

The First International Tourism Brand Conference was held in Isfahan Chamber of Commerce Mines and Agriculture on Jan. ۳-۴. ۲۰۱۶



The indices of Iranian tourism brand were created at the conference, which was attended by Iranian and foreign tourism experts as well as top political, cultural and academic figures from universities and foreign scientific organizations, Isfahan Chamber of Commerce, Isfahan Municipality, Cultural Heritage, Handicrafts and Tourism Organization, and the last but not the least UNWTO and UNESCO

representatives.

Speaking at the conference, Masoud Soltanifar, the vice president and the head of Iran's Cultural Heritage, Handicrafts and Tourism Organization, said that one of the main objectives of the conference was to define strategies to increase Iran's share of global tourism industry. He also said;

"Global tourism industry generated \$۶.۵ trillion in ۲۰۱۴ and this figure has increased in ۲۰۱۵".

He added that a national tourism brand would enable Iran to attract more than one billion tourists, and considered tourism brands as key factors to create an unforgettable image in tourist's mind.

Professor Jafar Jafari, the scientific secretary of the conference, described tourism as the most competitive industry in the world. "Tourism is the symbol for peace, friendship, hospitality and respect to other nations," said Jafari, who is also the advisor to World Tourism Organization.

The President of Isfahan Chamber of Commerce, S.A. Sahlabadi, said that astonishing monuments and well-made handicrafts are not the only Isfahan's cultural heritage, but the warm, friendly, and hospitable manner of Isfahan people is another fascinating factor to foreign tourists. S.A. Sahlabadi, Pointing to the fact that for centuries, people with different religious beliefs have coexisted in Isfahan in peace and respect for one another, He described Isfahan as the city of kindness, peace, safety and friendship.

This International Tourism Brand Conference is registered in international calendar ۲۰۱۶ of United Nations World Tourism Organization (UNWTO).

Five workshops and panel discussions with the presence of tourism experts from the US, Spain, China, Belgium, South Korea, Denmark, Japan, Germany, Australia, Portugal, Croatia were held at the conference during which Iran's tourism potentials in cultural, historical, social and artistic fields were assessed.

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