

AIESEC IRAN

# Discover Iran Ecotourism Project

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A Travel Journal from International Tourists'  
Viewpoint

Winter - Spring 2012



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**Introduction:** Iran's tourism situation can be analyzed from three aspects:

Public Opinion about Iran's Present Situation:

These days, Iran is not well known for many people of the world. Many of the analyses are limited to what is being publicized in mass media such as TV networks, newspapers, and the internet which are based on wrong beliefs. Consequently, there is no correct recognition of Iran's culture and ecosystem among today's world citizens.

- Iran tourism statues: Based on the annual report of the World Economic Forum published in 2011, in the subfield of competitiveness in tourism and travelling industries, Iran ranks 15th among sixteen countries in the Middle East and North Africa.
- Only in 2007 about fifteen million international tourists visited Dubai in UAE located in the southern side of the Persian Gulf. Meanwhile, Iran attracted less than one fifteenth of Dubai's tourists in the same year and 1% of the world tourism revenues.

Iran tourism potentials

- Over 20 historical, natural and cultural sites registered in UNESCO World Heritage List;
- Containing more than 1,200,000 historical and cultural heritage sites;
- Ranking 10th considering the number of historical attraction in the world;
- Ranking 5th considering the number of natural attractions in the world based on World Tourism Organization statistics;
- One of the safest countries in Middle East for foreign tourists;
- Ideal ecological and climatic situation; experiencing four seasons and three different natural landforms including mountains, deserts, and coastal forests.

However, regarding these high potentials in Iran's tourism industry, the organizations concerned have not yet made any practical and/or serious efforts to ameliorate the situation and so far we haven't received the success that we were expecting.

**AIIESEC Iran inspired from similar projects that AIIESEC International has performed in other countries has decided to run "Discover Iran" project. This will be an influential measure to promote tourism in Iran.**

## **Discover Iran Project description:**

Discover Iran Project will take place during five years; the first round will start in spring 1391 and aims to invite five interns from different parts of the world.

This round consists of four phases:

### Phase I: Induction-

The interns arrive at Iran. AIESEC will welcome them in an opening event held in Entrepreneurship faculty of Tehran University and take part in a press conference. They will be delivered lessons in order to make them ready for the trip and also, their stay in Iran. Furthermore they will take a tour around Tehran.

### Phase II: Exploration-

Tour to other cities of Iran begins. The interns have the opportunity to visit some of the most magnificent natural landmarks and man-made historical sites of Iran as well as visiting small villages and getting to know their lifestyle and culture. All these trips will be done in the form of ecotourism which is an approach that aims to visit and appreciate sites of attraction whilst leaving them untouched. And they will take pictures, learn about Iran's history and take notes in different languages and these will be part of the Iran comprehensive tourism logbook. During the time there will be different cultural and talent lessons, we also promote the culture of clean environment by cleaning garbage in our forest and mountain routes and we will distribute brochures and hand-outs with cultural, educational and motivational themes to develop the local people culturally and educationally.

### Phase III: Expression-

In May, an Ending Event will be held to show what the team experienced during their trip, how the interns view Iran compared to before and spread word of the project. 200 participants from students, companies and their guests, AIESEC members, and the interns themselves will be present at this event. There will be photo booths to display the pictures and video clips the team has taken whilst travelling. The program will be comprised of lectures, workshops, photo exhibitions, cultural activities, and sponsors' speech.

### Phase IV: Promotion-

The interns that have gone back to their country will promote the project. They will utilize media such as magazines, weblogs and journals to tell of their travel experience in Iran and make known the reality of Iran.

## **5 Year Perspective of the Plan:**

- Publishing the most comprehensive travel journal of Iran in 14 languages covering more than 50 less-known tourism points of Iran;
- Providing the opportunity for 120 foreign interns to visit the country during the 5 year span;
- Providing the appropriate measures for cooperation with 5 international organizations active in tourism industry.

