

United Nations Development Group Iraq Trust Fund
Project #:C9-30
Date and Quarter Updated: April-June 2012 (2nd 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	Nationwide				
Project Cost	USD 1,000,000				
Duration	12 months + 20 months extension				
SC Approval Date	11.04.2010	Starting Date	27.04.2010	Completion Date	27.04.2011 extended to 31.12.2012
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 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 873,500	% of approved	87.35%
Funds Disbursed	USD 545,036	% of approved	54.50%
Forecast final date	31 December 2012	Delay (months)	20 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	Experts identified and mobilized to perform capacity-building activities with government staff to finalize a national tourism strategy Coordination established with UNWTO Consultation held with staff of MoTA	40
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 Mapping of tourism assets completed	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 centres 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
Coordination meeting held between MoTA, UNESCO and UNWTO to ensure complementarity and sustainability of UN efforts to support the development of the tourism sector in Iraq 3-day consultation meeting held in Baghdad with all DGs and senior staff at MoTA to ensure agreement on work plan's schedule and methodology

Main implementation constraints & challenges (2-3 sentences)