

**DEPARTMENT OF ENVIRONMENT
THE ISLAMIC REPUBLIC OF IRAN**



**JAPAN INTERNATIONAL
COOPERATION AGENCY**



**ANZALI WETLAND ECOLOGICAL
MANAGEMENT PROJECT
IN THE ISLAMIC REPUBLIC OF IRAN**

**ACTION PLAN
OF
ANZALI WETLAND ECOTOURISM**

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**DEPARTMENT OF ENVIRONMENT, GUILAN
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Action Plan OF ANZALI WETLAND ECOTOURISM



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(JICA)**



**Anzali Wetland Ecological Management Project in the
Islamic Republic of Iran**

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ABBREVIATION

| | |
|--------|---|
| DOE | Department of Environment |
| GCHHTO | Guilan Cultural Heritage, Handicraft and Tourism Organization |
| JICA | Japan International Cooperation Agency |

CHAPTER 1 INTRODUCTION

1.1 Background

The Anzali Wetland was partially registered as a Ramsar site in June 1975 in accordance with the Convention on Wetlands of International Importance. However, due to deteriorated water quality and environment of the Wetland, the parties of the Convention decided to list the Wetland on the Montreux Record in 1993.

Despite the environmental degradation, abundant natural resources still remain in the Wetland. During winter, a number of birds rest in the Wetland. Lotus flowers bloom covering the Wetland in spring. Around the Wetland, scenery of beautiful paddy fields fascinates visitors. It is expected that the resources in/around the Wetland could attract more tourists.

What is necessary in/around the Wetland is proper utilization of the resources. Conventional tourism which damages natural and social environments is no longer desired. Thus, it is necessary that ecotourism, hereinafter called the 'Anzali Wetland Ecotourism', would be introduced in/around the Wetland. It is expected to raise environmental awareness among local people and tourists. It could contribute to improve natural and social conditions in/around the Wetland.

Recent year, the Iranian government has identified ecotourism as an important policy for both conserving nature and economic development. Buoyed by the escalation in interest of ecotourism, the Anzali Wetland Ecotourism could be one of the good practices in development of ecotourism in Iran.

1.2 What is Ecotourism?

Ecotourism is one of types of tourism in which tourists experience natural and social environments without causing adverse impacts on them. By participating in ecotours, tourists study local nature, history and culture, and understand the value of them. Experience of ecotours leads tourists to take action in environmental conservation.

On the other hand, through participation in ecotourism, local people re-discover the value of their natural and social environments. The re-discovery promotes local people to conserve the environments.

It is also expected that ecotourism would contribute to economic benefits on a local region. In ecotourism, local economic development and environmental conservation could co-exist.

Ecotourism is a social system which is accomplished by a local initiative from various local stakeholders, i.e. local residents, tourism industries, tourists, local authorities, etc. Without their mutual cooperation, development of ecotourism could not be successful.

1.3 Objective of the Action Plan

The Action Plan of Anzali Wetland Ecotourism is prepared aiming to attain development of sustainable ecotourism centering around the Anzali Wetland. It presents plans of each component which consists of the development of Anzali Wetland Ecotourism. The components for the development of ecotourism are shown in Table 1.1.

Table 1.1 Components of the Action Plan of the Anzali Wetland Ecotourism

| No. | Components |
|------------|---|
| 1. | Institutional development |
| 2. | Ecotours |
| 3. | Guidelines on the Anzali Wetland Ecotourism |
| 4. | Nature guides |

| | |
|----|--|
| 5. | Facilities for the Anzali Wetland Ecotourism |
| 6. | Monitoring and evaluation of ecotours |
| 7. | Management of information and advertisement |
| 8. | Safety management |
| 9. | Budgeting scheme |

1.4 Stakeholders of the Action Plan

The Action Plan is shared among various stakeholders shown in Table 1.2. The stakeholders refer to the Action Plan when they participate in or take action for the development of ecotourism.

The Action Plan could be used to share a common vision in the development of ecotourism in/around the Wetland among the stakeholders. It is also expected to become a tool for the stakeholders to exchange their opinions and experiences. The Action Plan will be reviewed and revised in a timely manner.

Table 1.2 Stakeholders of the Action Plan of the Anzali Wetland Ecotourism

| No. | Stakeholders |
|-----|--|
| 1. | DOE (Department of Environment) Guilan |
| 2. | DOE Anzali |
| 3. | DOE Sowma'eh Sara |
| 4. | GCHHTO (Guilan Cultural Heritage and Handicraft and Tourism Organization) |
| 5. | Municipalities (Anzali and Sowma'eh Sara) and village councils around the Anzali Wetland |
| 6. | Tourism Agency Union (tourism agencies) |
| 7. | Hotel Union (hotels) |
| 8. | Boat Union (boat owners and drivers) |
| 9. | Dam Owner Union (dam owners) |
| 10. | Local residents |
| 11. | Nature guides |

1.5 Current Conditions in/around the Anzali Wetland

Detail information about the current conditions in/around the Anzali Wetland is explained in Attachment 1.

1.5.1 Natural and Social Resources in/around the Wetland

The Wetland is composed of diverse ecosystems and the area is famous for a variety of social resources which have nurtured a traditional lifestyle. The major natural resources and social attractions are summarized in Table 1.3.

Table 1.3 Summary of Major Natural and Social Resources in/around the Wetland

| Categories | Items | Explanation |
|------------------|--------|---|
| Natural resource | Plants | Common reeds community is largely distributed in the shallow area of the eastern Wetland, and covers about a quarter of the Wetland excluding the lagoon. The submerged plants community covers almost the entire area of the lagoon. The Azolla community covers about a quarter of the Wetland except for the lagoon. Dominant plant species appear to be hornwort, common cattail and common reed according to the net weight measurement. |
| | Birds | 77 species of migratory birds fly to the Wetland. The Wetland supports a large breeding colony of whiskered tern, small colonies of six species of heron, and a large resident population of purple swamphen. It also supports wintering |

| | | |
|-------------------|--|--|
| Social attraction | | concentrations of ducks, geese, swans and coots. |
| | Fishes | 47 fish species were listed in 2003. Among them, 8 species are non-native and 39 species are native species. The fish includes in kutum, zander, bream, etc. |
| | Reptiles and Amphibians | Wetland frog and little fresh water turtles are found. |
| | Mammals | Boar and water buffalo are found. |
| | Traditional methods of hunting and fishing | There are several traditional methods for hunting and fishing, such as hunting: airy net, balar dam, tasht soo, etc; fishing: mashk, shil, ab larg, etc. |
| | Local foods | There are several local foods such as Mirza Ghasemi, Sarde Pela Ba Ashpal, Morghe Torsh, Baghala Ghatog, Torshe Tare, etc. |
| | Handicrafts | Several local handicrafts are produced, e.g. Wicker Worker and Morvar Bafi, around the Wetland. |
| | Religious places | There are several religious places which are important for locals, e.g. Agha Seyed Khoram Kia Shrine, Sang Mazar, Pire Abed, etc. |
| | Markets | Weekly markets are organized in several cities/villages. Local people buy and sell local products at markets such as Shanbe Bazaar, Fish market, Free economic zone bazaar, etc. |
| | Historical monuments | Around the Wetland, there are several attractive establishments which show a history of the area, e.g. Mian Poshte Palace, Ghazian Bridge and Mian Poshte Bridge, Boghe Bibi Houriyeh, Clock Tower, etc. |
| | Local activities | Residents enjoy local sports and games such as Lafand Bazi, Varza Jang, Tokhm Morgh Bazi, Khil va Chomagh, etc. |

1.5.2 Issues of Tourism Market

The surveys on the tourism market and current tourism activities were conducted. They revealed several issues shown in Table 1.4 and 1.5. The Action Plan proposes counter measures on these issues.

Table 1.4 Issues of Tourism Market in Anzali

| No. | Issues | Remarks |
|-----|--|---|
| 1. | How to appeal the Wetland to more tourists? | Currently, many tourists visit Anzali City. It seems possible to attract more tourists to the Wetland. |
| 2. | How to promote tourists in winter? | In spring and summer, the number of tourists is huge. However, tourists are seldom seen in winter. |
| 3. | Who will be the prioritized target of ecotourism, tourists staying in hotels, suites, tents or villas? | Depending on styles of stay, advertising and appealing methods need to be considered. |
| 4. | Need to provide suitable ecotours which meet expectation from tourists | One of main expectations from tourists is experiencing the nature. If appropriate ecotours were provided in the Wetland, they would become interested in them. |
| 5. | Provision of information about the Wetland in Anzali City | There is not enough information about routes and map of the Wetland. They need to be provided to tourists by sign boards and printed materials. Accommodation facilities would be good places where tourists obtain information about the ecotourism in the Wetland. It is necessary to develop a cooperation structure with hotels, villas, etc. for providing the information. |
| 6. | How to gain more international attention on the Wetland? | Most of current tourists to the Wetland are Iranian. However, it could attract more foreigners, especially bird enthusiasts from abroad. |

Table 1.5 Issues of Current Tourism Activities in the Wetland

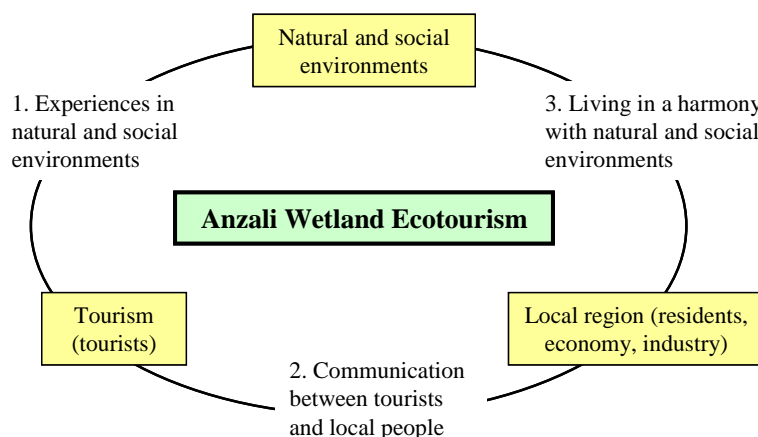
| No. | Issues | Remarks |
|------------|---|--|
| 1. | Lack of cooperation among stakeholders | There is no mechanism on cooperation among DOE Guilan, tourism agencies, local people. |
| 2. | Lack of sharing common policies and guidelines for tourism activities | Each stakeholder acts based on his/her own vision. They do not share common future of the Wetland. It is questionable that stakeholders understand a zoning plan of the Wetland. |
| 3. | How to lead existing boat tours to an ecotour style? | Dissemination of a concept of ecotourism is crucial. It is necessary to raise environmental awareness of boat tour providers. |
| 4. | Need to train nature guides | There are no appropriately trained nature guides. |
| 5. | Lack of understanding and knowledge about ecotourism and the Wetland | All of stakeholders must improve their understanding about ecotourism. Besides, natural and social information in/around the Wetland must be disseminated among them. |
| 6. | How to promote more engagement from local peoples? | Currently, some farmers, hunters and fishers work as boat drivers in boat tours. Ecotourism needs to promote more engagement from locals. |
| 7. | Lack of facilities for ecotourism activities | Most of existing facilities have been abandoned. It is necessary to consider renovation and efficient use of existing facilities. |

CHAPTER 2 DEVELOPMENT OF THE ANZALI WETLAND ECOTOURISM

2.1 Outline of the Anzali Wetland Ecotourism

2.1.1 Concept of the Anzali Wetland Ecotourism

The concept of Anzali Wetland Ecotourism is illustrated in Figure 2.1. The Anzali Wetland Ecotourism enhances the value of the Wetland by connecting a natural environment, tourism and region. It nurtures local people's pride and affection on the hometown. The Anzali Wetland Ecotourism is an agent which creates close ties among the natural environment, tourism and region. In the close connection, tourists and local people would become to respect and have a deep affection on the local natural environment and culture. In addition, the Anzali Wetland Ecotourism contributes to develop self-sustained economy around the Wetland. The Anzali Wetland Ecotourism would create a positive circle among tourism, local economy and environments. The circle improves the social value of the area centering around the Anzali Wetland.