## **Budget Estimates**

Major project expenses are as follows:

1. Trip Expenses
  - Transportation
  - Accommodation
  - Tour Leaders
  - Food
  - Travelling Insurance
  - Necessary Equipment (Photo and video cameras, hiking equipment, etc.)
2. Ending Event Expenses
  - Venue
  - Welcome Packages
  - Workshops
  - Promotion
  - Lunch
  - Printing the Photos
3. Tehran Stay Expenses
  - Airport Transfer
  - Urban Transportation
  - Accommodation
  - Welcome Packages
  - Pre-trip Preparation and Courses
4. Additional Expenses
  - Printing the travel journal
  - Printing and Designing the Brochures

## Sponsoring Opportunities:

|                             | Benefits   | Diamond<br>(limited to 1<br>company) | Golden (limited<br>to 3 companies) | Silver (limited to<br>5 companies) |
|-----------------------------|--|--------------------------------------|------------------------------------|------------------------------------|
| Press Conference            | Having a representative  | x                                    |                                    |                                    |
|                             | Inserting the logo in posters and fliers   | x                                    | x                                  | x                                  |
|                             | having a banner  | x                                    | x                                  |                                    |
|                             | having a stand   | x                                    |                                    |                                    |
|                             | Recognition of the sponsor by our<br>representatives                                 | x                                    | x                                  |                                    |
| Travel Journal              | Publishing Right*  | x                                    |                                    |                                    |
|                             | Inserting large sized logo   | x                                    |                                    |                                    |
|                             | Inserting small sized logo   | x                                    | x                                  | x                                  |
|                             | Mentioning the brand in the preface  | x                                    | x                                  |                                    |
| During the Trip             | Distributing the products in poor areas  | x                                    |                                    |                                    |
|                             | Promoting the logo   | x                                    | x                                  | x                                  |
|                             | Distributing the promo materials (fliers,<br>catalogs, etc.)                         | x                                    | x                                  |                                    |
| Ending Event                | Inserting the logo on invitation letters   | x                                    |                                    |                                    |
|                             | Having a stand in the venue  | x                                    | x                                  |                                    |
|                             | Inserting the logo in posters and fliers   | x                                    | x                                  | x                                  |
|                             | Putting catalogs and promo materials in<br>welcome packages                          | x                                    | x                                  | x                                  |
|                             | Having a lecture during the event  | x                                    |                                    |                                    |
|                             | Recognition of the sponsor   | x                                    | x                                  |                                    |
|                             | Opportunity to invite guests   | x                                    | x                                  |                                    |
| Multimedia Services         | Opportunity to hold workshops  | x                                    | x                                  | x                                  |
|                             | Direct link to the sponsor's website   | x                                    | x                                  | x                                  |
|                             | Mentioning the sponsor's brand in<br>tourism magazines                               | x                                    |                                    |                                    |
|                             | Mentioning the sponsor's brand in<br>interns reports published in foreign<br>media   | x                                    |                                    |                                    |
|                             | Recognition in aiesectehran.org  | x                                    | x                                  | x                                  |
| Recognition in myaiesec.net | x  |                                      |                                    |                                    |
| Bonus**                     | Free participation in AIESEC Iran Career<br>Fair 2012                                | x                                    |                                    |                                    |
|                             | discount for participation in AIESEC Iran<br>Career Fair 2012                        |                                      | x                                  |                                    |
|                             | Inserting the logo in Career Fair's stand  |                                      | x                                  | x                                  |
|                             | Putting promo material in Career Fair's<br>Welcome Package and Career Fair's<br>Book |                                      | x                                  |                                    |
|                             | <b>Pricing</b>   | <b>250,000,000 Rials</b>             | <b>100,000,000 Rials</b>           | <b>50,000,000 Rials</b>            |
| *                           | to be negotiated   |                                      |                                    |                                    |
| **                          | refer to career fair booklet   |                                      |                                    |                                    |