

BUSINESS PROPOSAL

Promoting Iran as a Tourist Destination

This business proposal is intended for promoting Iran as a tourist destination to the cultural clientele in Canada, seeking to discover the rich historical and cultural traditions of Persia, beyond the cliché range of literature. The selection of ideas and inspirations in the form of six classic tours to almost all the main highlights of Iran are suitable for academic institutions, museums, and families.

“... In my years of organizing and leading trips of all kinds to just about everywhere in Iran, I have always dedicated myself to providing engaging and enriching experiences for my co-travelers. I have learned a lot about Iran and about the travel business. And one of the most important things I have learned is that there is no substitute for experience. Experience in arranging and executing itineraries to the most interesting cities and archaeological sites that Iran, this vast and varied country with immensely rich cultural heritage, has to offer...”

Yousef Shababi

Vancouver, January 2012

Objectives

This business proposal pursues the following main objectives:

1. Creating greater awareness of Iran as a prime tourist destination in Canada.
2. Promoting Iran to the cultural clientele in Canada seeking to discover the rich historical and cultural traditions of Persia, beyond the cliché range of literature.
3. Combining itineraries of Iran with those of other countries in the Middle East and Central Asia.
4. Presenting information on Iran to the potential clients resident in Canada.
5. Organizing and operating guaranteed departure tours to Iran in every tourist season.
6. Making logistical arrangements by booking the internal flights, hotels and land services directly, hence minimizing overhead costs and expenses.
7. Lending technical assistance in cataloguing and advertizing the products.
8. Compiling comprehensive tour literature and material for the prospective clients.
9. Providing practical support in the promotion of package holidays by means of organizing periodic exhibitions, lectures and slide show presentations.
10. Offering the opportunity for those unable to visit Iran to enjoy a virtual tour of all the main highlights and to learn about the ancient, Islamic and modern Iran, general culture, the arts and literature.
11. Continuing to supply accurate information about the quality of the hotels and the tourist attractions in question.
12. Staying committed to discussing the ins and outs of the trips with the prospective clients.
13. Advising on obtaining visa which is required for most foreign nationals.
14. Holding orientation meetings with tour participants prior to group departure.
15. Leading tours by experience lecturers and National Guide with years of relevant experience.
16. Maintaining quality service, attention to detail and the continual ability to meet and anticipate the travelers' unique needs and desires.
17. Ensuring that the ground services will comply with all local laws and regulations regarding local Islamic values, health and safety.

Why choose Iran

Iran is one of the great, classic civilizations comparable in Asia only to China. It is a country which has acted as a cultural and spiritual bridge astride some of the world's most important trading routes between the East and West. On the other hand, Iran has been victim of a geography that has made it a target of foreign invaders, and subject to more invasions and destructions than most other nations.

Marked by remarkable natural contrast, Iran is bound on the north and south by two bodies of water, the Caspian Sea and the Persian Gulf. It is boarded on the east by Afghanistan and Pakistan, on the west by Turkey and Iraq, and on the northeast and northwest by the five newly independent republics of Central Asia.

Today, Iran is a booming and developing country, rich in natural resources, having a young educated population and highly sophisticated technological capabilities opening new horizons to economic, business and investment opportunities.

Visitors to Iran can receive the friendliness and welcome which come as a surprise after over two decades of less than agreeable newspaper headlines, and see some of the greatest sights in all Asia, such as the astonishing royal city of Isfahan—one of the most splendid monumental cities of the world—with its magnificent piazza, the World Heritage Site of Naqsh-e Jahan Square housing three renowned monuments representing the climax of Islamic architecture of the 17th Century Persia, or the silent ruins of the World Heritage Site of Pasargadae, the first Persian capital built by Cyrus the Great whose tomb is situated in the windswept upland plain surrounding the city, and the 6th Century BC World Heritage Site of Persepolis, a colossal stage on which Achaemenids displayed the glories of Ancient Persia.



Whilst the revolution has brought about great changes, the essentials remain unchanged: the timeless landscapes, the villages, distant caravanserais and immense vaulted bazaars, paradise gardens, turquoise domes and priceless carpets, and the cultural heritage that includes not only outstanding architecture but also the poetry of Hafez, Saadi, Ferdowsi and Omar Khayyam.



Classic tours of Iran

The ideas and inspirations here in the form of six classic tours to almost all the main highlights of Iran are suitable for couples, groups of friends, academic institutions, museums, location and distribution companies, and families. All these suggested trips are suitable either for first-time visitors or for those with some familiarity already. They incorporate a selection of the most interesting cities, architecture and archaeological sites of Iran. A main competitive advantage of these tours is that they are accompanied throughout the entire trip by experienced tour guides and academic lecturers who takes pride in sharing their experience and local knowledge of Iran with the clients. Their discourse touches on ancient, Islamic and modern Iran, general culture, the arts and literature.

Royal Persia

Trip Length: 8 days

Overnight: Tehran (1) Shiraz (2) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran, fly to Shiraz *3 & 4* Shiraz and Persepolis, fly to Isfahan *5-7* Isfahan, fly to Tehran *8* return home.

Ancient and Islamic Iran

Trip Length: 11 days

Overnight: Tehran (1) Shiraz (3) Yazd (2) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran, fly to Shiraz *3 & 4* Shiraz and Persepolis *5* drive to Yazd via Pasargadae *6* Yazd *7* drive to Isfahan via Maybod and Nain *8 & 9* Isfahan *10* drive to Tehran via Natanz and Kashan *11* return home.

Classical Tour of Persia

Trip Length: 13 days

Overnight: Tehran (1) Shiraz (3) Kerman (2) Yazd (2) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran, fly to Shiraz *3 & 4* Shiraz, Pasargadae and Persepolis *5* drive to Kerman *6* excursion to Rayen and Mahan *7* Kerman, drive to Yazd *8* Yazd *9* drive to Isfahan via Maybod and Nain *10 & 11* Isfahan *12* drive to Tehran via Natanz and Kashan *13* return home.

Capitals of the Persian Empire

Trip Length: 13 days

Overnight: Tehran (2) Hamadan (1) Kermanshah (1) Ahvaz (2) Shiraz (2) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran *3* drive to Hamadan *4* drive to Kermanshah *5* drive to Ahvaz *6* excursion to Susa *7* drive to Shiraz via Bishapur *8* excursion to Pasargadae and Persepolis *9* Shiraz, fly to Isfahan *10 & 11* Isfahan *12* drive to Tehran via Natanz and Kashan *13* return home.

Highlights of Ancient Iran

Trip Length: 10 days

Overnight: Tehran (1) Ahvaz (2) Shiraz (2) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran, fly to Ahvaz *3* excursion to Susa *4* drive to Shiraz via Bishapur *5 & 6* Shiraz and Persepolis, fly to Isfahan *7 & 8* Isfahan *9* drive to Tehran via Natanz and Kashan *10* return home.

In the Footsteps of the Nomads

Trip Length: 13 days

Overnight: Tehran (1) Shiraz (3) Shahr-e Kord (1) Camp (3) Isfahan (3) Tehran (1)

Days 1 & 2 Tehran, fly to Shiraz *3 & 4* Shiraz and Persepolis *5* drive to Shahr-e Kord via Yasouj *6-8* camp among nomads *9* drive to Isfahan *10 & 11* Isfahan *12* drive to Tehran via Natanz and Kashan *13* return home.