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OPERATIONS, INFORMATION & TECHNOLOGY | RESEARCH ARTICLE

Tourism development techniques in the urban master plan

Abdol Aziz Shahraki*

Abstract: This paper analyzes planning and design techniques of tourism complexes in the process of municipalities' master planning. First, it explains the importance of the tourism industry with the help of the 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 way of doing this is to plan and design the tourism complexes in the early stages of the master plan of the municipality. This research paper suggests urban land-use policies and locating techniques. Land-use policies and centralized and symmetric urban design models for regional/urban sustainable development are some of the other handouts in this paper. The results of the research assist engineers, planners, and students of urban and regional development.

Subjects: Hospitality; Tourism; Urban Policy

Keywords: Tourism planning; destination; tourism complex; regional development; master planning; centralized design model

1. Introduction

This article is a *novel work* about tourism with techniques of tourism complex development. Its novelty is tourism complex development and regional/urban planning simultaneously. The origin of tourism goes back to the ancient Romans and Greece, and it has long been appreciated for its



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Abdol Aziz Shahraki Ph.D., had been a researcher at the Royal Institute of Technology, KTH, the School of Architecture and the Built Environment, Stockholm, Sweden in 1994–20014. He is an active member of the KTH's alumni now.

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He is interested in sustainable strategic regional/urban planning, design, management, and development projects.

Recognizing the infrastructural and technological shortcomings of attractive tourism centers and applying strategic planning, he tries making communities benefit from them.

PUBLIC INTEREST STATEMENT

Practical recommendations of this article make it possible to take advantage of the booming tourism industry because it determines the location and area of land needed to build a hospitable tourism complex in the comprehensive city plan from the beginning.

It explains the importance of a tourism complex in economic prosperity, job creation, and improving the quality of life.

This article also teaches design techniques of an attractive tourism complex with full services, which has been taught by the author in graduate courses. The techniques have been illustrated, step by step, to plan, design, and build it successfully.

economy (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 cities and civilizations, one has always experienced tourism through economic and social relationships (Horita, 2018). Some scholars believed that tourism was a product of modern social arrangements in Western Europe in the 17th century and drew out the interplay between tourism, travel literature, and commodification of culture (James, 2014). Tourism in the post-world war era is one of the more dynamic and developing economic sectors of the global economy. It possesses fourth place among the most industries (Holloway & Humphreys, 2019; Wiktor-Mach, 2020). There are countless cultural, natural, scientific, commercial, sporting, and leisure attractions in the world that are still unknown. Many regions strive to benefit the tourism industry to progress economies and quality of life (Kumar & Dahiya, 2017). The world tourism organization conference held in Manila, Philippines, in 1980 ratified one document concerning the tourism industry, which became legally valid in WTO member countries. One of the most significant features of the conference was to draw the attention of governments and people to the social and cultural importance of tourism, both indigenous and international (Coccosis & Mexa, 2017). Tourism was progressing rapidly in many countries before the COVID-19 pandemic. Through the satellite account, you can get a picture of the size of the tourism industry with the total production of goods and services (GDP) in the world. In sum, 266 million jobs (8.9% of employment) were by travel and tourism in 2013, 1 in 11 of all jobs (UNWTO, 2017; WTTC, 2014). The importance of tourism for the individual country varied from the key industries to lower status. However, everyone endeavored to receive a share of the industry. Global tourism has been formed and developed in collaboration between governmental authorities, individual entrepreneurship, tourist organizations, municipalities, local agencies, and nonprofit organizations. Pandemic COVID-19, of course, influenced the tourism industry negatively. Please refer to the experiences of how the COVID-19 affected tourism in different countries, as scholars (Kuščer et al., 2021; Shah et al., 2021). For this reason, it is necessary to introduce new attractive places and numerous other travel destinations for tourists. Introducing travel destinations requires the planning and building of tourism complexes there.

Tourism is a multifaceted industry and includes several sectors such as nature, environment, economy, society, culture, landscape, cities and villages physical environment, communication methods, regional and urban infrastructures, economic activities, experiences, and relationships between people and investment styles. A tourism destination with adequate natural resources attracts more visitors (Raun et al., 2016). Many scholars have written on the meaning of sustainable tourism; see it as samples (Nunkoo, 2017; Fodness, 2017; Bramwell & Lane, 2015; Hall, 2016). Sustainable tourism is possible only in sustainable societies. Sustainable tourism lies under the umbrella of sustainable urban and regional development. Sustainable tourism in terms of responsibility for nature, culture, and the social environment has become a tourism issue. Part of this responsibility is to adapt the tour to what an area can tolerate local sustainability. There are various types of tourism in the world, but the tourism and motivations of tourists are always under change. Tourism patterns change as time passes. The changes have roots in various livelihoods and cultures of the regions. Different environments, climates, ecosystems, natural systems, socio-cultural systems, and people make varieties (Clarke & Bowen, 2018).

