Tourism Industry Marketing In Afghanistan
Kinds of marketing for tourism in 2017

- 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 in tourism industry.
For this propose the Directorate of Research, Development and Marketing of Tourism of the Ministry of information and culture to implement more timely marketing and hospitality services holds out the following points:
First

More attention to increase tourism knowledge about hospitality services for tour guides through holding training programs.

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

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

- Encourage people to protect touristic sites.
- Encourage all tour companies to provide better services.
- Make people pay interests to hospitality.
- Ministry of information and culture is going to publish a Afghanistan`s Tour Guide Book after a long decade and brochures (two in national languages and one in international language) for each province of the country.
Providing information through media (newspaper, CD, TV, Radio, magazine and...) for hotels, transportation companies, airlines, tour guides...
Third

More attention to invests on food production companies, through those who are responsible for the development of standard production.

- Encourage hotels to provide high quality services.
- 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 control of information and services provided via the guiding principles and hotels and encourages them to provide better services in respect to all tourists.

- Close monitoring of service delivery.
- Educate professionals staff for evaluation and monitoring.
- Creating a standard services for better hospitality.
- Chose the best hotel that have the best service for the customers.
The government is working with the private sectors to invest more in the tourism industry in Afghanistan in (Hotels, golf courts, restaurants, transportations, resorts...)

Choose the best tour company, travel agency, airlines and hotels that have better services and introduce them to tourists.
The above brief kinds of tourism marketing is planned for the year (2017) for tourists.
Thanks for your attention