The Peninsula
Local focus, Global vision

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PEACE EFFORTS

# Amir stresses need for de-escalation, aid for Gaza

QNA — DOHA

**Amir discusses the Gaza situation with Dutch and Spanish Prime Ministers.**

Amir H H Sheikh Tamim bin Hamad Al Thani received separate phone calls from Prime Minister of the Netherlands H E Mark Rutte and Prime Minister of Spain H E Dr. Pedro Sanchez yesterday.

They discussed bilateral relations and cooperation. They also discussed regional and international developments, particularly developments in the Palestinian territories.

H H the Amir stressed Qatar's firm stance in condemning all forms of targeting civilians and the need to make more efforts to reduce escalation, spare civilians the consequences of fighting, open safe corridors for relief and humanitarian efforts in Gaza, and ensure that violence does not expand regionally.

The two Prime Ministers lauded H H the Amir's role and Qatar's diplomatic efforts to de-escalate the situation.

## PM, UK Foreign Secretary discuss Gaza

Prime Minister and Minister of Foreign Affairs H E Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani met UK's Secretary of State for Foreign Affairs H E James Cleverly in Doha yesterday. They discussed the latest developments in the Palestinian territories and Israel, and ways to reduce the escalation. The Prime Minister expressed Qatar's firm position in condemning all forms of targeting civilians, and that killing innocent civilians, especially women and children, and practicing the policy of collective punishment is unacceptable under any pretext. He also stressed the necessity of opening humanitarian corridors to ensure that relief and aid reach the Palestinians stranded in the bombing.

## Amir to attend GCC-ASEAN Summit in Riyadh today

QNA — DOHA

Amir H H Sheikh Tamim bin Hamad Al Thani will participate in the summit of the GCC countries and the Association of Southeast Asian Nations (ASEAN), being held in Riyadh, Saudi Arabia, today.

H H the Amir will be accompanied by Prime Minister and Minister of Foreign Affairs H E Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani and an official delegation.

SERVICE EXCELLENCE

# QT trains over 800 Expo staff, volunteers

THE PENINSULA — DOHA

- Qatar Tourism has delivered an in-person training programme for 210 staff of Expo 2023 Doha.
- Another 600 staff and volunteers have completed online training programme 'Qatar Host'.
- The trainings fostered the development of participants' service-oriented approach, communication abilities, and problem-solving acumen.

Qatar Tourism (QT) has partnered with Expo 2023 Doha to train more than 800 staff and volunteers taking part in the horticultural event. It offers two different training programmes that are part of its Service Excellence Academy, both of which aim to help improve the visitor experience.

Through its Service Excellence In-person Training programme, QT has trained over 210 Expo 2023 Doha staff in classroom to date.

A tailored course has been designed to elevate participants' skills and mindset in delivering exceptional service to Expo visitors to ensure a positive experience for all attendees.

The course places a strong emphasis on practical, hands-on activities and role-playing exercises, fostering the development of participants' service-oriented approach, communication abilities, and problem-solving acumen. At the same time, more than 600 Expo 2023 Doha staff and volunteers completed Qatar Tourism's online training programme, 'Qatar Host', which is a first-of-its-kind online education course, designed to empower frontline professionals with the skills needed to deliver a memorable visitor experience.

The programme consists of three learning paths, catering to various professions based on their level of interaction with international and domestic tourists. QT developed a unique course dedicated to Expo 2023 Doha staff and volunteers, with custom registration and reporting features. Qatar Tourism's Service Excellence Academy will continue to support Expo 2023 Doha with training throughout the event.

Moza Al Meadadi, from Tourism Marketing and Promotion Sector at Qatar Tourism, said: "It is our upmost priority to ensure visitors always have a memorable experience at every touchpoint throughout their journey and this is something we continue to achieve working with our partners. From interacting with Qatar's frontline service professionals that have been trained by Qatar Tourism, to visitors enjoying their stays at hotels and short-term rentals that are licensed and regulated by Qatar Tourism, we continuously work with our partners to make sure the highest standards are in place across all visitor touchpoints."

Hayfa Al Otaibi, Public Relations and Communication Manager at Expo 2023 Doha, said: "The collaboration with Qatar Tourism's Service Excellence Academy has been pivotal in ensuring that our staff and volunteers are equipped with the necessary skills to provide an exceptional experience to our esteemed Expo visitors. ➔P2

SEEKING NEW APPROACHES

# Entrepreneurs needed to drive sustainability, innovation: QU expert

AYENI OLUSEGUN
THE PENINSULA

Entrepreneurs with new innovative ideas that would mitigate and curb growing global challenges are needed to drive sustainable change and businesses, a Qatar University professor has said.

