



The Investment Policy for enforcing the Nomadic Tourism



D. Gantemur /Ph.D/

happy_gana@yahoo.com

My topic composes 3 main parts, namely:

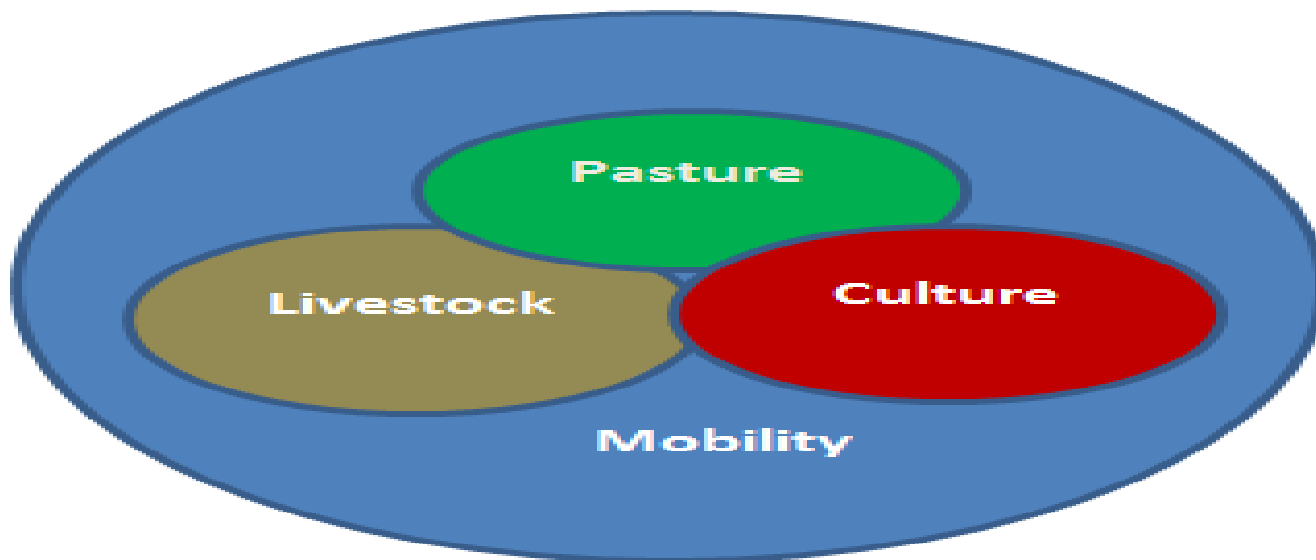
- What is the nomadic tourism ? Is it a mode of tourism, or a niche market/specific product? Or is an approach to tourism development?
- What are the explicit/implicit challenges to nomadic tourism? How to enforce it?
- Where to invest? What are the investments enforcing nomadic tourism in sustainable ways?

The ontology of the Nomadic Tourism (Nomadism?)

- Space-Territory-Pasture Land (Environment)
- Animal-Livestock- Wildlife
- Culture-Livelihood-Community

Nomadic Life Society as Mobility

The pillar component of Mongolian Nomadic Life



Challenges to the Nomadic Culture:

- Urbanization & Economic Gap in Remoteness:

