

# Investigating the position of the tourism industry and the appropriate solutions to prevent it in Afghanistan (a qualitative study in Jalalabad city)

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## ABSTRACT

*The tourism industry is one of the income sources for developing countries, and most officials and planners are working to make the best use of this industry. Tourism has a special place in the tourism industry and has an active and effective role in promoting the socio-economic and cultural structure of countries. The city of Jalalabad, which has been selected as the study area in this study, is one of the cities that can be considered one of the urban tourism hubs at the national level due to its proximity to the Torkham border and historical monuments, which requires planning of relevant managers. The purpose of this study is to identify the problems in the field of tourism in Jalalabad, such as investigating the lack of facilities such as hotels, macro perspectives, experts, and factors that are effective in attracting tourists. The research method is documentary. The information is collected in the form of documents. Finally, the research findings show that the existing problem in the field of tourism in Jalalabad city is the lack of facilities such as hotels, specialized manpower, macro views, communication networks transportation etc., and its modification can provide the ground for growth and attraction of tourists. After summarizing and concluding, solutions for tourism development in Jalalabad city were proposed*

**Keyword:** - Injuries, Jalalabad, Possibilities, Tourism

## 1. Introduction

Tourism industry is the biggest and most different industry within the world. Numerous nations see this energetic industry as a major source of income, business, private division development, and framework improvement. In this manner, nowadays, urban tourism is an critical issue and movement that has caused far reaching changes in huge cities. On the other hand, the characteristics of cities have made urban visitors diverse from other tourism bunches (Rezaei, 1397: 2). Nowadays, tourism is getting to be one of the most columns of the world exchange economy, and numerous organizers allude to it as a key column of advancement. In reality, tourism in numerous nations of the world is one of the foremost complex human businesses and as a multifaceted movement has different capacities and positive impacts. These incorporate work creation, gaining, drawing in and strengthening Today, with the starting of the 21st century, the tourism industry has gotten to be one of the foremost profitable industries within the world, there's strongly competition among numerous nations to draw in sightseers, and the tourism industry as a energetic industry with special characteristics. The person is an critical portion of the financial and beneficial exercises of created and creating nations; According to a estimate made by the Tourism Organization in 2020, it'll reach one and a half trillion dollars. This industry as an action that in today's world has appeared the capacity to impact the method of adjusted and judicious advancement all through the world, has been considered by a wide run

of arrangement creators and organizers of political frameworks and official administration in all nations. Organizational social orders, particularly official systems, have found that within the prepare Tourism has numerous positive financial, social, political, natural, innovative, etc. impacts, and within the prepare of tourism, strengthening of human assets, political and worldwide interface, and advancement of inborn culture in other parts of the world are basic (Ebrahinzadeh, 1388: 1-3). Security issues presently accept a more noteworthy part within the contemplations which some holidaymakers and sightseers embrace when choosing a goal. Much of the writing to date has been concerned with very narrow conceptualizations of the "tourist experience" (Ryan 1996), whereby fulfillment with the visit or occasion is measured. Whereas there is clear require for fulfillment and motivational investigate by the tourism industry which is both commonsense and hypothetically educated, one moreover must recognize that a modern worldview is rising from a multidisciplinary setting which can broadly be labeled "tourist safety". This term equates to concerns for the well-being, welfare, and more extensive security of the tourist not as it were whereas traveling from the root region to the destination, but especially, the way in which individual security is influenced by activity patterns in their possess activity space (Clift, 1996), point of view it is conceivable to get it the setting of the visit, inspiration for the trip, and favored action designs. In geographically informed inquire about (Corridor and Page 1999), Traveler mischances can have a significant impact on the image of a country's tourism industry, and the selection of traveler goals by potential holiday-makers (Bovet, 1994; Wilks, Pendergast, & Benefit, 1996; World Tourism Association, 1996).

