



Iran targets 15mn tourists annually to revive sector after Israeli aggression

Pasargadae plan to balance heritage, community: *Minister*



Arts & Culture Desk

Iran's Cultural Heritage Minister Reza Salehi Amiri said Monday the government will target 15 million annual visitors to revive tourism after a recent conflict with Israel damaged the sector. The minister said Iran would "stimulate domestic tourism" and "focus on neighboring markets" to recover from losses during the 12-day conflict. Around six million international tourists have visited Iran this year, he confirmed, IRNA reported.



Iran's Cultural Heritage, Tourism and Handicrafts Minister Reza Salehi Amiri speaks during a ceremony in Fars Province, Iran, August 11, 2025.

● IRNA

Speaking after visiting the UNESCO World Heritage site of Pasargadae, Salehi Amiri said the recovery strategy has two main elements. Iran will boost domestic travel to create jobs and social optimism while easing access for foreign visitors through upgraded facilities. The government is investing in coastal infrastructure along the Caspian Sea, Persian Gulf and Sea of Oman through public-private partnerships, he said. Stimulus measures include visa-waiver agreements and expanded hotel capacity, with 45 new properties already opened. Salehi Amiri said Iran must bridge a nine million-visitor gap by "boosting domestic demand" and "leaning on neighbors from Iraq to the Caucasus." Last year, 7.4 million tourists

visited Iran, with Fars province and Pasargadae among top destinations, according to ministry data. Tourism grew 48 percent in the first month of the Iranian year compared to the previous year. "The government considers itself obligated to restore normal conditions as quickly as possible so people can see tourists returning," the minister said. At Pasargadae, Iran's first dynastic capital, Salehi Amiri pledged a development plan that balances historical preservation with local community needs. The 6th-century BC site contains the tomb of Cyrus the Great and ancient palace ruins. He described the site as a "peerless investment in Iran's collective memory" and said restoration and infrastructure

projects would follow long-term scientific evaluation while respecting "both heritage and host communities." A technical advisory body including archaeologists, local officials and Parliament members will convene within a month to make binding decisions on the site's development, he announced. "This land is steeped in identity and splendor—it must be honored in deed, not just word," Salehi Amiri said. "Every measure will reflect its stature" according to national and international heritage standards. The minister apologized to Fars Province residents for any government shortcomings and promised to address local concerns while protecting the archaeological site's integrity.

Archaeologists unearth royal Ilkhanid cemetery in northwestern Iran

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Iranian archaeologists unearthed remains from an Ilkhanid-era royal cemetery adjacent to the UNESCO World Heritage Soltaniyeh Dome in northwestern Iran. The discovery of the underground tomb, dating back to the 13th and 14th centuries, marks a significant archaeological breakthrough that could shed new light on Mongol burial practices and royal customs during the Ilkhanid dynasty, IRNA reported. Abolfazl Aali, director of the Soltaniyeh archaeological site, said the excavation team discovered skeletal remains and burial structures in an area known as "Abvab Al-Bar" during ongoing archaeological work that began in late July. "Based on existing evidence and historical sources, the tomb and skeletons belong to the royal family

of Mongol Ilkhans," Aali told the provincial Cultural Heritage Organization. The cemetery appears to house members of the royal court, including wives and children of Öljaitü, the eighth Ilkhanid dynasty ruler who governed from 1304 to 1316. Also known as Mohammad-e Khodabandeh, Öljaitü commissioned the construction of the massive Soltaniyeh Dome between 1302 and 1312. The burial site discovery provides "valuable information about history, culture, and customs during the Mongol era," Aali emphasized. Archaeological teams have uncovered human remains, precious artifacts, architectural structures and inscriptions that offer insights into religious beliefs and funeral rites of the period. The excavation will continue through late September as researchers work to cat-



● IRNA

alog the full extent of the royal burial ground. Soltaniyeh Dome was one of the largest religious endowments of the 14th century and served multiple functions including prayer, teaching and medical care. The octagonal structure, crowned by a 164-foot dome covered in turquoise-blue tiles, represents the world's third-largest brick dome. The Mongol Ilkhanid dynasty, established by de-

scendants of Genghis Khan, ruled over Persia from 1256 to 1335. Soltaniyeh briefly served as the dynasty's capital during the early 14th century before power shifted back to Tabriz. The discovery builds upon Iran's rich archaeological heritage and could attract increased scholarly attention to the site, which UNESCO designated as a World Heritage location in 2005 for its outstanding architectural significance.

