



## Introduction of Iranian Tourism Potentials for Chinese Tourist Agencies

To introduce Iranian Tourism Potentials to Chinese, the Tourism Commission of Esfahan Chamber of Commerce, Industries, Mines and Agriculture held a meeting with 25 Travel Agencies from Chinese

Mohammad Zahedi, Advisor to the Tourism Commission of Esfahan Chamber of Commerce, called the removal of visas requirement prior to entry between Iran and China as one of the most important steps towards the improvement of tourism industry and added: "With the removal of entry/exit stamp of tourists in Iran, this trend has improved."

The Tourism Advisor of ECCIMA announced that Iran's willingness to cooperate with China in the fields of tourism brand, cyberspace, accommodation and food industry, referring to the historical Iran-China relations and explained: "Since 10% of the world tourists are Chinese, removal of the pre-entry visas requirement has increased the number of Chinese tourist arrival to Iran."

Li Yung, Chairman of "Inka Travel Agency" declared that there are annual Tourism Exhibitions in China and participation of Iran in these events is necessary, considering the great potentials and tourist attractions of Iran. He continued: "Iran's tourism potentials should be introduced in Chinese media active in this field."