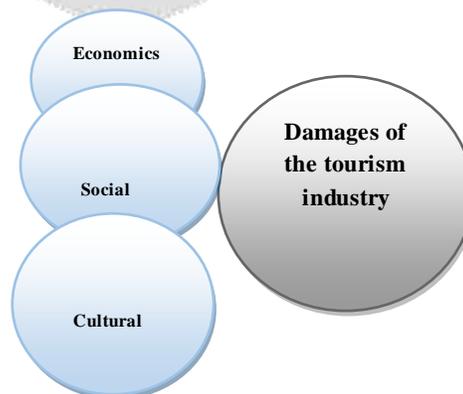
#### 1- 2 Research environment

Jalalabad city with an range of 7616 square kilometers in eastern Afghanistan is found between scope 33 degrees, 94 minutes, 34 degrees and 81 minutes north and longitude 69 degrees, 48 minutes F 71 degrees and 18 minutes east (Zwakman, 1391: 4). The stature of the city is 599 meters over ocean level. The city is found within the eastern portion of Afghanistan. The Sefid-e-Kuh-e-Sharqi mountain range is found within the south of the city of Sharqa-Gharba, 55 km from the city of Jalalabad, and isolates the Khyber Pashtunkhaw wall. The financial and political esteem of this mountain extend is indeed more striking, since a few of the crests that are singularly characterized and in no way ended up the border between the Pashtun tribes in this region. In terms of financial characteristics, it is the foremost critical zone for the development of coniferous timberlands, with arche, oak, sage, sagebrush and ready developing in wealth. In spite of the fact that the presence of the Sefid Kuh tradition may be a boundary to the Indian rainstorm climate, but from the Torkham range along the Kabul Ocean, the penetration of the Indian storm air to the Elishing and Alingar valleys includes a noteworthy impact (Ahmadi, 1391: 88). The Eastern Black Mountain is another mountain range that stretches from the southern interior to the eastern shore of the Logar Sea near Sorkhab. It is less tall than Sefidkuh, it introduces a heterogeneous building in terms of composition and different types of rocks. Heavy rainfall in the Sefid mountain range of the eastern mountain prevents the entry of moist air in the Black Mountain, so the summer is dry (Ahmadi, 1391: 89).

#### 1- 4 Summary of previous studies

At present, tourism is considered as the biggest and most differing industry within the world and its quick development has driven to numerous social, economic and natural changes and so has ended up an critical field of think about among analysts. Concurring to the work done, it can be concluded that the tourism industry has ended up a component of tourism. And numerous investigates have been tired the related field, in spite of the reality that in this field of investigate in Afghanistan, there's small prove that by doing this investigate, ready to recognize the hurts in this field.

#### 1- 3 Conceptual model



## 1- 5 Finding.

## 1- 6 lack of safety

Security is the highest value of a society, which is designed on the basis of harmonious relationships to create a secure society. A review of history reveals that security has always been one of the fundamental and vital concerns of societies, especially in Afghanistan and large cities such as Jalalabad, which has always faced two major threats: 1: External threats such as war and Occupation by other countries 2: Internal threat (which is also mainly rooted abroad). Foreign enemies and chaos have always been potential threats that endanger the peace and stability of our society. It is obvious that the potential and permanent dangers have posed a serious challenge to the governments and governments of this land. In fact, security is the first expectation of human beings from governments, which has gained wide and various dimensions today. The impact of security on the economy, culture, industry and population and its impact on all branches of development and human life, has given it a fundamental role and has made all political philosophers of the past and present to reflect on it. Logicians concerned with equity have respected it as the most calculate of consolation, whereas those who have depended on political or financial advancement have respected security as the "specialist" as well as its "result," and all those who have looked for otherworldly sway. They attempt, they consider it as the presentation of this compulsory (Encyclopedia of Knowledge, 1335: 91 -99).

## 1- 7 An outside, high-profile, wire assault with a pictorial perspective

Given that Afghanistan has an old history, civilization and title and image. It is here that we realize that the deluge of remote media purposeful publicity has had a negative affect on the tourism industry all through Afghanistan and its major cities. Since the negative media purposeful publicity has disturbed the tourism industry of this nation and enormous cities and has decreased the voyages of visitors to this side. These ungainly activities by a few nations are not as it were the result of annihilation but moreover the devastation of the tourism industry. Because it has been said numerous times, Afghanistan has no choice but to enhance and create culture in arrange to attain improvement, and to induce out of the existing challenges and numerous financial issues, the tourism industry was proposed as the finest arrangement, an industry that advances culture. Leads to social cohesion and understanding; And negative publicity could be a lethal blow to the development of this industry within the nation, that's , in drawing in remote sightseers and how to lead it, exceptionally positive purposeful publicity and exceptionally destructive negative publicity will give up the civilizational and common attractions and old culture of Afghanistan. Publicity may be a one of a kind apparatus for progressing social objectives, and negative publicity, on the other hand, squanders time, capital and vitality and will proceed to confine Afghanistan. Among these, the development of the tourism industry and promoting could be a particular handle and a near interface, and the results of promoting within the tourism industry, whether in composed, visual or sound, is verifiable. On the other hand, the as it were positive publicity is to form promoting openings that can repair this savage and revolting confront (Asayesh, 1997: 114).

