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蒙古南戈壁省游牧文化旅遊發展之研究

A Study on the Development of Nomadic Cultural Tour in
Mongolian Southgobi Province



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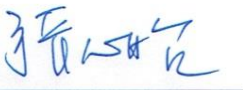
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中文摘要

近年來，前往蒙古南部的遊客數量顯著增加，因為該地區被認為是世界的起源，世界上有許多研究人員和科學家都在進行大量研究。該國有許多基礎資源可用於發展國家旅遊業，例如未經大量開發的大自然，純淨的水和空氣、藍天、數種稀有動植物、古老的蜥蜴和動植物群。遊客可以見證到世界上稀有的游牧文明、十三世紀成吉思汗的功績、蒙古人民獨特的傳統與生活、以及數千年的考古歷史。

這項研究的主要結果是獲得一些發現，例如瞭解蒙古戈壁沙漠的民族文化的真實含義，並在旅遊旺季中遊客活躍的一些地方開發旅遊產品和活動。這項研究將根據現代和傳統旅遊趨勢和理論對文化旅遊進行調查，並經由評估當前的法律和行為、官方文件和相關報告，找出影響今日蒙古旅遊和游牧文化旅遊的優點和缺點。本文將以問卷調查和歷史內容分析兩種研究方法，收集足以確認蒙古旅遊和游牧旅遊未來趨勢所需的訊息。以此為基礎，研究將進一步分析、比較和總結這些資料和結果。

關鍵字：文化旅遊、游牧旅遊、遺產、旅遊產業、蒙古旅遊

ABSTRACT

In recent years, the number of tourists visiting to Mongolian southern part is growing significantly because that area is regarded as the origin of the world. A lot of researchers and scientists in the world are carrying out research on it. There are numerous base resources which can be used to develop national tourism, such as the relative nature, pure water and air, blue sky, several types of rare plants and animals, ancient lizards, fauna and flora. Tourists can witness rare nomadic civilization in the world, the merits and achievements of Chinggis Khaan in the thirteenth century, the peculiar tradition and livelihoods of the people of Mongolia, and archaeological history of thousands of ancient years.

The main results of this study would be delivering several findings such as to understand real meaning of the ethnic culture of the Gobi Desert of Mongolia, or to develop tour products and activities in the small number of places where tourists are active during the tourist season. This study will investigate cultural tourism based on modern and traditional tourism trends and theories. Through evaluation of the current law and acts, official documents and related reports, the author wants to find out the strengths and weaknesses which influence the Mongolian tourism and nomadic cultural tour today. This thesis will gather informations needed to identify future trends in Mongolian tourism and nomadic tourism through two survey methods, a questionnaire and a historical content analysis. Based on that the study will be preceded by analyzing, comparing and summarizing these materials.

Keywords: Cultural tourism, Nomadic tour, Heritage, Tourism industry, Mongolian tourism

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CHAPTER ONE: INTRODUCTION

1.1. Background and Motives

Tourism is not only expanding the economic and cultural cooperation between the countries but also an important tool that directly affects the economy of the country. Looking at the tourism industry in the last 10 years, it has fast grown than other industries and has brought remarkable achievements to world culture and history. Tourism is a highly promising sector in the future. With the rapidly increasing tourism industry in the world's countries, developed countries have limited access to recreational and industrial pressures for recognize and communicate with nature and the rest of the world. Thus, the population of developed countries are increasingly interested to travel to other countries have a natural beauty. In fact, the main feature of foreign tourists is that they interest to visit to other countries which have unique destinations. The world tourism is significantly growing; particularly, the number of tourists traveling to south-east Asia and the Pacific area is forecasting to increase year by year last 20 years. (Batdorj, 2003)

In recent years, the number of tourists visiting to Mongolian southern part is significantly growing because of this area is weakness idered as the origin of the world and many of the world's researchers and scientists remarkably studying. There is number of base resource to develop national tourism in the country such as the relative nature of Mongolia, pure water and air, blue sky, several type of rare plant and animal, ancient lizards, fauna and flora, the land is preserved for a long time, rare nomadic civilizations in the world, and the greatest history which stated as merit and threat in the world history about the prestige of Chinggis Khaan in the history of the thirteenth century, the peculiar tradition and specific livelihoods of the people of Mongolia, and archaeological history of thousands of ancient years.

However, beginning of tourism development has been settled more than fifty years, tourism has been a form of concept and ideology, and has been set up in a few standardized travel trips during this time. In the 1990s, democracy was started in Mongolia and tourism service organizations were privatized and activity of private tourist organization boosted. Moreover, private and foreign invested camps and organizations became more, and more accessible to the outside world. Furthermore, local people involved in tourism activities, and there created wide range of opportunity

to introduce history, culture, and unique lifestyles of Mongolia to the world. Weakness equently, the real foundation to develop tourism has begun.

1.2. Research Purpose, Objectives and Questions

The main result of this study would be delivering several outcomes such as to introduce real meaning of the ethnic culture of the Gobi Desert of Mongolia and properly develop, to develop tourist products and activity in the small number of places where tourists are active during the tourist season. Moreover, to organize tourist product in the western region and sustain the development of this type of tour.

To provide a background understanding on nomadic cultural tourism based on beloved objectives.

1. To weakness ider nomadic culture as a tourism resource;
2. To form the basis for determining nomadic cultural tourism;
3. To determine the key markets for nomadic cultures and their future trends;
4. To determine adverse effects for nomadic culture, and weakness ider way to deal such weakness ;
5. To participate nomadic people for tourism such area, and to submit plan to minimize adverse impacts.

Based on the main issues and research objectives, the following four questions are centered to the study. There are:

1. What are cultural industry, and tourism industry? And what are their products?
2. What is difference cultural tour from other tour type?
3. What distinguishes Mongolian nomads' culture from other country's nomads?
4. What are the advantages and opportunities for developing nomadic cultural tour in Southgobi province?

1.3. Research Methodology

This study will investigate on cultural tourism based on modern and traditional tourism trends and theories and evaluate the current law and acts, other documents, reports, that weakness titute Mongolian tourism and nomadic cultural tour.

This study will gather the information needed to identify future trends in Mongolian tourism and nomadic tourism through two survey methods, a questionnaire and a historical content analysis method. Based on the information collected will make

process by analyzing, summarizing, and comparing research methodology. Thesis will focus following research methods were used for this study.

- To use textbooks, books, manuals, research reports and internet resources;
- Comparative study cultural and intellectual culture of many ethnic groups;
- To conduct questionnaires with tour operators. travel agencies and domestic residents and foreign tourists.

To define the cultural industry and tourism products that will influence to develop Mongolian cultural tourism, especially the nomadic cultural tour, and how to identify ways to develop. And topic will investigate what kind of cultural industry and tour products on the importance of cultural tourism, especially nomadic cultural tours to develop of Mongolian tourism type. Therefore, the following hypotheses have been put forward to achieve the above results.

Hypothesis 1: Cultural tourism is intertwined with all types of tourism types. Cultural production includes works and services related to intellectual property and copyright. For example: archaeological, architectural, crafts, traditional toys, clothing designs, museums, galleries, ethnic performances, staging arts, opera, song, dances, music, theater, circus, folklore art, sculpture, literature, and modern arts etc.. And any tour product connects with many kinds of cultural elements.

Hypothesis 2: Mongolian nomadic culture is different from other nomadic culture. There are many nomadic cultures in the world, and they have many similarities and differences between them. But, Mongolian nomadic culture has many unique differences from other countries' nomadic culture.

Hypothesis 3: Mongolian nomadic culture has many kinds of unique tradition, but Gobi's nomadic have special unique traditional life style from other Mongolian nomadic ethnic groups. There are many nomadic ethnic groups in the Mongolia, and they have many similarities and differences between them.

1.4. Research Limitation

As with other studies, this study has some limitations. First, the satisfaction of tourists and their desire to return are inseparably linked to their first impression. Due to this, it is somewhat lacking to answer the questionnaire surveyed by tourists and participants rated all variables except from first impression, which may decided some

concerns about common method bias. However, this practice of data collection is widely used in research on the questionnaire, because collecting data from multiple sources on this sensitive topic is challenging. Also tried to alleviate the common method bias concern with some negative impression procedural preventions, including reduce reason like bad infrastructure to rate tour quality.

Second, this study focuses only on Mongolian tourism sector and nomadic cultural tour in Mongolia. The inclusion of domestic tourists and only Mongolian travel companies in the survey could make it difficult to produce results that are in line with international tourism trends. However, to address this weakness, thesis will seek to involve large Mongolian internationally renowned tourism companies.

1.5. Structure of the Study

This thesis consists of 5 chapters.

The *first chapter* identifies the motivation of the topic, the purpose, objectives of the research, and the general description of the research method and the limitations of the thesis.

The *second chapter* examines and review of the theoretical back round, which are foreign and Mongolian researchers, scientists, report and other relevant works as sources and it defines cultural and tourism industrial theory and basic knowledge.

