

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



Beneficiaries
>150

Project Benefits

16



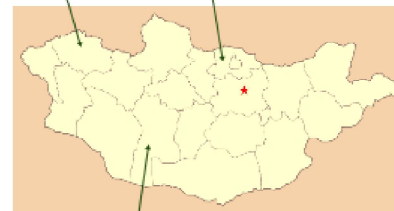
Tourism planners trained and coached on

- (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



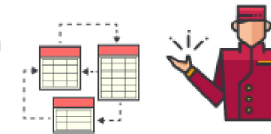
3 aimags developed community-based tour programs, products, and branding based on Unique Selling Point (USP) and available resource/capacity

3. Uvs 1. Selenge



2. Bayankhongor

Aimag tourism development plan in line with national strategy



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



Community enterprise established as effective mechanism for community development

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

