



TOURISM INDUSTRY IN AFGHANISTAN

Beautiful
Afghanistan
Beyond your Imagination

Ministry of Information and Culture

Department of Tourism



Afghanistan:

Location: the heart of Asia

Capital: Kabul

Land area: 647500 sqkm

Land boundaries:

Total: 5529km

- China
- Iran
- Pakistan
- Tajikistan
- Turkmenistan
- Uzbekistan



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AFGHANISTAN: LAND OF BEAUTY AND HISTORY

The Islamic republic of Afghanistan as a land locked country occupies a mountainous region in central Asia.

The country with its deeply stemmed historical culture date back 5000, is considered an ancient country.

The highest point of Afghanistan is the peak of Now Shakh in Badakhshan with an altitude of 7495 meters of above sea level, while the lowest point is Mingajak district of Jowjzjan province with an altitude of 245 m above the sea.





New Lights New Wishes



AFGHANISTAN TOURISM



To assist the tourism industry of Afghanistan, the government strongly encourages and offers its full support to private sectors to invest on tourism industry.



With ever increasing global tourism, the Afghan Tourist Industry has tremendous potential to become profitable.

Afghan government's strategies for the development of tourism industry

- Institutionalizing the culture of tourism and developing Domestic tourism.
- Supporting and strengthening the private sector in various fields.
- Introduction of Afghanistan as a rich, ancient and the most influential culture and civilization in engaging with the countries at the region.



Continue,

- Strategy of tourism for developing tourism industry on base of market research and analyzing.
 - Dividing tourism resources, adjusting tourism programs according technologies for attracting international tourists.
 - Capacity Building in different fields.
 - Developing Relations with international organizations, Domestic tourism agencies for stable tourism development.
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Kinds of marketing for tourism industry

Media(online & offline)
Better Service
Better Hospitality
Capacity building
Publish guide book
Publish brochure
Training for tour guide
Workshops





Afghanistan Tourism
Afghanistan, government strongly encourages and support private sectors to invest on tourism industry.



For this purpose the Ministry of information and culture of the Islamic republic of Afghanistan to implement more timely marketing and hospitality services holds out the following points



First

More attention to increase tourism knowledge about hospitality services for tourists guides through holding training programs, short-term, medium term- and long term.

- ✓ Provide better services through hospitality education for tourists guides
- ✓ Capacity building for tourist guides about tourism industry.
- ✓ Using the successful experience of other touristic countries
- ✓ Create seminar, workshop for touristic companies to reach better hospitality and services

Second

Conduct public awareness programs to enhance understanding of hospitality services to the people through mass media (social media).

- ✓ Encourage people to protect touristic sites and values
- ✓ Encourage all tour companies to have best services.
- ✓ To make interest people for hospitality.
- ✓ Ministry of information and culture in 2018 will publish the first tour guide book for Afghanistan and brochure (two national language and one international language for each province of Afghanistan.

✓ Giving information through the media (newspaper, CD, TV, Radio, magazine and ...) for hotels, transportation companies, airline, tour guides and touristic area people to consider the tourist religious practice.



Third

More attention to investments in the production of high quality food on production factories though attention on people who are responsible for the development of standard production.

- ✓ encourage hotels to provide high quality foods
- ✓ linking between standard factories and hotels
- ✓ find markets for high quality food factory
- ✓ Introduce high quality fabricates for hotels and restaurants.
- ✓ Familiarizing hotel staff with hospitality services




Fourth

Evaluation and tighter control over the presentation of information and services via the guiding principles and hotels and encourages them to provide services for respect to all tourists.

- ✓ close monitoring of service delivery.
- ✓ Education professionals staff for evaluation and monitoring.
- ✓ Creating a standard services for better hospitality.
- ✓ choice the best hotel that have the best service for the customers.
- ✓ Surveys of tourists to provide services.
- ✓ choice the best tour company, travel agency, airline and hotels that have best services and introduce them to tourists




Afghanistan's CAREC membership

- Afghanistan joined CAREC in 2005 .
 - As a strategic bridge between Central Asia and South Asia, Afghanistan stands to gain from the improvements in infrastructure connectivity that CAREC has been promoting.
 - CAREC's strategy and operations are aligned with the goals and priorities of the Afghanistan National Development Strategy that includes developing regional transport networks, boosting regional trade, and securing reliable and efficient energy.
 - Membership in the CAREC Program is putting Afghanistan on the path to full integration into a prosperous region, with infrastructure — the backbone of development — laying the foundation for sustainable economic growth. The program could end the country's dependence on aid and provide solutions to endemic poverty, instability, and weak governance.
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Recommendations

- Capacity Building Programs for the Afghan Tourism departments.
 - Helping Afghan Tourism Department in attracting more domestic and foreign tourists
 - Organizing of training programs on Guide Tourism
 - Online Tourism facilities
 - Inviting Afghan tourism employees to different international programs to learn more on tourism affairs.
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Thanks for your attention