Every destination based on its particular characteristics plans some types of tourism. Activities with nature and culture get one increasingly strong position in terms of the reason for travel. Additionally, there is a will for other types of tourism like excitement, adventure, personal challenge, and sport. A notable tendency in the progress of the tourism industry is the collaboration of the native people with the tourism industry. In other words, indigenous people take care of tourists for tourism progress. This type of tourism enhances the quality of indigenous people's life (Sharpley, 2018). Investments in transport open up the conditions for market development. With changes in travel patterns, the quality of the transportation system in the tourist destination is becoming increasingly important. Usually, a tourist expects that the selected destination will realize what it has promised in physical accessibility, information, activity, service offerings, and attitudes. The provision of qualified services is a condition for developing functional and high-

quality travel destinations. Every region/country shall also consider the trends of the tourism type suitable for its particular characteristics. 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 a shift from traditional tourism to creative tourism. Traditional tourism promotes many numbers, who will enjoy their free time in various places. However, not all tourists satisfy traditional tourism, and many would participate in local cultures, creative activities. They promote the qualifications of the destinations and want to experience regional/local lifestyles. The latter trend has been named creative tourism. Scholars believe that the mass tourists will move to creative tourism (Shahraki, 2018). Demographics changes and advances in technology rise new tourism trends. Planners and designers of tourism complexes shall consider the tourist trends to meet optimal results. This paper introduces and analyzes the planning and design techniques of tourism complexes according to the needs of tourists and local characteristics.

The research question is how and which planning and design techniques contribute to building more attractive tourism complexes? Potential tourist attractions like historical and cultural assets with magnificent natural and ecological diversity are in the Chabahar without the required infrastructure (Shahraki & Ebrahimzadeh, 2015). The recent economic sanctions and sharp decline of petroleum revenues show a vital need for tourism development in the region. Tourism will be income-generating only with good services, including tourism complexes. Therefore, finding an answer to how and when to build attractive tourism complexes will fill the gap.

We hypothesize that we shall include tourism planning development requirements in regional/municipal master plan to prosper tourism industries. The inclusion improves cooperation between urban planners, managers, and tourism representatives and causes progress. As a result, the tourism industry will be in the municipal master plan more than earlier.

The research methods examine tourism strategic planning principles for new tourist complexes concerning climatic and green architectural design, optimal urban land-use policy, and regional economic development. With a coastal tourism complex in Chabahar, we also use those theories in the real world.

The outcome of this research will be a step-by-step design model for tourism complexes that can develop tourism.

This article has five parts: 1-Introduction, 2-Theoretical studies, 3-Case studies, 4-Discussions, and 5-Conclusions.

2. Theoretical studies

In this section, we examine the views of scholars on the topics of strategic planning for tourism, the principles of location for tourist complexes, and their architectural and landscape design methods under the particular characteristics of each region. Our goal in this section is to provide a comprehensive guide to the knowledge-based and optimal design of tourism complexes.

2.1. Strategic tourism planning

The goals of the tourism industry must be pertinent to the characteristics, capacities, and potentials of each country and place (Pred, 2017; Hjalager & von Gesseneck, 2020). Nevertheless, according to the recommendations of scholars and workshop experiences, some common strategies shall be recommended as general policies for all regions. First of all, after experiencing the pandemic sickness of the COVID-19, all tourist complexes shall have prevention, treatment, and care facilities based on the latest World Health Organization protocols. Therefore, tourism strategic development through knowledge-based and proficiency plans is a necessity. The development of tourism requires long-term international cooperation. The collaboration will be among global, regional, national, and local tourism organizations. Increasing public participation and entrepreneurs' competition in tourism development are other rational policies. Additionally, building

tourism complexes is a necessary strategic plan. We shall also improve the existing tourism resources and infrastructures. The strategic planners of this industry shall recognize tourism requirements and needs. Tourist-oriented product development and marketing of handicrafts and native production is another strategic policy. Finally, upgrading the qualities of all tourism services shall be a central policy.

We know that the purpose of the urban master plan is to develop the city with transparency and public involvement (Kahila-Tani et al., 2019). The decision-making will be a better process by adding the local knowledge and requirements. One tool in preparing an urban strategic development plan for all citizens is land-use policies. A strategy shall analyze all socioeconomic factors and their role in the city. In tourism planning, we include requirements of the tourism industry from the early stages of the regional/urban planning process. 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 master plan, the protection of the environment, the protection of ancient heritages, 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 questions:

1. Where are we?
2. Where do we go?
3. How do we get there?

We shall arrange a land-use table, which illustrates the land area allocated to every user category. The land-use table provides a basis to design a map. Such a map is also the basis for the anticipated spaces and provides a physical layout of the tourism complex.

Based on international experiences, the United Nations Habitat has suggested the percentage of urban land required for different uses. According to the UN recommendations and our workshop experiences in the University of Sistan & Baluchestan, Department of Geography & Urban Planning in 2018–2019, we recommend the required land percentage in [Table 1](#). See, [Table 1](#) as an example of the land-use policy abstracted from one of our workshops.

