



Tourism Planning and Management in **Al Quds Al Sherif City**

**Diversity, Complexity and
Sustainable Development**

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Purpose of Tourism Planning

- Identifying alternative approaches
- Adapting to the unexpected
- Maintaining uniqueness
- Creating the desirable
- Avoiding the undesirable*

* (Mill and Morrison, 2013)

“Planning, Commitment and Management are principal elements in determining the decline or success of a tourist destination.”



Advantages of Sustainable Tourism

- Make optimal use of environmental resources
- Respect the socio-cultural authenticity of host communities
- Ensure viable, long-term economic operations



Diversity and Complexity

- How to paint a beautiful landscape?



- Estimated age of 4500 years.
- Countless archeological and historical sites

City of Religions and Pilgrimage

- Holy city of three Abrahamic religions: Judaism, Christianity, and Islam

City of Heritage and Historical Monuments



Al Quds
(JERUSALEM)



City of Political Conflict!

- City of Contrast Cultures, Folklore and Culinary Creations

City of Cultural Diversity

- Negative Image in Foreign propaganda and media
- Restrictions on movement and access imposed by Israel



“Al Quds: City of Religions and Pilgrimage”



Religious Tourism Development

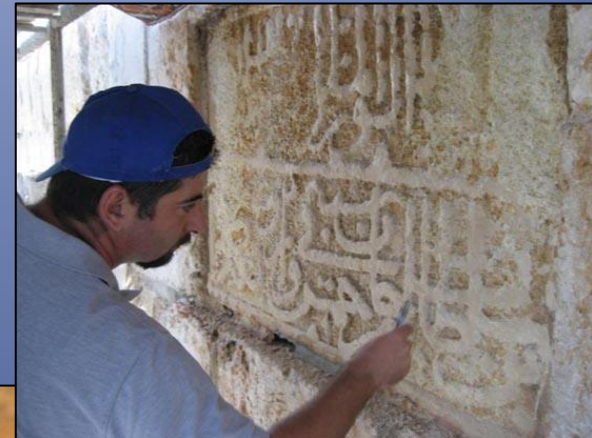




“Al Quds: City of Heritage and Historical Monuments”



Heritage Tourism Development



“Al Quds: City of Cultural Diversity”



Cultural Tourism Development

- performing and visual arts, contemporary architecture and literature
- beliefs, cuisine, traditions and folklore





“Al Quds: City of Political Conflict!”

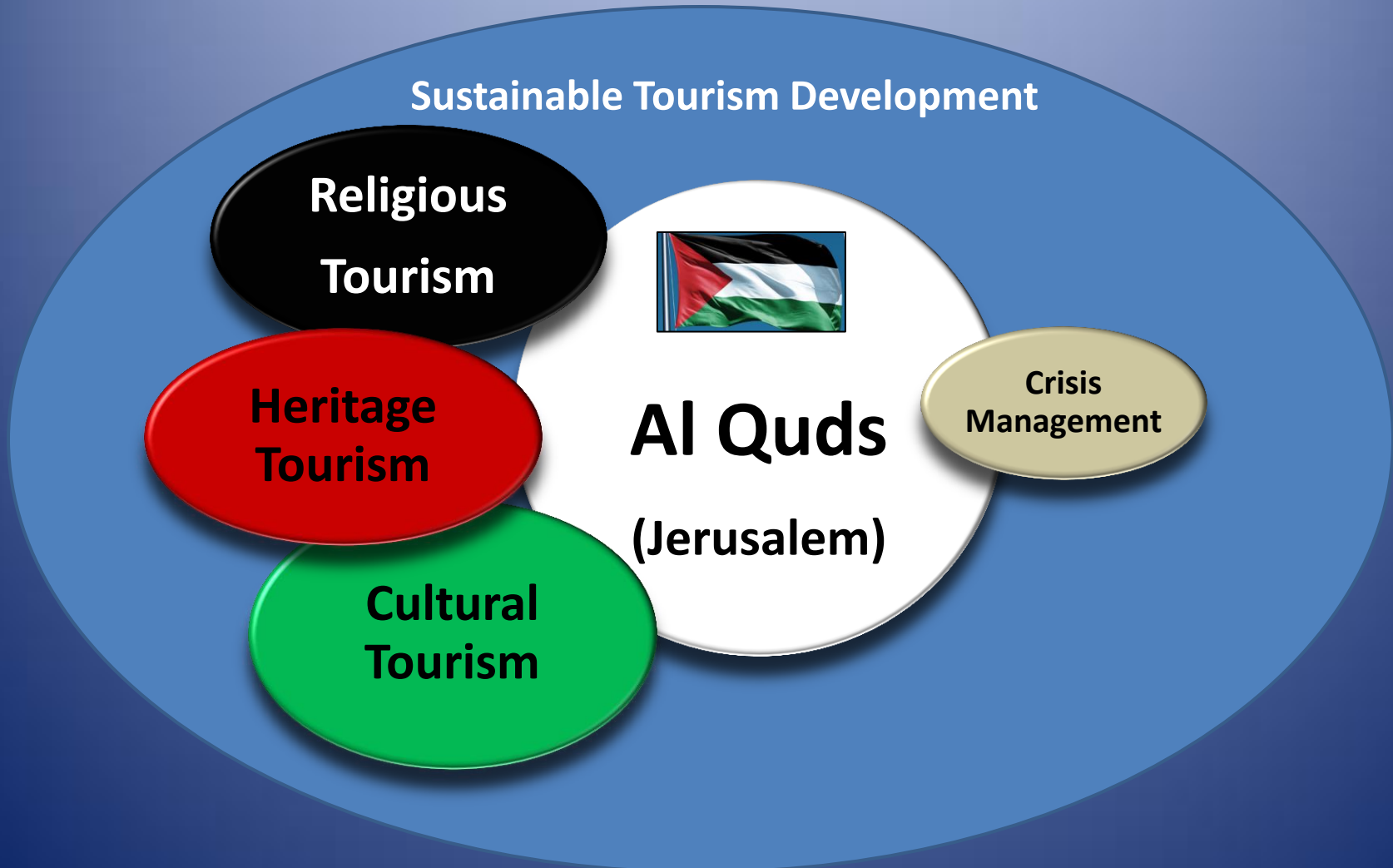


Crisis Management Planning





Tourism Development Approach in Al Quds





Way Forward....

- Multidimensional Tourism Planning and Management in Al Quds Al Sherif City with a Sustainable Context





Thanks for your attention



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