40th UNWTO Affiliate Members Plenary Session:
International Seminar on Harnessing Cultural Tourism through Innovation and Technology

Hamedan, Islamic Republic of Iran,
12-14 November 2018

General Information Note
1. Introduction

The World Tourism Organization (UNWTO) is pleased to inform you that the **Plenary Session of the UNWTO Affiliate Members** will be held from 12 to 14 November 2018 in Hamedan Province, Islamic Republic of Iran, at the kind invitation of the Government of the Islamic Republic of Iran. In line with previous sessions, the 40th Plenary Session of the Affiliate Members will provide the ideal setting for participants to discuss the annual Programme of Work and Restructuring Plan as well as to establish partnerships and joint initiatives around new and existing areas of work.

In the interim, UNWTO and the Iranian Cultural Heritage, Handicrafts and Tourism Organization are co-hosting the **International Seminar on Harnessing Cultural Tourism through Innovation and Technology**. The main aim of the International Seminar is to address the role of innovation and technology in the development of cultural tourism in line with one of UNWTO’s top priority areas. Innovation and technology can develop improved tourism products, enhance governance in tourism and make the most of the proven sustainability of tourism by generating jobs, tackling global challenges and creating development opportunities.

2. Contact information

<table>
<thead>
<tr>
<th>UNWTO Coordinators</th>
<th>Host Coordinators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roxana Ashtari</strong></td>
<td><strong>Logistical support including visa</strong></td>
</tr>
<tr>
<td>Affiliate Members Programme</td>
<td>Mr. Ali Sheykhan</td>
</tr>
<tr>
<td>World Tourism Organization (UNWTO)</td>
<td>Iran Cultural Heritage, Handicrafts &amp; Tourism Organization (ICHTO)</td>
</tr>
<tr>
<td>Tel.: +34 91 567 81 00</td>
<td>Tel: +98 – 21 – 88948816 &amp; 88949017</td>
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<tr>
<td>E-mail: <a href="mailto:rashtari@unwto.org">rashtari@unwto.org</a></td>
<td>E-mail: <a href="mailto:ali_sheykhan@yahoo.com">ali_sheykhan@yahoo.com</a></td>
</tr>
<tr>
<td><strong>Addaia Arizmendi</strong></td>
<td>Mr. Hadi Nazari</td>
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<td>Affiliate Members Programme</td>
<td>Alisadr Co.</td>
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<td>E-mail: <a href="mailto:aarizmendi@unwto.org">aarizmendi@unwto.org</a></td>
<td><strong>Mrs. Kiandokht Torabi</strong></td>
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<td>Visa coordinator:</td>
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<td>E-mail: <a href="mailto:kiandokht_torabi2000@yahoo.com">kiandokht_torabi2000@yahoo.com</a></td>
</tr>
</tbody>
</table>
2. Venue Information

The Meeting will be held in Hamadan, Iran, at the Baba Taher Hotel in the center of the city enjoying access to the old city and view to the Mount Alvand.

3. Official Website

Latest information on the International Seminar on Harnessing Cultural Tourism through Innovation and Technology and the 40th Plenary Session of the UNWTO Affiliate Members is available on the official website:


Participants can access all relevant information including online registration and detailed information on the speakers, social events, tour programmes and about Hamedan etc.

4. Registration and Badges:

Participants are required to register online via the link below by October 20, 2018:


After the completion of your registration, a confirmation e-mail will be sent to you. If you do not receive the confirmation e-mail within two days of your submission, please contact am@unwto.org.

Participants will be able to collect their identification badges at the registration desk at the venue (Baba Taher Hotel) on the following dates and time:

- Sunday, 11 November 2018: 14:00-19:00
- Monday, 12 November 2018: 9:00-11:00

All participants are requested to wear their identification badges during the whole event and technical visits.

5. Official Language

The meeting will be held in English with Simultaneous translation in Persian and Spanish
6. Visa and Passport Requirements

All participants entering the Islamic Republic of Iran must possess a valid Passport and Visa. Visa application fees are to be covered by participants themselves. If you need assistance on visa, please immediately contact Mrs. Kiandokht Torabi: kianokht_torabi2000@yahoo.com

In order to issue the visa on time, the participants are requested to present their documents by 15 October 2018 to the visa focal point.

For more information on visa-required/waiver countries, please visit the website of the Visa Portal at: https://e_visa.mfa.ir/en/

Please note that based on the latest update from the International Affairs Bureau and Adviser to the President of the Iranian Cultural Heritage, Handicrafts, and Tourism Organization: “Enforced from 23/09/2018, almost all diplomatic missions of Islamic Republic of Iran abroad, as well as all international airports of Iran, issue electronic visa (separate visa sheet without any label or sign printed on the passport). The registration of entry and exit for the holders of electronic visa, will also be stamped on the separate visa sheet the applicants receive in hard copy. Therefore, there will be no registration of travel and no printed visa label on their passports.”

