Nomadic Tourism for Mongolia: Critical Issues in Silk Road Tourism

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NOMADIC TOURISM -
Any activity, business that links nomadic lifestyle and culture with products, services and experiences in tourism

NOMADIC TOURIST:
• 35-55 years old
• Educated to post high school diploma or university level
• Middle income-
• Not likely to have dependent children under 12
Destination MONGOLIA
-in the steppes Genghis Khan

A mythical Land
A Land of extreme
A Nomad land
The spirit of Nature
Nomadic herders in Mongolia

Nowadays, 3 million people live in Mongolia. An estimated 25-40 percent of them (approx. 300000) live as nomadic herders.
Mongolian family life centers around the GER

The nomads have developed a circular felt-covered dwelling, the ger (or yurt in Turkish language), adapted to the difficult conditions of their daily life (cold, wind, sun) and easy to be moved as can be raised and dismantled 30 to 60 minutes.
Mongolia is the land of horse

Traditionally, the nomads’ skill on horseback has been essential for guarding their herds and driving them to pasture.
The Culture of Mongolia has been heavily influenced by the Mongol nomadic way of life. Other important influences are from Tibet and Tibetan Buddhism, and from China. Since the 20th century, Russian and, via Russia, European cultures have had a strong effect on Mongolia.
Nomads in the new Millennium

- Old traditions with new means
- Access to electricity
- Urbanization
- Motorbikes & trucks
- Climate change and desertification
- Social and economic impacts
Nomad is one of most popular brand name for tourist and other products in Mongolia
PART II. NOMADIC TOURISM IN MONGOLIA
Core USP in Mongolian tourism

- Natural Heritage
- Cultural Heritage, Nomadic culture
Where the tourists going?
Case: Gobi-Khustai-Terelj
The Magic of the Nomadic Experience

What are Nomadic Tourists looking for?

- Nomadic family stay
- Naadam festival
- Nomadic food
- Nomad show and concerts
- History and literature
- Religion (including shamanism)
- Craftsmanship
- New nomadic lifestyle

- Soft-adventure experiences
  - Horse riding
  - Camel riding
  - Arching
  - Photo safari
  - Trekking and mountaineering
  - .....


“Amazing Mongolia”

Reviewed 1 week ago

You can discover a lot of reasons to have an excursion around Mongolia. Mongolia is explorer's heaven. With its untamed nature, interminable blue sky and itinerant society and custom, Mongolia is one of the top destinations for experience and nature explorers. Whether your interests are the Gobi Desert, horseback or camel riding, or simply making tracks in an opposite direction from it all, you will wind up being woven into an exceptional traveling convention and society in this place that is known for differentiation.

Visited July 2016

Less ▲

Helpful?  Thank Julia D

Ask Julia D about Travel Mongolia

Which Ulaanbaatar hotels are on sale?

m/d/yyyy  m/d/yyyy

See hotels

Things TO DO in Mongolia

www.sokoltours.com/  Best Local Guides and Drivers. Custom Tailored Tours & Packages

Ulaanbaatar Flights

www.edreams.com/Flights_Ulaanbaatar  Limited Offer Until End of Month. Book Now & Save on Your Flight!
PART III. Mongolia case

CRITICAL ISSUES IN SILK ROAD TOURISM
Constraints, obstacles and opportunities to develop nomadic Silk Roads activities in Mongolia

• Tourism seasonality
• Insufficient investment
• Lack of awareness Silk Road heritages among local communities
• Nomads are decreasing due to urbanization
• Unclear strategy and program on spatial planning and preservation of cultural heritages
• Lack of diversity cultural tourism products
• Lack of data on cultural heritages
• Insufficient marketing and promotion
Major decisions related to Silk Roads taken by authorities and other decision makers

Parliament of Mongolia, 2016

- Mongolia Sustainable Development Concept-2030

  Goal: Positioning of Mongolia as a International nomadic culture and tourism destination.

  I phase: 2016-2020
  II phase: 2021-2025
  III phase: 2026-2030

Government of Mongolia

- National Tourism Program, 2016-2025

  4.2.1 - develop tourism products and services on a regional basis that reflects their unique nature, history, cultural heritage, nomadic lifestyle and traditions

  4.2.3 - support the creation of new cultural tourism services based on cultural heritage, historical and cultural monuments
Suggestions to reinforce the work International Silk Road players

- Finding and/or sharing a common standard and criteria to the sustainability (managerial, cultural, environmental and economical)
- Silk Road Zoning and Spatial Planning
- Silk Road Heritage preservation and Branding
- Complete “Handbook on Silk Road assessment”
- Regional and local training for Tour Operator’s
- Finance of selected compact projects on “Silk Road activities”
PART IV.

CORE VALUES AND SUSTAINABLE MANAGEMENT IN NOMADIC TOURISM
I. Inspire Nomads and Tourists

II. Public private partnership

III. Exceptional results

Core Values That Build Nomadic Tourism
When We Inspire Nomads and Tourists

Tour operators in Mongolia playing key role in developing a soft adventure, culture and nature based Nomadic tourism with small groups of environmentally and culturally-sensitive tourists in order to respect and protect this unique form of nomadism still surviving on earth.
When We Partnering both Public and Private Sectors

We collaborating and building partnerships in between Ministry, tourism private sector and local community to develop competitive, quality tourism products and services for tourists.
Mongolia is a unique and relatively unexplored travel destination that offers a great combination of scenic natural features, a wide variety of untouched landscapes, nomadic life style and culture.
We are Committed to Improving Tourist’s Experience

Mongolian nomadic experience and new technology enables tourists to see and explore the authenticity around them.

Rugged Mongolia is an adventure destination where travellers can see the traditions of the past still practised today by hardy nomads dwelling on the country's vast steppes and deserts.

Lonely Planet
Save the World’s Last Surviving Nomadic Resources

- **Explore Mongolia** travelling around there
- **Experience Mongolia** romancing with nature and local culture
- **Educate** others to contribute local economy
We Preserve Our Natural and Cultural Heritages

The Mongolian Tourism Sector takes sustainable approach to its tourism policy.
We are dedicated to maintaining a natural, safe and **GREEN** environment for the sustainable development so that our children can enjoy the same resources and beauty that we have for generations.
WELCOME TO MONGOLIA

THANK YOU FOR YOUR KIND ATTENTION