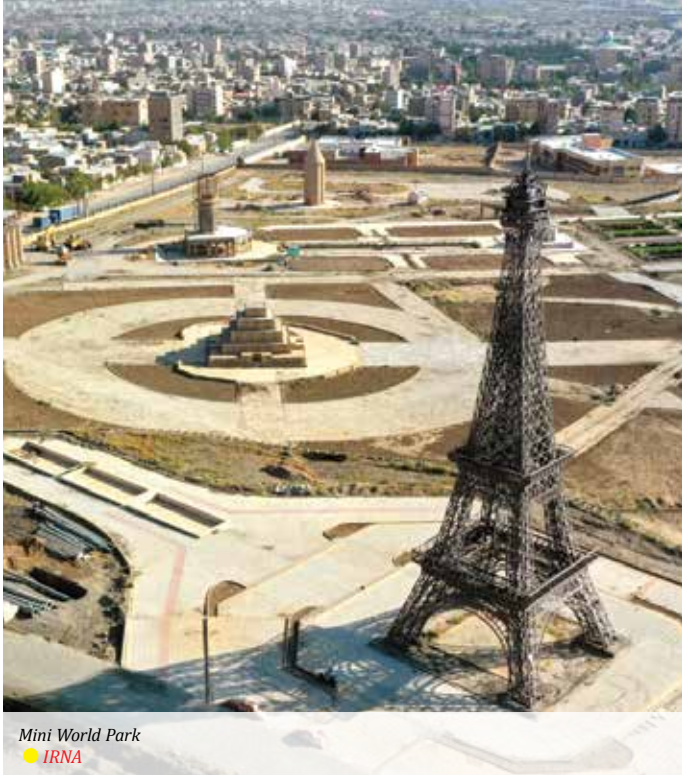
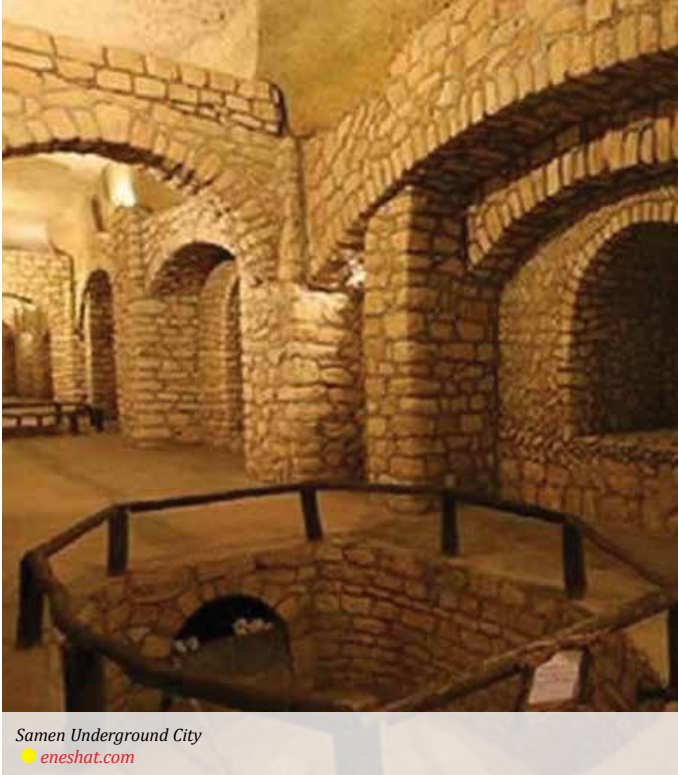


