



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



INFORMATION BOOKLET



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INTRODUCTION

About OIC

The Organisation of Islamic Cooperation (OIC) (formerly Organization of the Islamic Conference) is the second largest inter-governmental organization after the United Nations which has membership of 57 states spread over four continents. The Organization is the collective voice of the Muslim world and ensuring to safeguard and protect the interests of the Muslim world in the spirit of promoting international peace and harmony among various people of the world. The Organization was established upon a decision of the historical summit which took place in Rabat, Kingdom of Morocco on 12th Rajab 1389 Hijra (25 September 1969) as a result of criminal arson of Al-Aqsa Mosque in occupied Jerusalem.

About SESRIC

The Center was established in pursuance of Resolution No.2/8-EC adopted by the Eighth Islamic Conference of Foreign Ministers, held in Tripoli, in 1399H. (1977). It is a subsidiary organ of the OIC. The Centre started its activities in Ankara on 1 June 1978.

The basic mandate drawn up for SESRIC is threefold:

- To collate, process and disseminate socio-economic statistics and information on and for the utilisation of the member countries,
- To study and evaluate the economic and social developments in the member countries to help generate proposals that will initiate and enhance co-operation among them, and
- To organise training programmes in selected fields geared to the needs of the member countries as well as to the general objectives of the Organisation of Islamic Cooperation.



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ABOUT WORKSHOP

In line with the “Strategic Plan for the Development of the City of Al-Quds” and the selection of the Al Quds Al Sherif City as the OIC City of Tourism 2015, SESRIC has decided to organise a two day workshop on “Exploring Tourism Potential of Al Quds Al Sherif City” in Istanbul, Republic of Turkey on 24 and 25 November 2015.

The objective of the workshop is to provide the participants an opportunity to deliberate and to exchange views, knowledge and expertise with a view to determining ways and modalities for tapping into the tourism potential in Al Quds Al Sherif City and formulating concrete recommendations for action at the OIC level. In particular, the workshop aims at:

- Exploring and introducing the potential of Tourism in Al Quds Al Sherif City and designing strategies to exploit them;
- Examining and discussing the challenges and obstacles as well as the prospects for enhancing the development of tourism in Al Quds Al Sherif City;
- Exchanging and sharing knowledge, experiences and best practices in the tourism sector that can be applied to Al Quds Al Sherif City;
- Exploring feasible and implementable ways and means for collaboration among government entities, OIC institutions and the private sector to support the development of tourism sector in Al Quds Al Sherif City.

Working Language of the Workshop

The Workshop on “Exploring Tourism Potential Of Al Quds Al Sherif City will be conducted in English and Arabic.



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DRAFT WORK PROGRAM

Tuesday, 24 November 2015

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

Tuesday, 24 November 2015

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

Wednesday, 25 November 2015

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



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MEETING DATE and VENUE

The workshop will take place on 24-25 November 2015, in Istanbul, Turkey at Grand Hyatt Hotel.

Grand Hyatt Hotel

Taşkışla Caddesi No.1 34437, Taksim, Istanbul - Turkey

Tel: +90 212 368 1234

Fax: +90 212 368 1286

www.istanbul.grand.hyatt.com





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ACCOMMODATION

SESRIC has a special conference rate at Grand Hyatt Istanbul Hotel.

Hotel	Prices for Grand King Room	Prices for Grand Deluxe Room	Prices for Grand Club Room	Prices for Grand Suite
Grand Hyatt Hotel Taskisla Caddesi No.1 34437, Taksim, Istanbul - Turkey Tel : +90 212 368 1234 Fax : +90 212 368 1286 www.istanbul.grand.hyatt.com	EUR 120-Single EUR 140-Double	EUR 145-Single EUR 165-Double	EUR 195- Single EUR 240- Double	EUR 420- Single EUR 440- Double

For self-paid participants, it should be reminded that conference rates are only valid for a limited number of rooms. Hence, the rate will not be guaranteed for late applications. Participants are required to contact Mrs. Maedeh Bon (mbon@sesric.org) and Mr. Abdulhamit Öztürk (aozturk@sesric.org) in advance by providing full name, room type, date and time of check-in and check-out, flight numbers and contact details.

If your accommodation is covered by SESRIC, kindly let us know in case of any accompanying person or family member to share the same room with you to make the necessary arrangement. Please note that, the price for room difference will be paid by you to the hotel reception.

