

# Introduction

Technical Digital Destination Management –tDMO Creating a Technical Management Organisation for a Target Destination

# Digital Destination Management

1. Tourism Asset Mapping
2. Tourism Marketing Material Consolidation and New Approach Development
3. Capacity Training and Masterclasses
4. fggg
5. Sector-wide Marketing Quality Enhancement
6. Accessible and Immersive Tourism Initiatives

# Tourism Asset Mapping

The Foundation.

# Tourism Asset Mapping

**Comprehensive Mapping:** Conducted detailed mapping of all tourism assets, creating a unified, standardized database.

**Outcome:** Provided a valuable planning tool for customized itineraries, strategic marketing, and investment decisions.

## Benefits

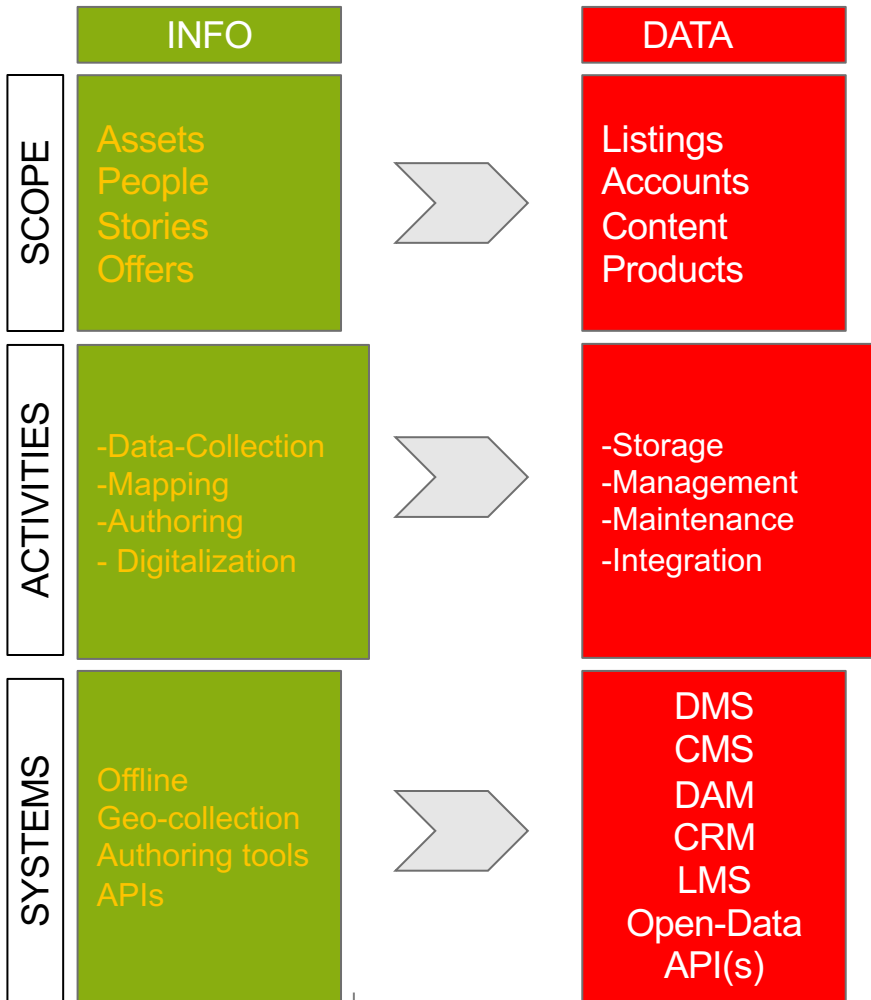
Facilitated efficient and customized tour planning.

Supported data-driven decision-making.

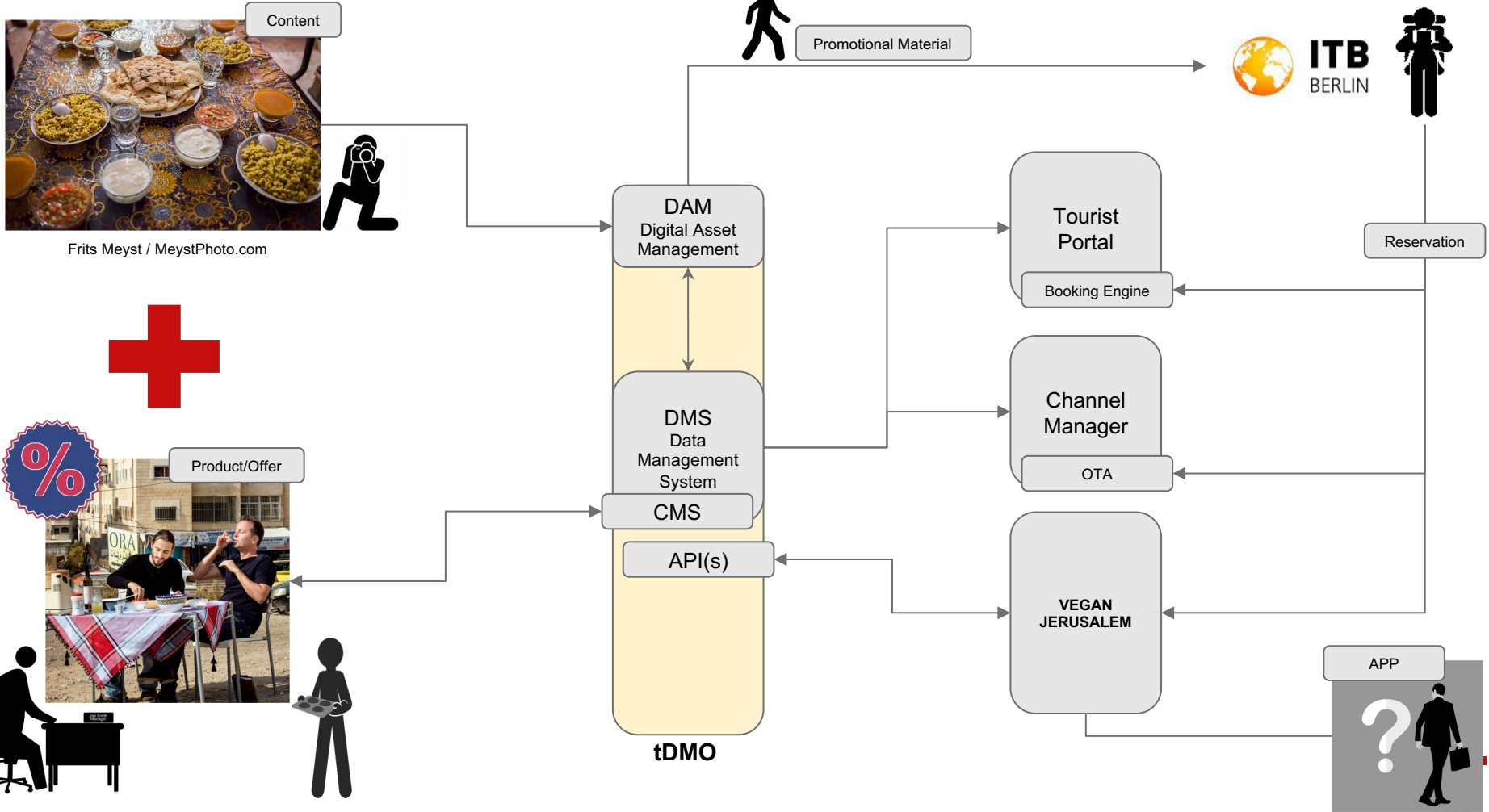
Improved accessibility information.

