



Promoting Al-Quds as a Palestinian Tourism Destination

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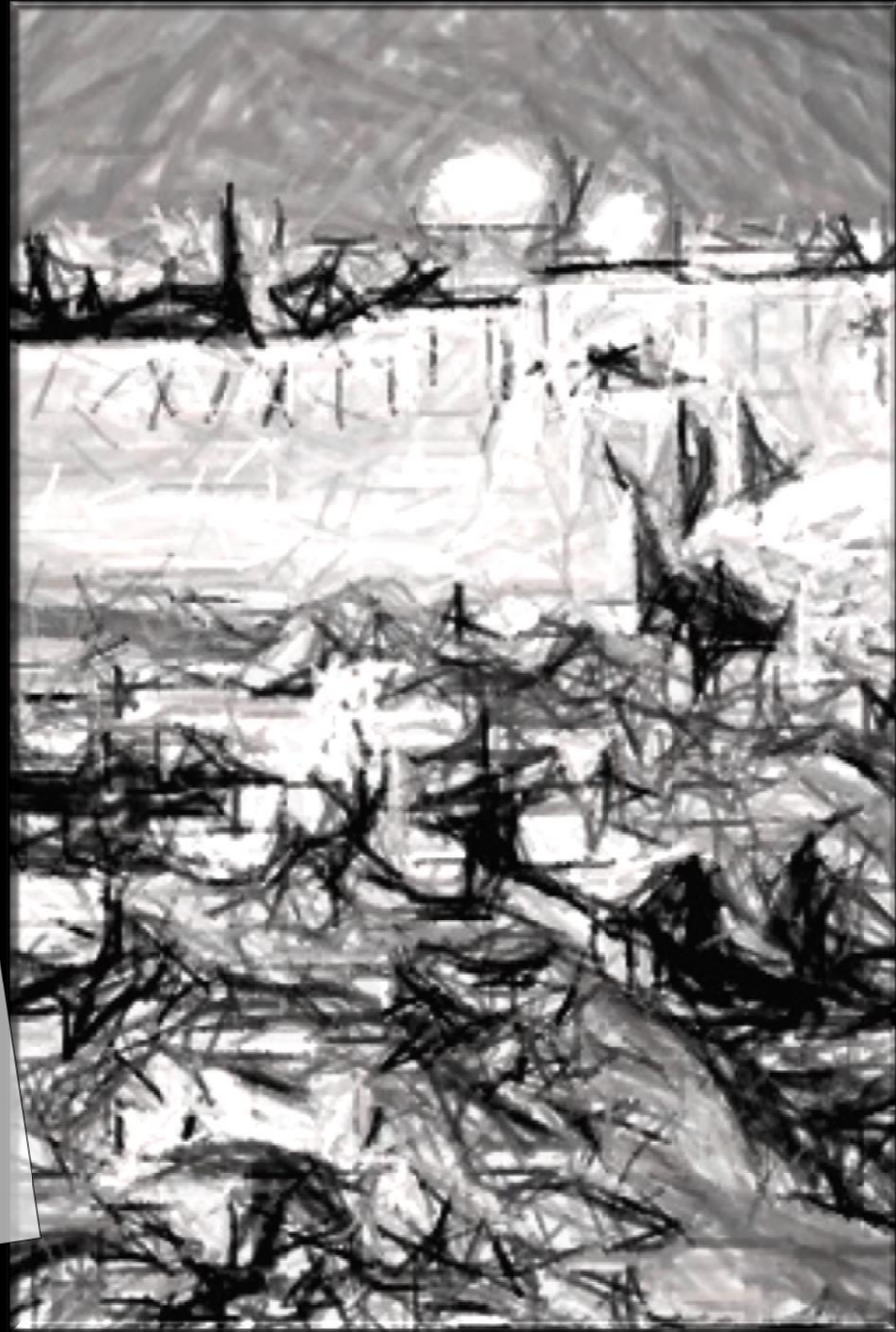
التجمع السياحي المقدسي
JERUSALEM TOURISM CLUSTER