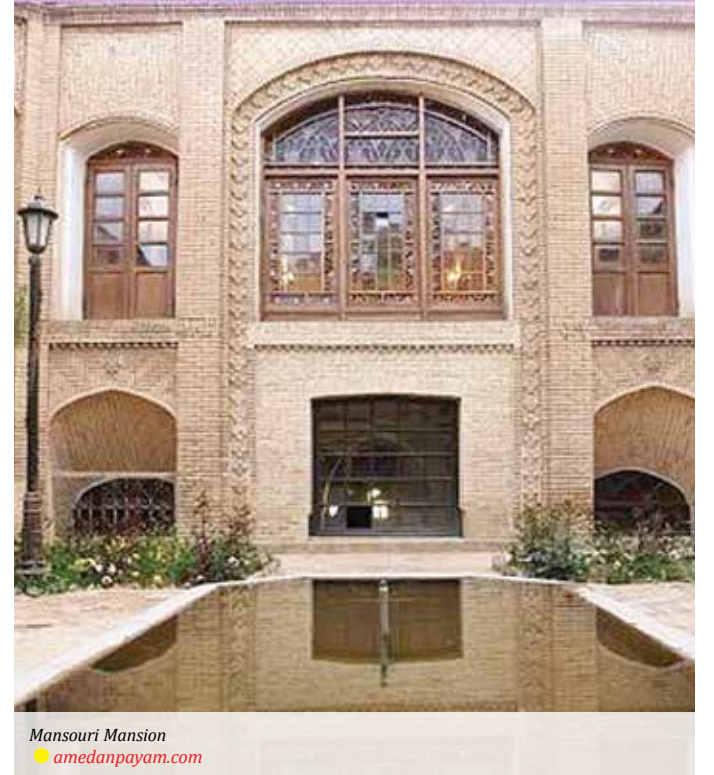
Impact of tourism on Malayer's economy and culture



Mini World Park
● IRNA



Samen Underground City
● eneshat.com



Mansouri Mansion
● amedanpayam.com

Iranica Desk

Today, tourism is recognized as one of the most vital industries for sustainable development, offering substantial economic, social, and cultural opportunities for metropolitan areas and global cities.

Statistics underscore the significance of tourism and its potential for growth, with experts predicting that the global tourism industry's revenue in this century could surpass that of the industrial sector, potentially reaching several trillion dollars in the coming years. For economies like Iran's, these figures are particularly important, as they could influence all economic activities and contribute to national development. However, achieving such revenue requires comprehensive planning and appropriate investments in both the hardware and software aspects of the industry. Despite its diverse attractions — historical, religious, and natural — Iran has struggled to secure its fair share of the global tourism market due to ineffective policies in this sector. This shortfall has contributed to various socio-economic challenges in the country that could be addressed through tourism development.

Hub of tourism

Malayer, with its pristine landscapes,

abundant tourist attractions, and unique national heritage sites, has made significant contributions to the national tourism discourse in recent years. The city is celebrated for its rich cultural heritage, including its renowned handicrafts and its recognition as both the World Grapes City and the World Craft City for Carved Wooden Furniture. These accolades highlight Malayer's importance not only in Iran but also on the international stage.

Infrastructure development

The discussions surrounding Malayer's tourism and handicrafts, alongside the dedicated efforts of the municipality and the Cultural Heritage Organization to enhance tourism infrastructure and create recreational areas, have been crucial in developing the tourism industry within the county. Malayer's carved wooden furniture is celebrated both nationally and internationally, showcasing the city's craftsmanship. Additionally, the county holds a special place in agricultural tourism due to its extensive grape production, with its grape cultivation system registered as the fifty-third agricultural heritage site in the world.

Mini World Park

The remarkable Mini World Park, established for the first time in the Middle East, has garnered widespread admiration.

This important recreational area is poised to initiate a significant transformation in attracting tourists and enhancing cultural and social issues in the region. Mini World Park, located in the northern part of the city, covers over 48 hectares and is not only the first thematic park in Malayer but also the first mini tourism complex in the Middle East and the fourth in the world. Visitors to this park can enjoy a unique opportunity to see 138 historical, national, and global landmarks on a smaller scale, making it a fascinating destination for both locals and tourists alike.