Provided a resource for marketing and educational purposes.





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Frits Meyst / MeystPhoto.com

Product/Offer

Promotional Material

DAM  
Digital Asset Management

DMS  
Data Management System

CMS

API(s)

tDMO

Tourist Portal

Booking Engine

Channel Manager

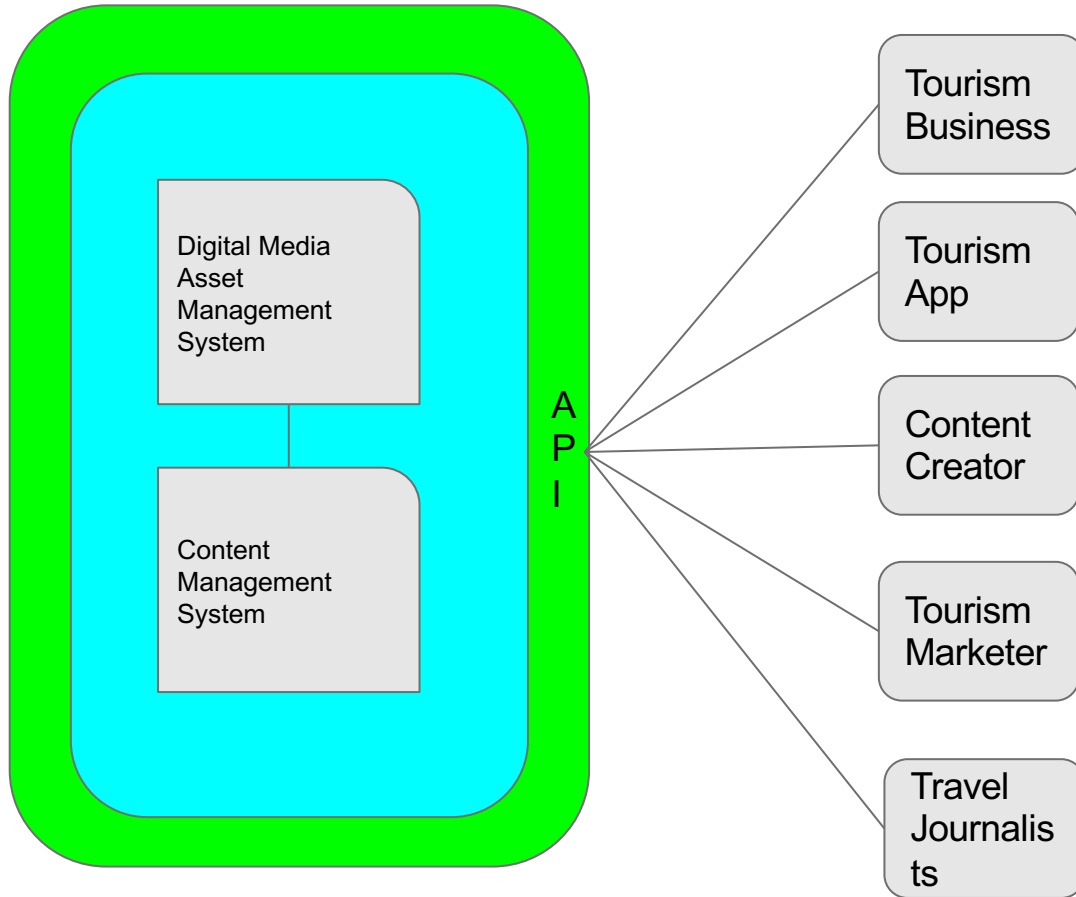
OTA

VEGAN JERUSALEM

Reservation

APP





**DPML** is operated as a service to the entire **Palestinian** tourism sector and anyone working in/with Palestinian tourism. Its main purpose is to supply businesses, entrepreneurs, and creative talents with high quality content for any professional business use related to marketing and promoting Palestinian tourism.

In general, you may download and use the content in the **DPML** for any purpose and in any form as long as you seek to positively market and promote **Destination Palestine**. Opening an account and using the content is free of charge and a for-profit use of the content is explicitly allowed.

You might, however, be asked to reference the creator of the material. The usage rights are contained in each file.

*The workflow differs for Tourism Associations, Private Businesses, General Marketers or Contributors. But generally, a considerable amount of content is available for view publicly, and free of charge for registered users.*

*See use cases below for more examples.*

## How it works



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Create

# Tourism Marketing Material Consolidation and New Approach Development

# Tourism Marketing Material Consolidation and New Approach Development

**Assessment and Review:** Evaluated existing marketing materials to identify gaps and mismatches between content and target audiences.

**New Marketing Strategy:** Shifted from factual documentation to experiential promotion, emphasizing storytelling and local narratives.

**Outcome:** Created engaging, emotionally resonant marketing materials that appeal to potential visitors.

## Benefits

Enhanced engagement with target audiences.

Improved relevance and appeal of marketing materials.

Strengthened emotional connection with potential visitors.

