

An Investigation of Tourism Planning Challenges in Bethlehem/Palestine

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ABSTRACT

Tourism is one of the most important areas that assist countries regarding the advancement of the economy, and it is a phenomenon that affected by many factors that may contribute to its development or deterioration. Since peace, security, and development can result to the advancement of the region and country; on the contrary, war, conflicts and terrorism can lead to tarnishing the image of the destination and dwindling tourist flow. Palestine has been a touristic country throughout the ages, especially for religious or medicinal purposes. The city of Bethlehem, which is the symbol of peace and coexistence, has suffered from wars and political conflicts that led to the distortion of the tourist image in the last 70 years. This study aims to investigate the planning challenges facing the city of Bethlehem regarding its tourism growth and development. The study will present the tourism situation in Palestine in general and Bethlehem in particular, including the social and demographic characteristics of the city, and the extent of the government's shortcomings pertaining tourism planning and development.

For the purpose of this study, a qualitative method was used. The information was gathered and analyzed by interviewing 20 respondents working in the tourism field who have sufficient experience regarding tourism in the city of Bethlehem. The study revealed that the Israeli occupation is the main factor that inhibits the proper planning and development of tourism sector. Such policy has resulted in neglecting various attractions to deteriorate. Study also revealed that the absence of an adaptive planning system has resulted in inadequate and dilapidated, which coupled with centralized administrative system. Moreover, the lack of trained human resource is

also affected the reasonable growth and development of tourism. Suggestions and solutions to improve the tourism sector is also elaborated. Limitations and pathway for future studies is also discussed.

Keywords: tourism planning, tourism policies, political conflict, Bethlehem, Palestine.

ÖZ

Turizm, ülke ekonomisinin gelişmesine yardımcı olan en önemli alanlardan biridir ve birçok faktörden etkilenip ülkenin gelişmesinde veya gerilemesinde payı olan bir olgudur. Barış, güvenlik ve kalkınma bölgenin ve ülkenin gelişmesiyle sonuçlanırken diğer taraftan savaş, çekişmeler ve terörizm gidilecek yerin imajını zedelemekte ve turist akışını azaltmaktadır. Filistin, özellikle dini veya tıbbi amaçlar için asırlardır gidilen turistik bir ülke olmuştur. Barışın ve birlikte yaşamının sembolü olan Beytüllahim şehri, son 70 yılda turist imajının bozulmasına sebep olan savaşlar ve siyasi çekişmelerden sıkıntı çekmektedir. Bu çalışma Beytüllahim şehri turizminin büyümesi ve gelişmesi konusunda karşılaştığı planlama zorluklarını araştırmayı hedeflemektedir.

Çalışma, genelde Filistin özelde ise Beytüllahim'deki turizm durumunun sosyal ve demografik karakterini içerip, devletin turizm planlama ve gelişimine ilişkin yetersizlikleri kapsamında sunacaktır.

Bu çalışmanın amacı için nitel yöntem kullanılmıştır. Beytüllahim şehrinde turizm alanında çalışan ve yeterli tecrübeye sahip 20 katılımcı ile yapılan röportajdan bilgi toplanmıştır ve analiz edilmiştir. Çalışma, düzgün planlama ve turizm sektörünün gelişmesini engelleyen ana etkenin İsrail işgali olduğunu ortaya çıkarmıştır. Bu politikalar turistin gidip gezebileceği çeşitli yerlerin bozulmaya terk edilmesiyle sonuçlanmıştır. Çalışma, ayrıca uyarlanabilir planlama sistemi ile birlikte yetersiz ve bakımsız merkezi idari sisteminin eksikliğini ortaya çıkarmıştır. Buna ek olarak, yetiştirilmiş insan gücü eksikliği turizmin makul oranda büyümesini ve gelişmesini

etkilemiştir. Turizm sektörünü geliştirecek öneriler ve çözümler de ayrıca ayrıntılı bir şekilde hazırlanmıştır. Kısıtlamalar ve ileriki çalışmalar için belirlenen yol da ayrıca tartışılmıştır.

Anahtar Kelimeler: turizm planlama, turizm politikaları, siyasi çekişme, Beytullahim, Filistin

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Chapter 1

INTRODUCTION

Developing countries are seeking to develop tourism in order to attract more tourists to their countries, because it brings great economic power to the country. Planning and organizing tourism is necessary to solve the problems and the obstacles, which restrict this development especially in developing countries. Tourism help to improve the economic level of these countries, but social, political, and cultural differences are reflected directly or indirectly on tourism are a barrier to these developments, although they contain an anchor Matt attracted a lot of tourism, whether natural, historical or religious, which make it capable of this development.

Palestine as a developing country facing political conflicts mainly in all fields, planning for achieving a just peace is of great importance for tourism planning, in order to facilitate this development.

1.1 Problem Statement

Tourism is one of the most important sectors that give importance to the state, especially with the developments and the changes in the society. Many countries, organizations, and institutions have put plans to overcome the problems facing tourism development. This concept, as applied to other countries, applies to Palestinian. Palestine is one of the most important tourists- attraction countries in the world. Its religious, historical, cultural, and strategic importance make is one of the world's major tourists- attraction countries.

Bethlehem is one of the most important cities in Palestine, which attracts tourists, because of many factors that make it a major touristic area not only in Palestine but also in the whole region. However, there are some problems and obstacles facing the tourism industry in the city such as, the lack of legislation, and the lack of touristic information, which remains a major obstacle to the development of tourism in the city. Also, obstacles imposed by the Zionist entity on the Palestinian government and the Palestinian people, which limits the development of tourism in the city of Bethlehem and Palestine in general. Although the city of Bethlehem is considered one of the most important touristic cities in Palestine, the literature that examined how to plan tourism and politics in Bethlehem did not contain sufficient information that could create a comprehensive approach about tourism in Bethlehem. Although they contain large tourist fortunes that will create a major development in tourism.

The researches and studies that have focused on this region were few, and did not offer solutions to improve the level of tourism in the city. Because there were, many obstacles faced over the years, which caused the lack of tourism development. As for the political obstacles, which come at the first place that limited this development and the arrival of tourists to the city. Secondly, the high prices of the hotels, and tourist services as well as, the high taxes imposed by the occupation on tourists for not reaching the city. Also, warning tourists to bear the responsibility of what will happen to them, and intimidate them from the idea of the city due to the knowledge of the Zionist occupation of the importance of the historic and religious situation of the city of Bethlehem for tourists, especially Christians.

1.2 The Significance of the Study

This study will contribute in developing the tourism in the city of Bethlehem, as well as how to benefit from important archaeological and touristic sites. In addition, it will help in providing solutions to solve the difficulties facing tourism in the city of Bethlehem. Moreover, to raise the awareness of the importance of tourism community and identify, and to know the extent of job satisfaction and services to tourists and workers in the tourism sector in the region as well as to offer suggestions for the future development and development of tourism in the city.

1.3 The Purpose of the Study

The aim of this study is to determine the current reality of tourism in Bethlehem and to determine the importance and the role of the tourism sector in the development of the city.

Linking the tourism sector with other economic and development sectors, because the tourism sector is an important sector that contributes to the formation and development of the national economy, and it is necessary to work to link the tourism sector with other economic and commercial sectors. To investigate the (Weaknesses and obstacles) and (strengths, possibilities and opportunities) for the development of tourism in the city of Bethlehem. In addition, to develop a vision to develop tourism in the city of Bethlehem. As well as, to build the heritage tourism process in sustainable development policies by achieving comprehensive and sustainable tourism developments in its economic, social and environmental dimensions, by optimizing the use of tourism resources, touristic elements and attractions. The search for achieving peace tourism in a fair manner, in order to win the city and remove the obstacles caused by the occupation. In short, this study expects to address

the following questions: (i) what are the characteristics of Bethlehem city that make it a good choice for tourists? (ii) what are the main tourism planning challenges that Bethlehem city faces under the occupation? (iii) what are the future prospects of tourism in Bethlehem? (iv) what are the probable proper solutions to develop and foster the tourism sector in Bethlehem city?

1.4 Methodology

Briefly, for the purpose of this research, this study is based on qualitative data of 15 semi-structured interviewing questions- for an open- ended approach and in-depth interview, which will allow the interviewee to talk freely. the qualitative research methods basically related to spontaneous events that deal with real life conditions, besides, it refers to obstacles, circumstances and society-based objects. However, research methods, such as participant observation, are used so that they develop and engender further concepts and theories during the investigation phase . The data analysis is based on different qualitative analysis procedures including listening carefully to interviewees, identifying words, phrases or issues that might recur, noting down the most important stories or experiences they went through. This method-style was chosen, as it requires no large samples and has no limitations of variables.

1.5 Organization of the Study

This academic research is based on six chapters. Chapter one consists of introduction where it encompasses the general idea of the research that tourism is a highly-sensitive industry to political anarchy. Therefore, this academic piece carries out the case of Bethlehem city by imposing the problem statement, significance of the study, aims and objectives and methodology. The second chapter includes a review of the previous literature in terms of the positive and negative effects of tourism in

several areas Chapter three is the literature review that incorporate an overview of tourism, its impacts, types, changes and evolution. Since this research is selected to discuss tourism planning challenges , this chapter involve the history of tourism planning and what are the models have been used in past and present times. Besides, theoretical framework will be conducted and originated. The four chapter will be focusing on the case study of Bethlehem city by generally focusing on Palestine and Bethlehem in terms of history, geography, economic situation, political conflicts and how it affected the socio-economic structure. In addition, this chapter is performing the general situation of tourism in Palestine and particularly in Bethlehem and what are the tourism resources, attractions and institutions in Bethlehem with the help of maps and pictures. Chapter five illustrates the methodology by explaining the different stages from selecting the research methodology, sampling technique, data collection procedure, analysis, and eventually discuss the findings to reach the aim of the study. Lastly, chapter six is the conclusion part along with the implications, suggestions, limitations and future studies. It will also include the references and appendices.

Chapter 2

LITERATURE REVIEW

2.1 Tourism: An Overview

Towns in provincial regions mostly can be affected by the lack of economic development, which can result in deterioration of natural and social wellbeing. In districts where there is constrained modern advancement, the travel industry is generally observed as a solution for development. Tourism industry advancement in an area can be great power for that can bring change. In any case, research work have demonstrated that tourism industry may have both positive and negative effects; either economic, cultural, environmental or social (Ap and Crompton, 1998). In reality, the tourism industry can apply extraordinary weights on an area's significant assets. These weights and worries as conceivable negative effects have brought about the quest for progressively reasonable types of tourism industry improvement rather than mass tourism. Such as Green travel industry, ecotourism, agro-tourism and food based are a portion of these elective structures proposed for country zones. There are numerous meanings of what is implied by maintainable the travel industry advancement; notwithstanding, according to United Nations World Tourism Organization (UNWTO): 'sustainable tourism advancement assesses the present and future monetary, social and natural effects, tending to the necessities of guests, the industry, the earth and host networks' (UNWTO, 2005). For sustainable tourism development (STD) to profit society, a vital and long haul point of view is required during the arranging procedure (Simpson, 2001). Besides, investment from all

partners including the inhabitants is wanted (UNWTO, 2005). As per this point of view, occupants are in a superior position to comprehend the necessities of their locale and abilities created by STD in their area (Spencer, 2010). Other than investor's interest, sound associations among different partners ought to be set up for the accomplishment of STD (Simpson, 2001). Joint effort and constant coordinated operations is vital for secured regions, which may have common or social resources (Jamal and Stronza, 2009). Coordinated effort can be built up intentionally (grassroots) or with the assistance of a legitimate expert just as at various geological levels (network, state, territorial and national) (Selin, 1999). Dark (1989: 5) sees coordinated effort as 'a procedure through which gatherings who see various parts of an issue can helpfully investigate their disparities and quest for arrangements that go past their constrained vision of what is conceivable'. Through joint effort, partners in a goal may accomplish numerous advantages, for example, staying away from future costs, guaranteeing political authenticity, improving the coordination of strategies and increasing the value of partners (Bramwell and Sharman, 1999). Moreover, it is recommended that goals can utilize more beneficial courses of action of coordinated effort as a bit of leeway for better item advancement (Fyall et al., 2012). As often as possible, the difficulties of accomplishing an incorporated coordinated effort among numerous partners inside a goal become an obstruction in proceeding with the procedure. In the first place, monetary and time limitations may keep a few partners from taking an interest in gatherings, in this manner making an obstruction cooperation (Graci, 2013). Second, for any goal there are different partners with various perspectives and interests for improvement (Jamal and Stronza, 2009). These partners may have varying controls over basic leadership, and furthermore the institutional structures may limit the commitment and impact of specific partners

(Bramwell and Sharman, 1999). Third, partners may see their commitment as immaterial for basic leadership or not esteem the advantages they will get. Regardless of whether coordinated effort in goals is accepted to be a basic issue, it is observed to be an under-investigated theme in the research (Burns and Novelli, 2007). Fyall et al. (2012) contend that no single hypothetical viewpoint can clarify the complexities of coordinated effort without anyone else's input however; they can give experiences into various joint effort measurements. Political-based hypotheses clarify coordinated effort through power circulation in the public eye and the sharing of advantages. In view of this, partners that have power over the assets influence the achievement of the coordinated effort. Thus, Wood and Gray (1991) recommend that associations will team up to assume responsibility for basic assets and increase focused.

The allure of putting together the STD with respect to manageability standards is generally refreshing among researchers (as prove, for instance, by the expert of Sustainable Tourism), governments (through various the travel industry systems) and industry. Successful execution of sustainable tourism procedures requires a comprehension of the social, natural and economic ramifications of the business (Brown and Essex, 1997; Dymond, 1997; Simpson, 2001). Efficient investigations tourism industry impact can support organizers, decision makers and the tourism industry advertisers distinguish issues and create proper approach and the board reactions (Lankford and Howard, 1994; Brunt and Courtney, 1999; Jurowski and Gursoy, 2004).

2.2 Types of Tourism

2.2.1 Mass Tourism

For years, tourism has been a protruding topic amongst academic debates. Hitherto, theoretically speaking, tourism continues to be an ‘equivocal’ appearance since it requires an evident approved meaning. Generally, the universal quintessence of tourism is seen as expanded due to its countless character that urges different descriptions amongst people. Equally, researchers have been more involved in concentrating on the divided sorts of tourism that reveals postmodern times in which independence is admired over the idea of mass. Lately, it is recognized that tourism’s needs and sources are turning more independent, vigorous, separate, and flexible, which is realized as the expiration of mass tourism or its modification into a complex construction. The tenacity of mass tourism has been supposed as harmful since it takes benefit of precious areas and turns them into ‘pleasure peripheries’ and quickly built hotels, resorts, and holiday urban zones that offer the same service or merchandise which in return standardizes the residents. Commonly, mass tourism is considered, as the contradictory of what tourism is understood as which holds an expressive ideology that is to be considerate to the residential, economically friendly, and non-commercial. This being understood, mass tourism holds superior progressive measures, dissimilar the substitute.

Advancement which represents littler measures; nonetheless, now and again, other engaging activities happening more distant than the sun and sand is named a substitute including mountaineering and hitting the fairway. The mass tourism industry is considered as an alternate state of the tourism industry that can be isolated from the others as indicated by its linkage to large scale production, mass utilization

and mass tourism goals. Mass tourism industry just exists under-maintained four conditions: the holiday is ‘standardized’ and ‘rigidly packaged’, it is mass-produced, it is mass-marketed to an ‘undifferentiated clientele’, and it is ‘consumed masses’ unconsciously, without considering the local norms or culture (See Figure 2.1). Poon (1993) has expressed that when the course of progress is moving towards increasingly open-finished and autonomous methods for voyaging brings about a modification further away from the mass tourism industry, which is entitled as 'new tourism' rather than 'new mass tourism'. In this manner, as shown by deterministic exchanges, mass tourism is characterized by its tendency as consistent and practically equivalent to (Vainikka, V., 2013).

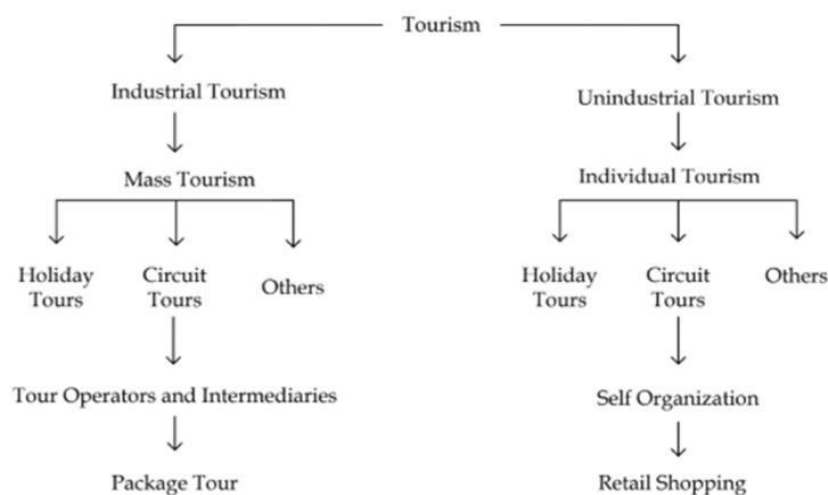


Figure 2.1: Mass tourism in tourism network

2.2.2 Alternative Tourism

Unexpectedly, there has not been any strong and concrete description of alternative tourism to be agreed on, nor amongst the clear-cut context of its diverse types. Consequently, this method will generate less disapproving effects on the targeted destinations and their populaces, and at the same time, it will appreciate the advanced

effects on the economy, which are observed as the perfect resolve. This 'new' type of tourism that has stimulated as an alternate/solution to the most disapproving form of tourism, 'the mass tourism' or also known as 'the conventional/commercial tourism' and 'the traditional tourism'. In the 1970s and early 1980s, these afresh-established sorts of tourism were rapidly combined in developing countries in hopes to encounter mass tourism. At the start of groundwork and expansion, priority and significance were given to the natural and traditional sources during which those afresh sorts of tourism were revealed. In spite of the fact that each sort has its own name and exemplary, but they all had shared principles and ideals and that is to improve the condition and reserve the unique rural demand of the touristic destination. It has been recognized that elective tourism assumes a significant job is framing direct close to home and social correspondence and acknowledgement between the inhabitants and the visitors (Dernoi, 1988). As indicated by Donald Macleod, he expressed a few standards to make a more clear envision and meaning of elective tourism. These standards are: it must be based on a talk with the inhabitants whom ought to be taught of its impacts, it must help the environment and demonstrate regard to the beliefs and religious traditions, the pace of the tourism must be changed to the capacity of the neighborhood to oversee in regards to ecological terms (Triarchi and Karamanis, 2017).