In the table, we assume the location conditions in the left column. 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. See some design methods in the section of the practical example. The development of the tourism industry in master planning is the best recognized and experienced method to progress the tourism industry (Asmelash & Kumar, 2019). Municipal and regional master plans with forwarding and cross-sectoral looks are suitable for this goal (Lew, 2017; Dwyer et al., 2016). In the urban planning process, coordination between different general interests, the tourism industry, and policies is necessary. The tourism industry in the early phases of the regional/urban planning process can assist urban planning by presenting a 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 gets a common goal to work for it. In the master plan, we must report the general interests, natural and cultural values, existing and planned buildings, road and railway projects, which are significant for tourism development. The municipality indicates such urban infrastructures, which build or rebuild the tourist activities. The POM (Problem-Oriented Method) is the best way to address the planning and design of tourism complexes in the process of urban master planning (Ivanov et al., 2017; Shahraki, 2017). Therefore, the recognition of problems in terms of tourism development and the design of tourism complexes are necessary.

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 hand crafts	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%

The spatial development of the tourism complex is a significant step in urban planning and management. A way for the spatial and physical development of a tourism complex is to analyze its location. We study past, present, and future situations of a tourism complex by the problem-oriented method. The most important factors associated with the sustainable development of the tourism complex are participation of local social groups, efforts to conserve natural resources, especially water, soil, and plants, and educating citizens to exploit the multiple potentials of the tourism complex. Further, the development of the tourism complex creates numerous employment opportunities. The definition and introduction of necessary projects in the tourism complex is an important question. A tourism complex requires water infrastructure projects, transportation, and other urban infrastructure networks. The tourism complex needs hotels and museums, crafts, and arts development plans. It needs health centers' development projects, particularly in this time of the global Covid19 pandemic.

A tourism complex needs green spaces, urban beautification projects, e-commerce sites and stores, and sports and cultural places. Concerning the mentioned projects at the tourism complex site, we will determine the land-use policies of every tourism complex for its physical development.

2.2. The location of the tourism complexes

The place plays a significant role in the provision of goods and services for tourists. The Location theory is an idea in economic geography, regional science, and spatial economics. It addresses questions of what economic activities are, where, and why. Scholars like Richards believed that locating theory assumes that firms choose locations that maximize their profits (Richards, 1962). Van Thanon created location theory in the field of agriculture in 1826. As Marchionatti declares, in 1882 and 1885, Lenhard developed the theory concerning located in the industry. Alfred Weber set the scientific framework of this theory in the industry in 1909 ((Marchionatti, 2020). Later, Crystaller and Loch expanded it in the form of central place theories. The goal in the location theories was to minimize production cost. In the age of industry, behavioral and optimistic attitudes emerged as well. Toward the end of the 1960s decade, a systematic try integrated the two former theories. At that time, the planners wanted to locate the manufacture in a place with maximum profits. The location theories are four general groups: Cost minimization, market analysis, maximization, and maximizing revenues. Besides the groups of location theories, there are locating models too. A locating model is one of the following.

First, the minimum distance model that purposes to minimize transportation costs and the sum of production costs. Second, the maximum density model determines the location of service centers

near population centers. This model is for the desired customer density in a given radius. Third, the minimum power distance model declines costs through customer travel to the nearest service center.

Fourth, the model of maximum coverage to maximize the number of tourists is to meet as many customers as possible.

All four models have simple mathematical prototypes. Locating indicators and criteria vary according to the purpose of the tourism complex [31, 32, and, 33]. With our workshop experiences, we present a practical procedure to improve strategic planning for tourism complex development. As Shahraki recommended well, knowledge-based planning and design shall be at the heart of the developments (Shahraki, 2019). Our plans with future sights shall prevent the spread of slums, the inefficiency of the destination, and the degradation of the environment and natural resources. Strategic, systematic, and knowledge-based planning shall find the best places for tourism complexes. An experienced and accepted theoretical principle is that urban development shall be proportionate to the potential of the local natural resources. In particular, we shall pay attention to the accessible water from various sources (Higgins, 2017). In other words, one should answer this question: how many people in the city can live up to the existing capacity of water resources. Another theory, which focuses on the location, recommends the problem-oriented method in urban planning, design, and development. Due to inefficient planning and development in the past decades, there are several crises in the cities we shall address in the process of tourism complex building. For this reason, a problem-oriented way leads us in the strategic social, economic, and physical development of cities. It leads our recommended projects for implementation toward mitigating the problems (Shahraki, 2017, 2019). In practice, we shall consider necessary regional conditions to locate a tourism complex as well.

Tourists avoid traveling to unsafe, dangerous, and conflict-ridden areas. They also avoid areas with a harsh environment and risk of natural disasters. The tourism industry demands natural and cultural improvements and adaptation. Regional and municipal environmental-friendly planning is the best instrument to determine a place for a tourism complex (Tournois & Rollero, 2019). Optimal results in planning are achievable if all relevant actors are involved and concluded around the common goals. In the master plan, the municipality can show that it has embarked on sustainable development. On the other side, the overall impression of a tourism complex is significant too. The tourism complex is becoming increasingly crucial for the choice of a destination for tourists. The physical environment, attractions, accommodation, services, and behavior determine how the visitors experience their visit. Concepts such as quality assurance and eco-labeling are developed and become competitive tools to decide a suitable place for a tourism complex. To select a suitable site 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 planning and building tourism complexes. One other required condition to select lands for a tourism complex is its standard physical environment.

