



Personal Information

Mohammad Reza Rashidi

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Technical Skills

ICDL	■■■■■■■■■■■
MS – PROJECT	■■■■■■■■■■■
GIS (Geodatabase)	■■■■■■■■■■■
GPS & Google Earth	■■■■■■■■■■■
SPSS	■■■■■■■■■■■
Travel AG. Accounting Reporting	■■■■■■■■■■■
Lecture / presentation	■■■■■■■■■■■
Research Methodology	■■■■■■■■■■■

Personal skills

Communication	■■■■■■■■■■■
Leadership	■■■■■■■■■■■
Problem-solving	■■■■■■■■■■■
Analytical Thinking	■■■■■■■■■■■
Adaptability	■■■■■■■■■■■
Teamwork	■■■■■■■■■■■
Time Management	■■■■■■■■■■■
Creativity	■■■■■■■■■■■
Decision making	■■■■■■■■■■■
Negotiation	■■■■■■■■■■■
Attention to Detail	■■■■■■■■■■■
Cultural Awareness	■■■■■■■■■■■

Languages

Persian: Native Language
 English: TOEFL (Score: 99)
 Chinese: The beginning of the preliminary training

Professional Summary

I am Mohammad Reza Rashidi, a tourism and hospitality expert skilled in building relationships between organizations and their publics. I have a creative mindset and a strong belief in knowledge management (KM) for organizing, creating, using, and sharing collective knowledge within organizations. I am also interested in business intelligence (BI) and Cultural Intelligence (CQ) or Cultural Intelligence and market analysis, utilizing data to enhance the guest experience, In line with customer satisfaction, loyalty and drive productivity and profitability. With a focus on business analysis (BA), I aim to contribute to organizational growth and innovation the human resources.

Education

Doctoral Business Administration DBA 03/2018 – 05/2019

Andisheh-Moein Institute of Higher Education, Tehran

Thesis title: Creating a new marketing model and basic steps in tourism businesses.

Master of Tourism Management 2009 - 2012

Planning and Development, Allameh Tabataba'e'i University, Tehran

Thesis title: Astrotourism Development Strategies in Iran: Ecotourism and Desert Capacities.

Bachelor of Tourism Management 2006 – 2009

The Islamic Azad University, Neyshabour

REFERENCES

Prof. Dr. Jafari Jafar (Cooperation in organizing conferences)

Professor Emeritus

University of Wisconsin-Stout, USA

Tourism Intelligence Forum, Italy

jafari@uwstout.edu

Prof. Dr. Hamid Zargham Boroujeni (Master Thesis Supervisor)

Professor Emeritus

Allameh Tabataba'i University, Iran

zargham@atu.ac.ir

Dr. Nabiollah Dehghan (Co-author)

Associate Professor

Malek Ashtar University of Technology, Tehran, Iran

drnabidehghan@gmail.com

Awards and Achievements

- Silver Statue recipient for Cosmic reservoir, Creative Tourism Event on Space Theme Parks, Iran Space Research Institute in collaboration with Iran Space Agency and Sharif University of Technology, 09/2019
- Best idea award for Cosmic reservoir, National Festival of Tourism Participation, Cultural Heritage, Handicrafts, and Tourism Organization of Iran, 08/2016
- Recognized for outstanding scientific and cultural achievements, Islamic Azad University, 2008
- Scientific-Cultural elite, Islamic Azad University, Neyshabour, 2007

