

VISITOR CENTER IN NINEVEH

ABSTRACT

The project aims to establish a tourist office in Nineveh for the increase in tourist visits to heritage and archaeological sites and for the promotion of local handcrafts and the traditional city culture.

INTRODUCTION

Nineveh Governorate represents an extraordinary historical and cultural setting, starting from the prehistoric periods until modern times. The monuments of the old city of Mosul, the archaeological site (Nineveh) and the modern city lie close to each other and create a unique historical and archaeological landscape.



Pashtabia Castle



Mosque of al-Nuri

VALUE PROPOSITION AND SERVICES

The first tourist office in Nineveh Governorate is an overriding intervention in order to relaunch the tourism activities in the city after the recent wars and economic and political crises. The main scheduled activities are:

1. Walking tours through the old city of Mosul for showing its most important religious and architectural masterpieces (mainly Muslims, Christians and Jews holy places such as the Al-Nuri Mosque, the Prophet Yunus Mosque, the Church of the Hour, the Bayat Al-Hosh or the Jewish temple), with explanations (in Arabic and English) on the history of the buildings by specialized tour guides (graduates of the Faculty of Archaeology, Tourism and Translation). The tours include the reservations in the city's hotels.
2. River tours to see the sites overlooking the Tigris River such as the Citadel of Bashtabia, the Qara Saray Building and some natural sites such as Ain Kabrit.
3. Archaeological tours which include the ancient Nineveh, the hill of the Prophet Yunus, the path of the Khosr River, Nimrud, Hatra and others.
4. Tours in the traditional markets, such as the blacksmith market, the Al-Kawazin market, the Al-Saffarin market or the gold and silver market.
5. Participation of tourists in heritage festivals such as the annual Spring Festival and the Equestrian Festival in the ancient city of Hatra.
6. Virtual tours in Arabic and English for "online" foreign tourists

CUSTOMER SEGMENTS

- Governmental and private institutions;
- Schools, universities and others;
- Religious groups;
- Expatriates and immigrants;
- Foreign tourists (foreign missions and delegations);
- Internet users.

CHANNELS

- Social Media;
- Official website;
- Local radio broadcasts;
- Static ads, commercials and websites dealing with the city's heritage.

COSTS OF THE STRUCTURE

- tourist office rent per year;
- salary for the tour guides and the administrative staff;
- electricity wages per year;
- rent and realization of the website;
- technological devices;
- office furnishing;
- tourist flyers.

NEEDS

Special approvals from the Department of Antiquities and the Nineveh Inspectorate to visit and organize the entry of tourists to the heritage and archaeological sites.



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