

JERUSALEM TOURISM TALK

Ethical and Sustainable Consumption (or Shopping) and Tourism in Palestine



MONDAY
APRIL 24
5:00 PM - 6:00 PM



As the world becomes increasingly aware of the impact of tourism on the environment and local communities, the need for responsible and sustainable travel practices is more pressing than ever.

While a coherent strategy for sustainable tourism is still lacking in Palestine, local tour operators can still answer to the growing demand for responsible traveling. For instance, by offering tours that include visits to ethical and sustainable businesses. Agents can differentiate themselves from competitors and attract the growing segment of travelers who are willing to pay a premium for responsible tourism experiences.

In 2021, the Heinrich Böll Stiftung in Palestine and Jordan launched the 2nd edition of its "Guide to Ethical Shopping in Palestine". The guidebook offers profiles of various producers including community initiatives, shops, food, handicrafts, as well as wine and beer manufacturers. Each producer that is featured was carefully selected to meet the guidebook's standards on ethical consumerism.

In our tourism talk, we will introduce the guidebook, talk about the applied principles of "ethical consumerism", and discuss how it can support Palestinian inbound tour operators to attract a new type of traveler and create meaningful experiences for their clients while also supporting local communities and protecting the environment.

THE GUIDEBOOK IS AVAILABLE FOR
DOWNLOAD HERE



This is an online event that will take place on Monday, April 24th from 5:00 pm - 6:00 pm.

If you are interested to participate in this workshop

Please register **HERE**

Kindly note that you must Register in order to attend the online event. A unique link to join virtually will be provided after registration.