



Esfahan Chamber of Commerce is determined for contribution to development of tourism industry

Esfahan Tourism Brand” Project Meeting emphasis was on the issue of economic models of” financing for the project through assisting the development of tourism industry and the .necessity of establishing a strong organization in the field of tourism

S.H. Ghaziasgar, Deputy Governor for economic affairs of Esfahan Governor General Office emphasized on the problems this industry is faced with.

Mohsen Iravani, General Manager of investment attraction and support of Esfahan Governor General Office emphasized on the world’s most successful models in the field of tourism, pointing out on the “Turkish model” and localization of these models. M.R. Rejali, Vice Chairman of tourism commission of Esfahan Chamber of Commerce, Industries, Mines and Agriculture (ECCIMA) stressed on the importance of media in introducing Isfahan brand to individuals and increasing the number of tourists.

A. Karbassizadeh Advisor to president of ECCIMA emphasized on the importance and role of the brand in the development of tourism industry. In this respect Isfahan needs more hotels and more attention to the safety and security of tourists.

F. Javadpour, Manager of Abbasi Hotel, also considered advertising as an investment and said: “Advertising through foreign media specially china as the target market is very important for development of tourism industry.”

M. Sarami, managing director of City Center mall and Isfahan Health Care Centre (Shahrak-e Salamat), also emphasized on the importance of face-to-face advertising and the benefits of domestic tourism for Esfahan