Palestinian
THE HOLY LAND AND BEYOND

the Threat

- Fragmentation
- Isolation
- Instability



the Challenge

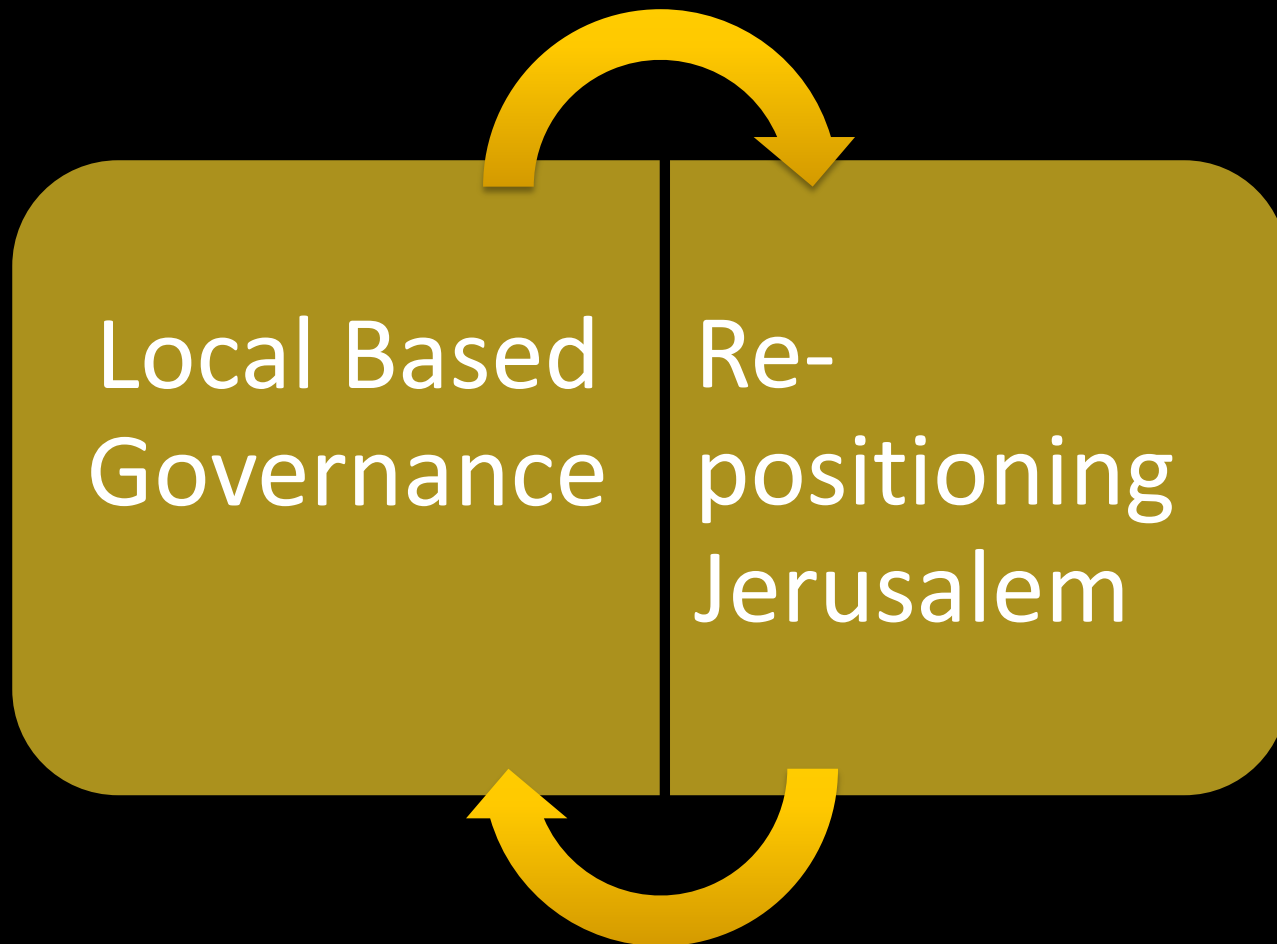


Differentiation

Perception

Seasonality

The Jerusalem Tourism Conference - June 2015



Local Based
Governance

Re-
positioning
Jerusalem

Strategy of Repositioning

Knowledge

Partnerships

Experiences

Community

Experience

(Impressionable)

Experiences

CREATE

**New Products, Islamic, Cultural
Heritage, Human Capital**





Diversifying, creating and Producing Uniqueness





Diversifying, Creating and Producing Uniqueness





Supporting Enhancing Sectors



Traditional
Handcrafts

Local
Producer
Groups

Cultural
Production

Youth

Partnership

(networking)

Partnership

WEAVE

**Local, Regional and International
Partnerships and Networks**

Networking among Sectors



Tourism
Sector

Commercial
Sector

Cultural
Sector

Religious
Sector

Education

Other
sectors

International Networking and Twinnings



Community

(Ownership)

