Tourism
Persepolis (Takht-e Jamshid) is the best-known archaeological monument of Iran, the capital of the greatest empire the world had known to that time, the Persian Empire, in about 500 BC. 'Persepolis' is the Greek name given to the capital of the Achaemenid dynasty. It means the City of the Persians. Today Persepolis is located in Fars province, 56 km northeast of Shiraz.
**Falak-e-Attak**
Falak-e-Attak Castle is one of the most impressive castles in Iran. It is situated on the top of a large hill within the city of Khorramabad. This gigantic structure was built during the Sassanian era (224–651).

**Eram Garden**
With its beautiful flowers and decorative plants as well as its amazing fountains, it is now also known as the Botanical Garden of Shiraz University, and is in the heart of the city of Shiraz.

**Arg-e-Bam**
The 2,000-year-old palace of Arg-e-Bam. The world's largest adobe structure. Bam and its Cultural Landscapes were registered in UNESCO World Heritage List following the devastating 2003 earthquake that destroyed over 90 percent of the city structure.

**Jameh Mosque of Yazd**
The Jameh Mosque of Yazd is the grand, congregational mosque of Yazd city. The 12th-century mosque is still in use today. It is a fine specimen of the Azeri style of Persian architecture. The mosque is crowned by a pair of minarets, the highest in Iran, and the portae's facade is decorated from top to bottom in dazzling tile work, predominantly blue in color.

**Soltanieh Dome**
Soltanieh Dome, the largest brick dome in the world, is the seventh Iranian site on the UNESCO List of World Heritage.
The Behistun Inscription

30 km east of Kermanshah there is an Achaemenid bas-relief depicting Darius the Great and a group of rebels and a large inscription dating back to 520 BC. This was the first cuneiform inscription to be translated to modern languages. The Behistun Inscription (also Bishapur or Bisutun) was registered in UNESCO World Heritage List in 2006.
ISFAHAN

The most famous Persian description of the city of Isfahan is "Isfahan nest-e Jahan" (Isfahan is half of the world), coined in the 16th century to express the city's grandeur. Isfahan is famous for its wide variety of historic monuments like many bridges, boulevards, palaces, parks, mosques and minarets. Naghsh-e Jahan Square in Isfahan is one of the biggest city squares in the world has been designated by UNESCO as a World Heritage Site. The Zayandeh-rud River watering gardens and fields with its numerous tributaries along its 360 km course flows from west to east through the city.

Historical City of Masouleh

On the foothills of Talesh Mountains in the Caspian coastal belt of northern Iran lies the historical city of Masouleh established around 1006 AD, presenting its exquisite architecture and interconnected buildings.

Mausoleum of Hafez

The tomb of the celebrated poet Hafez (1315-1390) in the Musalla Garden in Shiraz, inside a small shrine and with an alabaster tombstone bears one of his poems inscribed upon it.
Qeshm Island

Qeshm is an island situated in the Strait of Hormuz in the Persian Gulf. It is famous for its wide range of ecotourism attractions such as the Hara marine forests. About 1.5% of the world birds and 26% of Iran’s native birds annually migrate to the forests, which make the first national geo park.

An ancient Portuguese castle, several historic mosques, domes, salty caves, a preserved area where turtles hatch and several numerous ports and wharfs are among the tourist potentials of the island.
Green Nature

Stretched across the high Alborz Mountain and the Caspian Sea lies a unique natural region with green pastures, dense forests, eye-catching countryside and numerous rivers and springs. Suitable environmental conditions, pleasant and moderate climate, beautiful natural landscapes, and proximity to Tehran, have caused the north of Iran to be one of the main recreational and tourism areas of the country.
Tehran, the capital of Iran and Tehran Province, with a population of over 8 million is one of the largest cities in Western Asia and the 20th largest city in the world. Tehran is the centre of most Iranian industries including automotive, electrical, textiles, sugar, cement, and chemical and also a leading centre for the sale of carpets and furniture.

Tehran has a diverse range of peoples, cultures and religions. As a result, many languages are spoken within its boundaries as a result. The city is home to many historic mosques, churches, synagogues and Zoroastrian fire temples. Contemporary Tehran is a modern city featuring many tall structures, of which the Azadi Tower and the Milad Tower have come to be symbols of Tehran itself.

ART

The Iranian cultural region is home to one of the richest art heritages in world history and encompasses many disciplines including architecture, painting, music, handicrafts, calligraphy, etc.

Engraving on metal is the art of carving delicate designs on metals such as copper, brass, silver, gold and also some alloys.

Khatam is a Persian version of marquetry, made by decorating the surface of wooden articles with delicate pieces of wood, bone and metal precisely-cut geometrical shapes.

Coopermolding is an ancient Iranian handicraft which bears a particular beauty.
ARCHITECTURE

Iranian architecture has a continuous history from at least 5000 BCE to the present, with characteristic samples spread over a vast area from Syria to North India and the borders of China, from the Caucasus to Zanzibar.

Iranian architecture displays great variety, both structural and aesthetic, developing gradually and coherently out of prior traditions and experience. A marked feeling for form and scale; structural inventiveness, especially in vault and dome construction; a genius for decoration with a freedom and success not rivaled in any other architecture.

JAJIM

Jajim means “thick cloth” and also a kind of two-sided carpet, which is woven with colorful and fine threads of wool or mixture of silk and wool. It is a hand-woven has no stuff and both surfaces could be used. It is a tribal weaving and used as a coverlet or protector from cold. Although it is rough and coarse, it will soon become fine and delicate by continuous use. Jajim is woven on horizontal loom. According to the pattern, which weaver has in mind, colorful warps with certain space are prepared on the loom.
HANDICRAFT

Iranian handicrafts are various and wonderful. The country has 320 kinds of handicrafts including metalwork, woodwork, pottery, rug weaving, kilim and jajim weaving, silver making, sculpturing, painting, ceramic and mosaic, etc.
The music of Iran has thousands of years of history. Iranians are great music lovers and during their recorded history they have developed not only a very distinctive music of their own but also numerous musical instruments, several of which were the first prototypes of the modern musical instruments used today. The first references to musicians in Iran are found in Susa, Elam, in the 27th century BC.

Nowadays, Persian traditional music with voice of master vocalists like Shaharian has gained global fame.
Hand-woven Carpet

The Persian carpet is an essential part of Persian art and culture. Carpet-weaving is undoubtedly one of the most distinguished manifestations of Persian culture and art, and dates back to ancient Persia. The old Pazyryk carpet, the oldest carpet ever discovered, is 2500 years old.

Iran is the biggest and the most important producer of carpets in the world. In 2012, Iran’s export of hand-woven carpets were $600 million. There is an estimated population of 1.2 million weavers in Iran producing carpets for domestic markets and international export.

The biggest hand-woven carpet, which is 6,000 square meters, was woven in Iran for the Shaikh Zayed Mosque in Abu Dhabi. Almost 1,200 village women had weaved a giant carpet estimated to worth more than $6.5 million.