

The Future of Tourism Development in Mongolia

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Abstract: The world is focusing on global warming and globalization, and is racing to figure out how to deal with it. At this time, Mongolians have described our traditional nomadic way of life as the most environmentally friendly, rational, and intelligent way of life. That's why we are still in the spotlight of travelers around the world. But in other parts of the world, it is difficult to distinguish one country from another. In many ways, the world is the same. For example, well-known brands of clothing, shops, water, coffee, hotels and cars that you have visited in any country in the world. In fact, there are less and less things you don't know, don't know, and are interested in. But most travelers still want to experience surprises, surprises and new things. As a result, the world is moving towards local-based tourism trends in developing countries. However, it is possible to develop this type of tourism in Mongolia. Nomadic customs, vast lands and winter are all future trends in world tourism. Therefore, we now need to develop and implement a correct, comprehensive and integrated policy for tourism development.

Keywords: *Tourism, Development, Mongolian*

I. INTRODUCTION

In modern times, the development of tourism constitutes a contribution to the economic growth in many regions. Tourism is one of the most promising businesses in the world and the second largest in terms of financial turnover. In the near future, tourism will become a part of everyday life due to the preparing world and the way of life of mankind. Travel is not going to be a one-year vacation, it's going to be as simple as going to work every day.

Although there are many travel companies, ger operators, and ger camps in Mongolia, they appear to be similar in terms of service.

II. LITERATUREREVIEW

Differences: What the Mongolian tourism industry lacks is diversification. Not all Mongolian tourism organizations should have the same services, but should develop differently. If everyone has the same service, they will stand out and attract less attention. Tourism in other countries is also developing in a specialized way. Distinctive development is the process of defining one's distinctive features based on one's strengths and becoming a world-renowned brand.

For example:

Adventure: In the footsteps of ghosts and ghosts

Water travel

Sports travel

In the ancient way

In the footsteps of history / in the footsteps of facts /

Travel by regular car

Medical tours: Spa, water, snow and ice, cold, massage (Only those who are interested in Thai massage go to Thailand, etc.)

Beautiful nature

Historical tour

Nomadic life

Conquest show

Ice hotel

Ghost hotel

Entertainment tour

It is developing differently from others through services such as arts and culture. In doing so, we are pursuing a policy of differentiating ourselves from the services of thousands of tourists around the world and creating regular customers. Of these, the network of tourists interested in spending the night in the country <http://www.couchsurfing.org/> has 2,702,075 members.

Use of the internet:

In addition, Mongolian tourism organizations are lacking in communication, information, and feedback with about 2 billion Internet users online, or at least documenting their interesting online activities. needs to be delivered globally via the internet. In this regard, the services and solutions offered by the Mongolian Secret Bureau to tourists seemed to be advanced.

Trends in tourism development in Mongolia

Our country's tourism industry was officially established in 1954. It is a branch with a history of many years and was first established by the state-owned "Juilchin" company. There are now more than 600 tour operators in the industry. The company operates 370 hotels and more than 300 tourist camps. In total, more than 50,000 people work in the sector.

As of 2014, the revenue of the tourism sector was 504 billion MNT reached 3.2 percent of GDP, on average per year. It receives about 400 thousand tourists. Our country's tourism. The advantages and disadvantages of development are assessed as follows:

Development advantages:

- Unique nomadic customs, traditions, historical and cultural heritage,
- a relatively well-preserved natural area;
- Genghis Khan and his legacy
- historical heritage left by heirs;
- The hospitable and friendly nature of Mongolians.

Development weaknesses:

- The range of tourism products is small, the prices are high, and each other
- little difference;
- Poor infrastructure, low capacity to transport and receive tourists;
- Extreme weather conditions in Mongolia;
- Lack of professional staff, training in tourism,
- insufficient research quality;
- Poor tourist statistics and survey system,
- there is no unified database;

CONCLUSION

They pointed to the lack of strategic importance, of the thesis regarding the need for the involvement of foreign investors in the financing of the construction of key tourism investments in the region for the development of tourism. In modern times, the development of tourism constitutes a contribution to the

economic growth in many regions. Unfortunately, it is strongly dependent on a number of phenomena occurring both within the region and beyond it. Operating in such uncertain and constantly changing conditions forces, primarily the regional policy-makers, to prepare and develop competitive and developmental strategies of shaping tourism in the next several years.

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