The 'New Tourism' form has recognized eight main principles: 1) idiosyncratic inheritance and surroundings, 2) emerging exceptional quality of attractions, 3) put in improving other residential attractions, 4) improvement of culture and economic occasion, 5) indigenous services, 6) advertising communication, 7) modification of assets to local carrying ability, and 8) avoidance of energy-losses. Using the expression 'alternative tourism' can be reflected in a tricky way to some people, it is

interrelated to the belief of maintainable development. Henceforward, using the phrase ‘sustainable tourism’ is more accurate in depicting the ‘new’ sorts of tourism (Smith, V. L., & Eadington, W. R., 1992).

Rendering UNWTO, “sustainable tourism development rules and managing practices are appropriate to all forms of tourism in all sorts of destinations, containing mass tourism and the different position tourism segments. Sustainability doctrines talk about the economic, socio-cultural, and environmental traits of tourism development, and an appropriate balance must be recognized between these three scopes to assure its long-term sustainability” (UNWTO, 2005). Alternative tourism contains multiple viewpoints that direct and boost societal and ecological renovations, naturally of interest would be sustainable tourism, ecotourism, fair trade, pro-poor tourism (PPT), community-based tourism, peace through tourism, justice tourism and volunteer tourism (Isaac, 2010). Other than that, research tourism or educational tourism and scientific tourism.

2.3 Tourism Impacts/Positive and Negative

The economic and environmental impacts of the tourism industry have been the focal point of various examinations (Nepal, 2000; Barros and Matias, 2005). While there have been a few appraisals of social effects, both theoretical and empirically, the social expenses and benefits of the tourism remain under researched (Ap, 1990; Haley et al., 2005). Social effect studies are urgent, as help for the tourism industry development in host destinations has been perceived as principal precondition necessary to develop the industry (Ap and Crompton, 1998; Gursoy et al., 2002; Teye et al., 2002; Andriotis and Vaughan, 2003; Harrill, 2004; Jurowski and Gursoy,

2004; McGehee and Andereck, 2004; Nyaupane and Thapa, 2006; Zhang et al., 2006).

2.3.1 Social Impact

The findings of this examination show that most inhabitants of in host communities saw the tourism industry as a major conveyor of great net benefits into the district, notwithstanding, they identified little impact on their own personal satisfaction. Contrasts between apparent impacts at an individual level and impacts over the territorial network overall were clearly connected to both the sort of effect and the degree of impact. The impact on the community was observed to be both significantly constructive and adverse, than the impacts of the travel industry on home satisfaction. Significant group commitments from the tourism industry included work and economic benefits just as upgrades of how the area is seen by non-local people. This clearly shows that the improvements in the way of life and relaxation emerging from the tourism industry advancement in a community was note so b beneficial at the individual level.

Occupants in this way have a complex understanding at both the individual and network levels. The individual benefits identified with capital additions and work were weighed against cost increments. Social-economic benefits was possibly undermined by the increasing average cost for basic items. As the business develops in the area, the tourism industry and provincial advancement experts ought to be aware of any decision to be made. Rather than the findings in other works such as Fredline, 2002; and Fredline et al., 2005, most of respondents in this research did not connect the tourism industry with congestion, reprobate conduct and interruption to the lives of local people. These negative impacts have been often credited to the tourism industry in the investigations of social effects. Experts and associations

which are put in place to advance the tourism industry have a chance to recognize and carry out their work in ways that these impacts will not turn into a community worry, as has occurred in other places.

As anyone might expect, developing the tourism industry has a noteworthy positive influence on inhabitants' view of its impacts. This outcome underpins the findings from different investigations, which demonstrate that individuals who are utilized by the business, or express a more elevated amount of reliance on or advantage from the tourism industry, have increasingly uplifting demeanors towards the travel industry (Brunt and Courtney, 1999; Gursoy and Rutherford, 2004; McGehee and Andereck, 2004; Andereck et al., 2005). Genius advancement respondents were increasingly aware of the impacts that improve the personal satisfaction at the individual and network levels over all spaces. Reliably, a similar gathering shows less worried about the antagonistic effects from the travel industry, both at the individual and societal levels. These outcomes support the findings of McGehee and Andereck (2004). The travel industry advertisers with interests in the locals would benefit from utilizing such outcomes to illuminate projects that can bring mistrust in order to gain community support. In general, these outcomes give proof to a generous territorial social benefit related with secured region. The travel industry advertisers and engineers can exhibit their duty to a practical provincial industry by focusing on such distributional issues in business approaches and choices about the area and plan on the future of the industry's activities.

2.3.2 Economic Impact

The tourism industry can be a way (at times the one and only one) to accomplish a higher capitalization of a wide range of assets Dumitru, (2012). It can give, under specific conditions, the success in burdened urban areas, which is a solution for

deindustrialized districts. The tourism industry guarantees the improvement of asset in poor regions, by making the bringing offices, supporting the utilization of various nearby work assets and making better living conditions for inhabitants. It rises, in that way, the job of the travel industry brings economic development in the areas concerned, notwithstanding causing changes in their development.

Through the way that it escalated human work, the tourism industry assumes a significant job in the economy. It makes new openings, accordingly pulling in surplus work from different segments, in this way subsiding joblessness in urban areas. Since it is a zone that has a place with the administration part, in which the significance of the human factor is higher than in other economic zones, interests in the tourism industry will in general produce higher development and quicker in term of work more than comparative worth speculations made in different divisions (Neto, 2003).

The inflow of visitors with reason and judgment can help make better open doors for organizations, family units and nearby craftsmen, supporting a specific development in the territories. (Iordache, Ciochină, Decuseară, 2005). The travel industry multiplier can have a specific significance as far as financial impacts is concerned. The travel industry multiplier refers to changes in visitors extra spending in salary, creation, work and equalization of installments in a nation or an area. Visitor consumption for settlement, sustenance, transport, treatment, recreational, speculation and the related fares produces salaries. A part of these incomes leave the economy under the type of consumptions required for the tourism industry imports, as household investment funds or charges paid to the monetary organization. However, what remains will enter in a second round of spending, producing again

salary. The procedure will proceed repeatedly, the progression of pay diminishing in geometric movement until those sums leave the financial framework Dumitru, (2012).

The tourism industry financial or economic multiplier estimates the current economic contributions of the tourism industry and momentary economic impacts of changes in the economy due to tourism. It is structured as a device to consider the financial effect of the tourism industry's consumption over income, payments, business, state duties and imports, beginning from the general monetary arrangement, and can be utilized in both setting up and checking macroeconomic strategies. Additionally, since the multipliers can be determined for all areas of the economy, through its belongings, the travel industry multiplier encourages us contrast the industry's development with a comparable increment in different parts. World Tourism Organization (2015) and UNWTO Annual Report 2014.

According to Saayman, at el. (2009), the negative effect of jobs created by the tourism industry can be that, since most of the work might be occasional, the workers might not have a similar reliability and engagement to the activity, and will not focused on gaining new aptitudes and capabilities in the business. The hours can be long and the compensation may not generally contend positively with different ventures, so potential workers may not consider it to be as a lifelong chance. This can affect the manner in which vacationers experience a zone. Poor administration or a generally ominous encounter may influence a vacationer's delight in a zone. The vacationer is probably not going to come back to that zone and may tell others, along these lines making a decrease in the gains that will have been generated from the area Mason, P. (2015).

The travel industry is also viewed as a developing industry, however off side can that potential guests may not have the salary to spend on the touristic activities, a negative angle could be a subsidence in the industry. As a result, a creating nation is instead on the losing side, to the point that economic impact brought about by investing into the tourism industry has led to an incredible business. Governments need to create techniques to diminish over-dependence on the tourism industry activity to limit these impacts. A further part of overdependence is that workers might be pulled in to work in tourism related work and leave their customary essential businesses, especially in new nations. This has the impact of loss of work in those conventional businesses, causing labour issues or supply issues.

Another negative effect of the tourism industry can be swelling in costs of merchandise and enterprises in a region, which causes challenges for the neighborhood inhabitants. The organizations providing food for the visitor may expand their costs to pull in more income yet the nearby populace will be unable to pay these more expensive rates. Costs of houses in a mainstream vacationer territory may rise, so neighborhood individuals may never again have the option to stand to purchase there. This can happen where houses are bought as second homes or occasion estates meaning they are never again accessible to nearby occupants. A social trouble could emerge as individuals that are more youthful might be compelled to move from the zone to have the option to buy a property. Nearby shops and organizations may choose to provide food more for the visitor advertise, this diminishing the offices and decision for neighborhood occupants who may need to travel further for fundamental supplies of products. In the event that a region is burning through cash on the improvement of offices for vacationers, for example,

lodgings or streets, at that point there is less cash accessible for other capital tasks, for example, schools and medical clinics that a territory may require.

2.3.3 Environmental Impact

In a research, Mathieson and Wall (1982) study the effects of the tourism industry in financial, physical, and social. They further analyzed the physical effects regarding ecological parts or biological systems and made a refinement between the regular and the assembled condition. This part will keep to this wide refinement of the earth and talk about the effects on the common habitat. This is supported by the way that the common habitat shapes a noteworthy premise of the tourism industry. The expanding interest for ecotourism and nature based on the travel industry perspective has of late (Page and Dowling 2001; Weaver 2001; Newsome, Moore, and Dowling 2002) made more worry for the travel industry impacts on the common habitat. It is just over the most recent three decades that the earnestness of the natural effect of the tourism industry on a worldwide scale has turned out to be increasingly apparent. All around, air travel and the utilization of vehicles for movement add to the expanding wellsprings of ozone depleting substance discharges, biodiversity misfortune coming about because of living space misfortune, utilization of assets, and corruption of different sorts of situations, for example, beach front territories, mountains and wild regions, rustic zones, and little islands. All these are converted into ecological changes influencing air, land, and water (Wong 2002). The natural effects of the travel industry have unmistakable geological examples with explicit zones distinguished as far as the sort, degree, and force of the effects (Britton, S. (1991). On a worldwide scale, the real regions are in Western Europe – the Mediterranean, the Alps, and the shores of the North Sea and Baltic Sea. The Mediterranean Basin is the most touristically overdeveloped district on the planet, representing 30 percent of

worldwide entries. Its transient force can confound the spatial example or power of ecological effects. Regularly, occasional effects give an opportunity to nature to recoup from harm endured during the vacationer season (Mieczkowski 1995).

Nevertheless, effects can likewise continue in various measurements. They can be aggregate as far as reality, prompting an edge and a basic degree of negative effect. For instance, the tourism industry relates air and street travel and adds to the combined effect of worldwide environmental change, which influences the travel industry adversely, particularly in elevated regions (Elsasser and Burki 2002) and on numerous little islands (Nurse et al. 2001). Then again, monetary subsidence can occasionally hinder ecological effects. For instance, the natural effects of Japanese recreation and the travel industry would have been progressively extreme notwithstanding the breakdown of the nation's "bubble economy" during the 1990s, prompting a logjam in the advancement of resorts, golf joins, skiing grounds, and inns (Gielsen, Kurihara, and Moriguchi 2002). Genuine research on the ecological effects dates from the 1970s. It adopted a progressively precise strategy from the 1980s, and by the 1990s likewise incorporated the thought of maintainable advancement (Briassoulis and van der Straaten 1999). While research has been done from different points of view, examine from a geological viewpoint has not advanced since the distribution of Mathieson and Wall's book (Butler 2000). Increasingly essential commitments have originated from non-geological sources. This part begins by characterizing the ecological effects and inspects different parts of research on the natural effects of the travel industry – the imperatives, procedures, commitments from different orders, and specific instances of issues. It finishes up with the idea of future research and how it identifies with measures to diminish negative natural

effects. A rundown of the unfavorable effects on the regular habitat is given in (TABLE 2.1).

Table 2.1: Summary of adverse effect on the natural environment

A. Pressure on natural resources

- 1 Energy depletion
- 2 Water supply
- 3 Land use
- 4 Soil erosion

B. Harm to wildlife/habitat and biodiversity loss

- 1 Trampling and clearance of vegetation
- 2 Loss of forest cover
- 3 Disturbance to wildlife
- 4 Damage to coral reefs
- 5 Damage to species

C. Pollution

- 1 Air pollution
 - 2 Untreated wastewater
 - 3 Solid waste and litter
 - 4 Noise pollution
-

Sources: Genot 1997; Wong 2002.

(Buckley, Pickering, and Warnken 2000), influences of downhill skiing upon the earth (Holden 2000), and impacts on Pacific islands (Hall, 1996). Holden (2000) likewise thinks about the ecological effects of review natural life in its living space.

An alluring situation requests to visitors, regardless of whether normal or manufactured, and the improvement of the travel industry in a region will identify with the encompassing region Eagles at el, (2002). The term 'condition' alludes to the physical setting wherein the travel industry happens – this could be seaside resorts, notable urban communities, mountain ranges, pleasant towns, destinations of social enthusiasm including historical centers and national landmarks – and which gives the boost to travel. The travel industry itself will influence nature in both positive and

negative ways Filiposki, at el (2016). The accompanying records synopses these impacts. The constructive outcomes may include:

- Expanded interest in the zone (may improve offices, get to and empower advancement).
- Protection of highlights supported (structures, untamed life, field).
- Expanded pay for upkeep and conservation of offices.
- On the other hand, negative viewpoints could include.
- Engaging condition spoiled by over-improvement.
- Neighborhood individuals dislodged because of advancement of seaside resorts.
- Harm to common vegetation.
- Shortage or decrease in water supply/quality to satisfy the travel industry needs.
- expanded litter and waste transfer issues.
- More noteworthy air contamination and clamor from packed offices/expanded workmanship traffic.

There are weight bunches that battle to save nature and attempt to counteract over-advancement, for example, Friends of the Earth and Tourism Concern. Governments division is numerous nations plan to accomplish touchy the travel industry improvement that is conscious of neighborhood situations and traditions. The more included a nearby network is with the improvement of the travel industry in a zone, the less harming the effect of the travel industry might be on that region (Eagles P. , McCool S. , & Haynes C., 2002).

In any case, the nearby network may see the advantages of the travel industry improvement (Eagles at el, (2002) and Filiposki, at el (2016)) Socio financial aspects impacts without being completely mindful of the negative impacts or expenses to the

network. Then again, they may concentrate on the dangers to nature without seeing the positive viewpoints. This is the place nearby the travel industry gatherings, (for example, local visitor sheets) can help center the issues and give a chance to discourse and investigation just as raising open mindfulness.

2.3.4 Cultural Impact

The travel industry has significant socio-human act, by its temperament, both legitimately on vacationers and furthermore on the populace from the visited regions. Cultural effects brought about by the travel industry can happen by changing the personal satisfaction of occupants in those traveler zones. All together not to make issues for nearby individuals, it feels in all respects distinctly the need to concentrate on guidelines of conduct for the both guests and inhabitants Dumitru, (2012). It is additionally important to screen the impacts made by the common collaboration between neighborhood inhabitants and travelers. Guest fulfillment can be firmly influenced by the neighborhood's conduct, yet in addition by different guests and activities. As a rule, cultural conditions influence guest fulfillment as opposed to normal conditions. Want for isolation, the likelihood of contentions among guests and diverse seeing of different guests conduct, are generally factors that can influence visitors' fulfillment. Hordes of individuals may antagonistically influence, with couple of special cases, guest fulfillment. What guests consider to be packed or less swarmed rely upon individual recognition, which is impacted by guests attributes and by circumstance or area. Clashes may emerge between the individuals who conferring for amusement and those whose main role is not diversion. Clashes emerge particularly in urban communities with numerous utilizations, where human exercises meddle McKercher & Cros, (2002). There might be clashes between various kinds of guests, for instance between the individuals who walk and the

individuals who traveled via vehicle. Clashes for the most part happen when little gatherings meet huge gatherings, or notwithstanding when some composed, gatherings meet other disorderly individuals. Individuals conduct can influence guest fulfillment legitimately or weighty through ecological effects, for example, waste or vandalism. Different elements that may influence guests are commotion, air contamination and visual components.

Looking on the travel industry as a type of intercultural contraposition, we find that the number of inhabitants in the host city is worried, in a moderately high degree, in transmission of social data about their town. Be that as it may, other than this data, can be passed starting with one gathering then onto the next other data or propensities, related with pieces of attire, uncommon society craftsmanship and neighborhood learning, music, words Richards, (1996). It tends to be seen that, largely, exchange is done for the most part at the degree of images: people music, makes, gourmet items, moves, society instruments, crafted works and numerous others. By joining these images and revaluation in the travel industry action, the territories will be liable to good or ominous monetary and social influences Stebbins, (1996). The positive impacts are outcomes of monetary exercises, while those troublesome are results of the natural changes, which can be unfortunate.

Checking the advancement occasionally is vital to get the best outcomes. Readiness of an arrangement report is not an end in itself. The undertaking of the organizer does not end when an arrangement for a long time, five years of seven years has been readied. An arrangement of steady amendment and observing of the procedure for advancement ought to be a piece of the activity of the planning Deepti, V. (2010).

Targets must be re-examined ceaselessly in the light of changing assets and different conditions. Plans are activities that can be defined with an incredible assortment of techniques and degrees of flawlessness Inskip, E. (1991). Anticipating the other hand is a diffuse but yet a cognizant procedure of settling on and changing choices that must be intently sensitive to the usage of prescribed activity. What is required is a procedure of observing the advancement and a system for quickly adjusting to the changing conditions.

Time factor is a significant component. The primary reason for formative arranging is to move towards self-continuing development; that is, to make a framework of prepared labour, to expand information of common assets and their powerful use and to make establishments for venturesome speculation Gunn, C. A. (1965).

This requires some serious energy. The planning could be for a long time, 10 years, 7 years or 5 years term. Numerous organizers are of the view that the main advancement plan ought to be a 10-year plan, as it requires an appraisal of long haul point of view.

Time is a basic factor in the readiness of the arrangement and in the distinguishing proof of the destinations to be achieved upon its end. The medium-term plan extends somewhere in the range of three and seven years with five years as the most well-known decision. The long haul goes upwards from 10 years to 25 years Reed, (1997).

