experiences are an important basic activity you need to show how this quality can be maintained. Care for the physical environment-friendly development, knowledge-based land-use policies and protection of natural and cultural resources are central issues in the process of the planning and design of the tourism complexes. Ultimately, there is also a connection between how these issues are addressed and opportunities for the jobs in the city/region will be increased with the help of the tourism complex. Transportation and communication systems are important conditions to attract tourists to the destination city and the tourism complex. Acting transport systems in the form of roads, railways, ports, airports and telecommunications are fundamental to the development of tourism. Improvements and investments in transportation increase the opportunity to travel and visit the destination. In the process of the regional/urban master planning, the communications and connections of the tourism complex with its surrounding environment give an overall success in the tourism industry there. Through an increasingly

better dialogue between central, regional and municipal authorities, the conditions for influencing positively the overall decisions will improve. In addition, the place for the tourism complex shall be rich in natural resources. The place of the tourism complex has to have good conditions for tourism, both for the local residents and visitors from outside. The existence of flora and fauna causes the capacity for the increase of the tourists' number. The natural and cultural assets influence as well. The conditions in the landscape shall be unique in the region. Urban environments and other cultural-historical environments shall be preserved. Cultural heritage in the form of music, dance, theater, village games and national holidays are assistance factors as well. The infrastructure in the tourism complex shall be relatively well developed and reliable. This means that large parts of the host country and region shall be available to tourists. Accessibility also means that the load on the areas becomes higher and that greater caution must be taken into account. Collaboration between public and individual actors is becoming increasingly important in securing tourist areas and highlights their development possibilities.

## **5. Planning and design of tourism complexes**

### ***5.1. The process of tourism complex planning and design***

Based on the reviews of the previous sections, the construction of a tourism complex consists of the following steps: First, the tourism industry representative in the strategic planning group shall be appointed. This group plus the representative aims to develop a master plan of the city. The representative contributes to the formulating of urban land-use plans. She/he outlines the policies and needs of the tourism industry in urban land. She/he delineates the area and the location of the land needed for the tourism industry in the master map of the city. Then, the involved actors of the tourism industry will introduce the types of possible tourism activities according to the potentials, capabilities and characteristics of the city. The next step is deciding the appropriate location and land area for the construction of a tourism complex based on the theories and methods of locating. Considering a variety of possible tourist activities in that city, the planners and entrepreneurs provide a table that includes the location, area, and geometric shape of the land allotted for site spatial distribution. We name this table as so-called a physical table of the tourism complex site. Immediately after that, prepare a

residential land use map from the physical table. According to the land-use map, the architects and civil engineers design the architectural and structural maps of the projects that will be implemented in the tourism complex that called for the album of maps. Finally, a timetable and an implementation plan for the construction of the tourism complex with all its planned projects shall be outlined in detail. These programs assist the planners to control and monitor the execution of the construction operations. This step-by-step process can be illustrated in the following flow chart:

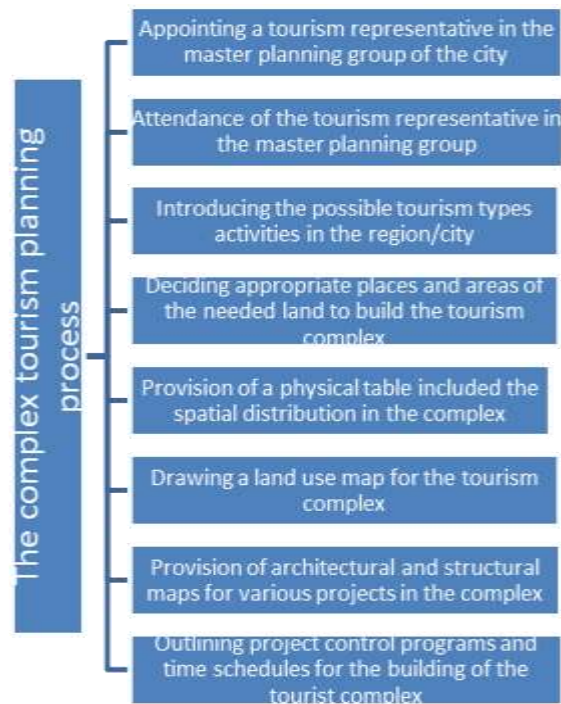


Figure2. The step by step process of planning and design. Reference to the author's workshop experiences

