Islamic Republic of Iran’s Presentation on “Tourism Product Development”

Case Study of Matin Abad Tourism Desert Camp

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Matin Abad Desert Camp is located 6Km away from the Tehran-Isfahan highway, about 60Km south-east of Kashan, one of the main attraction of Central Iran.

As it has been founded specifically to offer different services and activities at a single but consistent complex to domestic and international tourists, it can be regard as **tourism product development**.

- Trekking
- Bike riding
- Camel riding
- Star gazing
- Rally
- Traditional restaurant
- Traditional accommodation
- Tent accommodation
- Other facilitation
PHOTOS OF MAIN BUILDING
1. **Tents**

- Tents may have 1 bed or 2 beds.
- Tents are 12sqm.
- Tents are set up on a bench to produce minimal environmental impact while providing an efficient thermal and wind resistant unit.
- Tents are set up with enough space between them to provide adequate privacy.
- Tents are located close to the main building, bath and wash rooms.
- Tents are equipped with electricity.
- Tents are equipped with mosquito nets and with Korsi (Iranian style heating) for the colder months.
2-Suites (Caravanserai)

- There are seven 24 sq m suites in the camp. Each suite has a private bathroom, comfortable double or twin beds, and it is cooled and heated by a central air-conditioning system. The interior design is based on the traditional Iranian house, where we use a combination of thatch and plaster in decoration.
PHOTOS OF SUITES (CARAVANSERAI)
Restaurant is located in the northeast of the camp area. Breakfast, lunch and dinner are served in the restaurant. Travelers can also have tea in the teahouse on the second floor of the Caravanserai.
PHOTOS OF RESTAURANT
PHOTOS OF TEAHOUSE
BIKE RIDING AND ATV RIDING
CAMEL RIDING
Trekking
STAR GAZING
DESERT RALLY
Solar thermal energy supplies 70% of the total energy.
RAISING OSTRICH
RAISING CAMEL

[Images of camels and a baby camel feeding from its mother.]
ORGANIC FARM
Thanks for your patience

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