Community

ADVOCATE

ownership to the local community

Community



Tourism Belongs to Entire Society (assumption)

Demographic Diversity (manage)

Palestinian Identity and Culture (employ)

Transfer of ownership (invite community to plan)

Community Protects (change of mind set)

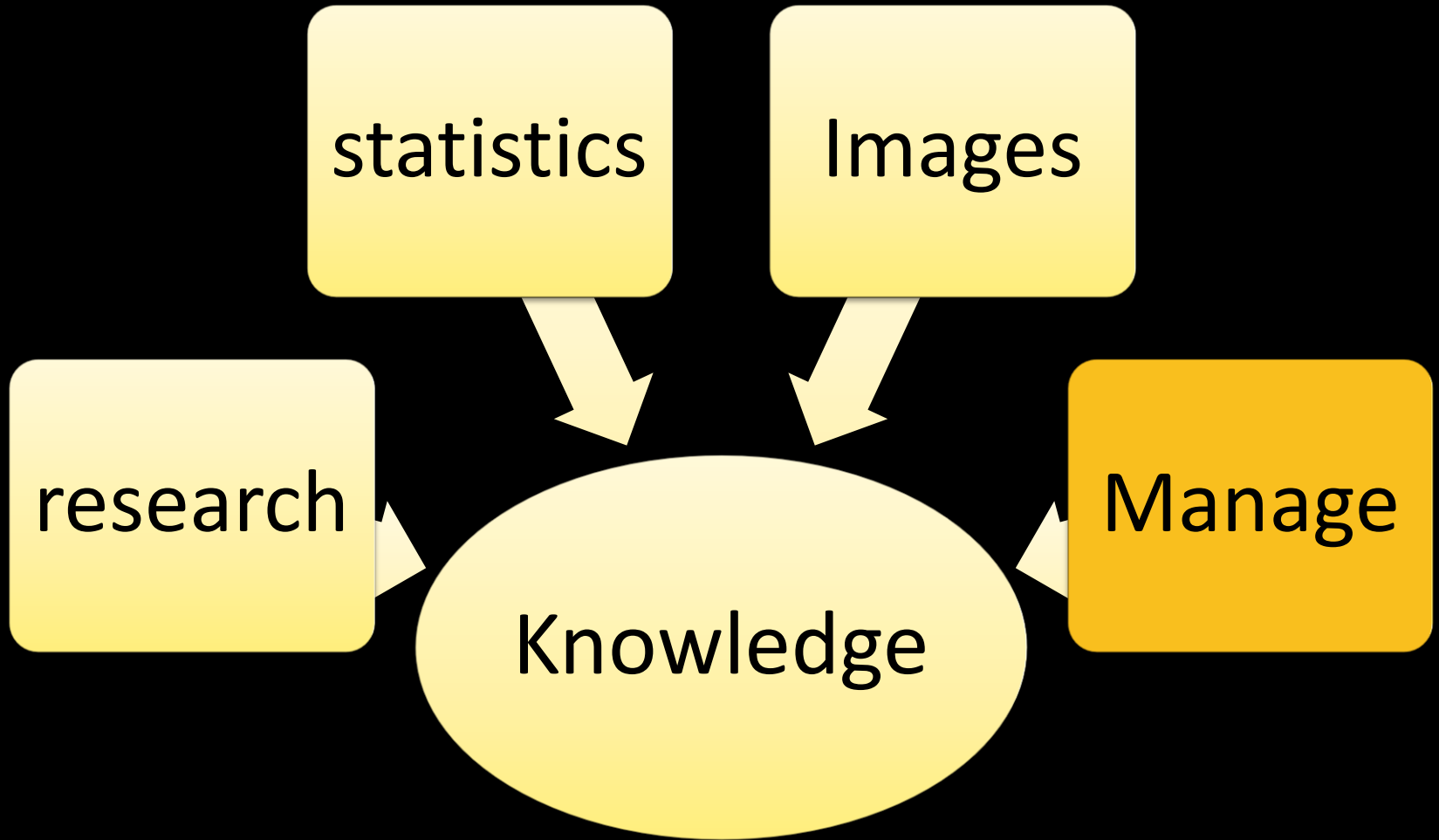
Knowledge

(proactive)

