

# Versatility in Hospitality Industry around the Globe

## A Case Study on Cuisines and Culture of Iran

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**Abstract:** *The Iran is home to one of the world's oldest civilizations, beginning with the formation of the Elamite kingdoms in the fourth millennium BC. It was first unified by the Medes, an ancient Iranian people, in the seventh century BC, and reached its territorial height in the sixth century BC, when Cyrus the Great founded the Achaemenid Persian Empire, which became one of the largest empires in history and has been described as the world's first effective superpower. Arab Muslims conquered the empire in the seventh century AD, which led to the Islamization of Iran. It subsequently became a major center of Islamic culture and learning, with its art, literature, philosophy, and architecture spreading across the Muslim world and beyond during the Islamic Golden Age. Iran is a regional and middle power, with a geopolitically strategic location in the Asian continent. It is a founding member of the United Nations, the ECO, the OIC, and the OPEC. It has large reserves of fossil fuels—including the second-largest natural gas supply and the fourth-largest proven oil reserves. The country's rich cultural legacy is reflected in part by its 26 UNESCO World Heritage Sites.*

**Keywords:** ECO, OIC, OPEC, Iran Tourism.

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