Publications

- **Rashidi, M. R.**, Cultural Tourism Research Methods Book, 2012 (7 volumes of methodology). Editors: Richards G., Munsters, W., United Kingdom: CABI. ISBN: 9781780642291, [Translation to Persian / Final edition for printing]
- **Rashidi, M. R.**, Compilation and collection of manuscripts of the set of rules, regulations, and process of tourism investment in Iran, [Final edition for printing]
- **Rashidi, M. R.**, 2021, Light pollution and its environmental effects as a key factor in the development of astrotourism, National Conference on Ecotourism and Environmental Risk Management; Kish Island; Binalood Higher Education Institute. [in Persian] <https://civilica.com/doc/1272123/>
- **Rashidi, M. R.**, 2018, Geographical Assessment of Iran to find the background for the development of astronomical tourism; Emphasis on light pollution, Iranian Astronomical Society - National Conference of Amateur Astronomers [Key speaker in Persian] <https://kashefasrar.ir/?p=8039>
- **Rashidi, M. R.**, Ghanbari, Y., Karimi, J., 2017. locating information kiosks in urban tourism destinations using AHP and GIS; Case Study of Isfahan, Journal of Tourism Studies - Allameh Tabatabaei University, Vol. 10 Issue 32, pp 80-109 [In Persian], https://tms.atu.ac.ir/article_4115_75d235192f4840279726b54c40f581e8.pdf
- **Rashidi, M. R.**, Dehghan, N., Bazrafshan, M., 2015. Competitive Intelligence Attitudes and Competitive Advantage (Case Study of Shiraz Hotel Industry), Yazd University, Business Management Research Quarterly, Vol. 7 Issue 13, pp 25-50 [In Persian], http://bar.yazd.ac.ir/article_650_8a69ff0ae3ebdab9544a0950925cc124.pdf
- **Rashidi, M. R.**, Dec. 2014. Astrotourism and desert tourism destination rejuvenation and sustainability in the Middle East. Sultan Qabus University – Oman [Oral Presentation]
- Astronomical tourism. Fayos-Solá, E., Marín, C., **Rashidi, M.R.** (2014). Astrotourism. In: Jafari, J., Xiao, H. (eds) Encyclopedia of Tourism. Springer. [in English], <https://www.scribd.com/document/470307206/Encyclopedia-of-Tourism-pdf>
- **Rashidi M. R.**, Zargham H., Mirtorabi M., T., 2015. Factors Affecting the Development of Astronomy Tourism in Iran. Allameh Tabatabaei University, Journal of Tourism Studies, Vol. 9 Issue 27, pp 93-115 [In Persian], https://tms.atu.ac.ir/article_1909_ef6079e31d26a370369e8e458c7578e7.pdf
- **Rashidi M.R.**, Moslehi, M., June 2013. The role of tourism in cultural development, deterrence, and promotion; Using SWOT Analytical Technique, Bushehr University, International Congress on Cultural Attachment. [Acceptance as a poster], <http://www.culturalcongress.cnf.ir/fa/page.php?rid=6>
- **Rashidi M. R.**, Moslehi, M., June 2013. The status of cultural studies in tourism development projects, a case study of the comprehensive tourism plan of Isfahan province. Bushehr University, International Congress on Cultural Attachment. [Acceptance as a poster], <http://www.culturalcongress.cnf.ir/fa/page.php?rid=6>
- Farvardin, M., Bazrafshan, M., **Rashidi, M. R.**, Karimi, J., February 2014. Investigating the attractiveness and qualitative factors in the development of literary tourism destinations; Case Study of Shiraz' Hafezieh Collection. National Conference on Tourism, National Capitals and Future Outlook. [in Persian], <https://civilica.com/doc/319277/>
- **Rashidi, M. R.**, Bazrafshan, M., October 2011. The effect of relationship management on the performance of human resources in the hotel industry (a case study of three- and four-star hotels in Yazd), International Conference on Modern Management and Tourism Development - Allameh Tabatabaei University. [in Persian]

- Shafiei, H., **Rashidi, M. R.**, Bazrafshan, M., October 2011. The impact of holding sporting events on the branding of tourism destinations, Conference on Tourism Management and Development; Challenges and Solutions - Sharif University of Technology. [in Persian], <https://civilica.com/doc/120183/>
- **Rashidi, M. R.**, Bazrafshan, M., Karimi, J., October 2011. Tourism and Sustainable Development of Environment and Protected Areas. Conference on Tourism Management and Development; Challenges and Solutions - Sharif University of Technology. [in Persian], <https://civilica.com/doc/120142/>
- **Rashidi, M. R.**, Bazrafshan, M., Winter 2010. Investigating the Market Status and Tourism Economy of Isfahan Province in the Guidance Policy Matrix Using Qualitative Analysis. Regional Conference on Tourism Industry - Islamic Azad University, Khomeini Shahr Branch. [in Persian], <https://civilica.com/doc/125151/>
- **Rashidi, M. R.**, February 2011. Investigating the potential and capabilities of accepting industrial tourism and presenting appropriate strategies in the development process using SWOT technique in the 21st metropolitan area of Tehran, Conference on physical-social correlation in the 21st district of Tehran Municipality, Sharif university. [in Persian]

