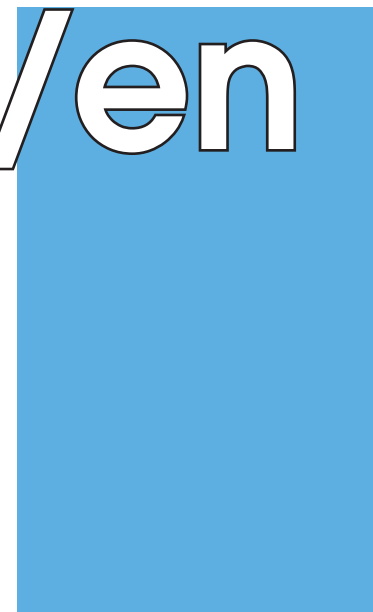
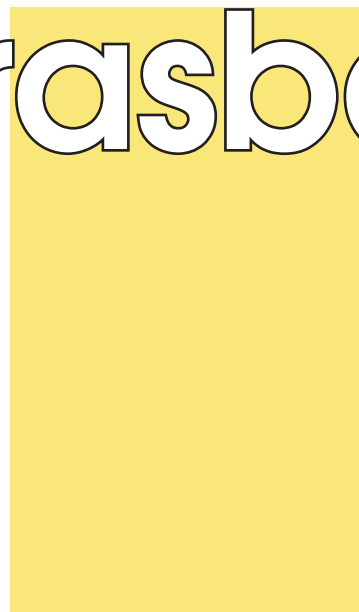
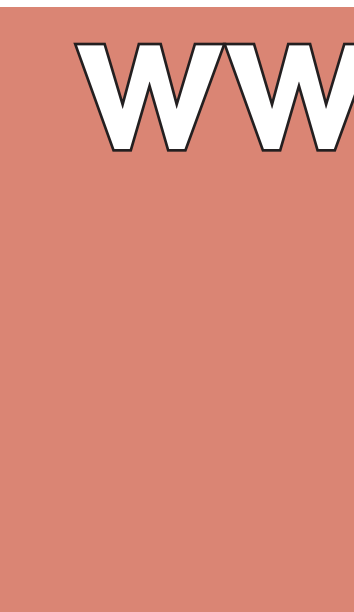


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ARASBARAN

Tour & Education Company

Who we are?

Transferring knowledge and taking responsibility, innovation and exhilaration are the factors Arasbaran expect from itself. Dynamism and effort for achieving the goals, using sustainable implement and updated management pattern, friendly workplace beside cooperation in decision making, attracting and transferring information and also using intelligent facilities data analysis are the important framework in Arasbaran educational and tour company.

Arasbaran is to hold incoming, internal and outgoing tours as a multifunctional organization beside holding educational courses, in order to sustainable development in tourism industry in Iran and tied its goal to the

effort and commitment to save natural and cultural heritage of our beloved Iran and entrepreneurship for local societies and talented people.



Arasbaran Services

- ▶ Professional eco and adventure tour operation
- ▶ Specialized tours for organizations and groups
- ▶ Visa issuance
- ▶ Holding educational courses and workshops related to tourism industry

Arasbaran Contacts

Tourism Agencies

Have you ever travelled to the Middle East? Maybe many people think all the countries in this region are Arabic or in war countries. But who knows Iran has the world's oldest continuous major civilization. Iran might not immediately pop to mind when you think about traveling, but it'll surprise you with its landscapes, history, and abundant activities. Arasbran tries to show these



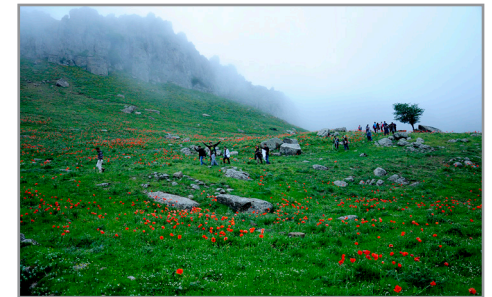
different magnificent beauties of our beloved country. We are ready to prepare all services needed for groups or individuals to come to Iran. This travel can be cultural or eco tour or even adventure. We are able to perform it as the combination of all these types too. So as a travel agency if you are looking for a new interesting destination just think about Iran and contact us.



