

**Sustainable Tourism Strategy Development Training for**

**World Heritage Site Managers in the Islamic Republic of Iran**

7-9 September 2016

Bisotoun, Kermanshah Province, Iran

Day 1 Wednesday, 7 September

 **TIME SESSION**

*9*:*00 – 9:05* ***Recitation of Holy Quran and National Anthem of I.R. of Iran***

*9:05 – 9:15* ***Welcome Remarks***

 *Head of Kermanshah Provincial ICHHTO*

*9:15 – 9:25* ***Welcome Remarks***

***Ms. Esther Kuisch Laroche****, Director and Representative, UNESCO Tehran Cluster Office*

*9:25 – 9:35* ***Remarks,***

***Mr Razani,*** *Governor General of Kermanshah Province*

 *9:35– 9:45* ***Remarks,***

***Dr. Morteza Rahmani Movahed,*** *Deputy Head of Tourism, ICHHTO*

*9:45 – 9:55* ***Remarks,***

 ***Dr. Mohamad Hassan Talebian,*** *Deputy Head of Cultural Heritage, ICHHTO*

*9:55 – 10:05* ***Remarks,***

 ***Carlos Aragón Gil de la Serna,*** *Deputy Head of Mission, Spanish Embassy in I.R of Iran*

*10:10 – 10:15* ***Group Photo***

*10:15 – 10:45*  ***COFFEE/TEA BREAK***

*10:45 – 11:30* ***Presentation of participants***

*11:30 – 12:15* ***Introducing the UNESCO World Heritage and Sustainable Tourism Programme and ‘How To’ guides,*** *by facilitator, Ms Cecilie Smith-Christensen*

*12:15 – 12:45* ***Tourism in Iran and Related Strategy*** *by Dr Rahmani Movahed*

*12:45 – 14:00* ***LUNCH & PRAYER***

*14:00 – 14:45* ***Developing a World Heritage and sustainable tourism strategy taking a destination management approach,*** *by facilitator****,*** *Ms Cecilie Smith-Christensen*

*14:45 – 15:15* ***Developing strategies at each of the Iranian World Heritage sites.******Securing funding and investment*** *by Dr Talebian*

*15:15 – 15:40* ***Q&A***

*15:40 – 15:45* ***Closing of day 1*** *by facilitator****,*** *Ms Cecilie Smith-Christensen*

*15:45 – 16:00* ***COFFEE/TEA BREAK***

*16:00 – 18:00* ***Visit of Bisotoun World Heritage Site***

*18:00 – 20:00 Rest / Free time*

*20:00* ***Dinner***

Day 2 Thursday, 8 September

 **TIME SESSION**

 *09:00 – 09:10* ***Introduction to day 2*** *by facilitator, Ms Cecilie Smith-Christensen*

*09:10 – 10:45* ***Practical experience of tourism management at World Heritage Site****, by Miguel Ángel Troitiño, Professor of Human Geography at Universidad Complutense de Madrid*

*10:45 – 11:00* ***Q&A***

*11:00 – 11:30*  ***COFFEE/TEA BREAK***

*11:30 – 12:00* ***Management of tourism in Iran,*** *by Mr Arash Nooraghayi from Tourism Deputy of ICHHTO*

*12:00 – 12:30* ***Understanding tourism at destination*** *by facilitator****,*** *Ms Cecilie Smith-Christensen*

*12:30 – 14:00*  ***LUNCH***

*14:00 – 15:00* ***Working session:******Identifying strengths, weaknesses, opportunities and threats (SWOT*** ***analysis),*** *by participants*

*15:00 – 16:15* ***Practical Experience of Managing tourism at Persepolis World Heritage Site,*** *by Mr Masoud Rezayi Monfared, Persepolis World Heritage Site Manager and Mr Hossein Abbasi Mehr, Tourism Activist at Persepolis*

*15:15 – 16:55* ***Group discussion:******Strengths, weaknesses, opportunities and threats – similarities and differences,*** *facilitated by Ms Cecilie Smith-Christensen*

*16:55 – 17:00* ***Closing of day 2*** *by facilitator****,*** *Ms Cecilie Smith-Christensen*

*17:00 – 17:30*  ***COFFEE/TEA BREAK***

*17:30 – 19:00* ***Music Performance by Mastoor Band***

*19:00 – 20:30 Rest / Free time*

*20:30* ***Dinner***

Day 3 Friday, 9 September

 **TIME SESSION**

*09:00 – 09:15* ***Introduction to day 3*** *by facilitator, Ms Cecilie Smith-Christensen*

*09:15 – 09:45* ***New Plans of Tourism at World Heritage Sites,*** *by Mr Farhad Azizi*

*09:45 – 10:15* ***Development of tourism and local communities,*** *Dr Seyed Ahmad Mohit Tabatabaei, Head of ICOM in Iran and Advisor of Head ICHHTO Research Centre, Former Deputy of ICHHTO for Introduction and Education*

*10:15 – 10:30* ***Q&A / Discussion***

*10:30 – 11:00*  ***COFFEE/TEA BREAK***

*11:00 – 11:20* ***World Heritage and tourism stakeholders - involving and engaging local communities and businesses,*** *by facilitator, Ms Cecilie Smith-Christensen*

*11:20 – 12:00* ***Working session: Identifying your stakeholders,*** *by participants*

*12:00 – 12:30* ***Q&A / Discussion***

*12:30 – 14:00*  ***LUNCH***

*14:00 – 14:45* ***Practical aspects of managing tourism – visitor management, infrastructure development and governance,*** *by facilitator, Ms Cecilie Smith-Christensen*

*14:45 – 15:15* ***Partnership at Sustainable Tourism,*** *Mr Seyed Mehdi Mojabi****,*** *Architecture Theorist and University Professor*

*15:15 – 15:30* ***Q&A / Discussion***

*15:30 – 16:00*  ***COFFEE/TEA BREAK***

*16:00 – 17:00* ***Wrap up, Follow up Actions and Assignments*** *by facilitator, Ms Cecilie Smith-Christensen and participants*

*17:00 – 17:30* ***Closing of Workshop***

Day 4 Saturday, 10 September (Optional)

*09:30 – 11:00* ***Visiting Tagh-e- Bostan***

*11:00 – 13:30* ***Visiting Ghoori Ghale’ Cave***

*13:30 – 14:30* ***Lunch***

*15:00 – 16:00* ***Paveh-Kermanshah Root***

*13:30 – 14:30* ***Visit of Tekye moaven-ol- Molk***