

# Palestinian

incoming tourism professionals

THE HOLY LAND AND BEYOND



The Holy Land Incoming Tour Operators Association was established in the summer of 2005. HLITOA comprises 43 member Tour Operators working in the (Inbound) incoming tourism. The HLITOA members are the main source of tourism in general and pilgrimage in specific, which as well plays as an active private sector pillar for the Palestinian Economy bringing in foreign currency, and directing business to other tourism service providers such as hotels, transport companies, guides, etc; and creating major employment opportunities. There are many travel agents in Palestine who sell airline tickets (Outbound); however, these are not eligible to become members of HLITOA. Only Incoming Tour Operators are eligible for membership.

The HLITOA Board has defined the Vision, Mission and Objectives of HLITOA as follows:

### Vision:

For the Holy Land Incoming Tour Operator Association (HLITOA) to be a key player and major catalyst in developing the Palestinian Tourism Industry so that it grows as the major economic sector in Palestine, and for this sector to contribute towards an independent, viable and sustainable Palestinian economy.

### Mission:

The Holy Land Incoming Tour Operator Association (HLITOA) aims to support and strengthen the Palestinian Incoming Tour Operators (PITO) in the Holy Land; and represent them in participating in and contributing to the development of sustainable incoming tourism in the Holy Land

### Objectives:

- Increase number of tourists handled by members
- Deepen the relationship between members and their clients through improving service, strengthening loyalty and increasing profits of members.
- Broaden the business of members by developing new products (such as Umra, Fact Finding and Culture tours) and increasing product diversity.
- Coordinate with other bodies to develop a sustainable tourism industry.
- Represent the PITO to official institutions and other bodies.

## JERUSALEM

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