### 5.2. *Design of the tourism complexes requires policies:*

During the planning and constructing of a tourism complex, the tourism industry should be studied from two perspectives. One perspective is from the tourist eyes and another from the viewpoint of the hosts (Bigné & Decrop, 2019). Here, the discussion is from the host's point of view. The most important policy for a country that is competent to plan, design and build a tourism complex and provide services in the sake of tourists is philanthropy and love of serving others. Generally, good thinking, morally speaking and worthy manners communities have the competence to invite tourists. Cities shall be friends with natural resources and environment, animals and people. Native people in the destination shall also be interested in

hospitality to invite tourists. In addition, there is no possibility that a community with hungry and worries people can progress in the tourism industry. Incompetent destinations cannot have tourists only because the tourism brings economic growth. One cannot have a chaotic and dangerous transportation system and call guests to the city. The destination cannot have disproportionate and ugly cities and attract tourists into it. It is not possible to beautify only a limited urban neighborhood and ask tourists to stay in the same recommended place! One cannot expect tourists to come to a certain city and spend money without pertinent hoteliers, hostesses, guides, chefs and qualified servants. Therefore, the first idea for the planning of the tourism complexes should be humane, sustainable and fair regional and urban strategic thinking.

### **5.3. *Planning an attractive tourism complex***

A tourism complex is an essential part of the provision of services for tourists. Every tourist prefers a good destination and expects good services. A good destination with an attracting tourism complex is one that satisfies all the requirements of the customers. For this purpose the first essential thing is the planning and design of the tourism complex. People visiting the tourism complex are generally the tourists and they can be from any part of the world. It is therefore the responsibility of an architect to design it based on various requirements of different groups of people with diverse behaviors. The theoretical studies and experiences show that the success of every tourism complex is influenced by the following factors (Nasr, 2019):

1. Hospitable people: Kind people give guests openness and hospitality to improve the regional/urban economy.
2. Good Location: As discussed earlier, a good location is a dominant factor responsible for attracting tourists. Therefore remember that locating is very important.
3. The attractive appearance of the built environments: One shall be pretty much aware that the aesthetics of the building make a huge success. The tourism complex is a place people come to stay, relax and enjoy their vacation in a peaceful and pleasant environment. Apart from the exterior appearance of the structure, the design of landscape elements surrounding it shall be eye casting.

4. Adequate regional and urban infrastructures: Transport infrastructure, communications and services are very important to tourists. As long as such infrastructures are in place, more tourists plan to travel to the destination.
5. Good landscape: In the complex planning and design, landscape architecture also plays a big role in its success. When a tourist goes to a tourism complex, she/he selects a place which gives her/him a feeling of being in the arms of nature.
6. Quick and pleasant services: Offering quick and qualified services to the tourist should be the goal of the tourism complex. Good services given by the tourism complex to its guests leaves them with a pleasant experience.
7. Cleanliness: The clean environment and the cleanliness of the lifestyle and services are crucial to the tourists; judgment.
8. Good hospitality, food and drink: Hospitality with professional hosts considering the guests' expectations will increase the number of tourists to the destination.

#### **5.4. *The most important variable in the design of tourism complexes:***

Let us introduce some of the most important factors that are necessary to be considered while building a tourism complex. Table 2 shows the most important variables with their indicators to be considered in the design of a tourism complex.