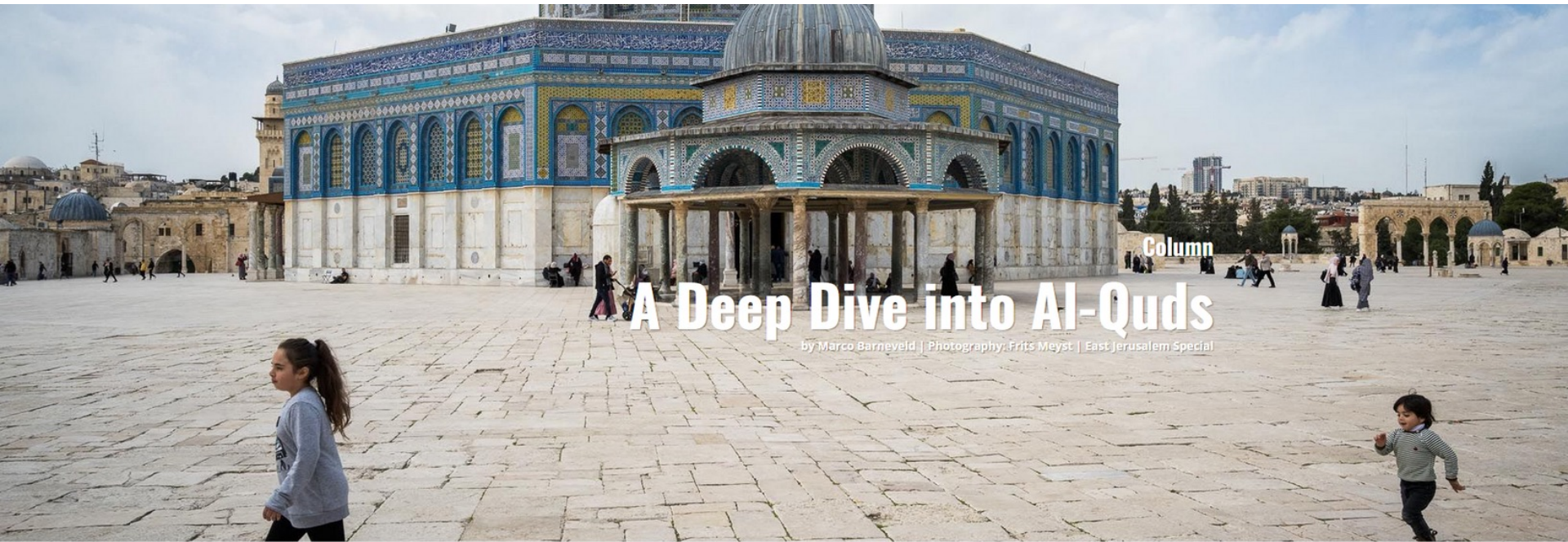




The Bedouins of El-Bariyah Al Quds

# Jerusalem Wilderness

by Marco Barneveld | Photography: Frits Meyst | East Jerusalem Special



Column

# A Deep Dive into Al-Quds

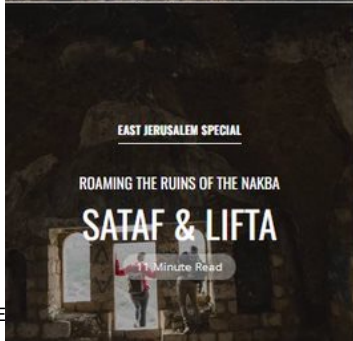
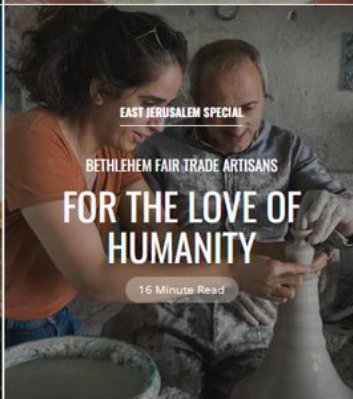
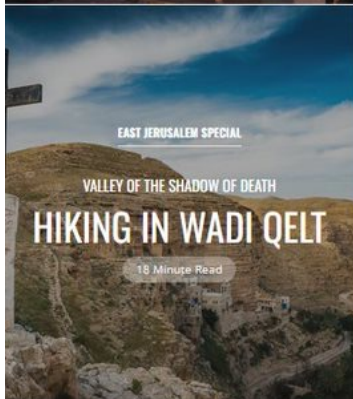
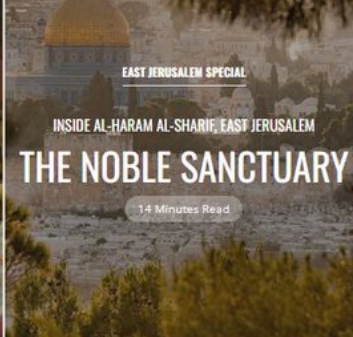
by Marco Barneveld | Photography: Frits Meyst | East Jerusalem Special

“Layer upon layer, the meandering streets are built up. And beneath those architectural layers of bricks lie at least as many stories”

No city is more layered in its layeredness than the Old City in East Jerusalem. The Romans, Byzantines, Mamluk, Crusaders, Ottomans, and British all left their mark on the city by simply building or demolishing each other's structures every time they conquered it. The city's walls and gates alone tell stories that can be studied for a lifetime.

Layer upon layer, the meandering streets are built up. And beneath those architectural layers of bricks lie at least as many stories.







Tickle your tastebuds with Palestinian food

# Savouring East Jerusalem

by Javier González | Photography: Frits Meyst | East Jerusalem Special

Kunafa and hummus. Falafel and Lahmacun. Sweet and savoury with a dash of umami but always delicious. The Old City of East Jerusalem is a feast of flavours and anecdotes. Gastronomy is a genuine reflection of a city's soul. Join the dance that our tastebuds had on the gastronomical heartbeat of East Jerusalem and get ready to get hungry.







Nine Palestinians about their heritage

# Multicultural East Jerusalem

by Hans Bouman | Photography: Afif Amireh | East Jerusalem Special

The media usually talks about ‘the Palestinians’ as if they were a mono-cultural unit. Nothing could be further from the truth. The Palestinian community has a wealth of cultures, with roots in diverse regions, from Africa to Armenia and even India. Nine portraits of Palestinians that sketch the colourful diversity of this community.