People who love nature and adventure

Iran is a country of four seasons; you can swim in winter as you can ski in spring. Now what are you looking for? Flying above summits and jungles? Or even desert? How about jumping? You want to go to safari in a desert full of dunes with soft sands and a wide vision of a sky full of stars above? Or you are a fan of canyoning in an untouched nature? Have you ever seen an island which has the largest carpet soil in the world? Or have you ever tried diving in the ocean full of marine creatures? These are activities you can do in Iran safely, because we are expert in adventure and you are in safe hands.

Don't forget if you want to have a combination of nature and culture or even adventure you can plan your trip and tell us what you want!

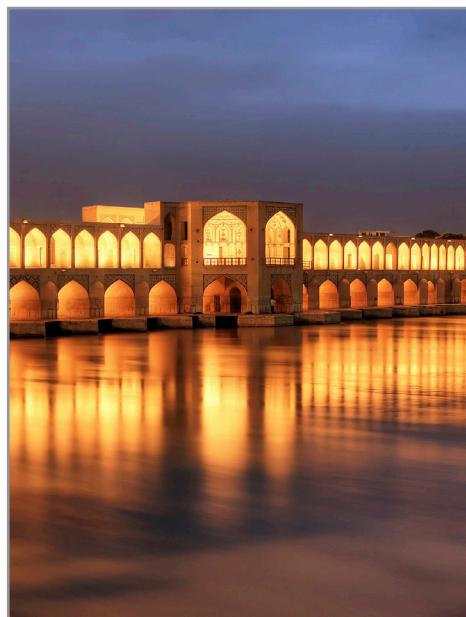


Arasbaran Contacts

People who love culture

The 18th largest country in the world, Iran, has a very deep culture and history. Due to its historical background and sustainable social and cultural evolution, has a lot of diverse worth seeing sites that satisfy tourists with different tastes. You may find many spectacular places depending on your taste in different cities like; Isfahan, Shiraz, Yazd or Kerman in these cultural cities you can visit many historical sites like; tomb of great men like Cyrus, Darius, Hafez, Saadi or Danial, grand bazaars or beautiful masques and gardens. It should not be forgotten that the best way for the recognition of every country is direct contact with its people, Iranians are famous because of their hospitality so be sure you will have great time in Iran wherever you go.

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Tourism students and tourism related institutions

Tourism industry is growing every day so sustainable tourism development is a very wise option countries can choose in their programs and policies. Not only is Arasbaran an Iranian tour and travel agency but it is also proud of being known as the leading Hospitality and Tourism Education Company across Iran. Education has a very important role in the development of Tourism as it creates awareness of tourism as a field of study and promotes its value. Education is a powerful weapon in which sustainable tourism and sustainable development can be achieved. Arasbaran Tourism Education Company is eager to cooperate with international tourism and ecotourism associations and other hospitality and tourism education institutions around the globe.



