# Sustainable Tourism Development in Jericho through Public-Private partnership

# JHTC establishment

# Conditions and Obstacles of Tourism Development in Palestine

Jericho has long history, culture and a unique natural resource which Jordan Valley geographical feature, and the tourism is regarded as the important industry like agriculture. However, by the second intifada in 2000, obstacles from Israel side became severe and the tourism suffered the damage and the tourist who visited the Jericho in 2001 decreased sharply to 1200 persons. External tourism investors who put the large amount in second half of the1990s shocked.

Between Palestine and Israel, it is set not only on politics, religious problem but also on the economy, and has great restriction and influence. Tourism can also be said to be one of them.

Normally, in order to recover regional economy, the first target is to increase the number of tourists to gain foreign currency. Central or local governments expect the infrastructure and the promotion activities. It is most important methods as tourism policies. Private sector, such as the transportation companies, the travel agencies, the hotels, large souvenir shops and restaurants, which are called "the formal sector in tourism" are key functions of tourism.

# Palestinian Community Based Tourism

If we look for the direct benefit for the local people through Jericho tourism development, we have to create the opportunity which the community can learn the service and the hospitality in tourism with try and error. And it leads to improvement of the quality. New tourism development overcomes the weak point which Jericho has.

In order to develop tourist business as regional community development in Jericho, it is needed the concept and strategy plan with an initiative, and human resources having an implementation capacity from inside of Jericho. That leads to the ripple effect of regional economy development, or job opportunities. Moreover, it says, "the benefit "means not only economical profits, but socio-cultural benefit. For example, the community sense-of-values change through a history heritage, the pride of a lifestyle, improvement of living life environment.

# Palestinian Community Based Tourism for Direct benefit

This project was formed between JICA and Ministry of Tourism and antiquities (MoTA) toward the goal "Jericho community gains Socio-cultural and economic benefits through their engagement in sustainable tourism development" in September 2008.

The establishment of JHTC (Jericho Heritage Tourism Committee) as the platform, was regarded as important output, and pilot activities have been carried out in three years, which roughly divided into the following five (5) domains;

1) Capacity Building
2) Community activities support
3) Awareness for local people
4) Community marketing activities
5) Information system for moving individual tourist.

The project concerned partnership formation with related organizations and community support through these activities which assemble the concept and strategy of a consciousness change to the persons concerned.

# Target groups

For the people who is interesting in tourism as a government officer, NGO, project counterpart and the residents concerning the tourism development in Palestine

# Summary of the Project

**Project Title** : The Project for Sustainable Tourism Development in Jericho through Public-Private Partnership

**Responsible Organization**: Ministry of Tourism and Antiquities

**Implementing Organizations** : Ministry of Tourism and Antiquities, Jericho Municipality

**Target Area**: Jericho municipality and governorate

**Project Duration**: Mar. 2009- Feb.2011 (3 years)

**Target Groups** : Jericho heritage and Tourism Committee (JHTC) and Local Action Groups (LAGs)

**Overall Goal**

Jericho community gains socio-cultural and economic benefits through their engagement in sustainable tourism development.

**Project Purpose**

A sustainable tourism development system developed through public-private partnership that directly benefits the community is established in Jericho.

# Outputs

**Output1**: Institutionally and financially sustainable public-private partnership tourism development organization, Jericho Heritage tourism Committee (JHTC) is established.

**Output2**: Concepts of and strategies for tourism development in Jericho are developed and regularly revised by JHTC and the community.

**Output3**: The system of developing tourism products are developed by JHTC and LAGs

**Output4**: The capacity of JHTC and LAGs to implement pilot projects is strengthened

# Concept of JHTC

As the Jericho Heritage and Tourism Committee (JHTC), MoTA, and it's private and local community Partners are committed to develop a socially responsible and community based tourism product that secures a wide participatory approach and genuine benefits for the Jericho community at large, such as economic benefit and Social and cultural benefit and the archeological heritage conservation in Jericho.

# 1) History of JHTC establishment (1/4)

**2009**

◆ Through stakeholders' discussion and the baseline survey, in order to establish JHTC as a formal entity, <u>four main areas (4 pillars)</u> for activities were decided;

    1) <u>Handicraft development</u>

    2) <u>New tourism attraction development</u>

    3) <u>Training on hospitality</u>

    4) <u>Marketing and promotion</u>

**2010**

◆ From January 2010 <u>pilot projects</u> were conducted by JHTC and project team under these 4 main areas (4 pillars) <u>to clarify the status of JHTC</u>;

➤ **Bazaar**

➤ **Jericho Tourist Map**

➤ **Cook Training**

➤ **School master workshop**

➤ **Tourism Signage**

➤ **Jericho 10000 poster**

**2010**

◆ Through those pilot projects, stakeholders and project team tried to clarify the status of JHTC as follows;