Chapter 3

TOURISM PLANNING

3.1 Planning: An Overview

There is no suspicion that the policy of tourism planning shows a significant part in affecting how tourism advances, and how remunerations and influence of tourism are distributed (Dredge, D., & Jamal, T. 2015). It is recognized broadly that planning is vital to prosperous tourism development and management. Planning has been an extensively agreed norm in tourism development at both local and nationwide levels (Lai, K., Li, Y., & Feng, X., 2006). Commonly, planning is seen as an innumerable activity that tries to be amalgamative. Tourism planning includes many elements containing economic, social, political, psychological, technological, and anthropological. Tourism planning is not only apprehensive about the past and present, but also the future (Gunn, 2002). Rendering Murphy (1985), to stimulate general progress in means of aggregate the social, economic, and environmental benefits of the whole development process, planning has to focus on expecting and upholding any changes in the system. To attain this, the planning procedure forms a well-ordered series of processes that are precisely built to monitor the achievement of a definite, single-purpose or to alleviate between several goals (Andriotis, K., 2007).

Planning is well defined as the process of establishing a considered vision for a zone that depicts the society's goals and ambitions, and performing this plan by the

choosing selected forms of land usage and suitable systems of development. Meanwhile, tourism has not been perceived for its completeness due to the participation of a wide variety of consistent land use, it has been classified based on advantageousness. Yet, the motivation that activated inhabitants to become related to destination preparation and management, originates from the modifications that have occupied a place in the profession over the past few years. Many matters have affected how planners' regard their awareness and occupation. Such as sustainable development and public discussion. Planners are progressively ignoring the narrow official part and pay attention to a wider diversity of other choices such as protection of the environment, moneymaking and trade interests and community outlook, which earlier have been recognized outside their field (Dredge, D. 1999).

3.2 Tourism Planning

Tourism is one of the main activities in a community or region that requires planning and coordination. Planning is the process of identifying objectives and defining and evaluating methods of achieving them. Like any planning, tourism planning is goal-oriented, striving to achieve certain objectives by matching available resources and programs with the needs and wanted of people (Scribd, 2019).

Regional or Provincial Planning is aimed at degree of arrangement of tourism activity in one district of a nation, which can be a state or an area, or maybe an island, and defined inside the system of the national the tourism industry's approach and plan if such exists. Local center are set around with each one carrying out the following functions, (Gunn & Var, 2002):

- Regional Policy.
- Regional access and the inward transportation system of offices and administrations.
- Type and area of vacation destination.

- Location for the travel industry improvement such including as resorts areas.
- Amount, type and area of visitor settlement and other traveler offices and administrations.
- Marketing procedures and advancement programs.

3.2.1 Community Planning

Based on an examined writings by Reed, in (1997), the writers recommended that coordinated effort for community tourism planning is a procedure of joining basic leadership among stakeholders, key partners, community area to determine how tourism issues are managed in the space as well as to oversee and identified challenges and method to improvement tourism in the area. To achieve this goal the following are recommended for effective community tourism planning:

1. Collaboration for community tourism planning will require the acknowledgment of a high level of relationship in preparing and overseeing the area. In view of reliance, it might be improved by stressing the following parts of reliance in community's tourism. Sharing restricted community courtesies and assets (natural, infra-and superstructure, recreational offices, cordiality etc.)," has a potential negative effects on the industry improvement in terms of the sociocultural and common habitat which, could influence the financial feasibility of the travel industry in that community (Reed, 1997).

2. Collaboration will require the acknowledgment of individual and or shared advantages to be gotten from the procedure. The common advantages incorporate a more viable and proficient travel industry. Individual advantages will be seen in the additional viable portrayed by certain groups," more assets for certain gatherings to impact the area; diminished vulnerability in a private company's condition, consequently improving the association's basic leadership and potential for progress, and more remarkable individual occupant fulfillment (Reed, 1997).

3.2.2 Regional Planning

In the work of Gunn & Var, (2002), at the industry level of planning, the National government is highly involved in the planning process. The degree of arranging is centered on a few components with a broader focus. There is also need to make sure that the national tourism plan of action should conform to international norms in the industry. The components of industry planning includes SCRIBD (2019):

- Tourism Policy.
- A physical structural plan including recognizable proof of significant vacation destinations, assignment of the tourism industry improvement personnel, worldwide passages and the inward transportations system for offices and administrations.
- Other significant framework contemplations.
- The general sum types, and quality degree of settlements and other vacationer offices and administrations required.
- The most visited areas in the nation and their associated networks.

The need will emerge for finding each pole of the tourism industry in order to fit it into the general regional arrangements. Specific consideration must be offered here to regular and social resources of the nation, while staying away from the harm, which may results from an unequal misuse of their actual worth SCRIBD (2019).

The requirement for vacationer regional arranging must be accommodated with the points of confinement instead of industrialization and urbanization, which, despite the fact that they correspond to the travel industry, can comprise a genuine risk to it. It will likewise be important to plan further the travel industry improvement in the chose zones, to maintain a strategic distance from unnecessary focus in one zone Deepti, V. (2010).

There must be enough economic resource put in place to be economically prepare for the commencement of the tourism industry. The essential component of the economic planning includes SCRIBD (2019).

3.2.3 Fundamental Infrastructural Planning

For the tourism industry advancement program to succeed, it is important to give life support through various framework offices, equipment and administrations. Foundation components include the arrangement of administrations and utilities, which are important to the activity of a tourism industry goal. This framework will be either explicitly touristic in nature, e.g., transport, or progressively broad, for example, vitality creating units that relate with the sort of tourism industry conceived. The prerequisites for foundation will fluctuate from zone to zone. The necessities, for instance, will be distinctive for a mountain resort and for a vacationer shaft nearby some social fascination Deepti, V. (2010). The necessities will be for the two visitors and neighbourhood occupants. As different offices are in charge of the improvement of infrastructural, administrations, coordination is extremely basic. Without coordination, various components of framework may encroach upon others bringing about inefficient use. Explicit regions of foundation are control, water correspondence, sewage and waste, streets and thruways, parks, entertainment and human services offices.

Inskeep, E. (1991) indicated that Money related arrangement is a necessity for a fruitful tourism industry advancement plan. Before any real fascination office of a goal gets into full swing, extensive costs are included. There pursues the investigation of an essential component in vacationer improvement, that is, the financing of both foundation and superstructure. Surveying the expense of the venture is moderately simple when contrasted with evaluating benefits. There might

be a selection of areas or a selection of strategies. Appraisals must be settled on for every decision inside an attainable range.

Every proposition must be evaluated independently to set up its attainability, money saving advantage and level of need in making an arrangement. Organizations worrying about the advancement of a discretionary national speculation program should look at interest in the travel industry offices and related foundation with elective venture openings in different parts. (Deepti, V., 2010)

In World Bank Group Operations Ref, this correlation is endeavoured on the fundamental of financial paces of return for all around characterized venture proposition. In assessing the travel industry speculation, the World Bank Group considers the anticipated budgetary outcomes. When all is said and done, the travel industry, ventures financed by the World Bank Group are advocated as far as both their monetary effect and their budgetary practicality. Because of the nations, which as of now have a functioning the travel industry or have a potential for expanded the travel industry improvement like Bethlehem, funds for speculation will generally, be accessible promptly. However, because of creating nations, which are on edge to create the travel industry, because of budgetary requirements, the arrangement of sufficient assets of capital might be troublesome.

The advancement of the travel industry division will be just one of the quantities of choices for improvement before an administration, since government assets will definitely be insufficient for all the contending claims upon them. In perspective on this, the proposed interest in the travel industry must be supported as far as its foreseen commitment, to the financial advancement of the nation. With the exception

of in halfway arranged economies, for example, in nations like CIS, Poland, Yugoslavia, open speculation will be bolstered by private venture as occurs in blended economies like France, Italy and India, The administration may step up in venture improvement, however it will expect private speculation support. On the off chance that the legislature is restless to create and advance a functioning visitor industry it will push the private speculator to the most extreme degree Deepti, V. (2010). This should be possible first, by making an ideal atmosphere for speculation and, second, by helping private speculator to consider the travel industry improvement as an appealing venture recommendation.

3.2.4 Human Resource Planning

Professional and efficient administration is a conspicuous requirement for an effective travel industry advancement. Nevertheless, it is the nature of staff preparation or training, which is frequently moderately disregarded at the beginning of the travel industry development. The travel industry fundamentally being an administration business, a creating goal must find a way to fabricate a pool of proficiently prepared labour to fill different employments, which will be made along these lines Deepti, V. (2010). An assortment of occupations should be made to care for and oversee different vacationer administrations. Extraordinary consideration, in this manner, should be given labour demands and work force to be prepared and rendered equipped for the different travel industry callings. Exceptional consideration must be taken to guarantee that there will be no deficiency of prepared labour in a case where there is extension of offices for administration. Because of a creating nation, it will likewise be proper to learn at this stage the volume of labour required for exercises correlative convenience industry, specifically in the business part.

In making arrangements for HR improvement, projects ought to be set up to screen and prepare planned representatives with the goal that they could obtain both attitudinal just as specialized abilities, qualities add to a worker's achievement in the travel industry position and incorporate pride, adaptability, flexibility and judgment.

3.3 Theoretical Framework

Figure 2.3 shows how tourism science is powerfully connected to our lives where it is powerfully proposed to develop our competence to track a destination successfully and constructively, by doing so, to enrich the well-being of the tourist destination residents. In addition, it depicts the strong intricacy of the preparation and expansion of tourism. Because of the exceptional system of tourism segment, every tourist destination as well involves numerous forces to participate among others containing technological, cultural, social, political, and environmental. Briefly, being a competitive destination must be the prime purpose to all destinations, where they have the “aptitude to rise tourism spending, to progressively draw visitors while offering them with filling, unforgettable experiences, and to do so in well-being of destination residents and preserving the natural capital of the destination for future generations” (Ritchie and Crouch, 2003:2). As Oxford Dictionary stated, compete is to advance or victory somewhat or to endeavor dominance of excellence. Nevertheless, to accomplish an effective tourism management, it is a crucial step to be capable to detect the accomplishment of any tourist destination, consequently, to figure out the key features accountable of aiding to obtain or calm the accomplishment. The destination competitiveness and sustainability model provides a demonstration of both comparative advantages and competitive advantages. The notion of comparative advantage emphasizes mainly on the variety of endowment of

the features of production. Does comparative advantages not only deal with naturally delivered resources, but also factory-made ones.

While comparative advantages include the resources provided to a destination, competitive advantages encompass the ability of a destination to completely procedure its resources competently over an extended period. A touristic destination is not deliberated competitive by its lavish resources, rather by its capability to use these resources usefully. A competitive destination is believed efficacious when it holds a tourism vision which shares it amongst all stakeholders, recognizes its strong point and weak points, builds and performs a clever advertising plan, more than the destination that has never measured how tourism takes a main part in its social and economic development.

When several techniques of placement have one shared viewpoint about a destination's strategy for tourism development, tourism assets are more likely to be utilized effectively and completely. With the principles of comparative and competitive advantages, a scholastically complete foundation is delivered for the expansion of a model of destination competitiveness. Based on many assessments of several nationwide outlooks to tourism planning at the national rank, the World Tourism Organization shows a general planning process, which contains several key stages:

1- Study groundwork, 2- define aims and objectives 3- create surveys, 4- analysis and synthesis, 5- policy and plan design. The opening features of today's tourism planning policies and measures are:

-Local tourism planning notions expose much resemblance.

-Planning notions now comprise more environmental apprehensions.

- Local tourism plans must have a strong and satisfactory vision.
- Applying agents and their accountabilities need early statement.
- Planning often involves new public-private companies and collaboration.
- Destination zone identification needs indigenous follow up.

Planning hypotheses and strategies are completed at three distinctive geographical reaches including locale (country, state, region), goal (network and encompassing zone) and site (land for advancement). In every one of the three distinct levels, the plans and suggestions include consolidation, for the most part requiring one of a kind cooperation and association.

Uncontrolled tourism advancement effectively reduced the picture of numerous destinations, to the degree that they pull in just low-spending mass tourism. Thus, genuine financial and ecological issues have developed. Since tourism movement depends on the insurance of natural and socio-social assets for the fascination of visitors, arranging is a basic action for the accomplishment of any destination.

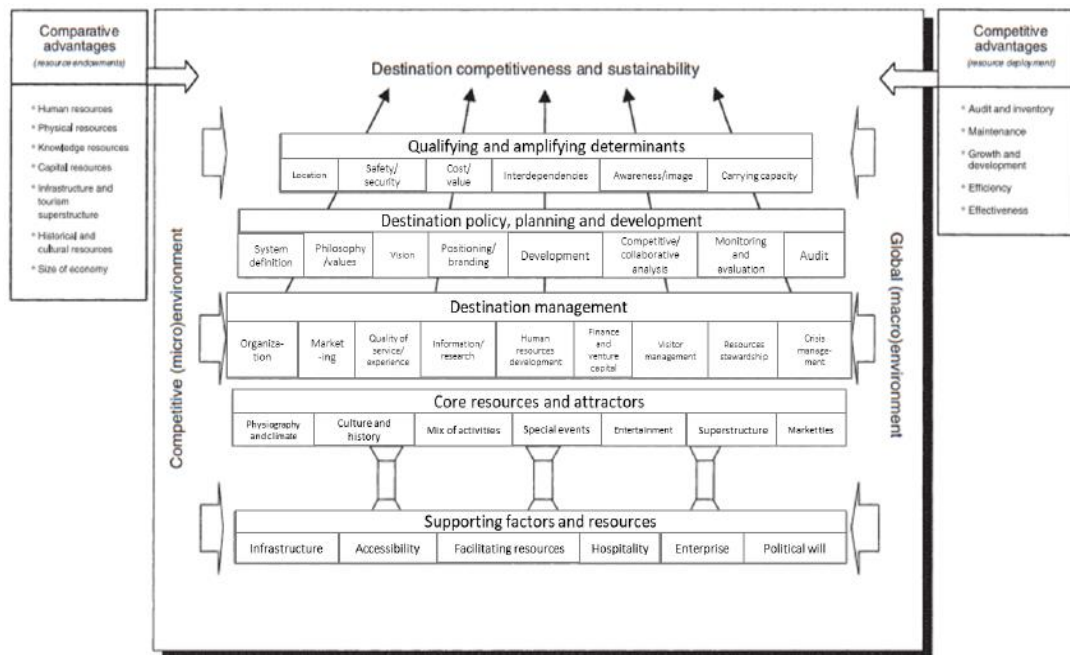


Figure 3.1: Destination Competitiveness and Sustainability Model

3.4 Regulatory Structure

Next comes the need of setting up a sufficient regulatory association to care for different perspectives. The duty of achievement must be accepted by some substance as an association. This association ought to have a contract and assets proper to complete different capacities. Numerous nations have set up unique division or organizations to oversee and facilitate the travel industry programs. Contingent on the financial, social and political structure in the nation, the travel industry association might be an administrative office, a semi-government office as partnership upheld by government yet working outside its authoritative structure. It might likewise be a private part association with government backing and acknowledging Deepti, V. (2010) whatever structure the travel industry association takes, it needs to practice its power and obligation in the circle of the travel industry advancement.

The regulatory association takes care of both the legitimate perspectives, i.e., the readiness of the enactment required for the establishment of the different travel industry administrations, managing such issues as the grouping of lodgings or the control of movement organizations, and so on. It has different offices for arranging, promoting, examine, preparing, legitimate and managerial administration.

The last phase of the arrangement is about the readiness of special exercises planned for propelling the new vacationer industry both inside and outside the nation. The principal worry of vacationers is having an agreeable and lovely experience instead of subtleties related with arranging their adventures Deepti, V. (2010). The majority of the sightseers leave these subtleties to travel experts and go-between who take care of the considerable number of subtleties to touring plans. Contacts with and backing of movement experts and delegates are among the most significant elements for fruitful showcasing and advancement of traveller goal. Offices and specialities of movement experts incorporate national visitor workplaces, local travel advancement association, and aircrafts including different bearers, visit wholesalers, visit administrators, trip specialists, travel clubs and show and meeting coordinators Inskip, E. (1991). The different channels of correspondence used to illuminate and invigorate incorporate visitor writing as lists, pamphlets and organizers, regular postal mail, publicizing, advertising and exposure. Every one of these media are chosen and sorted out into special crusades planned for offering to buyers and travel experts and mediators. The media crusades are coordinated so that these compare with the selling endeavours supporting a goal. It is critical to guarantee that these exercises coordinate the degree of traveller advancement to be accomplished.

Chapter 4

THE CASE OF BETHLEHEM

4.1 Geography of Palestine

Located in southwestern Asia, along the shores of the south-eastern Mediterranean Sea, in the heart of the ancient world that consists of Asia, Africa and Europe, lies Palestine. A land that links Asia to Africa and the Mediterranean's Red Sea.

Historically, Palestine covered a total land area of 27,009 square kilometers. Palestine is bordered by Lebanon in the North, by Jordan and Syria in the East and by Egypt (Sinai) in the South (refer Figure 4.1). Despite its small size, Palestine is home to great geographical diversity and is exemplified by its natural qualities. Towards the West lie the plains, mountains, the desert and rivers. To the North also lies the Sea of Galilee, commonly referred to on modern maps as Lake Galilee or Lake Tiberias, which reaches depths up to 209 meters below sea level. Making it the second lowest lake in the world following the Dead Sea. (Abahre, J. S. S., & Raddad, S. H., 2016).



Figure 4.1: Geographical location of Palestine

From the year 1967 till today, the newly proposed Palestinian Territories, which include the West Bank and the Gaza Strip, cover a total land area of 6,209 square kilometers. When compared to its historical landscape, it now covers only 22.95% of what it previously did. This percentage is divided into the two territories with the West Bank covering 5,844 square kilometers or 21.6% of Palestine. Along with the Gaza Strip that covers 365 square kilometers or 1.35% of the total area (refer Figure 4.2).

