



Stream Cities Project

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1. Commitment and International Organization

After Catania Stream Cities meeting Bethlehem Municipality formed the steering committee and developed its terms of reference which was empowered to act as the executive committee of the formulating the general strategic lines, select the working team, to develop plan of actions, and to prognosis key factors using the SWOT analysis methodology.

Bethlehem Municipality Council examined and evaluated the present tourism sector as the major one of the city economical activity, the internal and external environments that are affecting tourism, religious and cultural components of Bethlehem people in order to develop a realistic and applicable action plan to revive and develop this sector as a means of sustainable development to the people of the city.

2. Identification of tourism

- Tourism and its related enterprises form a major industry in the region and constitute a major source of income for the people of Bethlehem and the area.
- More than 55% of the Bethlehemites depend on tourism and its related industries as their economical activities.

- They have developed high quality artisan craftsmanship mainly olive wood and mother of pearl items.
- During 28 years of Israeli Occupation the growth and development of Palestinian tourism industries has suffered tremendously.
- A viable tourist industry can contribute to a positive regional development as well as to political stability.

The steering committee designed and conducted eight meetings and workshops with the following:-

- Municipal council members.
- Municipality department heads.
- Community leaders selected representatives from the community interest groups, neighborhood committee. Eight meetings and workshops were conducted with the neighborhood committees of Bethlehem city in addition to representative of the local societies that culminated with forming the elements of the local sustainability action strategy for Bethlehem city (a copy is enclosed).

They were informed and familiarized with the aim goals of the project.

The steering committee is composed of:-

- Dr. Victor Batarseh Mayor of Bethlehem
- Mr. Khalil Shokeh Council Member project coordinator
- Mr. Zughbi Zughbi Council Member liaison between project team and council members

The Working Team

- Mrs. Muna Nasser strategic planning Expert
- Mr. Rami Kando Financial Manager
- Mrs. Dina Nassar Public Relations Coordinator
- Mr. Tony Marcos Director General

Bethlehem City Council after forming and approving the steering committee has identified the strengths, weakness, opportunities and threats to the community by using SWOT analysis, endorsed the formulated shared community vision statement:-

"We the citizens of Bethlehem City envision that in 2028 our city will be a tourist vibrant city that is safe, economically prosperous, technologically advanced while preserving its religious, historical and cultural heritage environmentally safe, characterized by active citizenship, free of intolerance, provides a good quality of life as well as a city where law is enforced under the jurisdiction of an active local authority."

The Community Vision provided the Municipality council with a local sustainability action strategy that will enable and assist them in seeking donors, funding agencies with clear needs and priorities.

The council apprehended this strategy which emphasizes on (Tourism promotion) as it was planned and gave it power and legitimacy to promote ownership and responsibility among the citizens leading to sustainability and public benefit.

The Municipal council approved the steering committee recommendations that of forming the community supervisory committee which is composed of representatives of:-

- Ministry of Tourism.
- Ministry of Local Government.
- Chamber of Commerce.
- Hotel, restaurant and souvenir associations.
- Civil societies groups (women, youth, cultural and sports clubs).
- Local neighborhood committees.
- Tourist Police Department.

3. The Questionnaire of Local analysis

Due to the interruptions and changes that took place in the Stream Cities Project and the extension of the project duration, the questionnaire for local analysis has not been elaborated neither submitted to the main stakeholders.

According to the e-mail from Davide Crimi dated March 16, 2009 in relation to Bethlehem that a report should be prepared following the monitoring questionnaire that ANCI – IDEALI will send it to us and to the meeting that was held with Catania delegation visit to Bethlehem we understand that we should design and formulate the questionnaire that pertain to Bethlehem city and meet out requirements.

Therefore, based on Bethlehem Stream Cities action plan the steering committee and the working team will:-

1. Reformulate the questionnaire.
2. Translate it from English language to the Arabic language.
3. Distribute it to the main stakeholders in a general meeting to be held in September 2009.
4. Collect the data and analyze the results.
5. Submit it to the Valencia for assessment and evaluation.

Bethlehem Municipality in Partnership with the Local Community towards a Better Life

We, the citizens of Bethlehem City, envision that in 2028 our city will be.....
“A tourist vibrant city that is safe, economically prosperous, technologically advanced while preserving its religious, historical and cultural heritage, environmentally safe, characterized by active citizenship, free of intolerance, provides a good quality of life as well as a city where law is enforced under the jurisdiction of an active local authority.”

The elements of the local Sustainability Action Strategy for Bethlehem City,
2009-2015

Sustainability Goals and Targets

Target 1: Create job opportunities and improve the citizen’s income by 2015.

Target 2: Improve and develop the tourism facilities and attractions in the city, between 2009 and 2015.

Target 3: Catalyze investment in medium sized industrial projects that would contribute to a vibrant local economy, between 2009 and 2015.

Target 4: Protect and preserve local Products.

Prioritized Actions and Projects

1. Developing the Old City of Bethlehem to become a vital tourism attraction, while maintaining its historical and archeological features.
2. Establishing effective cooperatives with high qualifications and a patriotic sense of belonging.
3. Establishing medium sized industrial projects such as aluminum and wood factories.
 - Establishing an industrial zone to serve the Bethlehem Governorate.
4. Creating recreational facilities to boost domestic and inbound tourism.
5. Rehabilitating and developing infrastructure to comply with the needs of the City Development.
 - Land settlement and expansion of the Bethlehem Municipality Master Plan.
 - Adopting an appropriate mechanism for marketing local products so that local producers would get fair prices.
 - Setting laws and regulations to protect and preserve local products.

Sustainability Goals and Targets Prioritized Actions and Projects Targets

Prioritized Actions and Projects

Goal 2] Protect the Environment and Human Health

Target 5: Raise the environmental awareness level among community members by 2011.

Target 6: Promote social solidarity and cohesion between 2009 and 2011.

Target 7: Foster trust among citizens, local authority and non -governmental organizations between 2009-2011

Prioritized Actions and Projects.

1. Organizing community awareness campaigns and seminars to educate the citizens develop their capacities and promote active citizenship.
2. Increasing the sense of active participation and promoting voluntary work among the citizens by forming specialized committees or activating the exciting ones.
3. Promoting transparency and communication among the Municipality, non-governmental organizations and local community by activating the existing neighborhood committees, organizing periodical community assemblies and public hearings, publishing periodical reports about the municipality's accomplishments and ensuring public access to such information.