



A delegation of young diplomats from Armenia's Ministry of Foreign Affairs has visited the National Museum of the Islamic Revolution and Sacred Defense in Tehran. The tour was held as part of a mission to help strengthen political relations and cultural ties between the two countries, ILNA reported. During their visit, the Armenian delegation paid their respects at the museum's Memorial of Unknown Martyrs and the revered founder of the Islamic Revolution, the late Ayatollah Ruhollah Khomeini. The group also paid tribute to the Christian martyrs of the 1980-88 Iran-Iraq war. Moreover, they toured the museum's seven halls, gaining insight into the events leading up to the victory of the Islamic Revolution, the imposed war, and the subsequent advancements.

Armenian Diplomats Visit Sacred Defense Museum

Isfahan Tourism must align with Global Standards Provincial Tourism Chief Says

Isfahan's tourism chief Amir Karamzadeh emphasized the need for the province's tourism sector to comply with global standards. "Today, more than ever, we need a serious assessment of Isfahan's tourism in both governmental and private sectors. In this regard, I believe that research projects can be a solution." He made remarks at the fourth meeting of his directorate officials with the Isfahan Chamber of Commerce, adding "One of the most important indicators for understanding the tourism industry is that we

always face reality in tourism; therefore, tourism activists must always be realistic." He continued, "I believe that the most important duty of the Chamber of Commerce, as an entity of the private sector, is to always demand from the government." Unfortunately, we see that the private sector in Isfahan's tourism is not acting as efficiently as it should. Therefore, I believe that with proper advocacy, Isfahan's tourism must align with global standards. "Isfahan was once a crossroads of international

trade and diplomacy in Iran and now it is one of Iran's top tourist destinations for good reasons. It is filled with many architectural wonders, such as unmatched Islamic buildings, bazaars, museums, Persian gardens, and tree-lined boulevards. It's a city for walking, getting lost in its mazing bazaars, dozing in beautiful gardens, and meeting people. The ancient city has long been nicknamed as Nesfe-Jahan, which is translated into "half the world"; meaning seeing it is relevant to see half the world.



Visit Auvergne

Located in the very heart of France, the Auvergne is a unique area with a well preserved natural environment, offering its visitors a real treat for both body and mind.

It is one of the largest protected natural reserves in Europe, with 109 hot springs (including Volvic), almost a hundred volcanoes, and more than 20,000 kilometers of waterways. The Regional Natural Park of the Volcanoes of Auvergne calls hikers onto the slopes of Plomb du Cantal, the Puy de Dôme, or the Puy de Sancy.

The Livradois Forez Regional Natural Park possesses several thousand kilometers of walking trails between forests, massifs and glacial valleys. The Auvergne ski stations also offer a whole range of winter sports: alpine skiing, cross-country skiing, snowshoeing, tobogganing, snowboarding, and more. In summer, whitewater rafting, paragliding or climbing delight thrill seekers.

Auvergne is the second-most-important spa area in France, and takes care of guests with natural spring

water baths, but also in the region's many spas or hammams. After tackling the slopes, gourmands can savor the cheeses platters: Auvergne Blue Cheese, the Fourme d'Ambert and Saint-Nectaire cheeses, the Cantal or the Salers cheese make for a proper feast. Auvergnard cooking transforms simple products into the best comfort food: the mouthwatering aromas of the traditional petit salé made with green lentils from Puy, stuffed cabbages, the Auvergnard hotpot, or the truffade potato cakes, waft from the the kitchens of the 30 or so restaurants recognized by the Michelin Guide. Saint-Pourçain, Côtes d'Auvergne or rosés from Chanturgue are among the enological treasures of the Auvergne.

The Saint-Pierre de Saint-Flour Cathedral and the Notre-Dame-du-Port Basilica bear marks inscribed in their very stones of pilgrims making their way to Compostelle. Take the opportunity also to learn about Vercingétorix, chief of the Arverni and brave warrior in the Gallic Wars,

at the Gergovie House (situated on the presumed site of the battle of the same name). The Medieval Ducal Fortress evokes the Bourbon dynasty. In Clermont-Ferrand, in the Michelin headquarters, find out all about the epic tales of the company's history accompanied by its friendly mascot Bibendum. Sharpen your mind at the Museum of Cutlery in Thiers.

Art and culture come out onto the streets during the Aurillac International Festival of Street Theater, or in the Pamparina in Thiers. Movie buffs are drawn to the International Short Film Festival, and fans of classical music for love the Festival of the Chaise-Dieu. The International Hot Air Balloon Concourse ass color to the skies and the Auvergnard countryside.

The PAL – amusement and wildlife park, Vulcania, the Lemptégy Volcano, and the Electrodrome also single Auvergne out as a destination for family holidays.

Holidays in the Auvergne revitalize the body and the mind!



Maku Free Zone Eyes Tourism Surge with New Reforms

Maku Free Zone could host loads of international tourists annually if relevant laws are properly enforced and tourism infrastructure is strengthened, said the free zone's CEO.

In an interview with CHTN, Hossein Garousi highlighted Maku Free Zone's strategic location as a gateway to Europe.