In the *chapter three* examines the historical facts and sources of Mongolian tourism industry and defines the current situation of Mongolian cultural tourism.

In the *chapter four* a suitable research methodology will be selected by collecting the survey sample, set the scope of the study, collect data, techniques for its processing. Based on the data collected by the questionnaire, summarize the results of detailed analysis of cultural tourism resources.

Finally, *chapters five* checks the predictions for the research, and summarizes the answers to the questionnaire and summarize the research data processing and analysis.

The thesis aims to explore new and innovative tools that are not included in the tourism route in Gobi region tourism program and launch opportunity to implement such tourism products in order to continuously develop ethnic tourism in Southgobi province and to increase the number of tourists.



CHAPTER TWO: THEORETICAL DEVELOPMENT

2.1. To Identify Cultural Industry

Understanding the concept of cultural production were created at the international level in connection with the rapid development of technologic and technological advances and the rapidly expanding cinema, music and show business in the 1980s. International experience suggests that cultural production is called "creative economy", "new economy", "smokeless production", "creative production", "culture-based creative production" and "production for leisure time". The production and services of national heritage, traditions, and cultural features are being developed and are being expanded to international and national markets. It also aims to widen cultural production and to realize its real economic and social benefits and to further promote it. (Dorjdagva, 2013)

Cultural industry is the manufacturing industry that provides goods and services to the production, distribution and supply of cultural content that is protected by intellectual property and resources from an individual's creative minds, skills, and talents. Cultural production includes works and services related to intellectual property and copyright. For example: archaeological, architectural, crafts, national toys, clothing designs, designs, museums, galleries, ethnic performances, staging arts, opera, song dances, music, theater, circus, folk art, sculpture, literature, media, radio, modern masterpieces, films, videos, photographs, arts, crafts, electronic presses, advertisements, and computer games. (Tumendelger, 2018: 42)

The development and production of various cultural services is reflected in national cultural policy. Mongolia has adopted the National Program on Cultural Production in 2015. The objective of the program is to create favorable conditions for cultural production, to strengthen human resources capacity in the cultural sector, to enrich the country's rich heritage, customs, unique natural features, to restore cultural heritage, to protect, to put into economic circulation, to introduce around worldwide based on own resources and possibilities. The "Cultural production", the national Program shall be implemented in accordance with the following weakness in terms of opportunities for cultural production and services and social and economic benefits. These include:

- Cinema art (all types)
- Design and artwork (clothing design, design, crafts, painting)
- Art (artistic performances and performances of art)

- Cultural heritage, traditions, customs and cultural tourism. (Ministry of Education, 2019)

People travel to other places to gain new knowledge and experience to meet their cultural needs, as well as to explore areas and activities that represent the current and past history. The main reason for visiting, studying, and traveling is cultural diversity. There is no type of tourism that is not included cultural item (Gantumur.D, 2003). Because people do not speak in the national language of the country they are visiting, they connect with culture environment such activities including listen and see their cultural significance, watch television and theater performances, eat food and drink, get home and transport. In this sense, researcher's weakness is that culture is the most prestigious tourism environment.

The key factor that cultural production is more efficiently contribute for economy than manufacturing industry and aggressively growing around the world is the new generation of cultural relations, rapid technological development and globalization.

At the end of the 20th century, democracy and market relations expanded, and cultural and social relations between nations and peoples grew sharply. The role of the cultural society has been enhanced and is characterized by economic, political and cultural significance. In other words, the cultural significance is defined in terms of economic and political policies. These are increasingly important role in culture studies. Today, there are many types of culture such as ethnology, cultural philosophy, cultural economics, geography, cultural sociology, cultural psychology, cultural ecology, and culture, as well as museums and libraries. All of it shows that culture is playing very important role in the society. The common lifestyle spread throughout the world, and along with this process, the people began to experience the peculiarities of their own cultural identity.

According to UNESCO's "Cultural types is promoting a cultural relations" worldwide reports stated that there have three basic forms of cultural interaction which become a basis for the diversity of human heritage. It includes that forms of replicating culture, confronting the culture and exchanging the cultures.

Culture is related to the living environment and places. In the human history, different cultures are described in terms of sea, mountain, river, steppe and forest. These are natural factors, but they depend on their lifestyles, their livelihood, the

characteristics of their dwelling, and the style of communication, the type of food they eat, the beliefs, and values. In other words, the culture of the country is largely dependent. At the same time, culture creates a unique spiritual space. It has the value related with culture creator's aspiration to live. For example, every ethnos has its own values, such as language, literature, beliefs, artistic literature, heritage, harmony, and national sensitivity. It creates a spiritual space which has a special significance for certain nation and an ethnos.

Cultural immunity. The ability that culture to protect its own value and to sustain it. In other words, the responding ability when another culture attempt to influence for unique and differentiated patterns of cultural diversity and to destroy by confronting the culture.

Every culture is a historical phenomenon. Mongolian culture spends long way for discover a modern culture included wide range of cultural items. The human culture can generally be divided into nomadic and sedentary cultures. Mongolians are representing the nomadic culture of the country and are still keeping in the classical sense today. Human-indigenous culture, herding practices, community-based culture, preparing food and cooking techniques, harmony between nature and nature, greetings, honor culture, child-rearing lessons, religious beliefs, and psychology are all factor which expressing cultural characteristics and cultural immunity of the Mongolia (Otgonbayar, 2011).

2.2. Tourism Industry and Products

The tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes (Munkhbayar, 2013). It is closely connected to the hotel industry, the hospitality industry and the transport industry, and much of it is based around keeping tourists happy, occupied and equipped with the things they need during their time away from home.

So, what is the tourism industry? First, it is important to define what is meant by the 'tourism industry'. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

There are a number of ways tourism can be defined, and for this reason, the *United Nations World Tourism Organization* (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as follows:

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations Statistics Division, 2010).

Using this definition, we can see that tourism is the movement of people for a number of purposes (whether business or pleasure).

In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year (Munkhbayar, 2013: 36). Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travelers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships.

While business travelers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

Building on the definition of tourism, a commonly accepted description of a tourist is “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons”. The *United Nations World Tourism Organization* helps us break down this definition further by stating tourists can be:

1. Domestic (residents of a given country travelling only within that country);
2. Inbound (non-residents travelling in a given country);
3. Outbound (residents of one country travelling in another country) (Westcott, 2015).

Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also in local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.

Moreover, tourism has the potential to improve relationships between nation states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists; it can lead to improved happiness, well-being and education.

Sectors within the Tourism Industry (Barten, 2017)

A. Transportation

The transportation sector is concerned with helping tourists to get where they need to go, via the provision of transport. This may include providing them with the means to get to their intended holiday destination in the first place, but may also include assisting them with getting around after they arrive at their destination. Included within this sector are services related to road, rail, air and sea travel.

Airline Industry

The airline industry plays a vital role in the modern travel industry, providing passengers with access to both domestic and overseas flights, allowing them to quickly reach their intended destinations via commercial aircraft. Airline services are generally divided into scheduled and chartered flights.

For many tourists, having access to a car is an important part of their tourist experience, ensuring they have the freedom to explore and travel freely. Car rental

services provide this kind of access and often operate in close proximity to airports, or even in partnership with particular airlines or travel companies.

Water Transport

As the name suggests, the water transport sub-section is concerned with movement across water. This includes things like ocean liners and ferry transport, where the objective is usually to get passengers from A to B, but also includes cruise liners, where being on the cruise liner itself forms the main part of the travel experience.

Coach and tour bus services

Coach and bus services are an important part of the tourism industry, offering long distance travel, assisting airport passengers with travel to their accommodation, taking groups of tourists on day trips to local attractions or popular tourist destinations, and offering access to other nearby towns and cities.

Railway

Rail travel has played a key role in the tourism industry since the 19th century and continues to do so. Railways not only provide a means for travelers to get to their destination, but over ground and underground rail services also provide options for navigating many of the major towns and cities that tourists visit as well.

Spacecraft

A new element of the transport sector – and one that will become increasingly important in the years ahead – involves the use of spacecraft to carry tourists into space. Indeed, Virgin Galactic recently sent the VSS Unity space plane into outer space and is planning to offer commercial flights to ‘space tourists’ in the near future.

B. Accommodation (Barten, 2017)

The accommodation sector is central to the travel and hospitality industry, because people travelling to different areas require somewhere to stay, rest, sleep and unwind. In fact, by many definitions, a tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight accommodation.

Within this sub-section, there are a number of different components, ranging from the hotel industry to camping, hostels and cruises. These sub-sections are explained in greater detail below:

Hotels

Hotels are the most obvious and popular form of accommodation for tourists and the hotel industry is inextricably linked to the tourism industry. Put simply, hotels provide paid lodgings for guests. With that being said, aside from beds and other essential facilities, the services they provide can vary quite drastically. (Gansukh, 2006)

Shared Accommodation

In more recent times, shared accommodation has emerged as a major option for tourists. One of the most popular services offering shared accommodation is Airbnb, where users are able to list spare rooms and rent them out to travelers on a short-term basis. These could be individual, private rooms, or common areas shared with others.