7. Discount on International Flight

Within the scope of the support from the organizer, for all international flights via Turkish Airlines, where the destination point is Tehran, 5% to 15% discount will be applicable. To benefit from this offer, it is mandatory to present the event code and a certificate of participation to the sales office or the agency. You can contact your local Turkish Airlines office. The promotion code is: 183TKM18.

8. Accommodation

The venue hotel is Baba Taher Hotel.

The hotels in Hamedan listed below offer the conference participant special discounted rates ( 30% discount). Participants can send their hotel reservation request to:

Mrs. Mahshid Shahidi
Tel: +98 – 81-38265071
E-mail: m.shahidi@alisadr.com

Please kindly note that:
- International credit cards and foreign checks are not accepted in Iran and the amount to be paid in cash at the hotels.
- Due to the instability of the currency exchange rate in Iran, the prices may differ and will be calculated on daily basis.
- All room rates will be charged in IRR and include tax and breakfast.
- approx. 1 US Dollar = 80000 IRR (as of 04/10/2018)

The following accommodations in Hamedan are available:
### Baba Taher Hotel

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Iranian Rial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>3550000</td>
</tr>
<tr>
<td>Double</td>
<td>4900000</td>
</tr>
<tr>
<td>Deluxe Double</td>
<td>5700000</td>
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### Parsian Azadi Hotel

**Distance from the venue hotel:** 7.2 kilometers, 14 minutes by car

<table>
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<td>Single</td>
<td>2520000</td>
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<tr>
<td>Double</td>
<td>2740000</td>
</tr>
<tr>
<td>Junior Suites</td>
<td>5630000</td>
</tr>
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### Amiran Hotel

**Distance from the venue hotel:** 3.6 kilometers, 10 minutes by car

<table>
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<tbody>
<tr>
<td>Single</td>
<td>2100000</td>
</tr>
<tr>
<td>Double</td>
<td>2800000</td>
</tr>
<tr>
<td>Luxury Suites</td>
<td>3700000</td>
</tr>
<tr>
<td>Imperial Suites</td>
<td>6450000</td>
</tr>
</tbody>
</table>
9. Transportation

Shuttle services from the Imam Khomeini International Airport (IKA) in Tehran will be provided for all the participants to the official hotels in Hamedan from 10 to 12 November and from Hamedan to the Imam Khomeini International Airport (IKA) from 14–16 November 2018.

- The distance from the Imam Khomeini International Airport (IKA) to Hamedan is approximately 3 hours and a half.
- The distance from the Imam Khomeini International Airport (IKA) to Tehran is approximately an hour and a half.
- The distance from Tehran to Hamedan is almost 5 hours.

Please kindly note that the airport is located on the way from Tehran to Hamedan.

For more information about the airport you can visit: https://www.tehran-airport.com/

In order to organize this service, participants are requested to provide their arrival, departure and accommodation details by 15 October 2018 to contact person below.

In order to coordinate your domestic flight you can contact:

**Contact Person for transport: (shuttle service and domestic flight)**

*Mrs. Mahshid Shahidi*

Tel: +98 – 81- 38265071  
E-mail: m.shahidi@alisadr.com

*Mr. Hadi Nazari*

Tel: +98 – 81 – 38255050  
E-mail: h.nazari@alisadr.com
10. Technical Visits

11 November 2018: (half day)

16:00-20:00 Hamedan city tour to:

- **Avicenna.** Also popularly known as ‘Avicenna’, Ibn Sina was indeed a true polymath with his contributions ranging from medicine, psychology and pharmacology to geology, physics, astronomy, chemistry and philosophy. He was also a poet, an Islamic scholar and theologian.

  His most important contribution to medical science was his famous book Al Qanun Fi Al-Tibb (The Canon of Medicine). This book is an immense five volume encyclopedia of medicine containing over a million words. It comprises of medical knowledge available from ancient and Muslim sources. His other major work is “The Book of Healing”, a scientific and philosophical encyclopedia.

- **Ganjnameh Inscriptions:** The Ganjnameh are set of cuneiform characters written in three languages (ancient Persian, Elamite, and Babylonian), set into a rock face on Mount Alvand, about 5 kilometers from modern-day Hamadan.

