



GILGAMESH

Heritage & Tourism
Magazine



*From the Backwoods
to the Well-travelled Road*

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Introduction

Gilgamesh is a quarterly magazine that is published on tourism and cultural history. The magazine strives to be environmentally friendly, both in print and in content. The magazine focuses on sustainable development on tree-free stone paper, which requires no water to produce.

◆ *The Story of Gilgamesh*

Gilgamesh was a king of Sumerian royal dynasty, who ruled for about 125 years. He likely ruled around 2850 BCE, which predates the writings of legendary Greek author, Homer, by 1500 years. He may have also ruled over the city of Uruk, in ancient Mesopotamia.

The most comprehensive version of the “Epic of Gilgamesh,” an epic poem from ancient Mesopotamia that is often regarded as the earliest surviving great work of literature, is divided into twelve tablets. Each tablet includes six columns written in verse. These twelve tablets were discovered in the library ruins of the 7th-century BCE Assyrian king Ashurbanipal.

Experts believe that the “Epic of Gilgamesh” is a masterpiece – a combination of mythology, epic and history. On the other hand, the character of Gilgamesh is known as the first traveller in history and the tablets can be considered as the first documented travelogue. It is also worth noting that Gilgamesh is described as a powerful, tall and good-looking man in the book.

The name of Gilgamesh quarterly, a magazine that focuses with travelling and cultural heritage, is inspired by:

1. Gilgamesh as the first traveller in history.
2. Gilgamesh was the king of Uruk, a major city that symbolizes the development of culture and civilization through urbanization.
3. Gilgamesh quarterly focuses on different kinds of heritage which urbanization has formed in some parts of this heritage.
4. Gilgamesh as an adventurer who interacts with nature during his lifetime and on his journeys, just like the Gilgamesh Magazine, which aims to introduce its readers to Iran’s natural heritage.
5. Gilgamesh as a hero who searches for eternity, though ironically dies at the end of the mythical narration. However, his story is eternalized in the form of clay tablets.
6. Printed on tree free stone paper, the Gilgamesh Magazine’s stone tablets are in line with our sustainable development goals.



◆ **Goals**

- 1** Content production in the form of text and images.
- 2** Depiction of a true image of Iran to the international community.
- 3** Encouragement of Iranians to travel as a norm within Iranian culture.
- 4** Introduction of both famous and less known tourist attractions in Iran, upholding the slogan of the magazine: “From the backwoods to the well-travelled road”.
- 5** Providing an appropriate context for the promotion reading culture through dissemination of interesting and thoughtful content.
- 6** Improvement of environmental issues by emphasizing sustainable development.
- 7** Cooperation with local communities to protect traditional art forms and handicrafts, introducing both tangible and intangible heritage through extensive research and writing on these topics.

◆ **Achievements**

- 1** The English version of Gilgamesh magazine is available on Amazon.
- 2** Distribution of Gilgamesh in Tehran, Kashan, Isfahan and Yazd by Gilgamesh bicycle.
- 3** Using AR technology in both English and Persian magazines.
- 4** Participating at the World Travel Market 2017 in London.
- 5** Travelling to different countries, including Russia and Malaysia, to introduce Gilgamesh Magazine.



- 6** Promoting Gilgamesh Magazine in different universities worldwide.
- 7** Attending national festivals on tourism and cultural heritage and the 23rd press festival of Iran in 2017.
- 8** Distribution at several eco-lodges nationwide.
- 9** Attending environmental campaigns like the One Drop of Water Campaign.
- 10** Attending the 11th and 12th Tehran International Tourism Exhibition in 2018 and 2019.

◆ Main Activities

English-Language edition of Gilgamesh Magazine

The English edition of Gilgamesh quarterly addresses readers interested in travelling, sustainable development, world history, and traditional art as well as both teachers and students of tourism and cultural heritage.

It aims to give a voice to Iran with narratives and academic articles to introduce the people of the world to the rich history and civilization of Iran.

The name of the magazine “Gilgamesh” is considered as acronym of the nine different sections of the English version: G stands for Geography, I stands for Iranology, L stands for Lifestyle, G stands for Grab all, A stands for Art, M stands for Mythology, E stands for Environment, S stands for Study, and H stands for History.

In addition, the Persian edition of Gilgamesh Quarterly addresses researchers and those who are interested in tourism, history, architecture, environment, archeology, Iranian studies, art and new technologies in the field of tourism and cultural heritage.