Industrial and Projects Experience

- Abadgaran Tourism Company** **09/2020-09/2021**
- Justification, technical, and economic plan of Lavasan Apartment Hotel (Winter 2020)
 - Justification, technical, and economic plan of tourism and recreation complex with Hamedan revolving restaurant (Spring and summer 2021)
- Bonyad Tourist Education, Studies, and Tourism Consulting Company** **Summer 2017**
- Member of the technical committee and expert on the evaluation and localization plan of business models in the field of rural tourism
- Shiraz Municipality, Summer 2015**
- Winner and author of the proposal and defender of the comprehensive tourism plan and brand of Shiraz
- Isfahan Chamber of Commerce, Mining, and Agricultural Industries** **Spring 2014**
- Collaborator of the project for preparing investment opportunities in the tourism industry of Isfahan province
- Almas Hasht Behesht Jey Company** **2012- 2014**
- Project manager and coordinator of the comprehensive plan of the international tourism region of Qaragach Semirom (Hezar Cheshmeh), in an area of 3000 hectares
 - Consultant of technical and economic feasibility plan of tourism project in Dangezlo Semirom camp (07/2013)
- Cultural Heritage, Handicrafts, and Tourism Organization of Isfahan Province (Part time)** **2011-2012**
- Executor and consultant of Isfahan Province Tourism Cluster Creation and Development Project (2012)
 - Expert of the study plan on Isfahan Islamic Civilizations and Culture Park (06/2012)
- Shahr O Khaneh Consulting Engineers Company (Part time)** **2010-03/2013**
- Tourism market and strategic expert of comprehensive tourism plan, Chaharmahal and Bakhtiari (2011)
 - Tourism market expert of Isfahan province comprehensive tourism plan (2010)
- Faraman Kermanshah Motel Company** **04/2011-08/2011**
- Project manager of technical-economic justification plan of Faraman Motel with camping tourism project (08/2011)
- Shahrazan Consulting Engineers Company** **2010-2012**
- Economic studies expert of Negin Mehr Qazvin project affiliated to Mehr Financial and Credit Institution of Qazvin (09/2011)
 - Cooperation in the analysis and expert of tourism economics of the comprehensive tourism plan of Isfahan province (2010)

- Infrastructure Expert and Strategic Planning Specialist for the Feasibility Study of Bashgol, Qaleh Kurd, Ninerood, Samiran, YaleGlobal, Andaj, Gazerkhan, Atan, Barajin, Fitr and Hajiabad, Garmarud, Razmian, Ziaran Tourism Sample Area. (2010)
- Expert in tourism studies, strategic, harvest expert, and field visit reporter of the comprehensive plan of Qazvin spa tourism sample area (Arshia)

Royan Faranegar System of Consulting Engineers Company

2009-2010

- Indigenous expert and data collection study plan for identification, feasibility study, and creation of infrastructure required for tourism hubs and axes of Fars province.

Islamic Azad University, Neyshabour Branch, Vice Chancellor for Research Studies

2008-2009

- Collaborator and expert, on the strategic planning research project of tourist sites (Case Study: Bouzhan Resort)
- Collaborator and expert on the aid research projects, the oldest system of cooperation and participation in rural and nomadic communities (Khorasan Razavi Province)

Work Experience and Professional Accomplishments

Pardis Aseman Shabahang Alborz Company

08/2021- present

- Tourism and planning affairs consultant (08/2021- present)
- Member of the board of directors (03/2022- present)

Yash Tourism and Hospitality Group

08/2017- present

- Managing director and member of the board of directors, Yekta Aseman Shabahang Company

Abadgaran Tourism Holding

08/2020-08/2021

- Director of the Department of Studies and Tourism

Iran Mall International Trade Holding

06/2018-05/2020

- Master of Tourism in the Grand Bazaar of Iran (Iran Mall) (06/2018-05/2020)
- Master of Research and Development, Tat Tejarat Hotel Company (06/2018-06/2019)

Entekhab Building and Tourism Holding

11/2014-07/2018

- Member of the Board of Ghoghnoos Parvaz Aria, Air Travel Services Company (08/2017-02/2021)
- Member of the Board of Directors of Ala Seir Entekhab Tourism Services Company (01/2016-02/2021)
- Technical Manager and Deputy CEO of Ala Seir Entekhab and Travel Services Co. (ASA) (06/2015-07/2018)
- Director of Tourism Research and Development Ala Sepehr Entekhab Co., Isfahan (11/2014-05/2015)