1. Experiences in natural and social environments: Tourists have firsthand experiences in the rich natural and social environments nurtured by the Wetland. These experiences have tourists raise their environmental awareness and take action for conserving environments.
2. Communication with local people: Tourists and local people communicate through ecotours. Experiencing the local nature and culture in/around the Wetland lets tourists understand its value and respect it. Communication with tourists makes local residents raise a pride and affection on their nature and culture.
3. Living in a harmony with natural and social environments: Local people re-discover the value of natural and social environments in/around the Wetland. The re-discovery leads to local people's activities for conservation.

Figure 2.1 Concept of the Anzali Wetland Ecotourism

2.1.2 Components of the Development of the Ecotourism

The Anzali Wetland Ecotourism consists of various components shown in Figure 2.2. For successful development of the ecotourism, all of the components must be linked one another closely based on engagement from local communities.

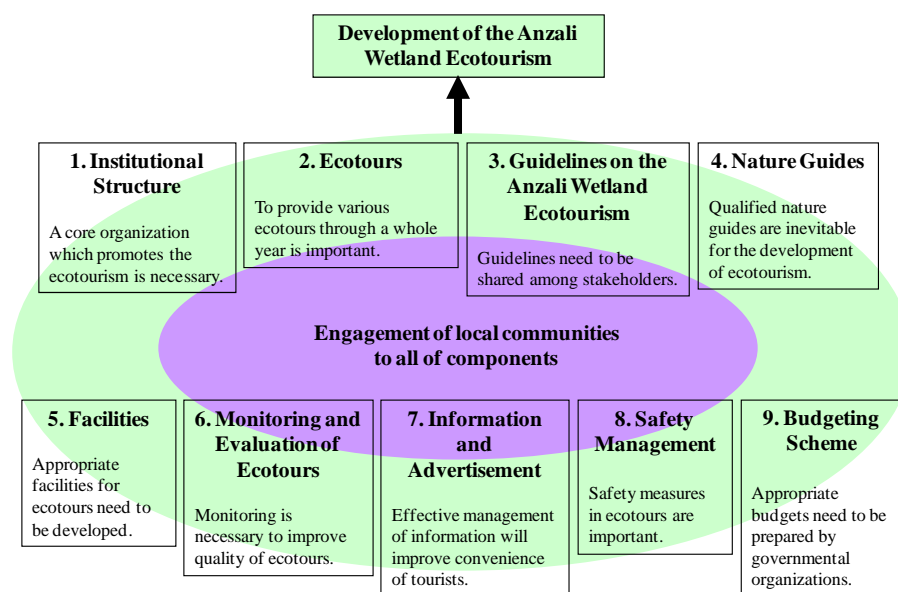


Figure 2.2 Components for Development of the Anzali Wetland Ecotourism

2.2 Institutional Structure

2.2.1 Association for Promotion of Anzali Wetland Ecotourism

For the development of Anzali Wetland Ecotourism, a core organization, the Association for Promotion of Anzali Wetland Ecotourism, is established. In the Association, relevant stakeholders have a practical discussion and decision-making so as to implement ecotourism activities. The members of the Association are shown in Table 2.1. Figure 2.3 shows the institutional structure for the Anzali Wetland Ecotourism.

Table 2.1 Member of the Association for Promotion of the Anzali Wetland Ecotourism

| No. | Organization | Title in Organization | Position in the Association |
|-----|--|--|-----------------------------|
| 1 | DOE Guilan | Head | Head |
| 2 | GCHHTO | Head | Deputy |
| 3 | DOE Anzali Municipality | Head | Member |
| 4 | DOE Sowma'eh Sara Municipality | Head | Member |
| 5 | Anzali Municipality | Mayor | Member |
| 6 | Sowma'eh Sara Municipality | Mayor | Member |
| 7 | Tourism Agency Union | Head | Member |
| 8 | Hotel Union | Head | Member |
| 9 | Boat Union | Head | Member |
| 10 | Dam Owner Union | Head | Member |
| 11 | Nature Guide Union | Head | Member |
| 12 | Secretariat of Anzali Wetland Ecotourism | Staff of DOE Guilan, Staff of GCHHTO, Head of Tourism Agency Union (same as 7) | Member |

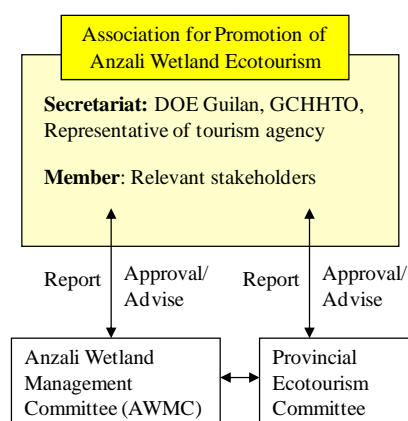


Figure 2.3 Organizational Structure for the Anzali Wetland Ecotourism

Through cooperation among stakeholders, the Association conducts activities summarized in Table 2.2. Most of the responsibilities for the promotion of ecotourism, however, are born by the private sector, i.e. the tourism industry and local community. The roles of the Association and governmental organizations are support, supervision and monitor their activities rather than implementation. Attachment 2 describes the details of the Association.

Table 2.2 Roles of the Association

| No. | Roles |
|-----|---|
| 1. | Development and/or conducting of ecotours, and coordination among stakeholders |
| 2. | Development and monitoring of compliance with the Guidelines (Rules) of the Anzali Wetland Ecotourism |
| 3. | Training and management of nature guides |
| 4. | Development and operations and maintenance (O&M) of facilities |
| 5. | Monitoring of ecotours and their impacts |
| 6. | Information and advertisement management |
| 7. | Management of the conservation fund *1 |

*1: After the management mechanism of the conservation fund is established

2.2.2 Secretariat of Anzali Wetland Ecotourism

To do administrative and practical works to lead the ecotourism activities, the Secretariat of Anzali Wetland Ecotourism is established within the Association. A staff of DOE Guilan and GCHHTO and a representative of tourism agency are core members of the Secretariat. Table 2.3 shows roles of each stakeholder in the Secretariat. Attachment 2 describes the details of the Secretariat.

Table 2.3 Roles in the Secretariat

| Task | Organization | | |
|---|--------------|--------|----------------------|
| | DOE Guilan | GCHHTO | Tourism Agency Union |
| 1. Development and conducting of ecotours | ○ | ○ | ○ |
| 2. Development and monitoring of compliance with the Guidelines | ○ | △ | △ |
| 3. Training and management of nature guides | ○ | ○ | △ |
| 4. Development and O&M of facilities | ○ | ○ | △ |

| | | | |
|---|---|--|---|
| 5. Monitoring of ecotours and their impacts | ○ (Monitoring of compliance with the Guidelines and natural conditions) | ○(Monitoring of nature guides and safety management in ecotours) | △ |
| 6. Information and advertisement management | △ | ○ | ○ |
| 7. Management of conservation fund *1 | ○ | △ | △ |
| 8. Organize a meeting of the Association | ○ | △ | △ |

○: Main task; △: Sub-task

*1: After the management mechanism of the conservation fund is established

2.3 Ecotours

2.3.1 Policy of Ecotours

The most important policy of the ecotours is originality. The natural resources and social attractions growing in the water environment are distinguished features in/around the Wetland. Compared to Southern regions in Iran, the Anzali area is proud of abundant water resource. Ecotours providing firsthand experience in the water-nurtured natural and social environments must attract tourists. In addition, the Wetland shows different scenery of natural and social environments in four seasons respectively. Tourists would enjoy the changes of the seasons by participating in ecotours in the Wetland. Other policies are summarized in Table 2.4.

Table 2.4 Policy in Serving of Ecotour

| No. | Components | Contents |
|-----|---|---|
| 1. | Originality | <ul style="list-style-type: none"> - Plan attractive ecotours utilizing distinctive natural and social resources in/around the Wetland. Provide unique ecotours which tourists cannot experience in other places - Through firsthand experience in water-nurtured natural environments and social culture in/around the Wetland, tourists learn importance of water and environment - By providing ecotours in all four seasons, tourists enjoy seasonal natural and social environments and feel the changes of the seasons in/around the Wetland - Develop a variety of ecotours which attract not only Iranian but also foreign tourists |
| 2. | Safety | Prepare safety measures and first-aid actions in ecotours |
| 3. | Minimum environmental impacts | Provide ecotours based on sustainable use of natural and social environments of the Wetland |
| 4. | Cooperation with local society | Plan and provide ecotours based on cooperation among stakeholders. Promote participation from local society |
| 5. | Shifting current tours to ecotours | Convert current boat tours in the Wetland into an ecotour style |
| 6. | Arrangement of nature guides | Arrange qualified nature guides in ecotours |
| 7. | Credibility of tour providers | Improve credibility and accountability of tour providers |
| 8. | Following the Guidelines on Anzali Wetland Ecotourism | Keep the Guidelines (refer to Section 2.4) in planning and providing of ecotours |

2.3.2 Target Tourists and Resources

Target tourists and resources of ecotours are summarized in Table 2.5.

Table 2.5 Target Tourists and Resources of Ecotours

| | |
|-------------------------|---|
| Target tourists | <ul style="list-style-type: none">- Current tourists visiting Anzali City- Students and school excursion- Specialist groups such as bird enthusiasts- Tourists who are interested in the environment |
| Target resources | <ul style="list-style-type: none">- Natural and social resources in and around the Wetland |

(1) Target Tourists

First of all, present tourists, students and specialist groups are main targets of ecotours. Currently, a number of tourists visit Anali City every year. The ecotours can be developed as an additional excursion for them. In addition, ecotours are utilized as school excursions. Those would be good opportunities for students to experience the nature. Incorporated environmental education activities in Selke, ecotours can promote participation from students as well. Furthermore, to appeal to specialist groups such as bird enthusiasts would be act as a diving force of ecotours. In near future, the target expands to tourists who are interested in the environment in general.

(2) Target Resources

Firstly, the ecotours mainly focus on the natural and social resources in the Wetland. Tourists will enjoy experiencing the nature, e.g. birds, plants and fishes, in the Wetland. Nature guides introduce social resources, such as traditional methods of fishing and hunting, local stories, etc. as well.

In near future, the ecotours will be provided not only in the Wetland but around the Wetland. There are interesting natural and social resources such as rice field, local foods, handicrafts, etc. around the Wetland. The ecotours utilize those social resources around the Wetland as well.

