

Jerusalem

Al Quds Visitor Guide

www.EnjoyJerusalem.com

Jerusalem Tourism Cluster Achievements



التجمع السياحي المقدس
Jerusalem Tourism Cluster

Jerusalem Tourism Cluster (JTC)

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. It aims to generate a real added value that will act as an economic engine to enhance competitiveness as well as to illustrate the unique Palestinian identity in Jerusalem. JTC aims to create from the most essential segment in the city a representative tourism cluster.

Vision:

To deliver a distinctive Palestinian product that is able to compete and represent the Palestinian identity as well as being closely linked to the civil society.

Objectives:

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.

JERUSALEM TOURISM CLUSTER



01

Al Quds Visitor Guide

www.EnjoyJerusalem.com

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web portal for Jerusalem city. It specialized in the tourism & cultural life in the city. The aim of the portal is to create an online venue for Jerusalem tourism industry, to reach wider and more variable groups of tourists to provide them with information about the various tourist sites in Jerusalem which help the individuals to plan his/her trip, also the portal contains much information about the city.

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Explore
Jerusalem

Enjoy
Hospitality

Meet the
People



City Attractions

Markets and Bazaars
Museums
Christian Sites
Islamic Sites
More

Events

Where to Stay
Where to Eat
People of Jerusalem
Paths & Trails

About Jerusalem

My Jerusalem
Build Your Trip
History of The City
MAP

Essential Info

Rent a Car
Photo Gallery
Tour Guides
Tour Operators










Jerusalem Municipality

02 Mobile App

"Jerusalem Visitor Guide"

The App contains the same features as that in the portal which helps the visitors discover unique attractions in and around Jerusalem as well as highlighting the events and cultural events during their trip.

-  City Attractions
-  Paths & Trails
-  Events
-  Hotels
-  Restaurants
-  City Tips & FAQ
-  Community





03 Interactive Digital Kiosk “in Hotels”

www.EnjoyJerusalem.com

Two Languages (Arabic & English)

Where To

Map

Explore



What is the Kiosk ?

Kiosk is an Interactive Digital Guide that helps the visitors to discover Jerusalem. It's part of our branding of the City (Enjoy Jerusalem).

Where you find it?

In the best tourism facilities that care about tourists.

What kind of information in the Jerusalem Kiosk?

Where To, Map & Explore.



05 Jerusalem Tourism Conference www.jerusalemtourismconference.com

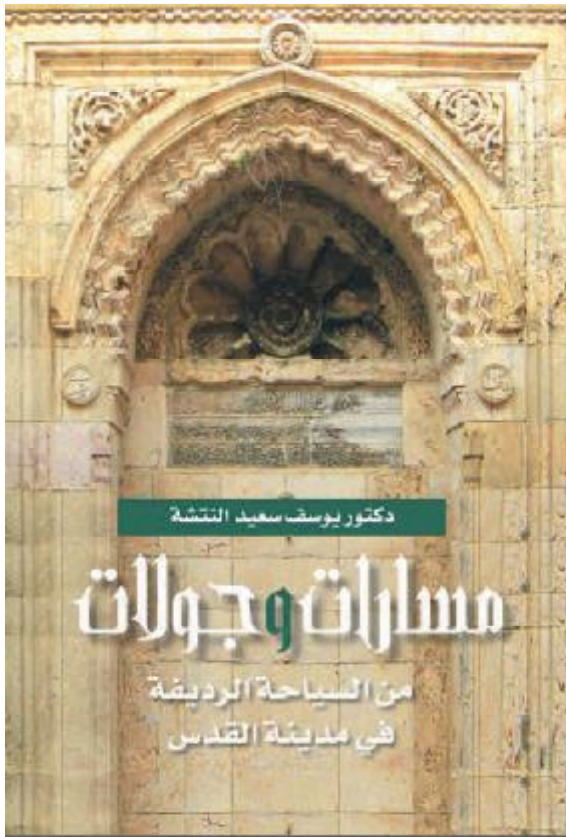
Tourism and Palestinian Culture in Jerusalem: Unlimited Opportunities *19 - 21 May 2015*

The conference intends to formulate tourism planning in the city as part of the Palestinian strategy to maximize the city's touristic social, cultural and economic impact.

Conference Objectives

The conference aims to:

1. Placing Palestinian Jerusalem tourism on the global scientific research map.
2. Building international and local partnerships to influence the development of tourism in a responsible manner.
3. Pairing tourism with various facets of the Palestinian cultural spectrum and expanding potential supporting community based partnerships and initiatives that are capable of contributing and enriching the tourism sector.



كتاب "مسارات وجولات

من السياحة الرديفة في

مدينة القدس"

06

Thematic Trails in and around the old city of Jerusalem that walk with the readers to show him/her the unique and unseen richness of the city.

"Discovering Jerusalem's

Secrets , Walking Trails

through the Old City and

Beyond " Guide Book



Jerusalem Tourism Cluster

THEMATIC
TRAILS AND
TOURS IN
JERUSALEM

Dr. Yusuf Said Al-Nashah
October 2011



07 Summer Camp

This summer camp targets a selected group of Jerusalem youth to conduct a summer camp on tourist guiding in Jerusalem. The aim is to produce venues for raising awareness of Jerusalem young community to the importance of the city and its history, including Palestinian heritage, to the tourism industry and economic development in general. After training them, they will lead the tours for the school students by the supporting of the project through the academic year time.

08

Folkloric SHOW! SHOW TIME

The Cart of Wonder

The Audiences will be taken into a trip across time and places driven by the magnificent sounds of the city to explore the richness of Jerusalem culture. Periodically, you can enjoy the taste of Jerusalem through our show.





التجمع السياحي المقدسي
JERUSALEM TOURISM CLUSTER

**Jerusalem Tourism Cluster, Jerusalem, Old City- Mousa Afendi
Interpretation Center**

**Tel: +972-2-6226859 / +972-505451119
email: info@jerusalemtc.org**