

# Tourism in Al-Quds Al Sherif

Current State, Prospects and Challenges



# Al-Quds Al-Sherif

## Palestine's tourism Industry center

- Palestinian tourism associations all based in Al-Quds Al-Sherif (AHA, HLITOA, ATGU)
- The majority of Palestine's tourism actors are companies and individuals from Al-Quds Al-Sherif
- Palestinian business resisting under constraints of the occupation

# Al-Quds Al-Sherif

A city under threat, a people under threat

- From the core of Al-Aqsa Mosque to the surroundings of the Old city
- Palestinian and Muslim life is being limited by the occupation
- The presence of Muslim visitors is the essential element of continuing Palestinian's resilience

# Al-Quds Al-Sherif's Tourism actors

## A complete value chain

- Palestinian hotels
- Palestinian tour operators
- Palestinian tour guides
- Palestinian restaurants
- Palestinian artisans

1600 rooms

35% average occupancy rate

# Al-Quds Al-Sherif

## Situational analysis of the tourism industry

- Worldwide knowledge
- Comprehensive value chain
- Christian pilgrimage presence
- UNESCO World Heritage Site

- Islamic tourism potential
- International investment interest
- Young multilingual and hospitable population



- Tourism industry's need of upgrade
- Tourism industry's staff capacity building
- Lack of campaigning and media promotion

- Occupation's attempts to control tourism
- Negative image in terms of security and accessibility
- Emigration due to occupation's restrictions

# Al-Quds Al-Sherif

## A safe and enjoyable city

- Tourists are safe in Al-Quds Al-Sherif
- Culture of hospitality
- Richness of the culinary, cultural and handicrafts offering
- Low crime rate, especially within the Palestinian side of the city
- Strong social fabric that renders the visitor's experience different



# Al-Quds Al-Sherif Tourism indicators

- 82 % of inbound tourists visit Al-Quds Al-Sherif
- Less than 10 % of tourists are Muslim pilgrims
- Largest existing source markets for Muslim tourism are Turkey, Indonesia and Malaysia
- Average length of stay for Muslim travelers is 3 nights

# Al-Quds Al-Sherif

## Constraints and Challenges

- Limitation by occupation of potential source markets access to Al-Quds and Palestine
- Lack of media and promotion for Al-Quds Al-Sherif as a Muslim travel destination
- Restrictions from occupation on building and refurbishing of the hotels in Al-Quds
- Lack of small guesthouses and boutique hotels within the Old City core
- Need to train the guides to cater specifically for source markets languages and requirements

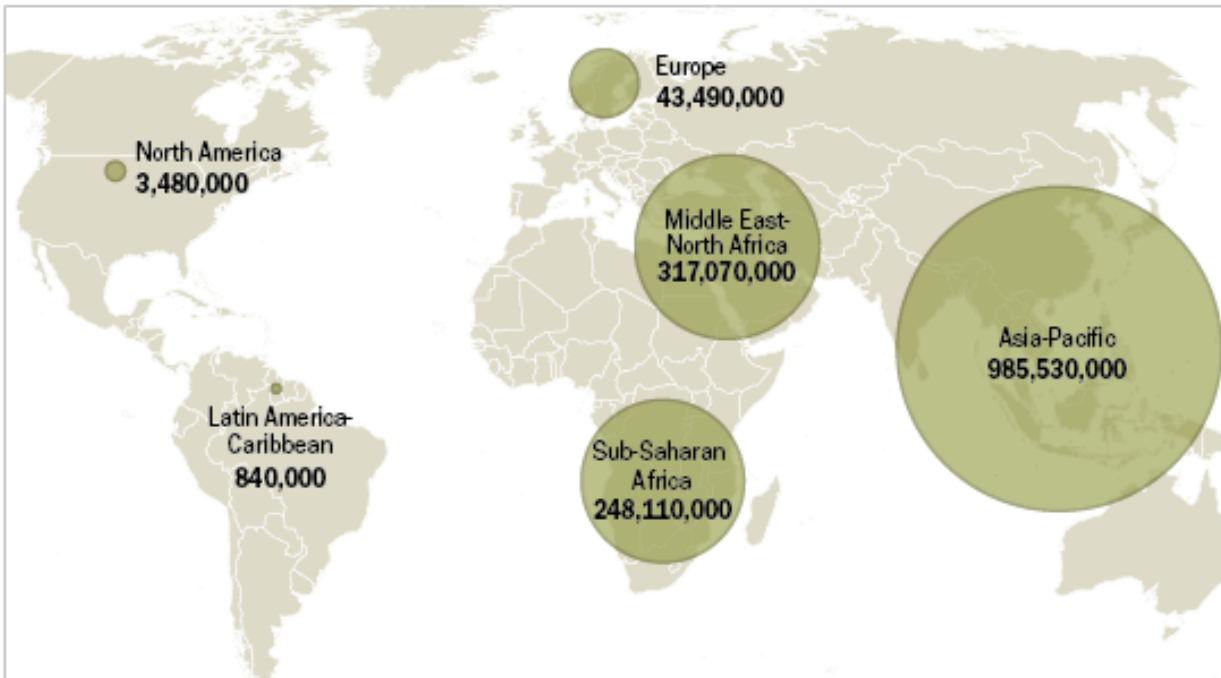


# Muslim populations worldwide

## Potential source markets

### Regional Distribution of Muslims

Population by region as of 2010



Percentage of world Muslim population in each region as of 2010



Population estimates are rounded to the ten thousands. Percentages are calculated from unrounded numbers. Percentages may not add to 100 due to rounding.  
 Pew Research Center's Forum on Religion & Public Life • Global Religious Landscape, December 2012

