

United Nations Development Programme

Eastern Anatolia Tourism Development Project

Executing Agency: UNDP

UN Implementing Agency: UNDP

Project number: 00053235

Brief Description:

This Project aims to reduce regional disparities through support to income generating sectors that are alternative to agriculture for Eastern Anatolia Region, more specifically Coruh Valley including Ispir, Uzundere, Narman, Olur and Tortum. This will be done through tourism development offices in Ispir and Uzundere districts and through tourism development councils established for participatory planning and implementation. The project will aim to develop organizational capacity and tourism service capacity for the communities, to promote the tourism as a business opportunity, and to support local initiatives on tourism, etc.

SECTION I-ELABORATION OF THE NARRATIVE

I. SITUATION ANALYSIS

A. Background and Objectives of the Project

Although Turkey is a middle-income country, with an approximate per capita GDP of over US\$ 5,000, there are significant disparities in terms of socio-economic development between geographical regions. Socio-economic development level of Eastern and Southeastern provinces are consistently behind that of western regions. In the 12 NUTS-1 regions, the Northeastern, Eastern, Southeastern Anatolia and Eastern Black Sea regions rate the lowest respectively. These areas are characterized by lower per capita GDP, a higher ratio of agriculture in economy, lower urbanization ratio and high outmigration. Employment, health, education and infrastructure related indicators also contribute to the socioeconomic development, in line with MDGs. (<http://ekutup.dpt.gov.tr/bolgesel/gosterge/2003-05.pdf>)

In Eastern Anatolia Region, 66% of total population is engaged in agriculture and the share of the region's agriculture in national agricultural production is almost 10%. However, agricultural production per rural capita lags far behind Turkish average for both regions. This clearly shows that income and productivity are remarkably low when compared with other regions. Agricultural development is also behind the rest of the country. Annual growth of GNP in agriculture over the last decade was 0.8 % in Eastern Anatolia compared with 1.2 % of Turkey. On average of agriculture, industry and service sectors, the annual growth rate of GNP in the last decade of the region was 2 % ranking 7th compared with 4.2 % of Turkey nationwide.

The Region faces the highest rate of migration towards more developed regions in the west and from rural areas to urban centers. This migration has accelerated after 1980, affecting economic and demographic indicators adversely. Eastern Anatolia Region has the lowest population growth rate (of 13 %) after Black Sea Region in the period of 1990-2000. Although the birth rate is higher than the rest of the country, low population growth rate indicates high amount of migration. As a result of ongoing outward migration, the Region loses especially young, skilled human resources and capital assets to more prosperous regions. In some worse affected provinces population increase was below zero. Erzurum is the worst affected province by migration after Kars in Eastern Anatolia, resulting in an outflow of migration to the other more affluent regions. This situation shows its negative effects both in reduced productivity in Eastern Anatolia and increased population pressure in Western provinces.

The region also suffers from lack of a developed private sector and entrepreneurial capacity. Although the region benefits from the subsidies of the government, the level of private sector industrial activities in and the employment generation potential is critically low. The economical activities are concentrated in agriculture; however agricultural industries with high added value are significantly low, reducing the competitive advantage of the region.

Northeastern Anatolia Region heavily relies on agricultural sector and shows relatively low capacity of efficient farming practices and low level of competitive power. Therefore, both the local stakeholders and the central government with its regional and national level development strategies promote development of new, non-agricultural sectors as a means to provide alternative income generation lines. One of these alternative sectors is community based tourism, which is considered globally to be a sector for pro-poor economic growth with several advantages:

- The consumer comes to the destination, thereby providing opportunities for selling additional goods and services.

- Tourism is an important opportunity to diversify local economies. It can develop in poor and marginal areas with few other export and diversification options. Remote areas particularly attract tourists because of their high cultural, wildlife and landscape value.
- It offers labour-intensive and small-scale opportunities compared with other non-agricultural activities (Deloitte and Touche, 1999), employs a high proportion of women (UNED, 1999), and values natural resources and culture, which may feature among the few assets belonging to the poor.

Çoruh Region, covering the districts Ispir, Uzundere, Narman, Olur, Tortum and Yusufeli has a strong potential for tourism, owing to its natural beauties. The Çoruh valley, with its high potential for summer tourism activities could bring new economic life and new opportunities to the region in the long run, despite its seasonal nature. The River Çoruh, one of Turkey's natural beauties, originates at the Mescit Mountains (3,225 m) and flows 466 km before reaching the Black Sea in Georgia. This is one of the fastest flowing rivers in the world. The small towns and villages located along the river are impressively authentic and historically interesting. The area as a whole represents the synthesis of the cultures of Eastern Anatolia and the Black Sea, and the Kaçkar Mountains offer highly attractive possibilities for canoeing, rafting and trekking.

