

Development of tourism sector a promise of economic prosperity in Fars Province



An overview of Shiraz
shomanews.com



Margun Waterfall, Sepidan
chetor.com

Iranica Desk

The flourishing of the tourism sector in Fars Province is achievable through developing its accommodation centers, improving service provided to tourists, and introducing attractions which are less-known to people.

The growing trend of investment in the provincial tourism sector is a promise of economic prosperity in the wonderful and vast province.

The abundance of religious, historical, cultural

and medical tourism centers in Fars Province, having 11 UNESCO World Heritage Sites, is not hidden from anyone.

Although being a tourist-friendly destination has to some extent led to the prosperity of some businesses in Shiraz, Mardasht and Sepidan, the economy of Fars Province has not flourished as it deserves, and a huge part of its potential capabilities remains unused.

The enhancement of tourism infrastructures alongside increasing the

people's awareness of the less-known attractions of the region would help increase the number of travelers choosing Fars Province as their destination.

The average stay of foreign tourists arriving in Fars Province is presently less than two days. Some deficiencies such as accommodations, marketing and lack of direct flights from neighboring countries, as well as the absence of specific attractions have adversely impacted the province's tourism sector.

Deputy Head of Fars Prov-

ince's Cultural Heritage, Tourism and Handicrafts Organization, Rouhollah Ravanshad, noted that 375 tourism agencies and 650 accommodation centers are operating across the province.

He put the accommodation capacity of Fars Province at 10,000 rooms and 25,000 beds.

Managing Director of the provincial Cultural Heritage, Tourism and Handicrafts Organization, Moayed Mohsennejad, noted that 32 tourism-related projects are presently be-

ing implemented across the province.

He added that a number of hotel and hotel-apartments, traditional accommodations and tourism complexes are under construction in the province.

Making investment in the tourism sector would help attract more Iranian and foreign visitors to the province, pave the way for local businesses to prosper and generate jobs in the province.

He noted that each exemplary tourism site of the province has its unique

features, making investment in which would help generate jobs and income in Fars Province.

Shah Cheragh Shrine is a major tourist destination and pilgrimage site in the provincial capital of Shiraz. The mausoleum is where one of the brothers of Imam Reza (PBUH), the eighth Shia Imam, is laid to rest. It boasts architectural elements and motifs from various centuries. The mausoleum has undergone various restoration projects over time, and was registered on the National

Heritage List in 1939.

During his trip to the province in October 2021, President Ebrahim Raeisi called for promoting the tourism industry in Fars Province. Minister of Cultural Heritage, Handicrafts and Tourism Ezzatollah Zarghami also announced that the government has allocated financial aid to develop the Pasargadae Complex, the capital of the Achaemenid Empire under Cyrus the Great (559-530 BCE), who had ordered its construction as well as the location of his tomb.

Efforts underway to introduce culinary culture of Sistan and Baluchestan Province

Iranica Desk

In recent years, the tourism industry has become one of the main poles of economic development generating a significant income for many countries. Culinary tourism, as a part of this industry, can have a very positive impact on attraction of tourists to a region. Culinary tourism has many enthusiasts traveling to find amazing and lesser known foods, and get acquainted with various cooking cultures, chtn.ir

reported.

The 'foodies,' or food tourists, concentrating on cultural issues, not only make unforgettable memories for themselves but also help the economy of a society to prosper. This type of tourism, if done correctly, can help countries achieve their sustainable development goals.

In fact, food is more than a means of survival; it is an important component of culture and tradition. The food diversity in Iran is greatly affected by its str-

tegic geographic location and the ethnic diversity of its people.

Deputy Head of Sistan and Baluchestan Cultural Heritage, Tourism and Handicrafts Organization Reza Ganjali said that foods constitute a significant part of the tangible and intangible cultural heritage of a nation.

Referring to the cultural, social and climatic diversity of Iran, he said that the list of Iranian foods is regarded an important cultural treasure.

He noted that 31 local foods of Sistan and Baluchestan Province have so far been registered nationally.

"Making brands in the field of the province's culinary tourism sector has been placed on the organization's agenda," he said.

He noted that holding the food festival in Sistan and Baluchestan Province in the last year, attended by its residents from Oman, Afghanistan, India and Pakistan, was a very important measure carried out to achieve a goal.

Ganjali noted that improving the welfare of people and developing the economy of local communities are among the main objectives of holding this festival. The official noted that the traditional foods of Yazdi, Birjandi and Kermani people, who reside in the provincial capital city of Zahedan, are also an integral part of the province's culinary culture.

"Out of nine food samples discovered in Shahr-e Sukhteh (Burnt City), an archaeological site of a

Bronze Age urban settlement located in the province, three were unveiled in the International Exhibition of Food Technology & Agriculture in Tehran.

"Given that some local traditions, customs and rituals are in danger of oblivion, various events should be held to help safeguard these intangible cultural heritages and also introduce the traditional foods of various Iranian tribes and communities," he noted.

Iranian cuisine has always

been a symbol of blessing and simplicity, however, adequate attention has not been paid to culinary tourism, which is regarded as a unique treasure.

The land of Iran is vast with a variety of climates, a wide range of fruits, vegetables and herbs, which has resulted in a diverse culinary culture throughout the country.

Iran culinary culture is yet to be discovered; thus, be one of the first to truly learn, experience and taste it.



A food festival in Sistan and Baluchestan Province
jamaran.news



Abgoosht-e Zaboli
aradmobile.com



Tabahag
aradmobile.com



Pakora
aradmobile.com