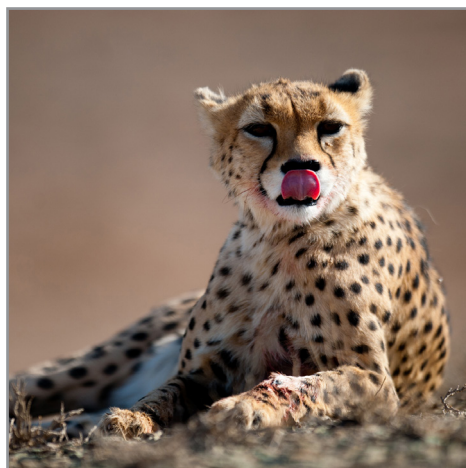
Arasbaran educational courses

Eco Tour Guide

Ecotour Guides training course aims to train up interested young people to become on-site guides for the tourism industry. These guides will go through a series of intensive training including itinerary planning, tour observation and will be under frequent reviews. Ecotour guides have a tendency to be interested in environmentalism, ecology, wildlife, and nature. They need to be mature, responsible, and open to other cultures and beliefs. They should be extremely organized with a lot of self-confidence, and be skilled at hiking, camping, boating, horseback riding, or plant and animal identification. Ecotour guides should also be logical thinkers, who



can react to critical situations calmly and professionally. Graduates of the ecotour guide course, after passing the final general examination, will be given the professional ecotour certificate issued by the Cultural Heritage, Handicrafts and Tourism Organization of Iran. Then, they will start their career as ecotour guides in tourism industry.



Cultural and Historical Tour Guide

Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism. The term cultural tour is used for journeys that include visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to raise awareness, Arasbaran Travel Company has decided to hold the Iran cultural and historical tour guide training



course which is one of the short-term tourism courses approved by the Cultural Heritage, Handicrafts and Tourism Organization of Iran. History and culture of Iran are the main topics in this course. Cultural and historical tour guide course commence with an introduction to the Tourism Industry and includes theory training and practical training which will help you develop all the skills you will need as a cultural and historical tour guide. Taking this course you will be able to provide in-depth knowledge about destinations frequented by tourists and retain historical facts, dates and anecdotes, and then relay that information to visitors in an entertaining, informative way.

Arasbaran professional educational courses

Mountain Guide

Generally speaking, the title of Mountain Guide is reserved for individuals who have received full certification through their countries mountain guide's association of whose curriculum and training are approved by the International Federation of Mountain Guides Associations. A mountain guide is a professional capable of instructing any person in a secure and responsible manner in terms of mountain activities. Iran is a country with extensive range of mountains whose tourism Industry is spreading and numerous tourists travel annually to mountainous areas of Iran in order to climb the summits or



observe the landscapes. Traveling in these paths without a professional guide is not safe, that's why the existence of a skilled and an expert who has enough experience in the field of technical climbing is a necessity. Therefore Iran Cultural Heritage Tourism Organization came to an agreement with Mountaineering and Sport Climbing Federation of Iran for training guides in the mountain department of Iran.

Bird Watching Tour Guide

Birdwatching is an entertainment that can be enjoyed by everyone. Sometimes it's a challenge to



find hotspots while traveling. That's why you may wish to hire a birdwatching tour guide featured at the site. Bird watching is an enjoyable and inexpensive hobby. Birdwatching for pleasure has been around since the late 19th century. For many "birders," the thrill is found in completing a check list of birds they've spotted. Some will travel great distances to check off a rare species. Bird watching is sometimes enjoyed as a soloist hobby, but even if you prefer to be alone with nature, you can still make a great impact for your local scientific community.

Skilled Iranian tour guides and tourism agencies have made the efforts to boost the tourism industry of Iran



in these years. More than 530 species of bird in Iran have been identified and perception and realization of these species without a Professional Birdwatching guide is impossible. Therefore Arasbaran tourism Agency with the assistance of "Iranian Birdwatching Club" and the approval of Iran Cultural Heritage, Handicrafts and Tourism Organization conducts Professional Birdwatching Guides training Course in Iran. This birding course that lasts up to 3 months is a theoretical and practical training course and has been designed for those who wish to learn the basics of bird identification. The practical sessions in the field will assist you to identify birds by both sight and sound.

