



# *Suggestions for developing tourism in Al Quds Al Sharif city*

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“EXPLORING TOURISM POTENTIAL OF AL QUDS AL SHERIF CITY”

# Al Quds Al Sharif



- City of Al Quds Al Sharif is often thought of as a **pilgrimage destination**.
- this city is where some of the main events for the Muslim, Christian, and Jewish faiths have happened.
- for travelers not seeking out religious highlights in the mosques, and churches there are plenty of other attractions.

# Cultural tourism



- ❑ **Tourism** is a powerful economic development tool based on local heritage resources
- ❑ **Cultural tourism** (or cultural heritage tourism) is a branch of tourism that involves visiting historical sites and is oriented towards the cultural heritage of the location where tourism is occurring



# Cultural heritage tourism

- # Cultural heritage tourism is important for its positive **economic** and **social impact**.
- # **Economically**, can be a source of revenue, creating jobs, providing new business opportunities and strengthening local economies,
- # **Socially**, can establish and reinforce identity; it can also help preserve the cultural heritage. it can facilitate harmony and understanding among people, which results **peace and mutual understandings**.



- # Over the past decade the trends in heritage and cultural tourism are increasingly showing that tourists are seeking authentic and memorable experiences through interaction with local people and cultures.
- # Al Quds Al Sharif's tourism therefore, should provide a unique opportunity for the **participation of both tourists and local communities in tourism activities.**



# To ensure sustainability

- # In order to achieve this situation, there is a need to increase interest for cultural tourism focus on the local histories, cultures, traditions and a broad range of tangible and intangible heritage resources.
- # To ensure sustainability, emphasis should be placed on the importance of partnerships, competitiveness, public participation, skills development.



# *Stakeholders' participation*

# *Sustaining Stakeholders' participation* in tourism projects might involve: the organization that is responsible for the heritage asset, local government, regional museums, regional development agency, private sector organizations, voluntary organizations, public authorities and civil society.



# product development, & marketing.

- # Existing tourism businesses, and related associations, can play particularly important roles in product evaluation, product development, and marketing.
- # The public sector needs to shape the environment in which the industry can develop by security, health, basic infrastructure, and management of the natural and cultural tourism attractions.'



# marketing



# Effective *marketing* which is much more than advertising and promotion and *visitor satisfaction* have become essential to competitiveness in the modern visitor market to promote sustainability.

# Investment



- # Developing a strong **cultural tourism plan** will require an **investment** and a commitment
- # an investment of **financial resources** and
- # a commitment of **human resources** including strong leadership

# competition

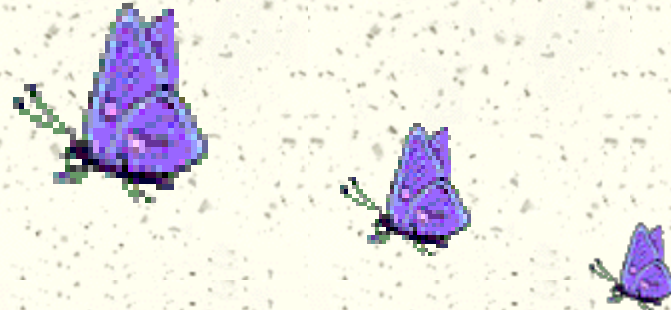


- # The fact is that as long as heritage destinations exist there will be tourists. But as the number of ways for people to spend their free time increases daily, competition to cultural heritage sites, potentially threatening their economic well-being.

# plan carefully



- # Al Quds city is of no different from other tourist destinations in that developer must **plan carefully** for all aspects of their operation, leaving as little as possible to chance. No one can predict the future, but **careful planning can reduce uncertainty.**



# Thanks for your attention

# Hamid Zargham