

Destination Capacity & Management

Anan Ghaith

Jerusalem Tourism Cluster



Jerusalem Tourism Cluster

JTC is a nonprofit network that works among the various economic, cultural, religious, educational, and vocational sectors that are related directly or indirectly to tourism in Jerusalem.

Objectives:

1. To network between relevant sectors of society those are linked directly or indirectly with tourism in Jerusalem including the commercial, cultural, religious, technological and educational sectors.
2. To develop the concept of community-based tourism in Jerusalem that will give local people a fair share of the benefits/profits and a say in deciding how tourism is managed by working with local institutions in program development and capacity building.
3. To differentiate the Jerusalem tourism product by highlighting the Palestinian character of the city through the use of available tools and resources and by identifying existing core competencies.



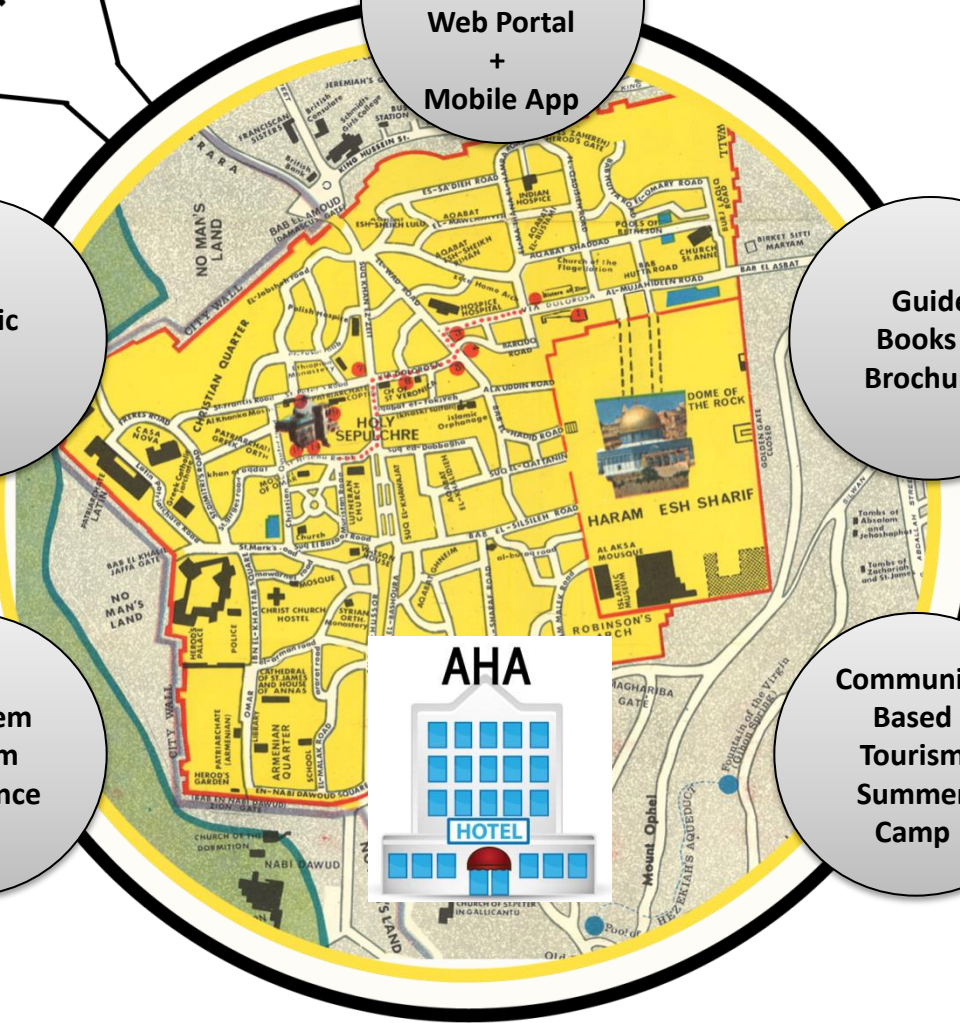
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Jerusalem
Tourism
Conference

Community
Based
Tourism
Summer
Camp



EXPLORE
JERUSALEM

ENJOY
HOSPITALITY

MEET THE
PEOPLE

DISCOVER
THE HOLIEST CITY IN THE WORLD

Must Visit



Bab al-'Amud (Damascus Gate)

Bab al-'Amud is one of the prominent examples of architecture in the 10th Century Hijra/16th Century AD, not only in Jerusalem, but in all the towns and cities of Palestine.