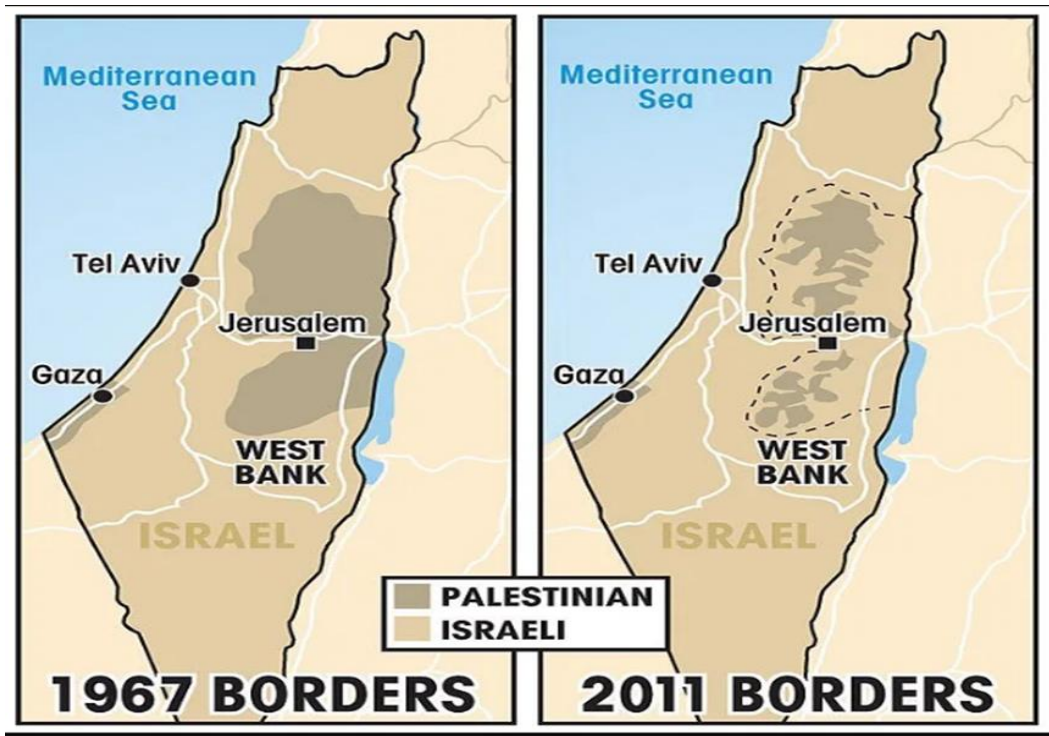


Figure 4.2: Area of the Palestinian state proposed in 1967

4.2 Political History

Palestine is known to be one of the oldest countries in the world. Over the years, many civilizations have resided there, and where many conflicts and wars have occurred. It is truly a geographical point on the world that retains great importance across nations.

Palestine has witnessed many civilizations, such as the Ayyubs, Canaanites, Assyrians, Romans, Greek, Persians, Babylonians, and the Arab Islamic. They have collectively left their traces throughout history and significantly impacted the land of Palestine by resulting in a mix and diversified civilization. The remains of these civilizations are also the reason Palestine can be considered as an open museum. Besides this, Palestine has also witnessed some of the fiercest battles that changed the faces of history. Some of these battles included the Galut and Hittin.

From the modern era, during the World War I, the allied forces occupied Palestine. After these events the British Mandate was imposed in 1923 and 1948. Following the defeat of the Arabs by the Zionist gangs, the State of Israel had declared the occupation totaling 78% of the historic lands of Palestine. Meanwhile, the remaining territories, the West Bank and the Gaza Strip, were subjected to Jordanian and Egyptian rule respectively. These changes lasted till June 1967, resulting in Israel occupying the regions as well as the Syrian Golan Heights and the Egyptian Sinai desert. The West Bank and the Gaza Strip were regulated by the Israeli military, these state of affairs continued until 1993, when the Oslo Accord were signed. Following which isolated areas of the West Bank and approximately 60% of the Gaza Strip were handed to the Palestinian authority (Abdul-Haq, j 2009).

4.3 Tourism in Palestine

Palestine is perhaps one of the most important countries in the world that attracts masses of tourists, it possesses sacred religious places that are important to the three monotheistic religions. These places namely include, the Church of the Nativity, the Church of the Holy Sepulcher, the Al-Aqsa Mosque, Ibrahimi Mosque & the Wailing Wall in Jerusalem (refer figure 4.3, 4.4 and 4.5).

In addition to the religious monasteries that provided a symbol of hope to believers from around the world, Palestine also possesses historical and archaeological touristic sites such as Sebastia and Hishams palace. The magnificent environment is also to be noted with the wilderness of Jerusalem along with the western countryside of Bethlehem. Additionally, the therapeutic feel of the Bahlamite. Truly this is a place rejoiced by Palestine that is not contested by any other country in the world (Al Falah,b. 2012).



Figure 4.3: Church of Nativity in Bethlehem, Church of Holy Sepulcher in Jerusalem



Figure 4.4: The Dome of Rock , the Al-Aqsa Mosque in Jerusalem



Figure 4.5: Ibrahim Mosque in Hebron, Wailing Wall in Jerusalem

Palestine has a long and crucial history in events taken place worldwide, because it has affected and influenced many key civilizations in history, starting with the Pharaonic, Assyrian, Babylonian, Canaanite, Roman, and Greek civilizations and ending with the Muslims (Ajaj 2007).

Given these historical significances, Palestine can attract and retain its share of the tourists coming into the region. It is therefore necessary to diversify its tourism offerings and to promote the preservation of cultural, historical and natural resources. Although religious tourism still remains the primary motive for the tourism sector in Palestine, there is a need to develop and diversify the tourism offer so that Palestine can attract more visitors to spend more time and money. Most importantly, Palestine needs to promote itself as an independent tourism destination.

It is vital to shift the strategic focus towards Palestine as a country, which will not be easy. Given the challenges and threats the tourism industry in Palestine faces, it would hinder efforts that would help establish an effective tourism industry. Primarily, the occupation would be considered as the biggest obstacle due to the restrictions imposed on movement. They would also restrict access to both tourists and Palestinian service providers that would make managing the touristic flow troublesome. Israel refuses to allow the Palestinians to restore and manage major sites located in areas such as Sebastia, the Jordan Valley and the Dead Sea Coast. Thus, obstructing the ability to expand the touristic industry.

As for the management of the tourism sector, it is carried out by both the public and private sectors. The public sector is managed by the Palestinian Ministry of Tourism and Antiquities, which was founded in 1994 and is the only ministry whose

headquarters are in Bethlehem. Their tasks include giving licenses to tourist guides, itinerant sellers, hotels, travel agencies, tourist transport and the shops selling tourist antiques. The Touristic Police is the executive arm of the Ministry of Tourism, they ensure all the rules and procedures set forth are being followed (Muslim 2008).

As for the private sector, it includes the Supreme Council for Tourism in East Jerusalem, they supervise tourism activities in the absence of a Palestinian national present in East Jerusalem. However, the offices of this body were closed by the Israeli occupation who began operating their own services. In addition, there is also an association known as The Administrative Authorities for the Tourism Authorities in Palestine and the Federation (ASTAP), the Arab Tourism Authorities and the Travel Agents (ATATA), the Arab Hotels and the Transport Union (AHA), and the Arab Tourist Restaurants Authority (ATRA), Souvenirs Arab and Operators Association (ATGU). For tourism and handicrafts in the holy land, the Ministry of Tourism and Antiquities has formed (HLTOA). Also, for tourism coming to the Palestinian holy land, an advisory board for private sectors was set up to encourage investments. A partnership between the University of Bethlehem and the Associations were formed to aid in the development of Human Resources. They also received support from the United States Agency for International Development, Arab Hotels Association and the American Educational Foundation. This partnership resulted in being the main factor in developing the management of Sia Yeh Sound (Muslim,A., 2008).

Tourism alone contributes to 14% of the Palestinian GDP. The total budget allotted to developing the touristic sector was \$7.7 million in 2011, \$17.8 million in 2012 & \$22.9 million in 2013. These allotted budgets are very low when compared to

budgets allotted for other sectors. The manufacturing and agricultural sector for instance was estimated at 28.6% and 44.6% of the total budget for developing the economic sector of Palestine. Meanwhile the average share of the tourism sector is 12.3% of the total budget. Furthermore, the developmental budget allocated by the Palestinian government remains at 1.5%. Given the unique circumstances in Palestine, the development of the tourism industry takes third priority following the Government sector that includes judiciary and security and Social sector that includes education and health care facilities. It is therefore necessary that steps be taken to promote partnerships and agreements between various organizations from the public and private sector, that could play a crucial role in the expansion and development of the tourism industry by increasing the share for the tourism sector from the total budget aimed at developing the economic sector in Palestine (ICC Palestine 2013).

4.4 Tourism in the West Bank and the Gaza Strip: Under the Israeli occupation of (1994 1967)

Israel occupied the West Bank and Gaza Strip in 1967 due to security disturbances. During that period there was little to no development in the touristic aspects. Although, it has witnessed a significant decline in the tourism activity in these areas. The deliberate actions of the Israeli military in the Palestinian territories lead to a state of tourism stagnation. For example, the number of hotels in the west bank decrease from 59 hotels in 1964 to 40 hotels in the year 1967. In the West Bank, except for Jerusalem, the number of hotels fell again from 29 hotels in the year 1972 only 16 hotels in the year 1984.

In terms of guests, the number of visitors in West Bank hotels, except for Jerusalem, had suffered a decrease. As compared to 1968, the percentage of family bookings in these hotels had decreased by 48.6% in 1984.

Touristic movement to the land of Palestine increased after the end of the Six-Day War in the year 1967. From September 1967 until September 1968, Israel witnessed an entry of 400,000 tourists. The Israeli occupational forces resorted to various measures to destroy the Palestinian tourism and attempted to make it a part of their own Israeli touristic movement. The Israeli government realized that tourism generates large sums of money, more specifically, through foreign exchange. Today, Israel is the second largest supplier of foreign exchange.

An example for the reduction in tourism in Palestine was primarily the Israeli occupation in 1982. There were also security threats, such as the general war in 1982, which took place in Southern Lebanon that led to a decline in the number of tourists coming into Palestine.

Besides these, there was also the outbreak of the first Palestinian intifada in 1987. According to the Palestinian reports issued during that period, the number of Palestinian hotels in operation decreased to only 6 hotels in 1990 compared to 29 hotels that were operating in 1970.

Also, in 1969, 70 hotels were operating in the West Bank (including East Jerusalem) that were then reduced to 34. In the Gaza Strip, 4 hotels have been closed since 1969, which left only two hotels being operational by the end of 1990.

The following were a few other aspects of the Israeli occupation and its negative impact on Palestinian tourism in the west bank and the Gaza strip:

1. After the Israeli occupation of the Palestinian territories in the west bank and the Gaza strip in 1967, the Israeli occupation authorities replaced the Jordanian administrative authorities in the west bank and the Egyptian authorities in the Gaza strip with the so-called Israeli Civil Administration. The Israelis formed an administrative unit tasked with dealing with tourism and archaeology; they were successful in preventing the growth of the Arab tourism and aimed at diverting tourists from Islamic and Christian attractions. They also falsified and showed the Jewish manifestations, which led to the paralysis of the touristic movement in the west bank and the Gaza strip.
2. The Israeli occupational forces have implemented multiple tactics and strategies aimed at destroying the archaeological and religious sites in Palestine. More specifically, they aimed at sites that highlighted the Arab culture of the region along with sites related to Islam or Christianity in any way.
3. These events led to the cease in investment of touristic areas. The primary weakness in the operating tourism sector was the deliberate neglect of archaeological sites and failure to maintain, which negatively affected the performance of tourism in the west bank and positively reflected the tourism in Israel.
4. Israel has been very active in trying to isolate East Jerusalem from its Arab surroundings with more settlements and bypass roads and at cutting the area and imposing a siege on Bethlehem and other areas considered to be a tourist site and pilgrimage destination for various people from around the world.

The following is information regarding the touristic movement in the West Bank and the Gaza Strip under the now Palestinian national authority since 1994 till present day.

At the beginning of the peace process in the middle East in 1991, the shift in the arrival of tourists to the Palestinian territories began to increase in the West Bank and the Gaza Strip. In 1995, the number of tourists who visited the church of nativity exceeded the number of visitors to Bethlehem. 10% of these tourists visited Hebron and approximately 300,000 tourists visited the archaeological sites in Jericho. The monetary benefit that was gained by the tourism sector in the West Bank and the Gaza Strip (excluding east Jerusalem) in the year 1995 was approximately \$26 million, compared with \$155 million in East Jerusalem and to \$2.930 million in Israel.

The Palestinian National Authority or the (PNA) is exercising strong efforts to support and revive the coastal industry in the West Bank and various Palestinian territories by providing facilities to investors in various tourism projects, such as in the establishment of new hotels. Towards the end of the year 2000, amongst the touristic hotels in the Palestinian territory, the number of overnight stays were 1,106,683 nights in all operating hotels. Out of these, 48,241 nights were spent in the Gaza strip with the number of guests by foreign nationality totaling 335,711. The Palestinian National Authority has also authorized many tourist offices. The number of travel and tourism agencies reached 92 in the Palestinian Territories, of which 12 were tourist offices in the Gaza strip.

Although the tourism and Palestinian authorities have made an effort, provided care and paid attention to the tourism industry, their overall impact has been limited due their potential, unique situation and creativity.(UNTWO. 2012).

4.5 Importance of Tourism in Palestine

Palestine is one of the most important tourist attractions in the world, its religious and historical importance is uncontested by any other country, it enjoys diversity and varied terrains and climates. These qualities have earned Palestine quite the title.

According to the statistics of the ministry of tourism and antiques also the Palestinian Central Bureau of Statistics, tourist sites in the West Bank witnessed an active movement of both domestic and international visitors in the first half of 2018. These visits amounted to 3.13 million to touristic sites and other parks at the beginning of the year. According to World Tourism Organization data, Palestine ranked first in the world amongst the most developed tourism destinations for the first half of the year in 2017.

The primary reason for this increase in the number of visitors in Palestine is due to the real partnership that was formed between the Palestinian public and private tourist sectors and the activities of the Ministry of Tourism and Antiques in order to promote Palestine in the world tourism markets. They also promoted new tourism patterns and encouraged private sector contributions through more tourism investments especially in the hotel industry.

These figures, although may indicate positive touristic movement, it does not signify that the Palestinian touristic situation is out of trouble. It is still not immune from being a target of Israel, which is always seeking to steal Palestinian revenue and

depriving them of an important source of income that fuels the Palestinian economy. In fact, the tourism companies in Israel, are working hard to make Israeli hotels, restaurants and transportation services to meet their own demands. They're trying to ensure that all funds are invested into the Israeli tourism sector while ignoring the needs of Palestine. Israel accounts for the major share of tourist's revenue. These conclusions are derived by looking at selected indicators for the tourism sector between the years 2009 - 2016 issued by the Palestinian Central Bureau of Statistics in December 2017.

Not only has the occupational authorities controlled the revenues generated from tourism, they have also placed an impassable barrier on paths that lead to internal religious tourism through multiple series of arbitrary measures. This prevented Palestinian citizens from visiting their holy sites to perform Islamic or Christian religious rituals. These barriers blocked entrance to sites such as Al Aqsa Mosque, the Church of the Holy Sepulcher and other religious places. The Israeli authorities only allowed people to enter in exceptional cases such as on holidays, under strict conditions or in limited numbers and ages.

In the city of Hebron, the occupation authorities turned the Ibrahimi Mosque into a military barracks that prevented the Palestinians from reaching the doors to visit and pray. The occupational forces are currently controlling half of the site in order to benefit the settlers. The Israeli occupation remains the most difficult obstacle that stands in the way of Palestinian tourism reaching its desired level of development.

In order to tighten the siege on Palestinian tourism, the occupation authorities have taken control of many religious and historical sites in areas which represent approximately 61% of the West Bank. According to statistics based on separate

British, Israeli and Palestinian surveys, more than 7000 archaeological sites and teachers, about 1185 of which are located behind the Apartheid Wall, a large proportion of which religious in nature. The occupation authorities have falsified and misrepresented the names and placed Israeli guide posters and tourist maps to illustrate the history of these sites. Some of these include Joseph's Tomb, Bilal Mosque, Kifl Hares premises, Awarta outposts and many other sites that violate international laws, conventions and charters by depriving the Palestinians from investing their wealth or developing touristic attractions. This has ensued a negative effect on the Palestinian economy.

4.5.1 Religious Tourism in Palestine

Religious tourism means that the individuals travel from their place of residence to other places or countries; in order to visit the holy places of worship, such as visiting mosques, churches, shrines or other places of worship in order to strengthen the religious aspect and revive their spiritual side.

Palestine is distinguishable from the rest of the world due to it housing some of the worlds most religious landmarks such as the Al-Aqsa Mosque (the first of the two Qibla) and the Church of Nativity in Jerusalem. As well as the Church of the Holy Sepulcher, the holiest shrine on the face of the earth. There is also the Ibrahimi Mosque in Hebron, Bilal Mosque in Bethlehem and Church of St. George in Burqin along with other numerous mosques, shrines, churches and monasteries located throughout Palestinian Territories. Tourists from all over the world travel to visit and marvel at these sites (refer Figure 4.6).



Figure 4.6: Bilal Mosque in Bethlehem and Church of St. George in Burqin

Various religious holidays and holidays in general are what most local and international tourists find attractive. The number of tourists gradually increases during these occasions, especially during Christmas and during the holy month of Ramadan.

4.5.2 Medical Tourism in Palestine

Palestine is home to rare tourist attractions, some of which can make it the first destination in the field of medical tourism at the global level, and at the forefront of these places lie the following:

-Dead Sea: The Dead Sea is one of the most attractive areas for tourists looking for warmth and nature in the winter. It is the deepest land point in the world. It reaches depths to 417 meters below sea level. It is also known to be a very salty lake where marine organisms do not live.

As geologists say, the Dead sea is located at the Asian-African rift; water is scarce in that area & water evaporation increases salt content. The maximum width of the sea is 17 km, while its length is about 70 km, its area in 2010 was about 650 square kilometers. However, it has shrunk over the past four decades by more than 35%. The Dead Sea is characterized by its sunny climate throughout the year. The radiation from the Sun in this region is found to be harmless to human health (refer figure 4.7). Despite the lack of life in the waters of the Dead Sea, the high density of salts in its waters constitute a valuable treasure in its natural minerals, especially the salts of calcium, magnesium and bromine.