Movement to the city

- Commoditization:
Authenticity and Commercialization

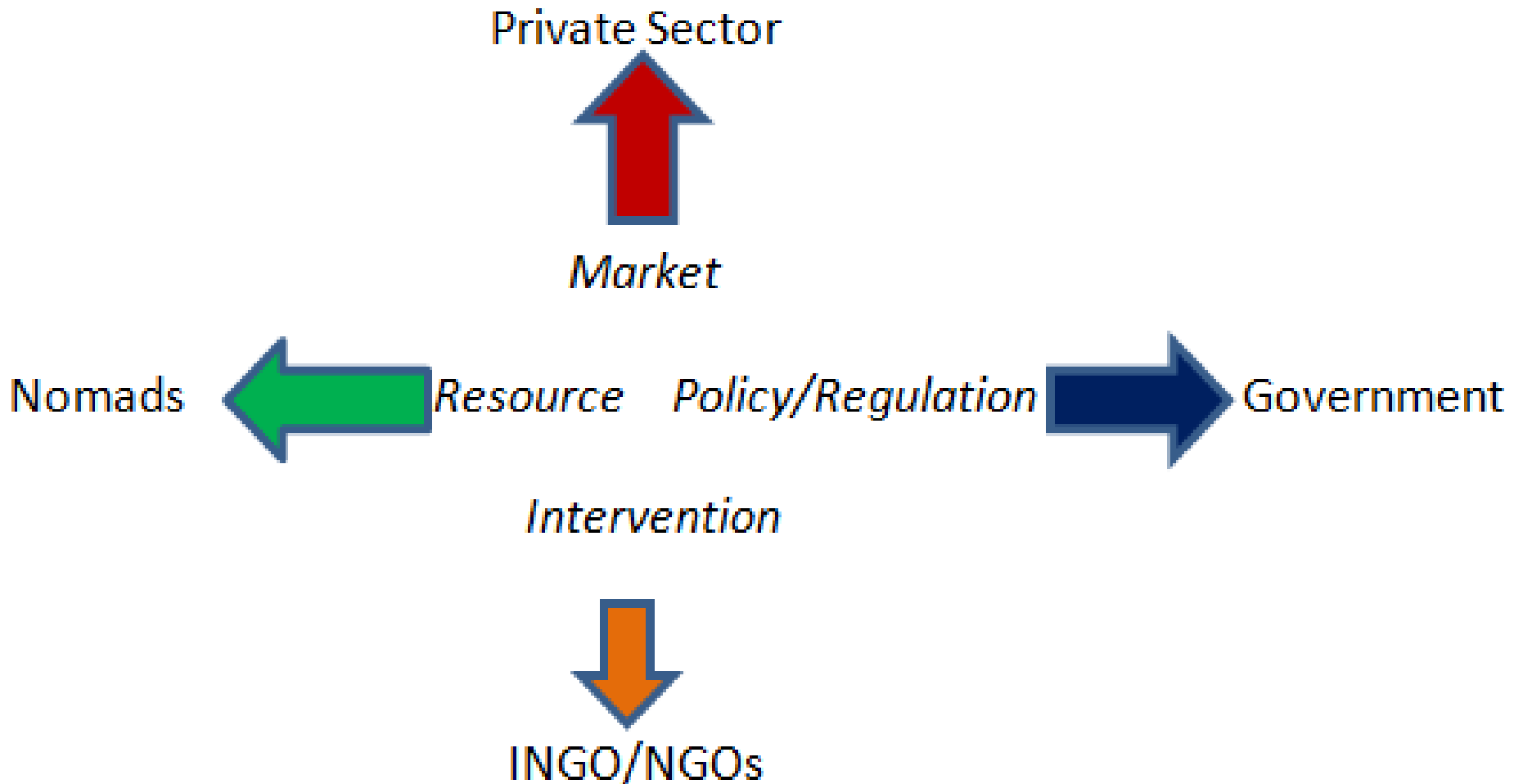
- Lack of natural and cultural resource management:

Need proper pasture land

- Modern Education and Health service
- Natural disaster: *Need animals*
- Unemployment: *Need income*
- Limited Accessibility *to the market*
- Inexperienced civil society



Mongolian Tourism Stakeholder Structure and Nomads; Power Interdependence



The Nomadic Tourism:

from Brand to Concept

- ***An attractive marketing tool & USP (Unique Sales Proposition)***
- ***A Tour product (cultural tourism)***
- ***A Development Concept (ecotourism, CBT, pro-poor etc)***



Nomadic tourism is assumed not only a specific product or niche sector rather an approach to tourism development and management based on local circumstances and nomad friendly travel technology practices for enhancing quality livelihood and cultural prosperity of the nomads. And it fosters sustainable development by inspiring nomads' traditional connection with their herds and pastures. It enhances the core mobile identity of Mongols.

Where is the “sustainability border” of nomadic tourism itself?

Economic Empowerment
Cultural Authenticity



What is the role of nomads in the development of Nomadic Tourism?

The degree of participation

Attraction



Shareholder

Stakeholder

Decision Maker

“The investment puzzle” questions of the Nomadic Tourism

- Who are the nomadic people in your destination areas? (attraction, service provider, partner, stakeholder and shareholder)
- What is the nomadic tourism for you? (tour product, brand image, assistance service by nomads, developing concepts)
- What are the challenges of your nomadic tourism development?
- Where to improve by your investment in win-win approach?
- How is your nomadic tourism itself sustainable to the nomadism?

Where to invest? What is the policy?

- To the **ontology** of the nomadism

Product Resource

- To the nomadic **livelihood** empowerment

Enrichment of your value chain

- To the **existence** of nomadism

Subsidy to the nomadic tourism

An Investment is an investment, it is NOT Donation!

- Nomads are not as an attraction
- Nomads are not as an employee
- Nomads are as a Shareholder
- Nomads are a Decision Maker

Economical Win-Win

Cultural?

