



CROSS BORDER LETTER OF INTENT

FOR A PLAN OF COLLABORATIVE ACTIVITIES AMONG UNIVERSITIES INVOLVED IN THE CROSSDEV PROJECT

Promoted by and under the auspices of the Project

CROSSDEV - Cultural ROutes for Sustainable Social and economic DEVelopment in Mediterranean
(Sept. 2019 – Aug. 2022)

Co-funded by the European Union under the ENI CBC MED Programme

AMONG

The **Jordan University of Science and Technology (JUST)**, based in Irbid, Jordan, represented by Dr. Ahmed A Freewan Associate professor Collage of Architecture and Design



The **Center for Advanced Studies in Tourism (CAST)**, Alma Mater Studiorum **University of Bologna**, based in Rimini, Italy, represented by Dr. Patrizia Battilani Director



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
CENTER FOR ADVANCED STUDIES IN TOURISM

The **Bethlehem University - Institute of Hotel Management and Tourism**, based in Bethlehem, Palestine, represented by Br. Peter Bray FSC, EdD Vice chancellor



The **Palermo University - Department in Economics, Business & Statistic**, based in Palermo, Italy and **Agrigento Territorial University Pole**, based in Agrigento, Italy, represented respectively by Dr. Angelo Mineo Director and Dr Marcantonio Ruisi President



The **American University of Beirut (AUB)** based in Beirut, Lebanon represented by Dr. Lina Choueiri Interim Provost



hereafter referred to as "the parties"

CROSSDEV | www.enicbmed.eu/projects/crossdev



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WHEREAS

- CROSSDEV is a three-year project started in September 2019, co-funded by the European Union through the ENICBCMED Programme 2014-2020, implemented by a consortium of entities composed of: Comitato Internazionale per lo Sviluppo dei Popoli (CISP), Italy (as Lead Coordinator); Società Cooperativa Culture (COOPCULTURE), Italy; the Jordan University of Science and Technology (JUST) Jordan; the Association for the Protection of Jabal Moussa (APJM), Lebanon; the Royal Marine Conservation Society of Jordan (JREDS), Jordan; Palestinian Heritage Trail (PHT), Palestine; the Italian Ministry of Culture (MiC), Italy.
- CROSSDEV partnership is enriched by a solid academic representation including, as associated partners, the Center of Advanced Study for Tourism (CAST) of the University of Bologna (Italy) and the Bethlehem University - Institute of Hotel Management and Tourism (Palestine).
- CROSSDEV's goal is to contribute to economic and social development in the Mediterranean by strengthening and enhancing sustainable tourism policies and practices and highlighting common cultural, heritage, environmental trails, and resources to be turned into assets for socio-economic local development.
- CROSSDEV expects to increase tourism competitiveness and attractiveness of less known destinations and rural areas, enhancing the Cultural Routes experiences such as - but not only - those of the Council of Europe (e.g. Phoenicians Route and IterVitis) and others in **Italy, Jordan, Lebanon, Palestine** and specifically:
 - Italy:** Sicily, community of areas along the **Via Selinuntina**
 - Jordan:** communities around the less-known historical and cultural sites in the Aqaba area (South of the country) and in the **Umm Qais archaeological site** (North of the country)
 - Lebanon:** villages in the **Jabal Moussa Biosphere Reserve** area, Mount Lebanon
 - Palestine:** communities along the **Masar Ibrahim Route**, West Bank
- Among its objectives, CROSSDEV aims at promoting cross border synergies and collaborations to reinforce attractiveness of selected destinations, according to the principles of Cultural and Sustainable Tourism and making reference to the concept of Cultural Routes.
- CROSSDEV also promotes the involvement of the younger generations residing in the communities through the commitment to improve academic knowledge and the exchange of academic contents functional to progress in the tourism economy.

ACKNOWLEDGING

- The pivotal role of cross-border contents and experiences exchanges at international level - besides on the local and national basis - to increase the knowledge of the young generations involved in the communities targeted by the CROSSDEV Project.
- The pivotal functions of Universities - Knowledge transfer, Research and Social development - to contribute to the successful achievement of CROSSDEV project objectives and results.