Hostels

A hostel is typically a lower-priced accommodation option, suitable for those operating on a lesser budget, or those who are attempting to reduce their travel costs. It is a form of sociable accommodation, where multiple guests will rent beds in a shared space, typically with communal bathroom and kitchen facilities. (Gansukh, 2006)

Camping

Camping is the practice of staying outdoors overnight, in a tent or similar type of shelter. While tourists may opt to camp in public areas, commercial camp sites are extremely popular and often more convenient. These commercial sites will typically charge for access, but will also provide additional facilities or utilities.

Bed & Breakfast

Bed and breakfast accommodation offers a small number of rooms for guests and offers overnight stays and breakfast in the morning. In most cases, guests will have a private bedroom and bathroom, although bathroom facilities are sometime shared. The owners or hosts of these establishments will often live in the bed & breakfast too. (Gansukh, 2006)

Cruises

Cruises also come under the accommodation sector, because cruise liners serve as a form of accommodation in their own right. Typically, on a cruise, travelers will be allocated their own cabin and the cruise itself will last a set length of time, with tourists staying on the cruise ship for the majority of the duration.

Farmhouse Accommodation and Agri-Tourism

Travelers are increasingly willing to stay in farmhouse accommodation, usually on a self-catering basis. This is linked to the idea of agri-tourism, where tourists visit farms, learn about the work that goes on there, and sometimes even participate in the daily work themselves as part of the travel experience.

Time-Share Accommodation

Time-share accommodation, also known as vacation ownership accommodation, refers to accommodation where ownership or usage rights are divided between multiple individuals. These individuals are allotted their own time frame – typically a week or two weeks out of the year – where they have the right to use the property.

Ger camp in Mongolia

Finally, a ger is Mongolian traditional round shaped dwelling that has been used since the Mongols started nomadic life with animal husbandry. Ger is portable, easily assembled and disassembled, and the most natural dwelling on earth. A ger consists of felt covers, wooden columns, and a round window at the top, thin wooden poles and floor, wall (wooden lattice attached together with animal hide, ropes) and ropes. Most of ger materials are made of animals like felt- sheep wool, ropes- camel or sheep wool, horse or yak's tail, and of course wood (Tumurjav, 1999: 51).

Ger Camp is a kind of hotel that serves customers with gers instead of hotel rooms and always located at the best viewing spot. Ger Camps have often ger restaurants, common washing facilities such as shower, sauna etc. Ger camp restaurant serves Mongolian traditional cuisine and European dishes as well. You have in most cases opportunities of wildlife viewing, horse or camel riding, hiking, relaxing – sometimes ger camp offer entertainment such like local folklore concert (Batdorj, 2003: 73).

C. Food and Beverage

The food and beverage sector has an interesting role within the tourism industry, providing tourists with essential refreshments at all stages of their travel experience, including during travel, when spending time in their chosen accommodation, and when they are out and about exploring the location they have travelled to (Gansukh, 2006). In addition to catering for travelers' basic requirements, however, the food and beverage sector also offers them opportunities to socialize meet new people and enjoy themselves.

Restaurants

Restaurants or eateries provide one of the main ways in which tourists eat food and socialize on their travels. This category includes everything from fast-food restaurants like McDonald's and KFC, through to family restaurants, and luxury restaurants offering high-end cuisine.

Catering

Catering is usually recognized as the provision of food services at more remote locations. Within this sub-section would be the various foods and drink offerings found at hotels and other accommodation types, as well as on planes, cruise ships or trains. It also includes offerings at many tourist attractions or entertainment sites.

Bars & Cafés

Bars and cafés are an important part of the local economy in many travel destinations, offering tourists a more relaxed location to weakness refreshments, drink alcohol and socialize with locals or other tourists. They tend to be smaller than restaurants and may have a theme, or serve a fairly general range of products.

Nightclubs

Nightclubs are one of the single most essential parts of the food and beverage sector, providing travelers with entertainment during the night and actually attracting many tourists to some destinations in the first place. Indeed, some travel hotspots base their entire industry around the nightlife that is on offer there.

D. Entertainment

Some tourists travel to new locations in the pursuit of entertainment. Such travelers may be drawn to entertainment options that are not available in their home location, or

they may simply require more general entertainment, which would be accessible almost anywhere in the world, as part of their trip. (Barten, 2017)

Entertainment attractions or venues are sometimes the main thing drawing travelers to a particular tourist location. On the other hand, many other entertainment offerings are set up to capitalize on existing tourism.

Casino

Casinos are an entertainment facility centered on gambling activities. The majority of these activities are games of chance, although casinos do also offer games where there is some element of skill involved. Additionally, casinos are commonly connected to hotels and may offer further entertainment, such as music or comedy performances.

Tourist Information

In the modern travel and hospitality industry, tourist information exists both online and offline. Examples of online tourist information include informational websites highlighting local attractions, tourist sites or facilities. Meanwhile, offline services include tourist information centers and literature produced by the tourist board.

Shopping

The retail industry and the travel industry are closely connected and most major tourist destinations will also provide shopping facilities. Shopping can even, in some cases, attract tourists in the first place, while the shopping sub-section of the entertainment sector also includes things like duty free shopping and local market trading.

Tourist Guides & Tours

Tourist guides provide tourists with access to organized tours of local attractions, landmarks, educational buildings and other places of interest. In doing so, they are able to offer assistance, expert insight, and context, often making the experience more enjoyable, convenient and worthwhile for the tourist(s).

E. Connected Industries (Barten, 2017)

Finally, there are also a number of industries that are either directly or indirectly connected to the tourism industry. These include industries based on actually

connecting customers with travel services, as well as industries based on providing customers with important information that can assist them on their travels. Some of the most notable related industries are detailed in greater depth below.

Financial Services

Financial services can be linked to the travel industry in a number of ways, with the most obvious being the provision of insurance products, which offer financial protection in emergency situations, or in cases where medical treatment is needed. Additionally, financial services may be connected to things like currency exchanges.

Travel Agents

Travel agents sell travel or tourism-related products to customers on behalf of suppliers. They generally receive a commission from suppliers and also offer travelers advice on the best travel products to suit their particular needs or preferences. Some travel agents also offer business travel services.

Tour Operators

Tour operators tend to sell package holidays, which combine multiple travel and tour services into a single product. A package holiday might, for example, include charging tourists for flights, airport transfers, a hotel stay, and services from a local rep. It could also include holiday experiences or a set itinerary.

Online Travel Agencies (OTAs)

Online travel agencies, or OTAs, offer similar services to other travel agents, although these services are delivered over the internet, providing more of a self-service experience. Some of the most popular OTAs include Expedia, Booking.com, Kayak and lastminute.com. These OTAs may also double as mega search engines.

Tourism Organizations

Tourism organizations are essentially organizations that exist to look out for the tourism industry and act on its behalf. They may have influence over national tourism policies, might lobby governments in the interests of the tourism industry, and could also work to bring the various sectors together.

Educational

Finally, the travel industry also increasingly includes an educational component, with many people travelling to attend conferences or exhibitions, which are often centered on specialized topics. Additionally, schools and training programs form part of this sub-section of the travel and hotel industry.

Tourism is weakness idered as a product because just like any product it is something that attract. Tourists are those who visited different places and enjoy the activities and adventures it offers them. And the tourism increases income and provide economic stability to the particular community of the area. It is a chain reaction tourists visited earns goods through their services and additional revenue for those countries. This is why the government of all countries i.e. may be developed or developing phase is paying more attention to earn foreign exchange and revenue from the tourist activities. That provides economic stability to that particular country. Tourism industry also attracts foreign investors (Westcott, 2015).

Tourism Products are those products which can be sold in tourism market. It can be anything which provides satisfaction during the course of visit of the particular tourist.

Tourism Product: An action, event or experience in some tourist activities and which utilizes the natural and cultural resources of the country.

Types of tourism products: Tourism products are further classified in to four categories these are enlisted below:

Tourism Oriented Products (TOP's) are those products or services which are specially created primarily for the tourists but also for locals. In this type of product investment is largely made in the private sector.

- Hotels, Motels, Flotals, Rotals, Resturants
- Tourist Transportation (Taxis, Luxury buses etc.)
- Travel Agencies, Tour Operators
- Shopping Malls (PVR, FR Cinemas and various shopping centers)
- Food and Beverages
- Tourism Information Centers
- Souvenirs Outlets
- Museums
- Temples
- Gardens

- Theme parks
- Eco Clubs

Resident Oriented Products (ROP's): In this type of products the products and services are built largely for local residents of particular tourist destination also used largely by tourists. For example IPL Stadium Dharamshala in Himachal Pradesh. But used by spectators and players from all part of the country.

