

The Syrian Travel Fair

>Damascus - Motaz Othman

A positive step has been taken by the Syrian Ministry of Tourism in organising the exhibition of domestic tourism (Syrian Travel Fair) which was inaugurated by the Prime Minister and the Minister of Tourism of Syria. It was held from 22nd to 24th May. The event saw the participation of all Syrian provinces and a number of travel agencies, hotels and tourism professionals.

TM magazine participated with a stand, following an invitation from Mr. Nidal Mashefenj, general director of the Syrian Company for Tourism, the organizer of the exhibition, who said that his company is a public one, created recently to provide an opportunity for all Syrian citizens, whatever their social group, to benefit from tourism in their country and through travel programmes arranged at reasonable and competitive prices.

Overall, tourism in Syria gets a lot of attention from the Syrian government. A few weeks ago, the 4th edition of the market for investment in tourism was held. The attending Arab and foreign investors were presented with many tourism projects small and large throughout Syria including hotels, resorts and tourist villages. These projects were submitted by the public sector, but the private sector was also invited to present its investment opportunities.

From our observations of Syrian exhibitions we are convinced that the future of tourism in this country is making huge strides. Proof of this is the significant growth of the number of Arab and foreign visitors, as evidenced by statistics. ■