Table 2. Variables to consider in the design of an attractive tourism complex

Line	The main variable group	Indicators
1	Physical Status of Buildings.	Structural strength and tolerance
		Standard sizes, comfortable rooms, corridors and services
		Architectural charm and beauty of the building
		Heating and cooling facilities
		Lighting quality
2	Infrastructures	Quality of medical and health services
		Quality access to bus, taxi, train, and aircraft
		Quality of electronic communications services
		Quality of the water and sewage networks
3	Landscape.	Rich ecosystem
		Abundant natural resources
		Attractive natural environment
		Clean environment
		The right of tourists to visit nature protected areas
4	Management	Expert and competent management of the complex
		Training programs to introduce guests to the place
		There are detailed reception and visibility of the guests
5	Hospitality	Quality of hotel and guest access
		Familiarity with the hospitality sciences
		Tourists welcome guesthouses and restaurants
		The quality of their restaurants and catering services
		Easy access to facilities needed by tourists
6	.Social interactions	Creative tourism facilities
		Good handicrafts
		Ability to observe and experience people's way of life
		Native people's openness
7	Employment	Increased employment in the transport sector
		Increasing employment in the hotel and restaurant sector
		Increasing employment in the handicraft sector
		Increasing employment in local agricultural productions
		Increase employment in livestock and poultry production
		Increasing employment in the industry
		Increasing employment in knowledge and research

Source: Derived from the author's theoretical and field studies



## 6. Planning, and design of Chabahar's seaside tourism complex

### 6.1. Where is Chabahar?

Chabahar Port is located on the southeastern edge of Iran along the Oman Sea and has 122 km of the blue border along the Oman Sea and the Indian Ocean. Please see Figure 3.

Chabahar city is located 7 meters above sea level. Chabahar with its diverse natural and environmental attractions, pristine and beautiful ecotourism and Geo-economic potentials is the destination of many Iranian and world travelers. The population of Chabahar is 106739 people. The current global interests in Chabahar as well as Chabahar-Milak transit corridor and Chabahar rail link are factors that will make it possible for many to travel to Chabahar city. Chabahar has hospitable people who are interested in expanding their business and working with the people of the world, especially the countries around them. The infrastructure of Chabahar city and region is to be developed to suit Chabahar's capabilities. For this reason the allocation of land for the construction of a tourism complex during the master planning of Chabahar is important.



Figure 3. The situation of Chabahar port in the region

Source: Google maps

### 6.2. The locating of Chabahar's tourism complex:

On the Shore of Oman Sea, opposite the captivating desert, hills and sea views that attract hundreds of thousands of tourists, we plan, design and build up Chabahar's seaside tourism complex to realize tourist's requirements. Based on the locating theories and indicators outlined in table 2 of this guide, we have determined the location of the tourism complex. Since Chabahar is capable of planning for most types of tourist activities, it needs more land. For activities to be undertaken by the tourism industry in Chabahar, we allocate 2400 hectares of land in the outskirts of Chabahar in the vicinity of Ramin village and Lipar Lake. Figure 4 exhibits the place of the tourism complex in Chabahar.



Figure 4. The place of the seaside tourism complex in Chabahar

Source: Design by the author

In Figure 4, the designated place for the construction of the tourism complex is in the gray color piece. We plan the Chabahar tourism complex project through the problem-oriented way to progress the socioeconomic development of the region using its tourism potentials. As Iranian officials say, Chabahar municipality considers tourism as a main industry. This fact has been recognized, while the dialogue between planners and representatives of the tourism

sector is increased. Nevertheless, the dialogues are not enough. We suggest that the representative of the tourism industry shall participate in the urban master planning team. We do think that the tourism industry needs to be taken into account in the early stages of municipal master planning. From the other side, the tourism industry in Chabahar is aware of the importance of its participation in the strategic master planning process to overcome the tourism development obstacles. For this reason, it is striving to improve the physical structure of the city and modernize the transportation network system. The tourism complex of Chabahar includes the following spaces: Management, Camping, hotels, homes, economic activities, hospitality, education, health, sport, streets, greens and infrastructure.