It is fair to say that the area we know as Palestine has been inhabited since the dawn of civilization. Between 10,000 and 8,000 BCE, hunter-gatherers started growing grain here, thus introducing the so-called Agricultural (or Neolithic) Revolution, which would change the face of the earth. Around 3500 BCE the first human settlements in Jerusalem arose. Between 1500 and 1000 BCE, the city was a major center of the Canaanite civilization. In 1400 BCE, the city was destroyed by the Egyptians. In 1200 BCE, the city was destroyed by the Philistines. In 1000 BCE, the city was destroyed by the Assyrians. In 700 BCE, the city was destroyed by the Babylonians. In 587 BCE, the city was destroyed by the Babylonians. In 332 BCE, the city was destroyed by Alexander the Great. In 63 BCE, the city was destroyed by the Romans. In 70 CE, the city was destroyed by the Romans. In 1099, the city was destroyed by the Crusaders. In 1219, the city was destroyed by the Mongols. In 1517, the city was destroyed by the Ottomans. In 1917, the city was destroyed by the British. In 1948, the city was destroyed by the Israelis. In 1967, the city was destroyed by the Israelis. In 1988, the city was destroyed by the Israelis. In 1993, the city was destroyed by the Israelis. In 1995, the city was destroyed by the Israelis. In 1997, the city was destroyed by the Israelis. In 1999, the city was destroyed by the Israelis. In 2000, the city was destroyed by the Israelis. In 2001, the city was destroyed by the Israelis. In 2002, the city was destroyed by the Israelis. In 2003, the city was destroyed by the Israelis. In 2004, the city was destroyed by the Israelis. In 2005, the city was destroyed by the Israelis. In 2006, the city was destroyed by the Israelis. In 2007, the city was destroyed by the Israelis. In 2008, the city was destroyed by the Israelis. In 2009, the city was destroyed by the Israelis. In 2010, the city was destroyed by the Israelis. In 2011, the city was destroyed by the Israelis. In 2012, the city was destroyed by the Israelis. In 2013, the city was destroyed by the Israelis. In 2014, the city was destroyed by the Israelis. In 2015, the city was destroyed by the Israelis. In 2016, the city was destroyed by the Israelis. In 2017, the city was destroyed by the Israelis. In 2018, the city was destroyed by the Israelis. In 2019, the city was destroyed by the Israelis. In 2020, the city was destroyed by the Israelis. In 2021, the city was destroyed by the Israelis. In 2022, the city was destroyed by the Israelis. In 2023, the city was destroyed by the Israelis. In 2024, the city was destroyed by the Israelis.



# SAMI BARSOUM

## Mukhtar of the Syriac community

'My father came to Jerusalem in 1915 as a Christian refugee from Turkey. He ended up in a German orphanage and was trained as a shoemaker. He was a true craftsman and his store became famous. Jewish refugees who came here from Europe after World War II were amazed that he spoke German.'

Sami himself, who prefers to be called by his first name and makes a decidedly youthful impression, was born in Jerusalem in 1935. He became a tailor and gained the same excellent reputation in his trade as his father had in his. In addition, he became mukhtar (representative) of the Syriac community in his city, which numbers about 500 people. In this capacity, he has met numerous dignitaries over the years. In a book he wrote about his life, dozens of photos attest to that fact. 'The Syriac Church is the first holy, universal and apostolic church of Christianity', he says proudly.

“Respect everyone, hate no one and you will live as long as I have”

With a little wink, Sami explains that he considers himself a man of five nationalities: Ottoman because of his father's ancestry, British because he was born at the time of the British Mandate, Jordanian because East Jerusalem was Jordanian territory after 1948, Israeli because his city is currently under Israeli rule, and Palestinian because he is, above all, part of the Palestinian community.

As a mukhtar, Sami has traveled extensively, both in the Middle East and to the US, Canada and India. In the process, it was quite convenient that he speaks an impressive range of languages: English, Aramaic, Arabic, Hebrew, Armenian, Turkish and German.

Although officially retired, Sami is still in his tailor store every day. He gets frequent calls from American Jewish students who are sent to study in Jerusalem by their Orthodox parents. 'Then I mend a pair of pants or a



NATIONAL GEOGRAPHIC

Katja Schuurman:  
'Reizen moet je leren'

# TRAVELER

# 37

avonturen

**MONGOLIË**  
Op pad met de  
arendjagers

**ZWITSERLAND**  
Hiken in Ticino

**EGYPTE**  
Trektocht door  
de woestijn

Roadtrip  
door  
Toscane





# DE ARENDJAGERS VAN DE ALTAJ

Al duizenden jaren speuren de jagers in West-Mongolië naar vos, wolf en marmot met hulp van de majestueuze steenarend, een eeuwenoude traditie van kunde en vakmanschap. *Traveler* bezocht het Golden Eagle Festival in Bajan-Ölgii en trok met de jagers de bergen van de Altaj in.

TEKST: MARCO BARNEVELD FOTOGRAFIE: FRITS MEYST



Click on the  
PDF for Full  
Article in Dutch



# Central Asia, the last Frontier

Editorial

"The five Stars are truly the last frontiers, greatly waiting to be discovered. Salaries in their cultures and get ready to be Stars!"



The most modern in an empire of their, culture about the culture, people... USAID logo and text.



## LET'S GO!

КЕТТИК! КЕТТИК! КЕТТИК! ГИДЕЛИН! РАФТЕМ!



## EXPERIENCE TAJIK HOSPITALITY



Oriental Adventure

**Manizha Farmonbek**

Hi, my name is Manizha from Tajikistan.  
One of the last frontiers.

### THE HIGHEST PEAKS OF WONDERMENT

With about 99% of its land covered by mountains, Tajikistan is a country of vertiginous beauty and remote panoramas. Still, its stunning wilderness hosts an extremely rich kaleidoscope of adventures, reminiscences of an ancient and equally rich history. Since 2006, Oriental Adventure offers an ideal doorway into Tajikistan's fascinating culture and legendary hospitality. Be it a tour to the ancient cities of Khujand and Penjikent, or an excursion to the iconic "roof of the world" (the "highway" you can be sure – wonderment reaches its highest peaks in Tajikistan.

[Plan your adventure!](#)



Javohir

**Umeda Kurbonbekova**

Hello, my name is Umeda. I'm from Tajikistan.  
One of the last frontiers.

### SNOW-PEAKED MOUNTAINS, ICE-MELTING HOSPITALITY

The smallest of the Five Stars, Tajikistan is also the most untouched and undiscovered of all. Glacial carved valleys, star-filled skies and almost 2,000 lakes to reflect the shimmering beauty of the mountainscapes are there to feed your lust for new adventures. On-the-road based (operating year-round) before the internet times create itineraries and unforgettable memories across the country's idyllic tracks. Life at the cross of the ancient Silk Road has changed little over the centuries, and still has the warming warmth of the local people. A life-changing adventure awaits you in Tajikistan.

[More information](#)

## ENJOY UNBRIDLED TAJIKISTAN



# DESTINATION MARKETING?

“

## Boost your Destination Marketing

with Destination Memories

Our uniquely designed, digitally enhanced, and perfectly crafted products offer unparalleled opportunities to attract and hold travellers' attention focused on your destination's essentials, touristic brand, and product portfolio.