Figure 4.7: Dead Sea

-Fountains of Wadi al-Maleh: is a valley found in Northern Jordan that features a warm climate with hot springs with mineral water. Located 13 kilometers East of Tubas, this valley provides sanctuary to 450 Palestinian families. In addition to the hot springs, the Wadi al-Maleh houses trees and forests that stretches up to 1730 acres across the upper valley. The hot spring water, saturated with mineral salts, flow from the rocky slopes of Ayyad and Ayoub through a series of rocks towards the

Malah Valley, meeting the cold spring of Um Tiyoum, they break the Persian lands and finally flow into the Jordan River.

Previously, the salt baths were frequently visited by many Palestinian hikers and foreign tourists either through hiking or seeking treatment. Knowing this, the Israeli occupational authorities executed various operations since 1967 that were aimed at gaining control of the area and its resources. They set up camps and built settlements, they also dug deep wells to steal water and dried out many flourishing springs. All of this in an attempt to force the inhabitants away from the area.

In 1973, the Israeli occupation authorities poured concrete measuring 20 meters around the hot spring in an effort to disrupt it and limit its flow of water. This valley, which provided water supply to other valleys who did not have their own source later turned into a semi-deserted area. The minerals found in these hot springs created a demand from people either due to touristic or medical reasons (refer figure 4.8).



Figure 4.8: Fountains of Wadi al-Maleh

The natural wealth of these areas can be an important economic resource for the Palestinians, as it was prior to 1967. It is a region that possessed first-class tourist

attractions, but it dies day after day because of the Israeli occupation and it deprives Palestinians of the exploitation of its lost wealth.

4.5.3 Cultural Tourism in Palestine

Palestine is the predicament of civilizations and the cradle of religion, a cradle of cultural tourism. Cultural tourism in Palestine was born with the beginning of pilgrimage campaigns to the holy sites. The writings of travelers and early pilgrims are the first comprehensive guides and references to illustrate the various aspects of spiritual, material, intellectual, social, customs and traditions found in Palestine in the past centuries. This indicates that the motives of many of these pilgrims were cultural. There is no doubt that these motives may also vary according to different ages and cultures.

To this day, Palestine remains the focus of pilgrims and visitors, indicating that its religious sites and archaeological sites are the destination of every intellectual, eager to know history. There are many libraries in all the capitals of the world, where books are published from different authors in different languages, that talk about Palestine and the civilizations it has witnessed. Many programs in institutes around the world also teach the history of Palestine and what it has witnessed, the volume and significance of historical events that have taken place. These facts are the solid foundation on which cultural tourism projects are developed, and Palestine has the capacity to be associated with every one of them.

While tourism in Palestine has been diverse in many respects, in recent decades it has remained weak. There has been no development of tourist facilities or exploitation of the cultural environment to attract new types of tourists outside religious tourism. This is due to the reality of the occupation, investors in the Palestinian tourism sector

have not been able to develop their investments in the Palestinian governorates as they should have been able to.

Today, religious tourism has become a destination where religious sites are intertwined with cultural landmarks. Many tourist offices that organize pilgrims' trips to the Holy Land include various cultural activities, including visits to religious, archaeological and historical sites. This type of participation is very important, not only because it leads to economic development, but also because it provides the Palestinian people with an opportunity to present a true picture of their history, culture, society and heritage.

Palestinian areas have very diverse and sufficient religious, archaeological and historical sites to grow and cultivate tourism. If you look at the tourist areas of the world, there is hardly a single notice where the various tourist attractions meet on the Palestinian land, where we find the holy religious places in Jerusalem, Bethlehem and Hebron. As well as archaeological and historical places left by ancient civilizations on this land since the dawn of history, such as Jericho, Nablus, Sebastia and Gaza (refer figure 4.9). It can be said that Palestine is an open museum of archeology, with archaeological sites that tell the stories of the civilizations that followed it. In addition, Palestine has climate and geographic diversity, nowhere else do they meet in such a small area as they meet in Palestine. The Dead Sea and the Jordan Valley, the Jerusalem mountains, Ramallah, Nablus and Hebron, the plains of Jenin and Tulkarm, and the beaches of Gaza.

Many of the sites require repairs and maintenance in order to meet modern technical, touristic and cultural standards. There also exists a need to develop the infrastructure in

the surrounding area of these sites. Strict rules should be in place to disallow any kind of further damage or decimation. These sites act as the pillar or tourism in Palestine. They are also the key that would enable Palestinian tourism to grow on its own without corresponding to its religious aspect. Especially cultural tourism, which cannot be promoted without relying on archaeological sites that represent the various historical stages and multiple civilizations that existed alongside these religious sites.

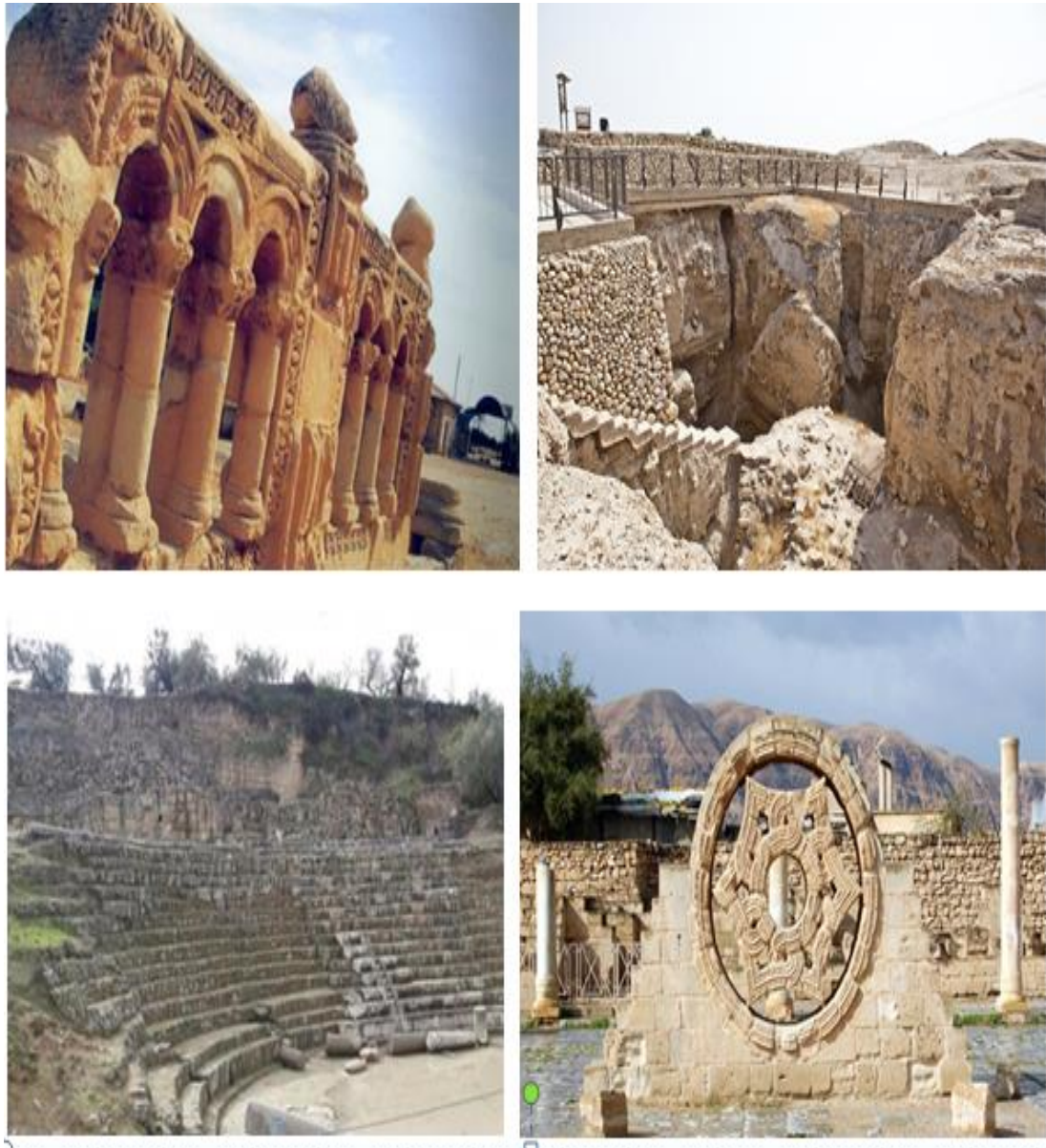


Figure 4.9: Archaeological and historical places

4.5.4 Environmental Tourism in Palestine

Ecotourism, also known as "rural tourism" or "green tourism" is a visit to natural areas that have not been polluted and whose natural balance has not been impaired. These sites are visited to enjoy their landscapes, plants and wildlife along with the manifestations of their past and present civilizations.

The concept of "eco-tourism" is relatively recent in the State of Palestine. However, Palestine is a tourist destination because it contains a lot of religious shrines, historical and archaeological sites. Also, the diversity of geography and climate, opens the horizons to expand the circle of tourism and its connection to the environment. To enable it to exploit this buried wealth and with the demand of visitors to Palestine who wish to visit the archaeological and religious sites, they may also be exposed to the ecological system and its nature that acts a support. This would automatically impose itself on the agenda of incoming tourists.

Palestine has more than 2,720 plant species. It also has more than 520 species of birds, with a large portion of migratory birds passing through Europe and Africa through land bridges from the south and center. Thousands of mammals, insects, reptiles and amphibians are prevalent to this place. They are found to live on and reproduce without posing risk to existing numbers. The land of Palestine contains many of the nature reserves which benefit from the diversity of its topography, between mountainous, coastal, coastal, desert, and Gore, making them enjoy a moderate relative temperature variability. These variables open a page of wonderful spaces that could alert the tourism sector to establish projects that promote eco-tourism in Palestine. This would strengthen the national economy and diversify its resources. Therefore, a series of projects that promote environmental tourism need to be pursued in this direction.

4.6 The Case of Bethlehem City

4.6.1 Geographical Location

The governorate of Bethlehem is located in the central Canaanian plateau, which extends from the west of the Dead Sea to the eastern side of the coastal plain of the

Mediterranean Sea. It is bordered to the north by the city of Jerusalem and by the city of Hebron to the south. It lies at the confluence of latitude 31.42 north and longitude 35.12 east (refer figure 4.10). The average height of the Bethlehem Governorate is 750 M above sea level, which is part of the mountains and central plateaus in Palestine that spread parallel to the Jordan Valley and the Dead Sea (Palestinian Central Bureau of Statistics 2010; Nourah 1982).

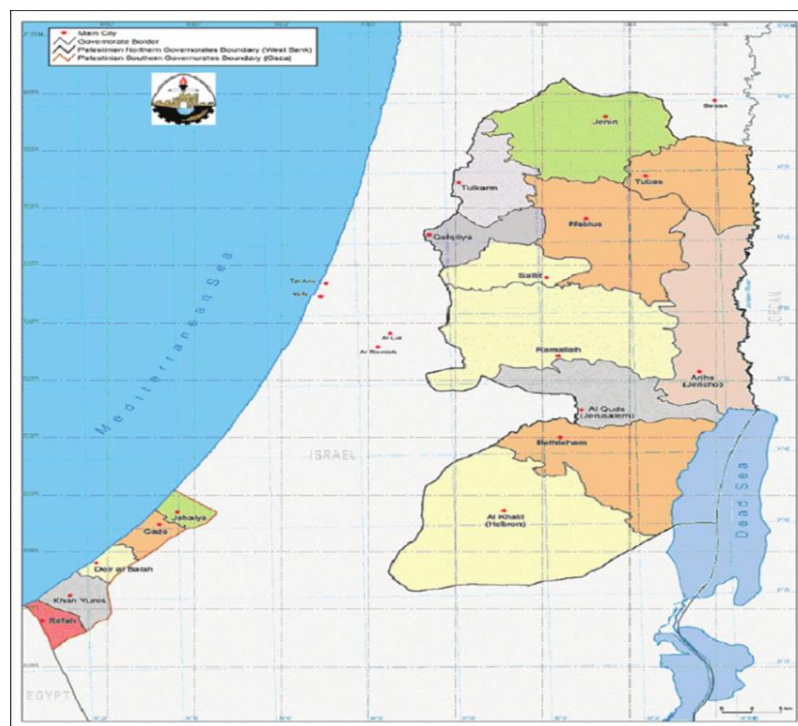


Figure 4.10: Geographical location of Bethlehem

4.6.2 Population Centers

The Governorate houses a total of 45 settlements. This is including three refugee camps, Aida, Al-Azza and Deheisheh camp. There are also 3 main cities, Bethlehem, Beit Jala and Beit Sahour (Palestinian Central Bureau of Statistics 2018).

4.6.3 The Economic Activity

The Bethlehem governorate contains a variety of touristic destinations that accommodate thousands of pilgrims and tourists.

Tourism brings in the majority share of the revenue annually. The province is well known for its tourism trades as well. There are carvings on seashells, olive woods, copper and textile embroidery. In total there are approximately 80 stores that produce wooden artifacts. The largest chunk of which is exported, mainly to the United States of America. The remainders are displayed in stores across the governorate, specifically in the city of Bethlehem. (refer figure 4.11).



Figure 4.11: Wood crafts and embroidery industry

In the industrial sector, Bethlehem comes in second within the West Bank with its production size ranking just after the Nablus governorate. This sector produces textiles and pharmaceuticals. It has also in fact played a secondary role in the economy due to its landscape that consists of mountainous lands, urban expansion has also taken place with the expense of agricultural lands and occupation practices such as land expropriation and settlement encroachment (Palestinian Central Bureau of Statistics 2018)

4.7 Tourism in Bethlehem

The city of Bethlehem is considered to be one of the holiest cities in the world among Christians. It was the center of attention amongst the old kings and emperors. It was built by the Canaanites in 3000BC and witnessed the birth of King David, then the birth of Christ (peace be upon him). This resulted in its popularity throughout the rest of the world. The Church of Nativity was constructed in 322AD, countless visitors and pilgrims wrote about it in various languages that surrounded its reputation. The city fell into the Byzantine era of Roman rule and was located within the province of Jerusalem, and at the same time the Roman king Herod erected his famous fortress known as Herodion (Tel Alfreidis) in which he was buried. Later, the Persians invaded Palestine in 614 AD and caused great destruction in it. Peace from this destruction was granted by the Church of the Nativity, which was built by Saint Helena, mother of the Emperor Constantine, due to the presence of a drawing of the three Magi on the western facade of the church. In the Islamic period, Caliph Umar ibn al-Khattab visited Bethlehem, and then inaugurated the Umar ibn al-Khattab Mosque in front of the church. In 1178AD the city was surrendered to Sultan Salah al-Din al-Ayyubi. In 1247AD, it was under the Mamluk rule and in the year

1517AD, Palestine was bought under the Ottoman rule (Palestinian National Information Center, 2011).

Between the years 1831 – 1840 AD, the city was ruled by Ibrahim Pasha Al-Masry, where he destroyed the Al-Fawaghah neighborhood in Bethlehem because it revolted against him. The Crimean War then took place from 1853 till 1857 AD, which is the reason the theft of the Christmas Star took place in the Church of Nativity in 1852AD.

Palestine was then subject to the British Mandate, after the World War I. This was followed by the Jordanian rule over the West Bank in 1949AD. The city of Bethlehem was liberated, however, the failure to establish peace led to it ultimately being occupied again by Israel in 2002 (Palestinian National Information Center 2011).

4.7.1 Infrastructure Services

In any country, the transportation sector plays a vital role in stimulating movement of individuals and tourists within the country. Without the proper implementation and functioning of the transportation services, it would prove troublesome to move goods and individuals from place to another. This would result in a significant reduction in economic growth and reduction in generation of wealth. In many aspects, transportation is considered to be the standard of measure for economic and social progress. Countries that adopt and implement advanced transportation services result in a higher and faster rate of economic growth as compared to countries who fail to do so.

"The number of licensed vehicles in the Bethlehem Governorate reached 25000 in 2017, and it constituted 11.1% of the total number of licensed vehicles in the West Bank. Private cars made up 80.3% of the total cars in the governorate, followed by trucks and commercial vehicles at 12.4 %, followed by taxis at 5.5%, while the rest of the vehicles accounted for 1.8% of the total vehicles present. "(Palestinian Central Bureau of Statistics, 2017).

The majority of the tourists who arrive in the Bethlehem governorate travel in the forms of groups and therefore, primarily make use of buses. The use of private vehicles is limited to only internal tourism whose participants are mainly Palestinians.

The Taxis in Bethlehem are very expensive for the average traveler coming in from Europe, America or any other foreign country. The city is considered to be the main connection point to travel between cities and other rural communities in both the Bethlehem governorate and Palestinian governorate as well. Pertaining the road networks, the stretch up to 62 kilometers. Of these, 55 kilometers are well paved and in good condition, 7 kilometers are paved but in bad condition and finally about 7 kilometers of roadways in the city remain unpaved.

The city of Beit Jala has about 50 public taxis, and local transportation depends mainly on it. As for the road network, it has 60 km of paved roads.

In the city of Beit Sahour, the buses and taxis are considered one of the main means of transportation. There are other transportation service offices available in the city

that provide buses or taxi services. For the road network in the city, there are 57 km of paved roads that occupy 602 dunums, but part of it needs to be repaired.

4.7.2 Accommodations

Currently in 2019, there are 35 hotels in the Bethlehem Governorate that can range anywhere from 1 to 5 stars. The average number of rooms available is 3383. These rooms accommodated guests of up to 128,549 who are among various nationalities. The total number of overnight stays serviced were 329,914 across the governorate. (Palestinian Central Bureau of Statistics 2017).

There are also 50 inns distributed across the city. Due to the high occupancy rates of the hotels, excess arrivals are redirected to the nearby cities of Hebron, Ramallah and Nablus, where locals are renovating their old homes to turn them into guest houses that provide a magnificent view.

Towards the end of 2020, a total of 10 new hotels are expected to complete construction. This would increase their limit of accommodating guests in up to 4,331 rooms. The Palestinian Ministry of Tourism has stated that it has implemented a system that classifies hotels across various degree according to specific criteria.

4.7.3 Restaurants and Nightclubs

There are about 60 restaurants that are distributed across the entire Bethlehem Governorate. These restaurants are also distributed amongst different communities. 19 of these restaurants are in the city of Bethlehem, 13 are in the city of Beit Jala, 12 are in the city of Beit Sahuru and the rest are distributed among other community gatherings. Besides these, there are also 4 nightclubs, 3 of which are located in Beit Jala and 1 in Beit Sahour.