### ***6.3. Land-use policies in the tourism complex of Chabahar:***

To formulate the strategic land-use policies of the tourism complex site and to determine the required area for each land-use group, it is advisable to provide a table called the physical table showing the spatial distribution in the site. The table is based on our knowledge about the place and the necessary issues in terms of various types of tourism in Chabahar. In addition, remember the theories of turning the region into a sustainable and prospective one. To attract more tourists, the tourism complex must first be connected to its surrounding world with the necessary infrastructures. The tourism complex of Chabahar needs a network of modern and inviting streets. Adequate land is needed to accommodate modern transport stations, halls and terminals. The tourism complex of Chabahar must allocate lands for various special functions such as villas, catering, hotels, sports, education, commerce, workshops, green spaces and infrastructure. In order to achieve a sustainable development outcome, the tourism complex of Chabahar must consider the most important strategic factors related to sustainable development. The development of the seaside tourism complex in Chabahar includes major types of tourism and tourists. The activities linked to the tourism types of leisure, business, culture, food, nature, history, ecology, creativity, family, science and education, water and sport are feasible in Chabahar. Table 3 exhibits the spatial distribution of land use policies in the tourism complex of Chabahar.

Table 3. Land-use policy for different uses in a tourism complex

Username	Activities	Percent	Area/ha
Management	24-hour reception 24-hour security 24-hour doctor	%1	24
Camping	Location of travel tent Car parking for passengers	%4	96
Residential	500 rum hotel 200 villas	% 22	528
Economic	Gift shop Businesses Handicrafts exhibition Seafood exhibition Agricultural exhibition	%10	240
Hospitality	Restaurants Cinema Event planning Local visits services Ferry services Foreign exchange Guest fridge Guest laundry Ice machine Luggage storage Internet	%10	240
Education	Short courses in local geography Short courses in Baluchi language Short courses in indigenous culture Short courses in Native Art Short courses in the local music	%2	48
Medical	Doctors office Dentist's office Medical and nursing services Psychological services	%5	120
Sport	Halls for sport competitions Beach volleyball Tennis hall Golf Swimming pool Riding camel	%10	240
Streets and squares	Streets Plazas Intersections	%25	600
Green	Beach Park Children's play park	%8	192
Infrastructures	Transport infrastructure Telecommunications infrastructure Water supply and distribution Sewage network Electricity infrastructure	%3	72
Total used lands		100%	2400

Reference: The author's workshop activities

In the right column of the table, the area of land for every category use has been written. With regard to the above groups of projects to be undertaken at the tourism complex site, a land-use map has been drawn. Please see Figure 5. On the other word, based on the information in the table, we design the land use map for the tourism complex.

