MINISTRY OF ENVIRONMENT AND TOURISM

TOURISM SECTOR GROWTH IN MONGOLIA

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HISTORY OF THE TOURISM INDUSTRY

- 2000: Law on Tourism was ratified
- 2003: Visit Mongolia Year was declared
- 2011: Cultural partner country at the ITB Berlin
- 2015: Official partner country at the ITB Berlin

TOURISM SECTOR GROWTH IN MONGOLIA
TOURISM IN MONGOLIA IN NUMBERS

- 3.2% GDP
- 50,000 Employment
- Profit 263 mln
- 400,000 Tourists
- Tour Operators: 613
  Hotels & Accom.: 468
  Tourist Camps: 349

TOURISM SECTOR GROWTH IN MONGOLIA
Tourists by countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>145,029</td>
</tr>
<tr>
<td>Russia</td>
<td>70,668</td>
</tr>
<tr>
<td>Korea</td>
<td>47,213</td>
</tr>
<tr>
<td>Japan</td>
<td>19,277</td>
</tr>
<tr>
<td>United States</td>
<td>14,420</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>14,434</td>
</tr>
<tr>
<td>Germany</td>
<td>8,992</td>
</tr>
<tr>
<td>France</td>
<td>7,989</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6,148</td>
</tr>
<tr>
<td>Australia</td>
<td>4,804</td>
</tr>
</tbody>
</table>

Who loves to visit Mongolia?
Tourists visited Mongolia in 2015, by countries
There are 12 rules, regulations and standards effective in accordance with the Law in Tourism of Mongolia.
The Mongolian government has been implementing the “National Tourism Development Program” since 2015, with six objectives identified.
MONGOLIA NATIONAL TOURISM DEVELOPMENT PROGRAM

OBJECTIVES

- Improve infrastructure & increase capacity
- Develop local community based products
- Develop research & information systems
- Provide human resource development in the industry
- Advance international cooperation & advertising
- Develop domestic tourism

TOURISM SECTOR GROWTH IN MONGOLIA
POLICY PAPERS

- Plan on the Sustainable Tourism Development
- Sub-Program on Special Interest Tourism (SIT) Development
The Government of Mongolia has signed mutual cooperation agreements with 12 countries in the Tourism sector, in addition to ministerial level MOUs and agreements with 11 countries.
POLICY FOR SUPPORTING AND DEVELOPING DOMESTIC TOURISM

It is stated in the Tourism Law of Mongolia that “Tourism organizations and hotel services for international tourists are included in the government’s support and exemptions for export industries”. Thus, tourism operations are exempted from value added tax and it is a supportive regulation of the government for tourism section.

Also, the fact that no special license is needed to provide tourism service makes tourism one of the few sectors with a more open and zero-bureaucracy business environment, compared to other sectors with high economic importance.
ITM MONGOLIA, INTERNATIONAL TOURISM EXHIBITION
ULAANBAATOUR, NATIONAL TOURISM EXHIBITION
TOURISM SECTOR GROWTH IN MONGOLIA
### BY SUCCESSFULLY ACHIEVING THE ABOVE OBJECTIVES AND ACTIONS, THE FOLLOWING OUTCOMES WILL BE ACHIEVED:

<table>
<thead>
<tr>
<th>№</th>
<th>Indicator</th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>INTERNATIONAL COMPETITIVENESS INDEX (by rank)</td>
<td>99</td>
<td>90</td>
</tr>
<tr>
<td>2</td>
<td>THE NUMBER OF TOURISTS</td>
<td>386,204</td>
<td>1 сая</td>
</tr>
<tr>
<td>3</td>
<td>PERCENTAGE OF TOURISM IN GDP (WEF)</td>
<td>3.2%</td>
<td>8.45%</td>
</tr>
<tr>
<td>4</td>
<td>SECTOR INCOME</td>
<td>263 million $</td>
<td>1.0 billion $</td>
</tr>
<tr>
<td>5</td>
<td>NUMBER OF JOBS CREATED (UNOFFICIAL)</td>
<td>50,000</td>
<td>97,000</td>
</tr>
</tbody>
</table>
FURTHER IMPLEMENTING ACTIONS

IN ORDER TO DEVELOP INFRASTRUCTURE:

To coordinate policies of the transportation and tourism sectors
FURTHER IMPLEMENTING ACTIONS

IN ORDER TO DEVELOP INFRASTRUCTURE:

To opening a new international airport, thus increasing the number of flights and flight destinations in order to build flexibility of flight pricing.
FURTHER IMPLEMENTING ACTIONS

IN ORDER TO DEVELOP INFRASTRUCTURE:

To develop a free tourism zone, built upon the new airport
FURTHER IMPLEMENTING ACTIONS

IN ORDER TO DEVELOP INFRASTRUCTURE:

To establish resting points and service complexes for tourists along the roads following the main tourism route.
To build a legal environment for online visa applications

FURTHER IMPLEMENTING ACTIONS TO ENABLE EASIER TOURISM EXPERIENCES:
FURTHER IMPLEMENTING ACTIONS TO ENABLE EASIER TOURISM EXPERIENCES:

To build a legal environment in which tourists planning on visiting border areas can enter with single entry permit sheets.
To build a legal environment for tourist groups to be allowed for exempted requirements.
To develop and implement a regional development plan.
FURTHER IMPLEMENTING ACTIONS

TO ENABLE REGIONAL DEVELOPMENT:

To support building themed tourism complexes with policy
FURTHER IMPLEMENTING ACTIONS

TO ENABLE REGIONAL DEVELOPMENT:

To develop and implement a programme to promote tourism in aimags (provinces)
FURTHER IMPLEMENTING ACTIONS TO EXTEND INTERNATIONAL COOPERATIONS AND IMPLEMENT PROGRAMMES AND PROJECTS

To actively participate in The Silk Road Tourism Programme and to develop the “Travelling the Path of Nomads” tourism brand.
To establish a Tourism survey and research center in cooperation of UNWTO

FURTHER IMPLEMENTING ACTIONS

TO EXTEND INTERNATIONAL COOPERATIONS AND IMPLEMENT PROGRAMMES AND PROJECTS
To create a new tourism brand across three countries by implementing “The Tea Road” tourism project in cooperation with neighboring countries.
IN GOVERNMENT OF MONGOLIA’S PLAN FOR 2016-2020, IT IS STATED THAT THE PLAN “... WILL IMPROVE COMPETENCE OF TOURISM ON REGIONAL LEVEL, BUILD CONVENIENT LEGAL ENVIRONMENT AND WILL IMPROVE ECONOMICAL EFFICIENCY”.
To build a legal environment to facilitate the development of tourism, to unite international tourism networks, and to improve infrastructure and quality of service.
To develop tourism based on national traditions, customs, history, culture, wilderness and nomadic lifestyle. The sub-programmes created to complement characteristics of the capital city and surrounding regions will be developed and implemented as well.
To implement a supportive policy for building historical and specialized tourism centers in cooperation with the government and private sector, or international funding located near remarkable destinations.
FURTHER IMPLEMENTING ACTIONS

OBJECTIVES

To increase the number of international tourists by improving the capacity of hosting tourists and providing government support for marketing Mongolia’s tourism products internationally.
To support establishing eco-friendly parking and services along the main tourism routes that will meet international standards.
FURTHER IMPLEMENTING ACTIONS

OBJECTIVES

To organize a council tasked with adapting and localizing the latest international trends, experiences, and standards, as well as implementing multi-party programmes and projects.
WELCOME TO MONGOLIA