Arasbaran professional educational courses

Children Tour Guide

Our children are our next generation, children who need nature and culture of their country. Their next generation needs this heritage too. Educating today's generation would be a respond to the next generation's demand. In this case, training the special tour guides for children is necessary because they should never be under mistreatment. When a child learns something for the first time, he will remember it forever. So it's really important for them to be thought properly for the first time. The presence of an expert guide, traveler and specially a person who is professional in treating with children is necessary. Tour guide is facilitator in this case who



helps children and their parents to enjoy more. Now, there are no trained and educated tour guides who are experienced in children tours as we felt the lack of these guides, we decided to design a special children tour guiding course under license of ICHTO to educate and train professional guides who help us to grow wise and knowledgeable children. This course has 39 theoretical and practical lessons related to children and planning a tour for them. Participants of this course learn how to plan a tour exactly like eco and cultural tour guides they learn to maximize people's enjoyment, both children and their parents.

Cycling Tour Guide

In these recent years the vision of people about organizing their leisure time changed and their interest to sport and adventure led them to choose cycling, caving, safari and many other sports in nature as their hobby. Traveling with bicycle is one of the cycle tourism fields which have many fans around the world and also in Iran. Growing activities of professional brands and cycling related services are proving this fact. As there are more famous and important international and specially European airlines are having flights to Iran we can find out the number of incoming tourists are increasing in past three years and tourism related people faces these growing in tourism industry. In these three years many tour operators experienced having so many professional cycling tours from foreign



countries beside their usual internal tours. As it's obvious in this explanation we're in need of having manpower for this new born field of adventure who are trained in legal and standard courses. Arasbaran defined the professional cycling tour guide with cooperation of Holiday Cycling Club and under license of Cycling Federation of Iran. Obviously according to the new regulation letter of tour guides, graduated of this course can have the special card and official document from tourism deputy.



Mission Statement

Arasbaran is an Iranian travel Company in Tehran with the high level of motivation for increasing the knowledge and awareness of people which leads to employment, responsibility and natural resources conservation. Arasbaran has directed the function of this company in the right side and has the hopes of revealing its primary mission to the society. Arasbaran with the careful planning and investment in education attempts to contribute towards next generation's benefits and the land protection. Here in Arasbaran, our mission is to present services including; tourism academic and practical educational courses in tourism industry which results in employment and



revenue. We conduct group trips such as cultural tours, ecotours and adventure tours to the Iranians and the world tourism market in professional principles. In addition, we provide the possibility of postgraduate degrees both in Iran and abroad as well. Arasbaran tourism agency believes tourism industry is the best tool through which wealth is correctly divided among society classes and prides itself on producing content that stands out from the crowd. Since the beginning, Arasbaran has made a lot of efforts to

approach the modern and epidemic concepts of travel which is a combination of education and entertainment and this matter has improved by practical experiences and academic potentials. Arasbaran makes travel meaningful by thinking about what benefits the traveler, the trip, and the planet best. That is why Arasbaran invites enthusiasts to participate in their programs to create an unforgettable and worth-telling memory.

Perspective of Arasbaran



Arasbaran imagine itself as the best brand of tourism based on education, responsibility and sustainability in Iran and trying to reach a worthy position among international tourism industry. Tourism is a way of passing from kinds of poverty (social, cultural, economic or even environmental). We are confident that Arasbaran will have the highest rank in knowledge-based tourism and sustainable education someday in the near future in Iran and will be a competent incoming tourism company in the world. Arasbaran is a multi-functional Company which concentrated on ecotourism and put the effort on working on all aspects of this phenomena.