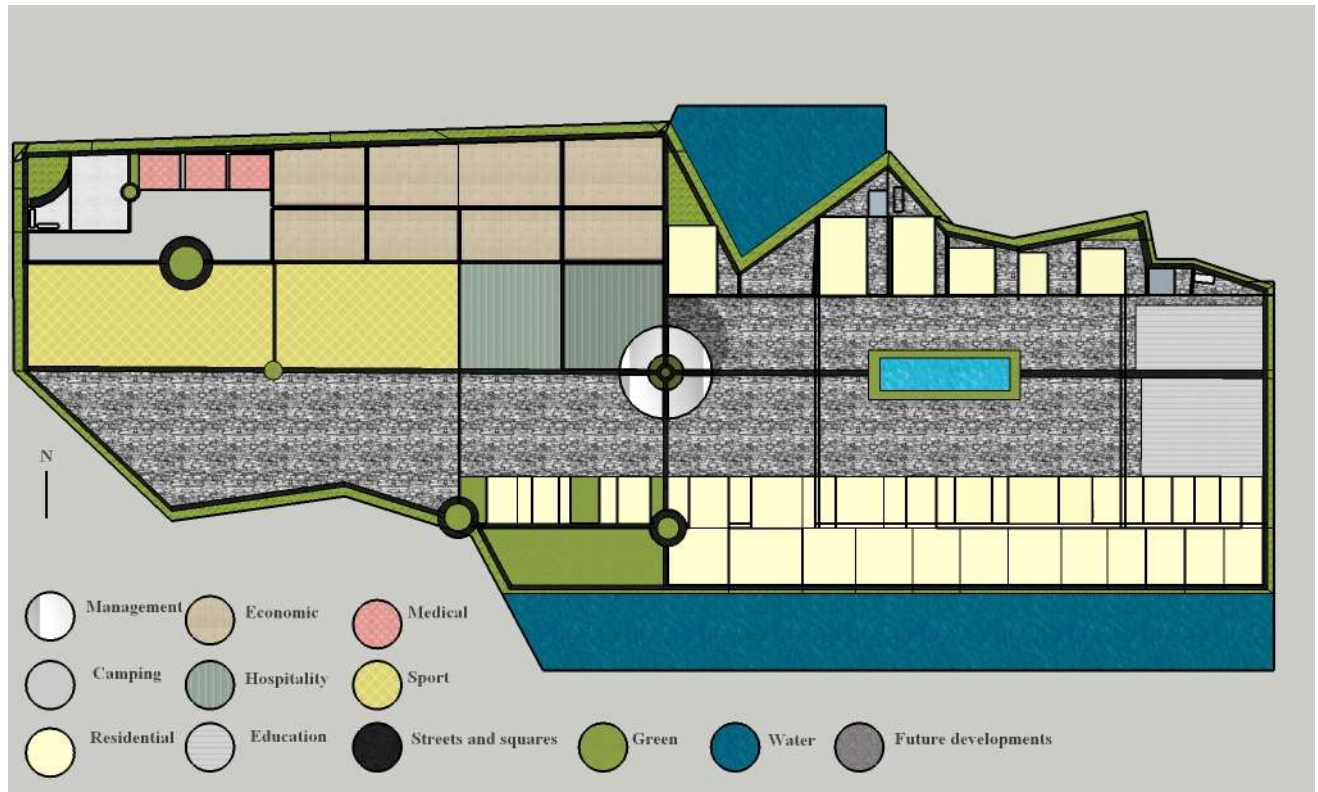


Figure 5. Land use map of the seaside tourism complex in Chabahar

Source: Design by the author

The investors in this unique project will be able to choose among the proposed lots. The heart of the tourism complex will be accessible by foot, bicycle or automobiles while creating an almost vehicle-free zone. The modern and inviting network of sidewalks will serve as a vibrant lifeline for the tourism complex, connecting all attractions and services offered therein.

#### ***6.4. The applied design methods in the development of Chabahar's seaside tourism complex.***

We use the centralization method to make the seaside tourism complex polarizing physically and visually. The center of the tourism complex both captivates the eyes of tourists and

provides major administrative and functional services. See the central high building in the main area of the tourism complex. It includes approximately 24 hectares of the land. This centralization is in line with the facts of the lifestyle and needs of the local people. It provides the physical expansion of the economic development of the region and the beautification of the site. For these reasons, the site considers business, economic, hotels and exhibitions in this center. This method creates a central area that is strong and efficient. In addition, the buildings are symmetric, beautiful, attractive and climate-friendly. See Figure 6 that is a 3D map of the tourism complex.

