

## CROSSDEV

### 1. Background:

CROSSDEV is a 3-years project co-funded by the European Union through the [ENI CBC MED Programme](http://www.enicbcmed.eu/projects/crossdev) <http://www.enicbcmed.eu/projects/crossdev>. The project's **objective** is contributing to the economic and social development in Mediterranean, strengthening and enhancing sustainable tourism practices, emphasizing common heritages and resources. Specifically, it expects to increase touristic competitiveness & attractiveness of less known destinations, rural/depressed areas, adopting/enhancing the Cultural Routes concept/experiences in selected areas of 4 countries:

- a. **Italy:** Sicily, communities in the areas along the Via Selinuntina, neighborhoods' of Sambuca di Sicilia and Menfi (Province of Agrigento)
- b. **Jordan:** communities around less known historical and cultural sites in Aqaba area (Southern Jordan) and archaeological site of Umm Qais (Northern Jordan)
- c. **Lebanon:** villages in the area of Jabal Moussa Biosphere Reserve, Mount Lebanon
- d. **Palestine:** communities along the Masar Ibrahim (Abraham Path), Northern and Southern West Bank

### 2. Purpose:

The project targets supporting SMEs and individuals in Umm Qasi to improve quality, increase competitiveness of less known tourism area in Jordan. The purpose of this activity is to provide a "Skill Need, Gap Analysis, and training program" presenting concrete evidence, based the conducted analysis on the needed training and skills development requirements. The training and skill development requirements will focus on CROSSDEV's targeted tourism sector and SMES in Umm Qais. This analysis will be the main pillar that the CROSSDEV project will use to prepare all training plans and will provide a clear roadmap of the tourism market main requirements, to be reflected on the training programs. This analysis will gauge both existing market demand, supply and clear direction on how to bridge this gap.

The identified skill gaps were identified through SMES and individuals survey and questionnaire in Umm Qais in order to provide the suitable training courses, to increase the quality and competitive value of the SMES

### 3. Training Program:

The CROSSDEV project building capacity is a focus 4-5 weeks' training program that helps building the capacity of SMES in many topics to improve their business, increase their income, service, increase competitiveness and improve the quality of services. The program is free and open to all SMES and individuals in Umm Qasi and nearby area

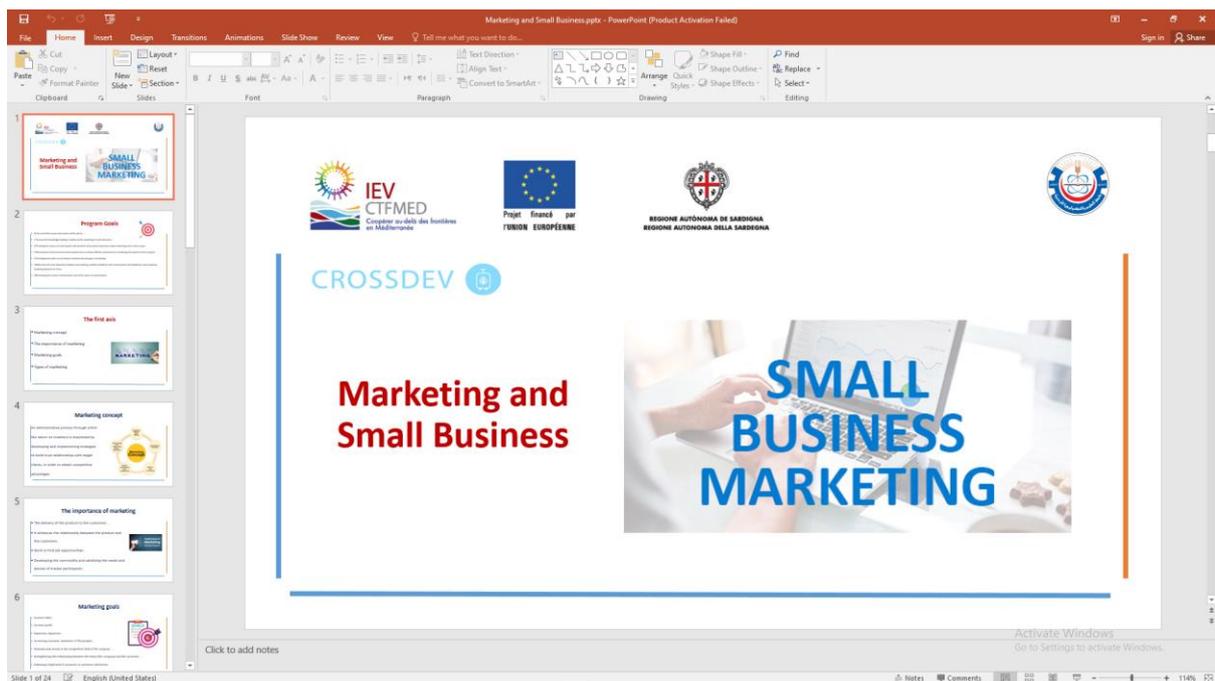
### 4. SCOPE OF THE WORK (WORK ASSIGNMENT)

