PRESENT SITUATION OF TOURISM IN MONGOLIA AND FUTURE TRENDS

Purevsuren Gombosuren (Ph.D)
Executive Director of the Mongolian National Tourism Center

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1. TOURISM POTENTIAL AND DEVELOPMENT

Country status:

- At 1,564,116 square kilometres, Mongolia is the 19\textsuperscript{th} largest and the most sparsely populated country in the world, with a population of around 2.8 million people.
Mongolia Tourism Resources:

- Large territory, different natural zones, fauna and flora
- Historical heritage
- Nomadic cultural heritage
- Pastoral heritage
- Wide possibilities to develop adventure and eco tourism
- Favorable legal environment

- Plus International donor support, EU, UNDP, WB, ADB, WTO, etc
Present Situation of Tourism:

- 1990 – Tourism sector in Mongolia has been privatized
- 1995 – The government resolved basic directions for the tourism development
- 1999 – The ‘Mongolian Tourism Master Plan’ was formulated
- 2010 – The Parliament has made additional changes into the tourism Law of Mongolia
Success of the Promotional years

- Year 2003 – Visit Mongolia
- Year 2004 – Discover Mongolia
- Year 2006 – The 800th anniversary of Great Mongolian State
- Year 2011 – Convention & Culture Partner – ITB Berlin

Results:
- Increased number of foreign visitors up to 20% yearly
- Invented special tourism events and promotional efforts
- More improvement on the hospitality
- More investment on tourism products /such as Chinggis Khan’s Statue, Sky Resort/, accommodation /Kempinski, Ramada and Sunjin Grand hotels etc/
Tourism Events in Mongolia:

- New Year’s First Sunrise Tour
- International Skating Marathon
- Reindeer’s/Tsaatan/ Festival
- Ice Festival
- Khuvsgul Cup–Ice Fishing Competition
- Thousand Camels Festival
- Mongolian National Costume Festival
- Horsemen Show
- Yak Festival
- Nomad’s Day Festival
- Golden Eagle Festival
- Mongolia ITF International Tourism Fair
Number of Visitors Arrivals /2000–2010/
Tourist Arrivals by Region /2010/

- Africa: 171,016
- America: 16
- East Asia & Pacific: 268,090
- Europe: 636
- Others: 16,522
Foreign Tourist Arrivals From Main Generating Countries /2010/
Tourism Income /2000–2010/

Mill. US Dollar

Year: 2000 - 2010

- 2000: 95.7
- 2001: 102.9
- 2002: 138
- 2003: 111
- 2004: 181
- 2005: 170
- 2006: 197.5
- 2007: 227.1
- 2008: 236.9
- 2009: 213.3
- 2010: 222.4
2. TOURISM POLICIES AND REGIONAL DEVELOPMENT PROGRAM

- Create favorable legal and economic environment for tourism development
- Develop the infrastructure in tourism regions
- Construct larger tourist complexes
- Improve the quality of service, provide for the safety of tourists
- Support winter, adventure and eco tourism
- Develop near-border and trans-border tourism
Mongolia grants Japanese nationals 30–day visa–free visit

In accordance with the cabinet meeting’s decision of 24 March 2010 holders of Japanese passports staring from 1 April 2010 are exempt from Mongolian visa requirements for their travels to Mongolia for up to 30 days.
Announcing 2012 as year of Discover Mongolia and The 850th anniversary of Chinggis Khaan

Increasing number of international flights during the peak season
According to the “Millennium Development Goals, comprehensive national development strategy of Mongolia”, Mongolian tourism development strategy has reflected to develop Regional Tourism Development Program. Within this program there is a need to build significantly larger tourist complex, based on specific features of the different regions of Mongolia.
Regional Tourism Development Program
Region 1: Kharhorin and Orkhon River – Central Mongolia

The region of Kharkhorin and Orkhon River, Mongolian historical and memorial sites.

Project includes:
- Kharhorin 13th Century complex
- Airport
- Business & Trade area
- Casino and game center
- Circus
- Hotel and camp
- Gallery
- Museum
- Restaurant and pub
- Shopping center
- Stadium
- Statues
- Temple and church
- Theatre
Region 2: Khuvsgul – Northern Mongolia

The region of pure water and the beautiful Khuvsgul Lake.

Project includes:
- Tsaatan (Reindeer) town
- Skiing resort
- Theatre
- International airport
- Hotels (3–5 star)
- Game park
- Water park
Region 3: Altai – Western Mongolia

The region of Altai, land of many different ethnic groups and nations in the Altai mountain range.

Project includes:
- Adventure tour clubs /climbing, hiking, kayaking, hunting and paragliding etc/
- Theatre, Ethnic museum
- Hotels (3–5 star)
- International airport
- Restaurant and pub
Region 4: Gobi – Southern Mongolia

The region of Gobi, rare endemic animals, rich in paleontological finds and unique untouched nature.

Project includes:
- Paleontological museum and Dinosaur’s open park (about 20 km)
- Camel show & race course center
- Entertainment center
- Hotels (3–5 star)
- International airport
- Research center
- Theatre
Region 5: Khentii – Eastern Mongolia

The region of Khentii, the homeland of Chinggis Khan.

Project includes:

- Chinggis Khaan’s museum and its historical complex
- Horse racing course
- Hotels (3–5 star)
- International airport
- Theatre
Region 6: Ulaanbaatar

The region of Ulaanbaatar and surrounding area.

Project includes:
- Re-build art gallery
- Re-build national history museum
- Stadium
- Traditional art theatre
3. TRANSBORDER TOURISM AMONG CHINA AND RUSSIA

Buir Nuur (Lake) Complex
Other planning projects:

- Khanh–Mond paved road
- Bulgan Complex
- Zamyn Uud Complex
- Umnugobi Ecotourism Complex
Other participating projects:

GTI – GREATER TUMEN INITIATIVE
This project is aimed to help both the national and local tourism authorities in the GTI region, travel agencies and tour operators to jointly promote a multi-destination tourism product which cover countries in GTI region.

CBI TRAINING EXPRO – TOURISM MONGOLIA
The objective of the EXPRO 93 training is to prepare participants for a successful entry on European tourism markets. Participants are familiarised with the various EU tourism markets and with export marketing, management and promotion techniques relevant to these markets.

TEA ROAD
Old Tea Road between China and Russia via Mongolia. This commercial route that opened as a result of China’s flourishing tea trade can be traced back to 450 years ago.
THANK YOU FOR YOUR ATTENTION &
WELCOME TO MONGOLIA