Sustainable entrepreneurship has become increasingly important today as consumers become more aware and concerned about sustainability and the impact of several business and consumption habits on the planet.

Speaking on the sidelines of the 6th International Conference 'Entrepreneurship for Sustainability and Impact' (ESI), Conference Chair and Director of the Center for Entrepreneurship and Organisational Excellence at QU, Prof. Said Elbanna, said, "We have major challenges in our world. These are increasing yearly, and it seems we are not dealing with them correctly."

"So because of that, we need fresh minds with different and new ideas — we need entrepreneurs because those are the people who usually provide us with new insights. They don't have to be young people; they might be 60 or 70, which doesn't matter. These new approaches would help us deal with the challenges we are facing nowadays," he added.

In 2021, Qatar was ranked ninth on the list of top countries for entrepreneurs according to the National Entrepreneurial Context Index (NECI). According to the report, Qatar's position is strengthened due to the country's successful national development strategies, which support and promote new businesses and especially encourage female entrepreneurs. ➔P2

ELEVATING VISITOR EXPERIENCE

# Msheireb Museums to host cruise tourists

THE PENINSULA — DOHA

Msheireb Museums, home to four historic heritage houses restored in the broader sustainable Smart City development of Msheireb Downtown Doha, is getting ready to host tourists arriving on cruise ships, promising novel experiences for tourists visiting Doha during the upcoming cruise season.

This collaboration is designed to immerse visitors in Qatar's vibrant history and traditions, brought to life through the immersive exhibitions and events hosted by Msheireb Museums.

"We are thrilled to continue our work with Qatar Tourism to offer visitors a rich path through which to explore the history and culture of Qatar as Msheireb Museums became a favoured destination during past seasons. Msheireb Museums exists to educate and inspire, and to help each visitor see a new historic dimension," said Mohammed Al Yousuf, Operations Manager at Msheireb Museums.

"The cruise ship tours are a vital pillar in achieving Qatar's National Tourism Sector Strategy to become the fastest growing tourist destination in the Middle East by 2030. Each season brings new successes to the country's cruise sector, in terms of growing visitor numbers, additional cruise route launches to Doha, and an increase in the number of layover trips through Doha" said Maryam Saoud, Head of the Tourism Product Support Section at Qatar Tourism.

Msheireb Museums' collaboration with Qatar Tourism is designed to elevate the visitor experience. ➔P2

Smoke rises above buildings destroyed by Israeli bombardment in Gaza yesterday. (AFP)

## Israeli war crimes continue, church hit

AGENCIES — GAZA STRIP

Gaza's interior ministry said several displaced people who had taken shelter at a church compound in the Gaza Strip have been killed and injured after an Israeli strike late yesterday.

The strike left a "large number of martyrs and injured" at the compound of a Greek Orthodox church, the ministry said.

Witnesses told AFP the strike appeared to have been aimed at a target close to the place of worship where many Gaza residents had taken refuge as the war raged in the Palestinian enclave.

The Israeli army when contacted told AFP it was checking the reported strike.

More than 3,700 Palestinians, mainly civilians, have been killed across the Gaza Strip in Israeli bombardments since October 7.

EDITORIAL ↘08

**Tragedy in Gaza: A display of hypocrisy**

**THE TRAGIC** events unfolding in Gaza, where innocent civilians, including children, women and elders, are caught under heavy Israeli bombardment, serve as a stark reminder of the moral and legal bankruptcy that underpins international affairs.

BUSINESS ↘ 09

**Land transport sector conducts 1,984 transactions in Q3**

The Ministry of Transport (MoT) has conducted 1,984 transactions through its Land Transport Sector in the third quarter (Q3) of this year, the ministry revealed in a post on its X platform recently. The land transport has become a key enabler of the Qatari economy and a cornerstone of its growth.

SPORT ↘ 11

**Ton-up Kohli stars as India overwhelm Bangladesh in World Cup**

**VIRAT KOHLI'S** unbeaten century sealed India's fourth win from four World Cup matches as the hosts defeated Bangladesh by seven wickets in Pune yesterday.