

Efforts underway to enhance tourism infrastructure of Mazandaran Province

Farahabad ancient site, a great destination for Nowruz travelers



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Mazandaran Province has always been a popular destination for travelers from all over the country throughout the year. As a result, ensuring the necessary infrastructure for accommodating these travelers has consistently been a top priority for officials.

According to the Cultural Heritage, Handicrafts, and Tourism Organization of Mazandaran Province, following the lifting of COVID-19 restrictions, Iranians from across the country began to travel, resulting in approximately 15 million people

staying in Mazandaran Province.

During the last Nowruz holidays (March 21-April 2, 2023), a record number of overnight stays were registered in Mazandaran Province, marking a significant milestone in the country's history of Nowruz travels.

Given the substantial influx of travelers to this region, located in the northern part of the country, it is crucial for officials to anticipate the requirements for providing even better hospitality in the province, ensuring that the Nowruz trip becomes a memorable experience for all travelers. The

preparations and necessary measures for this purpose are always carried out months before the Nowruz holidays to ensure that any shortcomings in hosting millions of travelers are avoided. This includes taking action to prepare historical and tourist sites.

In addition to the lush green forests and the stunning seaside, historical and ancient monuments are other attractions of the province.

Alongside the natural beauty of the forests and the sea, the historical and ancient attractions of this province are unique in their own and represent another ca-

capacity to attract more travelers and tourists.

In this regard, head of Farahabad National Heritage site, which dates back to the Safavid era, referred to the necessary measures taken for preparing the site to host tourists during Nowruz, and said, "Various measures have been planned to ensure a warm and proper welcome for travelers in the historical city of Farahabad."

Mohammad Arman Ershadi added, "The historical city of Farahabad dates back to the Safavid era, and we can utilize this historical and cultural potential for the development of

tourism."

He went on to emphasize the potential of the Tajan River and the seaside as key attractions for both foreign and domestic tourists. He outlined various measures being undertaken to prepare the complex, including enhancement of interior and external lighting, installation of guide signs on the main road, updating of old signs, and the construction of benches that complement the architectural space. Additionally, the establishment of woodcarving workshops is part of the preparation efforts for the complex.

He also mentioned that hand-

craft artists will be invited to showcase their products at the Shah Abbasi mosque and school. The historical complex of Farahabad includes the remains of the old city of Farahabad, consisting of a mosque, school, parts of the Shah Abbasi Bridge, and the remaining walls of a palace and bathhouse dating back to the Safavid era.

Farahabad was considered a bustling port during the Safavid period, and it was referred to as Dar al-Surur and Dar al-Sultan. Many of the buildings in the old city of Farahabad were destroyed due to the Russian invasion.

Vakil Bazaar, a timeless journey through Shiraz's history

Iranica Desk

Step into the heart of Shiraz, the capital city of Fars Province, and experience the living history of the enchanting Vakil Bazaar. More than just a marketplace, this bustling hub is a testament to the Karim Khan Zand era, inviting you to immerse yourself in its captivating narrative.

Delve into the origins, architecture, and enduring significance of Vakil Bazaar, a historical masterpiece that transports you back to 1773 CE, when Karim Khan Zand's vision brought it to life. Influenced by the Qeisariyeh Bazaar of Lar and the Safavid Bazaar of Kazerun, this architectural gem reflects the genius of its creators, preserving a chapter of history in stone



and stories.

Vakil Bazaar stands out as a blend of Safavid influences, with a unique identity, showcasing intricate designs that capture the essence of a bygone era. Craftsmanship from cen-

turies past adorns its walls, offering a glimpse into the artistic brilliance of yesteryear.

Step into a design masterpiece where practicality meets aesthetics, with wind towers and strategically placed windows



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creating a comfortable ambiance under majestic domed ceilings. As sunlight streams through the shop windows, the bazaar comes alive as a vibrant haven, a true marvel of architectural ingenuity.

Witness the evolution of Vakil Bazaar through the Qajar era, welcoming new additions that enhance its vibrancy while preserving its timeless charm. This commercial heartbeat of the city continues to thrive, blend-

ing commerce and culture seamlessly.

Embark on a journey through time as you explore Vakil Bazaar, where each corner whispers stories of bygone eras. From Safavid and Zand influences to the vibrant Charsooq, the bazaar's history unfolds before your eyes, turning you from a mere visitor into a custodian of its legacy.

Immerse yourself in this timeless journey, where the echoes of history resonate through the bustling lanes, inviting you to embrace its enchantment and become a part of its living narrative. Come, stroll through its vibrant lanes, and let Vakil Bazaar transport you to a world where past and present converge in a harmonious blend of tradition and modernity.