2.3.3 Ecotours

Several ecotours shown in Table 2.6 are developed based on the consideration of current natural and social resources, and existing facilities in the Wetland. In addition to these ecotours, the Association (Secretariat) and tour providers will develop their own ideas of ecotours in parallel with the development of ecotourism.

Table 2.6 Proposed Ecotours

| | 1 | 2 | 3 * | 4 * |
|---|--|---|---|--|
| Name | Selke nature study tour | Nature boat tour | Sport tour (Canoeing tour with a guide, sport fishing, etc.) | Visiting of visitor center |
| Type | Guide tour · Half day | Guide tour · 2 hours, Around 6 tourists in one boat | Guide tour/Self guide tour · Half day | Guide tour/Self guide tour · Time depending on tourists |
| Theme | Study and experience the nature in conjunction with environmental education programs | Enjoy seasonal nature nurtured by water | Enjoy sporting and experiencing water-nurtured nature | Enjoy and study materials and displays in visitor center |
| Location | Selke | 1. Selke – Sorkhankol – Siahkeshin – Siahdarvishan 2. Anzali Port – Lagoon – Sorkhankol – Anzali Port 3. Other routes developed by private tour providers | - Abkenar (departure point and routes need to be discussed further), etc. - Need to be discussed | Need to be discussed |
| Target tourists | Youth, Middle age, Family | Youth, Middle age, Family | Youth | Youth, Middle age, Family |
| Main target resources | Nature in Selke | Depending on a season, e.g. plants, birds and animals | The nature in the Wetland | Materials and displays in visitor center |
| Season | All seasons | All seasons | Spring and summer | All seasons |
| Arrangement of nature guide | Nature guide tour or self-tour | Nature guide tour | Nature guide tour | Nature guide tour or self-tour |
| Facilities | Facilities in Selke (renovated bird hide, watch tower, education center, etc.) | Facilities in Selke, Place for lunch, etc. | Jetty | Visitor center |
| Equipment | Binocular | Boat and life vest, Binocular, Safety equipment | Canoe, Life vest, fishing tools | Displays in visitor center |
| Guidance materials | Map, Materials explaining nature | Map, Materials explaining nature | Map, Materials explaining the nature | Materials in visitor center |
| Price | Up to IRR 400,000 | Up to IRR 400,000 | To be considered | To be considered |
| Target year for starting of the tour | Already started | Already started | By 2014 | By 2016 |

* The Association will have further discussion

2.3.4 Implementation of Ecotours

(1) Implementation Schedule

Ecotour providers and/or the Association continue to serve the Selke nature study tour and nature boat tour. Their feasibilities were confirmed through the pilot ecotours conducted in the Anzali Wetland Ecological Management Project (2007-2012).

Till 2014, a sport tour plans to be provided. Several facilities and equipment such as a jetty and canoes need to be prepared for the canoeing tour. Till 2016, a visitor center plans to open, but further consideration, such as construction, budgeting, management, etc., need to be done in the Association. Figure 2.4 shows an implementation schedule of future ecotours.

| Ecotours | Components | Responsible Organizations | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|---|--|------|------|------|------|------|
| Sport tour (canoeing tour with a guide) | Planning and construction of facilities | DOE Guilan, GCHHTO, tourism agencies, the Association | | | | | |
| | Nature guide training | DOE Guilan, GCHHTO | | | | | |
| | Preparation materials and equipment | Tour providers (tourism agency, nature guides, etc.), DOE Guilan, GCHHTO | | | | | |
| | Trial tours | Tour providers (tourism agency, nature guides, etc.), DOE Guilan, GCHHTO | | | | | |
| | Implementation of tours | Tour providers (tourism agency, nature guides, etc.) | | | | | |
| Visiting of visitor center | Planning and Construction of facilities | DOE Guilan, GCHHTO, tourism agencies, the Association | | | | | |
| | Nature guide training | DOE Guilan, GCHHTO | | | | | |
| | Preparation materials and equipment | DOE Guilan, GCHHTO | | | | | |
| | Trial | Tour providers (tourism agency, nature guides, etc.), DOE Guilan, GCHHTO | | | | | |
| | Implementation | Tour providers (tourism agency, nature guides, etc.) | | | | | |

Figure 2.4 Implementation Schedule of Future Ecotours

(2) Responsible Organization in Providing Ecotours

All stakeholders, DOE Guilan, GCHHTO, private companies and NGOs, etc., are able to provide ecotours following this Action Plan and the Guidelines of Anzali Wetland Ecotourism. The Association provides support and advice to the tour providers, and permitting and monitoring ecotours.

2.4 Guidelines (Rules) on the Anzali Wetland Ecotourism

2.4.1 Definition of Guidelines

The Guidelines of Anzali Wetland Ecotourism are formulated so as to preserve the precious natural and social environments, and provide tourists with satisfactory ecotours in/around the Wetland. A definition of Guidelines is as follows.

The Guidelines on Anzali Wetland Ecotourism are
‘Concrete agreement for conservation of local natural and social resources in order to accomplish sustainable development of the Anzali Wetland Ecotourism’

2.4.2 Guidelines

The Guidelines on tour providers, tourists, nature guides, boat operators and governmental organizations (DOE Guilan and GCHHTO) are described as follows.

(1) Guideline on Tour Providers (tourism agencies, nature guides, NGOs, etc.)

a. Goal

Tour providers plan and provide ecotours with minimum environmental impacts and due considerations to safety. Through these activities, tour providers contribute to conserve the natural and social environments in/around the Wetland.

b. Guideline

1. Following relevant regulations and zoning plan, plan and operate ecotours with minimum environmental impacts.
2. Facilitate communication between tourists and local people.
3. Arrange a nature guide and/or boat operator having skills and knowledge as a nature guide in every ecotour.
4. Instruct tourists and nature guides to follow the Guidelines of the Anzali Wetland Ecotourism.
5. Incorporate safety measures into ecotours, such as a first-aid kit, life vest and mobile phone. Prepare emergency contact addresses and numbers.
6. Improve quality of ecotours continuously reflecting opinions from tourists, nature guides and local people.

(2) Guideline on Tourists

a. Goal

Tourists respect local nature, culture and society in/around the Wetland realizing him/herself as a member of ecosystem. Tourists have a consciousness of being 'ecotourists' and contribute to conserve the natural and social environments in/around the Wetland.

b. Guideline

1. Do not disturb wildlife. Tourists do not make loud voice, approach too close to the wildlife and feed the wildlife.
2. Do not collect protected animals and plants.
3. Do not discard rubbish, and pollute the environment.
4. For prevention of accidents and injuries, do not take arbitrary actions. Follow safety instruction from a nature guide and/or boat operator.
5. Do not enter protected zones without a permission or proper instruction.
6. Respect the natural/social environments, and enjoy communicating with local people.
7. Be interested in local products and local cuisine. Do not buy protected animals and plants and products made from them.

(3) Guideline on Nature Guides

a. Goal

Nature guides provide safe and pleasant ecotours to tourists through introducing the splendor of natural and social environments in/around the Wetland. Through guiding activities, nature guides contribute to conserve the natural and social environments in/around the Wetland.

b. Guideline

1. Interpret the natural and social environments for tourists to deepen their understanding of importance of conservation.
2. Entertain tourists through nature interpretation.
3. Facilitate communication between tourists and local people.
4. Instruct tourists not to create adverse impacts on the environment, and follow the Guidelines of the Anzali Wetland Ecotourism.
5. Be familiar with the natural and social conditions, the Guidelines of the Anzali Wetland Ecotourism, and relevant laws and regulations.
6. Improve continuously skills and knowledge as a nature guide.
7. Have appropriate skills and knowledge about safety measures and first-aid actions.

(4) Guideline on Boat Operators

a. Goal

Boat operators shift their operation to more ecotourism-oriented service. Boat operators operate their boats with minimum environmental impacts and due considerations to safety. Through communication with tourists, boat

operators introduce the splendor of natural and social environments in the Wetland.

b. Guideline

1. Do not make loud noise, approach too close to the wildlife and disturb the wildlife.
2. In protected zones, traveling speed is limited to 20 km/h. When boats reach closer to birds, plants, mammals, etc., decrease the speed and noise.
3. Outside of protected zones, traveling speed is limited to 35 km/h.
4. Travel only in permitted areas.
5. Request tourists to follow the Guidelines of the Anzali Wetland Ecotourism.
6. Communicate with tourists for interpreting the natural and social environments, and entertaining them.
7. Operate boats with due considerations to safety.
8. Have appropriate skills and knowledge about safety measures and first-aid actions. Request tourists to wear a life vest. Equip a first-aid kit and mobile phone.

(5) Guideline on Governmental Organizations (DOE Guilan and GCHHTO)

a. Goal

DOE Guilan and GCHHTO, cooperating each other, play strong leadership for the development of the Anzali Wetland Ecotourism with a sustainable manner, and support private sectors and local communities in the promotion of the ecotourism with an open and fair manner.

b. Guideline

1. Develop a basic framework and monitor activities relevant to the ecotourism
2. Cooperate closely with private sectors and local communities for the promotion of ecotourism
3. Coordinate governmental organizations, private sectors and local communities in the ecotourism activities
4. Be open and fair for private sectors and local communities to utilize facilities and the wetland under the framework of the Anzali Wetland Ecotourism
5. Prepare appropriate budget every year for the development of ecotourism
6. Be transparent in account processing

2.4.3 Implementation of Guidelines

(1) Implementation of Guidelines

The Guidelines on tour providers, tourists, nature guides, boat operators and governmental organizations (DOE Guilan and GCHHTO) start to be implemented in 2012. In parallel with the further development of ecotours, if needed, specific guidelines on other activities such as bird watching, canoeing, etc. will be discussed.

(2) Sharing of Guidelines

The Guidelines of Anzali Wetland Ecotourism must be known and shared among relevant stakeholders. The Association has a main responsibility for dissemination of the Guidelines through a pamphlet, poster, website, meeting, etc.

(3) Compliance with Guidelines

The Guidelines are to be formulated not as a '*legal system*' but as '*voluntary guidelines*.' It is stakeholders' voluntary actions that guarantee proper operation of the Guidelines. Spontaneous commitment among stakeholders for keeping the Guidelines as well as monitoring (refer to Section 2.7) are necessary.

2.5 Nature Guides

2.5.1 Role and Qualification of Nature Guides

A qualified nature guide needs to be arranged in every guide tour. A nature guide introduces the splendor of nature nurtured by the Wetland. He/she also has a role in explaining the Guidelines of the Anzali Wetland Ecotourism to tourists. A nature guide assists tourists to feel the nature by their five senses and find wonder and secrets in the natural and social environments in/around the Wetland.

Controlling and monitoring mis-use of nature in/around the Wetland is one of the most important roles as well. A nature guide frequently visits in/around the Wetland with tourists, so he/she can check conditions of natural and social resources. A nature guide informs the responsible organization in management of the Wetland of the conditions of the Wetland. The information will be reflected in a management policy of the Wetland.

In case of accident and injury of tourists, a nature guide also needs to acquire skills of emergency measures and first-aid actions. Table 2.7 summarizes major qualifications of nature guides.