4.7.4 Parks

The Bethlehem governorate consists of only two public parks. The first of which is located in the city of Beit Jala and is known as the Duck Garden. This park contains a simple group of animals, the most important of which are ducks and peacocks. In addition, it also has a group of games for children.

The second park is called the Crows Nest Park. Its located in the city of Beit Sahour. The project aims to transform this site, which was an Israeli army camp into a beautiful green park symbolizing peace, and the park is a suitable place for recreation and rest (refer Figure 4.12). Clearly the governorate lacks a need for open public parks.



Figure 4.12: Duck Garden and Crow's garden

4.7.5 Museums

The Bethlehem Governorate has a total of 9 museums, the most significant ones include the Womens Union Museum (Telna House), the Salzian Museum (International Mild), the Bed Museum in the Old Olive Press and the Ancestral

Museum in the Peace Center in the city of Bethlehem. This museum is considered to be one of the most important places of the governorate and is located opposite to the Church of Nativity. A substantial number of tourists annually visit the Bethlehem Cave, the Natural History Museum, Murad Castle for Archeology and Palestinian Heritage, the Cave Museum and the Cave of Birth Museum, particularly during the holidays.

4.7.6 Tourist Places in Bethlehem

The Governorate of Bethlehem is distinguishable by its ancient history. Its tourism industry also reflects the fact that due to its geographical location and holy spiritual status in religious aspects, it can also be considered as one of the first touristic destinations in history.

Bethlehem also contains 304 sites and monuments of tourism, distributed over 39 residential communities and they constitute 11% of the archaeological sites that have been registered in the West Bank (The Palestinian Economic Council for Development and Reconstruction 2002).

These archaeological and touristic sites and monuments vary between ruins, old houses and estates, religious establishments and sites, old industrial facilities such as mills and wells, and defensive installations such as ancient fences to ancient archaeological remains scattered like water eyes.

Despite there being so many monuments of significance, however not all of them, are in good shape. 111 of these sites are non-destructive and require only partial repairs. 179 are partially damaged and require little to some repairs. Whereas, 13 sites are

completely devastated and need complete repairs and reformation. (See Table 4.1):
 The general condition of the archaeological sites in Bethlehem. (refer figure 4.13).



Figure 4.13: Some of the destroyed archaeological sites in Bethlehem

Table 4.1: The general condition of the archaeological sites in Bethlehem

Status	Number	Site Percent
Completely destroyed	13	4.28%
Partially Destroyed	179	58.88%
Non-destructive	111	36.51%
Unspecified	1	0.33%
total	304	100%

The Palestinian Economic Council for Development and Reconstruction has implemented a classification of its touristic sites based on their physical status after undergoing a field survey. They have set specific criteria for classifying the status of these sites, they are as follows:

- Partially destroyed means that the site suffers from neglect and lack of protection.
- Totally destroyed means that it was destroyed by unauthorized digging or theft.

- Not destroyed means that the site is in good condition and has not been subjected to sabotage or deformation.
- Unspecified, sites whose status could not be determined.

4.8 Top Destinations

The Church of the Nativity: This is the oldest Church in Palestine frequently visited by worshippers. The innovative was built under the support of Constantine's mom, Helena, who went ahead a pilgrimage to Palestine in 325AD to analyze the areas related with the life of Jesus Christ, esteemed since the beginning of Christianity. Helena chose the Grotto of the Nativity, the customary origin of Jesus, as the area for the colossal basilica, which was accomplished in 339 AD. Inside the Church, two gatherings of stairs on either side of the focal special raised area lead down into the grotto, the site where Jesus was born. A silver star implanted in white marble and bearing the Latin engraving 'Here of the Virgin Mary Christ was born' marks the site. In 2010, a Palestinian presidential board of trustees was set up to reestablish the top of the church, earnestly needing fixes. In 2012, the Nativity Church and the Pilgrimage Route were decorated on the World Heritage Lis (refer Figure 4.14).



Figure 4.14: Church of the Nativity

Milk Grotto: Rendering to convention, the Milk Grotto is the place Mother Mary harbored infant Jesus while avoiding Herod's fighters before going to Egypt. Situated southeast of the Basilica, it is a topsy-turvy Grotto cut out of delicate white stone. It is assumed that a few drops of Mary's milk fell onto the stone, rotating it white. Regarded by Christians and Muslims, the milk-white stone is known for its mending powers and presumed ability to make nursing simpler for ladies. (refer Figure 4.15)



Figure 4.15: Milk Grotto

Saint Theodosius' Monastery: Built by Theodosius in 500 AD, the monastery is located east of the historic village of Ubediyyeh, 12 km east of Bethlehem. A white-walled cave marks the burial site of Saint Theodosius, and tradition has it that the wise men rested here after God warned them in a dream that they should not return to Herod. (See figure 4.16)



Figure 4.16: Saint Theodosius' Monastery

Mar Saba Monastery: Built into the stone sitting above the Kidron Valley, 15 km east of Bethlehem, this magnificent monastery is a terrific sight when it first comes into see. It safeguards a lifestyle unaltered since the hour of Constantine and keeps up a custom of not enabling ladies to enter. The incredible ascetic pioneer Saint Saba (439-532AD), the religious community's namesake, established the site in the Byzantine time frame (allude figure 4.16).



Figure 4.17: Mar Saba Monastery

Masjid Bilal (Rachel's Tomb): This structure denotes the conventional Tomb of Rachel, Jacob's wife. It is viewed as sacred to Christians, Muslims, and Jews. The present haven and mosque were worked during the Ottoman time frame and are arranged on the Jerusalem Hebron Road close to Bethlehem's northern passageway (allude Figure 4.18).



Figure 4.18: Masjid Bilal (Rachel's Tomb)

Artas: A town situated in a fertile rich valley, 3km south of Bethlehem. The name Artas is gotten from the Latin word hurts meaning Paradise. It was likely named for its lavish plants and rich soil. The town is additionally home to numerous vestiges, including a Crusader convent, the establishments of a Crusader church, and a mansion just as a few Roman, Byzantine, Islamic, and Crusader locales. Artas has an amazing perspective on the stupendous Convent of Hortus Conclusus (closed garden) and the encompassing slopes with their terraced green fields (allude figure 4.19).



Figure 4.19: Artas

Solomon's Pools: Hidden among pine trees in a valley 4km south of Bethlehem, Solomon's Pools contains three epic rectangular stores of stone and block work that can hold 160,000 cubic meters of water. Despite the fact that convention respects these to King Solomon, the pools almost certainly date from the hour of Herod and may have been achieved by Pontius Pilate. Previously, the repositories gathered spring and rainwater and siphoned it to Bethlehem and Jerusalem. They continued

working until the hour of the British Mandate (allude Figure 4.20)



Figure 4.20: Solomon's Pools

Al-Burak fort: This place is recognized to be an ottoman fortress, which times to the 17th century. It is positioned near the Solomon's pools and was constructed to protect their water sources (refer figure 4.21).



Figure 4.21: Al-Burak Fort

Herodion (Jabal Al-Furdais): Built in a round shape over a slope 6km southeast of Bethlehem, this stronghold incorporates the remaining parts of an enormous castle worked by King Herod for his better half in 37 BC. The castle contained a rich, round-walled fabricating, braced loads, showers, and terraced gardens. Herodion post slope overwhelms the scene of the territory and offers a great perspective on the Dead Sea from its pinnacle. (allude figure4.22).



Figure 4.22: Herodion (Jabal Al-Furdais)

King David's Wells (Biyar Daoud): Positioned North of Bethlehem, David's Wells mark the location where David's men broke through a Philistine garrison to transport him water (refer figure 4.23).



Figure 4.23: King David's Wells (Biyar Daoud)

Beit Jala: This curious town 2km west of Bethlehem is an old Canaanite city whose name in Aramaic signifies, 'grass carpet'. Today it is the home of two religious theological schools and a few old places of worship and convents, of which the Church of Saint Nicholas, with its square tower and brilliant golden dome, is the most well-known. The Salesian Monastery of Cremisan, lodging a school and a library, is at the edge of the town, and is presumed for its superb wine. Past the Cremisan winery, Beit Jala is known for its top-notch olive oil. It is situated up a precarious slope, the town is cooler in the summers than either Bethlehem or Jerusalem, and combined with its appealing view, it is known to be a famous summer resort.

St. George's Church– Al-Khader: Built in 1600 AD and reconstructed in 1912. The pilgrimage is out of appreciation for Saint George (in Arabic al Khader), the

fighter monk who slew the dragon. He is respected for having the option to avoid the evil eye. Islamic convention has it that he left his local Lydda, where he was conceived, and settled here in this town, which bears his name. Muslims and Christians meet up yearly on this day to commend their common defender, to whom a wide range of endowments is ascribed. Holy person George is additionally the supporter holy person of farmers, travelers and the mentally sick. As indicated by a prevalent view, lunatics were tied to a ring in the dividers of the patio here for them to be conveyed from their madness because of the mediation of Saint George (allude figure 4.24).



Figure 4.24: St. George's Church– Al-Khader

Beit Sahour: This memorable town, whose name signifies 'shepherd's town', lies 1 km East of Bethlehem. Before, the Canaanites populated its various caverns, and today it is the home of numerous churches and religious communities. Holy places currently mark the destinations of Shepherds Field, the Field of Ruth and the Well of the Lady. (allude Figure 4.25)



Figure 4.25: Beit Sahour

Shepherds' Fields: Situated in the town of Beit Sahour 2 km east of Bethlehem, this is where the holy angel of the Lord is said to have showed up before shepherds bringing them great greetings of the introduction of Jesus. Gotten together with a huge number of radiant hosts, the holy angel sang 'Magnificence and Glory to God in the Highest and on Earth, Peace among men (allude Figure 4.26).



Figure 4.26: Shepherds' Fields

Battir Village: Eco- tourism represents a major attraction for the city due to its magnificent beauty and it enjoying many water springs and small villages that still preserve the ancient heritage despite the proximity of the city. This city later became

the destination for a large number of tourists in areas such as the village of Battir Green. The city is green and touristic routes pass through several such areas that are accessible on foot (refer Figure 4.27).



Figure 4.27: Battir Village

4.9 Bethlehem as a Cultural City

Palestine has a total of 13 sites that are registered on the World Heritage List of 2017. Of these, four are found within the West Bank and East Jerusalem area. Whereas the other 9 sites are under occupied land.

In 1972, the United Nations Educational, Scientific and Cultural Organization (UNESCO) compiled a list of places from around the world that held significance from various cultures or natural heritages as described in the UNESCO World Heritage Convention.

Palestine was accepted into the Convention on December 8, 2011. This made their historical sites eligible to be listed. There are three such World Heritage sites located in the West Bank, all of which carry cultural significance.

The "Protecting the Cultural Landscape in Patir" was awarded the Milena Mercury International Prize for the Conservation and Management of the Cultural Scene in May 2011.

Palestine approved the Convention for the protection of the World Cultural and Natural Heritage of 1972. The Church of the Nativity and the Pilgrimage Road in Bethlehem were listed among the World Heritage sites on June 29, 2012. Making them the first Palestinian cultural sites on the list.

In 2005, the UNESCO office in Ramallah provided technical assistance and financial support to the Palestinian Authority in order to conduct surveys and studies for the compilation of cultural or natural heritage sites that would hold great international

value in Palestine. This list went on to become Palestine's initial introduction into the World Heritage in 2012. The UNESCO office also assisted in preparation of the nomination file that would include Church of the Nativity on the World Heritage List.

In order to follow through on the World Heritage Committee's decisions 'to protect the cultural heritage of the Palestinian territories' and to 'Implement decisions on the protection of the cultural heritage of the Palestinian territories', specific assignments and tasks were carried out to study, monitor and evaluate the status of the preservation of these Palestinian cultural heritage sites.

4.10 Characteristics of Tourists in Bethlehem

The primary incentive that result in tourists visiting the Bethlehem Governorate are the religious facets of the city, as it holds Church of the Nativity, and other important historical and religious places. There exists a disproportion between the nationalities of tourists and their frequency of visiting the Bethlehem Governorate. Tourists who visited the governorate just once ranked first, making up 41% of total visits. Tourists who had visited thrice or more times ranked second comprising 19% of total visits and tourists who have only visited twice, ranked third comprising of just 1% of the total visits to the Bethlehem Governorate.

This disproportion exists due to multiple reasons. Firstly, the cost of tourism in the area shows to be financially challenging, particularly among tourists coming from Asia and Africa. Another reason would be the existence of the Israeli control at these sites. Also, neighboring countries such as Jordan and Egypt, offer many more touristic opportunities in comparison and at a reasonable price point.

When observing the demographics of visitors, it is noted that the majority of tourists consist of retired persons and the elderly. This demographic generally travels to various locations in order to satisfy the positive, moral and spiritual desires within them. They are also keen to learn about different customs, traditions and people in other nations. The presence of governmental social security provides a sense of protection. Moreover, these groups possess the availability of time free from work obligations and prefer to spend it in travel and tourism across the world.

Upon analyzing visits during various times in the day, it was found that 41% of total tourists to the province preferred early morning, 21% of total visits to the province were made during midday, 19% of visits were just before sunset and just 1% of total visits to Bethlehem were made after sunset.

The city of Bethlehem receives more international tourists than domestic tourists compared to other cities, as it comes first in the reception of international visitors and a high classification in terms of night stays. The table below (see Table 4.2) shows the number of international tourists per city, and how it changed from (2008 -2018), which ranked first among the Palestinian cities by 1042535 in 2018. It also recorded the first city in terms of night stay for international tourists, as it recorded in 2018 about 1202172 tourists. (See Table 4.3)

Table 4.2: The international tourist of Palestinian districts 2014-2018 (Source: MOTA annual report 2018)

District	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jericho	546814	487340	773381	730373	712809	777504	675290	515933	623096	803772	947468
Hebron	32876	20816	27201	116421	183928	205797	268903	165957	91766	93335	108546
Bethlehem	844943	699811	1092570	1045382	1193575	1155884	1022282	767716	615094	911224	1042535
Jenin	430	19128	259088	164395	197291	256816	253681	228998	393435	377766	367784
Ramallah	3802	18150				4	63149	25469	23339	59091	59262
Tubas			274	16	284			198	2800	17145	21208
Nablus	1704	10293	23560	8198	40628	25120	36550	97154	305013	383047	387051
Tulkarm	230	49300	115084	198460	145230	141300	103368	61829	39991	42250	51374
Qalqeliah		68870	7398	17675	86900	99000	103950	43815	72650	78400	53360
Selfit											11165

Table 4.3: The overnight stays of international tourist in Palestinian districts 2014-2018 (Source: MOTA annual report 2018)

District	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jericho	62510	49798	75054	68531	80108	65673	61457	42328	48893	66339	96906
Hebron	1564	2505	2284	3825	3196	2913	2379	2128	4617	7156	13029
Bethlehem	392523	364053	547502	589360	698274	776169	848124	686971	711324	995010	1202172
Jenin	230	2308	4180	9278	25342	18550	19349	17047	18187	14892	21711
Ramallah	35399	60164	73483	86179	100330	103932	122161	106961	84652	74846	105363
Nablus	8285	5504	8446	9250	7876	10670	12734	10999	39129	23070	25082
Tulkarm			6150			20	77	211	1590	530	13
Tubas			18					9	127		18
Qalqeliah						24		21	89	115	1

As for the local visitors, Bethlehem comes in the average in relation to other cities. There are cities that receive local visitors with a greater percentage, for example (Ramallah and Nablus, Jericho),(see table 4.4) and for overnight nights for local visitors, Bethlehem comes in the fourth stage after Ramallah, Nablus.(see table4.5)

Table 4.4: The domestic tourist of Palestinian districts 2014-2018 (Source: MOTA annual report 2018)

المحافظة	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jericho	287100	362918	390119	382113	251408	319423	292280	224928	329340	603671	521875
Hebron	1210	2480	59979	111471	262203	309610	322189	391333	219560	197840	166240
Bethlehem	64620	59080	95192	101664	102329	86687	73212	67191	84934	92071	81795
Jenin	107723	248482	466331	434492	456812	535525	518673	467908	732633	749030	562470
Ramallah	4002	75236	280340	200930	92836	102515	99930	55165	153776	351610	255600
Tubas			920	12858	1172			26185	58415	60482	88007
Tulkarm	118670	169651	429155	568819	278200	244670	321450	291704	166359	255495	145534
Qalqeliah		65240	376304	299215	356370	415080	469870	382550	255400	245750	347940
Nablus	101675	236773	548568	439571	428261	372799	454622	531949	532165	663000	755252

Table 4.5: The overnight stays of domestic visitors in Palestinian districts 2014-2018 (Source: MOTA annual report 2018)

District	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jericho	12552	19114	23273	23593	23643	16550	21378	16487	22669	28228	26979
Hebron	2031	2026	2318	2927	2415	2372	2370	2682	5113	5714	4629
Bethlehem	8082	28093	13218	7375	6876	5107	6741	5239	7328	5831	8424
Jenin	1002	3307	1954	5168	2901	3856	3993	3471	1767	1677	3423
Ramallah	42203	63492	61626	71675	74701	88782	97607	96018	116070	82311	76164
Nablus/	11122	9376	7714	6313	4404	5089	12026	9266	57424	13732	21777
Tubas			1308	2565			981	1033	420		
Tulkarm				175		149	169	142	2639	1028	61
Qalqeliah						8		22	73	64	2

Chapter 5

METHODOLOGY

5.1 Overview of Research Methodology

In this research, a qualitative methodology was used, that focuses on a deep understanding of a particular subject, and understands the subject in a way that enables the author to see the picture from all aspects and to allow him to access all views and information from a respondent's point of view. Therefore, a quantitative research method that focuses on knowing things in a non-holistic and superficial way, especially in detecting a general situation was crucial to achieve the aim of the study. Qualitative research helps in finding solutions that are more comprehensive on a particular topic. This examination utilizes a subjective research approach, which depends on an interpretive research worldview. The subjective research approach is generally applied to explore strategies known as anecdotal, phenomenological, ethnographical, contextual analysis and content investigation (van Esch & van Esch, 2013). In the context of social sciences, interpretive research is justified as it advocates: From a theoretical viewpoint the study of research participant's experiences which are taken at face value. In addition, behaviors that stem from the experiences help describe reality. Also, the interpretive researcher sees each experience and situation as unique with its meaning is an outcome of the circumstances as well as the individuals involved'(van Esch and van Esch, 2013: 219).