The most important feature of the area is being the hot and dry climate of the valley bottom trapped by a humid and high precipitation climate of higher parts, yaylas and mountains. These features provide a good isolation for the species which live at the bottom of the valley. As a result of this aspect, during the long geological era, many species have been evolved within this area and well-isolated from other parts of the region. Therefore there are many plant species peculiar to this area.

This geography and the historical heritage of the region present potentials in the areas below:

- Diversities in the natural life
- Authentic Structure
- Mountaineering
- A wide range of observation in the region for the youths
- Water sports facilities (rafting, kanoing)
- Trekking

A preliminary study on tourism potential and activities in Coruh Valley, conducted by UNDP presents the below situation in terms of SWOT:

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • Willingness for regional development, • Suitable climate conditions for rural tourism, abundance and diversity in terms of natural resources and an non-spoilt environment, • Favorable potential for upland tourism, • Mountains with high potential for climbing and mountain tourism, • A region still undiscovered by young and foreign visitors, • Its welcoming community, • The presence of unqualified workforce which can be directed to tourism sector after a short-term and systematic training, • Low management and labor force costs • Favorable waterways for river tourism (rafting, canoe, kayak) and recreation areas, • Security 	<ul style="list-style-type: none"> • Accommodation facilities not designed appropriately and/or suitably for domestic and foreign markets and deficiency in service quality, • Low education level and lack of educated/trained workforce in the tourism sector • Lack of a coordinated approach among local authorities and stakeholders towards a sustainable tourism strategy • Lack of diverse tourism services (accommodation, daytrip facilities, etc.) • Neglect of historic/ancient districts, the problem of insufficient protection of the natural and cultural heritage • Lack of <u>social consciousness</u> and awareness in tourism values • The absence of the Cultural Inventory of the region.

<p>Opportunities:</p> <ul style="list-style-type: none"> • Positive expectations in terms of labor market, • Increased interest and scientific research in the field of rural tourism, • Increase in spare time and of disposable income, • A number of complementary projects that are being carried out • Continuing projects on transportation, communication and infrastructure to improve the situation in the region • Regional and/or national firms to take on the mission of raising awareness and interest in the region through projects within the framework of corporate social responsibility. • Increase in Natural Tourism on an international scale and high competitive strength of the region thanks to its characteristics and/or specifications. 	<p>Threats</p> <ul style="list-style-type: none"> • Difficulty in creating/generating funds specific for the region • Financial challenges with regard to transportation projects • Water resources under threat because of lack of adequate facilities • Existence of foreigners performing illegally as tour guides, • The non-admittance by foreign tour operators for rural tourism opportunities in the region, • Capital directed towards annuity areas such as mass tourism instead of productive/sustainable investments • Constant out migration and problems attached to this • Tourism demand lower than country averages
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With its natural structure a cultural geography, the Çoruh Valley has the capacity of presenting a wide range of tourism activities. But being unable to strategically make use of its potentials, it can not translate this potential into financial benefits and employment.

The project at hand will continue the support UNDP provided to tourism development with increased focus on organizational capacity building, entrepreneurship support and additional tourism related income generating activities.

B. Relevance to the Country Program

United Nations Development Assistance Framework – UNDAF (2006-2010) clearly stipulates poverty reduction and reduction of disparities as a priority area. The relevant UNDAF outcome is:

-By 2010, social and economic policies for poverty and disparity reduction implemented effectively and quality basic social services reaching vulnerable groups ensured.

UNDP Country Program Document for 2006-2010 also prioritizes reduction of regional disparities through local level initiatives. The relevant CP outputs are:

-Local level poverty initiatives implemented including micro-finance with civil society and private sector partnership for social and economic empowerment of the poor.

-Rural development and productivity models, including organic farming techniques and agro-industrial innovations piloted in less developed regions.

C. Institutional Framework/Steering Committee members

The project at hand encompasses the following institutional framework for management of the project and partnership at central and local levels:

Efes Beer Group:

Efes Beer Group has always been involved in corporate social responsibility initiatives as well as its support to cultural and sports activities. Recently, the Group developed a focus on tourism as a local economic development area. As one item of its support to tourism development, Efes plans to support community based tourism in Coruh Valley and partner with UNDP.

