# Annex 6 Management response

**Integrated Rural Tourism Development Project Final Evaluation Report -2019**

Date: 10 February 2020

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Input into and update in ERC: Position: Unit/Bureau:

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| **EVALUATION RECOMMENDATION №1** * **Carry out a post-project monitoring to measure the real sustainable impact of the project on the target Marzes and on the targeted value chains**
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| Management response: Recommendation is accepted. A final post-project monitoring analysis will be conducted in 2020 to measure the project’s impact on the Marzes on targeted value chains. Meanwhile, UNDP Armenia Independent Country Programme Evaluation (ICPE) that was conducted in 2019 highlighted that UNDP effectively supported poverty reduction in the most vulnerable areas of Armenia, promoting agricultural production and tourism development, although the sustainability of some of the institutions is yet to be strengthened. The same evaluation highlighted also that UNDP contributed to the development of the tourism sector in Armenia, valuably promoting the involvement of the private sector companies. Albeit at a still early phase of implementation, these initiatives have yielded positive results in the form of increase in tourism and income for rural population. |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking\*** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 1.1 Conduct final post-project monitoring to reveal the real impact of all project components.  |  30/06/2020 | Integrated Rural Tourism Development (IRTD) Project Monitoring Specialist, Project Manager  | Monitoring methodology is drafted (01/02/2020)Survey questioner is drafted (01/02/2020)Survey is in process to be accomplished by 29/02/2020 | **Initiated** |
| 1.2 Conduct comparative analysis before and after project for the sector in the country  |  30/06/2020 | IRTD Project Monitoring Specialist, Project Manager  | Final Monitoring report to be submitted for revision 15/03/2020 | **Initiated** |
|  **EVALUATION RECOMMENDATION №2.** **Keep visibly and periodically update the Project‘s database** |
| Management response: Recommendation is accepted. At Project’s Annual Board on 24/12/2019 Ms. Safaryan, Chairperson of the State Tourism Committee of Armenia, highlighted that the database was instrumental for rural tourism development efforts in Armenia and would be opened for a wider accessibility. UNDP ICPE also reflected the database importance saying that it compiled valuable information on the state of tourism infrastructures and opportunities through an inventory of all 952 villages, 60 of which were to be selected to implement pilot projects. Information compiled into a database, which has analytical and reporting tools to be used for rural tourism and destination development purposes. |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 2.1 Make <http://undp.rtd.am/login> database publicly available | 31/03/2020 | IRTD Project Team  | Users shall register in the system | **Completed**  |
| **EVALUATION RECOMMENDATION № 3*** **Given that the economic capacities and priorities differ from one province to another in the country, to search for different solutions for each of the R&D center, in cooperation with the relevant local stakeholders from public and private sector**
 |
| Management response: Sustainability and the status of Research and Development Centres were discussed during the Project Annual Board Meeting on 24/12/2019, where it was agreed to continue supporting the centres through UNDP other project “Future Skills and Jobs for Armenian Rural Youth” for one more year, until the Government of Armenia will complete the process of institutionalization of the centres. The centers created high visibility for the Project and contributed to the regional tourism development in general.  |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 3.1 To discuss the issue of institutionalization of the centers with respective Government Bodies (MTAI, MOE Tourism Committee, LSGs)  | 31/12/2020 | IRTD Project Team  |  | **Initiated** |
| **EVALUATION RECOMMENDATION № 4** * **To improve the reporting on the Project achievements and impact, to add reporting on Marketing and Promotion related interventions separately from the Project related visibility activities**

**.**  |
| Management response: Recommendation is accepted. The Project will separate Marketing and Promotion interventions from the Project related visibility activities. |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking\*** |
| **Comments**Final report will provide separate reporting | **Status (initiated, completed or no due date)** |
| 4.1 Separate Marketing and Promotion interventions from the Project related visibility activities | 31/12/2020 | IRTD Project Team  |  | **Initiated** |
| **EVALUATION RECOMMENDATION № 5*** **All project operational principles to be shared by the project as a success story with its key stakeholders and further operations of this network should be promoted for continuous development of the sector**
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| Management response: This is an on-going process. All project visibility materials will be widely shared via social networks and media agencies. |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 5.1 Increase the visibility through different channels of communication  | 31/12/2020 | IRTD Project team: PM, PR & Comm. Assistant  |  | **initiated** |
| **EVALUATION RECOMMENDATION № 6****Design and fundraise for a follow up Project in tourism sector, involving the current professional, enthusiastic and motivated project team as well as the interested stakeholders from the Bridge Network**  |
| Management response: Recommendation is accepted. UNDP Programme Portfolio will work on a new concept on sustainable tourism development in Armenia and will explore opportunities for fundraising.  |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 6.1 Design a vision for tourism R&D as an innovative model for generating new ideas for the sustainable tourism development and implementation | 31/12/2020 | IRTD Project Manager, IRTD Project Experts  |  | **Initiated** |
| **EVALUATION RECOMMENDATION № 7****Design new Project based on “Market System Change” development approach which will allow to build the new project interventions on the wealth of experience from IRTD project and to coach replication process of the introduced successful business models** |
| Management response: Recommendation is accepted. The Programme Portfolio will work on a new concept based on the recommended model of “Market System Change”, accumulating IRTD Project experience and replicating business models that were put into practice. |
| **Key action(s)** | **Completion date** | **Responsible unit(s)** | **Tracking** |
| **Comments** | **Status (initiated, completed or no due date)** |
| 7.1 Develop a new project proposal as a logical continuation and replication of IRTD  | 31/12/2020 | IRTD Project Manager, IRTD Project team  | New proposal to build up on the successes of IRTD and propose new models for promoting sustainable tourism in Armenia is in the development process for potential fundraising. | **Initiated** |

\* Status of implementation is tracked electronically in the ERC database.