

Cultural Natural Tour in Najaf City

Customer Segments

Four segments are targeted:

1. Visitors from outside and inside Iraq.
2. Other people from outside and inside Iraq.
3. People of the city, especially the students.
4. Workers on handicrafts.

The four customer segments are ordered according to the level of importance.

The customer are classified into three bases:

1. Home: inside and outside Iraq. Inside and outside the city.
2. Visitors and non-visitors.
3. Two-sided platform for visitors and workers.

Value Propositions

The cultural, historical and natural values of the city will be delivered to the customers. Those values are not well-known to the visitors and people of the city like the religious value.

The visitors of the city will have diversity in their destination like entertainment beside worship.

The places that have potential value but ignored because they are not visited can be important destination. In such case, those places can receive more interest from the authorities.

The services offered to the customers are as follows:

- Tours for customers segments 1, 2, and 3.
- Promotion for the products of customer segment 4.

The project will be two-sided platform for visitors and workers.

Channels

The channels used to reach the customer segments are as follows:

- Customer segments 1 is reached through the tourist companies.
- Customer segments 1, 2, and 3 are reached through social media.
- Customer segments 3 and 4 are reached directly.

Customer Relationships

The customer relation will be through active tour guides.

The customer segments expected the following:

- Segments 1,2, and 3 expected good communications skills.
- Segments 1,2, and 3 expected good knowledge about the visited places.
- Segment 1 expected good languages.
- Segments 1,2, and 3 expected live chat through social media.
- Segment 4 expected marketing for their products.

Key Partners

The key partners are:

1. Najaf Governorate, 2- The Tourism Corporation, 3- Imam Ali Shrine, 4- State Board of Antiquities and Heritage, 5- Shiite Endowment, 6- Handicraft professionals, 7- Investors.

The first 5 partners should give the permission to enter the selected places.

The 2nd partner should give information about the visitors from outside Iraq and permit coordination with visitors' groups.

The 1st partner should give the permission for tours organized to students and Iraqi people from inside and outside Najaf.

The 2nd partner should give the permission to establish a private tourist company if needed.

The 6th partner should prepare souvenirs.

The 7th partner create projects such as restaurants, coffee shops, and public toilets.

Key Activities

Preparation of the places for tourism, e.g., tickets for entrance.

Collecting data about the chosen places.

Preparing folders with a brief description of the places.

Design a tour route.

Train to be tour guide.

Coordination with the partners to get permission.

Increase awareness through media.

Key Resources

The resources required are:

- Printed folders;
- Social media promotion;
- Training workshops on tour guideline;
- Investment opportunities to develop the places.

Cost Structure

The cost will be composed of:

- Folder's print;
- Social media promotion;
- Training on tour guideline.

Revenue Streams

The customers will pay to know more about the cultural and natural values of the city.

The customers will pay to take souvenirs from the city, especially the desire of the visitors to get blessed things.

The tour guides get commission from the handicraft professionals.