There are connections amongst the physical environment, the determined lands, the natural environment, water resources, and tourism development situations. In tourism complexes, the aesthetic design and character of the squares, streets, sidewalks, and urban infrastructures can affect how tourists bloom. The individual buildings in 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 coastal society, nature of the urban environment and the care of the surrounding landscape influence tourist experiences. Inappropriate road construction or a newly constructed environment not adapted to the whole environment gives a negative impression. In complexes, nature experiences are basic activities and shall maintain the quality of the natural environment. Physical development, knowledge-based land-use policies, and protection of natural and cultural resources are in the planning and design. Relations between these issues and job opportunities exist with the help of the tourism complex. Transportation and communication

systems are to attract tourists to the destination city and the tourism complex. Transport infrastructures in the form of roads, railways, ports, airports, and telecommunications are fundamental. Improvements and investments in transportation increase the opportunity to travel and visit the destination. In the regional/urban master plan, 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 interaction between central and municipal authorities, the condition for influencing positively will improve. Additionally, the place for the tourism complex shall be rich in natural resources. The tourism complex has good conditions for tourism, both for the residents and visitors. The existence of flora and fauna causes the capacity for the increase of tourist numbers. The natural and cultural assets influence as well, and landscape shall be unique in the region. The cultural heritage in music, dance, theater, village games, and national holidays are factors, which improve the complex. The infrastructure in the tourism complex shall be relatively well developed and reliable. Large parts of the host country and region shall be available to tourists. Accessibility also means that the load on the areas becomes higher. Collaboration between public and individual actors is becoming increasingly important in securing tourist areas and highlighting their development possibilities.

As a result, we introduce the following variables that influence the location of tourism complexes: The location and geography of the site, the climate of the region, local hydrological features, geology and topology of the site, natural environment of the site, demographic characteristics of the city, local economic capabilities, obstacles to the development of the site, spatial and physical structures of the site, and urban infrastructures in the city. [Figure 1](#) illustrates variables that affect the location of tourism complexes.

2.3. Design of tourism complexes

2.3.1. The process of spatial planning and design of a tourism complex

The building process of a tourism complex consists of the following steps: First, we shall introduce a tourism industry representative in the urban strategic planning group. The representative contributes to the setting of urban land-use plans and outlines the policies of the tourism industry in urban land-use. She/he determines the area and location of the land needed for the tourism industry in the master map of the city. Then, the representatives will introduce types of possible tourism activities according to the regional potentials, capabilities, and characteristics. The next step is deciding the appropriate location and land area for a tourism complex based on the theories and methods. Considering possible tourist activities in a city, the planners and entrepreneurs provide a table that includes the location, area of the tourism complex, and the geometric shape of the land allotted for site spatial distribution. We name this table as the so-called 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 architectural and structural maps of the projects, we need in the tourism complex building. We call this work an album of maps. Finally, we outline a time and implementation plan to build the tourism complex, with all its planned projects in detail. These programs assist the planners in the construction operations. We depict this step-by-step process in the following flowchart:

2.3.2. Design of the tourism complexes requires policies

During the planning and construction of a tourism complex, we study the tourism industry from two perspectives. One perspective is from the tourist's eyes and another from the viewpoint of the hosts (Bigné & Decrop, 2019). Here, the discussion is from the host's perspective. The most important policy for a country that is competent to plan, design, and build a tourism complex and provide services for tourists is philanthropy and the love of serving others. Good thinking, morally speaking, and worthy manners communities have the competence to invite tourists. Cities shall be friends with natural resources and the environment, animals, and people. Native people in the destination shall also be interested in hospitality to invite tourists. Additionally, there is no possibility that a community with hungry and worried people can progress in the tourism industry.

Figure 1. Variables affect the location of a tourism complex.



Incompetent destinations cannot attract tourists only to benefit economically. One cannot have a chaotic and dangerous transportation system and call tourists to the city. A place cannot be disproportionate and ugly and attract tourists into it. Simultaneously, it is impossible 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 city and spend money without pertinent hoteliers, hostesses, guides, chefs, and qualified servants. For these reasons, the first idea for the planning of tourism complexes should be humane, sustainable, and fair regional and urban strategic thinking.

2.3.3. *Planning an attractive tourism complex*

A tourism complex shall offer a good destination and services. Nasr studied internal and external impacts on Egypt's tourism industry. He concluded that a good complex satisfies all the requirements of the customers (Nasr, 2019). The first essential step in tourism development is planning and design. People visiting the tourism complex are generally tourists from any part of the world. Theoretical studies and experiences show that the following factors influence the success of every tourism complex: Hospitable people, good location, the attractive appearance of the built environments, adequate regional and urban infrastructures, good landscape, quick and pleasant services, cleanliness, and good hospitality, food and drink.