- Health Services
- Public Parks
- Retail Shops
- Banks for foreign currency exchange
- ATMs
- Petrol Pumps
- Postal Services
- Local Transport

In this type of product investment from the public sector is more. Background Tourist Elements (BTE's) -this type of tourism product include:

- Man Made
- Events
- Theme Parks
- Natural Attractions
- Geographical Attractions

It also includes flora and fauna all the wild life sanctuaries, Natural places weakness erved, national Parks. In this nature of products involves appealing non appealing sites. These sites are attracted most tourist to visit those. So we can say that it is the most important product of the tourism industry.

Retrievable tourism products Retrievable tourism products it includes memories of different topics like various heritage sites, historical monuments, important pilgrimage destinations, Archeological sites, Cave and rock cut temples places those attract tourists to visit at particular destination.

2.3. Impacts Tourism on Cultural and Nomadic Lifestyles

The impact of socio-cultural may occur in a particular area. These are often the effects of tourists. These impacts from tourism are as follows. For example, to change people's lifestyles, to forget traditional rituals, change some cultural events, and handicraft items are only caused by people's motives to influence the social and cultural impacts of life on three species. For example, if to do it for use, to start selling to tourists only. Social and cultural impacts are grouped as follows.

(1) Tourist. This is one of the factors that influence the location of the tourist destination, which is a factor in the life of a local community (Gansukh, 2006).

(2) A person of the host country. The people of the host country are exhibited as tourists as they are, so it has little influence on the culture of tourists. It starts with the culture of the host country since the start of the tour. Temporary changes of this culture continue until return to home.(Gantumur, 2003)

(3) Relationships between tourist and people of the host-country. These types of impacts are the weakness equences of meeting with tourists and host country' people.

A. Demonstration effect (Tumendelger, 2018)

Tourism and social impacts are divided into two categories, quantitative and qualitative. The visible weakness equences are quality influences. Whenever any of the two cultures is parallel, strong cultural influences may change poor culture and loss its own feature.Demonstration effect is the behavior which host country's people copy tourists' behavior and other characteristics and temporary borrowing of other features.

The following examples: because of poor traditional producing such as host country's people copy tourist's culture, dress, and behavior, to loss a social value and the migrate to tourism industry and make migration from local area to rural area which accumulated tourists. These will not appear instantly, but gradually develop during development. Depending on the progress of the development process, it affects young people. They are very much used by tourists and dresses. So, some of them are imitated such a dress.

It is a common phenomenon that the Tonga's traditional family system has been ravaged and its regular migration and money transfers. Although it is incorrect to link

all these phenomena with tourism, there has significant impact of it. In addition, despite of employment and income, tourism has the following negative impacts. These include:

- Lack of desire to be like the West as a citizen and growth of crime.
- Tourist camps have not condition which immigrants are no longer work.
- National crackdowns and societies have lost important people as immigrant citizens.

Tourism provides women and young people with jobs and decision-making privileges, thereby reducing their dependence on others. In Mexico, women's employment increased during the observation. They run their own business, opened hotels, restaurants and shops, and wash clothes, renting their rooms, selling vegetables on the market. Even though such socio-cultural changes are essential, accompanying it, there is a good chance that such a development of the educational system is associated with the development of the tourism industry, and it is unnecessary to avoid this outcome.

The perception of “Marginal man” is a phenomenon that is associated with the effects of change and is one of the adverse social and cultural influences. The people of the host country are forced to refrain from their cultural values and take full advantage of the culture of the tourists. Tourists' culture is based on activities that are heavily monetized and therefore do not necessarily mean that they are fully dissolved. The absence of a normal life in the marketplace does not mean that he will return to his life. In other words, it is impossible to return to its native cultures and cannot continue its desire (Tumendelger, 2018).

Such a person rejects his culture, but his or her native culture refuses to turn back. Marginal man is living outside the boundaries of both the host country and the tourist's cultural heritage of the culture. He does not have access to any culture, and his behavior is distorted from the norms of both cultures, so they are separated from both cultures in the future. The only one option of Marginal man or "Extra people" is to move to another region and acquire a new culture.

Cultural shocks

It is determined by the implications of psychological loss in a person's environment. Cultural shock is one of the socio-cultural impacts affecting the host country's people and the tourists. It depends on the wishes of the tourists where they are going to be, and

if host country's people has interested in receiving tourists, this will be possible. Cultural shocks can be found in different destinations than in the nature of the tourists, and they appear in different languages, lifestyle, clothing, and behavior. (Dorjdagva, 2013)

Its size is related to cultural distortion. Visitors to a destination will face a huge cultural atmosphere in a culture that has a slight fluctuation in culture, and there will be a cultural shock. In the case of the country's societies, shocks are also different, and in this context the difference between a culture of dominant cultural and dominant tourist cultures in a particular marketplace exists in certain markets. Visitors can separate themselves from this impact by purchasing a group or package tour.

Cultural impact (Dorjdagva, 2013)

It is difficult to determine the impact of tourism on culture. Researchers identified cultural influences as a cultural element that attracts tourists.

- Crafts
- Language
- Ethics and traditions
- Arts (such as painting, sculpture, etc.)
- History and historical monuments
- The work of local people
- Designs and designs
- Religion is its influence
- Educational system
- Clothing
- Leisure activities.

The impacts of tourism culture are categorized according to the three cultural differences attracted by tourists. The form of not-living cultural rituals or not directly related to human activities. This includes visiting unusual vaults, craftsmanship, historical monuments, and buying traditional handicrafts. The cultural divisions that affect the everyday life of your destination. Foreign tourists try to keep track of their socio-economic activities, to try to understand customs, ideas, and everyday life. The

form of living culture or historical events. Examples include festivals, carnival, traditional festivals, and so on.

B. Moral principles (Tumendelger, 2018)

Crime

It is easy to secure as crime information, but it is difficult to link with tourism. The following issues can be influenced by criminal activity and can be identified. For example: Does tourism promote crime against people and property? In particular, what are the offenses related to tourism? Does the tourism season attract criminals from other places? Does the tourism affect the safety of residents? And in the answered, Lin and Leob described connection of travel and crime as follows:

- During the tourism season, population density increases, especially the location of the relationship with the international borders.
- The difference between the level of income of the host country and tourist is the cause of robbery and theft.
- At the peak of the tourist season, the crime rate increases, as well as the loss of personal awareness during the tourist season.
- There are many negative weakness equences of drug use in the tourism culture and the lack of alcoholism.

Gambling game

In the last 20 years, gambling game received from America brings many weakness equences. The legalization of the proceeds from illegal activities is one of the means of the state. Gambling games are well developed in Monte Carlo, Las Vegas, and Macau. Accompanying gambling games comes with organized crime, prostitution, and violence. Local people dislike this game, it is regulated by law. Because:

- Tourism activities increase.
- It affects local employment and the economy.
- Taxes will increase city income.
- Gambling problems are not easy to deal with, and the local people's attitude affects them.

Religion

For religious purposes, people travel much from places around the world to religious centers. For example, Catholics travel to the Vatican and the Jews travel to Medina and to Bangkok. This type of tour is not the most suitable for Westerners, and tourists from Europe travel through their curiosity. The attraction of tourists in UK churches is that tourists are more likely to change, and the relationship between religion and tourism is distorted from tradition.

There is againstview of the Western tourists as a result of political factors and local and religious worshipers, the peculiarities of religion, and the rudeness and repetitive filming. Churches have been used for tourism for earn income. Because tourism helps to support the revival of churches. In the doorway of the monastery, the boxes were given a gift box, a gift shop, a set of postcards, and a tour of some churches.

Language

The language is an integral part of the social and cultural characteristics of the people and the mainstream of communication. Language is an important part of the social and cultural change. It focused for tourism growth, social change and relationships. Therefore, the language change can be divided into three type. These include:

Economic changes: New developments in tourism development have emerged, both locals and immigrants are working. Immigrants' language influences the local inhabitants to speak their native language.

As a result of the social impacts of the tourism industry, the views of the tourists and their financial items are great interest to the local community. Their desire to reach the same level of enthusiasm also encourages the exchange of their language by tourists.

Relations between tourists and local communities in direct social relations are often carried out in many ways, such as workers in service sector and retail sector need to speak as language of tourists. This will ultimately affect the speaking of local languages. For example, in the highly developed Romanish tourism industry, 66% of the population was native-language in 1888 and it decreased to 29% in 1970. This example illustrates the strong influence of tourism in the language of the host culture.

Health

Tourism and health are linked by three items. These include:

- Improving health is a common tourist attraction.
- The public health standards of the destination sites increase the quality of travel.
- The disease is caused by tourists as a result of the disease.

- Health tourism is based on strong environmental and mineral springs and other environmental conditions.

