

Hormozgan to launch 12 projects during Tourism Week

Iranica Desk

The deputy head of the Cultural Heritage, Tourism and Handicrafts Organization of Hormozgan Province for Tourism Affair has announced the inauguration and groundbreaking of 12 major tourism projects, along with dozens of cultural, educational and event-based programs, during Tourism Week (Sept. 27-Oct. 4) across the province.

Salim Mohammadi congratulated the public on World Tourism Day, September 27, and Tourism Week, and referred to this year's global theme, "Digital Agenda and Artificial Intelligence to Redesign Tourism."

He said Tourism Week programs in Hormozgan



Bandar Abbas
jabama.com

will begin with a ceremony honoring martyrs, including a ceremony to dust and perfume the graves of the Minab school students

who were martyred in a US-Israeli missile attack on a school, chn.ir wrote. Emphasizing the need to develop accommodation

and hospitality infrastructure in the province, Mohammadi said six tourism projects, including eco-lodges and traditional

restaurants, will officially become operational in Bandar Abbas and Parsian during the week.

He also announced the launch of new projects along the province's coastal areas and their hinterland, saying that groundbreaking and construction operations for six infrastructure and investment projects in Bastak, Bandar Abbas and Sirik will begin during Tourism Week.

He said the projects are intended to help achieve a more balanced distribution of tourism infrastructure across the province.

Mohammadi went on to outline key events and programs aimed at empowering local communities, saying that a range of initiatives have been

planned to link local identity with the region's natural and cultural potential. These include a coastal and marine tourism event, a festival of indigenous and traditional games, familiarization tours (FAM tours), special programs for children's tourism, handicraft and local food markets, a photography competition and a tourism workshop in Bandar Abbas, Sirik, Minab, Parsian and Bastak counties.

He added that extensive programs would also be held in the areas of education, technology and networking. These include meetings with private-sector tourism operators, a specialized session with content producers and influencers, a webinar on

the smart transformation of tourism centers and historic buildings, specialized workshops on the application of artificial intelligence in tourism, an accessible tourism workshop focusing on facilities for people with disabilities, and first-aid and rescue training courses for tourism-sector professionals.

Mohammadi said combining investment in sustainable infrastructure with the use of emerging technologies such as artificial intelligence and redefining coastal and marine tourism are among Hormozgan's main priorities for accelerating tourism development and creating added value for local communities across the province.

Alborz plans new steps to promote tourism, handicrafts

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The director general of Cultural Heritage, Tourism and Handicrafts Organization of Alborz Province said introducing Iran's archaeological sites is an important way of showcasing the country's historical identity and cultural heritage to both domestic and international audiences.

Speaking about the province's archaeological potential, Nader Zeynali said Ozbaki Hill in Nazarabad is among the sites being developed, with efforts to organize and enhance the site having begun last year, according to chn.ir.

"We aim to establish Ozbaki Hill as an archaeological

site and research center," he said. "At the same time, a tourism route has been planned for the site to create a balance between preservation, research and public access."

Zeynali said much of the necessary infrastructure has already been put in place, while work on the remaining components is scheduled for completion this year. The goal, he added, is to provide better facilities and conditions for tourists and visitors.

He also said that placing a historic site on World Heritage List requires specific legal requirements and procedures, adding that preparations are underway to pursue the necessary process for Ozbaki Hill.

Turning to the province's handicraft sector, Zeynali said Alborz has significant potential, with about 85 of the country's roughly 290 recognized handicraft fields currently practiced in the province.

Pottery, he said, is one of Alborz's most prominent handicrafts, supported by the province's abundant and high-quality clay resources. A significant share of the raw clay used by pottery producers in other provinces is also supplied from Alborz.

"This natural resource, combined with the skills and capabilities of local artisans, can provide a strong foundation for further development of the handicraft sector," he said.

Zeynali said most pottery artisans in the province are based in the Golestanak area of Karaj. Provincial authorities are seeking to introduce Golestanak as a center for handicrafts and as a craft city, he added.

He said the initiative requires a series of legal and administrative procedures, which are currently being pursued.

Zeynali also highlighted the tourism potential of Taleqan, describing the area as home to a combination of natural, historical and cultural attractions, including scenic landscapes, shrines and historic sites.

Among these attractions is the house of Ayatollah Ta-



Ozbaki Hill
hamshahrionline.ir

leqani, which he said could be developed into a cultural destination.

"Working with Ayatollah Taleqani's family, we launched a project last year to turn the Taleqani

House into a museum," Zeynali said.