2.3.4. *The most significant variable in the design of tourism complexes*

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

In Table 2, as in Table 1, the variables are abstracted from the theoretical studies, the ideas of scholars, and our workshop experiences. Scholars are common with us that including tourism planning development in the process of regional/municipal master planning progresses tourism industries and regional development, refer to i. e. (Liu et al., 2019) and (Ranhagen, 2020).

3. Methodology and case studies

The following flowchart shows steps of this study methodologically to ease the tracking of the process of the case study to meet the objective.

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

Line	Main variable group	Indicators	References
1	Physical Status of Buildings	Structural strength and tolerance	(Richards, 1962), (James, 2014), (Shahraki, 2018), (Kahila-Tani et al., 2019), (Asmelash & Kumar, 2019), (Lew, 2017), (Dwyer et al., 2016), (Richards, 1962), (Tournois & Rollero, 2019), (Judd, 2015)
		Standard sizes, comfortable rooms, corridors, and services	
		Architectural charm and beauty of the building	
		Heating and cooling facilities	
2	Infrastructures	Quality of medical and health services	(Fodness, 2017), (Kahila-Tani et al., 2019), (Asmelash & Kumar, 2019), (Dwyer et al., 2016), (Tournois & Rollero, 2019), (Nasr, 2019), (Liburd et al., 2012), (Judd, 2015)
		Quality access to bus, taxi, train, and aircraft	
		Quality of electronic communications services	
		Quality of the water and sewage networks	
3	Landscape	Rich ecosystem	(Asmelash & Kumar, 2019), (Lew, 2017), (Coelho et al., 2018), (Tournois & Rollero, 2019), (Nasr, 2019), (Sgroi, 2020)
		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	(Asmelash & Kumar, 2019), (Lew, 2017), (Dwyer et al., 2016), (Ivanov et al., 2017), (Raun et al., 2016), (Fodness, 2017), (Hjalager & von Gesseneck, 2020), (Ivanov et al., 2017), (Chechelashvili et al., 2019), (Chechelashvili et al., 2019)
		Training programs to introduce guests to the place	
		There are a detailed reception and visibility of the tourists	
5	Hospitality	Quality of hotel and guest access	(Kuščer et al., 2021), (Hall, 2016), (Higgins, 2017), (Liu et al., 2019), (Ranhagen, 2020)
		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 behavior	Creative tourism facilities	(Wiktor-Mach, 2020), (Nunkoo, 2017), (Clarke & Bowen, 2018), (Sharpley, 2018), (Liu et al., 2019)
		Good handicrafts	
		Ability to observe and experience people's way of life	
		Native people's openness	

(Continued)

Table 2. (Continued)

Line	Main variable group	Indicators	References
7	Economics & Businesses	Increased employment in the transport sector	(Holloway & Humphreys, 2019), (Kumar & Dahiya, 2017), (WTTC, 2014), (Hall, 2016), (Pred, 2017), (Richards, 1962), (Marchionatti, 2020), (Anwar et al., 2020)
		Increasing employment in the hotel and restaurant sector	
		Increasing employment in the handicraft sector	
		Increasing employment in local agricultural production	
		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 studies, field studies, and experiences

In the flowchart, you see steps 1–7 respectively from left to right of the chart. The activities must be fulfilled to meet the goal of building a tourism complex in Chabahar. We use locating theories, strategic planning lessons, land-use policies, and design methods to build a seaside tourism complex in Chabahar. We benefit from our workshop experiences in strategic urban planning and design combined with the theories in the previous part. As mentioned, in the 2018–2019 workshops, students collected the necessary data for this research.

3.1. 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. Chabahar is 7 meters above sea level and has diverse natural and environmental attractions, pristine and beautiful ecotourism, and Geo-economic potentials. Please see, [Figure 2 and 4](#). Chabahar is a destination for many Iranian and world travelers.

The population of Chabahar is 106,739 people. The current global attention on Chabahar, the Chabahar-Milak transit corridor, and the Chabahar railroad are factors that will make it possible for many to travel to it. Chabahar has hospitable people interested in business and working with the world, especially the countries around them. The infrastructure of Chabahar city and region shall improve Chabahar’s capabilities. For this reason, the allocation of land for constructing a tourism complex during the master plan of Chabahar is necessary.

3.2. The location of Chabahar’s tourism complex

On the Shore of the Oman Sea, opposite the 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 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 the tourism industry in Chabahar, we allocate

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

Figure 2. The process flowchart of the planning, design, and construction of the tourism complex.