Knowledge

PROVIDE

**positive, clear and accurate
information and images**



statistics

Images

research

Manage

Knowledge

Dissemination



Blogs

Magazines

Professional social media

Tourism forums and groups

Friend organizations and partners

Schools and Educational Organizations

Tools – apps, websites, printed materials

Networks and initiatives

Souvenirs

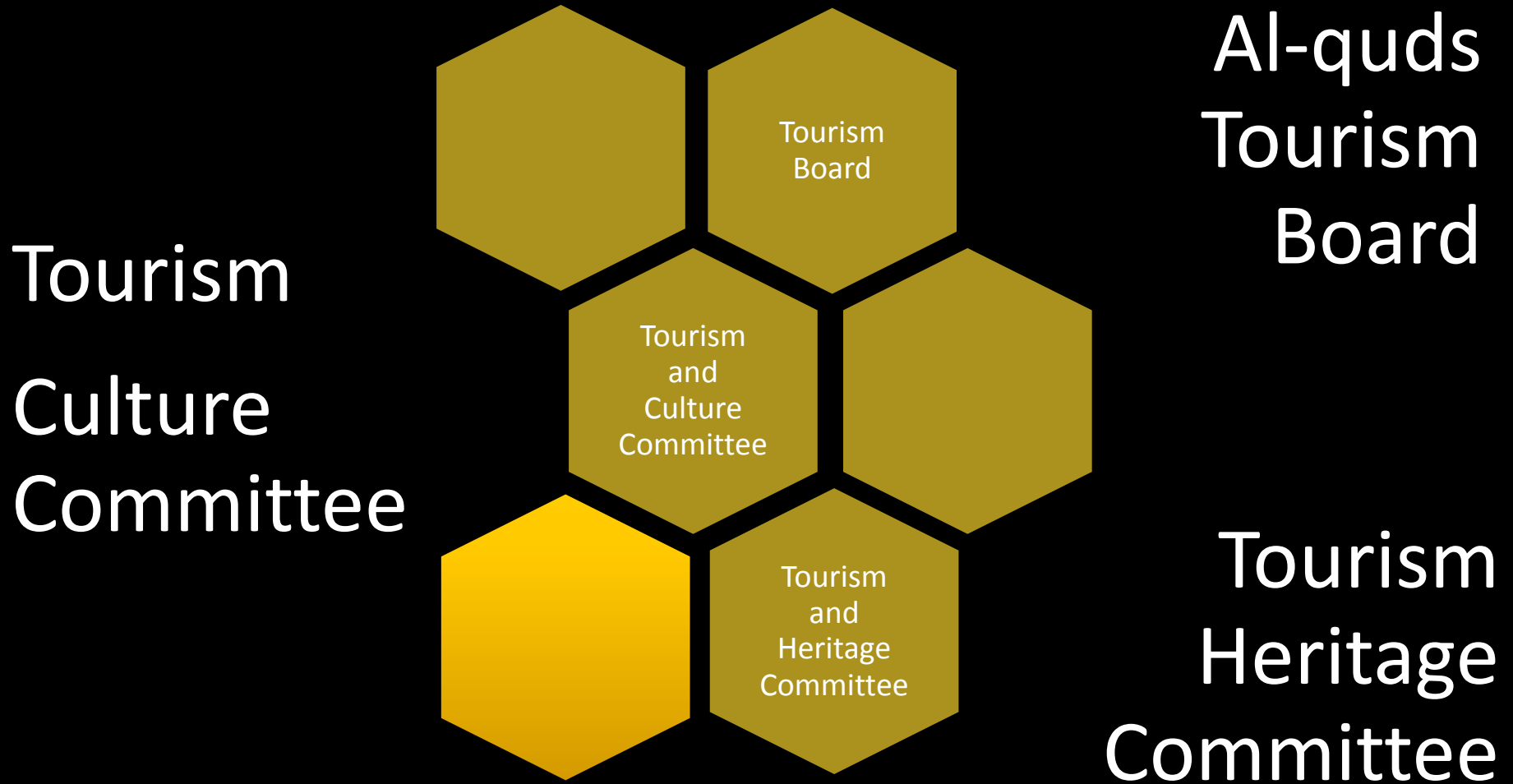
Governance

Local

Governance

**Al-Quds needs to manage its own
resources**

Suggested Governance



Al-quds needs your support to

- End Hotels Closures
- Create New Products
- Establish Local Governance
- Enhance Knowledge
- Promote Jerusalem Brands



Building Jerusalem Tourism Brands



Using Palestinian Service Providers

Campaign Turkish Tour Operators

Facilitate and Encourage Palestinian and Jordanian Operators

Be Specific – target a specified market at a time

Thank you