- **Tomb of Esther and Mordechai:** located in Hamedan, Iran, the tomb was described as consisting of an outer and inner chamber surmounted by a dome about 50 feet (15 m) high. The dome had been covered with blue tiles, but most of them had fallen away. A few tombs of worthy Jewish individuals were located within the outer chamber.
14 November 2018 (full day)

9:00-17:00 Full day tour including lunch and visit to:

**Alisadr Cave:** This vast, water-filled underground labyrinth can only be toured by boat. With a network of channels, lakes, and watery passageways spreading out over several kilometers, Ali Sadr Cave is one of the largest subterranean water complexes in the world. Stable since its formation millions of years ago, the sunless grottoes feature clear waters, fantastical rock formations, and stalactite-covered ceilings soaring high overhead.

**Lalejin City (World Pottery City):** Lalejin is a pottery town near the city of Hamedan. In 2016 it was named a World City of Craft for Pottery. Its products are popular throughout Iran. Lalejin produces a blue tableware and an ornamental "oustanding" glaze (la ab barjeste). The town contains an entire ceramic eco-system, from clay processing to product showrooms.

**Hegmataneh Museum:** Hamedan is the capital of history and civilization in Iran, this site is in the middle of the city with 30 hectares area. Most of archaeologists believe that this site is Iran’s largest ancient hill. Aryan tribes of Medes had built this city. It was the capital of the first Persian Empire. Due to its situation in the king path in Achaemenian era, it was chosen as summer capital.
15 November 2018: Tehran Province:

Optional and tailored tours to Tehran and other cities in Iran (e.g. Isfahan, Shiraz, Yazd, etc.) are available and participants who want to extend their stay in Iran and visit other cities and enjoy Persian civilization and beauty, will be provided with the service at their own expense. For further coordination, please contact:

Mrs. Mahshid Shahidi

Tel: +98 – 81- 38265071
E-mail: m.shahidi@alisadr.com
Some hotels in Tehran are as follows:

**Espinas Hotel ★★★★★**

http://www.espinashotels.com

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Iranian Rial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Room</td>
<td>9110000</td>
</tr>
<tr>
<td>Standard Room</td>
<td>10000000</td>
</tr>
<tr>
<td>(EF FLOORS)</td>
<td></td>
</tr>
<tr>
<td>Royal Family Room</td>
<td>15910000</td>
</tr>
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</table>

**Esteghlal Hotel ★★★★★**

http://esteghlalhotel.com/

<table>
<thead>
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<th>Room Type</th>
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</thead>
<tbody>
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<td>Single</td>
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<tr>
<td>Double</td>
<td>84000000</td>
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<tr>
<td>Junior Suite</td>
<td>132500000</td>
</tr>
<tr>
<td>Imperial Suites</td>
<td>64500000</td>
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</tbody>
</table>

**Parsian Evin Hotel ★★★★★**

http://enevin.pih.ir/

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<thead>
<tr>
<th>Room Type</th>
<th>Iranian Rial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Room</td>
<td>7300000</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>8200000</td>
</tr>
<tr>
<td>Royal Suite</td>
<td>15300000</td>
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</table>
11. About Hamedan

Hamedan is the first capital of Arian immigrants in Iran. Flourished around 800 B.C., this capital of Medes was known for its security and glory. After Islam this important city was of concern throughout the history and was home to great many of scientists and poets of fame; Avicenna – the most famous Iranian physician lived and died in Hamedan. The city is located in mountainous area in west of Iran. It's rather cool weather in summer and untamed nature; Alisadr cave is one of the biggest of its kind around the world. Hamedan is also known for various handicrafts in Iran because of its colorful and artistic pottery design. The small town of Lalejin in Hamedan Province celebrated its designation as the World Pottery Capital by the World Crafts Council on July 2016.
12. General Information

Currency & Exchange Rate

The unit of Iranian currency is Rial. The buying rate of Rial to USD at currency exchange counter is as follows.

USD 1.00 = Rial 80000 04/10/2018

Clothing

Please observe Islamic dress code (Hijab) all through your visit.

Credit Card

All International credit cards and foreign checks are not accepted in Iran. Reliable Exchanges bureau are available.

Climate

Hamedan’s climate is considered to be a semi-arid climate. The city enjoys mild and fine climate in spring, dry and semi-hot in summer, humid and rainy in autumn and cold in winter.

Electricity Supply

The Voltage used through Iran is 220 Volts, A.C. there is one kind of Frequency in use; 50 Hertz.

Healthcare

Hospitals: Medical systems and facilities in Iran are well-established and you can expect to receive a high standard medical treatment, having a problem during your stay. Inoculation certificate is not required for entrance to Iran.

Internet Access

Wi-Fi will be available at the Hotel and Conference Hall.

For more information and details about the event and travel services in Iran please refer to:

http://www.comevisitiran.ir
http://www.comevisitiran.com
http://www.Cvi.co.ir

Note: Due to fluctuations in Iranian Rial rate, for the latest Iranian rate please also refer to