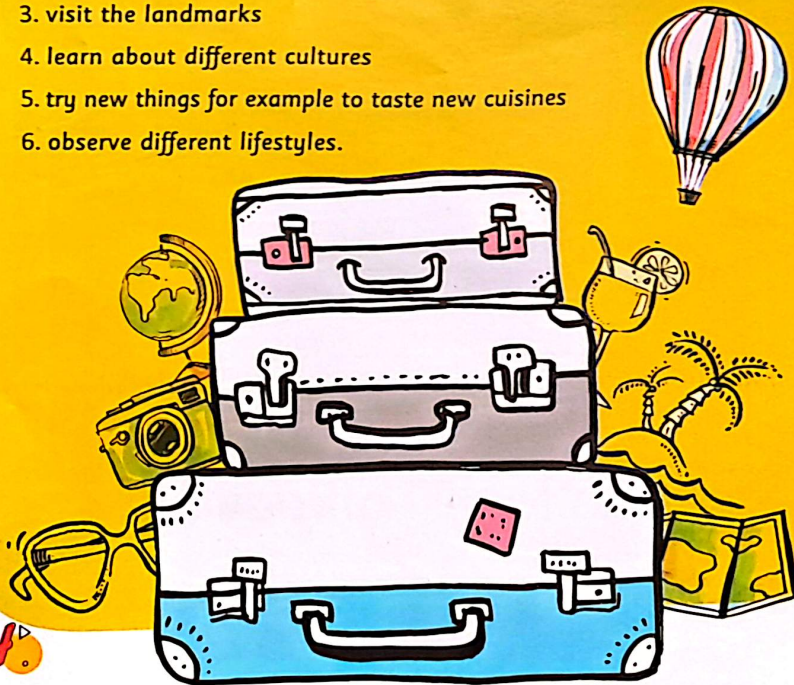


# The Tourism Industry

People travel for many different reasons. Some people have to travel because of their jobs while others travel to have fun. When people travel for pleasure, they are called tourists. Tourism is the business of helping and supporting tourists.

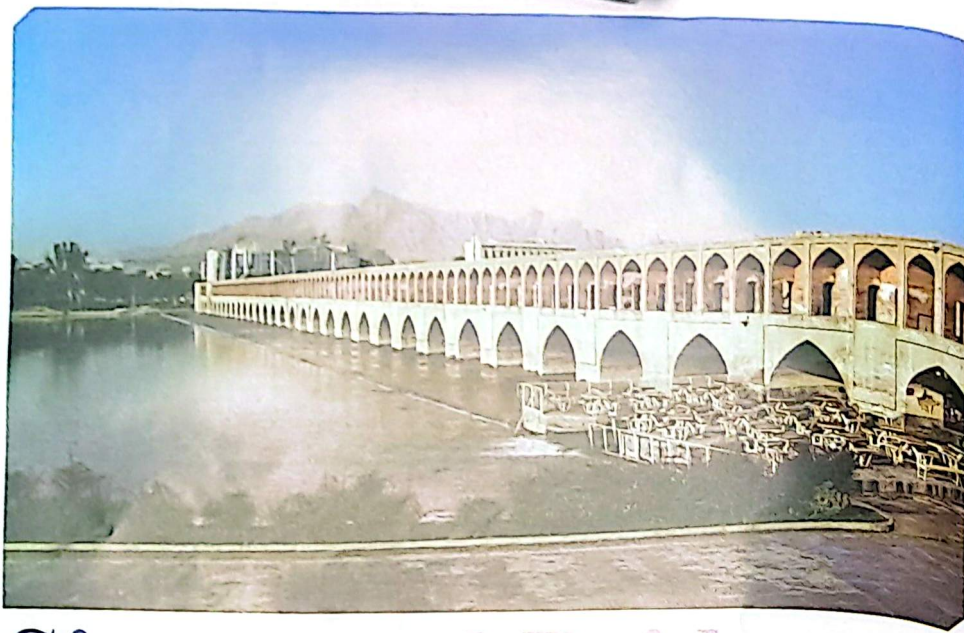
People usually travel for pleasure when they have a vacation. They go to different cities in order to:

1. visit their family and friends
2. relax and freshen up
3. visit the landmarks
4. learn about different cultures
5. try new things for example to taste new cuisines
6. observe different lifestyles.