Efes Beer Group as the private sector partner of the project will provide financial support as well as Public Relations support for promotion of the project and the region. UNDP will establish close working relations with the Efes Group through implementation of the project.

UNDP:

UNDP works to reduce poverty and regional disparities in Turkey through various means such as entrepreneurship development, fostering partnerships for local economic development and through testing participatory rural development models applicable to disadvantaged regions. In addition to its presence in regional development and poverty reduction, UNDP increasingly prioritizes partnerships with private sector and to emphasize private sector role in development. In this regard, UNDP will both increase local capacities for development and partnership and build a good model of Private-Public Partnership.

UNDP will manage the project in partnership with local actors and facilitate project management and knowledge sharing at the central government level.

Ministry of Foreign Affairs:

Ministry of Foreign Affairs is the government counterpart for UNDP in all of its activities and a Steering Committee member in its projects.

The Undersecretariat of the State Planning Organization (SPO):

SPO prepares national development plans and annual investment programs with direct implications for development initiatives. The SPO also prepares and coordinates implementation of the regional development strategy of Turkey. In addition Ministry of Foreign Affairs, SPO, as a national coordination mechanism is a Steering Committee member for all UNDP supported projects.

The Ministry of Culture and Tourism:

The Ministry has an important role with respect to development of strategies that translate the existing tourism potential into the national economy. The mandates of the Ministry include identification, preservation and promotion of cultural values and to coordinate the partnership of local and national institutions. The project will be managed in close cooperation with the Ministry and partnership opportunities will further be explored. Ministry of Culture and Tourism will be a member of the Steering Committee of the project.

The Ministry of Environment and Forestry:

MoEF is responsible for taking any necessary measures for the development of national environmental policy, the development of environmental standards, environmental protection, and pollution prevention. Cooperation at local level will also be essential. The Ministry will be a member of the Steering Committee of the Çoruh project.

District Governorates will be main local partners throughout the project. In some of the districts, District Governorates support initiatives that promote the tourism potential in the region. (ex. Ispir) District level participatory mechanisms will also be supported by the District Governorates for local level tourism plans, project activity plans, etc.

Municipalities will be important partners at the local level. Their responsibilities include construction and infrastructure including sewage systems, transportation, public health and environment protection, tourism and promotion, protection and promotion of cultural assets, economic development, etc. The Municipalities in the Tortum Valley are in the process of building a Tortum Union of Municipalities which will help them develop their strategies at a basin level.

Governorate of Erzurum represents the central government at the provincial level and will be a crucial element of coordination and implementation. The district municipalities closely coordinate and report to the Governorate, and many activities and initiatives such as rural infrastructure and services are under the mandate of the Special Provincial Administration. Therefore close partnership with the Governorate of Erzurum will be established.

Non-government Organizations:

The project at hand will support the capacity of local level NGO working on promotion and development of tourism potential. These organizations will be represented in the local level participatory mechanisms and their partnership with national counterparts will be supported through the project. This support will build on UNDP's experience in community based development in Eastern Anatolia through its LEAP project.

In addition to community based development NGOs, the project will also establish contacts with the tourism related NGOs such as TUR-SAB, Association of Tourism Investors, etc.

Ataturk University:

As a University based in Erzurum, Ataturk University conducts studies and activities on agricultural/rural development and contributes to development of Eastern Anatolia. In addition to its Agricultural and Tourism Departments, the University also hosts an Entrepreneurship Center supported by the UNDP supported LEAP Project. Project management will seek for opportunities of cooperation with the University especially with the Tourism Vocational Skills School, Entrepreneurship Center, Department of Agriculture, etc.

Other development initiatives/regional projects

The project staff will closely follow-up with other existing development projects to seek cooperation areas and will support tourism development related project proposals to be submitted by the local communities. This will allow additional resource mobilization for development of the region through tourism and will ensure effective use of project funds. (ex. Initiatives such as BTC CIP, SRMP, etc)

D. Beneficiaries

The primary direct beneficiaries of the Project will be the local communities living in Eastern Anatolia and more specifically, Çoruh Valley. This project will aim at benefiting men, women and young people who have a potential to enter into a tourism related business in their village/districts. This includes potential bed&breakfast owners, local guides, people who can make tourism related production (local products, food, etc.), etc. The project will seek to establish above-mentioned partnerships and involve these sectors of the society in the planning and implementation process.

The whole population living in the region will indirectly benefit from the project, through improved infrastructure and improved economic activity in the Valley.

