



European Union Press Release
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"Beautiful Palestine": Young Palestinian journalists promote domestic tourism

Today, the European Union (EU) and Journalists without Borders (JWB) launched a youth initiative *"Beautiful Palestine"* in partnership with young Palestinian journalists and photographers in an effort to discover and promote different historic and touristic sites in the West Bank. In the course of November and December, Palestinian youth will carry out voluntary activities in four locations in Nablus, Bethlehem, Salfit, Tulkarem and Jericho governorates and report on their experiences in an effort to promote domestic tourism .

On Friday 1st November, around 100 young Palestinian media students and young journalists visited the Old City of Nablus and joined youth from the local community to repair Qaryoun square at the heart of the Old City. The group then had a guided tour through Old Nablus where they visited Al Badr soap factory - established 800 years ago-, saw the making of "Knafa" at one of the oldest workshops and visited one of the landmarks of the old city, the Turkish bath "hammam al-Shefa" .

"This initiative is unique as it combines youth voluntary work, media, and promotion of domestic tourism. We are looking forward to visiting the different locations and seeing how young people will document their experiences and find ways to encourage others to visit. The Old City of Nablus is the best starting point; we were there just a few months ago to inaugurate the renovation of the EU funded project Khan Al Wakala which is only one of the many landmarks of the Old City," said EU Representative John Gatt-Rutter. "This is part of our policy to engage with young people, support their initiatives while sharing with them the EU core values".

Shadi Zamareh, the Director of Journalists without Borders, expressed gratitude to the EU for supporting this initiative. "This initiative comes in line with our mission as a youth organization. Through the planned activities, young people will have the chance to volunteer and help local communities while enhancing their professional skill and using them to serve a national interest: the promotion of domestic tourism."

Over the next few weeks, media students and young graduates will visit and carry voluntary work and document their experience in five governorates of the West Bank: Nablus, Salfit, Jericho, Bethlehem, and Tulkarem.

Contact:

The Office of the European Union Representative

Antonia Zafeiri, Tel: +972 (0) 2 5415 859, Mob: 054 8024 915 | Shadi Othman, Tel: +972 (0) 2 541 5867, Mob: 0599 673 958
<http://eeas.europa.eu/delegations/westbank/> | <http://www.facebook.com/EUandPalestinians>