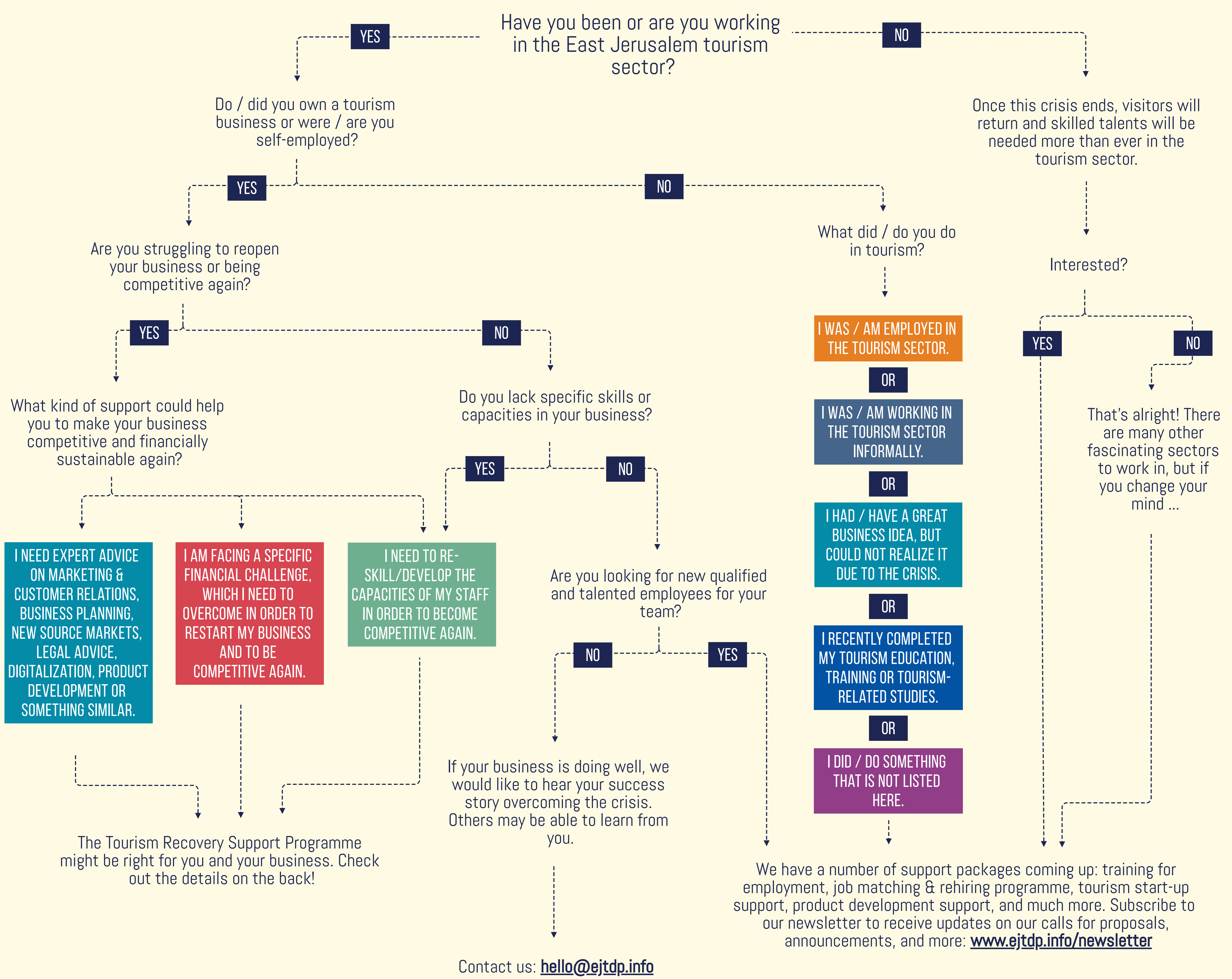


EAST JERUSALEM TOURISM RECOVERY SUPPORT PROGRAMME

The Palestinian tourism sector has been severely impacted by the recent crises. To support Palestinian tourism businesses and enterprises, the German Development Cooperation (GIZ), co-funded by the European Union (EU), has launched the Tourism Recovery Support Programme (TRSP) in East Jerusalem.

Is this the right programme for you? Find out!



TOURISM RECOVERY SUPPORT PROGRAMME

BACKGROUND INFORMATION ABOUT THE PROGRAMME

The East Jerusalem Tourism Recovery Support Programme is part of the East Jerusalem Tourism Development Programme (EJTDP). EJTDP aims to advance East Jerusalem's portfolio as a thriving and internationally recognized Palestinian city travel destination. The programme harnesses and nurtures the creative, entrepreneurial, and innovative potential of those in the East Jerusalem tourism sector, especially young females and young parents. The EJTDP will help diversify East Jerusalem tourism by deepening Palestinian identity and heritage. It will support developing an image of East Jerusalem as a modern and attractive destination for local and international visitors and embed the East Jerusalem tourism value chain into all relevant international IT-based marketing and booking channels. The East Jerusalem Tourism Development Programme (EJTDP) is implemented by the GIZ Private Sector Development Programme (PSDP) and co-funded by the European Union (EU).

WHAT IS THE OBJECTIVE OF THIS PROGRAMME?

Targeted direct support to established Palestinian tourism enterprises, including self-employed individuals to support a faster, more competitive & sustainable recovery or market re-entry from the recent crises.

WHAT DOES THIS PROGRAMME SUPPORT/PROVIDE?

Technical support, including capacity development, expert advice, consultancy, or similar; and financial support to a limited extend.

WHO CAN APPLY FOR THIS PROGRAMME?

- Palestinian tourism businesses and enterprises, registered in East Jerusalem and/or significantly active in the East Jerusalem tourism value chain.
- Self-employed individuals who work mainly in the East Jerusalem tourism value chain.
- Established tourism and tourism-related initiatives, religious entities with tourism engagement, NGOs with tourism engagement, established tourism stakeholder associations or associations related to the tourism sector on behalf of their members, community-based tourism projects, or any of the above mentioned who can propose support programs for their members or employees.
- Tourism start-ups and newly established tourism businesses or enterprises that were established shortly before or during the COVID-19 pandemic with no or only minimal activity in the market since their establishment.

WHAT IS THE PROGRAMME SUPPORT TIME AND DURATION?

The programme supports short-term/one-time interventions and is open for applications on 30 June and ends on 31 December 2021.

HOW TO APPLY?

The following online application must be filled and submitted.