## 1- 9 LACK OF MACRO VISION, GOALS, POLICIES AND PRINCIPLED PLANNING IN THE TOURISM INDUSTRY

Lack of reasonable conditions for the foundation of a feasible tourism framework has made Afghanistan and its major cities, furthermore the city of Jalalabad, an alluring and marvelous nation within the eyes of the world, but with numerous issues and impediments. Hence, they favor to discover their charms and dreams in Afghanistan as it were in books and brochures, rather than traveling and visiting in this old nation. They know that visitors and proficient world travelers, particularly within the field of authentic tourism, are well familiar with Afghanistan as an antiquated and verifiable nation. However, the existence of some root problems in the country's tourism industry has led many tourists to make up for what they have learned and read from Afghanistan and to travel to other countries that do not have many attractive features of Afghanistan. . This is what is referred to today in the country's tourism industry as the imbalance in outbound and inbound tourists. Issues for the World Tourism Organization presents an interconnected and interwoven set of impediments and issues to the tourism industry, the improvement of a particular national technique by the country's administration complex with the center on those in charge of protecting authentic landmarks and tourism organization, its usage. Makes it essential. Uncommon social traditions and limitations, people's newness with the culture of communication with the world, politicized society and administration components, negative exposure almost the current circumstance, insufficient travel offices and need of offices and foundation within the field of transportation, Welfare and convenience administrations that imperil the security and consolation of the world and the strict approaches of the government at a few times and in different segments, are among the issues that have been communicated seem to be established within the past thoughts of the individuals and authorities almost this Encompasses a space. The weakness of tourism authorities and activists in the field of marketing, the lack of a comprehensive and approved document to develop the tourism industry and attract the world, the lack of government and private sector advertising in the markets and the issuance of visas are other

issues that need to be addressed. Is one of the global standards of the tourism industry in the new era (Asayesh, 1997: 118).

#### 1- 8 Lack of transport communication networks

The ways and paths that human beings have created throughout history to communicate with different areas around their lives have always played an important role in the development and progress of those societies and history has proven that having communication networks includes different ways as important indicators in It is the development of communities as well as their success. But the lack of this possibility and facilities in the city of Jalalabad has caused the tourism industry in this city to fade away (Ahmadi, 2012: 76).

#### 1- 10 Specialized, experienced and efficient personnel in various sectors of the tourism industry

We can not play a good role in attracting tourists and dealing with negative and poisonous foreign propaganda until experts, skilled, efficient and thoughtful and specialized in world tourism are not employed and consulted. In fact, the lack of specialized personnel is due to the lack of training centers in the hotel tourism industry. Unfortunately, our tourism industry is facing problems in all sectors. People will not have any knowledge or threat if they are not knowledgeable, knowledgeable and knowledgeable about this job. And lack of knowledge and commitment leads to irresponsibility and consequently lack of progress and development, or lack of expertise and lack of modern knowledge will lead to mere copying and imitation of others, which is not useful. Therefore, each region, based on its tourism capacities and tourism potentials, needs a special style to provide tourism services, so if we want to include specialized manpower in various sectors of the tourism industry, we must pay attention to academic education. To observe new blood circulation in the dried vessels of this sensitive industry (Ahmadi, 2012: 70) One of the problems and issues facing our hotel and tourism industry is the lack of familiarity with modern science, but unfortunately the idea that the hotel industry, like other industries in the world, needs science has not yet taken root and can be said that most people Those who are in charge of management are generally those who do not have up-to-date education, experience and work experience And of course they have not one or the other logical nor viable instruction. Be that as it may, in today's world, lodging and tourism schools are exceedingly respected as suppliers of neighborliness and tourism instruction. The truth is that in today's commerce environment, involvement alone can not be the premise for making a rearrange within the tourism industry, but preparing and abilities, information of the most recent changes, techniques and advances along side encounter can be fruitful and meet the diverse needs of the industry. Reply (Ahmadi, 1367: 83).

#### 1- 11 LACK OF FACILITIES AND ACCOMMODATION FACILITIES IN THE CITY

What is certain around the tourism industry is that tourism patterns are basically from urban and created communities to less created communities; In this manner, it is clear that in regions with visitor attractions that have been major tourism patterns, reasonable convenience offices ought to be made in agreement with the characteristics of the tourist. However, numerous appealing zones don't have a least of convenience and in this respect, whereas not taking advantage of tourism openings, social and social issues are forced on the have (Ahmadi, 1997: 92).

