

Yemen Minister of Tourism Nabil Al-Faqih, to ITM:

We still need a long-term national strategy

>Sana'a - Khalid al-Dhababi

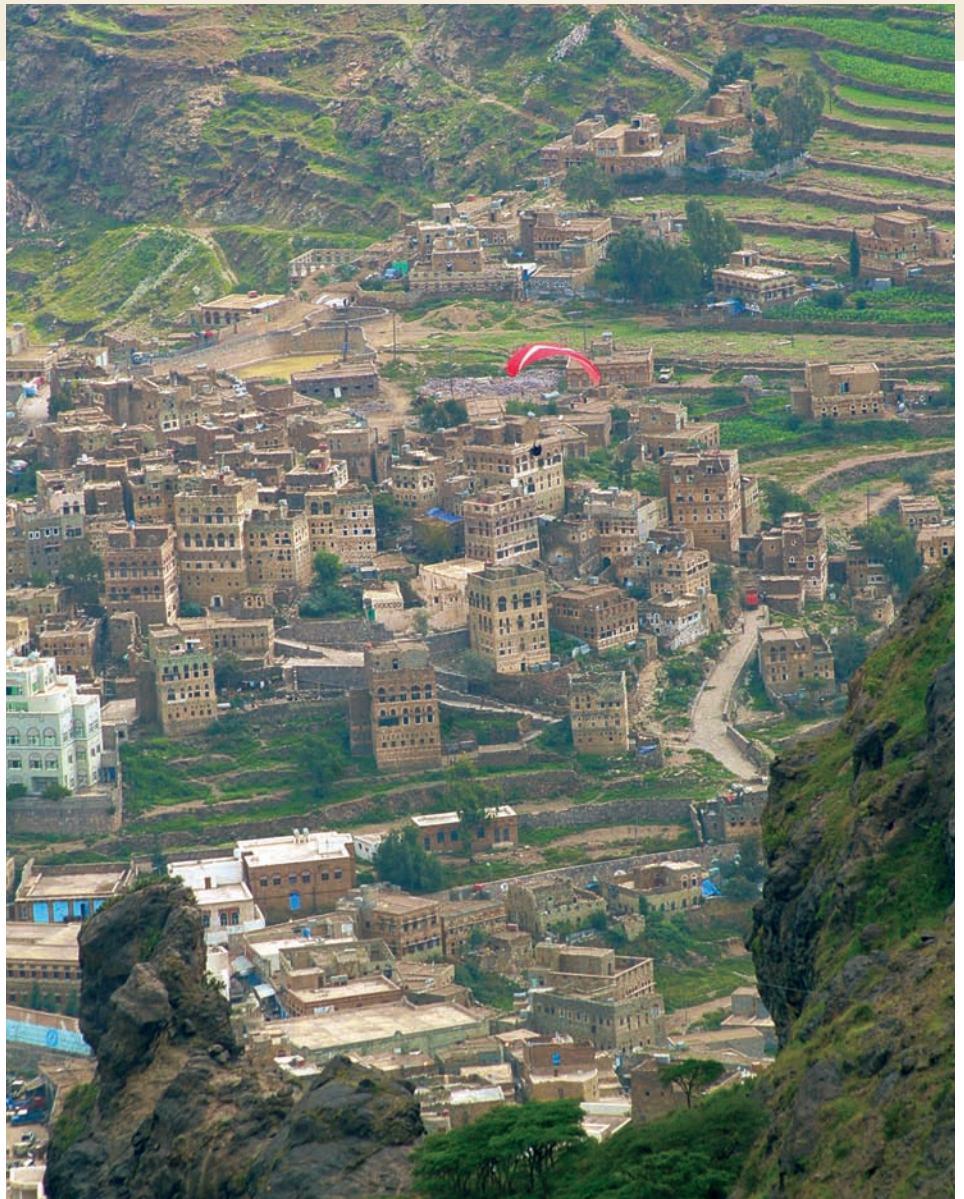
ITM took a great interest in tourism in Yemen, highlighting various aspects of its attractions. The Yemeni Minister of Tourism, Mr. Nabil Hassan Al-Faqih, talked about his ministry's policies to the representative of the magazine in Yemen.

● **The ministry has recently encouraged new types of tourism in Yemen, notably desert tourism and adventure tourism. Do you believe that Yemen is ready to host these types of tourism?**

The issue of encouraging new types of tourism is a general trend and a permanent objective of our strategy to diversify our tourism product. Desert tourism and adventure tourism exist in our country and have been integrated into the programmes of travel agencies for a long time. Currently, we focus on them because of the increasing global demand. Yemen, because of its natural conditions, is prepared to host this type of tourism that focuses on mountain climbing, hiking in forests, desert safaris, and the life of the desert Bedouin. We recognize that this kind of tourism requires infrastructure and equipment, and this is what our ministry is focusing on.

● **What drove you to encourage adventure tourism?**

I implicitly answered your question. Yemen has significant natural assets for this kind of tourism, such as power gliding, parachute jumping, mountain climbing, camping in the desert, scuba diving, water skiing, camping in the mountains, etc.... There is a pressing need for infrastructure and equipment, which will be one of the



▶ Hang gliding

طيران شراعي

concerns of our ministry, knowing that Yemen won the adventure tourism exhibition in Hong Kong last year.

● **What is your strategy to develop and promote tourism in Yemen? How do you see tourism in Yemen in today's world?**

The development of tourism in Yemen still needs a long-term national strategy. That's what we worked on since the establishment of an independent ministry dedicated to tourism, two years ago. The guidelines included in this strategy are:

- Complementing and strengthening the institutional infrastructure of tourism, through the improvement of the administrative staff and the legislative powers.
- Continually building the capacity and skills of the officials of the administration of tourism, by raising the education and training levels.

- Continually developing a database and a system for tourist information, facilitating operations for investors and citizens, and continuing research and studies needed for tourism planning.

- Strengthening partnership for development with the private sector to attract more investment, both local and foreign, to extend the basis of various tourist services.
- Strengthening the partnership with government departments related to tourism.
- Consolidating the national partnership with government departments, local authorities and society, ensuring optimum utilization of resources to ensure sustainability.
- Raising the general level of awareness about the importance of tourism and creating the environment for tourism development.

- Raising the level of foreign tourist demand, and extending and deepening the effectiveness of promoting and marketing tourism.

● **We noticed that since your appointment to this post, the ministry has a strong emphasis on participation in more than a dozen international exhibitions. What are you aiming for?**

The new strategy of the ministry, in promoting tourism abroad, is to continue to participate actively in international exhibitions, to work to participate in new exhibitions and regions of the world, and to diversify our participation and presence at a high level, actively involving the private sector in tourism exhibitions and participating with new materials, brochures and tourism products. ■



Motorcycles rally

سباق الدراجات النارية



Mountain trekking

مشي في الجبال