



Israel's Image on Tour

FOR: TOUR GUIDE TRAINING PROGRAM, ISRAELI SCHOOL OF TOURISM, UNIVERSITY OF HAIFA

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Goals

1. Expose the participants to the upcoming challenges they can expect regarding Antisemitism, delegitimization of Israel and coping with the challenges of Israel's public image on tour.
2. Equipped the participants with the coping tools necessary for dealing with these challenges in a professional and dignified manner.

The Program

The program is made of 6 academic hours of theoretical teachings and 6 academic hours of practical training workshop.

First Segment – Theoretical Background

The first 6 hours segment will provide relevant theoretical background to the participants of the course. The program will start with a broad historical overview of Jew-hatred since ancient Greece and Rome all the way to modern Antisemitism in Europe. Thereafter we will discuss the Israelization of Antisemitism and in the current expressions of worldwide Antisemitism, including: far right, far left, Muslim Antisemitism, holocaust denial and worldwide media bias. In the last segment, the participants will exercise tools for accurate identification of the different channels of Antisemitism, according to the IHRA working definition.

Second Segment – Practical Workshop

The second 6 hours segment is a practical workshop, based on the knowledge acquired in the first segment. In this workshop, the participants will acquire tools for coping with the challenges of Israel's public image on tour. The first part will include a simulation of real-life-situations, based on documented experiences of tour-guides working with various crowds. The participants will be divided into groups. Each group will receive a situation reported by a working tour guide, concerning Antisemitism and or delegitimization of

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Israel, and they will be requested to form a coping approach. Each group will then share with the rest of the class their process of forming their approach and their decision. A facilitated processing will be conducted to sharpen the identifications of complex situations and to extricate relevant and impactful tools of coping with these challenges.

The second part will provide the participants with the opportunity to formulate weighed, appropriate and well calculated arguments. The construction of the argument, will be based on the tools acquired in the previous part mentioned. The option will then be given to those who are interested, to share the arguments with the rest of the class and receive constructive remarks for improvement or better yet reinforcement.

Conclusion

The participants will leave this program with the ability to identify current Antisemitism on site, comprehend complexities, isolate the Antisemitic component in a real-life situation on tour, and respond to it in a calm, calculated and appropriate fashion, while considering all the factors regarding inter-personal relations and the constructions, limitations and sensitivities of working with tourists.