East Jerusalem Tourism Development Programme (EJTDP)

Supporting Palestinian Tourism Entrepreneurs & Creative Individuals in Shaping the Future of Palestinian Tourism in Jerusalem

The East Jerusalem Tourism Development Programme (EJTDP) supports Palestinian tourism entrepreneurs and creative individuals in developing products, services, and technical solutions to future-proof the East Jerusalem tourism sector and to assure that Palestinian tourism in Jerusalem will emerge from the crises as a more resilient, regionally and internationally competitive industry.

Do you have a vision for Palestinian tourism in Jerusalem? Are you a tourism entrepreneur working on a new product or business idea? Are you a creative individual working on the 'next big thing' in Palestinian tourism?

WE CAN HELP YOU BRINGING YOUR IDEAS TO LIFE!

TOURISM OPEN-IDEA SUPPORT PROGRAMME

The **Tourism Open-Idea Support Programme** provides technical, strategic, and financial support to advance innovative and unique business ideas into market-ready tourism products and services.

The support can be provided **along all stages of development** or be focused on a specific challenge faced by the developer.

The goal is to turn ideas, that have the potential to widen and enhance tourism offers in East Jerusalem, into sellable (for-profit) products or services.

The programme is based on competitive calls for submission. The first round focuses on Accommodation & Culinary products or services. Only ideas related to accommodation or culinary tourism are eligible for submission.

TOURISM PRODUCT DEVELOPMENT SUPPORT PROGRAMME

The **Tourism Product Development Support Programme** provides specific technical, strategic, and financial support to tourism entrepreneurs **in the last steps of developing** a new product or service and introducing it into the market.

The goal of the programme is to help entrepreneurs to overcome challenges ahead of reaching market readiness for their products.

Applications can be submitted at any time for any kind of touristic product or service in any sector in tourism.

FIND OUT MORE AND APPLY TODAY!

	TOURISM OPEN-IDEA SUPPORT PROGRAMME	**TOURISM PRODUCT DEVELOPMENT SUPPORT PROGRAMME**
WHAT KIND OF SUPPORT IS OFFERED?	The programmes provide capacity development, technical, financial, and strategic design support to tourism entrepreneurs including specific support on digitalization of touristic products and services, development of digital sales channels, and digital client acquisition. Support can also be requested for sales generation and marketing for an <u>already existing</u> product or service.	
WHO CAN APPLY?	Tourism-related businesses, start-ups, individuals (self- & unemployed; fresh graduates); tourism-related initiatives of NGOs, associations, or similar; community-based tourism projects; informal businesses with an existing business model; business entities of the secondary tourism supply chain with critical relevance for the primary value chain.	Tourism-related businesses (incl. CBT), tourism start-ups, individual entrepreneurs; NGOs, associations, or similar with an existing, market-ready, or almost market-ready tourism-related product or service.
WHAT ARE THE KEY SELECTION CRITERIA?	Supported products or services must be <u>business-driven</u> with a demonstrated path to revenue-generation and must be based on a financially feasible idea. The Open-Idea Support Programme can also only support the feasibility analysis of a new or existing idea! In general, priority will be given to products or services which are **innovative, creative, or contributing to a demand-driven diversification of the already existing East Jerusalem tourism portfolio**. The suggested products or services should at least meet one of the following characteristics: addressing a critical gap in the current East Jerusalem tourism portfolio (i.e. creating something new); responding to a new/existing demand from the travellers' side; be especially environmentally conscious and/or socially responsible (i.e. "zero-waste", circular-economy-based, or supporting marginalized communities); have the potential to advance the digitalization of the East Jerusalem tourism sector and/or to introduce new digital approaches to tourism, especially from a business-driven perspective (i.e. online sales generation); contribute to advance and promote the image of East Jerusalem as a Palestinian city travel destination.	
WHAT IS THE DURATION OF EACH PROGRAMME?	Support is provided for a duration of 3 to 6 months; the support is usually provided <u>continuously</u>, but can also be based on a one-time intervention. In justified cases, longer support periods may be possible.	Support is envisioned for up to 3 months and is usually provided as a <u>one-time intervention</u> to overcome a current challenge or obstacle. In justified cases, longer support periods may be possible.
WHEN TO APPLY?	The program is open for applications **from 05.08.2021 until 15.09.2021.** Acceptance notifications will be sent out end of September.	The programme is open for applications from **05.08.2021.** Submissions can be made at any time without a specific application deadline. Acceptance notifications will be sent out within 2 weeks after submission.
HOW TO APPLY?	Applications must be submitted via the online application form: www.ejtdp.info. Applications via e-mail or other means of communication will <u>not</u> be accepted. The application form is available in English and Arabic.	
ARE THERE ANY LIMITATIONS?	All requested support must **directly** contribute to furthering the development of a tourism-related product or service. General technical assistance for business plan development or general capacity training <u>cannot</u> be covered under these programmes. Such support, however, can be provided through other support programs offered by the EJTDP. Please visit www.ejtdp.info for more information or write to hello@ejtdp.info and explain your needs. Kindly note that financial support can only be granted if it will directly support the product or service development at a crucial stage of the development process. Typical costs of business operation, business overheads, rent, staff costs, debt coverage, loans, or tax payments, etc. as well as general personal expenses cannot be covered.	