

United Nations Development Group Iraq Trust Fund
Project #:C9-30
Date and Quarter Updated: October – December 2011 (4th. Quarter)

Participating UN Organisation: UNESCO

Sector: Governance

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

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- extended to 24 months				
Approval Date	11.04.2010	Starting Date	27.04.2010	Completion Date	27.04.2011 extended to 27.04.2012
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

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

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

	<p>relevant ministries</p> <ol style="list-style-type: none"> 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 520,675	% of approved	52.07%
Funds Disbursed	USD 465,039	% of approved	46.50%
Forecast final date	27 April 2012	Delay (months)	12 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		% of planned
Support to the preparation of a Draft Tourism Strategy;	RFP launched to identify international tourism development firm to assist the government of Iraq in finalizing a national tourism strategy.	20
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;	Ministries of Environment, Culture and Religious Endowment are properly trained for data collection either by the projects and/or by some partner institutions	100
Training of recruited team of young architects archaeologist and web designers for virtual tour design;	Experts representing three respective Ministries (Culture, Environment and Endowment and Religious Affairs) and training venue identified (Tourism department at the University of Mustansiriyah)	20
Development of Sample Virtual Tours on archaeological sites, religious shrines, and eco tourism sites	Sites identified by Iraqi Ministries.	20
Support to the identification of training centers for tourism guides in cultural, religious and eco-tourism	Existing training centres in tourism studies in Iraq identified.	100

Qualitative achievements against objectives and results

Initial strategic priorities and broad outlines for a National Tourism Strategy identified and RFP launched to identify international tourism development firm through international bidding process. This firm will work with the project steering committee and technical committee to finalize a national tourism strategy and site-specific tourism development/management through training in strategic planning and capacity building.

After review of all centers for tourism studies, University of Mustansiriyah identified as suitable institution with capacity to train tourism related Government Departments in data collection. University provided training with UNESCO coordination and started producing data on tourism in all governorates. UNESCO selected University as hosting structure to train a team of young architects, archaeologists and web designers for virtual tour design as well as experts to conduct the training. State Board of Tourism has agreed on 6 sites about which to build virtual tours.

Main implementation constraints & challenges (2-3 sentences)

A one year extension of the project was approved by the Steering Committee. Based on the current restructuring of Ministry of Tourism and State Board of Tourism, UNESCO reviewed the project components and will request another extension for the project to be able to finalize the activities.