Project Title: Analyzing the Tourism Infrastructure and Developing a Tourism Destination Road Map for Al-Quds

Project Owner: Ministry of National Economy of Palestine

Project Partner: Turkey

Cooperation Area: Tourism

Implementation Year: 2020

Project Purpose: To identify characteristics of Al-Quds as a destination, make an inventory of supply and define demand (both actual and potential), explore environmental factors, analyze the tourism value chain, identify stakeholders and their relationships and make an assessment of needs for Al-Quds tourism. Finally based on all these review, empirical data and analysis; a road map for Al-Quds, offering policies, strategies and an action plan will be suggested.

Project Activities:

- Preparation of the research report on "Analyzing the Tourism Infrastructure and Developing a Tourism Destination Road Map for Al-Quds" Within the framework of this research report:

   ✓ The current situation of the tourism infrastructure in Al-Quds (hotels, restaurants, transportation, human resources, guides, tour operators, etc.) will be assessed,

   ✓ The most urgent areas that need investment will be determined as well as the cultural assets and facilities that could be included in the tourism offering of Al-Quds will be analyzed,

✓ The number and capacity of tourism facilities and workers in Al-Quds as well as the needs for training of sector professionals and craftsmen will be assessed,

✓ A SWOT analysis and mission, vision and objective for a tourism destination and communication strategy will be determined for Al-Quds.

- A workshop with the participation of relevant tourism experts from public and private institutions of Palestine

- A closing meeting to share the outputs of the project with Palestinian authorities and potential local/international investors.

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