

Promoting Responsible Tourism for Heritage Protection and Sustainable Development

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



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

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, the “Promoting Responsible Tourism for Heritage Protection and Sustainable Development” 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.

This newsletter is a quarterly brief to share, with Action participants, the news, events and activities related to tourism and cultural heritage promotion in the Islamic Republic of Iran, activities being implemented by partners as part of the DEVCO co-funded Action and news of interest from across the world.

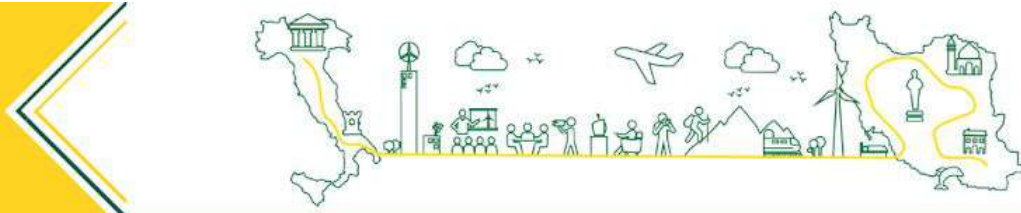
Italian Consortium members Visit Iran

A two-member team of the Italian Consortium partners travelled to Iran in September-October 2020. Although increasing numbers of COVID-19 cases and related restrictions on travelling to and inside the country posed a major challenge for the visiting team, travel by land across the target provinces and social distancing measures helped mitigate exposure to potential pandemic contracting risks.

The aim of the visit was primarily to train Iranian partner staff as TOT for effective implementation of upcoming activities, better understand implementation challenges and identify solutions together, identify obstacles in remote access and utilisation of knowledge resources.

Upcoming activities to be implemented in Iran include conducting awareness building activities through improvised modalities adhering with COVID-19 restrictions and preventive measures; mapping and identification of cultural and heritage resources in collaboration with CSOs, trusted community leaders, local





government, public and private tourism agencies, academic institutions; reviewing tourism policy documents and preparing the ground for integrating responsible tourism strategies and plans.

The team held meetings and awareness building sessions for civil society, local and tourism related public and private agencies, academic institutions, local experts and some key members of the communities in the provinces of Golestan, Khorasan Razavi and Kish-



explaining the value and benefit in responsible cultural heritage tourism, describing, through presentation of concepts and best practise, the process for heritage resource mapping, participated strategy and plan development and promotion of sustainable cultural heritage tourism.



The team visited cultural heritage resources in Golestan and Kish that are little known to domestic and international tourists. Various ways were discussed with government representatives on how to develop responsible tourism offers so that tourist influx in the province could be increased.



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