Al-'Imara al-'Amira



**The Church of Dominus Flevit
(The Lord Wept)**



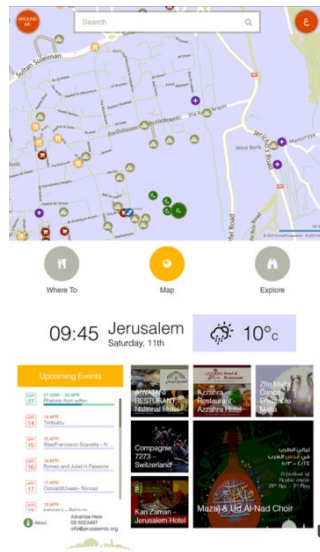
Sabil Qaytbay



The Citadel



Interactive Digital Kiosk In Hotels

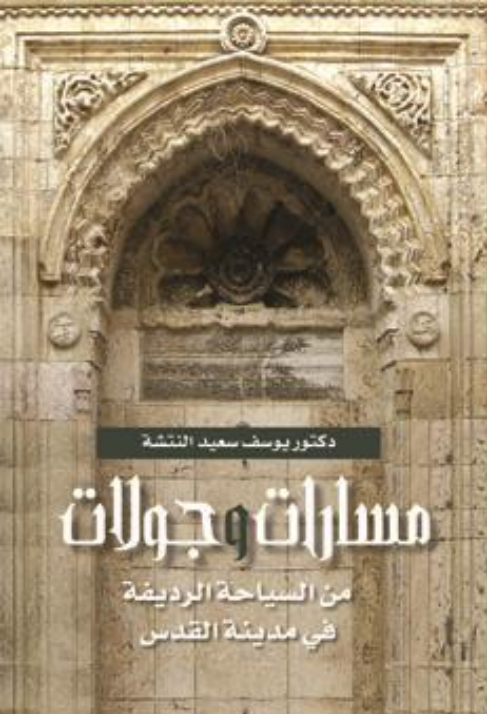


Mobile App Jerusalem Visitor Guide





Tourism and Palestinian Culture in Jerusalem:
Unlimited Opportunities
19 - 21 May 2015



كتاب "مسارات وجولات
من السياحة الرديفة في
مدينة القدس"



التجمع السياحي المقدسي
JERUSALEM TOURISM CLUSTER

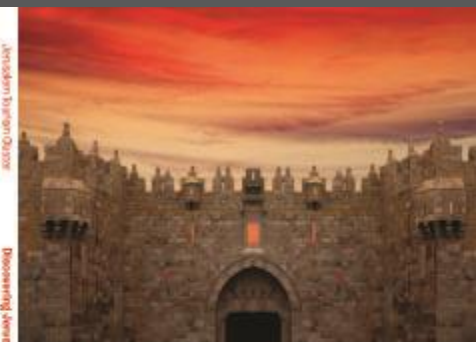


Jerusalem

Al Quds Visitor Guide

www.EnjoyJerusalem.com

"Discovering Jerusalem's
Secrets , Walking Trails
through the Old City and
Beyond " Guide Book



Jerusalem Tourism Cluster

**DISCOVERING
JERUSALEM'S
SECRETS**

Walking Trails through
the Old City and Beyond

Dr. Yusuf Said Al-Natsha

www.EgyptTravel.com

Community based tourism development

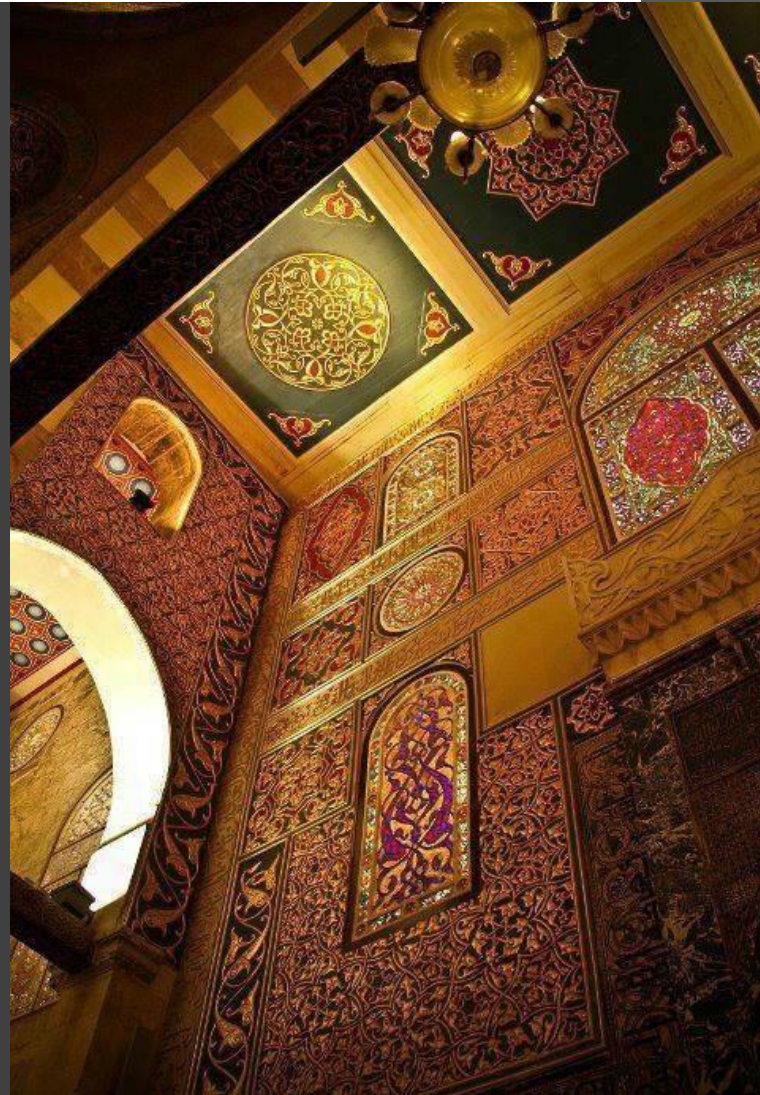


Why community based tourism in Jerusalem?

- No official authority- need community movement
- Competition

Israelis	Palestinians
Authority	On land
Capital	Humans with culture
Globalized model	

Thank
You



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