



CROSSDEV

Cultural Routes for Sustainable Social and economic Development in Mediterranean

CROSSDEV is a 3-years project co-funded by the European Union through the [ENI CBC MED Programme](#). 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:

- **Italy:** Sicily, communities in the areas along the Via Selinuntina, neighbourhoods of Sambuca di Sicilia (Province of Agrigento) and Castelvetrano-Selinunte (Province of Trapani)
- **Jordan:** communities around less known historical and cultural sites in Aqaba area (Southern Jordan) and archaeological site of Umm Qais (Northern Jordan)
- **Lebanon:** villages in the area of Jabal Moussa Biosphere Reserve, Mount Lebanon
- **Palestine:** the extended area of Masar Ibrahim Al-Khalil from Beit Mirsim to Battir - southern of the West Bank.

Expected changes:

Developing positive attitudes/practices in sustainable tourism enhancing the involvement and commitment of public authorities, actors of tourism-related sectors, educational institutions, civil society organizations, youth and the general public.

Expected results:

1. Increased attractiveness of less known touristic destinations
2. Increased diversification of tourism offering through the promotion of local and territorial assets/drivers in off season periods

Total budget: € 2,507,656

European Union contribution: € 2,256,890 (89,9% of the project's total budget)

Lead beneficiary: CISP Comitato Internazionale per lo Sviluppo dei Popoli, Rome - Italy

Partners

- Italy: Italian Ministry for Cultural Heritage, Cultural Activities and Tourism (MIBACT)
- Italy: Società Cooperativa Culture (CoopCulture)
- Jordan: The Royal Marine Conservation Society of Jordan (JREDS)
- Jordan: Jordan University of Science and Technology - JUST University
- Lebanon: The Association for the Protection of Jabal Moussa (APJM)
- Palestine: Masar Ibrahim Al Khalil (MIAK)

Associates

- Ministry of Tourism, Palestine
- Ministry of Tourism, Lebanon
- Aqaba Special Economic Zone Authority (ASEZA), Jordan
- Organizzazione Internazionale Turismo Sociale (OITS), Brussels
- Regione Sicilia, Assessorato Beni Culturali/Soprintendenza del Mare, Italy
- Institute of Hotel Management & Tourism/Bethlehem University, Palestine
- The Center for Advanced Studies in Tourism (CAST) - University of Bologna, Italy

Official website

<http://www.enicbcmed.eu/projects/crossdev>

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