Combined with the DM Explorer, our free online resource for each puzzle, we seamlessly link classical, analog puzzle experiences with state-of-the-art digital tourism marketing.

## DESTINATION MEMORIES JIGSAW PUZZLES ARE POSITIVELY TUNED,

# THE JERUSALEM PUZZLE COLLECTION 2023



### JERUSALEM (AL-QUDS)

THE OLD CITY, THE KIDRON VALLEY & THE MT. OF OLIVES

Looking over the Kidron Valley, the Old City of Jerusalem is in view, with the Haram al-Sharif and the Dome of the Rock in the centre. Enjoy the tranquillity of the scene while putting together this great puzzle and consider adding a short or extensive walk along the Mt. of Olives or the Kidron Valley to your next trip to Jerusalem!

Launch the Explorer

Shop



### THE OLD CITY OF JERUSALEM (AL-QUDS)

A MAGNIFICENT PANORAMIC PICTURE OF THE HOLY CITY

Jerusalem (al-Quds), the Holy City, undoubtedly ranks among the most iconic cities worldwide. The Dome of the Rock, the Church of the Holy Sepulchre, the Jerusalem city walls, and many other unique landmarks comprise the unique cityscape.

Launch the Explorer

Shop



### THE DAMASCUS GATE

THE ICONIC ENTRANCE TO THE OLD CITY OF JERUSALEM (AL-QUDS)

The Damascus Gate is probably the most iconic entrance to the Old City of Jerusalem (al-Quds). Facing north, it once marked the starting point of journeys to Nablus and beyond, all the way to Damascus. Today, it is one of the best starting points to discover Jerusalem.

Launch the Explorer

Shop



# Tour Operator Training and Itinerary Development

# Tour Operator Training and Itinerary Development

**Training Programs:** Targeted training to help operators identify unique strengths and develop customized itineraries.

**Joint Catalogue Creation:** Compiled a joint catalogue of unique tour packages, widely distributed in key markets.

**Outcome:** Enhanced tour operators' skills, increased market presence, and promoted industry collaboration.

## Benefits

Improved tour operator knowledge and skills.

Increased market presence and visibility.

Improved customer satisfaction.

Fostered industry collaboration.



# Sales Guide & Tour Operator's Manual for the Holy Land

2018 edition

Holy Land Incoming Tour Operators Association (HLITOA)





# From the Mediterranean to the Jordan Valley



Church of Nativity, Bethlehem

## Jericho – The Oldest City in the World

Appears in: 1, 2, 3, 4, 5, 6, 7

A ride in the longest cable car below sea-level takes you up to the Mt. of Temptation in minutes. From here, where Jesus is said to have been tempted for 40 days and nights, the lowest city on earth lies to your feet. Enjoy the stunning panorama of the spring-water-fed oasis with its dates and orange orchards, the Dead Sea, the Baptismal site and the highlands of Jordan on the horizon.

A visit to Jericho allows you to travel through time. Start your journey with traces of the Neolithic Revolution at Tel es-Sultan, through the biblical era of Joshua's conquest and Jesus' preaching to Zacchaeus, to the magnificent, mosaic-paved Omayyad Palace Qasr Hisham before strolling through Jericho's contemporary center.

In addition to its cultural heritage, Jericho is both a favorite winter resort for its pleasant climate and an ideal spot for small-scale farming of citrus fruits, bananas, and dates.

You are invited to explore this fascinating blend of history, spirituality and nature on foot, by bike, camel-back or horse-drawn carriage. Do not miss a hike in close-by Wadi el-Queit, the ancient route between Jericho and Jerusalem!

## Nablus – Discover Authentic Local Craftsmanship

Appears in: 2, 4, 5, 6, 7

Nestled between the foots of Mt. Ebal and Mt. Garizim on an ancient trade route, Palestine's second largest city is famous for its sweets, traditional olive oil products, and its busy markets.

Also known as "Little Damascus", the rich history of Nablus' Old City can be felt in its seven quarters, representing a distinctive example of traditional Palestinian urban architecture and featuring 12 mosques, 2 churches, a Samaritan synagogue as well as a traditional Turkish Hammam, the perfect spot for a wellness time-out.

Explore Nablus' many layers of history at Tel el-Balata, a former hub of an extensive trade network, Jacob's Well, the Samaritan community on Mt. Garizim and in its old city. Nature lovers should head to Wadi Bidan, a picturesque valley rich in mountain springs, for an enchanting hike.





## Fact Sheet

**Kind of tour:** Bible-based pilgrimage combining meaningful places along the life of Jesus with time for meditation, contemplation, scripture study and worship.

**Main target group:** Spiritual pilgrims, religious and pious travelers seeking to "travel with the bible in their hands" and to (re-)discover the Christian message anew in its original landscape.

**Length of tour:** 10 days / 9 nights.

**Accommodation:** Nazareth, Jericho, Jerusalem; optional: Tiberias/Sea of Galilee, Bethlehem.

**Accommodation level:** Church guest houses of different levels (simple/basic to high standard); hotels of all standards; possibility of hostels/dormitories or campsites available e.g. for youth groups.

**Best time of travel:** Year-round; recommended especially for Christian holiday seasons (Christmas, Easter, Pentecost).

**Best weather:** March to May, September to mid-November.

**Recommended group size:** Tour is recommended for any group size.

**Requirements:** None; general physical fitness recommended especially if hiking is included.

# 2 Follow the Lord on Ancient Paths

A spiritual, faith-based, and Jesus-centered pilgrimage following ancient paths based on the life of the Lord as commemorated in the Gospels.



Church of the Nativity, Bethlehem

## Itinerary

**1** Arrival at Tel Aviv Airport or via land border. In Bethlehem.

**2** In the morning, visit biblical Ein Kerem for the meeting between Elizabeth and Mary, the first encounter of Jesus and John the Baptist (Luke 1:39-45). Visit the Church of John the Baptist (birthplace of John), and the Church of Visitation, atop the dwelling place of Elizabeth and Zachary. Have some time for individual meditation and to recall Mary's and Zachary's doxologies (Luke 1:46-56, 67-79).

Continue to Beit Sahur and the Shepherds' Fields, where the angel announced Jesus' birth (Luke 2:8-20). In Bethlehem, recall the story of the birth of Christ (Matthew 2:1-12) located on the Manger Square, the Church of Nativity, and inside the Nativity Grotto. In St. Helena's Church, commemorate the story of Herod's infanticide (Matthew 2:16-18) and the Flight of the Holy Family to Egypt (Matthew 2:13-15; 19-23). In Bethlehem.