II. STRATEGY

A. National Strategy

Regional development and reduction of regional disparities has always been one of the priority areas in national planning documents, both in 8th and 9th Development Plans. The 9th Plan identifies regional

development as one of the five main axes of development. The regional development strategy laid out in the plan relies heavily on mobilization of local dynamics and potential through improved local capacities as well as supporting regional development at rural areas.

The 9th Plan also attaches high priority to tourism sector as a national potential for Turkey. The government's approach to tourism is towards making use of cultural and local assets through balancing protection and use of potentials. In addition, the plan also foresees development of eco-tourism. Tourism development is also seen as a tool to support economic and social development of less developed regions. The plan also emphasizes the role of local actors and their participation in both planning and implementation of tourism strategies.

This approach is also in line with the EU Cooperation programs and policies regarding regional development through improvement of competitive potential as well as promoting alternative income generation schemes.

The EC program Instrument for Pre-Accession (IPA), which will constitute a single framework for financial cooperation with the candidate countries for the 2007-2013 period, has five components:

- i. Transition Assistance and Institution Building
- ii. Cross-border Cooperation
- iii. Regional Development
- iv. Human Resources Development
- v. Rural Development

The State Planning Organization is the main coordinating body for the regional development strategies at the national level.

In addition to this, Eastern Anatolia Project Master Plan (DAP), which was prepared under the coordination of SPO in 2000 as a regional development plan, covers 16 provinces including Erzurum. The DAP presents tourism as a potential development sector for Eastern Anatolia and emphasizes the need to promote the region and improve tourism infrastructure.

B. UNDP's Support Strategy:

The UNDP supports local capacity development for local economic development and participation. Participatory mechanisms are developed at the provincial/municipal level through the LA 21 mechanisms, which were translated to City Councils with the new Municipal law, across the country. In addition, UNDP also supports participatory mechanisms in Eastern Anatolia through District Development Councils.

In addition, UNDP also supports local economic development through business development services in Southeastern Anatolia (GIDEMs) and Eastern Anatolia (entrepreneurship component of LEAP covering Erzurum and Bayburt). This project will also support local economic development of Coruh Valley through strategies designed through local participation and increased capacities for entrepreneurship and tourism.

UNDP in partnership with its local partners will build project management units in Ispir and Uzundere, where local tourism development staff will be located as well as a local development expert. Local Councils established at the basin level will prepare the Action plans and these will be implemented through a 2.5 year project. The priorities of the action plan will be:

- 1- Promotion of the region through research and publications, representation in tourism related fairs, etc.
- 2- Developing the organizational and partnership skills of the local communities
- 3- Supporting the tourism capacity of the local stakeholders through various trainings, joint activities, etc.

III. MANAGEMENT ARRANGEMENTS

The project duration is twenty-eight months.

The program will be directly executed by the UNDP. The Project Coordination Unit will be based in Erzurum to coordinate the project activities as well as partnership relations with UNDP, government partners and Efes Group. The PCU will be composed by a *Project Manager (to be recruited by UNDP and financed out of the project budget)* and Administrative staff as needed. In addition, two offices will be established in Ispir and Uzundere districts of Erzurum with a local tourism staff in both. This structure will allow the project to target both Coruh Valley and Tortum Valley for logistical purposes. In addition, a local rural development expert will be based in Ispir to provide institutional capacity development support to NGOs and local communities in the region. Local rural development expert in partnership with the tourism staff will also design and coordinate income generating activities supporting tourism potential.

Any publication, written or promotional material that is produced in the context of this project will include logos of Efes Beer Group and UNDP. As such, prior approval of both parties will be received for such products.

In addition, a Project Assistant will be recruited in Ankara to facilitate administrative support functions such as budget planning and revisions, payments, contract management, etc. S/He will be based in UNDP premises.

The PCU and UNDP will work closely and coordinate with Efes Group in planning and implementation of the project activities in addition to close coordination with the **Project Steering Committee (PSC)**, the advisory body for Coruh Project. The PSC is convened by the UNDP Resident Representative, and will include: Project Management, the UNDP Resident Representative, other UN agency representatives, a representative from the State Planning Organization, a representative from Ministry of Foreign Affairs, a representative from Ministry of Tourism, a representative from Ministry of Environment and Forestry, and one representative each from the District Governors. Other relevant stakeholders might also be represented.

The project will be directly monitored by the PCU and UNDP on the basis of the program's work plan. In order to enhance the effectiveness and efficiency of program activities, the PCU will provide technical, administrative and logistical support to the local structures established with the support of Local Tourism Experts. The program's financial and substantive monitoring will be conducted in accordance with UNDP rules and regulations for the purpose of direct execution.