Source: The result of the author’s workshop experiences

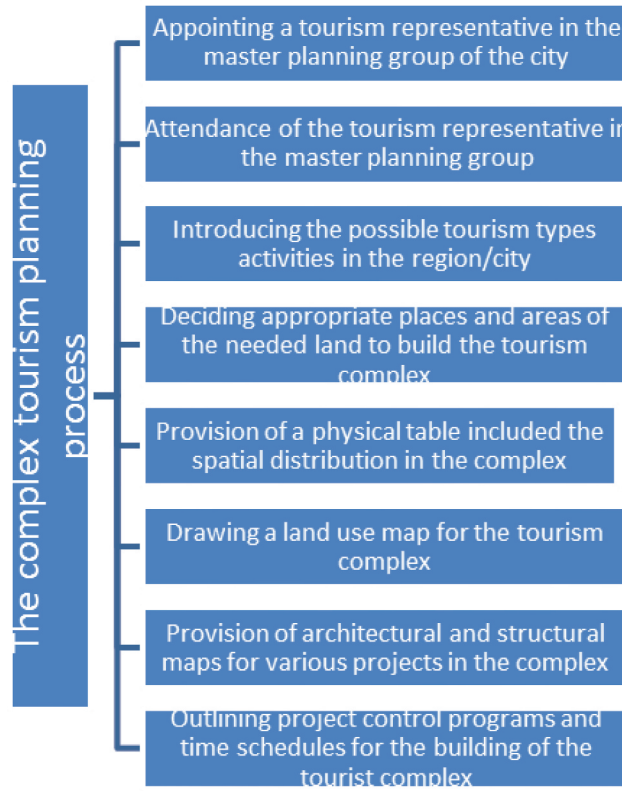
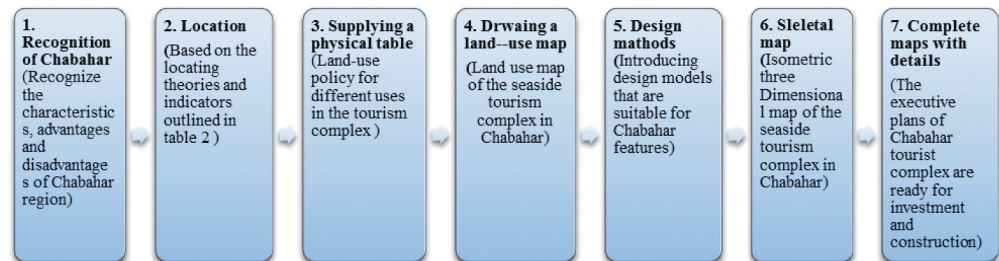


Figure 3. A flowchart illustrates seven steps in the process of planning a tourism complex.



2400 hectares of land in the outskirts of Chabahar in the vicinity of Ramin village and Lipar Lake. Figure 5 exhibits the place of the tourism complex in Chabahar.

In Figure 5, the designated place for the tourism complex is in the gray piece. We plan the tourism complex in a problem-oriented way to develop regional socio-economics. As Iranian officials say, Chabahar municipality considers tourism as an industry. The representative of the tourism industry shall participate in the urban master plan team. We take the tourism needs into account in the early stages of a municipal master plan. For this reason, we improve the physical structure of the city and modernize its 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.

Figure 4. The situation of Chabahar port in the region.



Figure 5. The place of the sea-side tourism complex in Chabahar.

Source: Design by the author

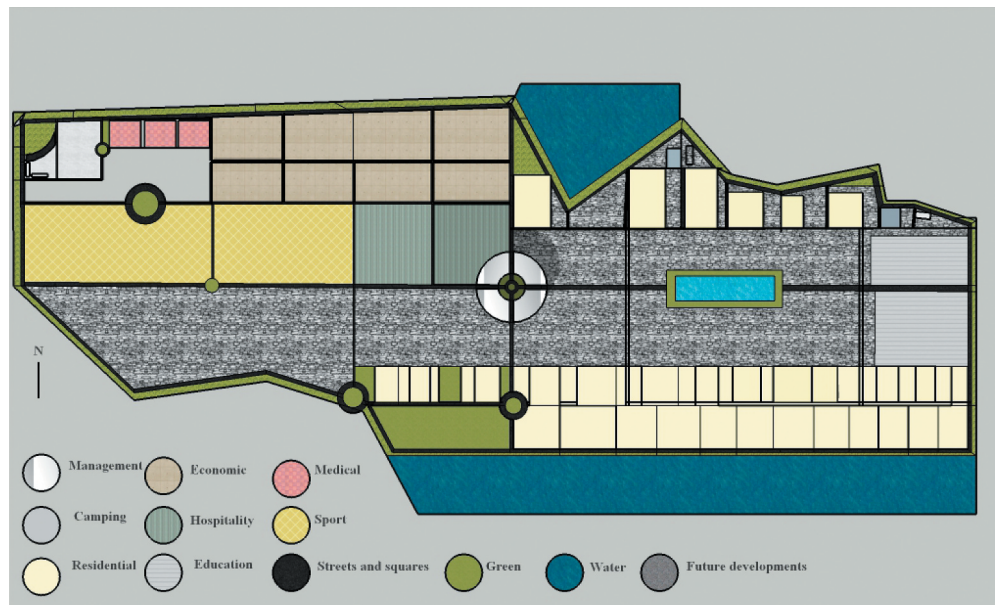


3.3. Land-use policies in the tourism complex of Chabahar

To land-use policies and allocate the required area, it is advisable to provide a table called the physical table showing the spatial distribution in the site. The table uses our knowledge about the place and various types of tourism in Chabahar. Additionally, remember the theories of turning the region into a sustainable and prospective one. To attract more tourists, we must first connect the

Figure 6. Land-use map of the seaside tourism complex in Chabahar.