### Main Potential Muslim Markets

Region	Country	No. of Muslims
North & Latin America	Argentina	784,000
	United States	2,595,000
	Canada	940,000
Europe	Belgium	638,000
	Bulgaria	1,002,000
	France	4,704,000
	Germany	4,119,000
	Russia	16,379,000
	United Kingdom	2,869,000
Asia	Turkey	74,660,000
	China	23,308,000
	India	177,286,000
	Indonesia	204,847,000
	Malaysia	17,139,000
	Singapore	721,000
Africa	Thailand	3,952,000
	South Africa	110,000

# Al-Quds Al-Sherif

## Muslim travel, saving the tourism industry

- Untapped source markets
- Linkage with Umra and Haj
- Diversity of source markets would guarantee sustainability
- Potential and readiness to develop Halal-travel
- Cooperation with Jordan so as to offer a combined itinerary

# Al-Quds Al-Sherif

## Muslim travel, saving the tourism industry

### Human resource capacity development

- *Guide training*
- *Hotel staff training*
- *Travel agents training*
- *Handicrafts training*
- *Training for MOTA staff in Palestine*

### Product Development

- *Enhancement of tourism facilities (sites)*
- *Preparing tourism facilities for Islamic tourism*
- *Enhancement of transport system, and cultural assets*

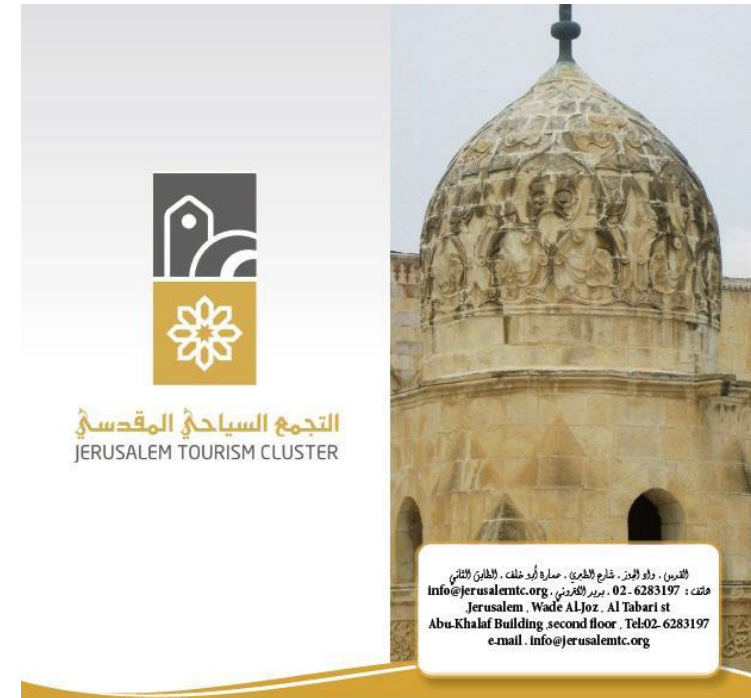
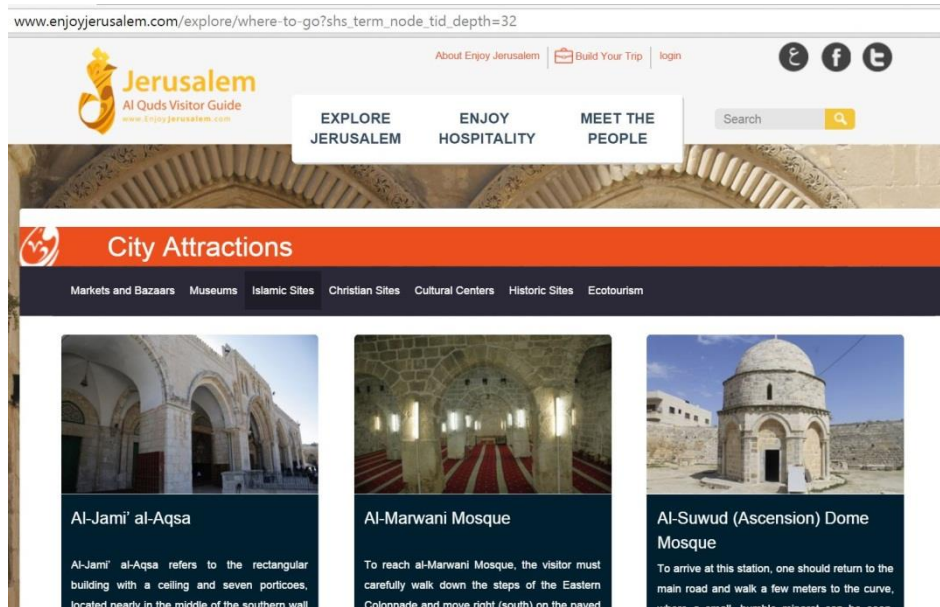
### Marketing and Promotion

- *Website and Mobile application development*
- *Marketing production (Brochures, Audio/Video, Billboards)*
- *Social Media Campaigns*
- *Press trips*
- *Roadshows in large source markets*
- *FAM trips to Jordan and Palestine*
- *Media Campaigns*
- *Participation in Specialized fairs*

# Al-Quds Al-Sherif

## A city ready for a prosperous challenge

### Web Presence



Active Tourism and Civil Society