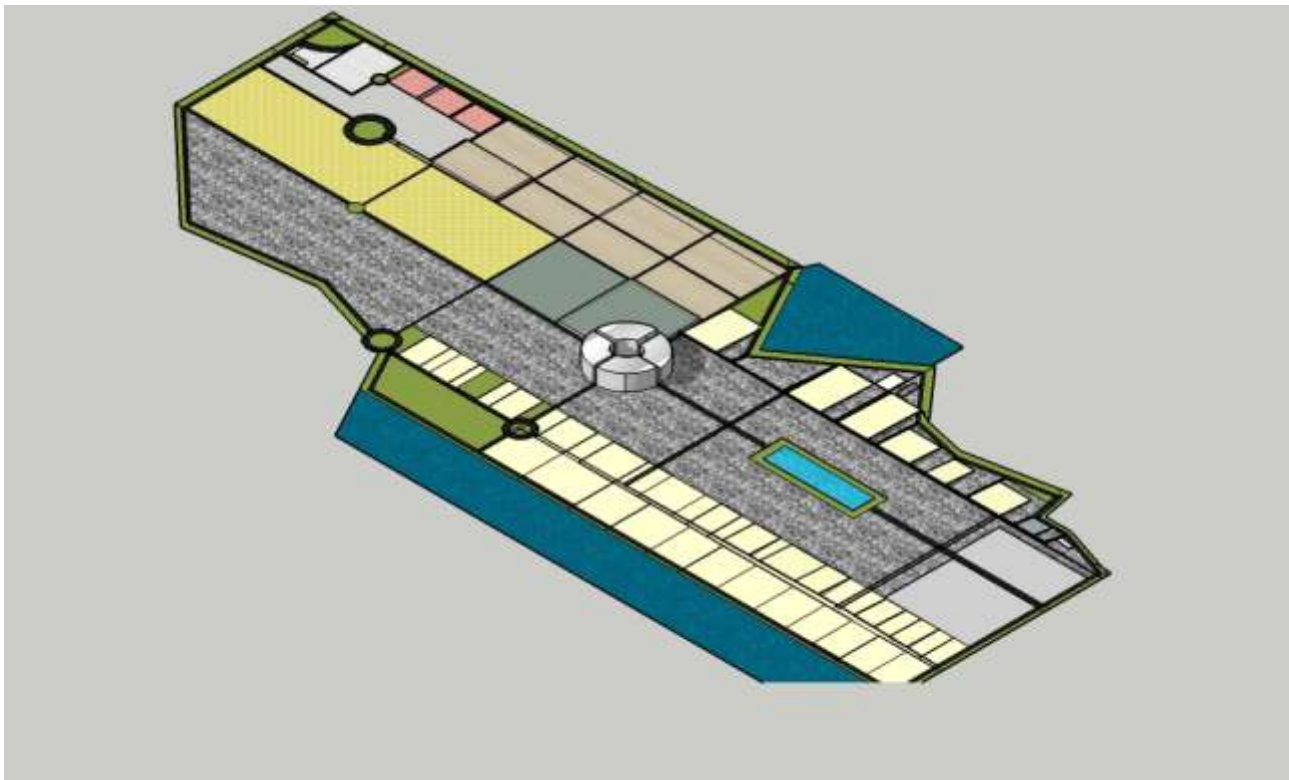


Figure 6. Isometric 3 Dimensional map of the seaside tourism complex in Chabahar

Source: Design by the author

In designing the various parts of the tourism complex, the ratios to emphasize the importance of the center of the complex have also been used. Emphasize the importance of proportional heights of the buildings in the other parts of the tourism complex is our design style too. In the residential, economic, hospitality, sport and camping parts the buildings are shorter than the central part to keep the height proportion. Colors, water and trees are possible techniques to make the tourism complex still more attractive. See the emphasis, which has been put on expanding green spaces and suitable trees on the map. In various parts of the tourism

complex, we have used the balancing method, which is actually using the visual weight of the villas, both for the purpose of promoting social justice and for the purpose of creating unity between tourists and the local people, who may stay in the camping part with 96-hectare area. Hereby, we improve the socioeconomic situation of the region by combining the tourists' interests with the cultural, scientific, social and economic programs in the region. The proposed rhythmic design technology makes it possible to connect multiple parts of the tourism complex. In this design model all streets, plazas and parks located in the residential, economic, medical, education and sport parts are beautifully decorated with trees, pedestrian benches at convenient distances and light and water. Therefore, communication is established between all the components of the tourism complex. Because of these actions, a beautiful and efficient unity is created throughout the skeleton of the tourism complex. After this, an album of architectural, structural and executive maps should be prepared. Project schedules and control will also be developed to build the tourism complex

## **7. Conclusions**

This paper highlighted the importance of the development of tourism complexes to provide optimal tourism hospitality and management. The purpose was to enhance the skills in the development of the tourism complexes during the master planning of cities and to take into account the needs of the tourism industry in each region or city. For this reason, the strategic policies of tourism development were analyzed in order to provide better services to tourists. Then the methods of finding the best places to build tourism complexes were fascinated. The practical procedures of this study were able to show the relationship between providing optimal services to tourists and socioeconomic development of tourist destinations.

The step-by-step model presented in this paper was to develop tourism with a focus on hospitality in tourism destinations in the process of urban planning and management. This model can be used by all agents of the tourism industry and regional/urban development actors, anywhere in the world. This article is also being a reference for students of tourism planning and development sciences and construction of tourism complexes.

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