Gana Damba Gantemur

The role of Mongolia to the Silk Road Tourism Development: history & ideas

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Contents

- Silk Road and Mongolia: Historical facts
- Tourism in Mongolia: Current Situation
- Some ideas to the Silk Road Tourism Development

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The history of Silk Road in Mongolia:
I. Hunnu Empire: BC 209
Roman glass bowl of Hunnu time in Mongolia

In 2010 was found the valuable treasures. They are from the 1st century.

The Orkhon Valley, Mongolia: A Center of Several Medieval Steppe Empires

Prof. Jan Bemmann, Bonn University
To provide a Sustainability and Security to the Silk Road
- To facilitate a Supportive Rule through the Road
- To enhance the Added Value Chain
The history of Silk Road in Mongolia
The history of Silk Road in Mongolia:
III. Silk and Tea Road

- Kharakhorum – Khujirt – Ongi – Dalanzadgad – Dersen Us –
- Burgastai – Barkel See –
- Shargiin Gobi – Uench – Bulgan – Zuun Gariin Gobi – Urumchi –
- Khaalgan – Urguu – Khjagt –
Today nomads are through the silk road in Mongolia
The Role of Mongols to the Silk Road Development: Route to the “Globalization”

- Political support/ Diplomatic Relationship
- Economical Value Chain
- Trans Cultural Cooperation
- Silk Road Identity
- Capacity Building and Management

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## TOURISM in MONGOLIA

### Existing Hotels and Ger Camps in Mongolia (2011)

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Number</th>
<th>There from Starred and Flowery</th>
<th>Capacity (beds/rooms and Ger)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>375</td>
<td>66</td>
<td>17406</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6650</td>
</tr>
</tbody>
</table>

### Tour operators in Mongolia (2011)

<table>
<thead>
<tr>
<th>Tour Operators Registered by MTA</th>
<th>There from foreign invested company</th>
<th>Employer(s)</th>
<th>Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>650</td>
<td>84</td>
<td>1950</td>
<td>1900</td>
</tr>
</tbody>
</table>

### New 4-5 star hotels under construction in Ulaanbaatar (2011)

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Stars</th>
<th>Rooms</th>
<th>Opening year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radisson Blue Hotel</td>
<td>4.5</td>
<td>175</td>
<td>Opening 2015</td>
</tr>
<tr>
<td>Hyatt</td>
<td>4.5</td>
<td>131</td>
<td>Opening 2015</td>
</tr>
<tr>
<td>Hyatt Regency Ulaanbaatar</td>
<td>4.5</td>
<td>259</td>
<td>Opening 2014</td>
</tr>
<tr>
<td>Sheraton Ulaanbaatar</td>
<td>5</td>
<td>300</td>
<td>Opening 2013</td>
</tr>
<tr>
<td>Shangri-La Hotel</td>
<td>5</td>
<td>273</td>
<td>Opening 2013</td>
</tr>
<tr>
<td>Hilton</td>
<td>5</td>
<td>240</td>
<td>Opening 2013</td>
</tr>
<tr>
<td><strong>Total (4-5 star)</strong></td>
<td><strong>5</strong></td>
<td><strong>1478</strong></td>
<td><strong>Opening 2013</strong></td>
</tr>
</tbody>
</table>
Tourism Income in Mongolia /2001-2011/
Ideas and Projects to the Silk Road Tourism Development: a building common criteria to the sustainability

- Finding a common standard and criteria to the sustainability (managerial, cultural, environmental and economical)
- Tour Operator’s Initiate to the Sustainability Indicators
- Silk Road Zoning and Spatial Planning
- Silk Road Heritage and Branding
Ideas and Projects to the Silk Road Tourism Development: embarking Tour Operator’s Network

- Incoming Tour Operator’s Network through the Silk Road
- A Common website/ IT platform (like travelife.com)
- Market Information Sharing
- Resource Identity
- Local livelihood management
- Quotation and competitive product development
- Training

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Ideas and Projects to the Silk Road Tourism Development: Product & Market Policy

- Create a silk road tourism customers
- Build our markets on three level
  - Domestic Market: (to yourself)
  - Regional /Road Market (to each other)
  - International Market (to them)
- Product Initiative /Diversification on Three Markets:
  Educational cognitive tours/School holiday
  Challenging Tours, Self driving, cultural, adventure
  High End products
Ideas and Projects to the Silk Road Tourism Development: establish a training center

- A guide training center:
  - Art of Interpretation
  - Cross-Cultural Communication
  - Package of History-cultural Knowledge
  - Sustainability
- An exchange program between managers
  - In-house/ office management
  - Outdoor management
Thanks your attention!