Malta organizes a Mediterranean Tourism Conference in Bethlehem

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On Thursday 10 November 2016, the Mediterranean Tourism Foundation and the Representative Office of the Republic of Malta in Ramallah, Palestine collaborated with the Ministry of Tourism and the Antiquities of Palestine and the Holy Land Incoming Tour Operators Association to organize a Mediterranean Tourism Conference coined "Empowering Tomorrow' in the Palestinian city of Bethlehem. The aim of the event was to promote the Maltese experience in the tourism sector in a city well known for its touristic potential and to bring together Maltese and Palestinian specialists on the subject in order to expand the relation between both sides and further enhance the industry.

The Conference, which took place in the Bethlehem Peace Centre in Manger Square, Central Bethlehem, was attended by the Palestinian Minister of Tourism and the Antiquities H.E. Ms Rula Maa'yah, the Maltese Representative in Ramallah, Palestine Mr Reuben Gauci, the President of the Mediterranean Tourism Foundation and the Malta Hotels and Restaurants Association (MHRA) Mr Tony Zahra, the Chairman of the Malta Tourism Authority (MTA) Dr Gavin Gulia and the CEO of the Mediterranean Tourism Foundation and the Malta Hotels and Restaurants Association Mr Andrew Agius Muscat. The Foundation also invited its board members: Academic Director of the Sacred Art School in Florence, Dr Giancarlo Polenghi and the Founder of Humanica in Turkey, Dr Barbaros Kon. The Municipality of Bethlehem and the renowned Bethlehem University which hosts a Faculty for Tourism Studies, were represented in the symposium along with members from the Palestinian tourism business community such as hoteliers, travel agents, restaurant owners and souvenir shop keepers. The discussion dealt with challenges and prospects for the tourism sector in the region and focussed on imminent matters facing this business activity which holds such importance for the economies of Mediterranean countries.

The Palestinian Minister of Tourism and the Antiquities thanked Malta and the Mediterranean Tourism Foundation for organizing this conference in Palestine whilst the Representative of Malta in Palestine congratulated the foundation for holding its first Mediterranean Tourism Conference outside of Malta in the internationally renowned tourism city of Bethlehem.



UNDER THE AUSPICES
OF THE MINISTER OF TOURISM & ANTIQUITIES
THE REPRESENTATIVE OFFICE OF MALTA IN PALESTINE
THE MEDITERRANEAN TOURISM FOUNDATION
THE HOLY LAND INCOMING TOUR OPERATORS ASSOCIATION

"EMPOWERING TOMORROW"



THURSDAY, NOVEMBER 10TH, 2016 AT 15:30
BETHLEHEM PEACE CENTRE,
MANGER SQUARE, BETHLEHEM, PALESTINE

Palestine
Palestinian
Mediterranean Tourism Foundation