

## 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   | <b>Recitation of Holy Quran and National Anthem of I.R. of Iran</b>  |
| 9:05 – 9:15   | <b>Welcome Remarks</b><br><i>Head of Kermanshah Provincial ICHHTO</i>  |
| 9:15 – 9:25   | <b>Welcome Remarks</b><br><i>Ms. Esther Kuisch Laroche, Director and Representative, UNESCO Tehran Cluster Office</i>                                      |
| 9:25 – 9:35   | <b>Remarks,</b><br><i>Mr Razani, Governor General of Kermanshah Province</i>   |
| 9:35– 9:45    | <b>Remarks,</b><br><i>Dr. Morteza Rahmani Movahed, Deputy Head of Tourism, ICHHTO</i>  |
| 9:45 – 9:55   | <b>Remarks,</b><br><i>Dr. Mohamad Hassan Talebian, Deputy Head of Cultural Heritage, ICHHTO</i>  |
| 9:55 – 10:05  | <b>Remarks,</b><br><i>Carlos Aragón Gil de la Serna, Deputy Head of Mission, Spanish Embassy in I.R of Iran</i>  |
| 10:10 – 10:15 | <b>Group Photo</b>   |
| 10:15 – 10:45 | <b>COFFEE/TEA BREAK</b>  |
| 10:45 – 11:30 | <b>Presentation of participants</b>  |
| 11:30 – 12:15 | <b>Introducing the UNESCO World Heritage and Sustainable Tourism Programme and 'How To' guides, by facilitator, Ms Cecilie Smith-Christensen</b>           |
| 12:15 – 12:45 | <b>Tourism in Iran and Related Strategy by Dr Rahmani Movahed</b>  |
| 12:45 – 14:00 | <b>LUNCH &amp; PRAYER</b>  |
| 14:00 – 14:45 | <b>Developing a World Heritage and sustainable tourism strategy taking a destination management approach, by facilitator, Ms Cecilie Smith-Christensen</b> |
| 14:45 – 15:15 | <b>Developing strategies at each of the Iranian World Heritage sites. Securing funding and investment by Dr Talebian</b>                                   |
| 15:15 – 15:40 | <b>Q&amp;A</b>   |

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 | <b>Introduction to day 2</b> by facilitator, Ms Cecilie Smith-Christensen   |
| 09:10 – 10:45 | <b>Practical experience of tourism management at World Heritage Site</b> , by Miguel Ángel Troitiño, Professor of Human Geography at Universidad Complutense de Madrid  |
| 10:45 – 11:00 | <b>Q&amp;A</b>  |
| 11:00 – 11:30 | <b>COFFEE/TEA BREAK</b>   |
| 11:30 – 12:00 | <b>Management of tourism in Iran</b> , by Mr Arash Nooraghayi from Tourism Deputy of ICHHTO   |
| 12:00 – 12:30 | <b>Understanding tourism at destination</b> by facilitator, Ms Cecilie Smith-Christensen  |
| 12:30 – 14:00 | <b>LUNCH</b>  |
| 14:00 – 15:00 | <b>Working session: Identifying strengths, weaknesses, opportunities and threats (SWOT analysis)</b> , by participants  |
| 15:00 – 16:15 | <b>Practical Experience of Managing tourism at Persepolis World Heritage Site</b> , by Mr Masoud Rezayi Monfared, Persepolis World Heritage Site Manager and Mr Hossein Abbasi Mehr, Tourism Activist at Persepolis |
| 15:15 – 16:55 | <b>Group discussion: Strengths, weaknesses, opportunities and threats – similarities and differences</b> , facilitated by Ms Cecilie Smith-Christensen  |
| 16:55 – 17:00 | <b>Closing of day 2</b> by facilitator, Ms Cecilie Smith-Christensen  |
| 17:00 – 17:30 | <b>COFFEE/TEA BREAK</b>   |
| 17:30 – 19:00 | <b>Music Performance by Mastoor Band</b>  |
| 19:00 – 20:30 | <i>Rest / Free time</i>   |
| 20:30         | <b>Dinner</b>   |

Day 3 Friday, 9 September

| TIME          | SESSION  |
|---------------|--|
| 09:00 – 09:15 | <b>Introduction to day 3</b> by facilitator, Ms Cecilie Smith-Christensen  |
| 09:15 – 09:45 | <b>New Plans of Tourism at World Heritage Sites</b> , by Mr Farhad Azizi   |
| 09:45 – 10:15 | <b>Development of tourism and local communities</b> , 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 | <b>Q&amp;A / Discussion</b>  |
| 10:30 – 11:00 | <b>COFFEE/TEA BREAK</b>  |
| 11:00 – 11:20 | <b>World Heritage and tourism stakeholders - involving and engaging local communities and businesses</b> , by facilitator, Ms Cecilie Smith-Christensen  |
| 11:20 – 12:00 | <b>Working session: Identifying your stakeholders</b> , by participants  |
| 12:00 – 12:30 | <b>Q&amp;A / Discussion</b>  |
| 12:30 – 14:00 | <b>LUNCH</b>   |
| 14:00 – 14:45 | <b>Practical aspects of managing tourism – visitor management, infrastructure development and governance</b> , by facilitator, Ms Cecilie Smith-Christensen  |
| 14:45 – 15:15 | <b>Partnership at Sustainable Tourism</b> , Mr Seyed Mehdi Mojabi, Architecture Theorist and University Professor  |
| 15:15 – 15:30 | <b>Q&amp;A / Discussion</b>  |
| 15:30 – 16:00 | <b>COFFEE/TEA BREAK</b>  |
| 16:00 – 17:00 | <b>Wrap up, Follow up Actions and Assignments</b> by facilitator, Ms Cecilie Smith-Christensen and participants  |
| 17:00 – 17:30 | <b>Closing of Workshop</b>   |

Day 4 Saturday, 10 September (Optional)

|               |                                       |
|---------------|---------------------------------------|
| 09:30 – 11:00 | <b>Visiting Tagh-e- Bostan</b>        |
| 11:00 – 13:30 | <b>Visiting Ghoori Ghale' Cave</b>    |
| 13:30 – 14:30 | <b>Lunch</b>                          |
| 15:00 – 16:00 | <b>Paveh-Kermanshah Root</b>          |
| 13:30 – 14:30 | <b>Visit of Tekye moaven-ol- Molk</b> |