



TOURISM  
IN  
AFGHANISTAN

Beautiful  
Afghanistan  
Beyond your Imagination



# Afghanistan:

Location: Central Asia

Capital: Kabul

Land area: 647500 sqkm

Land boundaries:

Total: 5529km

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





# Government

<b>Country Name:</b>	<b>Afghanistan</b>
<b>Government Type:</b>	<b>Islamic Republic</b>
<b>Capital:</b>	<b>Kabul</b>
<b>Provinces:</b>	<b>34</b>
<b>Currency:</b>	<b>Afghani</b>
<b>President:</b>	<b>Dr. Mohammad Ashraf Ghani</b>



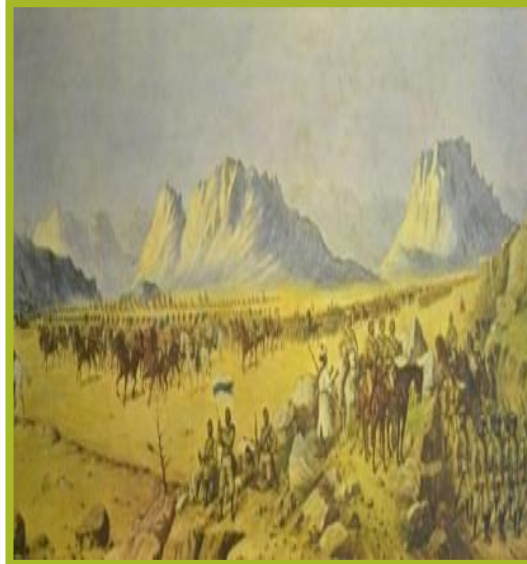
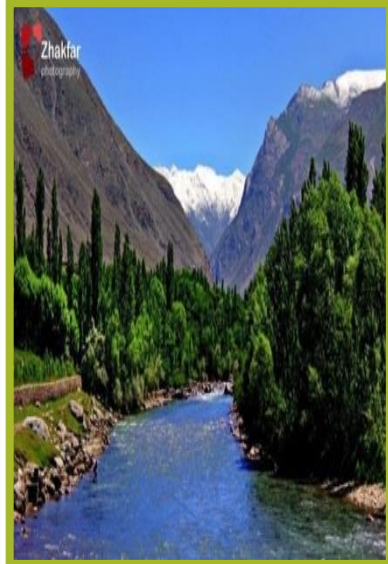


# AFGHANISTAN: LAND OF BEAUTY AND HISTORY

The Islamic Republic of Afghanistan as heart of Asia, is a country occupying a mountainous region in central Asia.

The country with its deeply stemmed historical culture dates 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 above sea level, while the lowest point is Mingajak district of Jowzjan province with an altitude of 245 m above the sea.







## New Lights New Wishes



# SWOT analysis of strategic intent on tourism

## Strengths:

There are many opportunities in Afghanistan in the field of tourism, such as Afghanistan has ecotourism and tourist attractions, suitable climate, Guevara climate, excellent geographical location in the heart of Asia.

Weakness: Lack of an independent department in the tourism sector in Afghanistan, which is one of the important issues in the field of tourism in the country, and lack of coordination between the relevant departments.

## Opportunities:

Afghanistan's location in the heart of Asia and its role in connecting East and West with North and South is one of the best opportunities to attract tourists.

Threats: Currently, the biggest threat not only in Afghanistan but all over the world is the epidemic (Corona) virus, which is the biggest threat in the tourism sector, and unfortunately in Afghanistan, security problems are also among the threats.

# Tourism Policies and Strategies

- Approval of Policy for License Issuance to Touristic Agencies.
- Strategy for accommodation, visa faculties and investments opportunities.
- Afghan Government has the responsibility for implementation of tourism policies and strategies as well as overseeing them in close coordination of national and international tourism organizations.



