



Promoting Responsible Tourism for Heritage Protection and Sustainable Development

Newsletter December 2020



The project aims to improve the capacity of local development actors to promote and manage responsible tourism as a resource for protecting cultural heritage, thus contributing to employment generation and sustainable development.



Co-funded by
the European Union

[EC-Iran Responsible Tourism Newsletter - December 2020](#)

Awareness Building on Responsible Tourism that Protects Local Cultural Heritage

This newsletter is part of the “Promoting Responsible Tourism for Heritage Protection and Sustainable Development” project co-funded by DEVCO (European Commission Directorate-General for International Cooperation and Development) with a view to supporting local development and expanding economic opportunities in the Islamic Republic of Iran. Through the newsletter, the implementing Consortium partners share news, events and activities related to project activities, to tourism and cultural heritage in the Islamic Republic of Iran and news of interest from across the world.

Responsible Tourism

In addition to the positive effects, tourism has many negative effects and consequences, that reduces the quality of life of residents of tourist areas. Accordingly, in addition to planning and monitoring of related organizations, one of the most important factors that can increase the positive effects of tourism and reduce its negative effects is the use and development of responsible tourism.

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Project Events this Month



On 12th November 2020, a Webinar was held by Marefat Pardis Toos (MPT) on the **“The Role of Tourism in Increasing the Integration of Nations and the Realization of Friendship and Global Peace”**. Key Speakers included: Dr. Stefano De Santis, NECOS Expert and Mr. Di Giacinto, Director of the Italian Trade Agency. [Read More](#)

On 19 November 2020, a webinar was organised by MPT on **“Integrated Strategies for Responsible Tourism Management”**. Key speakers included Dr. Tajari, Directorate General of Tourism, Cultural Heritage and Handicraft of Golestan Province, Dr. Reza Rezvani Parkand, Tourism Management Researcher.

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On 3rd December 2020, an online Zoom webinar was held by MPT on the Topic **“How to Develop Innovative Business Model for Responsible Tourism, Heritage Protection, and Sustainable Development”**. Key Speakers were Dr. Enrico Libera, EU Project Coordinator, and Dr. Roshan Babaee Hemmati, Chairman of the Iran Creative Tourism Center. [Read More](#)

On 10th December 2020, a webinar was held by Marefat Pardis Toos (MPT) on the Topic **“Post COVID-19 Tourism Trends: Planning and Way Forward”**. Key Speakers included Dr. Vrinda Dar, NECOS President, and Dr. Shervan Shoaee, Non-Communicable Diseases Research Center (NCDRC). The experts shared that tourism was one of the hardest hit economic sectors by COVID-19, international tourist arrivals in 2020 having decreased between 58% - 78%. 100 to 120 with 50% tourism related jobs still at risk. They shared that UNWTO in its 112 Executive Council Sept 2020 Session recommended that tourism be a priority sector for incentives and recovery support by government and investment agencies and that markets and products be diversified, They shared how the world was re-thinking tourism and that the emerging trends include among others: slow and responsible tourism, closer engagement and contact with local communities, going back to nature, combining work with travel especially for those working largely from home, smaller groups rather than mass tourism, staying longer periods in one destination rather than short travels with rapidly changing destinations, health retreats, preferring quality over quantity, etc.





An Exhibition of Historical Documents and Photos of the Restoration Process of Shahidi House

(Gorgan, Golestan province, Iran)

By the completion of the restoration operation of Shahidi historical house in Sarcheshmeh quarter in Gorgan, which was done with the investment of the private sector, this historic house was put into operation by holding an exhibition entitled "Historical Documents and Photos of the Restoration Process of Shahidi House". This house was the residence of one of the historical and influential figures of Astarabad (present-day Gorgan) in the Qajar era.

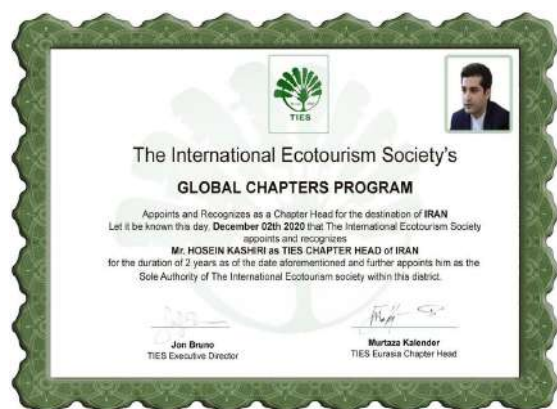
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Iran's Membership in TIES (International Ecotourism Society)

Dr. Hossein Kashiri was appointed as TIES Chapter head in Iran for two years on 2nd December 2020

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