Source: Design by the author



tourism complex to its surrounding world with the necessary infrastructures. The tourism complex of Chabahar needs a network of modern and inviting streets. We need adequate land 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. To achieve a sustainable development outcome, the tourism complex of Chabahar must consider the most significant strategic factors related to sustainable development. The seaside tourism complex in Chabahar encompasses various tourists. The activities linked to tourism types of leisure, business, culture, food, nature, history, ecology, creativity, family, science and education, water, and sports are feasible in Chabahar. [Table 3](#) exhibits the spatial distribution of land use policies in the tourism complex of Chabahar.

Reference: The author's workshop activities

In the right column of the table, you see the area for every category of land use. Concerning the above projects to be undertaken at the tourism complex site, we drew a land-use map. Please see, [Figure 6](#). In other words, based on the information in the table, we design the land use map for the tourism complex.

The investors in this unique project will choose among the proposed lots. The heart of the tourism complex will be accessible by foot, bicycle, or automobile while creating a 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.

3.4. The design methods applied in the Chabahar 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 administrative and functional services. [Figure 5](#) shows the elements of the tourism complex in its site with approximately 24 hectares of land. This centralization in line with the lifestyle and needs of the local people provides the physical and economic development of the region. This method of design beautified the site too. For these reasons, the site considers business, hotels, and exhibitions in this center. This method creates a central area that is strong and efficient. Additionally, the

buildings are symmetric, beautiful, attractive, and climate-friendly. See, [Figure 7](#) that is a 3D map of the tourism complex.

In designing various parts of the tourism complex, we use ratios to emphasize the center. Emphasizing the importance of proportional heights of the buildings in the other parts of the tourism complex is our design style. In the residential, economic, hospitality, sport, and camping parts, 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 emphases that we put on expanding green spaces and suitable trees on the map. In various parts of the tourism complex, we used the balancing method. This method uses the visual weight of the villas to promote social justice and create unity between tourists and the local people who stay in the camping part with the 96-hectare area. We improve regional economics by combining the interests and the cultural, scientific, social, and economic programs. 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 residential, economic, medical, education, and sport parts are beautiful with trees, pedestrian benches at convenient distances, and light and water. Therefore, communication between components of the tourism complex is vital. For example, [Figure 8](#) exhibits the maritime transport infrastructure we designed in the tourism complex.

Because of these actions, we create a beautiful and efficient unity throughout the skeleton of the tourism complex. After, we prepare an album of architectural, structural, and executive maps. Finally, we outline project schedules and control to build the tourism complex.

4. Discussions

We gathered theoretical information on the necessity of tourism development, different types of tourism, strategic planning of the tourism industry, the location of tourism complexes, and design methods.

In addition to satisfying tourists, the tourism industry can develop host communities and travel destinations. Therefore, different countries are trying to gain more share in this global industry. Therefore, each region with tourist attractions according to its cultural, social, climatic, natural, and economic characteristics plans to build tourism complexes. It is good

Figure 7. Isometric three-Dimensional map of the seaside tourism complex in Chabahar.
Source: Design by the author

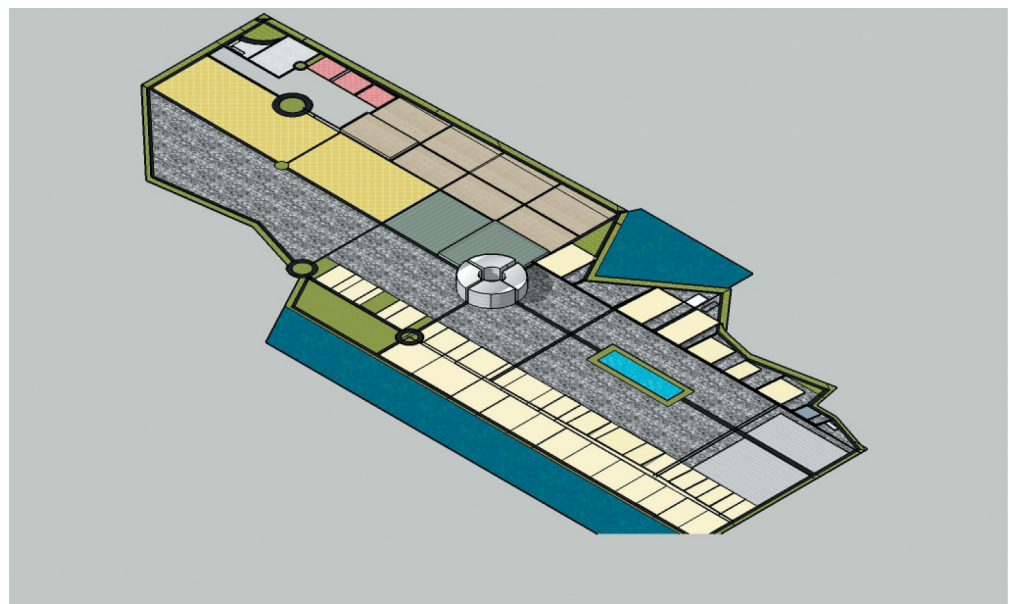


Figure 8. Maritime transport infrastructure 3-D map in the tourism complex of Chabahar.
Source: Design by the author