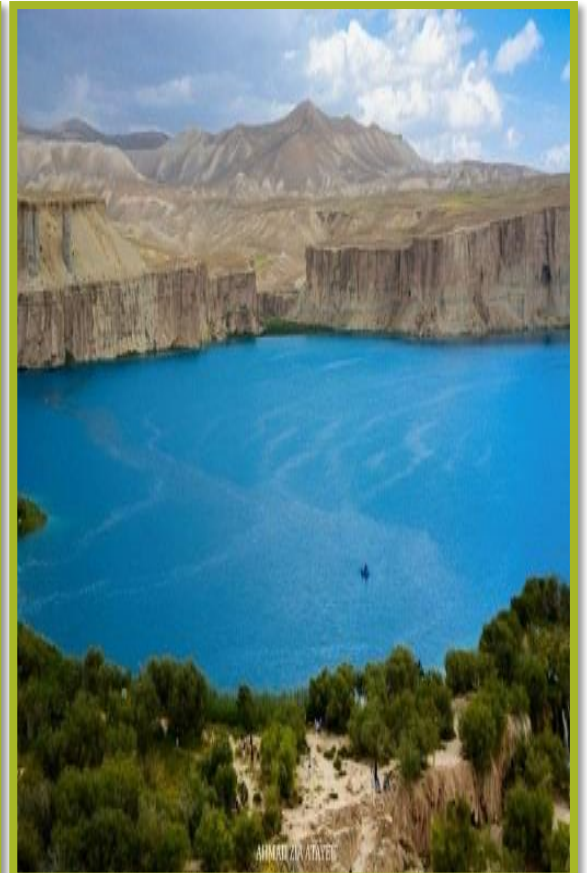
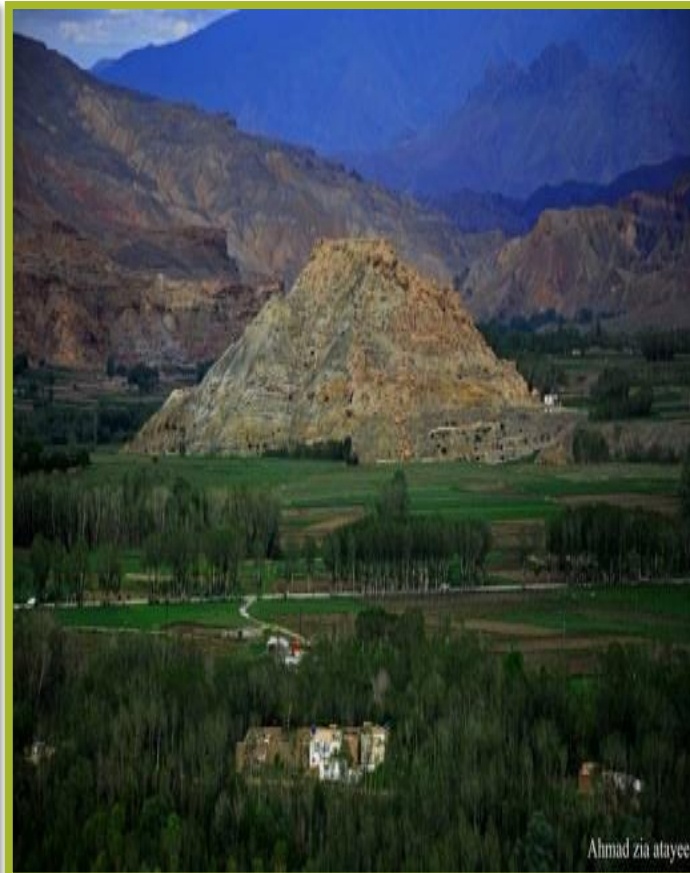
# AFGHANISTAN TOURISM

- 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 Tourism Industry has tremendous potential to become profitable.
- In recent years, 44 thousands of people recruited in Tourism sector and 1500 touristic agencies issued licenses in recent two years.
- More than 120 hotels and guest houses built and issued license to ease touristic facilities for tourists in the country.





- The nature of Afghanistan includes vast landscape, such as breathtaking mountain ranges and beautiful lakes, in the region. Afghanistan also possesses a rich cultural heritage its due to its geographical position between the east and the west, as well as the rich diversity in ethnicity and cultural practices which Afghanistan history has been steeped in.



## Planning:

Planning and management of tourism and tourism development must be balanced with the tourist area and wherever they may extend it.





## Marketing:

Advertising and Information in the tourism industry have a deep understanding of people than it does the optimal use of tourist and historical areas to understand and enjoy it to be



# Development

The development of provinces should strengthen environmental conservation and recreational purposes, for example, it can be a better use of historic sites to supplement the incomes of farmers and important land with land reclamation Desolate and create new opportunities for access to the province to be achieved.





# Economic development

- Tourism properly can play a role in economic and social development of country. Tourism industry creating new employment opportunities and direct and indirect employment, create new markets for sale Industrial products and create additional revenues and also can prevent the migration of economic development and improve the quality of people life.



## CONCLUSION

After long term conflicts in Afghanistan, now afghan government have chance to do best for developing the tourism industry. Income from the tourism industry will be an important source of national income and also a significant financial fuel to its local markets. The afghan government authorities are willing support strongly the private sectors to invest in this sections.

Afghanistan have this potential to gain profitable income from tourism industry. By developing Tourism industry we will bring changes in the life of Afghan people. Tourism development will led growth others sectors. We attempt and willing to make serious efforts in order to develop tourism industry in our country.



*Thanks for your attention*

