

Agreement on Strategic Cooperation
between
Tourism Research Center, Chinese Academy of Social
Sciences (TRC-CASS), China
and
Academy of Leisure Sciences (ALS), USA

1. Background and Purpose of the Agreement

As two institutes which aim to promote the importance of tourism and leisure in peoples' life and social development with academic efforts, TRC-CASS and ALS see considerable necessity of and potential in mutual communication and collaboration.

Based on this mutual interest, the parties establish this Agreement with the view of developing comprehensive bilateral strategic cooperation in the fields of recreation, park, tourism, and leisure.

The main goal of this Agreement is to establish a framework for communication and cooperation between the parties in the related fields. For any specific issue, the parties will discuss details on a case by case basis.

2. Direction and Management of the Cooperation

The cooperation includes, but is not limited to:

2.1 Bridges and Network Building

The parties will help build bridges for each other when one party needs to reach academia, relevant government departments, and industry in the opposite country.

The parties will also work collaboratively to establish a network among relevant individuals and entities in this field between China and America.

2.2 Joint Research Projects

Effort will be made to facilitate the development of joint research and consultant projects taken by researchers cooperatively from both sides.

2.3 Academic Forum

The parties will strive to hold international academic forums collaboratively in tourism, leisure and related fields.

2.4 Information Sharing

The two parties will take efforts to share academic information with each other, such as their respective research projects, publications, data, and other kinds of information.

2.5 Scholar Exchange

The parties also note the importance of facilitating academic exchange and will try to provide possible assists for partner's scholars when they are seeking hosts.

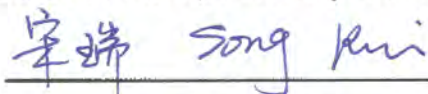
2.6 Declaration of this Agreement

The parties convey this Agreement to relevant institutes, universities and government agencies and all other potentially interested parties for their attention.

3. Duration and Termination of the Agreement

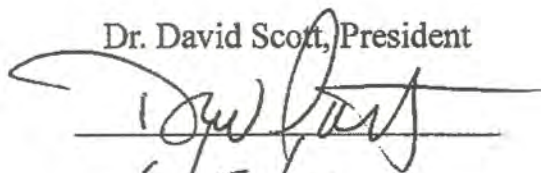
This agreement shall take effect upon the date of signature by both parties, and will remain valid for 10 years. The Agreement may be extended by mutual agreement based on the evaluation.

Dr. SONG Rui, Secretary General


 宋瑞 Song Rui
 6, June 2012

**Tourism Research Center,
 Chinese Academy of
 Social Sciences
 (TRC-Cass)
 China**

Dr. David Scott, President


 6/5/12

**Academy of
 Leisure Sciences
 (ALS)
 United States**