## CROSSDEV

- a. a comprehensive training plan (Five Modules) with a proven framework to help support aspiring SMEs and entrepreneurs start businesses in tourism sector
- b. The training program include different steps, exercises, training material, courses and tools, that give the participants the ability to start, manage and grow their business, no matter the industry in which they currently or are planning to activate in.
- c. Each training Module training spread over one week.
- d. The training platform can support online training for all participants.
- e. The training platform include Key invited speakers in addition to the online core course modules.
- f. The training programs cover the following subjects:
  - i. Entrepreneurship and design thinking in Tourism.
  - ii. Management analysis, marketing and Financial planning.
  - iii. Total Quality Management. and Client focus services and Customers identification and development.
  - iv. Communication skills and networking.
  - v. Soft skills, branding, Building upgrading, Photography and interior design (Workshops)

Training courses:

## Management analysis, marketing and Financial planning



The screenshot shows a PowerPoint presentation titled "Marketing and Small Business" in the "Marketing and Small Business.pptx" file. The slide content includes logos for ENI CBCMED, the European Union, the Region of Sardinia, and the University of Cagliari. The main text on the slide reads "CROSSDEV" and "Marketing and Small Business". A photograph of a person's hands typing on a laptop is shown with the text "SMALL BUSINESS MARKETING" overlaid. The presentation is displayed in a window with a standard Windows interface, including a taskbar and window controls.