**3** Depart from Bethlehem to the Baptism Site (Matthew 3) for mass, meditation, and entering the water. From the Jordan River, pass by the Zacchaeus sycamore fig tree in Jericho, followed by a visit to the Monastery at the Mt. of Temptation half way up the eponymous mountain, where Jesus was tempted (Matthew 4:1-11). Continue to Wadi el-Queit, the steep desert valley connecting Jericho and Jerusalem associated with the Valley of the Shadow of Death in Psalm 23, the parable of the Good Samaritan (Luke 10:25-37), and the dwelling of Elijah (1 Kings 17:3). In Jericho.

**4** Depart to Nazareth, hometown of Mary, Josef, and Jesus. Visit the Orthodox Church of Annunciation, Mary's Well, the Basilica of Annunciation (Luke 1:26-38), and the Synagogue-Church where Jesus may well have taught (Matthew 13; Mark 6; Luke 4). Pass by Mt. Precipice, where the people of Nazareth rejected Jesus (Luke 4:29-30), before reaching Cana, the place of the First Miracle (John 2:1-12). In Nazareth.



**5** Drive up to Mt. Tabor, the traditional site of Jesus' transfiguration (Matthew 17:1-9; Luke 9:28-36) and enjoy a panoramic view of the Lower Galilee. Afterwards, follow biblical footsteps by the Sea of Galilee: Magdala, hometown of Mary of Magdala (Luke 8:2; Mark 16:9), Tabgha, site of the Multiplication of Loaves and Fishes (Matthew 14:13-21), Capernaum, the "Town of Jesus" (Matthew 12:13; Mark 1:11-28), and the Mt. of Beatitudes (Matthew 5-7). by the Sea of Galilee.

**6** In the morning, drive up to Mt. Arbel for a breathtaking panoramic view of the Sea of Galilee. Enjoy the panoramas followed by an approx. 90 min. hike down the Arbel Cliff (300m high, must be free of vertigo) to Nof Ginnosar for a visit of the "Jesus Boat", a 2,000-year-old fishing boat. Afterwards, embark on a quiet sail on the Sea of Galilee and recall Jesus' special relationship with the lake (e.g. Matthew 8:23-27; 13). Pass by Migdal and Tabgha before arriving to Capernaum. Disembark and drive to ancient Bethsaida, hometown of Philip, Andrew, and Peter (John 1:44). Conclude your day with a quiet walk along the Mt. of Beatitudes offering a chance for meditation or worship. by the Sea of Galilee.

**7** In the morning, follow the Nativity Trail to the picturesque Burqin Church commemorating Jesus' Healing of the 10 Lepers (Luke 17:11-19). Continue to Sebastia, ancient Samaria, for a visit of the Tomb of John the Baptist and trace biblical footsteps in Nablus to Jacob's Well (Genesis 33:18-20; John 4). in Jerusalem.

**8** In the morning, enjoy a panoramic view of Jerusalem's Old City from the Mt. of Olives including the Dominus Fievit Chapel (Luke 19:41-44), the Church of Mary Magdalene (only Tuesdays & Thursdays), the Church of Nations in the Garden of Gethsemane (Matthew 26:36-55) and the Tomb of Mary. Pass through the Kidron Valley along the St. Peter in Gallicantu Church (Matthew 26:30-35), followed by the Tomb of David and the Room of the Last Supper (Mark 14) on Mt. Zion. in Jerusalem.

**9** Start your second day in Jerusalem at the Stephanus Gate (aka Lions Gate) and follow the Stations of the Cross along the Via Dolorosa to the Church of St. Anne and the Pool of Bethesda. Eventually, arrive to the Church of the Holy Sepulcher and spend time for individual meditation and prayer. After lunch, enjoy a panoramic view from the central tower of the Evangelical Lutheran Church of the Redeemer before heading through the Armenian Quarter to the Western Wall and al-Aqsa Compound (Temple Mount). in Jerusalem.

**10** Check-out and transfer to the airport or land border.

## Tailor this Tour



**Celebrate Christmas in Bethlehem:** Celebrate the birth of Christ in the very place the bible tells us about – Bethlehem – and join thousands of Christians from all over the world for the Midnight Mass and the festive procession from Rachel's Tomb to the Manger Square on December, 24th. Obtain your individually tailored "Christmas in Bethlehem" itinerary from your HILTOA tourism professional and experience the Christmas of a lifetime!



Mount of Temptation Monastery, Jericho

## Highlights



Includes all major sites commemorating the life and teachings of Jesus as mentioned in the Gospels.



Includes multiple occasions for praying, mass celebration and individual or group meditation.



Ideal tour for pilgrimage groups on a spiritual journey.



Includes a boat-ride on the Sea of Galilee (weather permitting).

## Biblical Places in this Itinerary

John the Baptist Church, Church of Visitation (Ein Kerem); Shepherds' Fields (Beit Sahour); Manger Square, Church of Nativity, St. Helena Church (Bethlehem), Baptism Site (Jordan River); Mt. and Monastery of Temptation (Jericho); Mary's Well, Church and Basilica of the Annunciation, Synagogue-Church, Mt. Precipice (Nazareth); Cana Wedding Church, Mt. Tabor (Lower Galilee), Magdala, Tabgha, Capernaum, Bethsaida, Mt. of Beatitudes (Sea of Galilee), Church of the 10 Lepers (Burqin), Tomb of John the Baptist (Sebastia), Jacob's Well (Nablus), Dominus Fievit Chapel, Garden of Gethsemane, Church of Nations, Tomb of Mary (Mt. of Olives), St. Peter in Gallicantu, Via Dolorosa and the Stations of the Cross, Church of St. Anne and Pool of Bethesda, Church of the Holy Sepulchre (Jerusalem), Last Supper Room (Mt. Zion).

# Sector-wide Marketing Quality Enhancement

Reflection: How to integrate quality across diverse stakeholders? All work with good quality.

# Decentralized Soft Steering of Marketing Quality

## High-Quality Material Provision:

Developed a centralized repository of high-quality, royalty-free marketing materials accessible to all sector participants.

**Outcome:** Established a consistent and professional image of the Target Destination, replacing old/low-quality materials with high-standard content.

## Benefits

Improved overall quality and professionalism of marketing materials.

Facilitated consistent branding.

Supported diverse stakeholders in promoting a cohesive and polished image.