The main purpose of health tourism is to combine physical and mental activities in order to rejuvenate the human body. The quality of public health care increases the level of visitor satisfaction, as well as the possibility of stopping the spread of disease through tourists. For example, Western tourists are more likely sacked by gastrointestinal disorders of food than water. However, tourism is a cause for disease. Although the root of today's culture is similar in nations and people; it has changed its nature, style, lifestyle and history because of internal and external factors.

2.4. Nomadic Cultural Tourism in Asia

A. Kazakhstan

Life style in Kazakhstan is nomadic life. Kazakhstan has mostly a tourist attraction, a city tour, an adventure attraction, and a horse-drawn carriage trip. Kazakhstan included as huge cultural resource areas, and the Silk Road connecting Eurasia passes through the country. The Kazakh culture has a history of 2.000 years, and the horse was buried 4.000 years ago.

The ancient Mongolian nomads lived in this area and lived in animal husbandry. Therefore, historical monuments, which are the ancient footprints of the nomadic heritage, are preserved by the nomadic culture of the day. Religious religion is currently worshipping the Islamic slaughterhouses, and Buddhism has penetrated during the Kishan Empire in the Vernal Centuries before the Arab States. Kazakhstan is one of the many historical and cultural sites, including ancient buildings and religious temples.

The country's tourism attracts tourists as not only ancient building but also nomadic lifestyle , also introduces nomadic cultures along the Silk Road, and organize adventure tours and eco-tourism.

In this sense, Kazakhstan is a competitor in the tourism market in Mongolia. The JICA research team report which was created in 2001 noted that Kazakhstan is officially a competitor of Mongolia in tourism market. Kazakhstan is competitor of our country as products such as horse rides and nomadic culture tours.

B. Kyrgyz Republic

Kyrgyzstan is located in the middle of the Asian highlands, and 93% of the area is mountainous. The territory is bordered by China, Kazakhstan, Uzbekistan and Pakistan. The Kyrgyz is a nomadic lifestyle that relates to wilderness, desert, small horses, and camels. The vast majority of the population lives in nomadic and nomadic herding practices associated with the recent development of the country.

It uses a location suitable for migration. In other words, they use gers when they run livestock. In addition, their traditional nomadic lifestyle has been inherited because of their nomadic lifestyle. Therefore, the main use of this country's tourism is the Kyrgyz culture of migrants. In this connection, horses and camels are the dominant form of Kyrgyz farms. Tour operators in Kyrgyzstan also carry major tours, as well as traditional historical and religious tours.

The number of clear days in Kyrgyzstan reaches 300, which is more than 40 days in our country. The Kyrgyz travel season is 6-9 months. Kyrgyzstan is dedicated to the development of cultural tourism, as well as adventure hiking on high mountains.

This shows that Kyrgyzstan's tourism is similar to Mongolia's tourism, and Mongolia is a rival country. These include introducing neoclassical cultures and housekeeping in ger homes.

C. Tibet

Tibet is located at an elevation of 4.000 km above sea level in Asia at the Himalayas. The capital city is Lhasa and one of the major religious centers. The population is 2.2 million and the majority live in the valleys and highlands. Animal husbandry, farming, and agriculture are the main means of their livelihood for Tibetans.

Religion is Buddhism, and Lhasa is attracting tourists to religious purposes. It also offers a tour of the Tibetan people's lifestyle, besides the tourist destination.

The characteristics of traditional Tibetan nomadic lifestyle are directly related to religious, historical and cultural monuments and traditions. Tourism in Tibet began to flourish in 1980 and more than 43.000 tourists were welcomed in 1987. The country's tourism season lasts from June to September. The main attraction of Tibetan tourists is

the religious temples and museums of the people's lifestyle and the spending of one day's money is 189US \$. In this sense, Tibet is a competitor of Mongolia in the tourism market.

D. Inner Mongolia

Inner Mongolia is one of the similar countries in Mongolia and is one of the main ethnic groups. So in this country there are many historical sites of Mongolia and remain the nomadic life of Mongolia. However, after the separation of Mongolia from Inner Mongolia, the Chinese culture was taken. Some of the historical and cultural monuments that existed in Mongolia during this period remained in Inner Mongolia. The tourists from Inner Mongolia are also involved in the sale of their products as well as in China.

In other words, tourists travel to Inner Mongolia transit in China for 3 days. In this sense, the Inner Mongolia Autonomous Region is a destination that is dependent on China, which can not be done independently. Nevertheless, one of the key factors of their migrations is that migration patterns and customs are characterized by the peculiarity of culture and culture, which is one of the most interesting tourist destinations. The Inner Mongolia tourism season is held in 5 to 10 months in Mongolia. Therefore, Mongolia's main competitor is tourism. Since 1995, Inner Mongolia's tourism policy has been well-planned and has attracted more than 5 million tourists that year, which of more than 200 thousand tourists come from Japan. The visitor's cost per day is 171US \$. In order to develop Inner Mongolia tourism, 100 million invested, created fund of \$ 259 million, earned 1.6 billion yuan. In this sense, this is one of the rival countries.

E. Nepal

Nepal is one of the rival countries of Mongolia for tourism. In Nepal, 6% live in urban areas and 90% live in agriculture. Nepal's 89.5% of population is Hindu, 5.3% is Buddhist, 27% is Muslim, and other religions or Christianity is 0.21%.

Nepal was a closed country before 1880, and the first tourists were received from 1881 to 1925 with 153 Western tourists, most of whom were English tourists. Nepal's tourism development plan was launched in 1951; tourism has grown rapidly since 1955 and has begun to develop four tourism destinations. These include:

- Cultural tourism. This type is mainly based on the historical and cultural monuments and architecture of Kathmandu.
- Cultural tourism. This type is mainly based on the historical and cultural monuments and architecture of Kathmandu.
- Ethnic tourism. This kind of tourism makes the people of Nepal a lifestyle and carnival.
- Imitation of travel. It includes hiking, hiking / rafting / and mountain climbing trips.
- Natural tourism. Wildlife Plants Tour;

In 1957, the first batch of trips took place, and since then, in 265943 tourists traveled to Nepal. 72,000 tourists of which traveled only to religion, gambling, and shopping. As of 1992, 12.2% traveled from other countries' tourists from South Asia. Nepalese tourist season. From mid-September to mid-May. Visitors spend 137US \$ per day

F. Bhutan

Bhutan has a population of 1.5 million people in the south of the Himalayan Mountains. The majority of the population lives in agriculture, and 5% live in cities and large settlements. The people of Bhutan have a nomadic lifestyle, which live in the mountains.

The main attraction of Bhutan is the high mountains, the Buddhist rituals, the unique architectural temples and buildings. So, there is mostly developed a cultural and hiking trip. More than 90 percent of tourists from Bhutan travel to Thimphu on a plane.

Bhutan has been advocating for environmental and socio-cultural development by cultural and natural tourism, and has begun its policy to control and mitigate its impact. 80-90% of tourists visiting Bhutan are tourists from India who are mostly tourists for religious purposes. 2500 tourists traveled in 1986, it increased from 1990 years up to 3000. The Bhutan government's policy is to increase this number. In 1998, the Master Plan for Tourism Development was developed. The plan is to develop three types of tourism based on Bhutan's tourism resources. These include:

- walking and hiking trails based on the Himalayan Mountains;
- Cultural and hiking based on Bhutan culture;
- Winter tourism for Indian tourists based in the south of Bhutan.

In 1997, Bhutan received 5362 tourists. The number of tourists is limited because of the high cost of services provided by tour operators. The Bhutanese tourist season is 6-9 months. The amount of money spent on tourists traveling is relatively expensive compared to other countries /233US\$/.

2.5. To Identify Cultural Tourism

The world culture as area: Africa, Europe, West Asia, Oceanic, and Far East...ect. It differentiated ethnographic subjects: Egyptian, Greek-Roman, Indian, Chinese, Slavic and Mongolian...ect. Also, classified two types as style: nomadic and sedentary population (Otgonbayar, 2011).

The culture includes the mind, awareness and features of emotion; in addition, it includes the various features, the life style, the ethics, the values, the traditional customs and beliefs. There are so many definitions of researchers as they are being studied in various ways. However, this study focuses to develop and improve; moreover, weakness iders main factors influence for development of future.

For environment and social and historical certain conditions, culture is based on the level of human education development, saturated mindfulness for material and intellectual values through human weakness cious activity, the intelligence, talents, beliefs, moral and cosmic imaginations, aspirations of the human weakness ciousness, and the creation, inheritance, dissemination and possession of these values and instruments.

However, the culture is different from each other, and it interconnected. Thus, there is important to understand the concept of separation in order to develop it. The cultural forms have been created based on environmental conditions in the early stages of social development. These include: native culture, acquired culture, traditional culture and derived cultures. (Dorjdagva, 2013)

These distinct cultures are often interconnected, mixed together, and collided with each other and are likely to occur during tourism. In addition, every nation, people, and population creates their own unique culture. One example is the national culture.