He added that the long-term vision is to make the house the starting point of a cultural route linking Taleqan's various histor-

ical, cultural and tourism attractions.

"The route would begin at the Taleqani House and extend to other cultural and tourist destinations across Taleqan," he said.

Living tradition of Baloch embroidery

Iranica Desk

Baloch embroidery is woven into the history, myths, hardships and beauty of Iran's Sistan and Baluchestan Province. Recognized through national and international seals of authenticity, the craft has brought prominence to a number of its practitioners. Today, this living, handmade tradition is moving beyond traditional clothing in an effort to secure a lasting share of national and international markets.

Baloch embroidery is far more than a decorative art. It embodies the connection between creativity, identity, beliefs and ancient myths stretching from the Zagros region to the Makoran coast. Also known as Balochi needlework, the traditional craft is distinguished by precisely geometric patterns, striking symmetry and a vivid combination of warm colors such as red, orange and green. Drawing inspiration from the desert landscape and palm groves of southeastern



IRNA

Iran, the art has for generations adorned the clothing of women in the region, according to IRNA.

The craft has gained international recognition, placing the province among important centers of handicrafts and becoming a cultural hallmark of Baloch women. With their skilled hands, these women stitch together both the hardships and beauty of their environment. A piece of fabric, several colored threads and a needle moving through the hands of a Baloch woman may produce a beautiful

pattern, but the finished work represents much more: it carries part of the identity, history and lived experience of the people of the region.

In Khash, Baloch embroidery remains a living tradition. Passed down from mothers and grandmothers to daughters, it continues to be regarded in many families as part of their culture and practical life skills. This is precisely what distinguishes the craft from an industrial product: every pattern is formed by hand, and behind each stitch lie

hours of precision, skill and experience.

Today, this cultural heritage could become more closely linked to household economies, particularly for women in villages and less-developed areas who have limited access to formal employment.

The head of the Khash Department of Cultural Heritage, Tourism and Handicrafts said around 1,000 people receive training in various handicraft fields in the city each year and obtain skills certificates.

Malek-Masoud Rigi said more than 10,000 people in Khash have so far received handicraft training, with women making up a significant proportion of those trained.

"Baloch embroidery is one of the most important and distinctive handicraft fields in Khash," he said, adding that, beyond its cultural value, the craft has the potential to become an income-generating economic activity for local families. The figure of 10,000, how-

ever, does not mean that Khash has 10,000 active artisans. Rather, it represents the number of people who have received handicraft training over the years. This trained community could, with better access to markets, financing, contemporary design and sales opportunities, help activate part of the city's cultural economy.

Khash embroidery is no longer confined to traditional Baloch clothing. Today, its motifs can be incorporated into handbags, shawls, decorative items and other functional products. This diversification has increased the craft's potential to enter new markets.

The central challenge is no longer simply increasing production. What is needed is a chain that connects training to production, production to markets, and markets to sustainable income for artisans. Handicraft markets, seasonal exhibitions, participation in provincial and national events, and direct sales are

among the avenues that can narrow the gap between artisans and consumers.

Rigi also reported that handicraft artists from the city have successfully obtained the National Seal of Authenticity, an achievement indicating that some products made by Khash artisans have the quality and potential to gain recognition at the national level.

At the international level, the name of Zarkhatun Azimi, a Baloch embroidery artist from Irandegan in Khash, has become closely associated with the craft. Her works have received the UNESCO Seal of Excellence, helping introduce Baloch embroidery to audiences beyond the region.

Years after the artist began her work, her life and artistic legacy continue to attract attention. A documentary about her has also been produced, with parts of the film shot in Khash, Irandegan and the village of Genz. Among the different areas of Khash, Irandegan holds a special place in the history

of Baloch embroidery. Masters and artisans in the area have preserved patterns and stitching techniques over generations, passing them on to their students.

Baloch embroidery is practiced across a wide area of Sistan and Baluchestan, while Khash and Gosht are known for distinctive stitching techniques and designs. The craft has traditionally been closely associated with Baloch clothing, but in recent years its use has expanded to a wider range of products.

One of the defining characteristics of Baloch embroidery is that it is handmade. Patterns are created with thread and needle rather than through industrial production, giving each piece its own identity and distinct artistic value.

Handicrafts in Khash are not limited to embroidery. Other traditional crafts, including coin embroidery, mirror embroidery, Khamah-Duzi and mat weaving, are also practiced by artisans in the region.