

Promoting Responsible Tourism for Heritage Protection and Sustainable Development

Newsletter February 2021



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.



EC-Iran Responsible Tourism Newsletter - February 2021

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.

THEME OF THE MONTH

Article from the Director's Desk

article written on the theme by the Director of the Newsletter (half a page)

Project Events this Month

Partnership meeting in Rome



On **16th February 2021**, at the office of the Legacoop in Rome a meeting was held amongst Italian and Iranian partners.

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Marefat Pardis Toss Awareness Campaign

Marefat Pardis Toss held the responsible tourism awareness campaign in Khorasan Razavi and Golestan provinces with the participation of students, stakeholders, local actors, tourism experts, etc.

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See Posters

See Awareness Campaign Photos

















Iran's Scientific Ecotourism Election

Dr. Hossein Kashiri has been chosen as a member of the board of Iran's Scientific Ecotourism in the second annual election which was held under the supervision of the Ministry of Science, Research and Technology, and the Ministry of Cultural Heritage, Tourism and Handicrafts on 1-2 March 2021.

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Plan for the Land Society Awareness Campaign

Plan for the land society participated in the responsible tourism awareness campaign in the family rally event on 5th February 2021 on Kish Island with the participation of stakeholders, tourism, etc. On this special day, Plan for the Land Society distributed some cotton bags with a design of one of the wildlife symbols of Kish on them among the contributors on the start line in order to raise their awareness and promote sustainable tourism for protecting cultural heritage and sustainable development.

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Also, Plan for the Land society presented in 14th International Tourism and Handicrafts Exhibition at Tehran provinces on 23-26 February 2021. It's one of important exhibition on tourism that it has been held for years, and there are various groups of tourism industry activists, tour leaders, travel agencies, airlines, travel agencies, Iran hotels, governmental agencies, and various international tourism agencies, etc. to participate in it. A booklet and a poster are provided with the subject "Responsible Tourism" for use in awareness campaign.

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See poster and booklet





















Plan for the Land society participated in cleaning up around the historical place "Harireh Ancient City" on World Heritage Week on Kish Island 25th May 2021. The cleaning up in the form of a public campaign with the aim of maintaining and improving the quality of the environment and cultural heritage as well as promoting sustainable development on Kish island.

















