

# SUSTAINABLE DESTINATION MANAGEMENT STRATEGIES IN THE OIC MEMBER COUNTRIES

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Beautiful  
Afghanistan  
Beyond your Imagination

SUSTAINABLE DESTINATION MANAGEMENT STRATEGIES IN THE OIC MEMBER COUNTRIES  
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MINISTRY OF INFORMATION AND CULTURE  
DEPARTMENT OF TOURISM



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## Afghanistan:

**Location: the heart of Asia**

**Capital: Kabul**

**Land area: 647500 sqkm**

**Land boundaries:**

**Total: 5529km**

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





# AFGHANISTAN, LAND OF BEAUTY AND HISTORY

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

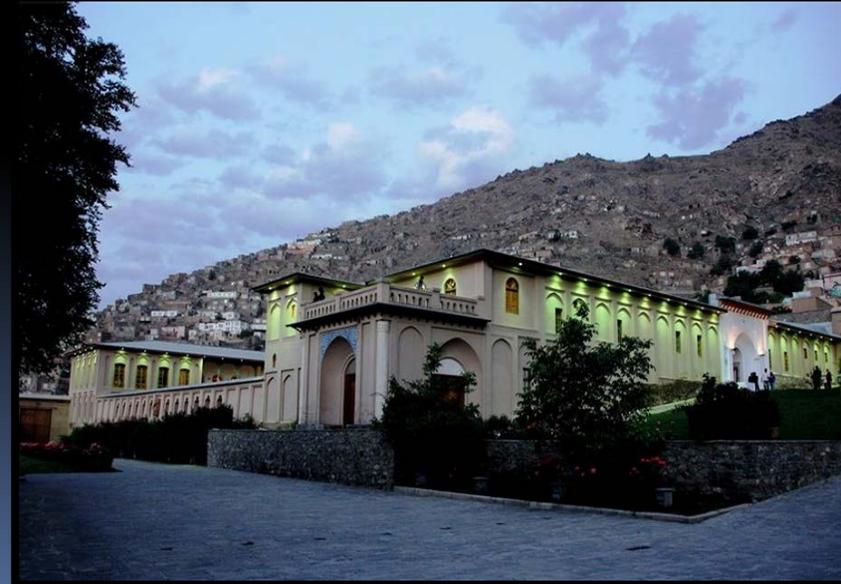
The country with its deeply stemmed historical culture date back over 5000, year is considered an ancient country.

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 Jowzjan province with an altitude of 245 m above the sea.

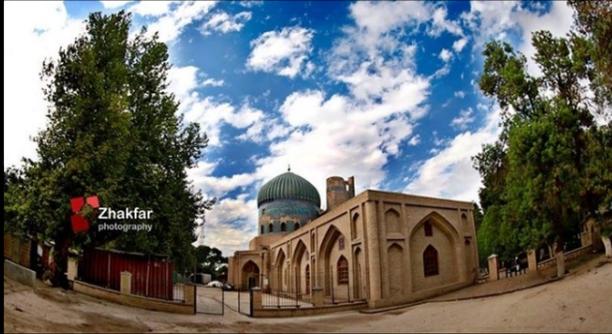




# New Lights and New plans



# Afghanistan Tourism Industry



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 Islamic knowledge about Islamic services for tourists guides through holding training programs, short-term, medium term- and long term.

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

## Second

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

- ✓ Encourage people to protect Islamic sites and values
- ✓ Encourage all tour companies to have Islamic services.
- ✓ To make interest people for hospitality.

Ministry of information and culture in 2018 will publish the new 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 halal food and standard on production factories though attention on people who are responsible for the development of Islamic production.

- ✓ encourage hotels to provide halal and standard foods
- ✓ linking between halal food factories and hotels.
- ✓ find markets for halal food factory
- ✓ Introduce halal food fabricates for hotels and restaurants.
- ✓ Encourage factories to produce halal and high quality foods.
- ✓ Familiarizing hotel staff with Islamic 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 Muslim tourists.

- ✓ close monitoring of service delivery.
- ✓ Education professionals staff for evaluation and monitoring.
- ✓ Creating a standard Islamic services for better hospitality.
- ✓ choice the best hotel that have the best service for the customers.
- ✓ Surveys of tourists to provide services.



## 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 Tourism Guides, for better serves.
- ❑ Online Tourism facilities.
- ❑ Inviting Afghan tourism employees to different international programs to learn more on tourism affairs.
- ❑ Share successes experience with Afghanistan tourism department.

*Thanks for your attention*