that this planning is preparing a comprehensive map of the city. [Figure 1](#) introduced eleven variables that affect the selection of a site for every tourism complex. Although the variables are general and vary in different countries, they assist us with a rational location of tourism complex everywhere.

During strategic planning, the location of the seaside tourism complex in Chabahar has been determined according to the aforementioned steps. Also, the required land area for the complex is determined. As we saw in [Figure 2](#), the flowchart of the planning, design, and construction process of the tourism complex, we performed the step-by-step activities. One step is introducing the representatives of the tourism industry to the municipal master plan group. Another step is defining the types of tourism in the region and their requirements. The other steps are to select a suitable site for the complex and prepare a physical table of its spatial distribution. Preparing a map of the land use and an album of architectural and executive maps for the complex are the next steps. After finding the site, we design the tourism complex concerning the theoretical studies and particular characteristics of Chabahar and our site.

We hypothesized earlier that containing tourism development requirements in the process of municipal master plan improves tourism industries and regional development simultaneously. Based on observations and experiences, we have found that the construction of tourism complexes can lead to economic prosperity and increase the quality of life in tourist host communities (Liburd et al., [2012](#)).

Some scholars are in common with us concerning the fact that tourism complexes can boost the various types of tourism discussed in different regions. Experiences show that the more desirable tourism complex is planned, designed, and constructed, the more the economy and quality of life of the people in the tourist destination communities develop (Westcott et al., [2012](#)). Tourism is an outcome stemming from the kind of development that locals want to improve their quality of life (Boukas & Ziakas, [2016](#)).

The place we have chosen to build a tourist complex on the coast of Chabahar, due to its strategic location and ocean helps to welcome tourists from this place. If you look at [Figures 4 and](#)

5, you will surely be successful with us, as this situation and the advantages of this region will lead to the success of this tourism complex.

Tables 2 shows the results of our literature review concerning the seven main variable groups. As samples, please refer to (Anwar et al., 2020; Chechelashvili et al., Chechelashvili et al.; Judd, 2015; Sgroi, 2020) in Table 2.

Table 3, which is the same as the physical table of the site spatial distribution of land use table, shows the different and required sections of our tourism complex. Chabahar complex with infrastructure sections, streets and passages, squares, green space, management, camping, residential, economic, catering, educational, and medical, sports, and services. In the same table, the activities that are performed in each user and the required land area are determined. The total land required for our site is 2400 hectares.

When moving to our design methods, we use a centralized model to build an impressive and functional center in the complex. The symmetric model with ratios contributed to our desired harmony and fit in site design. With the help of the design method, we emphasized the importance of proportional heights of buildings in other parts of the complex. We used colors, water, and trees also to design more attractively. Our design methods promote social justice by creating links between tourists and the local people in the camping part with the 96-hectare area. Our proposed rhythmic design model connects parts of the tourism complex with necessary services. In our design model, all streets, plazas, parks, homes, economic centers, medical buildings, education offices, and sport parts are connected.

According to the studies on the importance of the tourism industry in economic development, our efforts to design attractive and optimal tourist complexes, and experiences of other countries, we hope that the seaside tourism complex will simultaneously develop tourism and economic prosperity of the Chabahar region.

5. Conclusions

This paper reviewed the importance of tourism complexes to provide optimal tourism hospitality and management. We enhanced the skills in the development of tourism complexes during the master plan of cities. We also purposed to consider the needs of the tourism industry in the development. For this reason, we analyzed strategic policies of tourism development to write a guideline for our case studies. Then, the methods to find suitable places (locations) to build tourism complexes were studied. The practical procedures of this study in the case studies of Chabahar revealed the relationship between providing optimal services for tourists and the socio-economic and physical development of destinations.

In the step-by-step tourism development process presented in this paper, we applied centralized and symmetric design models to achieve optimal results and social justice. The analysis of this research proved our presumption that economic growth is possible with the help of optimal planning and design of complexes. All agents of the tourism industry and regional/urban development everywhere can use the outcomes of this research to improve tourism and increase economic prosperity. This article also serves as a reference for educational courses in tourism sciences, the construction of tourism complexes, and regional development.

This research should be continued with further studies on the construction of tourism complexes in the post-COVID-19 period, as we wrote about urban and regional development (A.A. Shahraki, 2021).

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