Table 2.7 Qualifications of Nature Guides

| No. | Qualifications | |
|-----|---|---|
| 1. | Skill of interpretation | Nature guides not only explain natural and social environments in/around the Wetland to tourists, but also entertain and enlighten tourists. Nature guides promote tourists' positive participation in ecotours. |
| 2. | Scientific knowledge and understanding of local culture | Nature guides need to acquire scientific knowledge about the natural and social environments in/around the Wetland. Nature guides also need to understand relationship between local nature and people. They explain how local people have developed their original culture, history and lifestyle by utilizing the local nature. |
| 3. | Skill of planning and managing ecotours | Nature guides are expected to develop their ideas of ecotours depending on seasons and resources in/around the Wetland. They themselves plan, prepare and implement them. |
| 4. | Monitoring skills | Nature guides have a responsibility to check conditions of natural and social resources in/around the Wetland during ecotours. Thus, monitoring skill is one of the qualifications to them. |

2.5.2 Nature Guide Training

In order to acquire necessary skills as a nature guide, GCHHTO and DOE Guilan must hold nature guide trainings on a regular basis. The nature guide training covers knowledge about natural and social environments in/around the Wetland, interpretation skills and emergency measures in ecotours, etc. It also teaches specific guiding skills depending on types of ecotours such as a nature boat tour and canoeing tour. After training, participants are certificated and registered in a nature guide management system.

(1) Policy of Nature Guide Training

The aims of the training are to acquire skills as a nature guide as well as to root it as a job in the area. Thus, major participants would be local residents. Appropriate contents of training for participants who are not familiar with a concept of nature guide need to be considered carefully. Table 2.8 shows policies of nature guides training.

Table 2.8 Policies of Nature Guide Training

| No. | Policies |
|-----|---|
| 1. | Main targets are local residents around the Wetland and persons who are interested in the Wetland so as to root the ecotourism and return benefits into the area. |

| | |
|----|--|
| 2. | Appropriate contents and level would be planned for enhancing participation and understanding of local participants, because a concept of nature guide has not been familiar among them. |
| 3. | The number of participants in one training course is limited to around 10 for effective acquisition of knowledge and skills. |
| 4. | Not only classroom lectures but also outdoor lectures are emphasized in order to acquire practical skills. |
| 5. | The nature guide training would be planned and implemented in cooperation with instructor's training programs for environmental education activities. |

(2) Outline of Nature Guide Training

Table 2.9 presents an outline of nature guide training.

Table 2.9 Outline of Nature Guide Training

| No. | Components | Contents | Remarks |
|-----|------------------------------------|--|--|
| 1. | Targets | <ul style="list-style-type: none"> - Tour guides - Fishers, hunters, farmers, etc. in/around the Wetland - Persons interested in the Anzali Wetland Ecotourism | In order to root ecotourism in/around the Wetland, persons living around the Wetland would be main targets. |
| 2. | Lecturers | Experienced persons in ecotourism or research of natural and social environments in/around the Wetland | Proposed trainers are as follow: <ul style="list-style-type: none"> - Tourism school - NGO - Academics expert - Invited foreign trainers |
| 3. | Date | On a regular basis | - |
| 4. | Place | Environmental Education Center at Selke | - |
| 5. | Number of participants in one time | Around 10 participants | - |
| 6. | Length of course | Half day or one day | Depending on lectures |
| 7. | Program | Combine following programs depending on participants' level. <ol style="list-style-type: none"> 1. Classroom lectures <ul style="list-style-type: none"> - Basic information about the Anzali Wetland Ecotourism - Natural and social environment in/around the Wetland - Skills of nature guide 2. Outdoor lectures <ul style="list-style-type: none"> - Participation in ecotours - Assistant of nature guide in ecotours | Refer to Table 2.10 |
| 8. | Training materials | 1. Classroom lectures: Text, video materials, etc. 2. Outdoor lectures: - | Refer to Table 2.11, 12 and 13 |
| 9. | Responsible organization | GCHHTO and/or the Secretariat | - |
| 10. | Fee | To be discussed between DOE Guilan and GCHHTO | - |

(3) Programs

Curriculums in Table 2.10 are planned. By combining them, contents of training will be adjusted to level of participants.

Table 2.10 Programs of Nature Guide Training

| Category | Programs | Aims | Contents | Lecturer | Materials * | Time |
|----------------------|--|--|---|---|------------------------|--------------|
| Classroom lecture | Information about the Anzali Wetland Ecotourism | Share basic concepts and policies of the Anzali Wetland Ecotourism | <ul style="list-style-type: none"> - Policy of the Anzali Wetland Ecotourism - Institutional development - Ecotours - Guidelines on Anzali Wetland Ecotourism - Nature guides - Facilities for Anzali Wetland Ecotourism - Monitoring and evaluation of ecotours | DOE Guilan, GCHHTO | Texts, Video materials | 2 h |
| | Natural and social environment in/around the Wetland | Deepen scientific knowledge about natural and social environments | <ul style="list-style-type: none"> - Ecological character of the Wetland - Wetlands' benefits - Adverse factor on the Wetland - Conservation issues - Birds in the Wetland - Fishes in the Wetland - Plants in the Wetland | Academic expert, DOE Guilan | Texts, Video materials | 2 h |
| | Skills of nature guide | Acquire knowledge and skills as a nature guide | <ul style="list-style-type: none"> - Roles of nature guide - Planning and preparation of ecotours - Implementation of ecotours - Communication and interpretation skills - Monitoring of ecotours - Safety measures in ecotours | <ul style="list-style-type: none"> - Lecture from tourism school - Foreign lecturer | Texts | 2 h |
| Outdoor lecture | Participation in ecotours | Acquire practical skills as a nature guide in various | By participating in ecotours, study a general flow and contents of ecotours, and acquire practical | <ul style="list-style-type: none"> - Lecture from tourism school - Foreign | Filed work | Several days |

| | | | | | | |
|--|---------------------------------------|--|--|---|------------|--------------|
| | | ecotours | skills as a nature guide | lecturer | | |
| | Assistant of nature guide in ecotours | Acquire practical skills as a nature guide in various ecotours | By assisting an experienced nature guide in ecotours, acquire practical skills as a nature guide | - Lecture from tourism school - Foreign lecturer | Filed work | Several days |

* Training and video materials were made in the Anzali Wetland Management Project

(4) Training Materials

Some training materials were made in the Anzali Wetland Management Project based on tables below. They can be revised depending on the conditions of the Wetland and types of ecotours.

Table 2.11 Table of Contents of Text about Information about the Anzali Wetland Ecotourism

| Chapter | | Contents |
|---------|--|---|
| 1. | What is the Anzali Wetland Ecotourism | 1. Concept of the Anzali Wetland Ecotourism 2. Components of the Development of the Ecotourism |
| 2. | Institutional Development | 1. Plan for Institutional Development 2. Structure of Institutional System |
| 3. | Ecotours | 1. Concept of Ecotours 2. Target Tourists and Resources 3. Ecotours 4. Responsible Organization in Providing Ecotours |
| 4. | Guidelines on Anzali Wetland Ecotourism | 1. Necessity of Guidelines 2. Establishment of Guidelines 3. Guidelines on Tour Providers, Tourists, Nature Guides and Boat Operators |
| 5. | Nature Guides | 1. Role and Qualification of Nature Guides 2. Necessity of Nature Guide Training 3. Training on Nature Guides 4. Management of Nature Guides 5. Schedule and Responsible Organization |
| 6. | Facilities for Anzali Wetland Ecotourism | 1. Basic Policy 2. Development of Facilities |
| 7. | Monitoring and Evaluation of Ecotours Activities | 1. Necessity of Monitoring 2. Monitoring of Natural Environments 3. Monitoring of Ecotours |
| 8. | Safety Management | 1. Policy of Safety Management |

Table 2.12 Table of Contents of Text about Natural and Social Environments in/around the Wetland

| Chapter | | Contents |
|---------|-----------------------|--|
| 1. | Natural conditions | 1. Climate 2. Topography 3. Hydrology 4. Geology and Soil 5. Vegetation 6. Land use |
| 2. | Ecological conditions | 1. Ecological Character of the Wetland 2. Benefits of Wetland |

| | | |
|-----|------------------------|---|
| | | 3. Adverse Factors on the Wetland 4. Conservation Issues |
| 5. | Birds in the Wetland | 1. List of Birds and Their Locations 2. Figures of Birds and Their Description |
| 6. | Fishes in the Wetland | 1. List of Fishes and Their Locations 2. Figures of Fishes and Their Description |
| 7. | Animals in the Wetland | 3. List of Animals and Their Locations 4. Figures of Animals and Their Description |
| 8.. | Plants in the Wetland | 1. List of Plants and Their Locations 2. Figures of Plants and Their Description |

Table 2.13 Table of Contents of Text about Skills of Nature Guide

| Chapter | | Contents |
|---------|---------------------------|--|
| 1. | Introduction | 1. Roles of Nature Guide 2. Purpose of Interpretation |
| 2. | Planning of Ecotours | 1. Process of Planning of Ecotours 2. Selection of Theme and Target Resource 3. Preparation of Scenario 4. Implementation of Ecotours |
| 3. | Communication Skills | 1. Basic of Communication in Interpretation 2. Techniques of Interpretation |
| 4. | Implementation of Ecotour | 1. Process of Implementation 2. Monitoring and Quality Management of Ecotour 3. Safety Measures in Ecotours |

(5) Management of Nature Guides

In order to maintain and improve quality of nature guides, a ‘Nature Guide Management System’ is introduced. The aim of the System is to keep nature guides’ qualifications. The Secretariat and GCHHTO have a main responsibility for this system. Figure 2.5 illustrates the Nature Guide Management System.

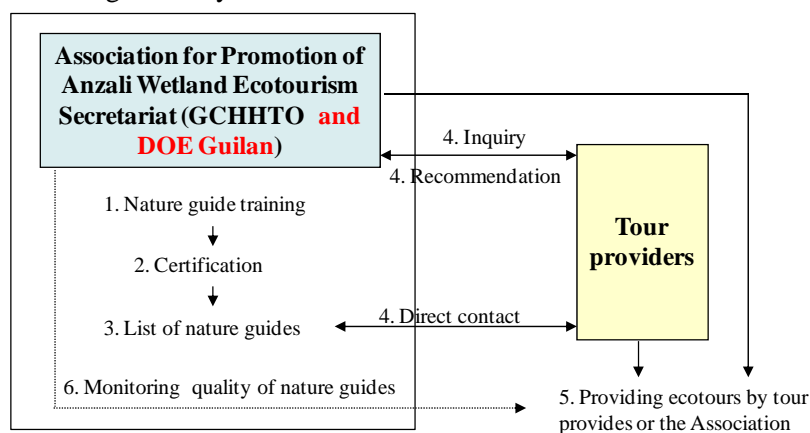


Figure 2.5 Nature Guide Management System

The Secretariat and/or GCHHTO conduct the nature guide trainings and participants receive their certificates issued by the Association and GCHHTO. The Secretariat and/or GCHHTO prepare a list of certified nature guides. Figure 2.6 shows an example of list format.

