

**United Nations Development Group Iraq Trust Fund**  
**Project #:C9-30**  
**Date and Quarter Updated: October-December 2012 (4th Quarter)**  
**OPERATIONALLY CLOSED**

<b>Participating UN Organisation:</b> UNESCO	<b>Priority Area: Governance and Human Rights/Sector:</b> Governance
<b>Government of Iraq – Responsible Line Ministry:</b> Ministry of Culture- Ministry of Tourism	

<b>Title</b>	Assisting the Government of Iraq to Develop a National Tourism Strategy				
<b>Geo. Location</b>	Nationwide				
<b>Project Cost</b>	USD 1,000,000				
<b>Duration</b>	12 months- extended to 32 months				
<b>Approval Date (SC)</b>	11/04/2010	<b>Starting Date</b>	27/04/2010	<b>Completion Date</b>	27/04/2011 extended to 31/12/2012
<b>Project Description</b>	<p>Pillar 1 of the National Development Strategy of Iraq (2007 – 2010) seeks to strengthen the foundations of economic growth through a variety of means including providing a greater role for tourism. Considering the potential impact of the tourist industry, UNESCO will assist the Iraqi Government in preparing a National Tourism Strategy. The main objective of the project is to strengthen capacities of relevant Government Institutions, in particular of the State Board of Tourism for the strategic planning of tourism sector and for promotion of cultural, religious and eco-tourism.</p> <p>Development of a comprehensive tourism strategy for Iraq will cover different aspect of the tourist industry. Moreover, it will identify potential touristic products for cultural, religious and eco-tourism and will suggest ways of developing the sector at a short-, mid- and long-terms. The mapping of Iraq’s rich cultural resources is currently quite limited, targeting mainly the mapping of cultural heritage sites and museum collections. This extremely important exercise coordinated by the Ministry of Culture needs to be supported by extending the scope of mapped resources to religious and natural sites.</p>				

**Development Goal and Immediate Objectives**

**NDS:**

5.3: Strengthen economic growth through tourism

7.1: Human Development

9.4: Strengthening institutions and improving governance

**ICI Benchmarks (as per the Joint Monitoring Matrix 2008):**

4.2.1.2 Adopt and implement comprehensive transparency policies and legislation

**Sector Team Outcome(s):**

Strengthened regulatory frameworks, institutions and processes of national and local governance

**Programme/Project Outcome(s):**

Strengthened regulatory frameworks, institutions and processes of national and local governance

**Outputs, Key activities and Procurement**

<b>Outputs</b>	Output 1.1: GOI has improved capacities to develop the tourism sector Output 1.2:GOI is better able to promote cultural, religious and eco –tourism
<b>Activities</b>	<ol style="list-style-type: none"> <li>1. Assessment of capacity and operational needs of the Iraqi State Board of Tourism;</li> <li>2. Kick off Meeting for the project of assistance to the GoI for the development of tourism sector;</li> <li>3. Three trainings for strategic planning for State Tourism Board and all other stakeholders from relevant ministries;</li> <li>4. Three study tours on planning and management of 1) cultural, 2) religious and 3) eco-tourism sites in the region;</li> <li>5. Training of the staff of the Ministry of Environment and of the Ministry of Endowment and Religious Affairs in data collection for religious and eco-tourism sites;</li> </ol>

	6. Support to the preparation of a Draft Tourism Strategy; 7. Conference to present and endorse the Tourism Strategy (Baghdad); 8. Training of recruited team of young architects archaeologist and web designers for virtual tour design; 9. Development of Sample Virtual Tours; 10. Technical Assistance for the establishment of criteria for Tourism Guide Licensing System; 11. Support to the identification of training centers for tourism guides in cultural, religious and eco-tourism.
<b>Procurement</b>	Equipment for development of virtual tours

<b>Funds Committed</b>	979,385.44 USD	97,9%	
<b>Funds Disbursed</b>	688,174.49 USD	68,8%	
<b>Forecast final date</b>	31 December 2012	<b>Delay (months)</b>	20 months

<b>Direct Beneficiaries</b>	<b>Number of Beneficiaries</b>	<b>% of planned (current status)</b>
Men	15	300
Women	15	300
Children		
IDPs		
Others		
Indirect beneficiaries		
Employment generation (men/women)		

<b>Quantitative achievements against objectives and results</b>		<b>% of planned</b>
Support to the preparation of a Draft Tourism Strategy	National Tourism Framework finalized Area plans for Najaf and Babylon Finalized	100
Training of the staff of the Ministry of Environment and of the Ministry of Endowment and Religious Affairs in data collection for religious and eco-tourism sites	All trainings completed	100
Training of recruited team of young architects archaeologist and web designers for virtual tour design	Team identified but no training performed (please refer to main implementation constraints & challenges for details on this activity)	20
Development of Sample Virtual Tours on archaeological sites, religious shrines, and eco tourism sites	UNESCO experts identified to deliver the training but sample virtual tours not developed (please refer to main implementation constraints & challenges for details on this activity)	30
Support to the identification of training centres for tourism guides in cultural, religious and eco-tourism	List of training centers finalized	100

<b>Qualitative achievements against objectives and results</b>
<p>In October, an international expert in sustainable tourism undertook a one week mission to Najaf to meet local stakeholders in the field of tourism: travel agents, hotel managers, governorate and municipality, religious authorities, etc. The expert held 15 meetings and 3 focus group discussions to consult on strategic priorities for religious tourism management, and collected data and other material. He also undertook a one day mission to Babylon to meet with local authorities and the local private sector tourism committee to consult on strategic priorities for tourism development.</p> <p>Mid-November, through the input of a team of international tourism experts and local stakeholders, a draft Tourism Management Plan for Najaf and a Draft Tourism Management Plan for Babylon were produced. The two plans were presented to the Iraqi Delegation at the World Tourism Fair in London (14-19 November) for input and revision.</p> <p>Two workshops were also held in London with representatives from the Iraqi public and private sector to</p>

collaboratively complete the sections of the National Tourism Framework as identified during the July workshop at the Ministry of Tourism in Baghdad. This National Framework was reviewed by international tourism expert for finalization.

All three plans were shared with the Ministry of Tourism end of December for validation.

The external evaluation of the project is undergoing to be finalized in January/February 2013.

**Main implementation constraints & challenges (2-3 sentences)**

The training and production of virtual tours could not be implemented as the Senior Tourism Adviser of the minister of MoTA, who had been appointed by the minister as the Focal Point for this project, was removed from office in September and not replaced until late November. In the absence of a direct counterpart, it was impossible to obtain a letter of approval from the ministry on the training, or a ministerial order confirming the nomination of trainees. After the appointment of a new Focal Point in late November, this activity was not approved anymore by MoTA who deemed it premature and not one of their priorities.