



Project Title: Supporting Institutional Capacity of Al-Quds Tourism and Heritage Council (ATHC)

Project Owner: Ministry of National Economy of State of Palestine

Cooperation Area: Tourism

Implementation Year: 2020

Project Purpose: Increased institutional capacity is among the expected outcomes of the Tourism cooperation area of the COMCEC Strategy. To achieve this outcome, the project mainly aims at improving the institutionalization and sustainable financing mechanism of the Al-Quds Tourism and Heritage Council (ATHC) to be a well-functioning destination management organization for Al-Quds.

Project Activities:

- Making training needs assessment
- Preparing concept note for competencies, qualifications and HR requirements for ATHC staff
- Assessing performance management process
- Providing employee development plan and organization structure
- Conducting online training programs on
 - (i) destination management and competitiveness
 - (ii) tourism and cultural heritage planning
 - (iii) tourism product development strategies to bring the professional standards and basic skills required in an effectively functioning destination management organization.
- Offering alternative DMO models and sustainable long-term self-funding opportunities for the ATHC.

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