

### "Mongolian Tourism" project

The CBI organization is under the Ministry of Foreign Affairs of Netherlands and implements international projects and programs for developing countries' economy and is now working with 47 countries. In Mongolia the CBI is supporting the tourism sector through export coaching program.

The consultants of CBI and STDC together organized a "Strategic Tourism Conference" for preliminary election of Mongolia Tourism program and elected organizations public-private organizations on 17, 18 of November, 2010.

### Community based tourism project

**Subtitle:** Common quality standards and marketing for Community Based Tourism Businesses in Asia

**Period:** February 2008 – August 2010 (30 months)

**Funded by:** Asia Invest (European Union)

**Partners:** SNV (Netherlands Development Organisation)

**Project partners:** [ECEAT](#) (Netherlands), [INDECON](#) (Indonesia), [CCBEN](#) (Cambodia) and STDC (Mongolia)

### Introduction:

The proposed project will develop and introduce common Community-Based Tourism standards within South & East Asian countries based on the destination context and the expectations of the international consumer and tour operator markets. 16-22 Community-Based Tourism destinations and their suppliers in Indonesia, Cambodia and Mongolia will be assessed and trained according to these standards. Existing networks of CBT suppliers will be strengthened, and they will be trained to position their CBT suppliers in an international tourism market. Standards for quality and sustainable CBT products will be developed in line with international quality and sustainability standards. Outbound and inbound tour operators will be actively approached and provided with trustful information on the CBT destination and ask to commit themselves to include assessed CBT products in their packages. Internet technologies will be introduced in order to facilitate Business to Business contacts and information exchanges.

### Project objectives:

- Widely supported, assessed and accredited Asian Community-Based Tourism (CBT) products;
- CBT Standards are implemented and communicated throughout the whole product supply chain between Asian CBT suppliers and international tour operators and consumers;
- Close collaboration between the CBT networks of all Asian countries and use of the harmonized quality and sustainability standards
- Available B2B internet technologies and B2B marketing tools effectively used by most CBT suppliers from South and East Asia and European Tour Operators;
- Accredited Asian CBT products widely known among inbounds operators and European tour operators; European tour operators distribute the best practice standards to all their suppliers in Asia;

- Substantially reduced exploitation of - and increased contribution to - the local traditions, cultural heritage and the natural environment of Asian rural communities by tour operators

### Activities

- National workshops will be held to define national indicators and the development of comfort and sustainability quality standards, checklists and assessment systems and procedures.

- on-site quality assessments and training visits to a number of selected communities. A tour operator Advisory Board will evaluate the products from a market point of view.

- The CBT networks and its members will be trained in various important sustainable tourism issues, such as quality and sustainability assessment, legal and juridical aspects, and commercialization. CBT trainers will be updated on supply chain management methodologies.

- Newsletter to 500+ European tour operators and Asian national tourism representatives; online portfolio/database of assessed CBT products; orientation workshops for interested tour operators on tourism trade shows in the main generating markets of Europe will be held, signing of at least 9 contracts for three year period between suppliers and operators.

### Expected results

- Clear national and regional quality and sustainability standards, widely agreed upon and communicated within the tourism sector;

- CBT suppliers will use the new quality systems to gain competitiveness;

- Quality assessed CBT suppliers will be widely recognized in (inter)national business policies;

- CBT networks in Asia will be significantly professionalized in the field of quality and sustainability assessment and commercialization;
- CBT networks will get more and higher quality members;
- Assessed and accredited CBT products will be recognizable by the introduction of an international recognizable logo; More CBT products will be taken up in the package of inbound and outbound tour operators;
- The benefits for the local communities generated through CBT will increase significantly.

### Rural business and tourism development

#### **Background:**

Mercy Corps (MC) has supported the tourism industry through loan guarantee mechanism and technical advice and assistance, through the promotion of responsible tourism, and through support for multi-stakeholder partnerships in 2 pilot aimags, Arkhangai and Omnogobi, within the RASP and GI projects. In 2008 Mercy Corps signed a 12 month contract with Sustainable Tourism Development Centre Mongolia to develop responsible tourism initiatives. The program was implemented during 2009 and resulted in identification and prioritizing of several various activities to be implemented in various Mongolian aimags to further the development of the tourism industry as rural economic diversification and tool for sustainable development of natural resources.