◆ *Other Activities*

- 1** Hosting tourism and cultural heritage events, such as reading the Shahnameh for children, holding group photo exhibitions and travelogue reading sessions at Tehran's Ace Gallery, organizing a program on the rituals of the "zoorkhaneh" (traditional gym), and conducting professional museology tours.
- 2** Idea creation and content production for state-run organizations, tourism offices, and start-ups.
- 3** Sending research teams to different parts of world and Iran in order to conduct research and to produce content.
- 4** Conducting research on traditional art forms and designing and reviving forgotten handicrafts.
- 5** Holding workshops on different cultural, historical, tourism and environmental topics.
- 6** Organizing "travel documentation" festivals under the title of "etravelgram" across various cities, such as Maku and Dezful. The festivals aim to invite content creators to come and introduce each city on social media. The participants create content through photography and writing during their sojourn in these cities and publish it on their social media accounts.
- 7** Each Sunday, Gilgamesh hosts meetings led by professional experts in different fields of cultural heritage and tourism to provide an opportunity for connection between participants and professionals in Tehran. The meetings stream on Instagram for interested enthusiasts in other parts of the world.
- 8** Attending startup events.
- 9** Holding different workshops on content creation in cooperation with content experts and tourism institutions.

Gilgamesh Special Issues

- 1 Gilgamesh Special Issue focusing on Tourist Guides Day Celebrations in Persian (Winter 2016).
- 2 Gilgamesh Special Issue on the 17th World Federation of Tourist Guide Associations Convention, which was held in February 2017 in Tehran in English (Winter 2017).
- 3 Gilgamesh Special Issue titled 'Seven Cities of Love,' which focuses on mystic tourism on the Tehran-Mashhad route. This issue highlighted slow tourism and train travelling, in Persian (Autumn 2017).
- 4 Special issue for adolescent readers to introduce tourism and cultural heritage to the younger generation, in Persian (Winter 2017).



Gilgamesh from Past to Present

Gilgamesh No. 1

Summer 2017
Theme: sustainable development

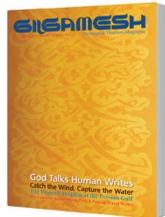


Gilgamesh No. 2

Autumn 2017
Theme: Iran: from fable to fact

Gilgamesh No. 3

Winter 2018
Theme: dawn of divinity in Persia



Gilgamesh No. 4

Spring 2018
Theme: the annual renaissance

Gilgamesh No. 5

Autumn 2018
Theme: museums: a window into cultural interaction

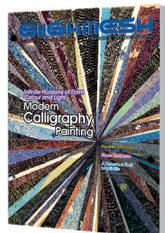


Gilgamesh No. 6

Spring 2019
Theme: transformation through subcultures

Gilgamesh No. 7

Autumn 2019
Theme: Hidden Gems of Iran



◆ *Green Distribution*

In line with its eco-friendly goals, the Gilgamesh magazine aims to regard Earth and the environment as priorities in all its activities; the magazine is therefore delivered by bicycle.

The bicycle is not only a vehicle that is used for distribution of a magazine, but rather a concept that invites human beings to care for their health and for following generations by choosing a more sustainable travel method.



International Destinations



Gilgamesh quarterly is available at following places nationwide

Tehran Province:

1. Ansoo Café
2. Alef bookstore
3. Arian bookstore
4. Avaye Jalbe Sayyahan Tourism Institute
5. Avay-e Tabiat Paydar Tourism Institute
6. Bahar Educational Institute
7. Basmeh Bookstore (Iranian Artists Forum)
8. Baranemehr Institute
9. Central Bookcity
10. Cheshmeh publications, Kurosh Complex
11. Gitashenasi Geographical & Cartographic Institute
12. Glassware and Ceramic Museum of Iran (Abgineh Museum)
13. Kojeen Hostel
14. Hanouz Publication
15. Kamiran Store
16. Markaz Publications
17. Nik Perfumery School
18. Parham Bookstore
19. Tabiat Tourism Institute
20. Tahouri Bookstore
21. Toos Publication Bookstore
22. Avangard Travel Agency

Guilan, Mazandaran and

Golestan Provinces:

1. Gilehboom Ecolodge
2. Rahad Hamsafar Ramsar Touris Agency
3. Royay-e Shirin Sharq Tourism Institute

Yazd Province:

1. Boghcheh Gallery
2. Nartiti Ecolodge
3. Travel Café
4. Yazd Tourism Information Office

Isfahan Province; Kashan

1. Abbasian Ecolodge
2. Barzok Ecolodge
3. Mahinestan Raheb Hotel
4. Manuchehri Ecolodge
5. Negarestan Hotel
6. Noqli Ecolodge
7. Puppet Museum House

Isfahan Province:

