

United Nations Development Group Iraq Trust Fund
Project #:C9-30
Date and Quarter Updated: December 2010 (4th Quarter)

Participating UN Organisation: UNESCO	Sector: Governance
Government of Iraq – Responsible Line Ministry:	Ministry of Culture

Title	Assisting the Government of Iraq to Develop a National Tourism Strategy				
Geo. Location	Nation wide				
Project Cost	USD 1,000,000				
Duration	12 months				
Approval Date	11.04.2010	Starting Date	27.04.2010	Completion Date	27.04.2011
Project Description	<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
<p>NDS:</p> <ul style="list-style-type: none"> 5.3: Strengthen economic growth through tourism 7.1: Human Development 9.4: Strengthening institutions and improving governance <p>ICI Benchmarks (as per the Joint Monitoring Matrix 2008):</p> <ul style="list-style-type: none"> 4.2.1.2 Adopt and implement comprehensive transparency policies and legislation <p>Sector Team Outcome(s):</p> <ul style="list-style-type: none"> Strengthened regulatory frameworks, institutions and processes of national and local governance <p>Programme/Project Outcome(s):</p> <ul style="list-style-type: none"> Strengthened regulatory frameworks, institutions and processes of national and local governance

Outputs, Key activities and Procurement	
Outputs	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
Activities	<ol style="list-style-type: none"> 1. Assessment of capacity and operational needs of the Iraqi State Board of Tourism 2. Kick off Meeting for the project of assistance to the GoI for the development of tourism sector; 3. Three trainings for strategic planning for State Tourism Board and all other stakeholders from relevant ministries 4. Three study tours on planning and management of 1) cultural, 2) religious and 3) eco-tourism sites in the region; 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; 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
Procurement	Equipment for development of virtual tours

Funds Committed	USD 228,844	% of approved	22.88%
Funds Disbursed	USD 137,348	% of approved	13.73%
Forecast final date		Delay (months)	

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	15	95
Women	15	95
Children		
IDPs		
Others		
Indirect beneficiaries		
Employment generation (men/women)		

Quantitative achievements against objectives and results			
	n/a to date	% of planned	
	n/a to date	% of planned	
	n/a to date	% of planned	

Qualitative achievements against objectives and results
<p>Assessment of the capacity/operational needs of the State Board of Tourism is on-going, as is collection of existing materials and data that will feed into the policy development component of the project. The Italian cultural tourism expert dispatched by Italian Embassy for the project spent one month in Baghdad over the summer of 2010 closely working with the State Tourism Board on data gathering and also training staff for introducing the international framework of tourism development as an industry that should respect sustainable management of cultural resources such as tourism, site, religious sites and ecological sites. The preparation of the official launch meeting is on-going.</p>

Main implementation constraints & challenges (2-3 sentences)
<p>Funds are available as of end April 2010. Since then the development of the projects with two month delay is in accordance with the planned schedule.</p>