For other hotel options in relative proximity to the meeting venue, you can visit <https://goo.gl/bjH6Kx> and check popular web sites such as www.booking.com , www.expedia.com , www.hotels.com , www.orbitz.com .



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Distances to Grand Hyatt Istanbul Hotel

Atatürk International Airport (IST) – 20 km

Sabiha Gökçen International Airport (SAW) – 40 km

Bosphorus - 1 km

Taksim Square - 1 km

Dolmabahce Palace - 1km

Istiklal Street– 1 km

Galata Tower - 2 km

Archeological Museum - 2 km

Istanbul Modern Art Museum - 3 km

Grand Bazaar - 4 km

Blue Mosque - 5 km

Hagia Sophia - 5 km

Topkapi Palace - 6 km

Kanyon Shopping Mall - 8 km

Istinye Park Shopping Mall - 12 km

Cevahir Shopping Mall - 4 km

City’s Nisantasi Shopping Mall - 2 km



→A brochure including information about shopping areas, sightseeing and other hotels can be accessed via:

<http://www.timeoutistanbul.com/en/>

→You can also find some essential information about Istanbul on the official tourism portal of Turkey:

<https://goturkey.com/en/city/detail/istanbul>



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REGISTRATION AFTER ARRIVAL

Registration Desk

Registration Desk will be established in the meeting venue.

Boarding Passes

Participants covered by SESRIC should keep their boarding passes throughout their trips. Boarding passes will be collected at the registration desk and return boarding passes will be requested as scanned copy once at the end of the return trip.

Badges:

Please fill out the sign-in sheet and pick up your badge at the information desk on the day of the meeting. The identification badges should be worn by all participants throughout the meeting. You will be guided by staff at the information desk to the conference room.

TRAVEL

Visa Requirements

Please check <http://www.mfa.gov.tr/visa-information-for-foreigners.en.mfa> if any visa is required for the passport type you hold. If a visa is required for entry into Turkey, the official invitation letter is generally sufficient to be used as supporting documentation.

TRANSPORTATION

Airport transfer will be provided from İstanbul Atatürk Airport to hotel and vice versa according to your departure and arrival times. When you arrive at the international hall, after passport control and baggage pick-up, a person will be waiting for you with SESRIC sign or your name. Do not leave the airport until you meet the pick-up person.

In case of any inconvenience, please call **Mr. Burak ÇELİK: +90553 536 2467**



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GENERAL INFORMATION

Currency and ATMs

The official currency of Turkey is Turkish Lira (TRY). All payments on the territory of Turkey must be done in TRY. The local banks and exchange offices in Istanbul provide foreign currency exchange service. But it will be hard to exchange money during the meeting hours due to the meeting schedule. Hence, we strongly advise you to use foreign exchange facilities of the airport. It is also possible to use the ATMs located in banks, hotels, large shopping centers.

The current exchange rates are approximately around:

Currency	USD/TRY	EURO/TRY
(as of 06 November 2015)	2.87	3,12

Credit Cards

Major credit cards, such as Visa and MasterCard are accepted at hotels, restaurants, shops, etc. However, some restaurants and small shops accept cash payments only so it's recommended to have some cash in Turkish Liras with you.



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Climate

Most of Turkey has a cold and rainy climate throughout November. The average temperatures of Istanbul during the meeting days are as following:



To avoid from any unexpected weather condition, please check the weather forecast before coming.

<http://www.mgm.gov.tr/en-US/forecast-cities.aspx?m=ISTANBUL>

Electricity

Turkey operates on 220 volts, 50 Hz, with round-prong European-style plugs that fit into recessed wall sockets / points.

Emergency Numbers

Ambulance: 112
Police: 155
Fire: 110



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Prayer Rooms and Times

Praying facilities (Men and Women Masjid) will be available at the venue throughout the sessions.

All rooms in the hotel have praying rugs and Qiblah directions.

Date	Fajr	Shuruq	Dhuhr	Asr	Maghreb	Ishaa	Qiblah Time
23.11.2015	05:22	06:53	11:57	14:25	16:49	18:13	10:00
24.11.2015	05:23	06:54	11:58	14:25	16:49	18:13	10:00
25.11.2015	05:24	06:55	11:58	14:24	16:48	18:13	09:59
26.11.2015	05:25	06:56	11:58	14:24	16:48	18:12	09:59



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CONTACT PERSON

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