

Iranica Desk

The “One City, One Museum” initiative will be implemented in cooperation between the Ministry of the Interior and the Ministry of Cultural Heritage, Tourism and Handicrafts, a deputy minister of the interior said. According to IRNA, Masoud Nosrati, deputy minister of the interior for urban and rural development, said in a directive to deputy governors general in charge of urban and rural development affairs across the country that cities with particular historical, social, cultural and natural significance will be identified jointly by the two ministries and supported in establishing specialized museums. He said the initiative aims to advance the broader “One City, One Museum” strategy while safeguarding oral history and the tangible and intangible historical and cultural heritage of cities and villages across Iran.

The establishment of urban museums, he added, would not only provide a systematic record of the historical and cultural identity of different regions but could also help preserve local identities, promote sustainable tourism and create jobs in tourism and related services. Nosrati, who also heads the Organization of Municipalities and Rural Administrations of Iran, said that under the initiative’s proposed framework, interested city councils and municipalities must first identify the existing potential and opportunities for establishing a specialized museum in their cities and declare their readiness to launch one. Completion of the relevant ap-



plication form, along with the submission of a report and feasibility study, will serve as the basis for the initial assessment

of applications, he added. Nosrati said that following an evaluation by a joint specialized committee of the Ministry of the Interior and the Ministry of Cultural Heritage, Tourism and Handicrafts, priority cities will be identified. The necessary support will then be provided for establishing specialized museums, organizing related events, pursuing legal procedures and obtaining the required permits. The deputy minister said that, where conditions allow, selected cities could also benefit from certain financial and legal support under the initiative. Among the criteria that could influence the selection of pri-

ority cities, he cited the potential for public participation, the presence of investors and philanthropists, cooperation from provincial executive bodies in providing the required facilities and equipment, and the presence of influential and prominent figures associated with the city’s history and culture.

According to Nosrati, priority for establishing museums in metropolises and provincial capitals will be pursued through the respective municipalities, while in other cities the initiative will be led by the relevant governorates.

He said the initiative, with an emphasis on preserving and passing on Iran’s historical and cultural heritage, seeks to turn urban museums into platforms for documenting local identity, strengthening public participation and making greater use of cities’ cultural and tourism potential.

Lorestan speeds up projects around Falak-ol-Aflak Castle

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The Director General of Cultural Heritage, Tourism and Handicrafts Organization of Lorestan Province has announced efforts to complete and inaugurate several projects surrounding Falak-ol-Aflak Castle before Nowruz, including Aflak Street, the castle’s perimeter wall, nearby intersections and the Qazi Bridge. Speaking to ISNA, Ata Hassanpour said the Ministry of Cultural Heritage has placed particular emphasis on completing and improving these projects,

while senior provincial officials are also closely following their progress. “We are also fully committed to bringing these projects to completion and are pursuing them seriously,” he said. Referring to the construction of the Qazi Bridge, Hassanpour said work on the project is underway and progressing rapidly in cooperation with the mayor of Khorramabad and the municipal authorities. He added that projects in the upper part of the area are also progressing rapidly, stressing that efforts

are being made to avoid any unnecessary delays. Hassanpour also announced that Lorestan will host a conference on “Artificial Intelligence and the Digitalization of Tourism” on October 14, in cooperation with the Chamber of Commerce. He said the event, which will be held for the first time in the province, will focus on the growing role of artificial intelligence in the tourism sector. “Artificial intelligence has become an important part of everyday life and business,” Hassanpour said, adding that this

transformation is particularly significant for tourism. He stressed the need to redesign tourism models, processes and practices in line with the capabilities of artificial intelligence. He said experts and tourism professionals need to come together to help redefine the industry and develop new approaches, including new platforms, innovative business models, revenue-generation methods and new tourism routes. The Lorestan cultural heritage chief said the conference is being orga-

nized by the Iran Chamber of Commerce and the Lorestan Chamber of Commerce, with the participation of chambers of commerce from across the country. Hassanpour said plans are also underway to make the event a recurring gathering. “We hope Khorramabad will be selected as the permanent secretariat of the conference and that, in the coming years, the event will continue to be held during Tourism Week, hosted by the Lorestan Chamber of Commerce,” he said.



