SUSTAINABLE TOURISM AND SUFFICIENCY ECONOMY IN MONGOLIA

2018-2020

To reduce poverty through supplementing existing income in selected rural areas and communities with income from sustainable tourism



Target Groups

Beneficiaries

Gov. Tourism

NGOs planners

Academic Tour

operators

Community

Project Benefits



Tourism planners trained and coached on

- (1) Sustainable Tourism concept
- (2) Community-based tourism
- (3) Sufficiency Economy Philosophy
- (4) Facilitation skills
- (5) Marketing
- (6) Tour program/ product design and development
- (7) Destination Management
- (8) Community enterprise

aimags developed community-based tour programs, products, and branding based on Unique Selling Point (USP) and available resource/capacity



Aimag tourism development plan in line with national strategy



3-5 Tour programs designed and launched as alternative income source for community







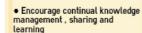
Community enterprise based on tourism established as effective mechanism for community development

In the Framework of Sufficiency Economy Philosophy (SEP) and Sustainable Goals (SDGs)

Moderation (S

- . Community maintains and adds value to natural resources
- Community understands limits and capacity to develop moderately
- · Preserve uniqueness and cultural of the community and prevent them from economic influences

Knowledge





Improve energy efficiency by promoting eco-friendly and innovative technologies for green



Promote economic growth through tourism as alternative source of income and local employment



Increase community enterprises' integration to markets and value chains, contributing to infrastructure development



Preserve cultural and natural heritage while enhancing participatory community development

Reasonableness 4.4

- Study the background and story before setting development goals
- . Communicate plan to target groups to ensure ownership ans participation
- · Aware of affects of tourism (negative, positive)
- Analyze and understand markets and community (balance supply and demand)

Resilience &

- Promote environment preservation to keep resources sustain
- · Community learns to manage and maintain quality of tourism on its own with support from · Adapt to changes in tourism
- · Create rules and regulations for community and tourists

Morality



- Ensure transparency in management
- Promote mutual benefit sharing among all party involved



Monoglian-Thai-German partnership synergise know-how and resources in strengthening local structures



Mongolian-Thai-German Trilateral Cooperation