5.2 Sampling

The method of qualitative research, which this research was relied upon in particular, is to collect information from respondents and participants to take the information the researcher needs. The number of respondents was not determined before starting the interviews. Samples were taken from people who are directly related to the subject. All samples are related to tourism institutions and educational institutions (e.g. Ministry of Tourism, Municipality, Hotels and Restaurants, Institutes, Museums, Tourist Police). 20 participants were interviewed and interviewed. The interview began with 15 participants. Upon completion, 5 additional participants were selected in order to increase the information and confirm the previous participants.

5.3 Data Collection

Since the employed methodology in this study is qualitative, in order to collect data self-administered interview was selected. Interview method provides more flexibility due to open-end questions, the response of interview will generate the next question, therefore researcher has the ability to budge on the written questions on the interview package. In addition to, interview setting requires a rapport, a kind of friendly agreement between interviewee and interviewer which make the whole atmosphere of questioning and answering more productive and convenient.

In this interview as the participant's actions and responses got fully observed and interpreted during one year, therefore, the established logic out of those interpretations, led to fulfillment of study's objectives. In addition to, the interview anchored this opportunity for the researcher to mingle with the sampling population,

to know them better, therefore could reflect on what they said and did more coherently (Crawford,2007).

Principle task during the examination procedure was to accumulate subjective and adequate information from a little gathering of individuals. All participants in this examination consisted of change holders in Bethlehem. The information was collected in fourteen days from May 2019 to June 2019. Talking with participants from travel industry regulators, administrators and specialists and the open and private sectors. The interview questions were translated from English to Arabic and interviews were recorded. All the questions in the interview were open and debatable in a way that enables the respondent to feel comfortable and give as much information as possible. The samples were as follows: Director of the Minister's Office (1), Director of Tourist Police (1), Hotel Managers (3), Staff of the Hotel Front Office (2), Chefs (2), Independent Tour Guide (1), Public Tourist Guide (1), academics (1), staff of the Bethlehem municipality (2), tourist police (1), the Directorate of Tourism and Antiquities of Bethlehem (1), the old antique shop in the city (1), tourism agencies (1), Museums (2). In the audit phase, the recordings were heard several times and the information merged with the observations documented in order to reach the results of these questions. Table 1.4 shows the classification of all respondents according to their region and years of experience in the tourism industry.

Table 5.1: Classification of respondents and years of experience

respondents	Organization	Experience/ years
R1	Manager of the Minister's Office in Bethlehem	13
R2	Manager of Tourist Police in Bethlehem	8
R3	Manager of Paradise Hotel in Bethlehem	14
R4	Manager of Jassem Palace Hotel in Bethlehem	11
R5	Manager of Mount David Hotel	8
R6	front office Employee of the of Jassim Palace Hotel	4
R7	Front Office employee of Paradise Hotel	2
R8	Chef, Dar Al Balad Restaurant	11
R9	Chef Barbara Restaurant	5
R10	Independent tour guide	8
R11	Government guide	3
R12	Director of the Institute of Hotel and Tourism Management at Bethlehem University	18
R13	Assistant Mayor of Bethlehem	5
R14	Information Officer in Bethlehem Municipality	4
R15	Tourist policeman next to the Church of the Nativity	5
R16	Director of the Palestinian Heritage Center in Bethlehem	9
R17	Owner of Oriental antique shops in the Old City of Bethlehem	18
R18	Manager of the Museum of Baituna AL-Telhami	9
R19	manager of Bethlehem Museum	6
R20	Manager of Travel and Tourism Agency in Bethlehem	4

5.4 Data Analysis and Findings

The main purpose of this study is to identify the touristic challenges faced by the city of Bethlehem regarding the economic and political conditions, to know the touristic situation in it through participants who have a direct or indirect relationship in the tourism field in the city. The process of gathering and analyzing information will be as follows:

- 1) Bethlehem's tourism situation and its impact on the economic situation.

- 2) Putting tourism services in the city of Bethlehem and fitting them with the size of the arrivals.
- 3) The political situation and the extent of its impact on the tourist movement.
- 4) Identify the challenges and problems facing the city of Bethlehem.
- 5) Know the future tourism plans and the extent of their development.

The qualitative data and information collected from the participants were analyzed by identifying the accumulated information and arranging them into groups according to each topic where they were classified into five groups. Each group contains questions that will be answered through the questionnaire as (good, Medium, poor).

In the normal case, Palestine is a general touristic country since ancient times, whether in religious tourism or commercial tourism. It is one of the most important cities regarding religion. For each of the Christians, where is the birthplace of the Prophet Jesus (Jesus) and for Muslims, which is the first destinations for prayer, as well as it has the third mosque in the world. In addition, for Upper Egypt Commercial as it connects three continents Europe, Asia, and Africa as its location made it strategic for trade and was considered as a stopover (transit).

Table 5.2: The responses of Participants concerning the overall tourism in Bethlehem

interview questions themes	responses		
	good	average	poor
What is the general situation of tourism in Bethlehem?	50%	35%	15%
Religious tourism in Bethlehem?	100%		
Has there been any change in tourism movement? Any increase or decrease in tourism numbers?	100%		
Are there tourist and active institutions?	10%	40%	50%
Is tourism a viable sector in Bethlehem?	80%	20%	

The touristic sector in Palestine in general and Bethlehem, in particular, is one of the most important sectors that work to increase national income and improve the economic situation in Palestine. In spite of the difficulties that it suffers from, Bethlehem contains many touristic sites, whether religious or historical and landscapes, and this makes it at the forefront of the Palestinian cities regarding tourism. Since it has been known for centuries that Palestine attracts tourists with religious purposes to meet their spiritual needs. As for Christians, the birthplace of Christ is in the city of Bethlehem, and as for Muslims, the Prophet Muhammad ascended (pbuh) to Heaven on his night journey from Jerusalem, which made it a popular destination for tourists.

Religious tourism made Palestine one of the most important touristic points in the world. Especially Bethlehem, which is a strong attraction to promote tourism. As most of the world's countries are often promoted in terms of entertainment, Bethlehem is located next to the Dead Sea, which is one of the distinguished seas in the world due to its treatment and its recreational benefits. As well as the existence of

many other historical areas, not only the Church of the Nativity, but there are many important religious areas for Muslims too (Bilal bin Rabah Mosque).

According to most of the participants, the religious sites in Bethlehem made the city the first among the touristic cities in Palestine, and this helped to increase the rate of tourism significantly. The number of tourists has continued to increase during the past ten years, and all statistical indicators show an increase in domestic and internal tourism and the percentage of the hotel business is mostly 100%. The Minister of Tourism and Antiquities, "Rola Maayah", confirmed that the development of the Palestinian tourism reality would continue during the next years in terms of increasing the number of tourists. The situation will be better at the end of this year.) The general situation for tourism in Bethlehem is more than good and this is a viable element for the development of the touristic sector.

Tourism in Palestine in (2000-2010) in general, has been greatly weakened by the Israeli occupation acts, and the tension in the region has led to fear among tourists. However, after the events ended, the tourist movement increased significantly.

According to most respondents:

“If the political situation is almost stable, tourism will continue to increase, but when political events escalate, tourism will decrease significantly.”

For example, according to respondent 4:

“During the opening of a hotel, on the first day, it was found that the occupancy rate was 67%, which indicates that the number of tourist groups is large, and the rate of staying in hotels is high, which means that all hotels in the provinces of the country are full.”

Respondent 8:

“Every Palestinian citizen notes the real development, especially in the cities of Hebron, Bethlehem, Jericho and Ramallah, through the large number of tourists that Palestine has reached, all hotels in Bethlehem were full since September 2018, increased to Hebron hotels, and the surplus was transferred to Ramallah and even Nablus.”

The presence of religious and archaeological sites without other facilities such as infrastructure works to reduce the level of services.

According to the respondent 2:

“Bethlehem is a touristic city and every day we have a thousand tourists visiting the touristic sites in Bethlehem”.

Responder 1:

“Tourism in Palestine in general and Bethlehem, in particular, is promising. All indicators confirm that this sector is vital and able to provide the Palestinian economy as necessary. He also indicated that the sector is able to create jobs. Statistical indicators indicate that the general situation is flourishing and increasing with the increase in the number of tourist arrivals and the number of night stays in Bethlehem.”

Table 5.3: Participants' responses to the challenges and weaknesses of tourism in Bethlehem

interview questions themes	responses	good	average	poor
Weaknesses of tourism in Bethlehem?		30%	50%	20%
What are the main challenges related to tourism?		30%	55%	15%
what the role of political conflict in tourism development?		50%	30%	20%
What is the level of tourism services in the city of Bethlehem?		30%	50%	20%

The city of Bethlehem is similar to many touristic cities that contain weaknesses, which limit the development of tourism. One of the most important points, which is the biggest problem, is not only for Bethlehem but all cities of the West Bank, is the Israeli occupation. Where the most important characteristic of cities and touristic countries is Freedom, and control over the entrances and exits of the state or the city, and the absence of an obstacle standing in front of it. However, in the city of Bethlehem, the major obstacle is the border crossing, as the Israeli occupation at any time closes the crossings leading to the city, and this works to destabilize the touristic situation in the city, as closing transient is working to lower the economic situation.

Respondent 1 said:

“That during the period of (2000 AD) the first intifada, when the crossings leading to the city were closed, the numbers of tourists decreased dramatically and determined the period of tourism inside the city. Because there are certain times for entry and exit, so all tourist facilities were affected (restaurants, hotels, cafes) and most of these projects went bankrupt because they did not find the sufficient number of

tourists to maintain their operation and that 70% of the eastern antique stores were closed during this period.”

These conditions led to the destabilization of the tourist situation of the city, and upon the completion of these events, and the return of the tourist situation to its natural state, the occupation authority has warned the tourists against entering the West Bank areas and they take responsibility for what will happen to them in these areas. Nevertheless, the city of Bethlehem is considered one of the most important religious cities for Christians, and it has not been affected by the attempts to limit the tourism by a high rate because of the obligation of the pilgrimages to visit the city.

Respondent 10 said:

“On one of my tours with a promotional tourist group, one of the tourists told me that when applied for the tourist visa, made a touristic schedule, and he was planning to visit the city of Bethlehem. The Israeli Tourism Agency told them that entering the West Bank would be a threat and they will not be responsible for entering there. However, our trip was one of its most important goals: visiting the Church of the Nativity in Bethlehem where Christ was born and we took full responsibility for all its dangers. We were terrified at the beginning, and more than half of the group changed course and made a new program for them in the occupied interior cities. As for us, we risked going to the Church of the Nativity. Upon reaching the Church of the Nativity, we felt the safety and simplicity of the Palestinian people, and that it is more social and hospitable than the Israeli areas, and the prices of services, food, drink, and residency are much cheaper than the Israeli areas.”

Certainly, there are weaknesses in the infrastructure of services (restaurants, hotels, cafes) as is the case in most areas of the West Bank, but they are of minor degrees, as there are cities (Nablus, Jenin, Qalqilya). The situation there is much worse than the city of Bethlehem. There are hotels with good services and internationally classified (five stars, four stars) as in the case with restaurants and cafes. However, there is a weakness in the human cadres, which are not qualified for tourism services in the city. As most workers in cafes, restaurants and hotels are not scientifically qualified and if they are qualified they are with specializations other than the tourism field and they work in this field due to the economic situation in the West Bank, where they work without scientific experience in this field.

Moreover, patronage plays an important role in this field, as the stakeholders employ their friends and relatives in important locations that need experience, educational qualification and ability to manage.

Respondent 8 said:

“A person who does not have a scientific degree in any field heads the administration in the human resources department. Moreover, he does not have any experience in this field, which caused a lot of mistakes in hiring unqualified employees, which caused the low level and quality of services.”

Responder 11 said:

“Distribution of facilities and services for touristic sites is bad, that most of the tourist services and facilities are concentrated in the northwestern part of the city of Bethlehem, which represents (Bethlehem, Beit Jala, and Beit Sahour).”

This is due to the concentration of the most important touristic sites in it, which hundreds of thousands of tourists visit annually, and this explains the concentration and conglomeration of services in this way in this region. While the eastern regions, which represent the eastern countryside of Bethlehem, lack the minimum amount of tourism facilities and services, despite from being an area that has a beautiful and picturesque natural environment that makes it an important eco-tourism site. It can be said that the Monastery of Mar Saba is a clear example of the shortcomings in tourism planning for this region as it is an important religious tourist site whose surroundings lack most of the important basic tourism facilities and services such as electricity and Water, restaurants and roads. As for the western side of the Bethlehem Governorate, which represents the western countryside of Bethlehem, which is known as the villages of Arqoub, we find that it also suffers from a clear deficiency in the services and infrastructure. It needs to activate its role as an important international environmental tourist destination to protect cultural landscapes, especially after the village of Battir won an award on good management, and confirmation. The global value of this region, in its vital diversity and scenic landscape. Here, we can say that the distribution of tourism facilities and services in the Bethlehem Governorate is unfair and needs to be studied more and plan.

Basic infrastructure services such as roads, electricity, water, telecommunications systems, sewage systems, waste disposal systems, restaurants, hotels, parking lots and buses are essential services that must be available in any tourist region, as their presence represents one of the major challenges facing the process development, which would assist investors in the work of various tourism projects.

Respondent 1 said:

“Any deficiency in basic infrastructure services may lead some investors to rethink investing in those locations, or may hinder the implementation of investment projects in the specified dates, which causes increased costs and weakens the return on investment, and most importantly, it may have an impact on the potential for project success. Moreover, the possibility of its continuation. The Bethlehem Project 2017 is considered one of the largest development projects in Palestine, this project could be a model to be emulated in other parts of Palestinian. More than a dozen countries, international organizations including the World Bank, the United Nations Development Program, and other donors have invested over \$ 100 million to renovate old buildings and restore archaeological sites, paving streets and squares, repairing water and sewage pipelines networks, and developing tourism. This was a strong step forward in the development of tourism facilities and infrastructure in the city of Bethlehem.”

There are many touristic sites in the governorate of Bethlehem, that lack many tourism services and facilities, the most important are the Monastery of Mar Saba, Wadi Kharitoun, Khirbet al-Makhour, Barak Sulaiman, and villages of the western countryside (Battir, Husan, Nahalin, and Fukin Valley). This requires placing these areas as part of the rehabilitation and development plans, in order to bring a qualitative change in the level of tourism services and facilities in these areas, as this is important in supporting development and enabling the local community to reap its benefits. At the same time, many touristic sites in the governorate receive great attention in terms of planning, rehabilitation and development. Such as the Church of the Nativity, the Grotto of the Milk and the Omar Bin Al-Khattab Mosque, where most of the facilities and basic infrastructure services are available. Which enable

these sites to accommodate more arriving tourists in addition to increasing productivity, the internal market is expanding, so the Palestinian government must pay attention to developing the infrastructure of tourist sites and facilities in the governorate and fast enough to keep pace with the growth of demand resulting from the increase in the touristic flow. In addition to planning, this depends on the presence of human cadres with a planned mind capable of innovation and managing development projects.

Every country that is successful in tourism must have the government with full control of all entrances and exits of the state as well as control on the issuance of touristic visas, their containment of airports and ports, and the ease of work of tourism programs. However, the situation in the West Bank is completely the opposite, as the control of the entrances and exits is almost non-existent due to the Israeli occupation. In addition, it is not possible to issue touristic visas, as the Israeli government must agree to these visas to enter the West Bank, and this causes deficits in the West Bank areas because the tourist offices are restricted to booking airline tickets only and not more than this.

Respondent 18 said:

“Our work in a tourist office seems to be a big job because we are in the city of Bethlehem, which is a tourist city, but in reality most of the times there is no work in the field of tourism because the work that we are supposed to do is carried out by the Israeli occupation. In addition, our work is restricted to booking airline tickets only also, during the Hajj season, we organize trips to Saudi Arabia, but if we rely on this, the office will be bankrupt, so we use the office as a real estate office.”

In the West Bank, lands are divided into three areas (A, B, and C), as:

-Areas A: are subject to Palestinian control, and this area is 3%.

-Zones B: where the civil control of the Palestinian authority, the Israeli occupation security control, and its settlements are 25%.

-Zones C: 72% under Israeli occupation control.

The city of Bethlehem contains many important archaeological areas, many of which are located in Area (C), where the Israeli occupational authorities have imposed total control on it and prevent tourists from the West Bank to reach them. In addition, archaeological sites in Area (B) are subject to Israeli occupational control and they prevent access to them, except with an entry permit, and most often, they are rejected. Also, the archaeological sites in Area (A) are under Palestinian control, but many problems are encountered when trying to restore, as the occupation army supervises them and hinders the restoration and check process over them every period.

Respondent 20 said:

“The archaeological site of the Bilal bin Rabah Mosque, known as the Rachel's Dome, is located in Area A under Palestinian control. The occupation government to include the site in the list of Jewish heritage monuments, and the Israeli occupation refusal to allow the legit Palestinian Authority to restore the site issued a decision. Despite its location on the lands of Palestine this decision resulted in a series of activities against it, which led to clashes between the occupation and the residents of the region.”

In addition, the Apartheid Wall separating the West Bank areas between Bethlehem and Jerusalem has led to the destruction of many archaeological sites, and the attempt to obliterate the Palestinian heritage that resulted in many confrontations between the Palestinian people and the occupation army. Which led to many martyrs, and when the tourists hear these events, the coming numbers are rare visiting the Church of the Nativity and the city center, and many historical and archeological sites are marginalized.

Respondent said 13:

“The Apartheid Wall divided the West Bank cities, and this leads to difficult access to all cities, so that the movement between cities in a bypass manner and this has led to the marginalization of many archaeological and religious areas.

The Palestinian government suffers from a financial deficit and the private sector is weak due to the lack of adequate support for these institutions, and this limits the Ministry's ability to develop archaeological and tourist sites.”

Respondent 12 said:

“Bethlehem needs adequate support to develop the city as a touristic city, both from the government and from the private sector, as many projects are suspended due to the lack of adequate support. Examples are (Bethlehem City Tour) as the total cost of the project (1,500,000 \$) and current investors are available (\$ 375,000). as the project aims to give the tourist a more general and close overview of the holy city and its surrounding areas, by providing private buses with onboard tour guides who tour around the city of Bethlehem, and stops at the most attractive and important sites so that tourists are given the opportunity to experience communication and interaction with locals. Watching these handcrafts along to look at the historical and

religious sites, this project seeks to obtain a partnership with a strategic partner as the licenses and permits are ready, the project needs to be the necessary funding for implementation.”

