



კავკასიის უნივერსიტეტი
CAUCASUS UNIVERSITY

**Honorary
Doctor**

Mohammad Sharif Malekzadeh



As an academician, an administrator, a manager and a hard-core tourism and management professional, Dr. Mohammad Sharif Malekzadeh is currently the Founder and CEO of International Institute for Research and Development of Special Interest Tourism - SITI 1 of the Islamic Republic of Iran.

Dr. Malekzadeh earlier served as Tourism Deputy for four years and Iranian Vice President and Head of the Iran Cultural Heritage, Handicrafts and Tourism Organization (ICHTO) for one year. Based on his experience, expertise and initiatives, Dr. Malekzadeh brought about radical changes in the tourism sector of Iran through in-depth research, pragmatic development approach and by introducing imaginative planning, development and marketing strategies, tourism routes, infrastructure planning and Visa on Arrival/Electronic Visa Systems. That showed fast and highly visible results and made tourism one of the pillar industries in the country. It is pertinent to mention that his innovation for special interest tourism was registered as the first such invention in the global tourism industry. Dr. Malekzadeh has also served on a wide variety of responsible positions including as a Head of Management Group in State Higher Education, Research and Planning Institute, as a President of State Higher Education, Research and Planning Institute and various other educational and managerial positions.

Some of the other major plans and programmes that were introduced and implemented under his leadership during Dr. Malekzadeh's 4-year term (2005-2008), as Tourism Deputy and President of ICHTO, include plans for organization of private and public residential places for tourists, the establishment of specialized tourism committees, formulation of regulations for domestic tourism, establishment of Strategic Board of Tourism Satellite Accounts, establishment of Permanent Headquarters for Facilitation of Trips and 13 information offices abroad, connecting tourism with other media and organizing World Tour Operators Conference.

Furthermore, with a Ph.D. and a post-doctoral degree in Industrial Management, Dr. Malekzadeh has published books on Special Interest Tourism, Management Process: Quality Control of Different Special Interest Tours, and Participatory Management.

For his achievements Dr. Malekzadeh has received several awards, including the first national tourism award in Sheikh Bahaei Festival, the National Services Award, letters of appreciation from the World Tourism Organization (UNWTO) and Organization of Islamic Countries (OIC).