

Yazd’s goldsmithing tradition bridging cultural identity, tourism growth



Iranica Desk

The national identity and history of each land play a significant role in the development of tourism and regional economy. Preserving and promoting this heritage not only contributes to the revival of traditional culture and arts but also plays an important role in attracting both domestic and international tourists. Cultural tourism, by utilizing historical sites, architecture, handicrafts, and rituals, provides unique opportunities to showcase Iran’s rich culture and assists in the sustainable development of regions. Furthermore, the development of handicrafts — considered one of the indicators of cultural heritage — not only ensures the preservation of traditional arts but also serves as a source of income and employment for local communities. Various cities across Iran leverage their distinctive cultural identities in their journey



toward becoming tourist destinations, benefiting from this reciprocal relationship. Yazd, the capital city of central province of Yazd, has managed to create a unique attraction for tourists by focusing on preserving traditional architecture and restoring old windcatchers. Hosting cultural festivals and handicraft exhibitions — such as carpet weaving, confectionery making, and basketry — plays a crucial role in attracting tourists and boosting local industries. According to reports from

the public relations department of the Yazd Provincial Department of Cultural Heritage, Tourism, and Handicrafts, a significant meeting was held with the presence of related national and provincial officials in Yazd Chamber of Commerce. During this meeting, experts discussed the integration of tourism and handicrafts and their impact on eco-tourism and increasing Yazd’s appeal. One of the important topics was the plan to register Yazd as a UNESCO world heritage city for its traditional jewelry arts and to harness the potential of this craft

in attracting tourists and enhancing Yazd’s brand. Emphasizing the promotion and branding of Yazd’s exquisite handicrafts and their attractive packaging for guests and ambassadors was also a focal point. The celebration of Yazd’s UNESCO world heritage registration was another key subject discussed. Traditional jewelry of Yazd, including gold, silver, and other materials, has always attracted attention due to its authenticity, antiquity, variety in design, innovation, and high purity. Yazdi craftsmen have long been skilled in goldsmithing and gold extraction, even attracting other provinces seeking to mold their gold in Yazd. The gold jewelry industry in Yazd dates back approximately 600 years, making it one of the prominent goldsmithing centers in Iran. Estimates show that around 2,000 artisans are currently active in designing and crafting traditional jewelry



in Yazd. This industry not only boasts a rich history and deep roots but also continues to hold a prominent position in both domestic and international markets thanks to the creativity and innovation of its artisans. Yazd’s gold is not only valuable economically but also stands as a cultural and artistic symbol, reflecting a deep heritage recognized in both global and national markets. UNESCO has registered Yazd’s traditional goldsmithing art on the Intangible Cultural Heritage List to introduce the world to this exquisite Iranian craft.

Yazd’s gold narrative embodies a rich cultural history passed down through generations, shaping the identity of its people. The city is considered the birthplace of goldsmithing art, dating back to ancient times, with discoveries of old jewelry from the Parthian era. Over the past two thousand years, Yazd has been recognized as the main center for gold jewelry production; historical gold pieces made for kings and prominent figures across centuries serve as proof of this. Development applications include:

Artistic tourism: Attracting domestic and international tourists to specialized art routes in Yazd, familiarizing them with the jewelry-making process, and providing opportunities to purchase exquisite crafts
Branding and exporting: Registering Yazd’s gold as a global brand and expanding target markets in Turkey, the United Arab Emirates, and European countries
Education and employment: Developing training programs in this craft at vocational centers and universities and creating job opportunities for young people
Revival of traditional workshops: Supporting workshops that have shut down in recent years due to high costs and fierce competition
Overall, a concurrent focus on cultural heritage and handicrafts can serve as a bridge for sustainable tourism development and economic growth in Yazd and other historic cities across Iran.

Jasb; a mountainous habitat with rich biodiversity

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Jasb village is a mountainous area located near the Panzdah-e Khordad Dam, in the northern part of Delijan, Markazi Province. The Jasb district comprises seven villages situated in a valley that stretches approximately 50 kilometers on both sides

of the Azna River. The river flows mainly from March to June and is located at an elevation of nearly 1,200 meters above sea level. There is a protected habitat area in Jasb, covering over 17,000 hectares. This forested habitat connects to the heights of Palang Darreh Mountain to the north, the

Delijan plain to the south, Qamrud to the west, and the Karkas Mountains to the east. In the western and southwestern parts of Jasb, various plant species grow, including Prunus scoparia, fig trees, Pistacia atlantica, barberry, hawthorn, and spurge. The region is also home

to diverse animal species, such as leopards, boars, wolves, goats, sheep, deer, rabbits, and numerous bird species — including eagles, sparrowhawks, see-see partridges, kestrels, quail, and buzzards. Additionally, parts of Jasb’s mountainous habitat host tropical plant species and animals like goats, bezoar ibex, partridges, and leopards.

Delijan is located in the southeast of Markazi Province, at an important intersection point. It lies along the Isfahan-Tehran Road, approximately 409km from Tehran. Historically, Delijan was a prominent city, featuring

four gates on each side. It is believed that its boundaries once extended nearly to Khorreh. One of the natural tourist attractions in Delijan is the Chal-Nakhjir Cave, also known as Delijan Cave. Its historical relics — such as earthenware, ditches, and beautiful bricks — serve as

evidence of its antiquity and cultural significance. Thanks to its strategic geographical position, Delijan gradually developed over time and was officially designated as a township in 1980. Today, Delijan is recognized as an industrial hub and is home to several notable carpet companies.

