

Rich souvenir heritage of Qom

Qom, recognized as Iran's second most significant religious city, attracts countless visitors and pilgrims each year. While many people associate Qom, the capital city of Qom Province, primarily with its famous sweet, sohan, the city boasts a rich array of souvenirs that reflect its unique culture and heritage. Exploring these diverse offerings can help you discover a wider selection of interesting gifts for your loved ones during your visit.

If you're pondering what to bring back from Qom for family and friends, you might be surprised to learn that the city offers far more than just a couple of souvenir options. From delectable treats to exquisite handicrafts and stunning jewelry, Qom's souvenirs are as varied as they are captivating. Let's delve into some of the most remarkable items you can find in this vibrant city.

Sohan

Sohan stands out as the most renowned and cherished souvenir from Qom. This traditional sweet, often likened to halva, has been crafted in the city since the Qajar era. Its popularity extends beyond local residents, as many tourists eagerly purchase this delightful treat during their stay. Sohan is widely available, with numerous shops throughout Qom offering this sweet delicacy.



Kasmeh bread

Another delightful edible souvenir from Qom is *kasmeh* bread. This unique bread is made from a blend of flour, egg yolk, saffron, sugar, turmeric, and milk, and is available in three distinct varieties: sesame, sugary, and premium. If you're seeking something distinctive to bring home from Qom, *kasmeh* bread is a fantastic option.

Silk carpet

Qom is renowned for its exquisite handwoven silk carpets, which are regarded as some of the finest in the country. After enjoying a meal at one of Qom's esteemed restaurants, take a stroll through the expansive carpet markets to admire the stunning array of patterns, colors, and designs. Due to the high quality of the silk used, these carpets can be quite luxurious and are among the most prestigious souvenirs you can acquire.



Pottery

For those interested in beautiful yet affordable handicrafts, Qom's pottery is a perfect choice. Local artisans skillfully use high-quality clay sourced from the surrounding areas to create stunning pottery items, often adorned with intricate designs that reflect the region's artistic heritage.

Morvar-bafi

Another notable handicraft from Qom is *morvar-bafi*, which involves weaving wicker wood that grows in the region into a variety of products, including baskets, chandeliers, containers, and even chairs. These items, usually found in a vibrant yellow hue, are not only affordable but also cherished for their traditional craftsmanship.



Gaz

You may be curious to know if *gaz* (Persian nougat) is produced in Qom, and the answer is a resounding yes. The *gaz* from Qom is exceptionally delicious and often regarded as a serious contender to the more famous *gaz* of Isfahan. It's easy to find freshly made *gaz* in Qom, and its delightful flavor is sure to please anyone who receives it.



Kharmohreh

Dating back to the Achaemenid period, *kharmohreh* is a charming souvenir that is recognized as part of Iran's cultural heritage. Typically blue in color, *kharmohreh* is believed to possess protective properties against negative energy and the evil eye. You can find over 160 different types of *kharmohreh* in Qom's souvenir shops, making it a meaningful gift option.

Marquetry

Marquetry panels offer another excellent souvenir choice. This intricate craft involves creating elaborate designs on wood using chisels and hammers, with artists filling the spaces with colored wood, metals, gemstones, ceramics, and shells to enhance the artwork's beauty. Prices for marquetry panels can vary based on size, materials, and craftsmanship.



Traditional painting

Traditional painting is a well-established craft in Qom, with many local artists producing stunning works on wood, glass, pottery, leather, and other materials. These traditional paintings come in various styles, allowing visitors to select pieces that resonate with their personal tastes and preferences.

Handmade rings

Handmade rings are another popular souvenir option in Qom, celebrated for their exquisite craftsmanship. These rings come in a variety of settings and gemstones, with the seven-gem ring being particularly unique and sought after. Currently, there are over 1,000 workshops in Qom dedicated to the production of these stunning rings. In summary, Qom is a treasure trove of unique souvenirs that reflect the city's rich cultural heritage. Whether you're drawn to its delectable sweets, exquisite handicrafts, or beautiful artwork, you're sure to find the perfect memento to share with family and friends.



Importance of food in Kermanshah's tourism strategy

Iranica Desk

Alireza Moradi Bisotuni, the head of the Tourism Affairs Department at Kermanshah Province's Cultural Heritage, Tourism, and Handicraft Organization, emphasized that Kermanshah's designation as "Creative City of Gastronomy" presents a significant oppor-

tunity for the development of tourism in the region. He pointed out that the province's diversity and exceptional quality of food could effectively serve as a brand for its tourism industry. Moradi Bisotuni highlighted the importance of food as a priority for tourists during their travels. He noted that while a tourist might choose not to stay in hotels

or other accommodations, they cannot overlook the significance of food in their travel experience. Consequently, focusing on culinary offerings is both crucial and necessary for successful tourism, *chtn.ir* wrote.

He drew attention to the global surge in food tourism, explaining that Kermanshah's varied climate — ranging from tropical to cold — supports a wide array of plants and livestock. Moreover, the presence of different ethnic groups contributes to a unique and rich culinary landscape, further establishing Kermanshah as a global hub of gastronomy. He also stressed that food plays a pivotal role in extending tourist stays, and maintaining a quality focus on this aspect is vital, especially given the province's culinary diversity.

Additionally, Moradi Bisotuni noted that throughout the year,

numerous events centered around food and agricultural products have been organized in Kermanshah, all of which have garnered a positive response from both tourists and tour operators. He underscored the importance of proper planning to make the most of the province's resources in organizing such events effectively.

He further suggested that a key action moving forward should be the inclusion of the province's unique culinary items — more than 60 of which are nationally recognized — in the menus of local restaurants.

In conclusion, he expressed optimism that the enthusiastic reception of these events by the private sector and local communities indicates a promising future for their continued success and potential annual expansion.



● Abbasali aash



● Dandeh kebab