

## Draft Work Program

WORKSHOP ON  
“EXPLORING TOURISM POTENTIAL OF AL QUDS AL SHERIF CITY”  
24-25 November 2015  
Istanbul, Turkey

24 November

09.00-10.00	<b>Welcome Reception and Refreshments</b>
10.00-11.30	<b>Opening Session</b> Recitation from the Holy Quran  <b>Welcoming remarks</b> <ul style="list-style-type: none"><li>- H.E. Amb. Musa Kulaklıkaya, Director General of Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)</li><li>- H.E. Ms. Rula Ma'ayah, Minister of Tourism and Antiquities of Palestine</li></ul> <b>Opening statements</b> <ul style="list-style-type: none"><li>- H.E. Vehbi Dinçerler, Turkey’s Special Coordinator for Palestine and Former Minister of National Education</li><li>- H.E. Mr. Nayef Al Fayez, Minister of Tourism and Antiquities of Jordan</li><li>- H.E. Prof. Mehmet Görmez, President of Religious Affairs of Turkey</li><li>- H.E. Mr. Iyad Ameen Madani, Secretary General of Organization of Islamic Cooperation (OIC)</li></ul> <b>Family photo</b>

12.00 – 13.30	<b>Lunch and Prayer</b>
13.30- 15.30	<p><b>Session 1: Tourism in Al Quds Al Sherif City: Current State, Prospects and Challenges</b></p> <p><b>Purpose:</b> To develop preliminary analysis of different aspects related to tourism and its development in Al Quds Al Sherif City covering following themes:</p> <ul style="list-style-type: none"> <li>• Tourism related sectors (attractions and activities, infrastructures, tourism services, hospitality and transportation)</li> <li>• Safety and security (crime rates, terrorism, food safety, health issues and natural disaster)</li> <li>• Legal issues and constrains (rules and regulations concerning travelers and tourists as well as tourism development)</li> </ul> <p><b>Keynote speaker :</b></p> <ul style="list-style-type: none"> <li>- Mr. Fadi Kattan, Tourism Expert, Ministry of Tourism and Antiquities of Palestine</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>- Amb. Hameed A. Opeloyeru, Assistant Secretary General for Economic Affairs, OIC GS</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>- Dr. Abed Al Razzaq Issam Arabiyat, General Manager of Jordan Tourism Board, Jordan</li> <li>- Dr. Wasfi Kailani, Jerusalem Affairs Manager, OHM/Political Affairs Directorate, Royal Hashemite Court, Jordan</li> <li>- Mr. Sami Abu-Dayyeh, Chairman of the Board, Holy Land Incoming Tour Operators Association (HLITA), Palestine</li> <li>- Mr. Musa Biçkioğlu, Al Quds Tour Organizer, Turkey</li> </ul> <p><b><u>Session 1 wrap up and recommendations</u></b></p>
15.30-16.00	<b>Tea and coffee break</b>
16.00-18.00	<p><b>Session 2: Tourism and Heritage Preservation in Al Quds Al Sherif City</b></p> <p><b>Purpose:</b> To evaluate the current situation of Islamic heritage in Al-Quds Al-Sharif City with respect to Israel's attempts to destroy the city's Islamic sites, deterioration, maintenance and urban development and to highlight the impacts of tourism development on heritage preservation in this City.</p> <p><b>Keynote speaker:</b></p> <ul style="list-style-type: none"> <li>- Dr. Yousef Al Natsheh, Director of Awqaf Administration, Al Aqsa Mosque, Jordan</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>- Dr Shadia Touqan, International Expert in Architectural Preservation and Revitalisation of Historic Cities and UNESCO Consultant, Jordan</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>- Mr. Mohammad Azzam Al Khatib al Tamimi, Director of al awkaf al qudos, Al-Aqsa Mosque, Ministry of Awkaf of Jordan</li> <li>- Mr. Jihad Yassin, Archeology Expert, Ministry of Tourism of Palestine</li> <li>- Ms. Begum Soysal, Culture and Tourism Specialist, Ministry of Culture and Tourism of Turkey</li> <li>- Mr. Kürşad Mahmat, Expert, Turkish Cooperation and Development Agency (TIKA), Turkey</li> </ul> <p><b><u>Session 2 wrap up and recommendations</u></b></p>
19.00-21.00	<b>Gala Dinner</b>

9.00-11.00	<p><b>Session 3: Tourism policy, planning and capacity building in Al- Quds Al Sherif City</b></p> <p><b>Purpose:</b> To develop views on the policy making, planning and capacity building for the development of tourism in Al Quds Al Sherif City with emphasis on following themes:</p> <ul style="list-style-type: none"> <li>- Key players in sustainable tourism planning and management</li> <li>- Community based tourism development</li> <li>- Education and training</li> </ul> <p><b>Keynote speaker:</b></p> <ul style="list-style-type: none"> <li>- Dr. Rami K. Isaac, Assistant Professor at the Institute of Hotel Management and Tourism, Bethlehem University, Palestine</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>- Dr. Mohammad Younis, Expert at the directorate of Culture and Communication, Islamic Educational Scientific and Cultural Organization (ISESCO)</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>- Prof. Hamid Zargham Boroujeni, Tourism Management Department, Allameh Tabataba'i University, Iran</li> <li>- Dr. Fatih Kurt, Head of Training Department, General Directorate of Hajj and Umrah Services, Presidency of Religious Affairs of Turkey</li> <li>- Mr. Anan Ghaith, Executive Director for the Jerusalem Tourism Cluster, Palestine</li> <li>- Ms. Maedeh Bon, Tourism Expert, SESRIC</li> </ul> <p><b><u>Session 3 wrap up and recommendations</u></b></p>
11.00 -11.30	<p><b>Tea and coffee break</b></p>
11.30- 13.30	<p><b>Session 4: Marketing, Promotion and Competitive Positioning of Al Quds Al Sherif City in the Domain of Tourism</b></p> <p><b>Purpose:</b> To analyze the tourism market trend in Al-Quds Al-Sherif City with respect to existing visitor market, potential visitor market and the strategies for competitive positioning.</p> <p><b>Keynote speaker:</b></p> <ul style="list-style-type: none"> <li>- Ms. Yuhaini Binti Yusoff, Director of Industry Development, Islamic Tourism Center of Malaysia</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>- Dr. Mokhtar Warida, Assistant Director General, Islamic Centre for Development of Trade (ICDT)</li> </ul> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>- Mr. Adem Ceylan, Vice President of Marketing &amp; Sales for Middle East &amp; Cyprus, Turkish Airlines</li> <li>- Mr. Raed Saadeh , Board Member of Arab Hotel Association, Palestine</li> <li>- Mr. Samir Bahbah, Chairman of the Board, Arab Tourists Guides Union, Palestine</li> </ul> <p><b><u>Session 4 wrap up and recommendations</u></b></p>
13.30-15.00	<p><b>Lunch and prayer</b></p>
15.00–16.00	<p><b>Closing Session</b></p> <p>Compilation of report</p> <p>Closing remarks</p>