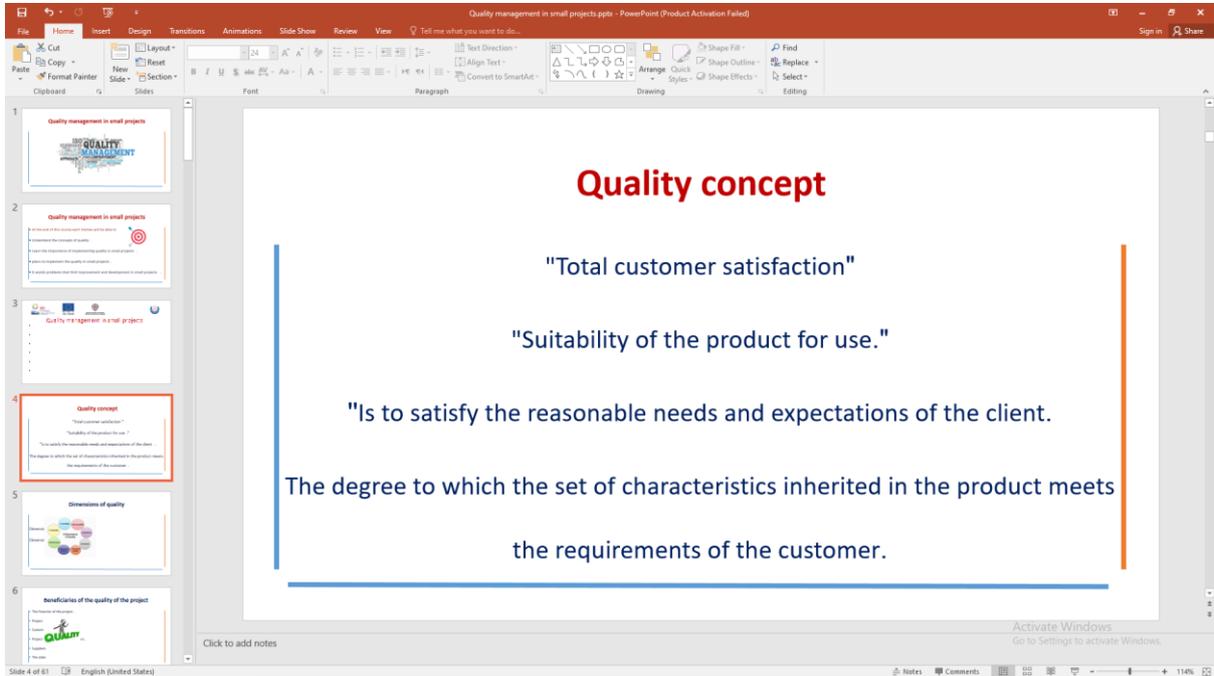


## Total Quality Management. and Client focus services and Customers identification and development.





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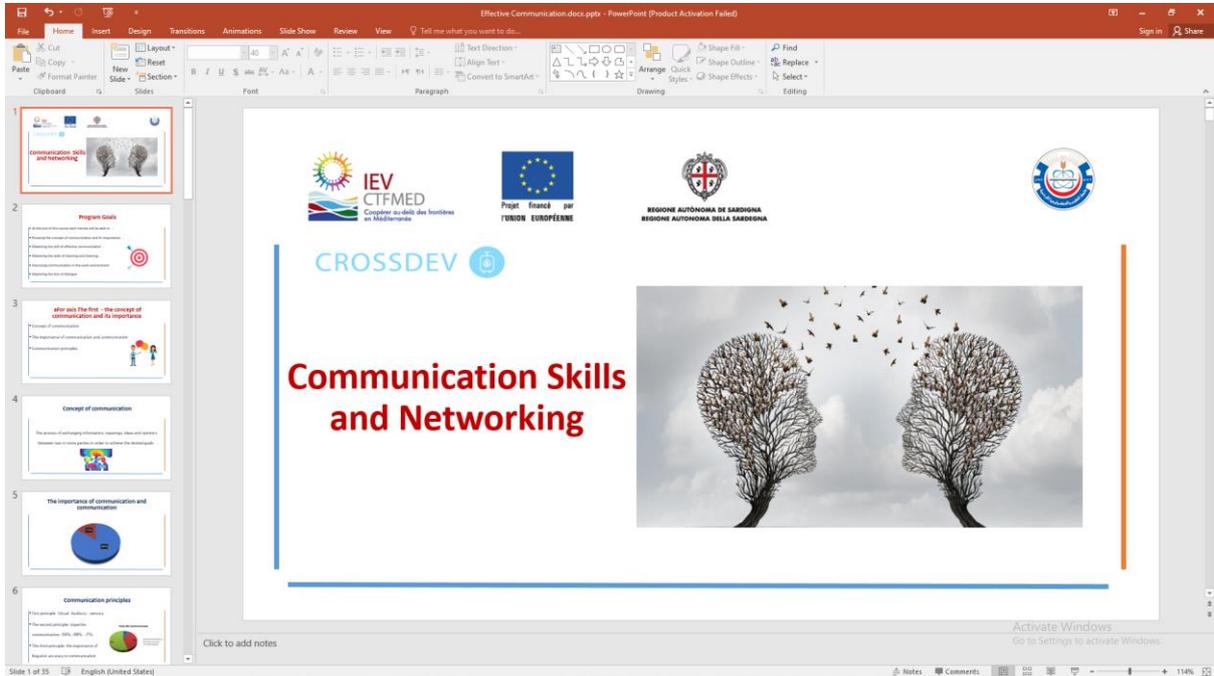
## Entrepreneurship and design thinking in Tourism.