1. Barandaz Tabatabaei Ecolodge
2. Chaharbaq Bookstore
3. Espadana Café
4. Miras Café Gallery
5. Music Museum
6. Ruzegar café
7. Vank Armenian Cathedral Isfahan Museum



Hormozgan Province:

- 1. Faham Parvaz Agency

Qom Province:

- 1. Sokhane Aftabe Sharq Tourism Academy

South Khorasan Province:

- 1. Esfahak Historical Complex

Kermanshah Province:

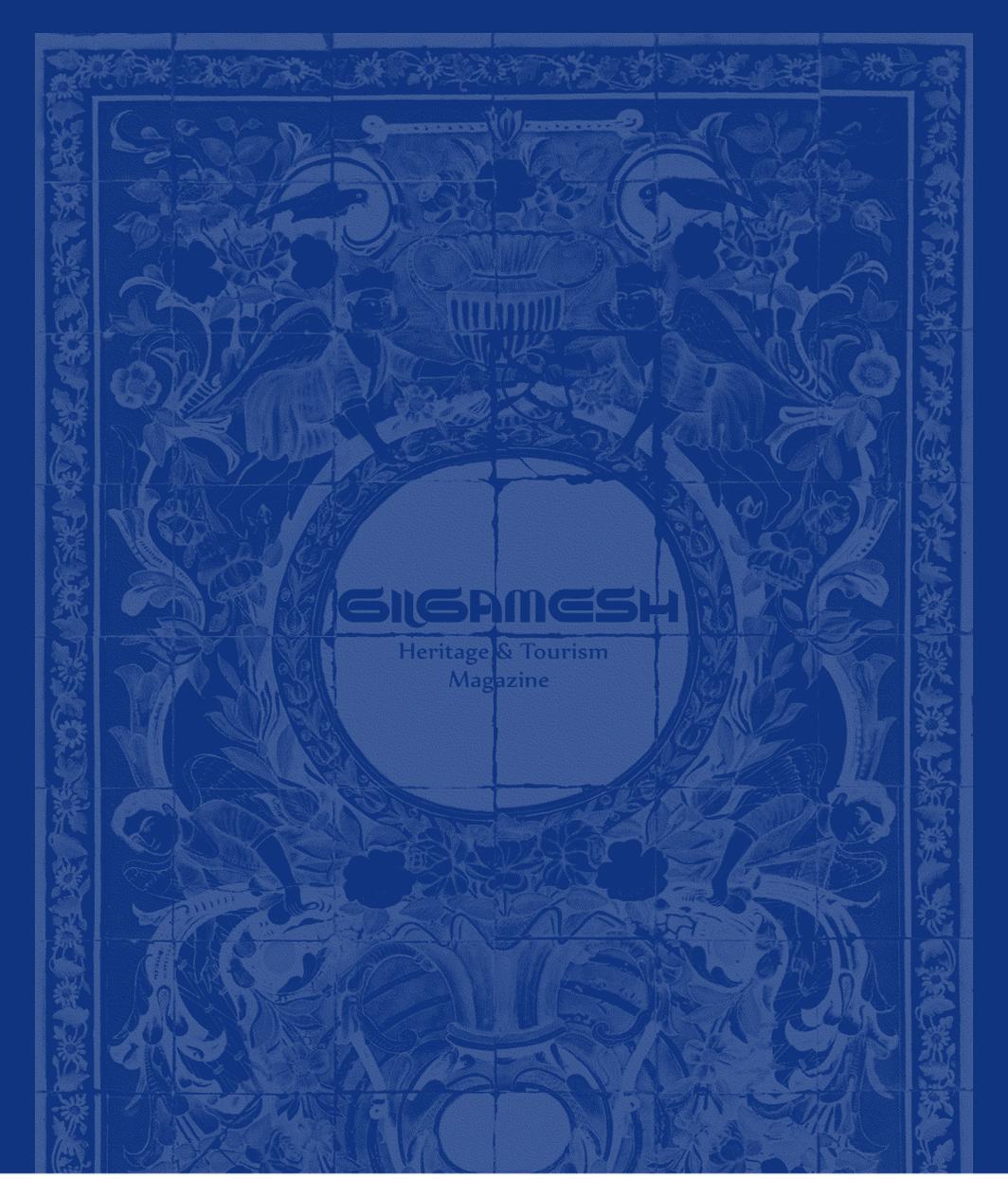
- 1. Ketabe Iran Bookstore

Razavi Khorasan Province:

- 1. Radkan Ecolodge

Fars Province:

- 1. Noorhan Tourism Academy (Nadereh Tavana)



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