

A new Travel Guide Book on Swat Valley

Sustainable Tourism Foundation Pakistan (STFP) has published a new travel guide under the title of “**Swat Valley Travel Guide and Hotel Directory**”. The main focus of this travel guide is to promote eco-friendly recreational and adventure tourism and to provide updated information about the historical sites and tourist destinations in the beautiful Valley of Swat.

This travel guide provides detailed and updated tourist information about Swat Valley with lots of breathtaking pictures. This travel guide is written by **Aftab Rana** who is a veteran traveler and hiker. He has more than 25 years experience in the field of tourism and has also been working as a tourism development specialist in Swat Valley on a project for the revival of tourism in Swat under the auspicious of an international development agency. **Amir Rashid** who is also a keen traveler and excellent landscape photographer has brilliantly captured the scenic beauty of Swat Valley for this travel guide.

This guide book has English and Urdu editions (Urdu Edition is presently under print). It has description of more than 20 historical sites and more than 40 places of general tourist interest in Swat Valley including many new tourist spots which are introduced first time in this guide book. More than 8 lakes of Swat Valley (most of them are unknown) are also mentioned in this guide book.

This 80 pages guide book has more than 80 high quality color photographs of tourist spots of Swat Valley and three sketch maps add value to this compact guidebook on this scenic Valley. Information about 178 hotels located at Saidu Sharif, Mingora, Malam Jabba, Madian, Miandam, Baharin and Kalam is given in the hotel directory section of this travel guide. With a view to promote trekking and hiking in Swat Valley information on 7 trekking routes is also given in this guide book. Tips on travel budget planning, list of main tourist information centers, list of useful phone numbers and web links and addresses of government and non-government tourism organizations are also mentioned for convenience of visitors.

As the main mission of Sustainable Tourism Foundation Pakistan is to promote eco-friendly and culture friendly responsible tourism in Pakistan, therefore, a code of conduct for tourists has been also included to create awareness among the visitors about traveling in this beautiful valley without creating harm to its natural environment and culture of its people.

Introductory price of this guide book is just Rs.250/- per copy. To get a copy of English edition of this guide book one can contact STFP through email at stfp.info@gmail.com or at stfpak@gmail.com.