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THE 12TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM
POLICY AND STRATEGY

Tourism and Technology



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SWOT Analysis on 'Tourism and Technology'

STRENGTH	WEAKNESS
<ul style="list-style-type: none">• Increasing usage of the internet• Government support to IT in tourism sector• Web based platforms save time and energy	<ul style="list-style-type: none">• Lack of human resources to maintain/keep up• Lack of funding in online marketing campaigns• Lack of awareness in how to use IT in tourism
OPPORTUNITY	THREATS
<ul style="list-style-type: none">• Reaching to the consumers directly (blog, TripAdvisor)• Consumers satisfaction increase (tourist info applications)• Local people enabled to earn income (via Uber & Air BnB)	<ul style="list-style-type: none">• Negative image spread unmanageably• Difficulty to stand out from too much information – web site – SEO• Some technologies bad for traditional business models (OTA)

Stakeholder Roles and Responsibilities



**MINISTRY OF ENVIRONMENT
AND TOURISM**



Ministry of Environment and Tourism + Tourism Development Center

- National policy, legal framework
- National Branding – Mongolia. Nomadic by Nature
- Promotion of Mongolia as a tourism destination – www.Mongolia.travel portal site
- Promotion of Regions – Master plans for provinces, regions

National Tourism Association and Tour operators

- Marketing and Promotion of tourism products

International organizations – UNWTO, PATA, GSTC etc.

- Tourism and Sustainability
- Global Code of Ethics for Tourism
- Advocacy, research on 'technology in tourism'

Key Regulatory and Policy Initiatives, Strategies, Programmes



National Tourism Development Programme:

- Travel facilitation – e-visa
- Innovative technologies in tourism marketing and promotion
- Innovative technologies in tourism database

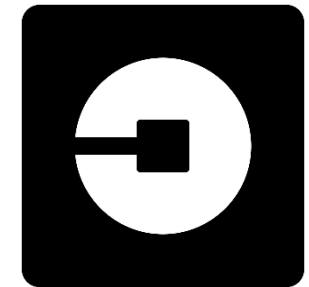
Tourism legislation

- Regulations on Online Travel Agencies



MONGOLIA
Nomadic by Nature

**HOW THE
COMMUNITY CAN
BENEFIT FROM
TOURISM USING
INNOVATIVE
TECHNOLOGIES ?**



The train has already left ...