When a tour provider plans an ecotour, it requests the Secretariat and/or GCHHTO to recommend a nature guide. If a tour provider is acquainted with a nature guide, it can contact him/her directly.

| | | | |
|---------------------------------|--------------|--|----------------|
| Name | | | Date of update |
| Sex | | | / / |
| Date of birth (D/M/Y) | | / / | Photo |
| Contact | Address | | |
| address | Phone/Mobile | | |
| Regular job | | Fishers and farmers | |
| Working field as a nature guide | | General natural environments (birds, fishes, plants) | |

Figure 2.6 Sample of List of Nature Guide

2.6 Development of Small-Scale Facility for the Anzali Wetland Ecotourism

2.6.1 Policy for Development

A policy of the small-scale facility development is utilization of the existing facilities by renovation as least as possible so as to minimize environmental impacts. New small-scale facilities are considered additionally only after deliberations about necessity to provide unique experiences to tourists and environmental impacts. Basic policies for development of facilities are presented in Table 2.14.

Table 2.14 Policy for Development of Facilities

| No. | Contents |
|-----|---|
| 1. | Consider possibility of utilization of existing facilities to a maximum extent in a various aspect, e.g. change of purpose of use, renovation, etc. |
| 2. | Develop facilities based on agreement among local stakeholders |
| 3. | Develop facilities with minimum environmental impacts during construction and operation |
| 4. | Develop facilities with minimum changes on landscape and a harmony with surrounding environments |
| 5. | Ensure safety of users in facilities |
| 6. | Open facilities to locals to promote public participation and utilization |

2.6.2 Development of Small-Scale Facilities

(1) Facilities in/around the Anzali Wetland

Table 2.15 shows a list of the facilities developed in/around the Wetland. Attachment 3 presents their location map. In parallel with increase of variety of ecotours, the Association needs to develop other necessary facilities.

Table 2.15 List of Small-Scale Facilities in/around the Anzali Wetland

| No. | Location | Type | Description |
|-----|------------------------|----------------------------|---|
| 1 | Selke (in the Wetland) | Bird hide and wooden trail | Tourists can enjoy watching birds from the inside of the bird hide. Boards explaining birds are installed in it. |
| 2 | | Wooden bridge | Tourists use the wooden bridge to go inside of Selke. |
| 3 | | Watching tower | Tourists can enjoy watching birds and scenery from the watching tower. Boards explaining birds are installed on the top floor. |
| 4 | | Foot path | The foot path connects the wooden bridge and the small cabin. Its distance of one way is around 300 m. Tourist can enjoy short walk in Selke. Along the path, signboards explaining the nature are installed. |
| 5 | | Tables and benches | At the end of foot path, tables and benches are installed for tourists to take a rest. |

| | | | |
|----|--|--------------------------------|---|
| 6 | | Environmental education center | The environmental education center is used for various kinds of education activities including ecotours. |
| 7 | | Entrance signboard | The signboard at the entrance to the inside of Selke explains the nature and facilities in Selke. |
| 8 | | Toilet | - |
| 9 | North Sorkhankol (in the Wetland) | Signboard | North Sorkhankol is located at the entering point of a boat tour from the Anzali Port. It explains the nature of the Wetland as well as the Guidelines. |
| 10 | Sorkhankol (in the Wetland) | Signboard | Sorkhankol is famous for abundant of lotus flowers. The signboard explains the lotus flower and nature of Sorkhankol. |
| 11 | Boat station in Anzali Port (out the Wetland) | Signboard | The signboard at the Anzali Port explains the nature of the Wetland as well as the Guidelines. |
| 12 | Entrance to Selke from main road (out the Wetland) | Signboard | The signboard shows the direction to Selke from the main road. |

(2) Construction, Operation and Maintenance

DOE Guilan has a full responsibility in the construction of the facilities necessary for the ecotourism activities. Besides, it has a full responsibility in their operation and maintenance (OM). To provide satisfying and safe ecotours to tourists, the appropriate OM of facilities is important. In the OM, the conditions of facilities are checked and renovated periodically. DOE environmental guards in the Wetland have responsibility in the OM of the facilities on the field. The OM of other facilities to be developed in the future needs to be discussed at an appropriate time in the Association.

2.7 Monitoring and Evaluation of Ecotours

Two types of monitoring activities are conducted. One is monitoring on the natural environments in the Wetland. The purpose is to find out changes and impacts on the nature due to ecotours. If significant impacts will be identified, components of ecotours, such as target resources, routes of ecotours, etc., will be re-considered. If necessary, some ecotours will be suspended until the conditions recover. Furthermore, based on the results of monitoring, the Guidelines of Anzali Wetland Ecotourism will be revised.

The other is monitoring on ecotours. The purpose is to keep and improve the quality of ecotours and nature guides. It also aims to monitor compliance with the Guidelines on Anzali Wetland Ecotourism by stakeholders. Table 2.16 summarizes purposes, methods and responsible organizations of the two monitoring activities.

Table 2.16 Outline of Monitoring Activities

| Responsible Body | Type | Monitored Items | Method | Frequency |
|--|--|--|--|---------------------|
| DOE Guilan (Secretariat of the Association) | Monitoring on the natural environments | - Water quality - Conditions of birds, plants and fishes - Waste condition | As regular monitoring by DOE Guilan | Once in each season |
| | Monitoring on ecotours | - Compliance with the Guidelines by stakeholders | - No-notice survey in ecotours - Interviews on tour providers | Periodically |
| GCHHTO (Secretariat of the Association) | | - Safety management by tour providers | - Questionnaire surveys on tourists | |

| | | | | |
|--------------|--|----------------------------|--|--|
| Association) | | - Quality of nature guides | | |
|--------------|--|----------------------------|--|--|

2.8 Management of Information and Advertisement

GCHHTO and the Secretariat manage all information related to the ecotourism activities. Information about the ecotours such as pamphlets and guidebooks is distributed by them. All tour providers need to inform the Secretariat of their ecotours. The Secretariat keeps all information about ecotours and be a contact office from tourists. On the other hand, the private sectors advertise their ecotours by themselves as well.

2.9 Safety Management

The ecotours are provided in the nature. There might be some risks caused by a bad weather condition, accident, injury, etc. during the ecotours. For sustainability of the ecotourism, it is vital to decrease possibility of the risks and to manage them appropriately if happen. It should be emphasized that both tourists and tour providers must recognize their own responsibility and roles in the safety management.

Tourists need to understand and keep the Guidelines. During the ecotours, they follow safety instruction by nature guides and tour providers. On the other hand, tour providers need to incorporate necessary safety measures into planning, preparation and implementation of ecotours. The stakeholders must follow the policy of safety management described in Table 2.17.

Table 2.17 Policy of Safety Management

| Target | | Necessary Actions |
|----------------|----------------------|---|
| Tourists | | <ul style="list-style-type: none"> - Understand and follow the Guideline on Tourists - Follow instruction from a nature guide and tour provider during an ecotour |
| Tour providers | Planning phase | <ul style="list-style-type: none"> - Understand and follow the Guideline on Tour Providers - Check safety of routes (hazardous areas and field conditions, etc.) - Plan time-rich schedule |
| | Preparation phase | <ul style="list-style-type: none"> - Inform tourists of possibility of risks in advance and advice about suitable clothes and belongings - Maintenance of equipment used in ecotours - Check weather and field conditions |
| | Implementation phase | <ul style="list-style-type: none"> - Instruction to tourists about possibility of risks and manners in an ecotour - Instruction to tourists about suitable clothes and belongings - Appropriate instruction on wrong behavior by tourists and actions if accidents and injuries happen |
| Nature guides | | <ul style="list-style-type: none"> - Understand and follow the Guideline on Nature Guides - Learn emergency measures and first-aid actions - Explain the Guideline on Tourists to tourists - Instruction to tourists about possibility of risks and manners in an ecotour - Appropriate instruction on wrong behavior by tourists and actions if accidents and injuries happen in an ecotour |

2.10 Budgeting Scheme

In order to accomplish the self-reliant development of the ecotourism, establishment of a self-sustaining funding system is necessary. For the first few years, DOE Guilan and GCHHTO need to guarantee the budgets for the ecotourism from their own ones. Table 2.18 and 2.19

propose the budget plans of DOE Guilan and GCHHTO, respectively, in the Iranian fiscal year of 1391.

Table 2.18 Budgeting Plan of DOE Guilan in Iranian Fiscal Year of 1391

| Organization | Main Task | | Activity | 1391 (Jun 2012 to Jun 2013) | | | | | |
|--------------|-----------|--|--|--|---|-------|---------------|------------|------------|
| | | | | Expenditure | | | Budget Source | | |
| | | | | Unit Cost | | Unit | | | Bub-Total |
| DOE Guilan | 1 | Develop and conduct ecotours | - Plan and implement ecotours through coordination among stakeholders | 4,500,000 | 6 | times | 27,000,000 | DOE budget | |
| | 2 | Develop and monitor compliance with the Guidelines | - Monitor compliance with the Guidelines | 2,000,000 | 4 | times | 8,000,000 | DOE budget | |
| | 3 | Training and management of nature guides | - Conduct nature guide training | 2,000,000 | 4 | times | 8,000,000 | DOE budget | |
| | | | - Monitor quality of nature guides | To be conducted with Task 2, 'Compliance monitoring' | | - | - | - | DOE budget |
| | 4 | Develop facilities and O&M | - O&M of facilities | 5,000,000 | 1 | - | 5,000,000 | DOE budget | |
| | 5 | Monitor ecotours and their impacts | - Monitoring the natural conditions in the Wetland | To be conducted as wetland monitoring | | - | - | - | DOE budget |
| | 6 | Manage conservation fund | - Manage revenue and expenditure, and control equal distribution and appropriate use | - | - | - | - | - | |
| | 7 | Organize a meeting of the Association | - Arrange a meeting | 1,000,000 | 2 | time | 2,000,000 | DOE budget | |
| | | | - Meetings of secretariat | 1,000,000 | 6 | time | 6,000,000 | DOE budget | |
| Unit: IRR | | | Grand Total | 56,000,000 | | | | | |

Table 2.19 Budgeting Plan of GCHHTO in Iranian Fiscal Year of 1391

| Organization | | | Main Task | Activity | 1391 (Jun 2012 to Jun 2013) | | | | |
|--------------|---|--|---|------------|---------------------------------|-------|-----------|---------------|------------------|
| | | | | | Expenditure | | | | Budget Source |
| | | | | | Unit Cost | | Unit | Bub-Total | |
| GCHHTO | 1 | Develop and conduct ecotours | - Plan and implement ecotours through coordination among stakeholders | 4,500,000 | 2 | times | 9,000,000 | GCHHTO budget | |
| | 2 | Training and management of nature guides | - Conduct nature guide training | 2,000,000 | 2 | times | 4,000,000 | GCHHTO budget | |
| | | | - Nature guide management | - | - | - | - | - | |
| | | | - Monitor quality of nature guides | 2,000,000 | 1 | - | 2,000,000 | GCHHTO budget | |
| | 3 | Monitor ecotours and their impacts | - Monitor safety management | 2,000,000 | 1 | - | 2,000,000 | GCHHTO budget | |
| | 4 | Information and advertisement management | - Prepare brochures, website, etc. and disseminate to the public | 3,000,000 | 1 | - | 3,000,000 | GCHHTO budget | |
| Unit: IRR | | | Grand Total | 20,000,000 | | | | | |

To cover these costs, the Anzali Wetland Ecotourism Fund plans to be established in near future. In this scheme, a conservation fund as a part of fee of ecotours and budget from DOE Guilan and GCHHTO are gathered and managed by the Secretariat. Figure 2.7 shows the mechanism of the Fund.

