



The Secretary-General

RPAP/07/15

Madrid, 07 April 2015

Mr. Mohammad Sharif Malekzadeh
Nº 4, Eastern Maryam
Fereshteh Street,
Tehran, 3575566811
Islamic Republic of Iran

Dear Mr. Malekzadeh,

I wish to congratulate you on being awarded the first internationally classified Certificate of Invention in Tourism in Iran, in recognition of your exemplary leadership of a 30-member research group from the University of Edalat on Management Process and Quality Control of Different Special Interests Tours.

This award is no coincidence but rather an affirmation of the track record of your leadership achievements demonstrated over the years both in your career as a tourism professional, and as the President of ICHTO cum Vice-President of I. R. of Iran.

Iran's international renown as the land of culture cannot be attributed solely to natural endowment and ancient human endeavour, exemplified by cities such as Isfahan and Shiraz. It is also the result of the visionary management approach of leaders like you who have been able to capitalise on Iran's tangible and intangible cultural assets to build its tourism industry.

In this new eminent position you currently hold in the University of Edalat, I am confident that the wealth of professional experience you gathered in your former position as the head of ICHTO will be employed in raising knowledgeable future tourism leaders for Iran.

I would have liked to join you at the ceremony that will be organised at the University of Edalat in your honour on 9th April 2015 and celebrate your achievements by delivering a key note speech during your professional gathering, however, unfortunately, the ceremony coincides with my official visit to Belarus.

Nevertheless, I wish the ceremony every success and reiterate my congratulations on this well-deserved award.

With warm personal regards,

Taleb Rifai