#### 1-12 ATTRACT TOURISTS THROUGH INFORMATION

Plan brochures, clips, recordings, maps completely different dialects and incorporate point by point data counting geology of the region, sights, characteristic, chronicled and old locales, exhibition halls, traveler ranges, secured zones, tidal ponds, caves, waterfalls, Inns, eateries, hotels, healing centers, gas stations, etc. in these brochures and give them to visitors in extraordinary places that are a direct for sightseers. Of course, this arrange can be seen in a few territories (Central Insights Office, 1985: 22-35).

#### 1- 13 DISCUSSION AND CONCLUSION

Tourism industry is currently one of the most lucrative sectors of the global economy with economic, socio-cultural, environmental and security effects. Tourism is effective in the sustainable economic and socio-cultural development of tourism destinations and the success of tourism also depends on the facilities of welfare and comfort services, information and tourism potentials of each geographical area. Therefore; Overcoming bottlenecks and planning in order to realize the hidden potentials and talents of the regions and understanding the needs of tourism and tourists, is essential in managing the flow of tourism. The tourism industry and recreation related to industrial tourism is one of the effective factors in shaping the development pattern of rural and industrial coastal areas and provides many direct and indirect economic, social, cultural and environmental benefits for these areas. But on the other hand, lack of proper planning, such an approach raises concerns and fears of threatening and destroying the identity, environment and natural, historical and cultural heritage of local residents. Dealing with the effects of unplanned tourism growth requires proper management methods, planning and design of these places, which is possible through feasibility and prioritization of the tourism industry, and when these priorities are formed. They should get creative by recognizing entrepreneurial opportunities and develop the tourism industry. Tourism as a way to

maintain and improve the healthy environment of industrial areas, Jalalabad industrial city in the eastern margin of Afghanistan has a high potential in the field of tourism that these potentials in tourism planning Jalalabad city can be divided into a land tourism sector Claimed. Land tourism along with the natural and cultural attractions of the city, visiting industrial projects that mainly include gas refineries and infrastructure facilities and olive processing plants, weaving local carpets weaving fishing nets that are traditionally formed in Jalalabad and villages Recognizing all these opportunities provides the basis for the development of industrial tourism in the city of Jalalabad and its villages. However, we receive the result that in the city of Jalalabad, less attention has been paid to these opportunities and potentials that we have mentioned, and in order to attract tourists, the mentioned damages must be prevented, so that the economy of the city of Jalalabad grows.

#### 1- 14 RESEARCH SUGGESTIONS

Most of openings, appropriate dependence on qualities, suitable measures within the confront of dangers, disposal of shortcomings, given the key possibilities for tourism improvement in Jalalabad and its towns and the development of the tourism industry due to centrality And its degree and the dominant role of industry within the city, the taking after arrangements are given for the improvement of the tourism industry and other sorts of tourism.

1. Tourism development of Jalalabad city and its villages with emphasis on industrial tourism by combining natural and cultural tourism.
2. Improving the status and services that can be provided by different accommodation centers so that they are the current and future needs of tourists.
3. Efforts to improve the acceptance and welcome of the residents of the region from the expansion and development of the tourism industry.
4. Efforts to convert tourism in the region from short-term (one or two-day stays) to long-term based on the principle of paying attention to culture and creating sustainable travel patterns through the private and public sectors such as the Ministry of Culture and Guidance, Education or Travel agencies, meeting the needs and equipment of tourists in order to create more sustainable tourism employment and increase revenue.
5. Organizing introductory trips to introduce the industrial tourism potentials of this region for mass media, travel agencies and group travel officials.
6. Investigating the effect of geographical factors in Jalalabad city region on the development of tourism entrepreneurship.
7. Investigating the effect of indigenous culture of the people of Jalalabad region on tourism development.
8. Investigating strategies to attract foreign and domestic tourists in Jalalabad and surrounding villages.

#### 1-15 RESEARCH LIMITATIONS

1. Not similar project done in the area.
2. New subject in domestic tourism literature and to some extent in world tourism literature.
3. Lack of structure and conceptual model related to the subject of tourism literature.

#### 1- 16 CONCLUSION

In the end, the results were compared and compared, various suggestions related to the subject were presented, and at the end, the limitations of the research and the conclusion of the research were done.

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