



The comprehensive Literary Tourism Conference Program

Saturday- 22 nd December 2012			
Inauguration of the Conference & Welcome Remarks	12:30-13:00	Welcome Reception	Lecturers & Spokesmen
	13:00-13:15	Holy Quran Recitation, National Anthem of Islamic Republic of Iran, welcoming video clip –Official Launch	-
	13:15-13:35	Welcome Remarks by the Executive Director	Arash Nooraghayee
	13:40-13:55	Inaugural Address by the Scientific Convener	Ismaeel Ghaderi (Ph.D.)
	14:00-14:10	Video clip	-
	14:15-14:30	Remarks of Director General of Tehran cultural heritage, handicrafts, and tourism Department	Mohammad Hussein Farahani
	14:35-14:50	Speech of mayor's representative in board of trustees of historic buildings, museums, and cultural heritage	Seyed Maziar Alavi
Paper Presentation	14:55-15:10	Presentation of a paper Tourism development strategies of Hafezieh site for supplying visitor services	Farhad Moradi
	15:15-15:30	Presentation of a paper Survey the Role of Psychology of Advertising in Literary Tourism	Somaye Sadat Makian Sara Sadat Makian
Keynote Speaker	15:35-16:00	Refreshment and snack break	
	16:05-16:20	The speech of a member of scientific committee of Tarbiat Modares University and a member of board of directors of Iranian Tourism Scientific Association Subject: Literary Tourism: Cultural Regeneration	Aborreza Roknoddin Eftekhari (Ph.D.)
Expert Panel	16:25-17:25	Panel Discussion On Cinema and literary Tourism Subject: The role of Cinema on the branding of traveling and destinations of Literary Tourism	Panel Manager: Masih Sharif Panelists: Mohammad Reza Aslani, Naser Karami, and Siavash Saberi
Research Paper	17:30-18:00	Literary Tourism Trail of Haft Peykar, a famous romantic epic by Nezami of Ganja	Mojan Maleki Zahra Heydarzadeh
Closing Ceremony	18:05-18:45	Acknowledgments and Conference Declaration	-
	18:45	Refreshment and snack break	

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