The tourism industry has different parts. Some of these are:

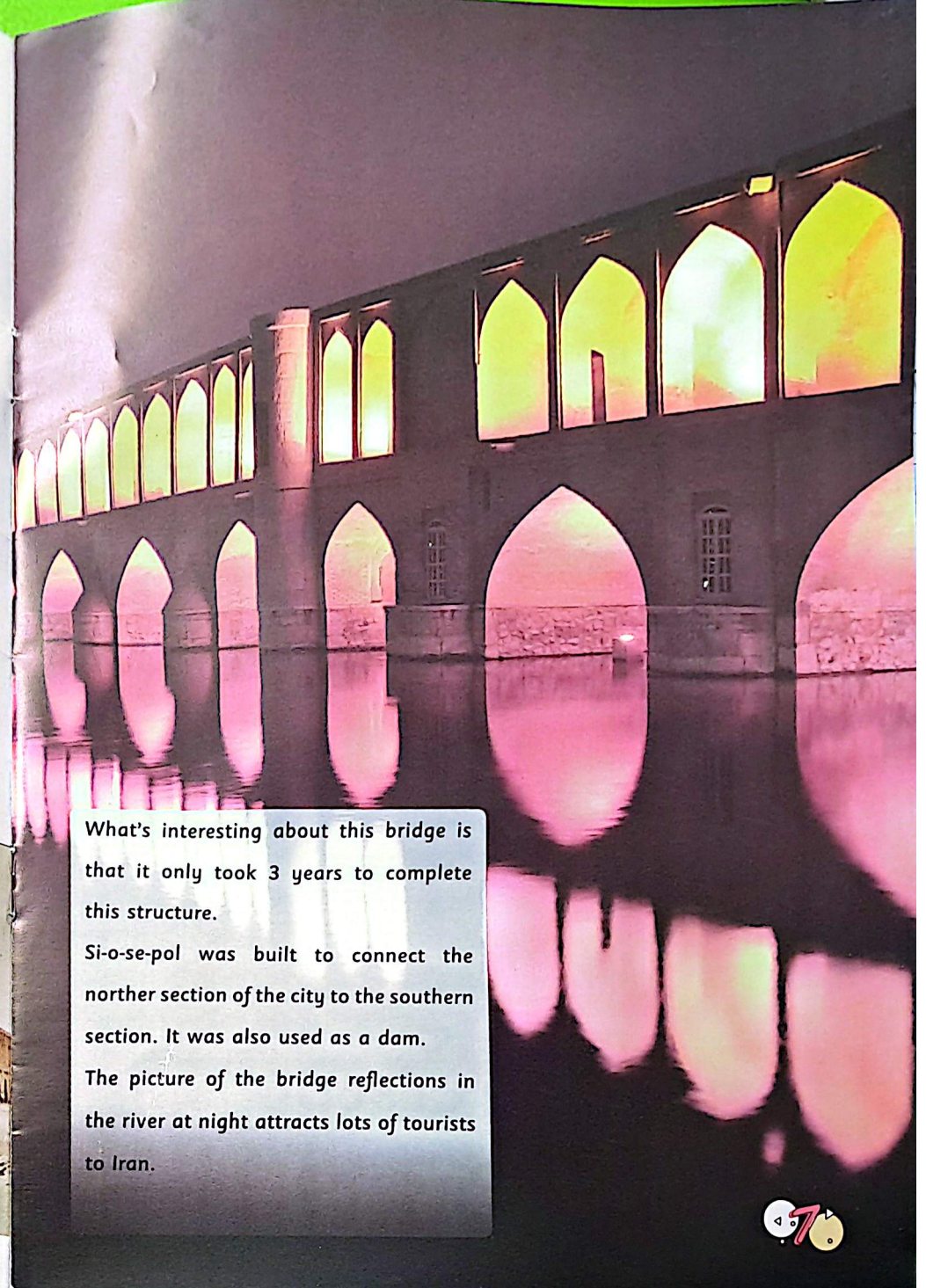
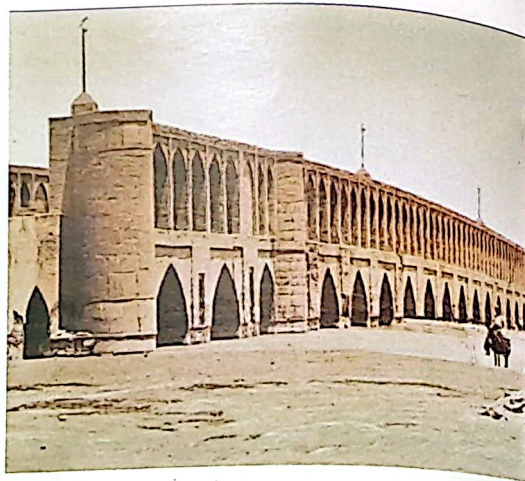
- ✏ Transport; such as airlines, railways, boats, and road transport.
- ✏ Places to stay; such as hotels, camping grounds or parks, youth hostels, and bed and breakfasts.
- ✏ Food and drink; such as restaurants, cafes and bars.
- ✏ Mass tourism means travel by groups on tours. Mass tourism can reduce costs for people who want to travel.