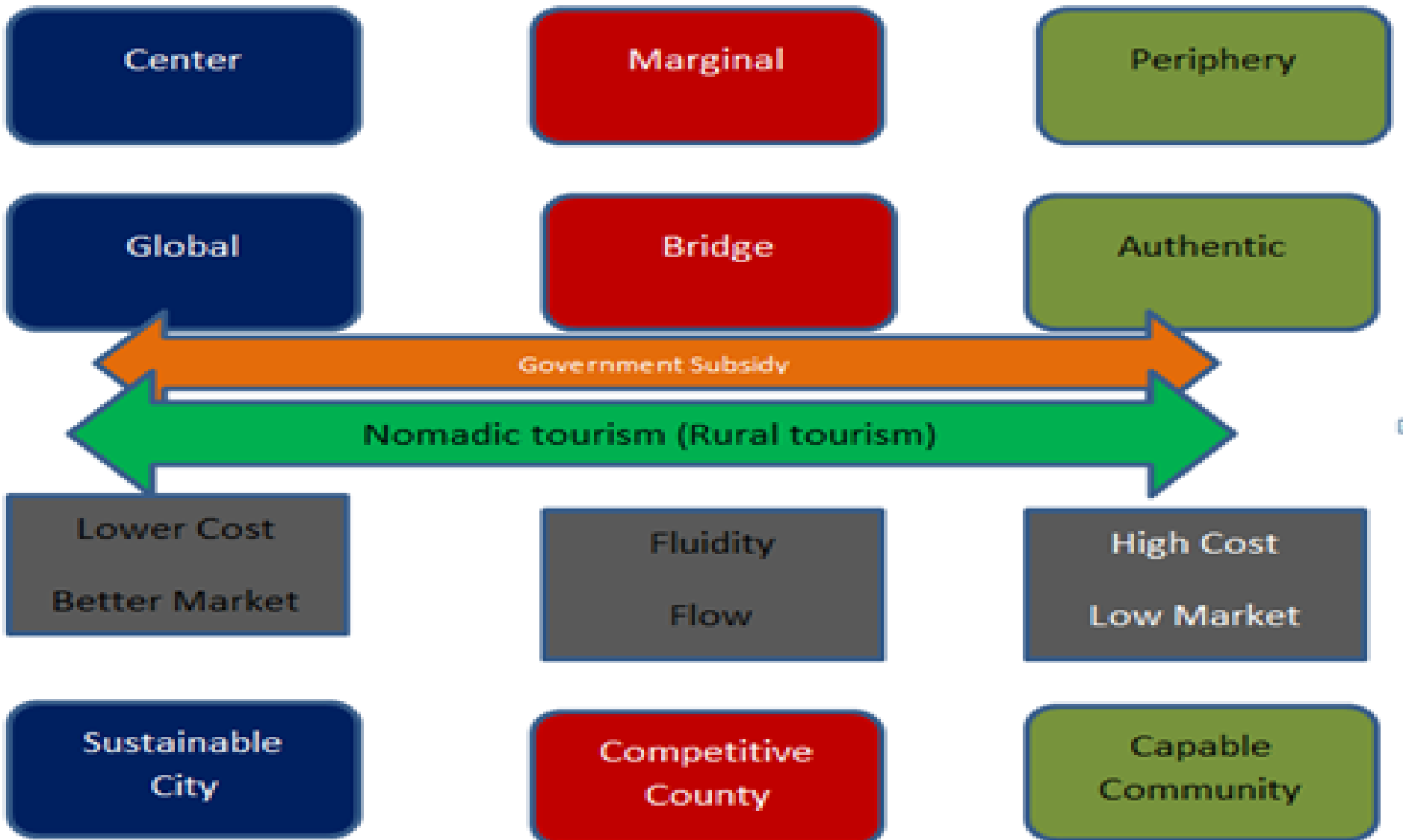
Investing a nomadic tourism examples FDI & NDI: *Economical and Cultural Values*

- 100% of MTA members run their programs/services with their nomadic partners/locals
- 47,5% of inbound TOs have invested to their nomadic partners
- 82,8% of TOs have done a financial support/assistance to their local destination/ nomads.
- 37% of TOs, 68,5% of Travel Camps have made various projects with nomadic people.

Various Case Practices:

- Case A. Bird watching program with nomadic family partner
- Case B. Sport fishing
- Case C. Ger services/Camps co-owned with local nomads
- Case D. Goat sharing?
- Case E. Community Decision-Fund

Spatial Commodification and Nomadic Tourism



Nomadic Tourism as one of Solutions

Nomadic Tourism brings many different businesses (SME) to a shared location

It creates logistics and puts together bits and pieces into a complete Travel Solution revolving around a core experience.

Connecting Microenterprises and Nomad People to Global Markets

Sustainable Investments to Sustainable Nomadic Tourism Development

