

Contents

Chapter 1: Tourist Guiding	12
- Introduction	13
- Tour leader or tour guide	15
- Interpreter Guide Services for Culture and Heritage Touring	16
- How to Guide Successful Tours	16
- The Code of Guiding Practice	19
- Tourism English.....	20
- Read more	21
Chapter 2: History of Persia	24
Part 1	25
- Iranian Glory	25
- The Iranian Exception.....	26
Part 2	28
- Ancient Iran	29
- The Elamites	29
- Median and Achaemenid Empire	30
- The Hellenic conquest and the Seleucid Empire	31
- Parthian Empire	31
- Sassanid Empire.....	32
Part 3	33
- The Arabs & Islam.....	33
- The Coming Of The Seljuks	34
- Genghis Khan & Tamerlane	35

- Safavid Empire	36
- Nader Shah & Karim Khan Zand	37
- Qajar dynasty	37
- Tourism English.....	39
- Read more	40
Chapter 3: Persian Mythology	44
- Introduction.....	45
- Major Deities and Figures	45
- Legacy.....	46
- Mythic creatures and legendary heroes	47
- Political myths and legends	48
- Conclusion	49
- Tourism English.....	50
- Read more	52
Chapter 4: Persian Architecture	56
- Introduction.....	57
- Pre-Islamic architecture of Persia	58
- Post-Islamic architecture of Persia	59
- Materials	60
- Geometry	60
- Categorization of styles	60
- Persian temple or Persian mosque	61
- Tourism English.....	65
- Read more	66
Chapter 5: Iranian Sites Inscribed on UNESCO's World Heritage List	70
- The criteria for nominating a site.....	71

- Cultural Properties inscribed on the World Heritage List (16)....	72
1. Tchogha Zanbil	73
2. Naqsh-e Jahan Square	75
3. Persepolis	77
4. Takht-e Soleyman	79
5. Bam and its Cultural Landscape	83
6. Pasargadae	85
7. Soltaniyeh	87
8. Bisotun	89
9. Armenian Monastic Ensembles of Iran	90
10. Shushtar Historical Hydraulic System	91
11. Tabriz Historic Bazaar Complex	92
12. Sheikh Safi al-din Khānegāh and Shrine Ensemble in Ardabil	94
13. The Persian Garden	96
14. Gonbad-e Qābus	99
15. Masjed-e Jāmē of Isfahan	101
16. Golestan Palace	101
- Properties submitted on the tentative list (52)	103
- Tourism English	115
- Read more	116

Chapter 6: Cultural Properties of Persia 120

- Persian rug	121
- Persian Pottery	133
- Qanat	145
- Persian gardens	149
- Zurkhane	151
- Persian miniature	156
- Persian calligraphy	164
- Persian marquetry	169
- Persian enameling	170
- Glass blowing in Persia	173

Gilding	176
Termeh	177
- Persian metalworking	178
- Persian relief sculpture	181
- Tourism English.....	190
- Read more	192
Chapter 7: Persian Cuisine	196
- Introduction	197
- Major ingredients of modern Persian cooking	198
- Methods of cooking	201
- Abgoosht.....	202
- Chelo-Kabab.....	203
- Tourism English.....	204
- Read more	205
Chapter 8: Persian Festivities	208
- Introduction.....	209
- Persian New Year Celebration.....	209
- Celebrating Yalda Night	210
- Sadeh Celebration	211
- Tourism English.....	214
- Read more	219
Phonetic Alphabet.....	221
Glossary	223
Travel Terms.....	261
References.....	285