'Land of Kindness' exhibition draws crowds at China's Nanjing Museum

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Iran's touring cultural exhibition 'Land of Kindness' opened at Nanjing Museum in eastern China, showcasing 151 historical artifacts that span over 3,000 years of Persian civilization through November 2025. The exhibition marks the third stop on a cross-country tour that has already drawn more than 300,000 visitors and generated over 100 million social media views since launching in January at Sichuan University Museum in Chengdu, IRNA reported. Majid Montazer Zohouri, cultural advisor at Tehran University and head of the Moghadam Museum, said the artifacts were carefully chosen to tell Iran's story through the ages. The collection includes metalwork, ceramics, glassware, textiles, carpets and paintings from five prominent Tehran museums: Reza Abbasi, Moghadam, Glass and Ceramics, Carpet Museum and National Arts Museum. "These historical objects showcase different dimensions of Iranian culture and present a fresh narrative of ancient Iran," Montazer Zohouri told Iranian state media Monday. He added the pieces feature recurring motifs that represent eternal messages of "covenant, friendship and kindness." The touring exhibition has struck a chord with Chinese audiences, building on long-



standing cultural ties between the two nations. After successful runs in Chengdu and Guangzhou, the show settled into China's second-largest museum, which houses over 430,000 artifacts. Iranian Deputy Cultural Heritage Minister Ali Darabi said China has formally requested extending the exhibition beyond its scheduled end date. The original plan called for the artifacts to return to Tehran after completing the three-city tour. The chronologically arranged display spans from the second millennium BC through the Qajar period, offering visitors a comprehensive look at Persian artistic traditions and craftsmanship. Nanjing Museum, located at the foot of Purple Mountain, provides a fitting venue for the cultural exchange. The exhibition runs through November 2025 at Nanjing Museum, with admission included in the museum's standard ticket price.

'A Death for Life' named sole Iranian film at India's HALF festival

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The one-tale short, 'A Death for Life,' by Iranian filmmaker Mohammadreza Setarehshenas will compete at the 15th International Haiku Amateur Little Film (HALF) Festival on September 14 2025 in Palakkad, Kerala. The film is the only Iranian entry selected for the final competition, IRNA reported. The festival, run by the creative collective Insight the Creative Group, recognizes ultra-short films—those no longer than five minutes—as "haiku" in cinematic form. Its emphasis is on aesthetic immediacy and non-profit creation. This year's edition drew a global audience, culminating in Setarehshenas singular national

distinction. A single-shot short, 'A Death for Life' depicts a female pigeon's demise and the death of her mate upon witnessing the scene. The filmmaker took on writing, directing, cinematography, editing, poster art and production duties himself. The film has previously screened at festivals in India, Chicago, Russia, and has earned commendations including a special experimental prize in Bolivia and finalist status at Busan's New Wave, plus a nomination in Italy. The celebration of his victory falls amid a growing appreciation of micro-cinema. "The power of small gestures resonates even in film," said one juror, praising the film's emotional clarity. A 'Death for Life' "carried us" with its haunting simplicity.

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Amendment of the publication of one step international tender

AGRICULTURAL SUPPORT SERVICES COMPANY

Following the two announcements No. 55/04/10105 published in the Iran Daily Newspaper dated 5/8/2025 (first announcement) and Tehran Times Newspaper dated 6/8/2025 (second announcement) regarding a one-step international tender for the purchase of seven items of pesticides technical materials, please take note of the following updates:

1. The tender document distribution period has been extended until Sunday, August 17, 2025, at the close of official working hours.
2. The deadline for submitting the envelopes of offers has been adjusted to Sunday, September 14, 2025, by the end of official working hours. Subsequently, the meeting for opening these envelopes will be convened on Monday, September 15, 2025, at 2:00 PM.

Other terms and conditions are unchanged.

Public Relations and International Affairs of Agricultural Support Services Company