Native culture. The cultures of different societies that differ from each other as origin, language, religion, customs, and manner of life is not only the first cultivated nature of the soil, but also it is unique and pure culture which cordless communication has no bearing on ethnic values.

Acquired culture. The power of empires confronts the culture for occupied peoples, and whose language, theology, the values of the customs and traditions are mutually immersed in purely diverse forms, and created new condition such as spread, slivering, mixing, rising and falling. Weakness equently, the pursuit of such a culture is no longer possible, and many peoples are transformed into a new culture cautioner parallel original culture.

Traditional culture. Although this is not original culture; it is one of the most important cultures in the world. It is not enough to adapt to the new environment; moreover, it eliminates from cultural needs of the people or adapt for new conditions and to overtake time criteria.

Derived culture. In parallel with the original, traditional and acquired culture, it says that becoming increasingly widespread new creation activity which launched from new culture in new social area and not delivered any other area.

These different cultures are often interconnected, intertwined, collided with each other and create a variety of cultural influences, and in most cases, happening in tourism. In addition, every nation, people, and tribes create their own unique culture. One example is the national culture. In order to exist the national culture, it is necessary to maintain the trend of the time and the changing nature of the environment and to preserve the root and the traditional qualities that emanate from them from other cultures. Weakness equently, the protection of the culture from other cultural influences will depend on social policy.

Depending on the above-mentioned cultural forms, nowadays, motivation factors of cultural tourism creates depending on their different cultural developments, the lifestyles, customs of the people, thus, it is depending on people's interests and emotions. The motivation factors of cultural tourism create as to study, compare, or interest people in different cultures and lifestyles. It states that the difference in cultural significance is a major motivation factor in cultural tourism.

Weakness equently, cultural heritage resources are widely used in tourism in developing countries. For example: Thailand, Malaysia, China, and Tibet. There is evidence that countries with poor economies enhanced settled national development and brought enormous income on economy as way to use their peoples' cultures for tourism. One of examples is Bali's tourism development. There developed the whole island as

one of the major tourist destinations. It has become one of the interesting places to tourists from other countries by showing their religion and unique customs, and dances.

A. Unique features of cultural tourism

There are numerous definitions of researchers on cultural tourism. One of the definitions of what cultural tourism is about this is: Cultural tourism is the nature of the journey of learning opportunity that includes all aspects of life between people. The definition suggests that people who have different lifestyles have developed the meaning of the journey to understand and recognize the moral and cultural norms created during social development.

This is divided into different types depending on people's lifestyles and interest, and the following cultural tourism types created as own features. These include:

Religion tourism

This type comes from people's beliefs, religions, and worldviews. In other words, this is journey which created from the similarities and differences between the religions and people who have same religions come from different countries. The main tourists of this type of tour are pilgrims, merchants, and lamas.(Gansukh, 2006)

Heritage tourism

Such a cultural tourism has developed because of items which created by people's own hands are more attracted other country's people. The main exhibits of this form are items which made by human hands such as buildings, monasteries, monuments, rock paintings, etc. It attracts other's interest because of it preserve the historical and cultural aspects of the people. (Gansukh, 2006)

Ethnic tourism

Tourists who include this type of experience are temporarily dissolved for certain people's lifestyle and learn how native people live, and compare their own lives, and have opportunity to direct feeling. In other words, ethnical tourism means that tourists are more likely to learn about the culture of another country. Therefore, ethnographic tourism is including tourists as study and research, and tourists who have different cultural style and cultural traditions attract and understand other's culture of livelihood and a day-to-day life. (Gansukh, 2006)

Adventure and alternative travel and hiking trails are weaknesses identified as low income and depend on time, and many of the types of travel are based on tourist interests, while others depend on the cause and the other part depend on tourist's lifestyle, and some even depend on factors such as geography. For example, some forms of travel created from hobby and hops or human activity. For example: Rally racing, skiing, etc.

B. Ethnic tourism features

Travel is a form of ethnic relations, and it communicates the people who have never met before. This is a frame which meets different cultures. Tourists who included different ethnic are ethnogeny groups and it creates only the highest ethnic characteristics of the temporary image. It is very interesting to study ethnographic tourism as same as some kind of tourism. Ethnic tourism is difficult to distinguish from other forms. But the determinant of ethnic tourism is the view of tourists.

The place where tourist looks for the ethnic strange. Ethnic tourism is the interaction between people and it is a journey of understanding the ethnic culture. In view of this, it is possible to weakness identify tourism as a modern product. Tourist is actively looking at the oddities of ethnic issues, the fact that they are not reaching the human hands, and the true form of the old generation.

The tourist not interest Aboriginal life which have two language and cultural integration. Aboriginal is not just an emperor, but it is supplier to provide by comfortable for visitor and become exhibition. The Aborigines are literally a host country's people and "touree". In order to they have to make themselves more visible to tourists, they do it. The main tourees are the peoples of the fourth world. They live in a space between nations and people in society. On the other hand, ethnical tourism is the power that can be seen in the far-flung periods of the world. The quaternary people were firstly in the far, but today they are becoming a resource for tourism. Today, the cultures and ethnic which cannot be changed by force are a resource for tourism industry; therefore, ethnic tourism is one of the most interesting phenomena.

First: the survival condition of tourists creates new things in the ethnical relations of Indians-Lennoums, which were created in the Caskroob. Visitors are dependent on different ethnic groups, and they can influence each other in the host country and in the interiors.

Secondly, such conditions create semi-ethnic characteristics by way tourists interest mix with others. Tourists pass the high features and when they return to home semi-ethnic characteristics returned. According to French researcher Jafari in 1987, tourists' temporary jump from casual life to tourist culture. Although ethnic tourists (disguising the Aboriginal culture, but exchange of information between the tourists and interacting with each other), are weakness tantly changing their character. For example, at the time of purchase. They create their own culture, it become where they visited area. The unusual life of a traveler meets ordinary people's lives of host country.

Third, ethnic tourism does not leave abstinence in ethnic relations. This is a source of ethno genesis. Tourism can not only accelerate economic growth but also create wide range of ethnic group communication. Tourism can also make women independent. For example, they can sell their handicraft items and earn huge profits.

Tourism can not only create a national community by far groups but also accelerate growth of cultural levels. For example, in order to become exhibition of tourism to build a road to a remote village. On the contrary, using ethnic and ethnical traditions in tourism, it creates new cultures, builds ethnic instruments, or creates new non-traditional traditions.

Cultural roots tend to change, and tourism can be a driving force for new cultural resources. Ethnic tourism reduces the quality of its accomplishments and reduces its quality, and recreates it by art. Strictly organized tourists may occasionally become new cultural founders.

Fourth, however, although ethnic tourism is interesting, ethnic tourism is an observer. The quest for real objects is always avoided by tourists and host country people. But interaction cannot create a new culture. Ethnic tourism always creates change. So, let's try to explain some of the major relationships between tourists and the host country's people.

It disputed that just explained by the interaction between host country's people and tourist. At first, tourists are located higher than the host country's people. It is so often happened when developed country's people visit to third countries. All tourists may be wealthier than the host country's people, but the interaction between the host country's people who become exhibition and the traveler who receiving the most of the service is

uneven. Increasing inequality between tourists and host country's people is become needed information.

Because of host country's people become in own country, he or she is well known such place, history, culture, and land. But they use this information for gain themselves against tourists. In order to gain knowledge and experience, the visitor has a desire to know the as fast as possible, while it is difficult to speak to local guides with less language knowledge.

The interaction between the host country's people and tourist is temporary and repetitive, and there are instances of distrust and lying among themselves. The tourists want to be respected by themselves, and the two sides are restricted by waiting for each other's distrust. At this point, tourists feel that they are not satisfied with the products and services. However, the psychology of the host country's people neglects the low price of its products and services.

There is misunderstanding between interactions between tourists and the host country's people. Because they are a language barrier, cultural differences, and mutual understanding, it is a complex issue, but it reduces as friendly manner.

The interaction between the host county's people and the tourists different each other. During relationships over time and development are more personal and interact with each other. Some of these cases are exemplified in some ethnic relations, but this process is in some tourism categories or in other ethnical relations.

The ancient kings have expressed their interest in the form of trade and commerce, which has developed the cultural and ethnic development of the country, thereby enhancing the customs of postage, transport, customs and customs in the form of communication. Thus, the use of culture, which is the highest manifestation of ethnicity, has become the norm in the law, which is a norm of travel.

Depending on the nature of the trip, tourist type of cultural tourism have emerged, and these tourists often have a unique cultural heritage of different countries. The classification was made by German scientist Cohen in 1972, which he classified tourist's hunting item and feature of tourist arrangements. The classified experiential feature of travel arrangement:

Experiential

To explore the specifics of others' lives, and tourists who choose the true travel and vacation. Impacts on certain area are deliver new equipment and items and used for indigenous peoples' cultures as exhibition, and regardless of their travel goal, the tourists significantly interact with local people and influence large or minimum impact on local life in traveling destination. In other words, when tourists get familiar with the culture of the targeted they accumulated knowledge and experience through local people.