# Quality needs Coherence & Freedom to Decide without Coordination

**Comprehensive Mapping:** Conducted detailed mapping of all tourism assets, creating a unified, standardized database.

**Outcome:** Provided a valuable planning tool for customized itineraries, strategic marketing, and investment decisions.

## Benefits

Facilitated efficient and customized tour planning.

Supported data-driven decision-making.

Improved accessibility information.

Provided a resource for marketing and educational purposes.

Everybody works with raw materials of highest quality – no need for a brand guide.

# Capacity Training and Masterclasses

Everybody (every ministry) can do it!

# Capacity Training and Masterclasses

**Skills Enhancement:** Provided targeted training to increase the Ministry of Tourism's independence in managing marketing content.

## **Masterclass Implementation:**

Collaborated with international experts for hands-on training in content creation, quality assessment, and storytelling.

**Outcome:** Improved professional capabilities and reduced reliance on external services.

## **Benefits**

Enhanced professional capabilities.

Increased consistency and quality of marketing efforts.

Fostered a culture of continuous learning and innovation.

# Skills Enhancement

- **Approach:** The initiative began with identifying a critical issue: the **lack of coordination among tourism promotion and marketing efforts**, especially those funded by international development projects. **Often, external services were hired, and marketing materials were produced without involving the local staff, particularly those from the Ministry of Tourism.** This led to a disconnect and reliance on external entities for essential marketing activities, diminishing the Ministry's ability to manage and sustain these efforts independently.
- A series of targeted capacity training sessions were designed to increase the skill level of the Ministry's marketing team. The training focused on **practical skills such as assessing the quality of images and videos, identifying necessary content, and directing photographers to produce specific types of visuals.** This hands-on approach ensured that the local team could independently manage and produce high-quality marketing materials.

## Masterclass Implementation

**Approach:** To further enhance the professional capabilities of the local tourism marketing team, a **masterclass series** was implemented in collaboration with the expert team from WideOyster Creative B.V. (Netherlands).

These masterclasses covered a broad range of **topics essential** for modern tourism marketing, including **content creation, quality assessment, visual storytelling, and effective communication strategies**.

The sessions were designed to be highly interactive, allowing participants to engage directly with industry experts, receive personalized feedback, and work on **real-world projects**.

This comprehensive training approach ensured that the participants gained practical, applicable skills that could be immediately integrated into their daily work.

## Outcome

The masterclass series and capacity training led to a **significant improvement in the professional capabilities of the Ministry of Tourism's marketing team.**

Participants acquired valuable skills and insights from international experts, which translated into higher-quality marketing outputs.

The training fostered a sense of independence and confidence within the team, reducing their reliance on external services.

This shift not only enhanced the consistency and quality of the marketing efforts but also empowered the local staff to take ownership of their projects, ensuring long-term sustainability and continuous improvement.



# Benefits & Background Information

## Benefits:

- Enhanced professional capabilities within the Ministry of Tourism, leading to **more consistent and high-quality marketing outputs**.
- Increased independence from external service providers, fostering a self-sufficient and skilled tourism marketing team.
- Improved ability to assess and produce high-quality visual and written content, **ensuring that marketing materials meet international standards**.
- Fostered a culture of continuous learning and professional development within the tourism marketing team, ensuring sustained improvement and innovation.

**Background Information:** The capacity training and masterclass initiative addressed a fundamental challenge in the tourism marketing of the target destination: **the lack of internal capacity and reliance on external services**.

By providing targeted training and hands-on masterclasses, the initiative equipped the Ministry of Tourism's marketing team with the necessary skills to independently manage and produce high-quality marketing materials.

The collaboration with the international marketing consultancy brought expertise and best practices to the target destination, enabling the local team to **elevate their marketing efforts to new heights**. The enhanced capabilities of the local team now position them to better promote the target destination as a compelling travel destination, leveraging their newfound skills to attract and engage both B2B and B2C audiences effectively.

# Accessible and Immersive Tourism Initiatives



# Immersion

**Accessibility Mapping:** Documented accessibility features of tourist sites, integrated into a digital database.

**Virtual Reality Experiences:** Developed immersive VR experiences for key sites.

**Outcome:** Enhanced inclusivity and engagement, maintaining interest during travel restrictions.

# Benefits

Improved inclusivity and engagement.

Supported better tour planning.

Promoted best practices in accessible tourism.

Leveraged technology to enhance visitor experiences.



# Versatile Destination Marketing at your Fingertips

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## Use Case: Pop-up destination booth

A pop-up destination booth can be placed at a travel trade fair, cultural festival, shopping mall or any other place.

Using a digital display or VR goggles, the booth connects to the DAM system.

By selecting keywords related to the event theme (e.g., “family-fun”, “cuisine”, “spirituality”, or “handicrafts”), the booth instantly showcases relevant high-quality content.

→ This ensures an engaging, informative, and professional presentation, managed centrally and updated seamlessly, offering a flexible and cost-effective solution for destination marketing.



# DESTINATION INFORMATION BOOTH







DESTINATION  
INFORMATION

DESTINATION  
INFORMATION



TRAVEL



MONIANS

STOYVIRIK

DESTINATION

HA



# DESTINATION INFORMATION

A grid of six digital screens displaying various travel destinations and scenic views, including snowy mountain landscapes and cityscapes.

A large digital screen showing a snowy mountain landscape with a cable car, serving as the main visual focus for the booth.

A vertical digital screen featuring VR goggles and the text "VR", promoting virtual reality experiences.

A black brochure rack filled with various travel brochures, organized in a tiered fashion.

A white counter with a blue glow and the word "DESTINATION" on its front, serving as a central point for visitors.

A blue bar stool positioned next to the counter, providing a place for visitors to sit.

A small black table with a potted plant, adding a decorative touch to the booth.





# DESTINATION INFORMATION BOOTH

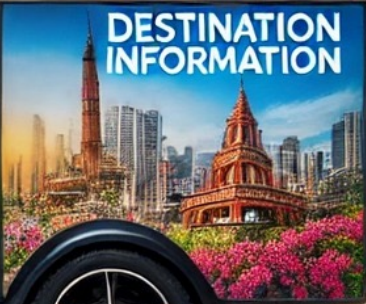




# DESTINATION INFORMATION



VR







TESTINAL INFORMATION

DESTINATION INFORMATIO

THAI TRAVEL  
SINGAPORE  
MALAYSIA  
INDONESIA  
VIETNAM  
PHILIPPINES  
JAPAN  
KOREA  
CHINA  
AUSTRALIA  
NEW ZEALAND  
EUROPE  
AMERICA



# Dar al-Consul

A Dynamic Canvas for Immersive Palestinian Tourism Experiences



# Dar al-Consul

## Background

Dar al-Consul” is a 4,000 sqm venue in Jerusalem’s Old City, rehabilitated by UN Habitat.

