



HLITOA

HOLY LAND INCOMING TOUR
OPERATORS ASSOCIATION
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Newsletter

September

H.E. Rula Maayah Announces Results of Technical Expert Examinations

Bethlehem, 25 August 2019 -

On August 25th HLITOA President Tony Khashram, along with other selected tourism representatives, attended a ceremony held at the headquarters of the Ministry of Tourism and Antiquities in Bethlehem, where the Palestinian Minister of Tourism and Antiquities, H.E. Rula Maayah, announced the results of the technical expert examinations of the travel and tourism agencies. The Minister welcomed the successful applicants and wished them success in their careers as experts for the Palestinian travel and tourism sector, speaking of the importance of holding such examinations in the light of the shortage and need in the Palestinian tourist market for qualified technical managers.



The Minister also spoke about the importance of the successful applicants to take initiative in supporting and promoting the Palestinian tourism sector, ensuring the development of this important and vital sector, in addition to providing optimum tourism service to the local community and to guests, tourists and pilgrims visiting Palestine. Read the press release featured in All-Watan [here](#).

HLITOA/GIZ Young Tourism Professionals Study Tour





Germany, 25-31 August 2019 -

HLITOA in cooperation with the German Development Agency (GIZ) organized a study trip in Germany for young emerging Palestinian tourism professionals, offering insight into the German travel industry across the tourism value chain. Six HLITOA members sent employees between the ages of 20-30 to participate in the program. The objective of the study tour was to enable the participants to understand how outgoing operators create new offers, market products and destinations as well as partnering with a new local partner or incoming operator.

Through the training program, participants traveled to 4 major cities (Frankfurt, Munich, Dresden, Berlin) and were given the opportunity to visit major tour operators and organizations, as well as PR and communication firms. It was a hands-on capacity building experience where participants learned about catering to the German speaking market, gained knowledge in conducting better outreach to potential B2B clients and obtained marketing skills in order to promote their own offices' products and services more successfully and efficiently.



5 Reasons to Tour Palestine – Engaging Cultures Travel

5 Reasons to Tour Palestine



Whether Palestine is already on your travel wish list or you're wondering if it should be, here are five reasons to visit:

#1 Get a true taste of local Palestinian culture

Have you ever been told it's best to avoid discussing politics and religion? In some cultures and situations, those topics may be seen

1 August 2019 –

[Engaging Travel Cultures](#), a tour operator based in Jordan, recently featured Palestine in a media piece as a result of HLITOA participating in the [AdventureNEXT](#) Near East conference that took place in Bethlehem in May 2018. A delegation from HLITOA had attended the event for the purpose of connecting with potential partners, holding business meetings, and promoting the brand of our members to international buyers and media.

The article promotes Palestine as a unique travel destination and was written by travel specialist Sunny Fitzgerald Al Hawamdeh.

Read the full article [here](#).



JTB Seminar on Japanese Tourism Market



Jerusalem, 8 July 2019 -

HLITOA in cooperation with JICA (Japan International Cooperation Agency) have been continuously working together on joint activities in order to enter the Japanese market.

In order for HLITOA members to have a better understanding on the potential of the Japanese Tourism Market, HLITOA and JICA organized a seminar that took place in July at the Ambassador Hotel. Ms. Shoko Usui, a travel expert from JTB (Japan Tourist Bureau, one of the largest travel agencies in Japan) led the seminar as a guest speaker and spoke about the Japanese tourism market as well as the idea of promoting Palestine as a travel destination to more Japanese tourists. The event was attended by several members of HLITOA, consultants from JICA along with members from the Representative Office of Japan.

JICA, with help of HLITOA is also organizing a FAM trip, scheduled to take place 1-9 December 2019. The FAM trip will consist of up to 10 major Japanese tour operators interested in directly working with the Palestinian market.



HLITOA/GIZ Meeting on Palestinian Product Development



Jerusalem, 4 July 2019 –

On Thursday evening, at the Ambassador Hotel, GIZ and HLITOA had a meeting and discussion on the second phase of the Palestinian Tourism Sector Product Development in the German speaking market. The meeting was lead by GIZ Senior Program Advisor Sebastian Plotzgen who delivered a presentation that explained the necessary steps and phases of the development program in order to reach key objectives including increasing the share of incoming tourism, tourism services and vacation time spent by travelers in East Jerusalem and the West Bank.

The presentation went through a review of milestones of the last few years of past interventions in the German-speaking market, which includes the development of marketing materials (sales guide and destination catalogue) and participation in past marketing events such as the CMT Travel Trade Fair, and the ITB press conference. The presentation also focused on important information on upcoming events for 2019-2020 in the pursuit of promoting Palestine as a travel destination in the German speaking market including the TSS Group Annual Meeting, FAM trip in cooperation with ASR and much more.

Holy Land Incoming Tour Operators Association

HLITOA's key mission is to support a sustainable development of tourism across the wider Holy Land and to promote the tourism services of our members.

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