1 Alhindi Mosque



2 Alhuwaish Bazar



3 Alamini Library



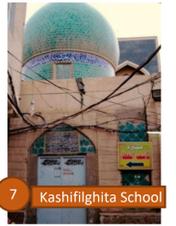
4 Alakhond School



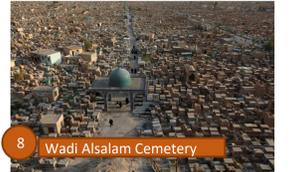
5 Alhuwaish Hill



6 Alnajaf Sea



7 Kashiflighita School



8 Wadi Alsalam Cemetery



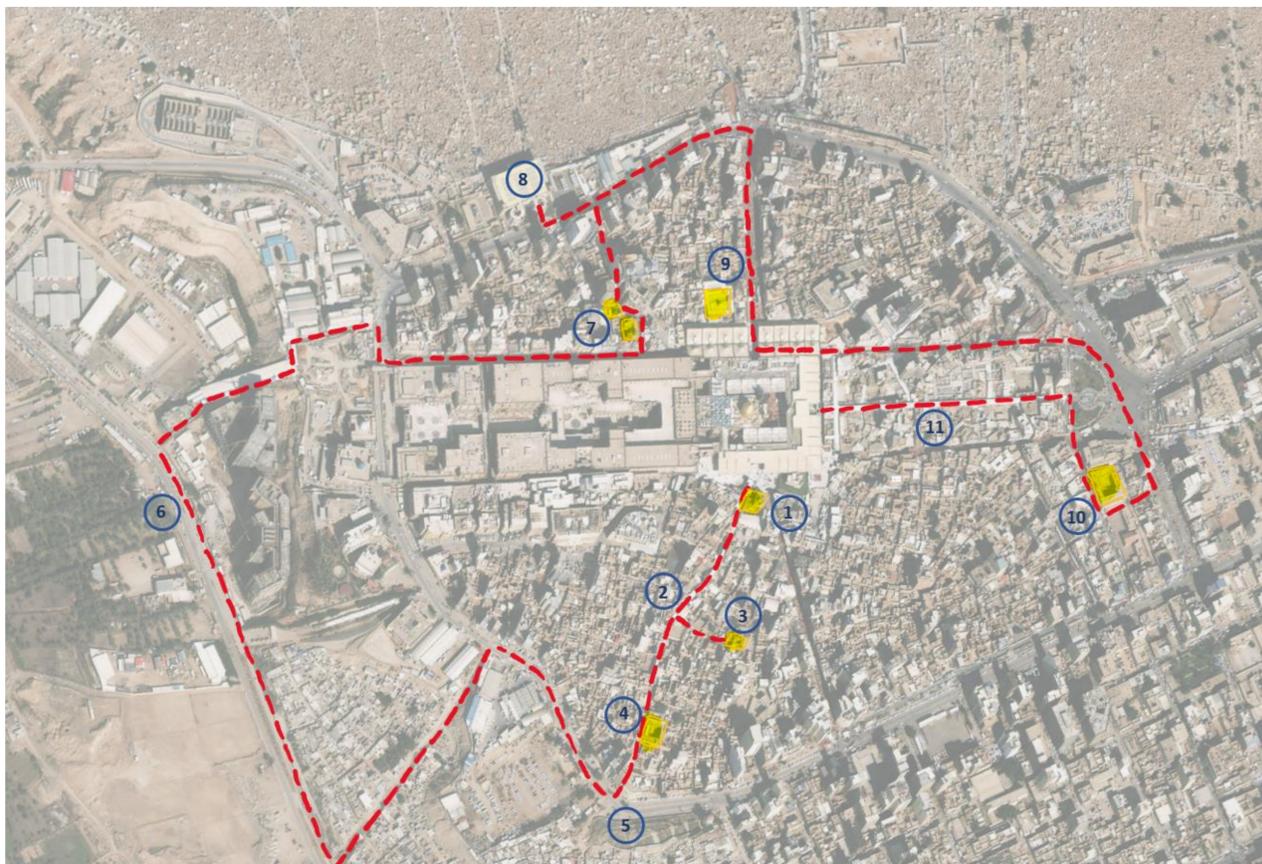
9 Kashiflighita Manuscripts Library



10 Najaf Heritage Museum



11 Large Bazar



Co-funded by the Erasmus+ Programme of the European Union



University of Kufa Group Three for Start-up Project

Group Coordinator: Dr. Ali Naji Attiyah, Email:

alin.diebil@uokufa.edu.iq

Group Members:

Dr. Hayder AlHamdany

Dr. Fatima Abbas Salman Al-Maamouri

Dr. Ali Naji Attiyah

Ali Sajid Radi

Zahraa Saad Abdel Amir

Jaber Riad Jaber

Muhammad Mahdi Hassan Muhammad Ali