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JREDS Launches New Project on Sustainable Tourism in Cooperation with European Union

The Royal Marine Conservation Society of Jordan (JREDS) has launched a project “Cultural Routes for Sustainable Social and Economic Development in the Mediterranean (CROSSDEV)” in the city of Aqaba. CROSSDEV is a three-year project co-funded by the European Union (total project: 2.5million Euro; European Union contribution: 2.2million Euro 90%) through the ENI CBC MED Programme.

Project Manager Mohammad Al-Tawaha points out that the main objectives of the project are contributing to the economic and social development in the Mediterranean; strengthening and enhancing sustainable tourism practices; emphasizing common heritages and resources; and increasing the competitiveness and attractiveness of tourism for lesser-known destinations. The project is implemented through seven partners located in Italy, Lebanon, Palestine and Jordan.

Al-Tawaha explained that JREDS will work in cooperation with multiple stakeholders to include: the Directorate of Tourism in the Aqaba Special Authority and the Directorate of Antiquities of Aqaba, in addition to many official and private institutions, and the local community. Together, they will target a number of sites in the city of Aqaba, rehabilitating them through promotion, awareness and special events. **By increasing the number of attractive tourist sites, visitors to Aqaba will want to increase the number of days visiting the city.**

Al-Tawaha pointed out that, **through the project and after consulting the concerned authorities, JREDS has chosen the locations of Tel Khalifa, the Byzantine Church, the location of the Islamic city of Ayla, the Citadel of Aqaba, the military underwater museum, and the sunken ship as sites for the project.** JREDS conducted the first round of area assessments to the selected sites, in order to determine the needs of each site and identify the necessary supplies needed to stimulate the tourism companies at these sites.

JREDS also held a workshop, bringing together local stakeholders from the different institutions concerned: identifying the key stakeholders that can have the most impact and selecting member of the project’s steering or advisory committee.

CROSSDEV | www.enicbmed.eu/projects/crossdev



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The Crossdev project is expected to:

- increase attractiveness of lesser-known tourist destinations in Aqaba;
- show case Aqaba's rich history;
- diversify tourist offerings;
- promote of local and territorial assets/drivers during the off-season.

For more information, please visit the project's website or the social media:

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

Twitter: @CROSSDEV_Social

Instagram: crossdev_social

JREDS's website: www.jreds.org