It serves as a community and touristic centre, leveraging its historical significance.

## Objective

Implement versatile multimedia exhibitions that provide immersive experiences, highlight Palestinian sites and narratives, and enhance visitor engagement through strategic route development.



## Outcome

**Created a versatile, dynamic exhibition space that adapts to visitors' interests and event themes.**

# Approach

## Install Technical Systems

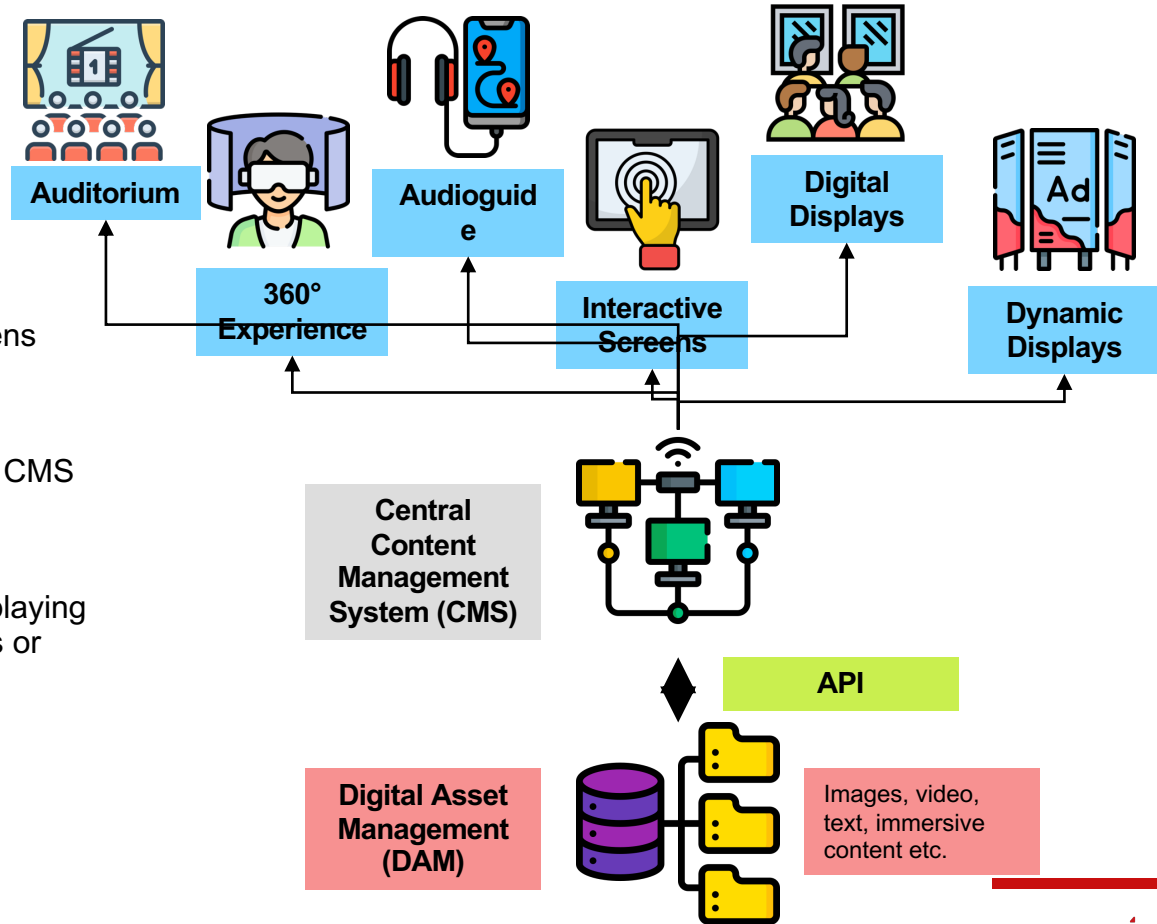
Interactive touch screens, VR goggles, directional sound showers, LED panels, projection mapping, and information screens create a versatile exhibition space.

## Integrate CMS with DAM

Link all technical systems to a centralized CMS connected via API to the DAM system.

## Dynamic Content Display

Curate exhibitions easily, dynamically displaying content from the DAM based on keywords or tags.





# Benefits

## Adaptability

Quick thematic changes for events. For example, during a **culinary event**, the exhibition can feature Palestinian culinary delights. For a **handicrafts trade show**, it can showcase videos and images of Palestinian artists and products.

## Enhanced Engagement

Dar al-Consul becomes **an adaptive canvas**, offering dynamic, immersive experiences that attract and engage visitors.

## Efficient Management

Centralized CMS and DAM integration **streamline content curation** and display, making management *efficient and flexible*.



# Benefits of Using a Centralized DAM („Destination Asset Management“) for Destination Marketing

1. **Streamlined Content Delivery:** Content from the DAM can be easily and efficiently distributed to multiple outlets, **ensuring consistent quality across various platforms** such as travel trade fairs, road shows, and destination marketing events.
2. **Centralized Management:** The destination marketing entity can **centrally manage** all content, reducing the need for extensive local supervision and maintenance.
3. **High-Quality Assurance:** By using the DAM, **only high-quality, curated content is distributed**, maintaining a professional and appealing image of the destination.
4. **Cost Efficiency:** Lower maintenance and supervision costs due to centralized control and streamlined content distribution.



# Benefits of Using a Centralized DAM for Destination Marketing

- 5. Multi-Destination Use:** The system can channel relevant information about a specific destination / region / country etc., ensuring each marketing activity receives targeted and pertinent content.
- 6. Pop-up Destination Booths:** Easily set up pop-up booths anywhere. Connect a digital display or VR goggles to the DAM, select the desired keywords or theme, and instantly create an engaging and informative presentation.
- 7. Versatile Event Adaptation:** Quickly adapt exhibitions to suit different events.

## 3 SLIDES about DeC







**Let's experience some VR immersions first hand!**

# Q&A



# Photo credits/sources

<https://youtu.be/qr5mmrKGiqo>

<https://destivity.de/jerusalem/>

<https://destivity.de/jerusalem/>

<https://destivity.de/360/syrian/>

FOLDER

<https://1drv.ms/f/s!Alol1eZoNsMThxmlL25H8KcTiM08pQ?e=JfTvC1>