IV. MONITORING AND EVALUATION

The monitoring and evaluation of the project will be carried out in accordance with the principles and procedures designed by UNDP in accordance with the UNDP Monitoring and Evaluation Handbook as provided in <http://stone.undp.org/undpweb/co/evalnet/docstore3/yellowbook>.

To fulfill this purpose, the following will be needed:

Semi-Annual Workplans and Progress reports: The semi-annual work plans shall describe in detail the detailed activities to be carried out for realizing the project outputs, with the relevant time span. The semi-annual Progress Reports will be prepared to assess the realization of the work plan and achievements towards planned outputs. These reports will be shared with Efes Beer Group for information.

Annual Progress Reports and Project Terminal Reports: PCU will submit an annual progress report at the end of each year. These reports will be shared with Efes Beer Group for approval and budget

processing. In addition to that, UNDP will share annual financial reports/CDRs (Combined Delivery Reports) with Efes Group.

Steering Committee Meetings: The Steering Committee will be the main external mechanism for monitoring and planning. The project will be monitored jointly by UNDP and the Project Steering Committee. Steering Committee will meet twice a year minimum during the lifetime of the project to discuss the workplan of the project, monitor the implementation and provide guidance for management. The Steering Committee will be built of relevant government and non-government counterparts including the two partner institutions Efes Beer Group and UNDP.

The core project management partners, i.e. Efes Beer Group and UNDP with its project team will conduct monthly monitoring meetings for the project.

In addition, the project will be subject to annual audits as per UNDP rules and regulations.

V. LEGAL CONTEXT

This program document shall be the instrument envisaged in the Supplemental Provisions to the Project Document, attached hereto. The host country implementing agency shall, for the purpose of the Supplemental Provisions to the Project Document, refer to the government cooperating agency described in the Supplemental Provisions.

The following types of revisions may be made to this program document with the signature of the UNDP resident representative only, provided he or she is assured that the other signatories of the program document have no objections to the proposed changes:

- 1) Revisions in, or addition of, any of the annexes of the Program Support Document (with the exception of the Standard Legal Text for non-SBAA countries which may not be altered and the agreement to which is a pre-condition for UNDP assistance);
- 2) Revisions which do not involve significant changes in the Program Support Objectives, activities or outputs for the Program, but are caused by the rearrangement of inputs already agreed to or by cost increases due to inflation;
- 3) Mandatory annual revisions which rephrase the delivery of agreed program inputs or increased expert or other costs due to inflation or to take into account agency expenditure flexibility.

SECTION-II RESULTS AND RESOURCES FRAMEWORK

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$) (2006)	Cost (\$) (2007)	Cost (\$) (2008)
Institutional and individual Capacity of the Coruh region developed to make maximum use of tourism potential for local economic development	2006-2008 1.1 Organizational capacity building in the region	1.1.1 Establishment of community tourism boards and setting up their working principles, work plans, etc. in Ispir and Uzundere districts	Travel,	1,000		
			Consultancies	1,000		
		1.1.2 Develop capacity of NGOs/CSOs in the region, support development of new organizations and support their cooperation at the basin level	Travel Consultancies	2,000 2,000	10,000 (approx.200 days DSA*\$50)	7,500 (approx. 150 days*\$50)

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$) (2006)	Cost (\$) (2007)	Cost (\$) (2008)
	2006-2008					
		1.1.3. Continuous monitoring of the activities by the tourism board	Reporting costs, sundries	200	1,000	1,000
		1.1.4. Establishment of the boards and capacity development in Tortum, Narman, Olur, etc.	Travel Consultancies		2,000	2,000
	1.2. Promotion of tourism as a business opportunity in Coruh Valley and declaration of the region as a tourism area	1.2.1. Monitoring of tourism activity: Development of a computer assisted follow-up system of the regional tourism activity data: adoption of follow-up software developed by the Security Dept.	Consultancy, training Hosting and maintenance costs	1,000	2,000	

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$ (2006)	Cost (\$ (2007)	Cost (\$ (2008)
	2006-2008					
		1.2.2 Data collection: Development of the regional tourism inventories/products on flora, fauna, archeological/cultural assets, etc. in partnership with local citizens	Consultancies Travel	0	10,000 3,000	7,000 1,500
		1.2.3. Development of new tourism activities (support to local initiatives for development of tourism activities such as thematic tours (botany, birdwatching, etc.) and outdoor sports (trekking, mount. hiking, water sports, etc.)	Consultancies Travel	0	19,000 1,000	16,000 1,000
		1.2.4. Bringing together Ministry of Tourism and relevant Municipalities for declaration of the Coruh Valley as a tourism area, preparation of relevant plans, etc.	Travel Consultancies		3,000	3,000