Looking at these tourists in cultural tourism, according to Gray, it can divide into two types: this type of tourists is called wanderluster and sunluster. It is translated as: luxury items researchers and researchers of items may say hunters. For example: Thailand, Malaysia, China, and Tibet. In this sense, it is possible for Mongolia to be able to develop feature of traditional nomadic culture which received ancient era, tourist exhibition and tourism development; moreover, improve the economic development.

For Mongolians, nomadic herding is based on the herds of livestock, the herds live in tune with the animals, and the animals are naturally adapted to their natural habits and the herds are preserved and the nature of the nomadic lifestyle, environment keeps its nature because of nomadic culture. It is independent style which based on the human-animal-nature rings that form condition. This includes self-employed nomadic methods, knowledge, beliefs, ethics and beauty. Therefore, Mongolian nomadic culture is a very comprehensive concept which included Mongolian nomadic, dialect, knowledge, literacy, oral literature, education, art, life, culture, religion. This is one of the main concepts of nomadic cultures that are based on the needs of nomadic lifestyles. The nomadic culture is characterized by the distinctive cultural diversity of the peoples of other nomadic cultures and can be classified into 45 species under the name of the culture of Mongolia as the main cultural tourism object: life, culture, religion, knowledge, literature, culture and art. From example of countries which have same with above-mentioned Mongolian nomadic culture, positive and negative impact during cultural tourism will emerge in my country same with these countries.

Therefore, it is important to increase the positive impact and reduce negative impacts of Mongolian nomadic culture on tourism and to grow sustainable development. In other words, income earned by nomadic tourism will increase nomadic people's life condition. According to some experienced countries, during the cultural tourism, countries have kept the people's customs and lifestyle as implementing a management

policy and special program. If our nomadic culture is well-worthy for tourism, this type of tourism will have a great potential, as well as nomadic livelihoods besides livelihoods. In the Mongolian context, why has horse-riding and camel-traveling shown more nomadic culture and life than other types of travel? There are the following reasons:

The guides and the interpreters are local people. In this sense, a horse and camel ride is a type of SIT, while tourists travel from local guides to ethnic tourism. In other words, they are temporarily joined to ethnical journey. Tourists are always in touch with cultural communication when they ask about Mongolian horses and equipment.

Visiting herder families during the trip

In this type of tour, tourists' interest to visit families which to raise livestock their using camels and riding horses. Tourist attractions are the lifestyle and heritage of herding families. In other words, tourists want to understand the livelihoods of herders and their livelihoods. Tourists only want to ride horses or camels as well as to get acquainted with the culture and traditions of people living in the area.

Therefore, the introduction of nomadic cultures involves ethnic tourism, as well as other trips, which include horse trips and camels. From this type of tour, we are introducing nomadic herders living in different natural zones.

Exhibition of ethnic tourism (attraction)

Different lifestyles, customs, toys, faiths, and religion are exhibition of this type of tourism. Most ethnics become cultural exhibits for tourists. Population's culture is in the minds of people, so it is likely to change during the course of the journey and be temporarily absorbed by tourists' culture. Therefore, there is a need to preserve the culture of any ethnic group in tourism, and to reestablish some customs and traditions through tourism. This is why it is imperative that further research is made on the nature of this type of tour.

C. Type of tourists of cultural tourism

Tourists of cultural tourism are often characterized by cultural diversity in different countries. The types of tourists vary depending on their travel destination. This classification was modeled in Cohen in 1972, which divides the tourist's diversity into

what they are looking for, as well as the nature of their travel arrangements. These include:

Interactional models:

Drifter- These types of tourists are limited items to travel. To study nature's strange phenomenon and seeks strange stories.

Explorer- this type of tourists travels to discover and explore new things and communicates with local people and has little effect on them.

Mass tourists - in most cases, they travel and relax as group. Relations between local residents and their relationships are small.

Cognitive-normative models:

Allocentric- they often have a couple of adventure trips, and they want to be with local people, so they have a great impact on local residents.

Mid-centric – they have individual travel equipment, and individual travelers. Their main activities are to establish relationships with local people.

Psychocentric – this type of tourists participates for well-organized tourism included famous destination.

Existential - travelers who avoid everyday life. They have other forms of life and have little influence on local communities.

Experiential - observing the specifics of others' lives and choosing the true vacation destination. Impacts on the site affect the use of new equipment and items as a demonstration of native cultures.

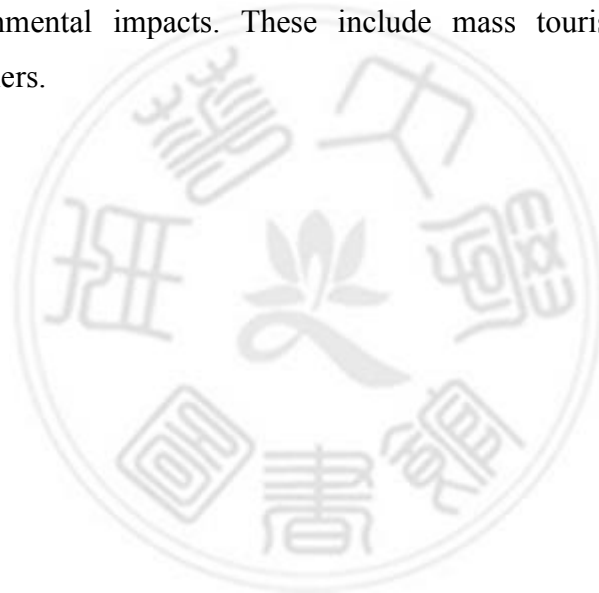
Recreational- they are usually wanted to satisfaction for vacation. For those areas, they create artificial environments. The local life style creates the main cultural influence

The above types of tourists will have a significant relationship with the local community, regardless of the travel destination, regardless of the purpose of the trip, and will have a significant impact on local lifestyles. In other words, tourists are familiar with the culture of the main destination, and they gain knowledge through local people.

These tourists can be divided into two main categories, as described by Gray, which is called *wanderluster and sunluster*.

Wanderluster's traveler visit more than one destination and seek to gain knowledge of culture very actively. These tourists have come to the culture and have the environment and their day-to-day activities to compare them to other cultures. This category includes visitors such as Experiential, Mid-centric, Allocentric, Drifter, Explorer.

Sunlustertypes tourists travel only to one famous destination and are eager to travel to a comfortable environment. This is often occurred in mass tourism developed area. For example: active travelers on the beach or there are tourists who are active skiing on the ski base. These types of tourists have a great influence on the culture and have a lot of adverse environmental impacts. These include mass tourists, recreational and psychocentric travelers.



CHAPTER THREE: MONGOLIAN TOURISM DEVELOPMENT AND CURRENT SITUATION

3.1. Development of Tourism in Mongolia

3.1.1 Mongolian Tourism Development

From 1954 to 1990 years are defined as the base of Mongolian tourism development and it is a relatively young sector in Mongolia. In 1954, the current "Juilchin" company was established name of "Foreign Tourist Bureau" under the Ministry of Foreign Trade, and base of Mongolian tourism development recognized as service started for hunters, travelers and group tourists of communist countries. At the time of establishing the bureau, Altai hotel which has capacity to receive a total of 60 people and included restaurants and auto base with 21 automobiles were established, and there were total of 107 people weakness isted of administrative and service staff. In July 1956, 15 Soviet tourists were received to travel 9 days, and it was the first organized trip. In October 1956, the delegation of the Mongoliaparticipated to the first conference on "Socialist country's tourist organization" in Prague, and signed on agreement which receive a tenation's tourist. In 1962, inception to communicate with a third-country's tourist were established when tourists headed by president of "Cosmos travel" company, Gavril Reyner came to Mongolia. (Mongolian Guide Tour, 2015)

The first tourist camps were established in Terelj and Southgobi, respectively in 1962, 1964, and 1968. The tour routes were included Ulaanbaatar city, Yoliin-Am, Khongoriin sand, Orkhon's Ulaantsutgalan/Red Waterfalls/, Hujirt, Kharkhorin, Terelj, Songino, and Sugnugur. (Batdorj, 2003)

The "Young Tourist Bureau" was established under Mongolian children and youth commission in 1975, and also the "Tourism commission" was established under Mongolian labor union in 1976. In 1976, 3681 hunters and tourists were received in Mongolia, and also 1,0291 hunters and tourists were received in 1989 and it was the highest number of this years.