## Si-o-se-pol Bridge

There are 11 bridges over the Zayanderud. The largest one is the *Allahverdi Bridge*, also known as Si-o-se-pol. Allahverdi Khan was the name of the man who supervised the process of constructing the bridge.

Si-o-se-pol was built between 1599 and 1602, during the reign of Shah Abbas. It is located right in the center of Isfahan. Its length is 297 meters and its width is 13.75 meters. In Farsi, "si-o-se" means 33, which is the number of arches of the first level of the bridge. The second level has pedestrian path where people can walk.



What's interesting about this bridge is that it only took 3 years to complete this structure.

Si-o-se-pol was built to connect the northern section of the city to the southern section. It was also used as a dam.

The picture of the bridge reflections in the river at night attracts lots of tourists to Iran.



One of the most famous historical sites of Iran is definitely Persepolis.

Persepolis was constructed by the Persian king of kings Darius I Achaemenid. It was a center for a lot of celebrations and festivals. There are seven palaces in Persepolis and more than 3000 reliefs, including the relief of Farvahar, soldiers and lions.

Pasargadae was the capital of ancient Persia. It was founded by Cyrus the Great.



## Persepolis and Pasargadae



8

They are both listed in UNESCO World Heritage Sites.

They are two of the oldest structures on the planet. They date back to 2,500 years ago.

Persepolis is a Greek name. It means "the city of the Persians."

The largest and most magnificent building in Persepolis is the Apadana. Darius started building it and Xerxes finished it. It took 30 years to complete.

There were 72 pillars in Apadana palace but sadly these days only 14 of them are left.

Darius I built the greatest palace at Persepolis on the western side of platform. This palace was called the Apadana.

Pasargadae's most magnificent building is the tomb of Cyrus the Great. He was one the greatest Iranian emperors. His empire included the modern Iran, Iraq, Afghanistan, Uzbekistan, Tajikistan, Armenia, Kuwait, Syria, Turkey, Georgia, Azerbaijan, and parts of Egypt.

Sadly, Cyrus Cylinder was taken away and is now kept at the British museum.

After a battle between Darius III and Alexander of Macedon, the army of Alexander took the Persepolis and set it on fire. Sadly, the fire burnt and damaged a lot of the valuable parts of the palaces.