which are performing tours based on sustainability providing accomodations with focousing on ecolodges and also developing professional mountaineering. Arasbaran by considering tourism management academic principles has built the primary factors of its organizational culture on permanent education, performance assessment, monitoring, staff and managers promotion and achievement which can be obtained by teamwork and association. Plus Arasbaran tourism Company avoids Green Washing which means when a company or organization spends more time and money claiming to be "green" through advertising and marketing than actually implementing business

practices that minimize environmental impact. Green Washing is bad for the environment because it can encourage consumers to do the opposite of what's good for the environment. It's just making green claims to sell more stuff or to earn as much as needed. So our goal in Arasbaran Travel Company is not just about travelling and sightseeing but to protect the environment. Arasbaran as a service Company considers concentration on providing the customer satisfaction as its initial prosperity. In addition, Arasbaran has expanded its own horizons as long as the protection of Iran's nature, Iranian local communities and the benefits of next generation are evaluated as its final customers. Arasbaran has undertaken

natural resources conservation through preservation of Iran's natural, cultural, historical and national heritage. Moreover protection of the values, environmental sustainability, and the observation of practical, cultural, scientific and moral reflection of its behavior are Arasbaran's main tasks. Last but not least actualization of these goals has its ups and downs so Arasbaran in association with Iranian local communities as the owners of the climates go the extra mile to protect Persian land.

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Arasbaran supportive and social activities



Arasbaran, as a legal company, is responsible for society, so based on the promises, working on social and supporting responsibilities is one of our duties. Therefore, Arasbaran Educational and Tour Company tried to take part in some charity projects even the role wouldn't be that much big. Here are some activities which has the special role in Arasbaran frameworks:

- ▶ Sponsor, designer and online executive of general tourism exam in country
- ▶ Sponsoring Iran national wall climbing for climbing the world tallest wall; Trango
- ▶ Sponsoring philanthropic travel of Mr. Erfan Fekri to crisis directions of Philippines



My Heart, My Heritage Campaign

«My Heart, My Heritage» campaign started its way from June 2015 with the aim of protecting the heritage, spreading the culture, history and nature's preservation and leading a universal effort to create bright future for ourselves and also our future generations are the reasons created this campaign. This movement is social NGO and a nongovernmental organization which certainly needs cooperation of other organizations and people who care about their heritage destiny. «My Heart, My Heritage» campaign's first responsibility is to protect and conserve Great Iran's heritage, but in the landscape of our view protecting and preserving the heritage of the earth is considered. We hope one day we have the joy

and power to expand our activities beyond the boundaries and do our best to revival and maintain the world's heritage. Now, «My Heart, My heritage» campaign is working basically under license and protection of Arasbaran Educational and Tour Company with the slogan; «My Heart Beats for my Heritage, How About You?» Other organizations like Youth Affairs and Sports Ministry's Sustainable Tourism office, Department of Environment's Public Participations office, Cultural Heritage Organization, Nature and Culture Club and IFTGA are supporting the campaign in different parts.



Why should you join Arasbaran?

Arasbaran as the multifunctional organization which has the systematic look at all of its activities tries to offer a complete package of related services.

For example, Arasbaran as a travel agency trains the executive staff for travels with the standards and quality; it shows that we care about passengers' safety. Besides, with this process Arasbaran is successful in job creation for the students of the institute's educational courses.

Now, the graduates of Arasbaran's different educational courses have more opportunities in finding jobs because of knowing more teachers or related professionals in tourism field.

According to mountain and adventure club activities and also training expert tour guides in different field, Arasbaran has many contacts around the country. All the information which has been explained completely and also participating in different exhibitions and activities are the reasons people join Arasbaran. That's our honor to announce that Arasbaran is the holder of all the licenses needed for educational courses, travels and sport activities in nature. We also have the accurate insurance contracts, the professional staff in risk management and rescue for the adventure and eco tours. So, we make you feel safe, enjoy your trip and never regret it.

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Managers and Staff

Shamsi Nazari



Shamsi Nazari with 25 years of experience in Iranian Social Security Organization is a member of the Arasbaran's board. She was born in 1960 and graduated in nursing from Shahid Beheshti University. She is currently working in the charity sectors of Iran education, tourism and social activities in Arasbaran tourism Company.