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Inputs&Costs			
			Input	Cost (\$) (2006)	Cost (\$) (2007)	Cost (\$) (2008)
	2006-2008	1.2.5. Promotion of the region:	Consultancies Travel Publications Web site Event management costs Participation to tourism fairs	2,000 5,000 1,000 10,000 10,000	15,000 3,000 10,000 2,000 10,000 10,000	15,000 3,000 3,000 1,000 10,000 8,500
		1.2.6. Study Tours for local tourism partners			5,000	5,000

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$) (2006)	Cost (\$) (2007)	Cost (\$) (2008)
	2006-2008					
	1.3. Community level capacity development for tourism	1.3.1. Basic training to villagers/local stakeholders on participation, local governance, organization building and cooperative approaches, etc.	Consultancies Training material Travel	1,500 500 2,000	9,000 1,000 2,000	8,000 500 2,000
		1.3.2. Continuous theoretical and practical training on professional skills and entrepreneurship (ex. Mulberry processing, packaging, small business management, marketing, house-keeping, food and beverage, hygiene, etc.)	Consultancies Travel Training material (sundries)		22,000 5,000 6,000	20,000 5,000 1,000
		1.3.3. Support to local initiatives on tourism (Financial and technical support provided to local initiatives selected by the local tourism boards)	Contracts		25,000	25,000

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$ (2006)	Cost (\$ (2007)	Cost (\$ (2008)
	2006-2008					
		1.3.4. Cooperation with Tourism Vocational Skills Departments of Universities, specifically Ataturk University, Anadolu University, etc.	Travel		3,000	3,000
	1.4. Public relations and experience building/dissemination	1.4.1. Media relations, participation to press/management trips to the region for promotion of the region. (ex. Atlas reporters to write on Coruh, columnists to the region, etc	Travel	1,000	500	500
		1.4.2. International Conference on Sustainable tourism in Coruh with a view to promote the tested model (cooperation with WTO, Turkish Association of Tourism Investors, etc.	Meeting costs		1,000	1,000
			Meeting costs		20,000	

Outcome Indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.						
Applicable MYFF Service Line: 1.3- Local Poverty Initiatives, including microfinance						
Project Title and ID: Coruh Tourism Development Project						
Intended Outputs	Output Targets	Indicative Activities	Input	Inputs&Costs		
				Cost (\$) (2006)	Cost (\$) (2007)	Cost (\$) (2008)
	2006-2008			18,000	108,000	108,000
	1.5. Project Management, monitoring, reporting and partner relations	Report preparations, Periodic meetings, Steering Committee meetings, Project management	Human Resources <i>Project Manager</i> <i>Site Experts (2)</i> <i>Community dev. Expert (1)</i> <i>Project Assistant</i> Travel, mileage DSA/per diem Institutional contracts Consultancies Office costs/sundries Management costs	4,300/ month 2,400 /month 1,300/month 1,000/month 2,000 1,000 1,000	15,000 12,000 15,000 3,000 5,000	14,000 12,000 10,000 5,000 5,000
		PROJECT BUDGET TOTAL			752,424	21,315

Country: TURKEY

Expected Outcomes:

Pro-poor policies developed through partnership with the civil society and private sector for social and economic development at all levels of society to achieve the MDG targets for all.

Local Poverty initiatives including microfinance (MYFF Service Line 1.3)

Expected Output:

Rural development and productivity models, including organic farming techniques and agro-industrial innovations piloted in less developed regions.

Implementing partner:

UNDP

Programme Period:2006-2010
Programme Component:
Project Title: Eastern Anatolia Tourism Development
Project ID: 000532354
Project Duration: 2.5 years
Management Arrangement: DEX

Budget	703,250 \$
General Management Support Fee	49,250 \$
Total budget:	752,500 \$

Allocated resources:	780,500 \$
• Efes Beer Group	752,500 \$
• UNDP (in kind):	28,000 \$

Agreed by (Ministry of Foreign Affairs on behalf of the Government of Turkey)

R.Nihal ÇEVİK
Head of Department
Multilateral Economic Affairs

12.01.2007

Agreed by (UNDP): Mahmud H. Ayub 22.01.2007