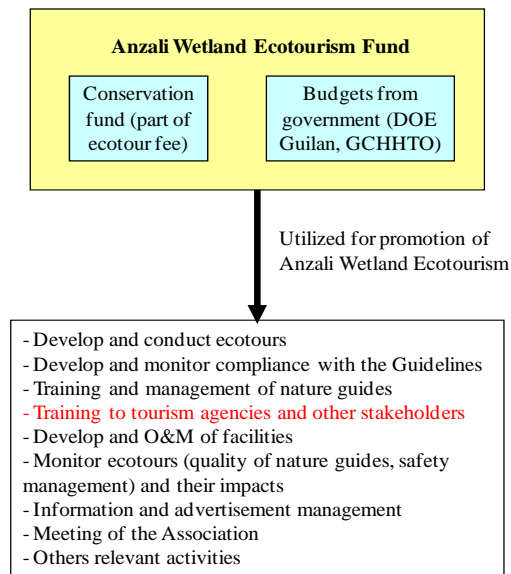


Figure 2.7 Scheme of Anzali Wetland Ecotourism Fund

Action Plan of the Anzali Wetland Ecotourism

Attachment

Attachment 1: Current Conditions in/Around the Anzali Wetland

1. General Characteristic of the Anzali Wetland

Table A-1.1 shows comparison of general characteristic among major Ramsar wetlands in Iran. The features of the Anzali Wetland are summarized as follows;

- The Wetland is located in the humid region;
- Caspian Sea and inland water bodies create a distinctive landscape of the Wetland;
- The Wetland has relatively abundant natural resources; and
- The Wetland is located near cities, so to access to the Wetland is not difficult.

Table A-1.1 Comparison of Major Ramsar Wetlands in Iran

| | | Anzali Wetland | Fereydoon Kenar | Lake Orumiyeh | Lake Parishan And dasht -E-Arjan | Miankaleh Peninsula, Gorgan Bay and Lapoo-Zaghmarz Ab |
|-------------------------|-------------------------|--|--|--|---|--|
| Physical Aspect | Area | 19,000 ha | 5,427 ha | 483,000 ha | 6,200 ha | 100,000 ha |
| | Wetland Type | Marine/ Coastal and inland wetland | Man-made wetland | Inland wetland | Inland wetland | Marine/coastal, man-made wetland |
| | Location | North | North | North west | South | South |
| | Climate | Humid | Humid | Arid | Humid/Arid | Arid |
| Natural Resource | | Fishes species are most abundant. Plant and bird species are also abundant, but compared to Lake Orumiyeh and Miankaleh Peninsula, Gorgan Bay and Lapoo-Zaghmarz Ab, the numbers are less. | Compared to other four wetlands, the numbers of plant, bird and fish species are not many. | Plant species are most abundant. Bird species are also abundant. | Bird species are abundant, but compared to Lake Orumiyeh and Miankaleh Peninsula, Gorgan Bay and Lapoo-Zaghmarz Ab, the numbers are less. | Plant and bird species are abundant. |
| Tourism Market | Accessibility | Easy | Easy | Easy | Difficult | Easy |
| | Current Tourists | About 40,000 tourists/year * | No specific statistics | No specific statistics | No specific statistics | No specific statistics |

* The Study on Integrated Management for Ecosystem Conservation of the Anzali Wetland in the Islamic Republic of Iran, Final Report (JICA/2004)

2. Resources in/around the Anzali Wetland

2.1 Natural and Social Resources in/around the Wetland

The Wetland is composed of diverse ecosystems and the area is famous of a variety of social resources which have nurtured a traditional lifestyle. Figure A-1.1 shows distribution of major natural resources in the Wetland. Table A-1.2 shows a list of major social resources.

Table A-1.2 Summary of Major Natural and Social Resources in/around the Wetland

| Categories | Items | Explanation |
|-------------------|--|---|
| Natural resource | Plants | Common reeds community is largely distributed in the shallow area of the eastern Wetland, and covers about a quarter of the Wetland excluding the lagoon. The submerged plants community covers almost the entire area of the lagoon. The Azolla community covers about a quarter of the Wetland except for the lagoon. Dominant plant species appear to be hornwort, common cattail and common reed according to the net weight measurement. |
| | Birds | 77 species of migratory birds fly to the Wetland. The Wetland supports a large breeding colony of whiskered tern, small colonies of six species of heron, and a large resident population of purple swamphen. It also supports wintering concentrations of ducks, geese, swans and coots. |
| | Fishes | 47 fish species were listed in 2003. Among them, 8 species are non-native and 39 species are native species. The fish includes in kutum, zander, bream, etc. |
| | Reptiles and Amphibians | Wetland frog and little fresh water turtles are found. |
| | Mammals | Boar and water buffalo are found. |
| Social attraction | Traditional methods of hunting and fishing | There are several traditional methods for hunting and fishing, such as hunting: airy net, balar dam, tasht soo, etc; fishing: mashk, shil, ab larg, etc. |
| | Local foods | There are several local foods such as Mirza Ghasemi, Sarde Pela Ba Ashpal, Morghe Torsh, Baghala Ghatog, Torshe Tare, etc. |
| | Handicrafts | Several local handicrafts are produced, e.g. Wicker Worker and Morvar Bafi, around the Wetland. |
| | Religious places | There are several religious places which are important for locals, e.g. Agha Seyed Khoram Kia Shrine, Sang Mazar, Pire Abed, etc. |
| | Markets | Weekly markets are organized in several cities/villages. Local people buy and sell local products at markets such as Shanbe Bazaar, Fish market, Free economic zone bazaar, etc. |
| | Historical monuments | Around the Wetland, there are several attractive establishments which show a history of the area, e.g. Mian Poshte Palace, Ghazian Bridge and Mian Poshte Bridge, Boghe Bibi Hourie, Clock Tower, etc. |
| | Local activities | Residents enjoy local sports and games such as Lafand Bazi, Varza Jang, Tokhm Morgh Bazi, Khil va Chomagh, etc. |