➢ A regional chapter of Palestine Promotion Tourism Board (PPTB) : But it was hard to establish PPTB

**2011**

◆ In 2011, JHTC and project team implemented more pilot projects to finalize JHTC status;

➢ **Additional Tourism Signage**

➢ **Summer camp training**

➢ **Tell es-Sultan  Film & the interpretation center**

➢ **Brochures for 4 main archaeological sites in Jericho**

➢ **Jericho book in Arabic**

➢ **LAG activity support (Cookies, Honey, Mosaic)**

➢ **Face book (Explore Jericho)**

➢ **Jericho exhibition**

# 1) History of JHTC establishment (3/4)

**2011**

- ◆ **Study tour in Jordan** and **Training in Japan** are conducted for JHTC members' capacity development.

- ◆ In the mid of year 2011, concept and definition of JHTC was discussed based on the experience of pilot project and Study Tour to Jordan and Japan.
- ➢ A platform (coordination body)to discuss and coordinate Community-based Tourism Development in Jericho with various stakeholders.

- ◆ In August 2011, members agreed to prepare **the Memorandum of Understandings (MoU)** in order to formalize JHTC as a platform for coordinating tourism development activities. MoU articulates;
- ➢ Function of JHTC
- ➢ Definition of each stakeholder
- ➢ Necessary activities
- ➢ JHTC members ; governmental agency, private sector, civil societies MoU is signed by the main 8 stakeholders on 15th December 2011.

**2012**

◆ In 2012, JHTC and project team implemented / are implementing more <span style="color:red">pilot projects</span> for JHTC capacity development;

➢ **LAG activity support (Cookies, Honey, Mosaic)**

➢ **Jericho book in English**

➢ **Jericho Website**

➢ **Local guide training**

➢ **Jericho illustrated story for children**

➢ **Tourist Information Center (TIC) and TIC signage**

◆ **JHTC is now starting to make a JHTC strategy for activities in Community-based Tourism Development**

◆ **JHTC capacity development** through the implementation of activity.

◆ JHTC **experience to introduce community based tourism in Jericho** in organizing events such as bazaar and exhibition **produced opportunity to enlarge participation of local stakeholders into tourism**.

◆ **Essential tourism infrastructure in Jericho**.(e.g. development of tourism information tools; installation of signage, construction of TIC and establishing Web site)

◆ **Development of human resources from local society of Jericho** (e.g. Supporting LAGs, training of local tour guide)

Those are **JHTC case studies of involvement of civil society groups, which strengthened public, private and civil society partnership in tourism.**

Above components would compose **basis of the system of sustainable tourism development.** JHTC is strengthened its consolidation and activity by signing of MoU, then it will promote sustainable tourism further.

**Through JHTC activities, we realized that;**

◆ **JHTC** is **the core of Sustainable Tourism System in Jericho** and the establishment of JHTC is the most important starting point to establish this system.

◆ **JHTC** is **the assembly of different organizations with various concerns**. JHTC members and Project team has pulled such members together and made it functional. The mindset of the members of JHTC has changed toward same direction and now they have started to share the **concept of "community based tourism"** as the core idea to develop tourism in Jericho. It is so difficult to bear such result especially in Palestine where the concept of "Community Based Tourism" is new and the relationship of the stakeholders are multilayered.

# 4) Lessons learnt

(1) Difficulty to establish the core organization of tourism development with various stakeholders

(2) "Establishment of core organization for tourism development" and "implementation of activities by the organization" should be pursued simultaneously.

(3) Importance of awareness raising activities for local residents

(4) Importance of the participation of civil society

# 5) The way forward (1/2)

The following issues are recommended <u>from long-term perspectives for JHTC development</u>.

(1) Regular revision of "Tourism Development Concept and Strategy"

(2) Reinforcement of the mechanism to put the decisions made by JHTC into practice for developing its organizational principles and capacity

➢ convening a set of focus group meetings with tourism affiliated community and private sectors

➢ networking and creating synergies between the various partners and stakeholders

➢ organizing a number of activities that help advance the tourism competitive advantage of Jericho and its future.

# 5) The way forward (2/2)

(3) Enhancing the continued and consistent involvement and contribution of all JHTC members aiming to benefit the local people of Jericho (e.g. The accessibility from LAGs to assistance from JHTC)

(4) Continuous awareness activities for the local people for the importance of participation in tourism development in Jericho

(5) Continuous transmission of the information about Jericho (e.g. Tourist Information Center, Web site)

(6) Enhancing the continued and consistent involvement of unorganized and unrepresented sectors and civil society groups into JHTC.