"Each year, numerous travelers cross the Bazargan border into Turkey and other countries, and vice versa, many tourists enter Iran through this border," he stated. Garousi pointed out the diverse tourism opportunities in Maku Free Zone, citing attractions such as the UNESCO world heritage sites of Saint Thaddeus Monastery and Dzordzor Chapel. The region, the CEO added, also boasts natural attractions like the Soraya Springs and hot springs, and hosts annual sports events like paragliding and fish-

ing competitions. The CEO further highlighted the presence of the largest modern orchard in the Middle East, covering 209 hectares with pistachio and walnut trees, which could boost agricultural tourism in the region.

Despite these assets, Gerousi highlighted that administrative bureaucracy hinders progress. "We currently have two upscale hotels in the free zone," he explained, "But hotel equipment often remains stuck in customs for over seven or eight months, delaying projects."

According to the law, the CEO underscored, equipment should enter free zones without paying duties, but enforcement issues persist.

Garousi highlighted that more than 7,000 foreign Christians visit Saint Thaddeus Monastery and Dzordzor Chapel annually, even though suitable accommo-

dations are lacking. "Imagine the potential increase in tourist numbers if proper infrastructure were in place," he said.

The 13th government has invested some \$ 15 million in Maku Free Zone's tourism sector, the CEO brought to light.

Key projects include the construction of a zip line and a tourist resort village, the establishment of an eco-lodge, the completion of the first phase of the Iranian Park recreational and entertainment center, and the development of the Sam recreational, tourist, and sports complex featuring a cable car, ski resort, and four-star hotel on the Qare Khach tourism route.

These initiatives, if successfully implemented, could transform Maku Free Trade Zone into a premier tourism destination, driving both economic growth and employment, he wended up.

From Tradition to Modernity: Ilam's Embossed Kilims



Historically, Ilam has been renowned for its Kilim production, a craft that dates back centuries. However, the embossed kilims (locally named Gilim-e Naqsh Barjasteh) represent a relatively recent development in the region's artisanal landscape.

This innovative style was pioneered by a skilled weaver named Sahar Chalengar. Through her ingenuity, Chalengar introduced an embossed motif into the traditional Kilim by integrating carpet knots into the weaving process. Her unique approach quickly gained popularity, revolutionizing the craft and spreading across Ilam province. The creation of embossed kilims involves a distinctive technique that sets them apart from traditional Kilims. The background of these Kilims is woven using a conventional method known locally as "Sufi Bafi." The motifs, however, are crafted using Turkish carpet knots, which naturally make them stand out in relief against the flat background. This embossing effect adds a three-dimensional quality to the Kilims, enhancing their visual and tactile appeal.

The primary materials used in embossed kilims are wool, cotton, and sometimes silk yarn. These materials are sourced from local cattle farmers, ensuring a close connection between the weavers and their environment. Wool is used both in its natural color and dyed with natural and chemical pigments. The dyeing process often involves the use of white alum to stabilize the colors, ensuring they remain vibrant and long-lasting.

The process of making an embossed kilim begins with the installation of the loom. While both vertical and horizontal looms can be used, vertical looms are now more commonly chosen. The Kilims are woven based on symmetrical patterns, and unlike simple Kilims, they allow for the inclusion of curvilinear motifs. These motifs include traditional designs such as "Lachak - Toranj" (paisley), "Goldani" (vase), "Gol-e Farang" (rose flower), "Naghshah Ghalat," "Botehee" (bush), "Mehrabi," and various floral, animal, and figurative motifs.

Qazvin Upgrades Services for Summer Guests

Qazvin province is gearing up for a busy summer season, offering hundreds of beds across various accommodation facilities. A local official in charge of tourism, speaking on Tuesday announced that Qazvin boasts 2,300 beds across various accommodations, including hotels, hotel apartments, traditional hotels, and eco-lodges, ready to welcome tourists during the peak of summer. "Provincial executive travel services committee has been preparing to host summer tourists since late May," said Nader Mohammadi, adding that coordination meetings with a number of local departments have been held, alongside continuous supervisory visits to tourism facilities to ensure quality services. 14 eco-lodges, he further elaborated, are ready to serve tourists, with an additional 35 accommodations in the process of obtaining the necessary approvals and infrastructure to attract more visitors. "While most eco-lodges are located in the Alamut region," Mohammadi outlined. "They also operate in other areas such as Takestan and Tarom." Mohammadi emphasized that, in line with directives from the Ministry of Cultural Heritage, Tourism, and Handicrafts, the province has prioritized the improvement of touristic facilities to provide travelers with satisfactory services. Moreover, the official highlighted efforts to organize one-day tours through local travel agencies, which is expected to boost tourism and support the local economy. Mohammadi pointed out the province's rural and natural attractions, including Alamut, Tarom, and Barajin, noting their unique and pristine qualities. With appropriate investment and infrastructure development, he continued, these areas could become significant tourist destinations. In his final words, the official mentioned that strategic plans for geographically distributing tourism services, particularly in rural areas, are in place, with an eye toward expanding tourism services across the province.

Perspective



Medical History Museum to be Established in Lorestan

A special museum dedicated to medical history will be set up within Shohada-ye Ashayer Hospital, which is located in Khorramabad, the capital of Lorestan province.

Dr. Bahram Delfan, who presides over Lorestan University of Medical Sciences, on Tuesday announced that the Health Museum of this province will soon be established at Shohada-ye Ashayer Hospital, CHTN reported.

He made the remarks at the opening ceremony of the Clinical Skills Center of Lorestan University of Medical Sciences, saying: "This museum will be set up in the old building of the Clinical Skills Center (located within Shohada-ye Ashayer Hospital)."

