

**Professional Profile**  
**Of**  
**Prof. Mohammad Sharif Malekzadeh**

An academician, an administrator, a manager and a hard-core tourism and management professional, Dr. Mohammad Sharif Malekzadeh as the Founder and CEO of SITI1 International Organization (Halal Tourism) - of the Islamic Republic of Iran, is currently and Chairman of Global Halal Tourism Organization (GHTO) in UK, and IAUP Regional Chair for Middle East and Central Asia.

A multi-faceted personality with deep interest in tourism, culture and related affairs, Dr. Malekzadeh earlier served as Tourism Deputy and Vice President of the Iran and President of Cultural Heritage, Handicrafts and Tourism Organization (ICHTO). Based on his experience, expertise and initiatives, he brought about radical changes in the tourism sector of Iran by introducing imaginative planning, development and marketing strategies which showed fast and highly visible results. All major players in the tourism sector – be it public sector, private sector or the media – gratefully acknowledged the substantive contribution made by Dr. Malekzadeh which made tourism one of the pillar industries in the country. Thus, he enjoys a unique status on the tourism scenario of Iran.

Through in-depth research and pragmatic development approach, he was instrumental in identifying 1001 tourism routes in 30 different provinces; developing plans for low-cost trips, special interest tourism routes, and tourism taxis: and, establishing tourist information centers, and Visa on Arrival and Electronic Visa Systems.

Some of the other major plans and programs that were introduced and implemented under his leadership during his 4-year term (2005-2008) as Tourism Deputy and Vice President of ICHTO include:

- Plans for organization of private rental houses for tourists
- Plan for organizing public residential places and motels
- Plan for the establishment of specialized tourism committees such as Health Tourism, Sports Tourism, Rural Tourism and Scientific-Student Tourism
- Formulation of regulations and their approval for domestic tourism
- Establishment of Strategic Board of Tourism Accounts
- Establishment of Permanent Headquarters for Facilitation of Trips which was renamed as Trip Services Coordination Headquarters Plan and idea for trips at any time, to any place, by anyone
- Plan for attractions of single place and single time such as Mashhad Ardahal Carpet Washing, Chukkeh Wrestling of North Khorasan in Esfarayen
- Establishment of 13 information office for Iranian Tourism target markets in other countries
- Designate tourism day, slogan and week in 30 provinces of the country
- Connect tourism with other media specially the national media, operating specialized tourism magazines and newspapers for the first time in the country.

During his tenure, he organized several important conferences on issues affecting the tourism sector, the most prominent of these being the World Tour Operators Conference which was attended by participants from 46 countries. He is also credited with organizing festivals and tourism exhibitions at provincial, national and international level.

Dr. Malekzadeh has received several awards for his achievements which include the first national tourism award in Sheikh Bahaei Festival, and the National Services Award.

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

During his distinguished career, he has served on a wide variety of responsible positions including:

- Head of Management Group in State Higher Education, Research and Planning
- Professor and President of State Higher Education, Research and Planning
- Vice-president and Director of Postgraduate Studies in Government Institutions
- President of the Board of Trustees of Cultural Heritage Research Center
- Member of the Board of trustees and International Deputy of Edalat University
- Director of Management and Development Scientific-research Periodical
- In-charge Director of Planning and Budget Scientific-Research Periodical
- Assistant Professor

**It is pertinent to mention that his innovation for special interest tourism was registered as the first such invention in the global tourism industry.**

For his excellent work in the development and promotion of tourism in Iran, he received letters of appreciation from the World Tourism Organization (UNWTO) and Organization of Islamic Countries (OIC).

Some of his recent achievements are as follows:

- Presenting MFT Theory in tourism industry. Malekzadeh Framework for Tourism (MFT), has challenged and criticized traditional and modern definitions of the tourism and tried to reveal its disadvantages and shortages. It is worthy to mention that in the framework of MFT, redefinition of tourism concept has been done based on four basic axes nature of need, generative space of tourism, flexible and unified framework for meeting the needs and the most important one, a management framework for developing control structures. In other words, in this theory, Dr. Malekzadeh, by using mathematics and its models and by considering the need caused by human spirit, has presented a model for tourism management such that in this model, by changing mathematic variables, a unique solution can be presented not only for each country, geographical region, ethnicity or human group, but also for each tourist.
- Awarded the title of “**Father of modern tourism management science**” by the International Association of University Presidents (IAUP).