



Destination Management and Operations for Increased Domestic Tourism in the New Normal Era

IRAN's Country Presentation

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Key Challenges(1)

- Recognizing tourism and travel as the main factor for the pandemic by related national authorities and press
- People's phobia toward travelling
- Financial damages to tourism stakeholders

Key Challenges(2)

- Inclusion of accommodation establishments and restaurants in the list of centers that had to be closed during the pandemic
- Closure of tourism establishments
- Cancellation of main tourism events
- Lock downs and traffic restrictions

Policies Adopted (1)

- Taking supportive and incentive measures
- Using virtual space and online platforms to prevent stopping tourism affairs
- Planning for safe and responsible travel

Policies Adopted (2)

- Trust building for the public to travel in domestically under supervision of hygienic protocols
- Continuing tourism educational and training programs
- Restricting domestic mass tourism and encouraging small-scale one
- Focusing on outdoor recreation by diversifying tourism products

Success Stories (1)

- Membership in “The National Corona Headquarters”
- Setting up “Committee for Tourism Crisis Management in Corona”:
 - Recognition of the problem and the range of its impacts
 - Managing the mental ambiance of corona
 - Offering and approving financial support packages to tourism sector
 - Putting accommodation units among centers that can be opened

Success Stories (2)

- Preparation and announcement of hygienic protocols and guidelines based on UNWTO and WHO recommendations
- Launching “Responsible and Safe Travel” campaign
 - Notifying the prepared protocols to all tourism establishment
 - Producing and broadcasting video clips and motion-graphics
 - Guaranteeing the travelers’ health by constant supervision

Success Stories (3)

- Extending licenses and certificates of all tourism stakeholders automatically for one year.
- Availing the opportunity to focus more on theoretical issues than practical ones such as:
 - Designing and launching National Tourism Brand
 - Preparing and approving National Strategic Plan of tourism development
 - Preparing National Tourism Exports Strategy in collaboration with ITC

Lessons and Recommendations for the **NEW NORMAL** Emerging from Covid-19

- Focusing on small-scales trips instead of mass tourism
- Focusing on family-oriented trips instead of big sized group tours
- Focusing on organized tours rather than individual trips
- Shifting from long trips to short ones

Lessons and Recommendations for the **NEW NORMAL** Emerging from Covid-19

- Shifting from visits of indoor spaces to outdoor
- Focusing more on Agritourism, Ecotourism, Rural Tourism and Nature- based tourism
- Using VACCINE CARD for promoting and encouraging safe travel
- Setting up a Global Fund for Supporting Tourism



Thank You for Patience