Isfahan Chamber of Commerce, Industries, Mines, and Agriculture

06/2013-01/2016

- Member of the organizing committee, Intangible Cultural Heritage International Summit (10/2014)
- Member and Advisor of Tourism and Economic Development Commission (06/2013-01/2016)
- Member of the Motorcycling Rally Committee (08/2014)

Hasht Behesht Diamond Investment Holding

12/2012-12/2014

- Head of Administrative Affairs and Support of Hasht Behesht Diamond Company (04/2014-12/2014)
- Technical director, studies, tourism planning, and development (12/2012-12/2014)

Cultural Heritage, Handicrafts, and Tourism of Isfahan province

04/2012-12/2012

- Unofficial resident and contract expert (04/2012-12/2012)
- Executive secretary of the conference on management, development, and investment support (07/2012)

Sharif University of Technology Studies Center

09/2010-05/2012

- Director of Tourism and Hospitality Department, Center for Technology Studies (09/2010-05/2012)
- Executive Organizer, Innovative Project Management Approach for Internal Capacity Development Conf. (01/2012)
- Planning Committee Director, Tourism Management and Development Conference (10/2011)
- Executive Organizer, Internal Capacity Development and Contracting System Development Conference (03/2011)

Cultural Heritage, Handicrafts, and Tourism of Fars province **07/2009-09/2009**

- Internship in Deputy of Plans and Investment and Deputy of Tourism (530 hours of cooperation)

Islamic Azad University, Neyshabour **10/2006-09/2009**

- Member of the Ritual and VIP Committee of the Fourth Regional Conference with the Perspective of the Islamic Republic of Iran on the Horizon of 2024 (01/2009)
- Manager of a workshop on virtual tourism (12/2008)
- Manager and responsible for holding a virtual tourism exhibition during the research week (12/2008)
- Director of Tourism Management Scientific Association of Islamic Azad University (2006-2009)

Cultural heritage, handicrafts, and tourism of Neyshabour **spring 2008**

- In charge of information base and guides of Neyshabour tourists in Nowruz project

Teaching and Training Experience

- Lecture on Astronomy Tourism, Capacity Measurement and Development Strategies in Bam, Bam Higher Education Institute, (04/2018)
- Lecture on Astronomy Tourism Development Capacities at the Iranian Amateur Astronomers Conference, Rasht University, Iranian Astronomical Society, (06/2017)
- Speaker of the Urban Tourism Conference in Shiraz on the topic of leisure and tourism development in Shiraz, Socio-Cultural Deputy of Shiraz Municipality, (04/2014)
- Member of the panel of sustainable ecotourism in the conference on tourism management and development; Challenges and solutions, Sharif University of Technology (09/2011)
- Tandis Tourism Training Center - Foundation Training Center (Provincial Pilgrim Tour Managers), Free Tourism Training and In-Service Training (Fall 2011)
- Tandis Tourism Training Center - Cultural Heritage, Handicrafts, and Tourism Organization of Fars Province, Training of Free Tourism Courses (Tour and Tourism Guides) (Summer 2012)
- Lecturer, Faculty of Tourism and Hospitality, Sheikh Baha'i Non-Profit University, Isfahan (specialized courses in tourism industry, leisure, and restaurant management) (2011-2013)
- Instructor Of Tourism Development Workshop, Cultural Heritage, Handicrafts, and Tourism Organization of Yazd Province - Menarid International Project, (09/2013)
- Avaye Dashtiaran Tourism Training Center
- Haft Iqlim Pardis Educational Institute of Yazd, Tourism Instructor (Marketing, Planning, and Industry Recognition), training courses for guides, and technical managers of tourism agencies (2012- present)

Professional Memberships

- Deputy for Tourism Think Tank, Ministry of Cultural Heritage, Tourism, and Handicrafts 06/2019- present
- Iranian Scientific Tourism Association (ITSA), IRI Ministry of Science 01/2011- present
- Official Justice Expert in the field of Iran Tourism, Ministry of Justice 02/2020- present
- Tourism Advertising and Marketing Working Group, Rural Creative Tourism Institute 09/2020- present
- Tourism Experience Sharing Network, University of Hawaii 2010- present
- Islamic Azad University Researchers Club 2007-2010
- Research Committee of Cultural Heritage, Handicrafts, and Tourism Organization, Fars 09/2011-2013
- Pasargadae Amateur Astronomy Association, Iranian Amateur Astronomy Association 1995- present
- Religious Tourism Committee, Islamic Culture, and Guidance Organization, Fars 2009-2012
- World Tourism Organization (UNWTO) Knowledge Network Student membership 2010- present

