

THE 11<sup>TH</sup> UNWTO ASIA / PACIFIC EXECUTIVE TRAINING PROGRAM

ON TOURISM POLICY AND STRATEGY

# ISLAMIC REPUBLIC OF AFGHANISTAN



The Statue of Bamiyan's Buddha

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# SWOT

## Strength:

- Having the potential of tourism destination;
- globally unique natural;
- tangible and intangible cultural heritage;
- Silk Road heritage;
- strategic location between East and Western markets.

## Weakness:

- Effecting of three decades war on its tourism credibility;
- Afghanistan's image as unsafe, unsecure and dangerous for the world to visit;
- Effecting of wars to protect and prevent further deterioration of its natural and tangible and intangible cultural heritage of importance for tourism;
- Out date legal and institutional framework for the planning.

## Opportunities:

- A new destination for Geo-adventure ecotourism and nature and culture-based sightseeing;
- Listing of new UNESCO sites;
- Afghanistan as unique tourism destination for national and international tourist.

## Threat:

- Insecurity;
- Uncertainty about the future;
- Lack of physical and human capital in this sector;
- Lack of experience and facilities to protect ancient monuments and historical sites;
- Lack of facilities and trained human resources to protect the environment.

# Stakeholders Roles and Responsibilities in Afghanistan

Name of Stakeholders	Roles and Responsibilities
<p><b>Government:</b> Ministry of Information and Culture and</p>	<ul style="list-style-type: none"> <li>✓ To be in charge of providing all the needs of tourism industry.</li> <li>✓ To attract tourists and campaign for introducing historical and picturesque sites of the country.</li> <li>✓ To provide residential and transportation means.</li> <li>✓ To guide tourists and direct the tourists are the duties of the two departments.</li> </ul>
<p><b>Privet sectors:</b> Afghanistan has issued more than 2,000 licensed travel agents of which only about 1,000 are active.</p>	<ul style="list-style-type: none"> <li>✓ Transportation</li> <li>✓ Accommodation</li> <li>✓ Hostel supply</li> <li>✓ travel agents</li> </ul>
<p><b>Civil Society:</b> Civil society organization in Afghanistan does not have that position to play the key and basic role, but its weak role may also be helpful and affective.</p>	<ul style="list-style-type: none"> <li>✓ Marketing</li> <li>✓ Monitoring</li> <li>✓ Supporting role</li> <li>✓ And also civil society helps the government in festivals and national programs.</li> </ul>
<p><b>Development Partner:</b> Afghanistan has the membership of different Organizations such as:</p> <ul style="list-style-type: none"> <li>• United Nation World Tourism Organization</li> <li>• Organization of Islamic States (OIS)</li> <li>• South Asia Association of Regional Cooperation (SAARC)</li> </ul>	<p>The mentioned organizations have been playing very important and constructive role on tourism sector in Afghanistan.</p>

# Regulatory and Policy Initiatives....

**Regulatory:** The tourism sector of Afghanistan is regulated under a tourism law that mandates the licensing of hotels and travel operation businesses, provides for the establishment and operation of Afghan Tour Organization and the Afghan Hotel Corporation, among other functions.

**Policy:** The basic policy of the Government of the Islamic Republic of Afghanistan is to promote the development of tourism through private sector participation with the goal of contributing towards the overarching goals of sustainable socio-economic development and protection and valorization of Afghanistan's natural and cultural heritage.

**Strategy:** there is no blueprint in place for the development of the tourism sector, a draft Afghanistan national Ecotourism Strategy (ANES) was prepared in 2005 with sponsorship of the Asian Development Bank (ADB). The draft ANES sets out the rationale for positioning Afghanistan as an ecotourism destination., review the policy and institutional context, identifies the potential ecotourism markets, destination and products, and lays out strategies for product development, promotions and communication, and human resource training.

❖ **Safeguarding natural and cultural heritage:** 12000 items of historical monuments are under demolishing threats. Afghanistan does not have any comprehensive safeguarding plane for natural and cultural heritage. There are some outspread activities for protecting .....

## Recommendations...

- Afghanistan's tourism needs more national and international cooperation ...
- Afghanistan's tourism officials are willing to join and will support any such initiative programs related to tourism specially on safeguarding natural and cultural heritage...
- Afghanistan natural's monuments are under demolishing threats so ...
- The people of Afghanistan will appreciate and support any international support .  
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Thank you for your attention!

End