Mercy Corps plans to continue it's involvement in the rural tourism sector in Mongolia with an objective to stimulate economic activity diversification in aimags in which ample tourism development opportunities exist. Furthermore an objective of Mercy Corps is to increase market opportunities for rural agribusiness to serve as a supply base for commodities and finished

products that tourism operators need.

### **Objectives:**

The main objective of this project is:

- To improve the competitiveness of tourism industry in Arkhangai, Uvurkhangai, Umnugobi, Zavhan, Khovd, Gobi Sumer and Suhbaatar aimags and strengthen links in supply chain with rural agri businesses.

### **Specific objectives of the project are:**

#### **Business development**

- To establish 10 tourism businesses linked to herders and herder groups
- To help to establish a tour operator in 2 aimags.
- To help 5 existing business to improve through additional investment

#### **Market linkage**

- Assist linkage of 10 rural agribusinesses with aimag tourist operators to act as sustainable suppliers of goods and services

- Assist aimag tourism businesses to improve market access to UB tour operators and international markets

- Assist the development of websites for international tourists in 2 aimags

### **Business environment**

- Improve local Business Development Service Providers capacity to support rural tourism operators in business development and offer facilitation and consulting services for improved service, investment attraction, marketing and sales.

- Assist aimag capacity and activities towards creating favorable tourism business environment by strategic economic development planning.

- Support the refining of the soum economic development plans in order to further develop the tourism industry in three soums.

### **Natural Resource Management**

- To develop contribution of tourism to sustainable natural resource management

- To develop tourism products based on sustainable natural resource management e.g. Cave

- To develop pilot soum protected area improving soum tourism development and Sustainable NRM

### Target groups:

Existing agri and herder groups, businesses of selected aimags (Arkhangai, Uvurkhangai, Zavkhan, Khovd, Umnugobi, Sukhbaatar, Gobisumber)

### [Khuvsgul lake children's eco club](#)

In August 2008 we initiated a Children's Eco-Club in Khatgal Soum of the Khuvsgul province. The opening ceremony was held on August 16th, 2008 on the Western bank of Khuvsgul Lake and was followed by a deep cleaning of the area.

Children's Eco-Club is based on Khatgal high school and already 50 pupils united in order to gain more knowledge on environmental education and experience as involving trainings and protection activities to their living area which led by a team composed by local governor, natural protection advisors, teachers and rangers. Also the Club members usually attend in workshops and set up events related to eco-friendly tourism.

With the kind support of [Weissensee Skating Event](#) organisers from Holland we donated overall costs of maintaining a special cabinet room at the school, garbage (cans & plastics) pressing equipment, handbooks and reference materials useful for the Children's Eco Club.

### [The Nomad Library project](#)

Each summer for the last three years children and herders in the soums of central Mongolia have had the opportunity to visit a mobile library (Nomad Library), housed in a traditional Mongolian ger and discover the world of books and DVDs.

For Mongolian nomadic herders educating their children is a major challenge and many children find it difficult to attend school. The schools in the countryside often do not have enough money to buy modern books and educational DVDs.

The Mobile Library Project is organized by the Sustainable Tourism Development Center Mongolia and operates in 10 soums in three aimags, Tuv, Khentii and Selenge. More than 1000 books have been collected from Ulaanbaatar stores and second-hand stalls. Each summer from May to the end of August when children return to school the library travels between the soums spending between 5 and 7 days in each location.

### Responsible tourism project

09 May 2008

From September 2008, Sustainable Tourism Development Center started implementing the project "Responsible Tourism Development" in Mongolia with Mercy Corps Mongolia organization.

Mercy Corps Mongolia has one overall strategic goal – to support rural communities to mobilize resources to meet their economic and social needs, and by extension, to provide a better quality of life for rural residents. Please visit to get detailed information [w ww .mercycorps.org](http://www.mercycorps.org) , [www.mercycorps.org.mn](http://www.mercycorps.org.mn)

*As result of this project:*

1. Organize trainings of tourism theory for the professors and advisors of universities and institutes, administration officers of selected provinces and teachers, students from local Business Development Service. Training topics and materials on value chain and competition advantage, destination management and responsible tourism will be prepared.

2. Tourism service organizations for follow the recommendation and rules of responsible tourism will be prepared.

3. For tourism business organizations, the workshop and training would be organized, supporting the destination management of two pilot aimags Arkhangai and Umnugobi.

4. Develop tourism as sustainable in western Mongolia, first study will be researched. In beginning level of the research get choose Khovd aimag.