CONSIDERING THAT

- Because of their academic studies in sustainable tourism, their interaction with the territories and engagement with communities, the following Universities have been identified as key actors for best practices in academic studies exchange:

The Jordan University of Science and Technology (JUST), Jordan CROSSDEV Partner

Center for Advanced Studies in Tourism (CAST) of the University of Bologna, Italy CROSSDEV Associated Partner

Bethlehem University - Institute of Hotel Management and Tourism, West Bank, Palestine CROSSDEV Associated Partner

University of Palermo Italy related to the Italian Project Area (Via Selinuntina)

The **American University of Beirut (AUB)** related to the Lebanese Project Area (Jabal Moussa Biosphere Reserve)

- All the above entities share the common aims to work in favour of the socio-economic development of their territories preserving and disseminating cultural, historical, environmental, scientific, material and immaterial heritage reinforcing the traditional, historical and cultural links among countries in the Mediterranean through academic studies
- All the above entities are active in Sustainable and Cultural Tourism Studies, developing specific and innovative research and specific studies to improve the sustainable tourism development and the promotion of less known touristic destinations outside the usual/mass tourism strategies
- All the above entities had previous experiences in the Crossborder cooperation among Mediterranean countries to sustain socio economic & sustainable tourism development opportunities through educating the new generations of tourism experts that will commit themselves to this profession.

THE PARTIES AGREE THE FOLLOWING:

- Collaboration for research and analysis carried out by the Universities on project topics
- Exchange methodological approaches to the design of new tourism products, experiences and practices
- Share models for evaluating the project's products, feasibility, usability of the outputs
- Share tools, strategies and data on the effect of the pandemic on the tourism market and its impact on communication and marketing in the tourism sector
- Promote and facilitate exchange between students and student involvement in the CROSSDEV workshops and activities with the aim to build a CROSSDEV students virtual community powered by the project itself
- Promote online classes based on local tourism experience to be given to students and to other actors from other countries also conducting scientific, technical and thematic in-depth analysis in CROSSDEV meetings (on line and, if possible, also in the presence)
- Set up periodic cycles of scientific and technical conferences addressed to students and to economic and social actors active on the project's territories
- Develop contributions for the construction of sustainable tourism products and their dissemination and help local CROSSDEV partner to elaborate their marketing tools
- Design new cooperation project proposals in the frame of other European programs and help in the partnership scouting and integration of other European Universities

The agreed work plan does not represent an obligation and must not be fulfilled in its entirety, each University will participate to the extent that it is possible and in the parts most relevant to its identity and academic interest.

This Letter of intent is valid until the end of the CROSSDEV project, currently set on 31 August 2022.

Before the end of the CROSSDEV Project and following to the evaluation of the implementation and effectiveness of this work plan, the parties agree to further detail, renew, and extend the intent of collaboration beyond the closure of the CROSSDEV project.

<p>The Center for Advanced Studies in Tourism (CAST), Alma Mater Studiorum University of Bologna</p> <p>Date <u>26.05.2021</u></p> <p>Place: Rimini, Italy</p> <p>Patrizia Battilani, Director (signature) <u>Patrizia Battilani</u></p>	
<p>The association Bethlehem University</p> <p>Date <u>24/6/2021</u></p> <p>Place: Bethlehem, Palestine</p> <p>Br. Peter Bray FSC, EdD Vice chancellor (signature) <u>Br Peter Bray</u></p>	
<p>The Jordan University of Science and Technology (JUST)</p> <p>Date <u>25/05/2021</u></p> <p>Place: Irbid, Jordan</p> <p>Ahmed A Freewan, Associate professor (signature) <u>Ahmed A Freewan</u></p>	
<p>The Palermo University Department of Economics, Business & Statistics</p> <p>Date <u>5/6/2021</u></p> <p>Place: Palermo, Italy</p> <p>Dr. Angelo Mineo Director (signature) <u>Dr. Angelo Mineo</u></p>	
<p>Agrigento Territorial University Pole 04.06.2021</p> <p>Date</p> <p>Place: Agrigento, Italy</p> <p>Dr Marcantonio Ruisi President (signature) <u>Marcantonio Ruisi</u></p>	
<p>American University of Beirut (AUB)</p> <p>Date <u>May 27, 2021</u></p> <p>Place: Beirut, Lebanon</p> <p>Dr. Lina Choueiri Interim Provost (signature) <u>Lina Choueiri</u></p>	
<p>Witnessed by</p> <p>CISP – Comitato Internazionale per lo Sviluppo dei Popoli</p> <p><u>Deborah Rezzoagli</u> Deborah Rezzoagli, CROSSDEV Project Coordinator</p> <p>Date <u>17/05/2021</u> Place: Rome - Italy</p>	<p>Witnessed by</p> <p>Italian Ministry of Culture</p> <p><u>Alessandra Lucchese</u> Alessandra Lucchese, MIC CROSSDEV Project manager</p> <p>Date <u>17/05/2021</u> Place: Rome - Italy</p>

