Session 2:
Optimizing Regional and International Tourism Cooperation for Peace and Development

Country: Mongolia
Ministry of Environment and Tourism
The Great Tea Road Tourism Program

- Mongolia, China, and Russia are developing joint tourism program – Rebranding ancient Tea Road as a cultural and historical tourism road.
- Each country are developing their own “Tea road tourism development program” and doing the promotion, marketing and branding together.
- Organize annual meeting in each year to discuss previous achievements and future cooperation /ease the visa conditions, develop the products along the road etc /.
To develop “Great tea road” Mongolia should offer more unique products to the tourists.

Thus we organize tourism events including Eagle, Horse, Yak, Ice, Thousand camels, and Nomadic cultural festival in the each province of Mongolia to promote traditional cultural heritages to the foreign and domestic tourists.

Participation to those kind of events create good memories and acknowledge people with unique tradition and cultures.

As a result, tourists start to respect host cultures and promote peace to the rest of the world.
As a result of organizing those winter events in the non peak tourism season, we have increased number of tourists who come to winter season by more than 2 times.

Also, we have started to attract the special interest tourist like professional photographers, who have a millions of followers on the social media.

Sony pictures made documentary “The Eagle Huntress”, about the girl named Aisholpan, who is the first female winner of Eagle festival.

The horse picture taken during the last year’s Winter horse festival has voted as a Best Animal Photo of the Year by The Telegraph News.
Lessons learned and Recommendations

• Finding out what unique tourism products will differentiate your country from the others is important.
• Developing joint tourism itinerary with the bordering countries will have give more opportunity to succeed.
• Easing the visa conditions will have more positive effects to the number of tourists
• Professional photographers and travel bloggers have millions of followers on the social media, so this marketing method can be effective promotion tool.

THANK YOU