Moharam Soltani



Moharam Soltani who was born in 1961 in Alborz province started his mountain activities about 35 years ago. So far he has climbed numerous peaks in Iran including Mount Damavand, Mount Alamkuh, Mount Sabalan, Shirkuh, Alvand, etc. and he still follows ecotourism activities with enthusiasm. Mr Soltani with 37 years' experience in various fields such as industrial, cultural and production began his collaboration with Arasbaran Tourism Company in 2010 and gradually joined the shareholders and board

members of the company. One of his biggest concerns was to improve living conditions and cultural development of Iran, so with the aim of natural areas preservation and job creation for local communities he did his best to promote ecotourism educational courses at Arasbaran Company. Now in addition to the enthusiastic cooperation in the field of Arasbaran organizational missions, he does charitable activities and training voluntary work.

Ali Shadloo

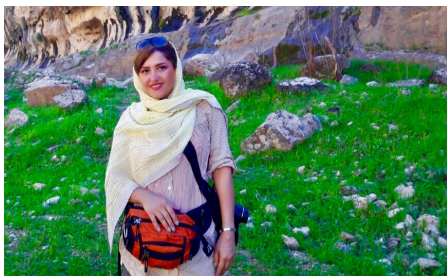


Ali Shadloo who was born in 1982 graduated in crisis management and has a master's degree in ecotourism. He has

guiding experience in mountain rescue teams and employment experience in emergency medical systems and also he has taught search and rescue science for a long time. He had an important role in ecotourism national committee and tourism crisis management as well. MR Shadloo has played a lot of sport including climbing, swimming, skiing, diving, rock climbing, water-skiing. In 2006 he swam across the Caspian Sea and recorded the longest open-water world swimming endurance which opened a way for open-water swimming enthusiasts. He has guided a lot of Iranian tourism trips and has presented papers such as "underwater-ecotourism" in international conference and Milad tower water conservation and "viaferata plan" in adventure tourism national conference.

Managers and Staff

Akram Samadi



was born in 1987 and graduated in tourism management. With a journey to Qeshm Island about 8 years ago she became acquainted with ecotourism and decided to continue ecotourism in a professional and scientific way. Hence she participated in courses including ecotourism tour guides, cultural guides and technical manager of tourism agencies courses. Also she began her mountaineering activities with taking mountaineering internship and first aid courses and managed to climb to the roof of Iran's Mount Damavand in 2009. Since the establishment of Arasbaran tourism Company she has worked here and currently she is the manager of Arasbaran tour department in Iran.

Banafsheh Khoshnevis



Banafsheh Khoshnevis was born in 1991. Her BA major is English Translation and she was an English teacher. As she loved traveling so much, she decided to continue her studies in tourism field. Now she is MA student of tourism planning. Banafsheh has been working in travel agencies as a tour planner for three years and also she was a visa consultant. She got familiar with Arasbaran Company after she started cultural tour guiding courses in this institution. It was a beginning of her cooperation with Arasbaran as the international relations and also incoming tours manager. She likes Iran and thinks her country's attractions and capacities, especially incredible natural sites should be one of the adventure lovers' destinations.

For all of these reasons she tries to make connections around the world and introduce beauties of her country.

Sepehr Soltani



Sepehr Soltani as a board member and R & D manager and the head of sales department was born in 1993. Sepehr was graduated in Civil engineering from Islamic Azad University of Noor. He started hiking and travelling in nature with his father when he was a child. From 2001 he started mountain climbing professionally and he climbed different summits like Damavand, Alamkouh, Sanboran, Shirkouh, Tochal and etc. During these years he completed different related

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courses like; climbing, mountain medicine and rock climbing. In addition Sepehr completed diving courses and achieved certification of rescue diver. He is also one of the eco tour guides of Arasbaran Company. He is expert in swimming, skiing, tennis and basketball. He also has the provincial completion ranks in these sports. Sepehr Soltani started his cooperation with Arasbaran from 2013 and a member of adventure club of Arasbaran which is working on canyoning, skiing and rock climbing.





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