## Communication skills and networking



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Effective Communication.docx.pptx - PowerPoint (Product Activation Failed)

Slide 1 of 35 | English (United States) | 114%

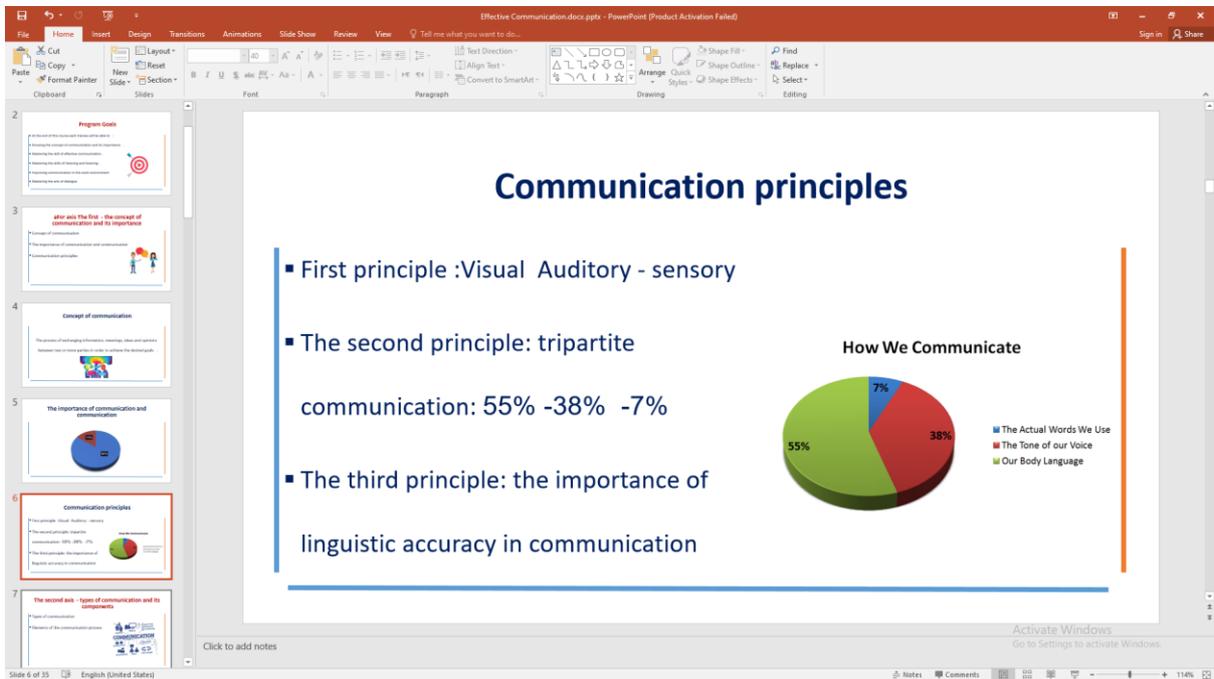
**Communication Skills and Networking**

Logos: ENI CBCMED, European Union, Regione Autonoma de Sardinia, University of Cagliari.

**CROSSDEV**

**Communication Skills and Networking**

Image: Two human silhouettes facing each other, with butterflies flying between them.



Effective Communication.docx.pptx - PowerPoint (Product Activation Failed)

Slide 6 of 35 | English (United States) | 114%

**Communication principles**

- First principle :Visual Auditory - sensory
- The second principle: tripartite communication: 55% -38% -7%
- The third principle: the importance of linguistic accuracy in communication

**How We Communicate**

Category	Percentage
The Actual Words We Use	7%
The Tone of our Voice	38%
Our Body Language	55%