Samen Underground City

The Samen Underground City is another unique phenomenon located beneath the streets, homes, and office buildings in the central area of Malayer, created through hand excavation in granite bedrock. These structures average a depth of three to 5.5 meters and cover over three hectares, with approximately one hectare currently identified. Archaeological excavations conducted in 2008 by experts from the Cultural Heritage Organization of Hamedan Province yielded highly significant findings. The excavation team, comprising specialists from various fields — particularly archaeology, anthropology, and conservation — was able to explore a substantial portion of the identified spaces, un-

covering artifacts that shed light on the region's rich history.

Architectural heritage

Malayer is also home to the Mansouri Mansion, a treasure of Iranian art that features two floors representing different historical periods. This historical structure, dating back to the Qajar and Pahlavi eras, belongs to the Mansouri heirs and stands as a testament to the architectural heritage of the region. Additionally, the Nushjian Hill, located about 60 kilometers south of Hamadan and 20 kilometers northwest of Malayer, has been a site of archaeological excavations since 1967. These excavations have revealed remnants from three historical periods, including a fortress, a temple, and a columned hall from the early Median period.

Enhancing tourist appeal

Furthermore, the municipality's construction of modern and traditional restaurants on the rooftop of Malayer, the establishment of motels for travelers, and the ongoing development of key projects — such as the carved furniture market, significant exhibitions showcasing handicrafts, and several national carved furniture festivals — have all contributed to Malayer's emergence as a prominent "tourist destination" in the western part of the country.

International events

Recently, Malayer made a successful and notable appearance at the 18th International Tourism and Related Industries Exhibition in Tehran, held from February 11 to 14. The Malayer pavilion showcased the region's tourism potential, handicrafts, and souvenirs, providing an excellent opportunity for interaction with industry professionals, investors, and both domestic and international visitors.

According to ISNA, Malayer's participation in this exhibition played a crucial role in promoting the county as a significant tourist destination in Iran, paving the way for attracting investment and developing sustainable tourism. The event served as a valuable platform to highlight the capabilities of artisans, producers, and professionals in the tourism and handicraft sectors of Malayer.

As the largest event of its kind in the country, the tourism exhibition facilitates the exchange of experiences, showcases the tourism capacities of various provinces, and fosters international collaborations. Malayer's involvement in this exhibition will not only enhance the global branding of the city but also expand target markets and strengthen interactions within the tourism industry, further solidifying its position as a key player in Iran's tourism landscape.

Explore thrills of Sahand Ski Resort in northwestern Iran



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Located 30km southeast of Tabriz in East Azarbaijan Province, Sahand Ski Resort stands out as a premier center for winter sports in northwestern Iran. As the only ski resort in East Azarbaijan, it features approximately 1,200 meters of skiable terrain.

The resort's geographical location, nestled between the two major mountain ranges of Zagros and Alborz, contributes to its cold, mountainous climate, making it an ideal destination for winter sports enthusiasts. Snowfall in the area can reach up to four meters, enhancing its appeal for skiing and snow recreation.

Sahand Ski Resort is one of 13 international ski slopes in Iran, equipped with advanced facilities and equipment, making it a significant venue for national and international competitions. Visitors can enjoy a range of amenities, including parking,

accommodation complexes, villa hotels, restaurants, and cafes. Additionally, the resort offers experienced instructors and a ski school for those eager to learn skiing. Ski lifts, rope tows, and other sports facilities are also available.

While winter is undoubtedly the best season to experience the resort's offerings, it attracts both domestic and international visitors year-round, thanks to its cool climate and scenic rivers.

To reach the sporting complex, it is advisable to use a personal vehicle equipped for snowy conditions. From Tabriz, take the southeast route; after 27km from the Tabriz-Tehran road police station, you'll find the sign for Sahand Ski Resort. If you choose to visit this remarkable destination, consider exploring nearby attractions such as Quri Gol Wetland, Bostanabad Hot Springs, and the Qajar Museum.