

Palestinian Tourism in Alquds

Raed Saadeh



ALQUDS TOURISM AND HERITAGE COUNCIL عتيق - مجلس القدس للسياحة والتراث









Tourism Sector is the Core of Palestinian Resilience in Alquds

Economic Driver

Multi Linked Sector

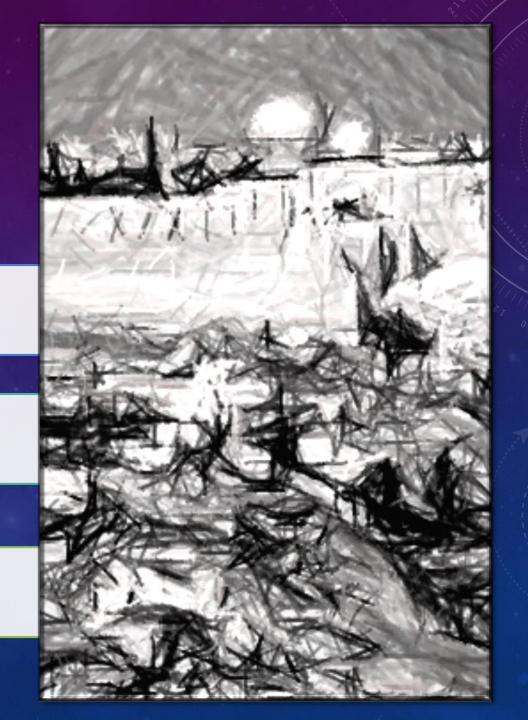
Identity Platform

ALQUDS TOURISM IS UNDER THREAT

Reading the Israeli plans for Alquds

Socio-Economic deprivation and fragmentation

Slogans vs. Need



The Challenge



Differentiation

Perception

Seasonality



ALQUDS TOURISM STRATEGY



Reclaiming the Central Value of Tourism and Culture in Alquds



Enhancing Alquds Identity and Product



Promoting Alquds as a Destination

DESTINATION MANAGEMENT GOVERNANCE ALQUDS TOURISM AND HERITAGE COUNCIL - ATHC

Alquds Chamber of Commerce

Arab Hotel Association

Holy land Incoming
Tour Operator
Association

Arab Tourist Guide
Union

Alquds Tourism Cluster Arab Tourist Guide Union

Civil Society

Culture

Education

Investment

TOURISM PRODUCTS FOR ALQUDS

Islamic Pilgrimage

- Omrah plus
- Meet the Community
- Institutions

Alternative Christian

Meet the local community

Cultural

- Palestinian Heritage
- Community
- Eco tourism

Background

Destination Management for Al-Quds Program

6th and 7th Extraordinary Islamic Summit Conferences (13
 December 2017 and 18 May 2018, Istanbul/TURKEY):

"Call for economic, social, technical and financial support to Palestine within the framework of political and economic decisions"

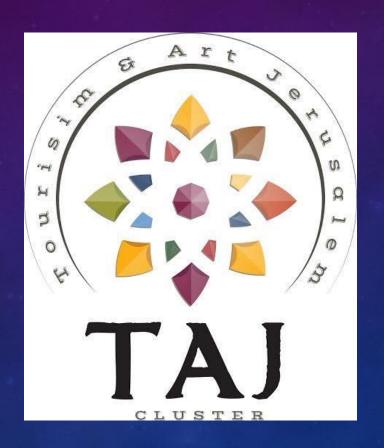
34th Ministerial Session of the COMCEC (26-29 November 2018, Istanbul)

"Inviting the Member States to encourage their relevant institutions, tourism companies and tour operators etc. to further their efforts through, among others, organizing promotion campaigns and additional tours to Quds al-Sharif for supporting Palestinian residents of Al-Quds and to demonstrate solidarity with them"

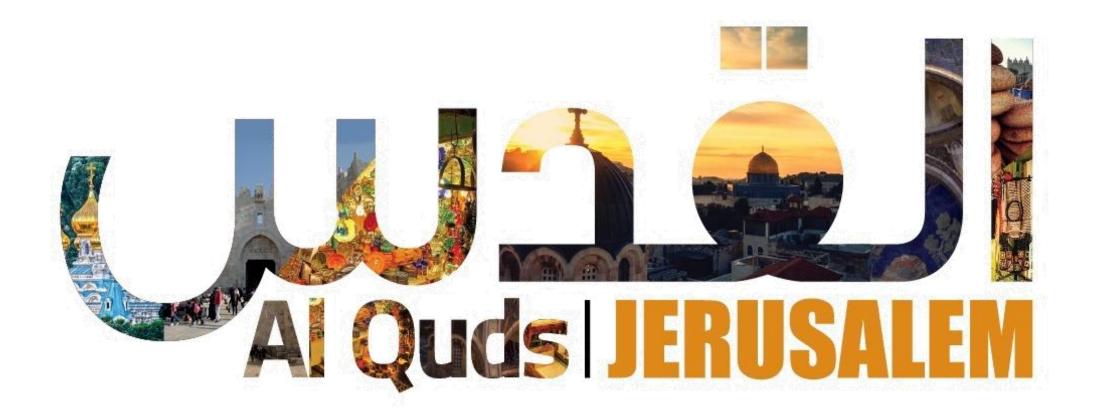




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