9

# Azadi Tower

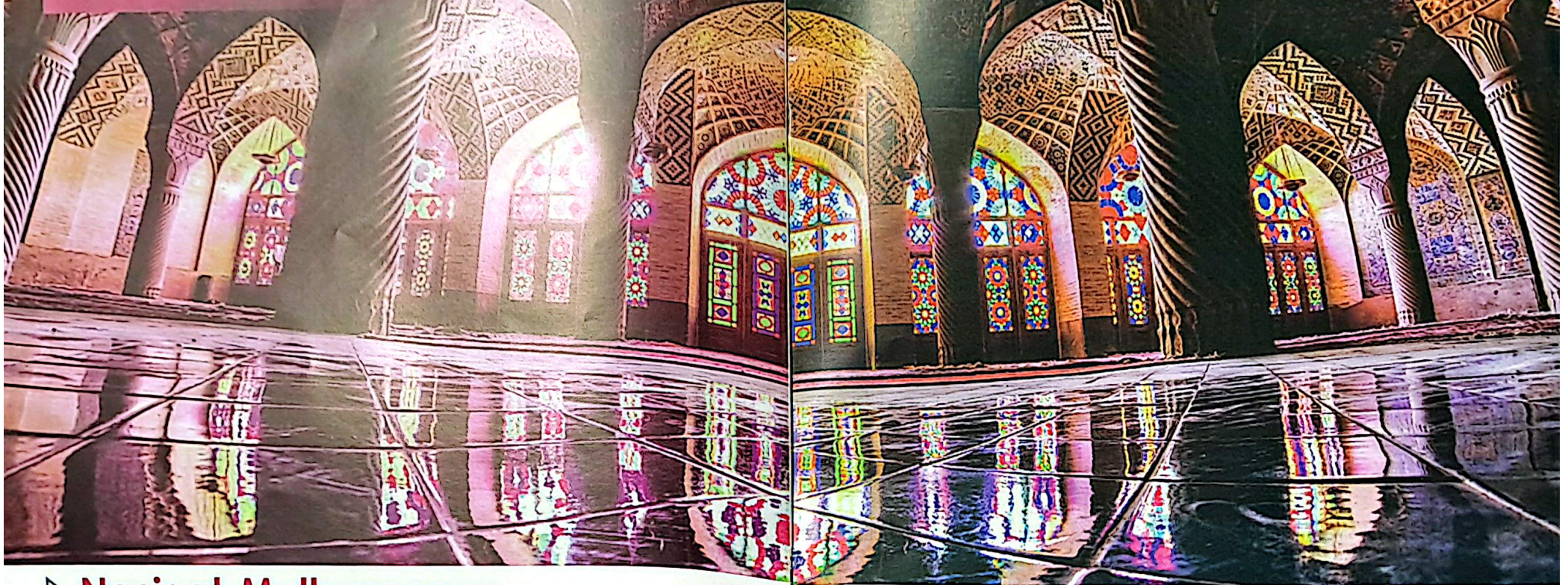
In 1966, 24-year-old architecture student Hossein Amanat won a competition to design a building to celebrate to the 2,500th anniversary of the Persian Empire. It is now one of the most important symbols of Tehran. If you take the stairs or elevator to the top, you can see several hexagonal windows set around the upper level which give an amazing view of Tehran.

- ✎ The tower was originally named Darvazeh Kurosh (the Gate of Cyrus), then it was called Shahyad Tower. Later, it was changed to Azadi Tower, which means the Tower of Freedom.
- ✎ There is a museum and a concert hall underneath the tower at the basement level.
- ✎ The tower is 45 meters (148 ft) high.
- ✎ Azadi tower is a combination of traditional and modern architecture, for example:
  - ✎ The four bases are similar to the pillars from the Achaemenid era.
  - ✎ The large arch of the tower is a symbol of Kasra arch (Taq Kasra), an ancient Persian building of the Sassanid era.
  - ✎ There is an oval shaped dome, similar to Isfahan Sheikh Lotfollah Mosque, which is only visible from the inside.
  - ✎ The upper body of the tower is like Iranian Badgirs.

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11

# Class Project



## ▷ Nasir al-Mulk mosque

In 1876, Mirza Hassan Ali Khan, also known as Nasir-Ol Molkthe (ruler of Fars), decided to build a mosque as a memory of himself for the next generations. The designers of the mosque were Mohammad Hasan-e-Memar, an Iranian architect, and Mohammad Reza Kashi-Saz-e-Širazi. It was completed after 12 years in 1888. But it didn't have any colored glasses at that time. They were added years later by Haj Mirza Ayat.

12.

- ▷ Nasir al-Mulk mosque is called "Mosque of colors," the "Rainbow Mosque" and also the "Pink Mosque".
- ▷ This mosque is unique because of the pink color that is used in the structure.
- ▷ It doesn't have a dome because it was a personal property.
- ▷ When sunlight passes through mosaic windows, it creates hundreds of colors on the walls and floor carpets.

13.