

Interconnection of tourism and hospitality in Mazandaran Province



Iranica Desk

A member of Iran's Tourism Experts Association referred to an increase in annual travel to Mazandaran Province, emphasizing that developing unique services within the hospitality industry is essential for the success of the tourism sector in the region.

In an interview with IRNA, Mehran Hosseini highlighted the close relationship between the tourism and hospitality sectors, asserting that tourism serves as the primary driver, directly generating demand for hospitality services, while the hospitality sector acts as a foundational component of tourism, IRNA wrote.

He remarked that the hospitality industry is a critical part of tourism infrastructure, stating that hotels and accommodations play a crucial role in attracting both domestic and international tourists. The quality of services and facilities they provide can signifi-

cantly enhance or diminish tourists' travel experiences. Hosseini pointed out that a variety of hotels with diverse qualities effectively attract tourists with different tastes and budgets. He also noted that hotels can showcase local culture and lifestyle through their architecture, cuisine, and services, enriching the cultural experience for tourists during their stay.

Hosseini emphasized the hospitality industry's significant impact on tourism development, highlighting its crucial role in enhancing infrastructure, increasing competitiveness with modern hotels, and delivering professional services that can differentiate countries or regions from their competitors. He noted that this growth can create extensive job opportunities in various fields, such as management, customer service, culinary arts, and housekeeping. Naturally, an increase in tourists will attract more investment in the construc-

tion and development of hotels and accommodations.

Additionally, Hosseini mentioned other tourism facilities that, through synergy, accelerate tourism growth and provide a comprehensive experience for travelers. These include food outlets and restaurants — particularly those offering local cuisine, which many tourists seek — as well as shopping and entertainment centers that offer various recreational services, encouraging tourists to extend their stays. Furthermore, transportation plays a vital role in tourism, with easy access to hotels, facilities, and attractions through efficient transportation infrastructure (ground, air, sea, and rail) being essential.

He noted that another sector that will both directly and indirectly impact the growth of the hospitality industry is its influence on related industries, such as handicrafts and local prod-

ucts. As tourism grows, so does the demand for souvenirs, handicrafts, and local goods, thereby supporting local producers. Moreover, the industry's need for online reservations, virtual tours, digital advertising, and tourist feedback fosters the advancement of new technologies.

The Secretary of the Mazandaran Province's Association of Sustainable Green Tourism emphasized that tourism acts as a primary driver, creating a demand for accommodation and directly necessitating hospitality services. Consequently, hospitality functions as a foundational and service-oriented sector of tourism, with the variety of services offered depending on the type of tourism — such as business, recreational, health, cultural, and more.

Hosseini underscored that a crucial principle for maintaining and enhancing business in the market is the role of loyal customers.

The quality of services provided in hotels and the positive experiences created by resort managers during guests' stays encourage tourists to return. This not only impacts repeat visits but also directly influences word-of-mouth advertising, which is often referred to in electronic tourism as viral marketing.

He also highlighted another way the hospitality industry contributes to tourism development: beyond supporting tourism, hospitality expands it by delivering innovative and targeted services. By fostering trust and assurance through the presence of reputable hotel brands, which create a sense of security and comfort for tourists, hotels offering multilingual international services, diverse cuisines, and special amenities effectively attract foreign tourists.

Hosseini noted that green hotels, which prioritize environmental sustainability, are becoming increasingly

competitive in today's tourism market and are particularly favored by ecotourism enthusiasts.

He also highlighted the importance of providing a scientific framework and innovative strategies to attract tourists with competitive advantages in the hospitality industry.

In his view, the industry faces several challenges in the current competitive landscape, including a growing demand for personalized experiences, heightened competition from shared accommodation platforms, and various global economic and social impacts. He emphasized the necessity of adopting a scientific approach centered on innovation, competitive advantages, and delivering customer-centric services.

He stated that Mazandaran Province, as the primary choice for tourists in the country, is experiencing an increase in the number of incoming tourists and a

diversity of needs, wishes, and millions of requests for leisure activities. Many of these tourists, unlike in traditional travel periods where trips occurred once a year, are now traveling more frequently — especially from neighboring provinces and the central regions of the country, which hold a significant portion of the population — due to changes in lifestyle.

Hosseini continued that, in such conditions, attention to scientific frameworks and innovative strategies that will provide tools for competitive advantage and a larger share of the dynamic and growing tourism market is essential. This requires commitment and initial investment, where the cost-intensive aspects will, in the long run, serve as a source of investment for implementing these strategies and other innovative and creative methods due to the dynamism within the hospitality and tourism industries.

Unveiling majesty of Marmar Palace in Ramsar

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When summer arrives, many travelers flock to Ramsar in Mazandaran Province to enjoy its lush forests, breathtaking countryside, and sandy beaches along the Caspian Sea. This picturesque city, known for its unique climate and natural beauty, is often referred to as the "Bride of the Caspian," attracting visitors seeking both relaxation and adventure. One of the key attractions in Ramsar that shouldn't be missed is the Marmar Palace (Royal Palace), located in the heart of the city.

Situated on Rajaei Street, Marmar Palace is just eight minutes from the old hotel in Ramsar and only a ten-minute drive to the stunning Caspian Sea coast. Built in 1937, the palace was taken over by the Mostazafan Foundation after the victory of the Islamic Revolution and is now open



to visitors as a museum. Ramsar itself boasts a rich history, with roots dating back to ancient Persia, and the area is dotted with cultural landmarks and natural wonders, making it a perfect destination for history buffs and nature lovers alike.

The palace is surrounded by a botanical garden that spans about 6,000 square meters, showcasing a diverse range of plants, including some native species unique to the region. However, the architectural beauty of the 600-meter mansion is what draws

many visitors. True to its name, the palace features a stunning marble façade, with a marble pool, porch, and intricately carved columns that impress at first sight. The reflection of these columns in the pool, among the fish, adds to its charm. Inside, the palace boasts

a central hall and several spacious eastern and western rooms. The furniture, chandeliers, candlesticks, desks, and other decorative items dating back to the Pahlavi I dynasty fascinate many visitors, along with the stucco ceilings and elegant fireplaces. The walls

are adorned with invaluable artworks collected throughout the complex, highlighting the rich artistic heritage of Iran.

To the south of Marmar Palace, another entrance showcases a marble sculpture of two extinct Mazandaran tigers, a poignant reminder

of wildlife lost to the region. This sculpture serves as a symbol of the importance of wildlife conservation, a cause that resonates deeply with both locals and visitors. The palace complex also includes an old bathroom, a warehouse, and an installation building. Notably, both the garden and mansion of Marmar Palace have been inscribed on Iran's National Heritage List.

Visitors to Ramsar can also explore other attractions, such as the nearby Alborz Mountains, which offer hiking trails and stunning vistas, or the charming local markets where traditional crafts and delicious Persian cuisine can be enjoyed. With its blend of natural beauty, historical significance, and cultural richness, Ramsar and Marmar Palace together create an unforgettable experience for anyone looking to immerse themselves in the heart of Iran.

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