Seminars and Workshops

- Essay Writing Techniques and Scientific Research Workshop, Tourism Scientific Association, Semnan, 2022
- SCoT webinars, UNWTO and the Asia Pacific University, 2021
- Internship course for official justice experts in Iran tourism, Tehran Experts Association, 2020
- Doctoral course in Professional Business Management (DBA), Moin Institute of Higher Education, Tehran, 2019
- Health Tourism Concept Analysis Seminar, Tehran Bahar Higher Education Institute, 2019
- Commercial, Cultural, and Entertainment Complexes Tour Guide Training Course, Star Institute, 2019
- Introductory workshop on theme parks and creative industries, Iran Space Research Institute, 2019
- Business Ecology Workshop with Facilitation, Iran Space Research Institute, 2019
- Effective Presentation Workshop, Iran Space Research Institute, 2019
- Characteristics of a successful tourist city; A case study of Penang, Malaysia - UNWTO meeting, 2018
- Development Of Evaluators of The National Award for Excellence in The Tourism Industry Introductory/Supplementary Course, National Park of Soft Sciences and Technologies and Cultural Industries, 2018
- training of grading evaluators- standardization of tourism facilities course, Talashgaran Andisheh Karad Co., 2017
- Service Quality in Hospitality and Tourism Conference, Isfahan Chamber of Commerce, 2016
- Aviation Regulations, Ticket Sales, and Issuance Preparatory/Advanced Course, Atieh Parvaz Ariana School of Aviation Science - National Aviation Organization, 2016
- Understanding Tourism and the Tourist: Socio-Cultural Considerations - International Conference on World Tourism Day, Allameh Tabatabae'i University, Tehran, 2015
- Technical Management of Tourism Service Offices Course, Chehelston Tourism Training Institute, Isfahan, 2015
- Relationship Between Cinema and Tourism Workshop, Cultural Heritage, Handicrafts, and Tourism, 2014
- Social Media and Tourism Seminar, Shakhespajoo Research Institute, Isfahan, 2014
- Brand Management and Solutions Seminar, Isfahan Chamber of Commerce, Industries and Mines, 2013
- Islamic Tourism and Intercultural Relations Seminar, Isfahan Cultural Heritage, Handicrafts, and Tourism, 2012
- Iran Electronic Tourism Conference, Iran Electronic Tourism Specialized Society, 2012
- Creative Tourism Workshop, Shakhespajoo Research Institute, Isfahan, 2012
- Tourism and Law Science Workshop, Cultural Heritage, Handicrafts, and Tourism Organization, 2012
- Urban Management in Perspective 2024 National Conference, Sharif University, 2012
- Project Investment and Financing Seminar, Sustainable Profit and Productivity Management Company, 2011
- Project Crisis Financing Methods Workshop, Sharif University of Technology, 2010
- Claim Management Workshop, Industrial Capacity Studies and Development Department, Sharif University, 2010
- Project Control Workshop and Its Role in Project Engineering Economics (CP), Sharif University, 2010
- Project Evaluation Models and Project Managers in Petrochemical Industry Workshop, Sharif University, 2010
- HSE Requirements Course (Related to hoteling and tourism industry), TÜV Co., 2010
- Modern Hospitality and Tourism Development Conference, Homa Hotels Group, 2010
- The Role of HSE in Tourism Industry, Department of Tourism and Hospitality, Sharif University, 2010
- Strategic Management and Planning in the Hotel Industry Workshop, Sharif University of Technology, 2010
- Project Management and Planning Workshop (MSP), Allameh Tabatabae'i University, 2010
- IT/Strategic/Tourism Marketing Certificates, ICHTO & Beluga Life School, Bangkok, Thailand, 2009
- Physical-Social Solidarity: Industry and Housing Conference, Sharif University of Technology, 2009
- Works and Conditions of Attar Research Conference, Islamic Culture and Guidance Organization, 2009
- Explaining The Vision of The IRI Workshop, Expediency Council and the Islamic Azad University of Iran, 2008
- SPSS Statistical Software Workshop, Islamic Azad University, Neyshabour, 2008
- Virtual Tourism Introduction Workshop, Islamic Azad University, Neyshabour, 2008
- Advanced Internet Search Workshop, Islamic Azad University, Neyshabour, 2008
- Basic Internet Search Workshop, Islamic Azad University, Neyshabour, 2008