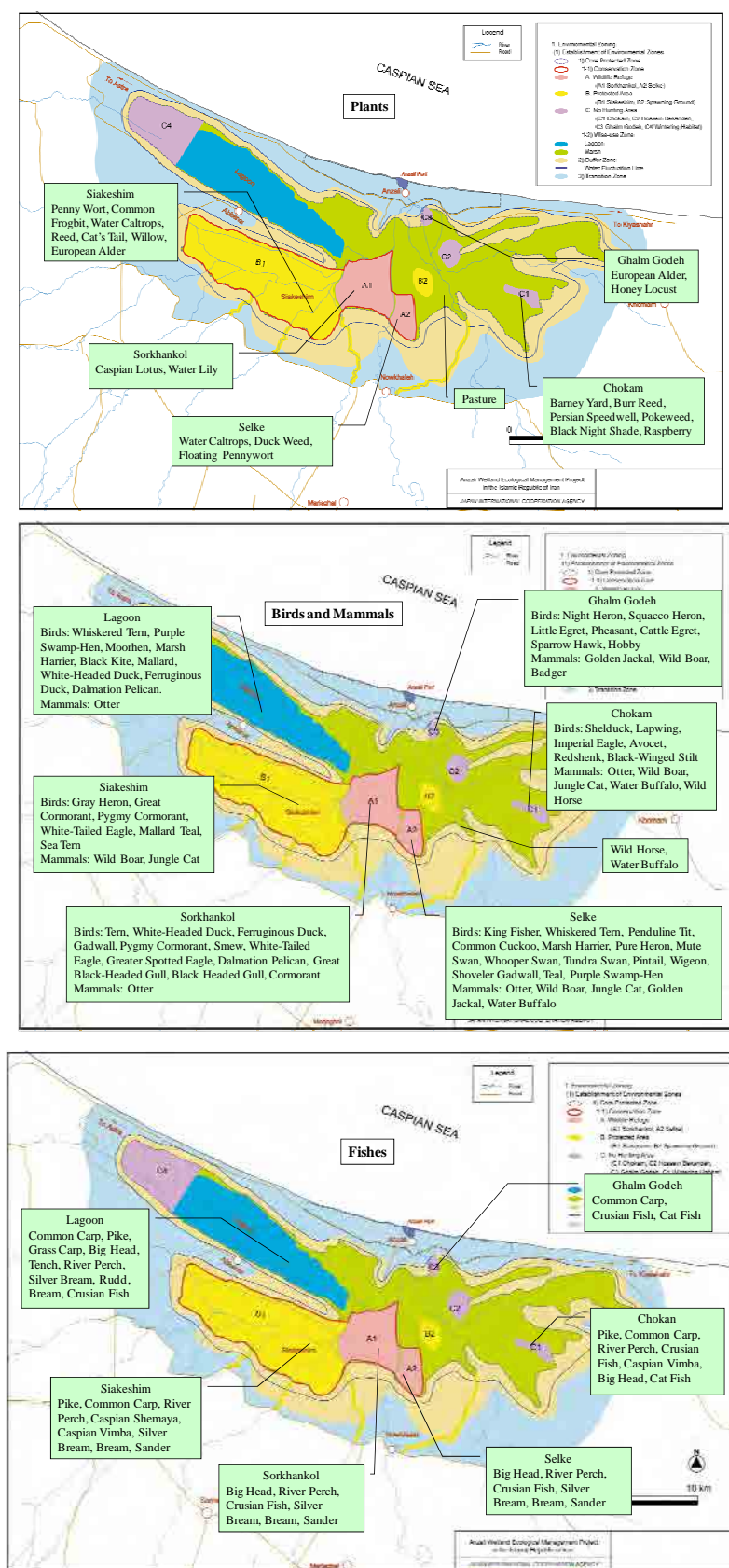


Figure A-1.1 Distribution of Major Natural Resources

Table A-1.2 Social Resources: Cultural

| Resource | | Explanation |
|-----------------------------|--|--|
| Category | Name | |
| Traditional fishing methods | Mashk | Only legal method for fishing in Guilan province. It is a common method of fishing by using cricle net with small weight of lead around the net. |
| | Shil or Kolham | Artificial dams made from wood and reed are built in rivers to catch fishes. It is legal only during a fishing season. |
| | Ab larg | It is an old fishing method using natural poison of a local tree. |
| | River net | Catch fishes uising a long net. |
| | Under water net | Catch fishes uising a net set under water. |
| | Lakesh | Catch fishes uising a circular net with small holes. |
| | Trap | Put a hook and prey under water to catch big fishes such as catfishes. |
| | Salik | Catch fishes by throwing a net. |
| | Crab trap | Using a long net with a circular hole like a tunnel. |
| | Artificial dam (Chapar) | Dams made from wood and stones in rivers are built to catch fishes. |
| Traditional hunting methods | Airy net | Hunters mount nets in 1-2 m high above the land for catching a group of birds. |
| | Balar dam | A hunter staves a wooden stick on a brazen platter. |
| | Tasht soo | A hunter puts tub upside down for catching birds. |
| | Lantern | Catching bird by using the light of lantern. |
| Local foods | Mirza Ghasemi | Traditional dish containing egg plant, garlic, egg, tomato, oil, and spice. |
| | Sarde Pela Ba Ashpal | Traditional dish containing rice, kaviar and walnut. |
| | Morghe Torsh | Traditional dish containing chicken, vegetables and lime juice. |
| | Baghala Ghatogh | Traditional dish containing local bean, garlic, dill, egg, oil and spice. |
| | Torshe Tare | Traditional dish containing vegetables, egg, oil, garlic, lime juice and spice. |
| | Sir Ghaliye | Traditional dish containing garlic leaf, chicken, egg, lime juice and bean. |
| | Koli Bij | Traditional dish containing walnut, pomegranate paste, vimba, tomato paste, oil and spice. |
| | Ashe Torsh | Traditional dish containing vegetables, plum paste, rice, garlic and mint. |
| Resource | | Explanation |
| Category | Name | |
| Handicrafts | Wicker Worker | It is made by women from loee and reed. It is famous in Abkenar. |
| | Morvar Bafi | It is made by women from tree stalks. |
| | Pottery | It is made of clay. |
| | Dam Bafi | It appears a hunting instrument. It is a taditional method of making hunting net by local materials. |
| Religious places | Agha Seyed Khoram Kia | It is located in Abkenar. |
| | Sange Mazar | It is located in Moaf village near Anzali. |
| | Pire Abed | It is located in Kuliver village near Anzali. |
| | Bogheye Emam Zade Saleh | It is located in Ghazian near Anzali. |
| | Chahe Hazrate Mahdi | It is located in Anzali. |
| | Agha Seyed Eisa | It is located in Shilesar village near Anzali. |
| Markets | Shanbe Bazaar (Saturzone bazar day Market) | Citizens buy local and traditional foods. Weekly bazaars are traditional in Guilan province. |
| | Free economic zone bazaar | Modern and new goods can be found. |
| | Middle Asia market | Modern and new goods can be found. |
| | Fish market | Locals buy various kinds of fish. |
| | Gilar baazar | Modern and new goods can be found. |
| | Caspian baazar | Modern and new goods can be found. |
| | Pardis baazar | Modern and new goods can be found. |
| | Rousi baazar | Modern and new goods can be found. |
| Parks | Pasdaran | It is a coastal park that has a play ground for children and a special zone for swimming. |
| | Emam Sajad | It has a liberary and playground. |
| Museums | Military Museum | It is the only museum in Anzali City and only military museum in the Province. |
| Folk tales and songs | Local songs | Farmers sing local songs during working on paddy fields. |

Table A-1.2 (cont.) Social Resources: Historical

| Resource | | Explanation |
|---------------------------|---------------------------------------|--|
| Category | Name | |
| Historical establishments | Mian Poshte Palace | An old castle. It has been changed to the Military Museum. |
| | Ghazian Bridge and Mian Poshte Bridge | The most famous bridge in Anzali. It moves upward for the ship passing. |
| | Boghe bibi houriye | A holly shrine. It is popular among local people. |
| | Clock tower (light house) | The oldest monument in Anzali City. It shows time. |
| | Coustom hall | It is related to the Qajar period and has been repaired in the Pahlavi period. It is located in Ghazian. |
| | Music hall | A music center of a navigation army music band. It is also famous because of its similarity to the Hafez tomb (Hafeziveh) in Shiraz. |
| | Municipality building | It has eastern European architecture. |
| | Motamedi building | It is a Qajar period castle and now used as a police station. |

Table A-1.2 (cont.) Social Resources: Local Activities

| Resource | | Explanation |
|--------------------|-----------------------------------|---|
| Category | Name | |
| Traditional sports | Lafand Bazi (rope game) | A person walks on a rope above the land. |
| | Varza Jang | A local bull fight. |
| Local games | Tokhm morph bazi | A locals play during the Norooz holiday with eggs. |
| | Khil va Chomagh | Local boys always play it near the Wetland. |
| | Ghab bazi | A local play for boys with sheep bones. |
| | Lis bazi | A local play for girls. |
| Local sports | Kanoe, kayak, dragon boat, skiing | Several quatic sports are very common in the Wetland. |
| | Coastal volleyball | Locals play in coastal area. |
| | Coastal football | Locals play in coastal area. |

2.2 Evaluation of Resources for the Ecotourism

Several specific natural resources which could attract tourists are picked up and then, evaluated. In the evaluation, three points are considered. One is attractive features such as endemic species, abundance, rare species and beauty. Another is targets of tourists whom the resources could fascinate. The other is difficulties, such as limitation of seasons, time and accessibility, in utilizing them as an ecotourism attraction. Table A-1.3 shows the evaluation results.

Table A-1.3 Evaluation of Major Natural Resources in the Wetland

| Resource Category | Name | Explanation | Attractive feature | | | | Appeal to | | | Difficulties as a resource | | |
|----------------------|----------------------------------|--|--------------------|-----------|--------------|--------|-----------|--------|----------|----------------------------|------|--------|
| | | | Endemic | Abundance | Rare species | Beauty | Adult | Family | Students | Season | Time | Access |
| Plants | Centella Asiatica (Ab Boshghabi) | The plant grows in the Wetland only in Iran. | ✓ | | ✓ | | ✓ | ✓ | | | | ✓ |
| | Lutus flower | It is the Wetland's symbol. The most important tourism attraction. | | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| | Reed | One of the most important materials for locals. Local people use it to make handicrafts and mats. | | ✓ | | | ✓ | | | ✓ | | |
| | Loee | One of the most important materials. It has some application in mat making. | | ✓ | | | ✓ | | | ✓ | | |
| | Willow | One of the most important materials. A sunshade at local facilities around the Wetland is made of it. | | ✓ | | | ✓ | | | ✓ | | ✓ |
| Birds | Swans | Its beauty is a visual attraction. | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Wigeon | One of the special species in Guilan Province. | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Teal | An important bird for locals. It is usually used to make a local food around the Wetland. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Cormorant | Good at swimming and diving bird to catch a fish. To see such action is fun. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Marsh Harrier | It is one of the hunter birds controlling mice's population in the Wetland. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Fishes | White Fish | It is the most famous fish in the north part of Iran and the most important fish in a food basket of Gilan Province especially Anzali City. Tourist can enjoy sport fishing with a boat. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | | |
| | Perch | Tourist can enjoy sport fishing with a boat. Local people eat it in a cold season. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | | |
| | Carp | Tourist can enjoy sport fishing with a boat. Local people eat it in a cold season. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | | |
| | Pike | It lives in the Wetland for a whole year. | | ✓ | | | ✓ | ✓ | ✓ | | | |
| | Silver Carp | People catch when the number of white fish decreases. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | | |
| Mammals | Jungle cat | It is rare in the Wetland. Encounter of a jungle cat impresses tourists. | | | ✓ | | ✓ | ✓ | ✓ | | | ✓ |
| | Water Buffalo | Local people raise it. The wilderness impresses tourists. | | ✓ | | | ✓ | ✓ | ✓ | | | |
| | Boar | Encounter of a boar impresses tourists. | | | ✓ | | ✓ | ✓ | ✓ | | | ✓ |
| | Wild horse | A flock of wild horses attracts tourists. | | ✓ | | | ✓ | ✓ | ✓ | | | |
| | Otter | Only aquatic mammal in the Wetland. It is rare. | | | ✓ | | ✓ | ✓ | ✓ | | | ✓ |

3. Tourism Market around the Anzali Wetland

3.1 Trend of Tourism Market

The tourism market was surveyed by interviewing and questionnaires to accommodations and stakeholders, and analyzing existing statistics. Besides, interviews using a structural questionnaire to tourists visiting Anzali City were conducted. Table A-1.4 summarizes shows the survey results.

Table A-1.4 Trend of Tourism Market around the Anzali Wetland

| No. | Items | Trend |
|-----|--------------------|---|
| 1 | Number of Tourists | Anzali City is very famous as a sea-side town for tourists. According to GCHHTO, around 2.5 million tourists visit Anzali City annually and it is assumed that around |

| | | |
|---|---------------------------|---|
| | | 45% of them visit the Anzali Wetland. The number of tourists is increasing gradually. |
| 2 | Seasonality of Tourists | In spring, including Norouz (new year holiday in March), and summer, a huge number of tourists visits Anzali City. On the other hand, in winter, the number of tourists decreases dramatically. According to the hearing and questionnaire on hotels, around 70 to 80% of annual number of tourists stays in Anzali City in spring and summer. |
| 3 | Means of Transportation | Moving by a car is main means for most of tourists. Some tourists use a taxi for transportation. Very few tourist buses are seen in Anzali. |
| 4 | Nationality of Tourists | Most of tourists are Iranian. Tourists come from various regions in Iran such as Tehran, Esfahan, Azerbaijan, and so on. |
| 5 | Style of Travel | Most of tourists travel with their family or friend groups. |
| 6 | Types of Accommodation | There are several types of staying in Anzali City, e.g. a hotel, suite, tent and villa. In Anzali, there are four major hotels. Villas are located near the sea sides. Some of villas are owned privately. While owners do not use their villas, they lend visitors them. A period of lending is various, e.g. for a weekend, a few months, a year, etc. Along the sea sides, there are a number of suites as well. Their prices and quality of facility are lower than those of hotels and villas. To stay in a tent is a very popular way. There are two bigger camping sites in Anzali City. However, not only in such areas but also on some public spaces such as beach, pavement and center divider, travelers set up their tents. |
| 7 | Tourists' Activities | According to the questionnaire on hotels, tourists stay in Anzali City for a relatively short period, one night or a few nights. Major tourists' activities are wandering in city, relaxing in an accommodation and activities in/around Caspian Sea. Compared to the number of tourists enjoying those activities, it appears that those visiting the Wetland are less. |
| 8 | Expectation from Tourists | According to the questionnaire on the hotels, major expectations from tourists visiting Anzali City are outdoor activities in nature and relaxing at accommodations. |
| 9 | Inquiry from Tourists | According to the hotels, they receive several inquiries about tourism activities in the Wetland. Main inquiries are a route to the Wetland, facilities and tours in the Wetland |

4. Current Ecotourism and Tourism Activities in the Anzali Wetland

4.1 Tours Provided by Tourism Agencies

According to GCHHTO, it has hardly identified any ecotourism activities and NGOs promoting ecotourism in Guilan Province. In the Wetland, there is no statistic about ecotourism and tourism activities. However, based on hearing and site visits, some activities were identified.

Firstly, a few private tourism agencies occasionally provided tours aiming at enjoying the nature in the Wetland. One agency organized a boat tour in the Wetland in summer of 2007. Total of 17 tourists including foreigners participated in the tour. A local resident, who is engaged in farming and fishing in/around the Wetland, participated in as a boat driver and nature guide.

Private travel agencies from Tehran are interested in tours in the Wetland as well. According to the Boat Union of the Wetland, some agencies from Teheran provided tours borrowing their boats before.

4.2 Boat Tours

Currently, tourism activities in the Wetland are limited to boat tours. It is difficult for tourists to access the Wetland without a boat because walking paths have yet to be developed.

During peak seasons in spring and summer, private companies provide tourists with boat tours in the Wetland. There are 16 companies providing the boat tours. They have their jetties around the Anzali Port.

