

**United Nations Development Group Iraq Trust Fund**  
**Project #:C9-30**  
**Date and Quarter Updated: July – September 2011 (3<sup>rd</sup> Quarter)**

**Participating UN Organisation:** UNESCO

**Sector:** Governance

**Government of Iraq – Responsible Line Ministry:** Ministry of Culture- Ministry of Tourism

<b>Title</b>	Assisting the Government of Iraq to Develop a National Tourism Strategy				
<b>Geo. Location</b>	Nation wide				
<b>Project Cost</b>	USD 1,000,000				
<b>Duration</b>	12 months- extended to 24 months				
<b>Approval Date</b>	11.04.2010	<b>Starting Date</b>	27.04.2010	<b>Completion Date</b>	27.04.2011 extended to 27.04.2012
<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</li> </ol>

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

<b>Funds Committed</b>	USD <b>495,153.28</b>	<b>% of approved</b>	<b>49.5%</b>
<b>Funds Disbursed</b>	USD <b>389,132.05</b>	<b>% of approved</b>	<b>38.9 %</b>
<b>Forecast final date</b>	28 February 2012	<b>Delay (months)</b>	3 months

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

<b>Quantitative achievements against objectives and results</b>		<b>% of planned</b>
Assessment of capacity and operational needs of the Iraqi State Board of Tourism	The assessment of the capacity/operational needs of the State Board of Tourism is on-going. The first draft submitted to UNESCO.	60
Kick off Meeting for the project of assistance to the GoI for the development of tourism sector	The meeting was combined with a one day study-tour to introduce the Jordanian experience in the promotion of cultural, religious and nature based-tourism sites	100
Development of Sample Virtual Tours;	Development of sample virtual tours as well as training of young Iraqi architects, archaeologists and web designers in developing virtual tourism sites incorporated into the internationally announced RFP for development of Tourism Strategy.	20
Technical Assistance for the establishment of criteria for Tourism Guide Licensing System;	Operational component of the project for the licensing system and/or certification of tourism guides prepared and presented at the kick off meeting.	10

<b>Qualitative achievements against objectives and results</b>
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. Italian cultural tourism expert dispatched by Italian Embassy for the project spent one month in Baghdad 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 are tourism, site, religious sites and ecological sites. Two operational components of the project for the development of virtual tours and for the licensing system and/or certification of tourism guides prepared and presented at the kick off meeting, that was organized for concerned Iraqi stakeholders to launch the process of reflection about the concept of a tourism strategy and about the

issues related to its application in Iraq. This kick-off meeting, held on 7th of June 2011, was combined with a one day study-tour to two sites in Jordan, one for religious and the second for nature based tourism, on 6th June to introduce the Jordanian experience to Iraqi participants in the promotion of cultural, religious and nature based tourism sites.

Member of steering committee identified. Discussions ongoing with counterparts on formation of technical committee that would support the steering committee. Baghdad University is identified to host UNESCO Chair on Sustainable Tourism, UNESCO is providing guidance and information on the process of establishing UNESCO chair and twinning with other international universities.

RFP is launched for Supporting the Government of Iraq to Develop a National Tourism Strategy for Iraq including development of 6 virtual tours, 2 for religious, two for cultural and 2 for nature based tourism as well as training of young Iraqi architects, archaeologists and web designers will be implemented in the same contract.

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

Since then the development of the projects with three month delay is in accordance with the planned schedule. The one year extension of the project approved by the Steering Committee