Table 5.4: Participants' responses to attractions and tourism strengths in Bethlehem

interview questions themes	responses	good	average	poor
What are the attractions of Bethlehem?		100%		
The strengths of the city of Bethlehem and distinguish them from other cities?		100%		
Can there be other forms besides religious tourism?		100%		

There are attraction elements that interest tourists in Bethlehem. The most important factor is religious tourism, which has made Palestine one of the most important touristic points in the world, especially Bethlehem, which includes the Church of the Nativity, which pilgrims have reached thousands of years ago. This is a major attraction element to promote tourism in Bethlehem, because most of the world is promoted often in terms of entertainment. Located next to the Dead Sea, which is one of the distinctive seas in the world due to its therapeutic and recreational benefits and many from historical regions. Not only the Church of the Nativity, but there are many important religious areas for Muslims (Bilal bin Rabah Mosque) also.

Responder 1 said:

“Palestine possesses things that no country in the world possesses from the history, civilizations and heritage, that made it a tourist destination throughout history, and the environmental and geographical diversity made it an attractive area, as in a small region like Palestine we join mountains, valleys, plains and desert as you can find

winter and summer at the same time. Palestine is similar to the open museum, because it contains archaeological, historical and religious monuments in all of its lands, and Bethlehem in particular, as the archaeological sites cover all areas if parking stations were established on each site that needs more than 3 days to visit.

There are new tourism style that have started to appear in recent years, and they are the eco-tourism paths that the Ministry of Tourism has worked to organize. Which are tracks as the city has a stunning environmental views and historical places that extend for example (Bethlehem - the Dead Sea - up to the wilderness of Jerusalem) as this includes The path is stunning historical and natural areas.”

Likewise, the Battir path (Makhrour village to Battir village), in addition to many paths that can be planned, but the occupation is an obstacle in front of it because of the apartheid wall.

Respondent said 16:

“If the apartheid wall does not exist, there will be more than 30 environmental tracks, but with the separation of areas by the apartheid wall, only 2 of the tracks have been created.”

Also, the local tourism in Palestine in general and the West Bank in particular focus on the city of Bethlehem, because it contains historical and recreational landmarks, educational places where all groups of society including families and students, and youth trips. In addition, school trips focus in particular on the city of Bethlehem being educational trips, in addition to 1948 Arabs, which they go to West Bank cities, including (Bethlehem, Ramallah, Nablus).

Respondent 5 said:

“The city of Bethlehem receives local tourists permanently every week, as the percentage of hotel occupancy at the end of the week is from (80 -100%). This greatly enhances tourism, especially for owners of restaurants, cafes, and oriental antiques stores.”

The appropriate prices for touristic services in the city of Bethlehem make tourists flock to it, especially local tourists, and they look at it as an appropriate place to spend the vacation every week, especially for employees with limited salary.

Respondent 17 said:

“Local tourists, especially those with limited salary, are searching for a place for the weekend with services at medium prices and that the place that will suit them is Bethlehem, so we receive large numbers at the end of the week, especially in summer and the holiday period.”

Christmas rituals are held in Bethlehem on three different dates: Catholic and Protestant denominations celebrate on December 25, the Greek and Syriac Church and Coptic Christians celebrate on January 6 and Armenian Orthodox Christians on January 19. Most Christmas processions pass through the Church of the Nativity, in the outer courtyard of the Church of the Nativity. This made the city a destination for both local and international tourists, being the birthplace of Christ for all Christian denominations.

The respondent 7 said:

“All hotels in the city of Bethlehem and Ramallah will have an occupancy rate of 100% at New Year's Day, and tourists will be transferred to Hebron and Nablus hotels.”

Table 5.5: Participants' responses to a relationship between tourists and the public in the city of Bethlehem

interview questions themes	responses	good	average	poor
How does the public feel the direction of tourists?	100%			
Is there a cultural conflict between tourists and the public?				100%

In general, most of those interviewed have clearly answered the relationship between tourists and the public. As the city of Bethlehem has been receiving tourists for thousands of years, and the delegations of tourists to the city are considered a routine thing in the lives of people who live inside the city and many of them whose income depends on tourism where the professions are inherited (father on grandfather). Palestinian people in a natural state are a hospitable people, and provides all the means of comfort and safety and they are social people. This is the most important thing that distinguishes them, despite what he suffers from the obstacles of occupation and chaos and storming operations, but he maintains the characteristics of hospitality continuously and in return that what he feels by the tourist from safety and stability during his presence.

Respondent 8 said:

“The Palestinian people used to see tourists for thousands of years, as it is considered the largest tourist destination in the world.”

Where there are the oldest types of tourism in Palestine, which is religious tourism, the Palestinian people are accustomed to receive tourists, as it is naturally hospitable and offers all means of comfort and safety. Despite all the harsh conditions that it suffers from as a result of the occupation, as they do not consider tourism only as an income source, but rather an opportunity to deliver a message to the world where it considers it A window that reaches the world and delivers the facts and the suffering of the Palestinian people.

Also, this situation exists in the villages of the city, the public feels happy when they see tourists flock to the areas in which they live and they do everything they can in order to make them feel comfortable. In addition, this raises the curiosity of tourists and that some tourists have shared conversation with employees in the tourism field in the city.

Responder 7:

“One of the tourists who visited Battir village told me he wants to stay there for long periods, and that the people who live there open their houses to tourists, welcome them, and offer them food and drink free, and they felt very happy. Moreover, to carry out many of the traditional activities carried out by the village and the level of safety is very high so that there are no assaults and no thefts. This indicates the high culture of employees and that they are aware of the importance of tourism and the benefits it provides to their lives and their economy, so they take care of it and develop it.”

As for the presence of conflicts between citizens and tourists in Palestine, in some areas, due to the passage of some periods in which the tourists were absent from some Palestinian areas, this constitutes a knowledge gap due to the existence of a new generation of citizens. Who are not accustomed to tourists and when tourists suddenly return, this leads to a strange In the matter, due to the difference in cultures in some cities such as (Nablus, Jenin, Qalqilya), but especially in Bethlehem, there are no conflicts.

Respondent 11 said:

“A cultural struggle does not exist because citizens have the ability to adapt to all cultures, beliefs and nationalities and offer everything they can and it is a people accustomed to change very quickly.”

Table 5.6: Participants' responses to the future vision of tourism in Bethlehem

interview questions themes	responses	good	average	bad
Can tourism play a positive role in achieving peace?		100%		
What is the future vision for tourism in Bethlehem?		80%	20%	

Tourism can play a major role in building peace and supporting reconciliation processes, the participants stressed in the interviews. However, it must be more equitable to the Palestinian people than it is now in order to take its right from the tourist side and display the Palestinian history and the archaeological side of it.

Participants noted the importance of placing tourism at the center of the peace and reconciliation agenda, to ensure a sector that can achieve the highest potential for generating development and social inclusion. Moreover, stressed the importance of community participation, empowerment, capacity building and training, and public-private partnerships are key factors in building a culture of peace. During tourism in post-conflict societies.

Palestinian Tourism and Antiquities Minister Rola Maayah said in a press release that tourism is a means of trust and goodwill, and plays a role in peace building through its contribution to poverty alleviation, cultural heritage preservation and environmental preservation.

The respondent 4 said:

“Every tourist in the region is a messenger of peace where he sees what the Palestinian people are suffering and reflects what he sees in his country and society, and contributes to showing the truth and revealing all the practices of the occupation in the West Bank.”

Bethlehem is a city with diverse climate and nature. Of course, there are other forms of tourism in it, when there is independence and the formation of an independent Palestinian state far from political conflicts and able to put tourism plans away from Israeli occupational intervention. Where there will be a brilliant future for this state because it contains all the elements of the tourist state and even you will be among the first tourist countries in the world.

The respondent said 13:

“The Ministry of Tourism and Antiquities has worked in recent years to develop new patterns with a focus on the religious pattern where (environmental paths, historical paths), exploration tourism, adventure tourism, conference tourism, food and drink tourism have been activated. Not only in Bethlehem, but also in other cities. It has increased in popularity by domestic and international tourism. This pattern is not only to support the economy, but also protects many sites threatened by the occupation.”

Most of the participants were frustrated about the future vision of tourism in Palestine. In general, because of the frustration in tourism planning, lack of control of the crossings and borders, lack of authority to issue visas, and the lack of airports. Nevertheless, they had a particular hope around Bethlehem because of the presence UNESCO protection for some areas in Bethlehem.

There is an urgent need to cooperate in peace agreements and to be more equitable to the Palestinian people through the PLO peace negotiations. There should be greater pressure on the Israeli occupation to achieve higher tourism revenues or returns than it is now.

However, some other participants pointed to the importance of vocational education in tourism and hotels to achieve a wonderful tourism future and an excellent vision. No tourism sector can be developed if there is a labor force that is not sufficient in this area and does not have the knowledge of tourism as it is today in most restaurants in the city and some hotels. Moreover, they also manage most family-owned companies, which can lead to administrative problems and inadequate quality services, resulting in loss of revenue. In future vision, this traditional rule must fade.

In fact, according to participants' beliefs, the city of Bethlehem can reach a very high level of future tourism, both domestically and internationally, as it can be at the same level as many other tourist destinations around the world. This situation can become a reality only if the auspicious solution and disease of both parties is established. Although Palestinian businesspersons in the diaspora will achieve the most, there is no distinction between cities in the West Bank and cities in the occupied territories of Palestine.

Summarization

The lack of a relationship between the number of arrivals to the governorate and infrastructure services. The results of the study indicated that the governorate of Bethlehem possesses an adequate infrastructure for tourist facilities and is prepared to receive tourists and pilgrims despite the shortage of health and recreational services. In general, this is strengthened by the increase in their numbers recently and this increase is a clear indication of the gradual improvement in this sector and the availability of services and infrastructure.

The level of tourism security available and its impact on the tourism sector in the governorate. The results of the study indicated that the security situation inside the governorate is excellent, as tourists are exposed to low harassment based on the view of tourists and workers in the private sector. In addition to the presence of the tourist police in important tourist sites, which makes tourists feel safe and secure, and this has a positive impact on the number of arrivals, which denies the Israeli occupation allegations of insecurity in the Bethlehem governorate.

The Israeli occupation impedes the movement of tourists and workers in the Palestinian tourism field, and the Bethlehem governorate does not have a gateway to enter its territory as a result of the Israeli occupation control on all entrances to the governorate. As Dr. Kholoud Daibes says, we differ from all tourist destinations in the world in that the tourist does not come through us or through our gates, we have no control over the crossings and borders and we do not have an airport, and this is what makes tourism marketing for Palestine and Bethlehem especially a great challenge.

Distribution of tourism facilities and services in the Bethlehem Governorate is unfair, as most of the tourism facilities and services are concentrated in the three main cities of the governorate (Bethlehem, Beit Jala, Beit Sahour).

Lack of interest in health services and facilities related to tourism activity in the governorate.

The lack of recreational tourism services in the Bethlehem Governorate (cinemas, casinos, sports arenas, parks) that would motivate tourists to spend and prolong their stay.

Preserving tourist areas comes first in the priorities of the Palestinian Ministry of Tourism and Antiquities, and rehabilitation and development of tourist areas and infrastructure comes second from the private sector point of view and fourth from the point of view of administrators in the Ministry of Tourism and Antiquities.

The planning based on the movement of tourists and the scenarios associated with this number is below the required level, which indicates a deficiency in this aspect on the part of the competent authorities, and indicates the absence of clear scenarios to achieve sustainable development strategies for the tourism sector.

There is a clear deficiency on the part of the Palestinian Authority and the private sector in organizing a global media campaign backed by manuals and periodically updated information on tourism areas in Palestine, specifically the governorate of Bethlehem

The interest of the Palestinian Ministry of Tourism and Antiquities in the environmental and natural elements in the governorate, and the work of an environmental impact assessment for the established tourism projects is still weak.

Weak tax exemptions provided by the Palestinian government to investors and workers in the tourism sector in the governorate and its weak contribution to solving problems related to the tourism sector.

The role of non-governmental organizations in planning and developing the tourism sector in the governorate is average, and this does not help investors in making huge and distinguished tourism projects.

The Palestinian Ministry of Tourism and Antiquities does not have a clear vision or a definition of the role of the various sectors related to tourism activity.

Tourism promotion is restricted to the religious side only.

The availability of security stability within the governorate.

Prices of tourist services are appropriate from the point of view of tourists.

The Israeli occupation negatively affects the tourism sector in the governorate.

There are many important tourist sites in the governorate that need rehabilitation and services and tourism infrastructure, in order to be used effectively in developing the tourism activity and movement in it, such as Deir Marsaba, Wadi Kharitoun, Khirbet al-Makhour, and villages of the western countryside (Battir, Husan, Nahhalin, and Wad fuckin, the green town, and ponds Sulaiman).

Chapter 6

CONCLUSION

Tourism is an international phenomenon that works to boost the local economy and to boost national output and income. Many Arab countries, such as Egypt and Lebanon, depend on tourism as a factor in developing the economy. Rather, what comes from tourism constitutes an important part of the budget of those countries, and what these countries impose entry and exit visas or fees. Entering touristic places is an indispensable source of income; tourism also is a civilizational marketing tool for the country. Through tourism, a person can get to know the industries of the countries he visits and their products, and therefore the countries need tourists to introduce them to their industries and products. This undoubtedly provides the economy and enhances the national industry. Tourism is a means of exchanging cultures and getting to know the customs and traditions of peoples. When a person travels to another country, he learns about its culture, customs and traditions, and this deepens the relations and embeds them among the peoples of the world. Rather, the traveler and the tourist can also be an ambassador for his country in defining its culture and highlighting the image of its civilized behavior. This helps to achieve peace and security between people. Unfortunately, some of the touristic destinations suffered from tourism stagnation due to the political conflict such as Palestine, and because of these conflicts, they suffered from a lack of planning and great neglecting for many areas, such as the city of Bethlehem.

Palestine in general and Bethlehem, in particular, are supposed to have a high position among the largest tourist countries for their religious, historical, environmental and geographical importance. To achieve this, many of the challenges facing the State of Palestine must be overcome. The political conflict that exhausted the state during the 70 years of wars that led to alienation and alienation from tourists and their classification from politically hot regions, and as it is known that tourists are searching for areas where safety and stability are in spite of all this It greatly receives tourists. As the Israeli occupation is the main obstacle to the development and planning of better tourism.

The weak planning and random planning led to weak infrastructure in the city of Bethlehem, and this led to discouraging investment. The biggest problem is a concern for a particular area of the city more than other areas where many historical areas were left neglected and lack of adequate care for them.

In conclusion, the city of Bethlehem is a first-class tourist city, so there must be great interest in all existing tourist sites in a fair manner, and comprehensive planning for all parts of the city.

6.1 Implications and Suggestions

Based on the findings of this study, Dinah Bethlehem lacks some important issues that will develop the tourism reality in the city:

- Setting a comprehensive and effective plan for developing the tourism sector in the governorate, so that it contains clear, announced, explained, and understood terms and policies for all workers in the tourism sector until they are adopted and applied.

- The necessity of joint consultation and coordination between the various institutions and departments related to the tourism sector.
- The need to pay more attention to the development of this sector in terms of reducing weaknesses and threats that exist as much as possible and invest more in the many strengths and opportunities available in the tourism sector.
- The Palestinian Ministry of Tourism and Antiquities should take care to rehabilitate and develop tourist sites and infrastructure and put them as a priority so that the Bethlehem Governorate can compete with the touristic areas in the occupied lands and the neighboring countries.
- The government should establish an incentive policy for investors in the tourism sector, such as providing tax exemptions, which would increase the volume of investment in this sector.
- The Ministry of Tourism and Antiquities should pay more attention to health services and facilities linked to tourism activity in the governorate.
- The need to pay attention to secondary tourism services that stimulate spending and prolong the stay of tourists in the governorate, and include recreational services such as cinemas, sports arenas, swimming pools, gardens, parks and casinos.
- The necessity of paying attention to the tourism promotion of the governorate in particular and Palestine in general.
- The Palestinian government must take a decision to organize the entry of occupation buses and tourist guides into the governorate.
- The necessity of urgent reforms for some roads in the governorate.
- The necessity of creating awareness programs for investors and residents about the strategic importance of the tourism industry in the governorate.

- The necessity of updating the tourist laws, as tourism is still operating according to Jordanian Law No. 45 of 1965.
- The necessity of creating new tourist paths in both the western and eastern countryside of Bethlehem Governorate. In addition to the need of these regions for more rehabilitation and development to activate its role as an eco-tourism destination.
- The need to take advantage of modern technology to build a reliable tourism database on which planners rely on decision-making, as it is necessary to enter the Tourism Information System (T.I.S) Tourism Information System as it is considered an effective system in managing the tourism sector electronically.
- The need to take advantage of local talent and benefit from the experiences and experiences of other nations in the field of tourism planning in order to develop the tourism sector in the province.
- The following sites are important in terms of tourism and need to work in maintenance, restoration, and provision of appropriate infrastructure and services to develop the tourism activity in them, as follows: Church of the Nativity, Omar Ibn Al-Khattab Mosque, Cave of Milk, King David Wells, Monastery of Mar Saba, Wadi Kharitoun, Burak Sulaiman, Khirbet Al-Makhrou, and the villages of the western countryside, need health facilities and services. As for the Church of the Shepherds of the Greek Orthodox, the Church of the Shepherds of the Catholics, the Monastery of Mar Saba, the Valley of Kharitoun, and Khirbet al-Makhour, you need urgent repairs to the road network. As for the Church of the Shepherds of the Greek Orthodox, Khirbet Qumran and Wadi Kharitoun, you need parking lots and buses. As

for the Monastery of Ibn Ubaid, the Monastery of Crimsan, the Church of the Greens, and the villages of Husan, you need restaurants and tourist hotels.

6.2 Limitations and Future Studies

Since the study was conducted in the city of Bethlehem and the researcher from another region, the identification of the target samples and taking the dates of the interviews took some time and was very stressful, and the presence of occupation military checkpoints on the road to the city has postponed some interviews several times. Conducting such a study on important touristic areas in Palestine, such as Nablus, Jerusalem, Hebron and Jericho, in order to complete this work and generalize its results.

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