A company, which seems the biggest one among those, has three tour programs which cost from 300,000 to 500,000 IRR. Differences of three programs are tour routes. It hires around 20 boat drivers most of whom are fishermen in the Wetland. They work as boat drivers for six months (approximately for spring and summer) when fishing is prohibited in the Wetland. They work as fishermen during the rest of six months. If tourists ask question about environments in the Wetland, they explain based on their experience and knowledge. However, the level of explanation is not satisfactory for tourists. Besides, the boat tours seem to lack environmental awareness. High speed driving of a boat frightens birds and fishes in the Wetland.

4.3 Facilities in the Wetland

There exists several facilities in the Wetland. However, most of them have been abandoned and need to be repaired. Table A-1.5 shows a list of the facilities.

Table A-1.5 List of Existing Facilities in the Wetland before the Project

| Category | Name | Location |
|---------------------------|---|--|
| Facilities | Research Centre | Entrance of Sorkhankol |
| | Environmental Education Center | Selke |
| | Jetties | Selke |
| | Watching tower | Selke |
| | Bird hide with signboard | Selke |
| | Paths | Selke |
| | Wooden bridge | Selke |
| | Restaurant | Entrance of Wetland |
| | Kayaking station | Near Ghazian Bridge |
| Signboards | Signboard showing a picture of lotus flower | Lotus flower growing area, Sorkhankol |
| | Signboard showing a food chain | Entrance of Sorkhankol |
| | Signboard explaining the Wetland | Near Saturday market and private jetties |
| Facilities for DOE guards | Ghalamgoudeh Jetty | Ghalamgoudeh |
| | Guard station at Siakeshim | Siakeshim |
| | Guard station at Sorkhankol | Sorkhankol |

Attachment 2: Outline of Establishment of the Association for Promotion of the Anzali Wetland Ecotourism

(Establishment)

Article 1

To develop the ecotourism in/around the Anzali Wetland, the Association for Promotion of the Anzali Wetland Ecotourism (called the Association hereinafter) is established.

(Purpose)

Article 2

The Association aims at developing the Anzali Wetland Ecotourism which enhances the value of the Wetland through the ecotourism connecting the natural/social environments, tourism and region based on the cooperation among broad stakeholders.

(Activities)

Article 3

To achieve the purpose mentioned in Article 2, the Association conducts activities as follows:

- (1) Development and/or conducting of ecotours, and coordination among stakeholders;
- (2) Development and monitoring of compliance with the Guidelines (Rules) of the Anzali Wetland Ecotourism;
- (3) Training and management of nature guides;
- (4) Development and operations and maintenance (O&M) of facilities;
- (5) Monitoring of ecotours and their impacts;
- (6) Information and advertisement management; and
- (7) Management of the conservation fund. *1

(Members)

Article 4

The Association is composed of the members as follows:

Table Members of the Association

| No. | Organization | Title | Position in the Association |
|------------|--|--|------------------------------------|
| 1 | DOE Guilan | Head | Head |
| 2 | GCHHTO | Head | Deputy |
| 3 | DOE Anzali Municipality | Head | Member |
| 4 | DOE Sowma'eh Sara Municipality | Head | Member |
| 5 | Anzali Municipality | Mayor | Member |
| 6 | Sowma'eh Sara Municipality | Mayor | Member |
| 7 | Tourism Agency Union | Head | Member |
| 8 | Hotel Union | Head | Member |
| 9 | Boat Union | Head | Member |
| 10 | Dam Owner Union | Head | Member |
| 11 | Nature guide Union | Head | Member |
| 12 | Secretariat of Anzali Wetland Ecotourism | Staff of DOE Guilan, Staff of GCHHTO, Head of Tourism Agency Union (same as 7) | Member |

(Executives)

Article 5

1. A deputy and vice-deputy are assigned in the Association.
2. The deputy represents the Association and manages all activities by the Association.
3. The vice-deputy works with the deputy to manage all activities by the Association, and

substitutes for the deputy, if needed.

4. In case of vacancies of the executives, a successor becomes a new executive.
(Meeting)

Article 6

1. The Association holds one meeting every fiscal year. The Association can organize additional meetings, if needed.
2. The deputy calls the meeting of the Association, and he/she becomes a chairperson of the meeting.
3. The Association discusses/decides a policy of the Anzali Wetland Ecotourism and other relevant issues.
4. The deputy can invite outside experts in the meeting, if needed.

(Secretariat)

Article 7

1. A secretariat is established to implement the activities mentioned in Article 3 and conduct administrative works of the Association.
2. The deputy can assign outside experts as a member of the secretariat, if needed.
3. The secretariat is composed of the members as follows. A leader and contact person is a staff from Department of Environment (DOE) Guilan.

Table Members of the Secretariat

| No. | Organization | Title | Position in the Secretariat |
|-----|--|-------|-----------------------------|
| 1 | DOE Guilan | Staff | Leader/Contact person |
| 2 | GCHHTO | Staff | Vice-leader |
| 3 | Representative of Tourism Agency Union | Head | Member |

4. The members of secretariat have each main tasks described in the attached table.

(Other detail rules)

Article 8

The deputy additionally stipulates necessary items for the operation of the Association other than those clarified in this outline based on agreement in the Association.

(Supplementary provision)

This outline is put into effect after August 2012.

*1: After the management mechanism of the conservation fund is established

Attachment

Table Tasks of Each Member of the Secretariat

| No. | Organization | Main Tasks | Detail Works | Sub-Tasks |
|-----|--------------|--|--|--|
| 1 | DOE Guilan | <ol style="list-style-type: none"> 1. Development and conducting of ecotours 2. Development and monitoring of compliance with the Guidelines 3. Training and management of nature guides *1 4. Development and O&M of facilities 5. Monitoring of ecotours and their impacts 6. Management of conservation fund *2 7. Organize a meeting of the Association | <ul style="list-style-type: none"> - Plan and implement ecotours through coordination among stakeholders - Lead development and/or revision of the Guidelines - Monitor their compliance by no-notice survey, interviews and/or questionnaire - Conduct periodical nature guide training and issue a certificate - Plan and develop facilities - O&M of facilities - Monitoring of compliance with the Guidelines (see 2. above) - Monitoring water quality, natural conditions in the Wetland - Manage revenue and expenditure - Control equal distribution and appropriate use - Do administrative works for arranging a meeting | <p>Cooperate with GCHHTO and tourism agency in other works such as</p> <ul style="list-style-type: none"> - Training and management of nature guides - Monitoring of ecotours - Information and advertisement management |
| 2 | GCHHTO | <ol style="list-style-type: none"> 1. Development and conducting of ecotours 2. Training and management of nature guides 3. Development and O&M of facilities 4. Monitoring of ecotours 5. Information | <ul style="list-style-type: none"> - Plan and implement ecotours through coordination among stakeholders - Conduct periodical nature guide training and issue a certificate - Prepare a list of certified nature guides - Contact organization for enquiry about nature guides and introduction to tour providers and others - Monitor quality of nature guides by no-notice survey, interviews and/or questionnaire - Plan and develop facilities - O&M of facilities - Monitoring of quality of nature guides (see 2. above) - Monitoring of safety management in ecotours by no-notice survey, interviews and/or questionnaire - Prepare brochures, | <p>Cooperate with DOE Guilan and tourism agency in other works such as</p> <ul style="list-style-type: none"> - Implement and monitor compliance with the Guidelines - Monitoring of ecotours and their impacts - Organize a meeting of the Association |

| | | | | |
|---|----------------------|---|---|--|
| | | and advertisement management | website, etc. and disseminate to the public | |
| 3 | Tourism Agency Union | 1. Development and conducting of ecotours | - Plan and implement ecotours through coordination among stakeholders | Cooperating with DOE Guilan and GCHHTO in other works such as |
| | | 2. Information and advertisement management | - Prepare brochures, website, etc. and disseminate to the public | <ul style="list-style-type: none"> - Implement and monitor compliance with the Guidelines - Training and management of nature guides - Development and O&M of facilities - Monitoring of ecotours and their impacts - Organize a meeting of the Association |

*1: If GCHHTO cannot do, DOE Guilan has a main responsibility in the nature guide management, including preparing a list, managing enquiry and monitoring quality of nature guides

*2: After the management mechanism of the conservation fund is established

Attachment 3: Location of Facilities



Figure A-3.1 Location of Facilities in/around the Anzali Wetland

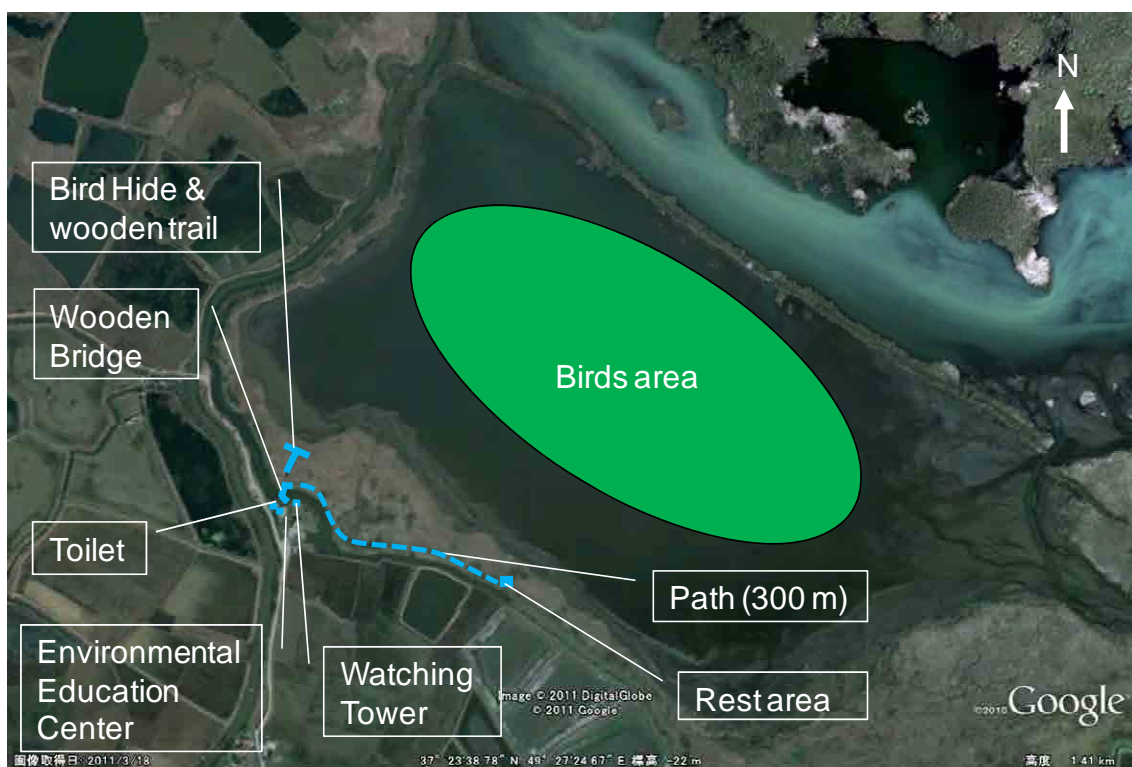


Figure A-3.2 Location of Facilities in Selke