

18TH UTM–UN TOURISM TRAINING PROGRAMME

# Reimagining Iran's Tourism Brand

## From strategic recovery to AI-enabled implementation

Building trust, diversifying the destination image and preserving authenticity

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# Iran’s tourism reality and perception gap

## The destination offers far more than the image often seen online

### DESTINATION REALITY

**Cultural heritage**
Historic cities and living heritage

**Landscape diversity**
Mountains, forests, deserts and coasts

**Health capabilities**
Medical, therapeutic and wellness services

**Living cultures**
Foodways, crafts and local communities

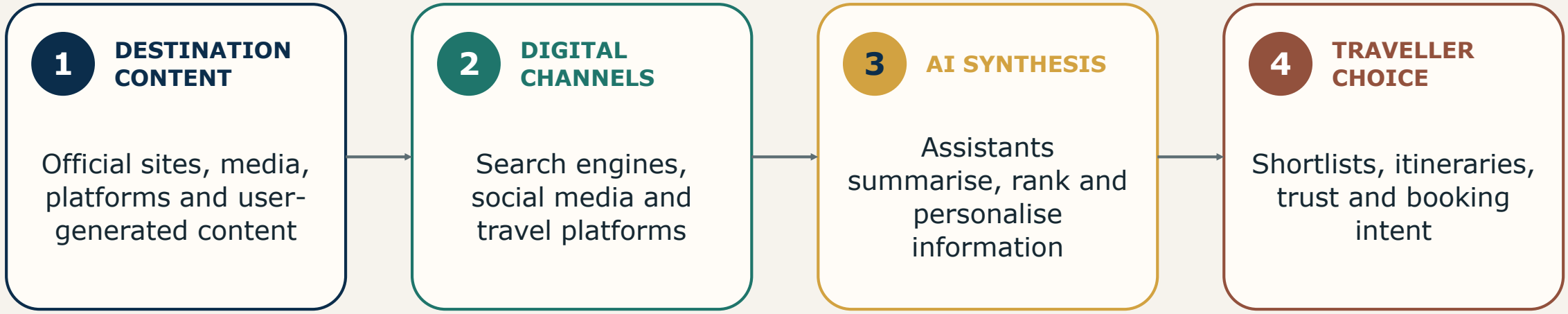
### IMAGE OFTEN SEEN ONLINE

- Heritage receives most attention
- Crisis and geopolitical risk can dominate
- Information can be fragmented or outdated

**Strategic task: present Iran’s full diversity through reliable digital information**

# Destination choice in the AI era

## Digital systems shape what travellers discover, compare and trust




**Incomplete source content produces incomplete recommendations at scale**

# Ministry approval and implementation mandate

CURRENT STATUS

## The Ministry approved the framework

The Minister will issue it shortly for implementation across headquarters and provincial directorates

## Four principles guide brand reimagination

| | | |
|---|---|---|
| 01 | TRUST | Confidence in safety, stability and service quality |
| 02 | DIVERSITY | A broader image across products, places and seasons |
| 03 | EXPERIENCE | Living culture and memorable visitor journeys |
| 04 | FUTURE FIT | Sustainability, technology and local participation |

# The national brand foundation

VISUAL IDENTITY

## SIMORGH

A shared symbol for a diverse destination portfolio

majestic IRAN
A Different Experience

The identity provides continuity. Digital content adapts the story to each market, product and traveller while preserving one recognisable promise.

# One brand, three strategic products

## A broader destination image requires a clear and balanced product portfolio

**01**

### CULTURE & HERITAGE

Historic places
Living heritage
Creative experiences

CORE STRENGTH

**02**

### NATURE & COMMUNITY

Landscapes
Rural destinations
Community-based tourism

GROWTH PRIORITY

**03**

### HEALTH & WELLNESS

Medical travel
Therapeutic resources
Wellness experiences

DIVERSIFICATION

# AI-enabled brand reimagination cycle

## Six linked functions turn strategy into a learning digital system



# Authenticity in the algorithmic era

## AI can expand access without becoming the author of cultural meaning

### AI EXPANDS

- Translation across priority languages
- Content adaptation for different channels
- Discovery of relevant stories and itineraries
- Personalisation by interest and travel context

### PEOPLE PROTECT

- Historical accuracy and cultural context
- Consent, rights and provenance
- Local voices and living heritage
- Editorial judgment in sensitive situations

**AI supports expression and distribution. Accountable people preserve meaning.**

# Digital trust and reputational resilience

## Trust requires a repeatable response process and a secure information foundation

**01**

**MONITOR**

Track emerging narratives and anomalous signals

**02**

**VERIFY**

Confirm facts through designated authorities

**03**

**RESPOND**

Publish timely, proportionate and multilingual updates

**04**

**LEARN**

Update content, protocols and source systems

**FOUNDATION**

**Verified sources, privacy safeguards, cybersecurity and transparent AI use**

# Implementation partners and roadmap

## National standards, local knowledge and phased delivery

### WHO CONTRIBUTES

**MINISTRY**

Standards and shared platform

**PROVINCES**

Local content and coordination

**INDUSTRY**

Experiences, operators and communities

**KNOWLEDGE PARTNERS**

Universities, data and technology

### HOW IMPLEMENTATION PROGRESSES

**01 FOUNDATION** 0–6 months

Image audit, standards and pilot selection

**02 PILOTS** 6–18 months

Verified knowledge and AI-assisted content

**03 SCALE** 18–36 months

Wider adoption, monitoring and measurement

CLOSING PERSPECTIVE

# Iran’s central challenge is the gap between its diverse tourism realities and its digitally mediated image

AI can help close this gap when technology serves authenticity, trust and strategic clarity

**AUTHENTICITY** **TRUST** **CLARITY**

**Thank you**