

## TOURISM INDUSTRY SWOT

### Strengths

- Important cultural sites, UNESCO World Heritage Site, suggests strong potential for cultural tourism
- Strong cultural attractions in Aleppo hinterland, potential as hub and excursion tourism
- Large export sector suggests high potential for business and convention tourism
- Conservative family value orientation suggests potential for family tourism
- Low hotel prices, relative to Damascus, despite high occupancy rates

### Opportunities

- Political constraints and lack of international acceptance of Syria as tourism destination
- Risks of conflict and instability in the region
- Displacement of local handicrafts by imports from China, India, and Pakistan

### Weaknesses

- Limited airport size, quality and flight destination flexibility
- Limited hotel capacity as a result of administrative hurdles
- Severe hotel constraints at the 3rd Class level and below
- Limited night life and entertainment
- Lack of marketing and promotion
- Lack of web presence
- Weak presence at international tourism fairs
- Limited human resource capacity (language, hospitality services) and limited training capacity
- Limited local acceptance of tourism
- Lack of branding of handicraft products

### Threats

- Multi-country tourism and increased interest in region by China and Korea
- Cooperation with Turkish tour operators