



DISCOVER SYRIA RALLY 2006

been tested in the Syrian context. It is important to pilot existing methods as a precursor to their successful wider application. The Tourism Police constitute a very useful subject for this pilot - being a relatively small and independent unit with some distance from mainstream Syrian police culture, while at the same time being borne of that police culture.

Outcomes:

1 Improve tourist and foreigner experience of Syria through:

- Improving tourist and foreigner connection with and contact to representatives of the police of Syria;
- Targeted recruitment campaign from police volunteers and from potential national service candidates amongst high quality and hand-selected students in selected university programmes;
- Enhancing the performance and professionalism of Tourism Police, including inter alia overhaul existing methods and presentation, adoption and promulgation of a Service Charter, and the development of a Code of Conduct;
- Implementing a programme of Problem-Oriented Policing in Syrian Tourism Police including a focus on identifying and remedying obstacles to tourist enjoyment of Syria and promotion of the protection of heritage sights as well as the movable cultural heritage of Syria; and
- Providing communications (internal, external and public relations) training to the Tourism Police, with a view to improving

visibility of the Tourism Police, as well as promoting transparency and accountability.

2. Pilot methods of improving links between the broader community (and particularly people with special needs) and police in Syria through:

- Public awareness campaign focusing on promotion of Tourism Police Service Charter and development of a participatory Code of Ethics;
- Pilot implementation of feedback mechanisms from community to police, including piloting possibly the concept of community liaison officers for people with special needs.

3. Protect the natural and cultural assets of Syria through advocacy of sustainable tourism through:

- Publicity campaign and dissemination of materials on sustainable tourism.
- Continuous supervision of the natural and cultural assets and liaison with other governmental bodies in regards to their well being.

Key Stakeholders:

- Government of Syria
- Ministry of Tourism
- Ministry of Interior
- Ministry of Local Admin. and Environment.
- Min. of Higher Education
- Ministry of Culture
- Damascus Governorate
- Rural Damascus Govnrte.
- British Syrian Society.
- Tourists and Foreigners in Syria.
- Syrian public.
- UNESCO



The British Embassy participated, for the first time, in the enjoyable "Discover Syria Rally", which was organised by the Syrian Automobile Club for the fourth consecutive year.

The Rally started with an official and public ceremony where HMA Mr. Peter Ford, raised the start flag for the 50 plus participating cars. The race travelled from Damascus and went through Lattakia, Aleppo and Palmyra. It was covered by local and regional media, who followed the whole three-day trip. It was an excellent way to see the most important historical, religious and touristic sites in Syria, going through marvellous mountain roads and beautiful seashores. We also got the opportunity to meet with lots of different people.

The competitive spirit in addition to the entertainment programme provided a unique occasion for individuals and families from all nationalities to get to know Syria better.

The two participating cars from the British Embassy were driven by Nasser Mawlawi, Assistant Management Officer and Malek Kashkara, Accountant. They were ranked 19th and 20th.