Reading Room

Persian Language in Austria; a book on language, education



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The book “Persian Language in Austria” examines the status of Persian from the perspective of language education, exploring the language in connection with the history of Iranian studies in Austria, demographic and cultural developments within the Persian-speaking community, mother-tongue education, technological advances and the future of Iranian studies. Persian Language in Austria, compiled by Taliyeh Ahmadi, has been published in Vienna. The bilingual Persian-German volume provides a comprehensive examination of the status of the Persian language in the Republic of Austria from historical, educational, cultural, social, legal and technological perspectives, according to IRNA.

The book was published in 2026 by UniDialogue Publishing in Vienna, with the support of the Cultural Counsellor’s Office of Iran in Austria (Iranian House of Wisdom in Vienna). It seeks to provide a documented picture of the position of Persian within Austrian society, as well as at the country’s universities and academic and cultural institutions. Persian Language in Austria is among the studies that examine the status of Persian through the lens of language education. It places the language within the broader context of the history of Iranian studies in Austria, demographic and cultural changes in the Persian-speaking community, mother-tongue education, technological developments and the future of Iranian studies. The opening sections of the book trace the history of the Persian language and the formation and development of Iranian studies in Austria. They also examine the position of Persian at Austrian universities, research institutions and cultural organizations. In addition, the book addresses the legal framework governing mother-tongue education in Austria, as well as the opportunities and challenges facing Persian-language education. One of the book’s practical sections examines the Persian-speaking community in Austria, with particular attention to the identity-related challenges faced by second-generation

immigrants. The author considers the relationship between preserving the mother tongue, maintaining cultural identity and achieving social integration. Chapter Five introduces Persian-language education centers and courses in Vienna, providing information on universities, schools, educational institutions, and public and private educational programs. The section is intended to serve Persian-speaking families, language learners, researchers and others interested in learning Persian. Chapter Six reviews Persian-language textbooks and educational materials published in Iran and German-speaking countries, assessing their strengths and weaknesses from the perspective of second-language education. Chapter Seven focuses on Persian-German and German-Persian dictionaries and introduces the principal lexical resources currently available. One of the book’s innovative sections is Chapter Eight, titled “Software and Artificial Intelligence.” It examines the potential of language-learning platforms, interactive software and artificial intelligence-based tools for teaching Persian, while also considering the challenges accompanying these emerging technologies. The book also highlights an important issue in this field: the shortage of standardized corpora and digital language data for Persian. Ac-

cording to the author, developing digital infrastructure for Persian and producing standardized linguistic resources are among the key requirements for the future of Persian-language education and research in academic settings and emerging technological environments. Chapter Nine examines the activities and potential of the S’adi Foundation, the specialized institution responsible for promoting and teaching Persian outside Iran. Drawing on the Austrian experience, the chapter offers recommendations for improving Persian-language education policies abroad and strengthening international cooperation. A central feature of the book is its forward-looking approach. In addition to describing the current situation, it draws on research findings, field experience and practical experience in cultural activities to examine a number of successful international models. It also puts forward recommendations for strengthening Persian-language education in Europe, including the standardization of educational programs, teacher training, the production of multimedia resources, the development of educational technologies, the use of artificial intelligence and greater cooperation between universities and cultural institutions. The decision to publish the book



in both Persian and German is also intended to provide simultaneous access to Persian-speaking readers and the German-speaking academic and cultural community. In this respect, the book may be of interest to Iranologists, linguists, language professors and instructors, students, researchers, cultural policymakers, and educational and cultural institutions in Austria and other European countries. Overall, Persian Language in Austria seeks to demonstrate that the future of Persian in Europe is not limited to preserving its literary and cultural heritage. Rather, the language’s future also depends on its ability to maintain an effective presence in educational and academic systems, cultural institutions and emerging technologies.