In 1991, Mongolia became a member of the World Tourism Organization. In 1990, "Foreign Tourist Bureau" became a "Tourist" organization, and it was changed to "Juilchin" company as decision of the Privatization Commission in 1991. In 1995, the Government approved the "Guidelines for Developing Tourism in Mongolia for 1995-

2005" and established the department of tourism in charge of the Ministry of Trade and Industry. (Buyanbadrakh, 2008)

In 1998, the "National Council on Tourism Policy Coordination" established by the resolution of the Government and approved the relevant rule. In 1999, Government Implementing Agency, the "Tourism Agency" was established by Government resolution № 214 and then disbanded in 2004 and incorporated into the structure of the newly formed ministry of road transport and tourism. Since 2008, it has changed to the Ministry of Nature, Environment and Tourism. (Mongolian Guide Tour, 2015)

Legal environment was created as following documents approved by the Parliament such as the "Master Plan" to develop the national tourism in Mongolia in 1999 and the Law on Tourism in 2000. The realistic work to protect a historical monuments, develop tourism, increase service quality and introduce Mongolia to abroad was organized under the following names such as "Year to visit to Mongolia" in 2003, "Year of opening Mongolia" in 2004, and "Year of the 800th anniversary of the Great Mongol Empire"(Buyanbadrakh, 2008).

Today, tourists receiving from China, Russia, Republic of Korea, Japan, USA, Germany, Great Britain, Kazakhstan, and Australia make up 92 percent of visitors to Mongolia. Mongolia is a safe travel destination: The World Tourism Organization has concluded that Mongolia is a "valuable place" as tourism resource, and Mongolia is a safe and secure tourist destination.

According to the research report, Mongolia has been described the safe destination as the following infectious diseases in Asia such as SARS, pigs and avian influenza, sexually transmitted infections and AIDS and a place which has special protection for self. Because removed from the sea and ocean, earthquakes, and volcanic eruptions, there have no natural disaster related with strong gale, tsunami, and floods. But global warming, sand movement and desertification may negatively influence for Mongolian tourism. The dzud, a major natural disaster in Mongolia is not influence too much for Mongolian winter tourism.

Because social is more stable, the Mongolia is a peaceful place where distinct from internal racial conflict such as to take a person hostage, terrorism, and war. In Mongolia, there has not any case which tourists received any theft, robbery and attacks; thus, weakness idered a safe place which collaborated enough condition.

The advantages of attracting tourists to Mongolia: What's more about the Mongols in the world and how Mongolia is more recognizable. Such known and recognized things are Mongolia's image of attracting tourists. Such things attracting the tourists are created for long periods of history.

Mongolia had been a socialist country closed from the world over 20 years ago, so it is influenced to preserve its natural environment and history. The nomadic lifestyle has been the cornerstone of its natural beauty for thousands of years.

Mongolians are hospitable people. Mongolian people, especially rural people has been kept its hospitality. Because of Mongolians care and tender any visitors, and makes it a pleasant and peace place for tourists.

Mongolia is a great historical place. History of the Great Mongolian Empire or the Mongolian Empire is an important part of human history. The Empire was a powerful bridge connecting major civilizations in Asia and Europe, and created many new prosperity for mankind. Thus, the Mongolian nation established an indefinite trace of the history of the world.

Mongolia is a natural country. The nomadic tradition of Mongolians and the nomadic lifestyle which less negatively impact on the environment has been preserved. There has a wide range of natural zones, high mountain ranges, vast desert, tranquil forests, large rivers and beautiful lakes. Also, has an endangered species of wildlife, birds and grass. Currently, about 20% of Mongolia's territory is included into the category of Special Protected Areas.

Mongolia is a felt tent/ger/ dweller nomadic country. Many nomadic nations had been in the world; however, Mongolians are nation who attracted to their survival skills. Foreign researchers stated that "Mongolians are the only nation who have survived from world's oldest felt tent dweller nomads and still preserving its ancient customs, culture, and life philosophy."

Mongolia has a deep Buddhist tradition. Buddhism in Mongolia has a history of about 1000 years. The Mongols who were leaded as combat skills have been transformed into a Buddhist monarchy system. Mongolian have taken a certain position in the Buddhist philosophy and Buddhist culture education. Mongolia was one of the most popular countries named "Book learning three countries" in the nineteenth century, and three Mongols named Banchen-Erdene, Bogd Gegeen and Banchen-Erdene have

been honored as three Buddhist holiness. There was tradition to outstand the holiness such as the Dalai Lama from Tibet, Bogd Gegeen from Ar Mongolia and Banchin-Erdene from India. Mongolia is one of the leading countries to develop Buddhism in the world, not the follower.

Mongolia is a communist history country. Mongolia has 70-years old historical socialism and communist monuments. The monuments of the old leaders who became peace of ideology history, the Soviet-style buildings with same design, and the historical buildings of the former socialist communities have been transformed into today and became valuable exhibitsto attract the tourists.

In 2016, 404.000 tourists traveled to Mongolia and revenue of tourism sector was \$ 312 million in the domestic economy. Compared to the previous year, the number of foreign tourists increased by 4.4 percent and sector revenue growth peaked at 11.4 percent since 2012. According to statistics from the "Tourism Economic Impact" released by the World Travel Council, Mongolia's tourism sector comprises 5.3% of GDP in 2015 and the sector's investment amounted to 1 trillion 246 billion MNT, which was 21.9% of total investment.(Munkhjargal, Batbold and Bolormaa, 2018)

According to the top 10 foreign tourists visited to Mongolia, 38% of tourists are Chinese, Russian18%, Korean12%, Japanese5% and American, Kazakhstan, Germany, France, Great Britain, and Australiansare each at 4-2%. According to the "Tourism Competitiveness Index" launched from the World Economic Forum, Mongolia ranks 99th out of 141 world's countries and ranked 19th out of 25 countries in Asia Pacific. As of 2016, a total of 613 tour companies, 468 hotels and 349 tourist camps were serviced nationwide, and created 54,000 new workplace, which was 4.8 percent of the total workplace¹(Hishigdalai, 2017).

Currently, there are general information that 12,000 people are employed in Mongolia's tourism sector. Within the framework of the "Tourism Export Promotion" project supported by the Dutch Government in 2010, a total of 50 major tour operators participated to survey. According to survey²(Mongolian Guide Tour, 2015), 30 percent of the managers of Mongolian tourism companies are men and 70 percent are womenrespectively. 60 percent of the employees in this sector were young people under

¹ B. Hishigdalai, *Current Tourism Report* (Ulaanbaatar, 2017).

²Tourist Center, www.touristinfocenter.mn

40, and 80 percent of tour operators were employee from 11 to 50.(Mongolia, Mongolian National Statistic, 2019)

Most tourism revenue in Mongolia received from Europe, Australia and American tourists. There are over 400 tour operators registered in the State Registration Office, but according to the tourism industry survey, there has about 10 tour operators who has capacity to receive about 1000-2000 tourists and 30 companies has capacity to receive 500-1000 tourists. These companies have received about 60 thousand tourists per year. Also, we can assume around 100 thousand tourists received in Mongolia per year if there add backpacking tourists³(Mongolian Tourism Organization, 2014).

3.1.2 Current Situation of the Mongolian Tourism

The World Economic Forum conducts annual "Tourism Competitiveness" researches and is divided into "Tourism regulatory and legal", "Tourism business environment and infrastructure", "Human, nature and cultural resources" groups. It ranks the world's top countries based on 71 indicators of 14 directions. For example: the implementation of sector policy and procedures, environmental sustainability, safety and security, health and safety environment, employee health status, contribution to tourism, transportation and infrastructure, capacity, information technology, human resource capabilities, experience, work-guarantees, other supporting sector's impact, natural resources, values, impacts, and cultural resources.

Other opportunities for tourism development: The Mongolian ethnos has diversified from other East Asian nations with its unique features, and has moved into animal husbandry through wide countryside instead of grass a field. The cultural peculiarity of the country is much distinguished from other neighboring countries, as well as has been become unique background to develop a tourism. There has great opportunity to develop many services such as herding, wool and cashmere-based tourism in mountain region, mineral resource-based tourism, traditional customs based on diverse ethnic groups' tourism, and the tourism to develop soum and bagetc. If develop service center included accommodation for tourists in rural areas, especially in the soum center and bag, it will create opportunity stay the tourists.

It is important to introduce a city culture in Ulaanbaatar to make it easier for tourists to enjoy and tourism can way to resolve problems in Ulaanbaatar city. Generally, from

³“Mongolian sustainable tourism development” report of the Mongolian tourism organization(Ulaanbaatat, 2014).

88 to 92% of tourists travel through Ulaanbaatar city (Mongolia, 2019). The Ulaanbaatar city was founded by Mongolians trying to "settle" on the world's trends. The city is developing differently from the concept of "real city" in the world.

It is possible to develop a handicraft market in the ger districts and to travel on some streets. Also, there can establish scooters and bicycle road using the Selbe River. Thus, it is possible to develop both tourism and urban development in many ways. The Mongolian handmade artwork does not have to be a Mongolian form of art, but it will be interest to draw the Taj Mahal, the Victoria, the Paris Tower, and the Statue of Liberty and can attract the tourists⁴(Buyanbadrakh, 2008).

3.1.3 Mongolian Tourism Co-operation

Mongolia has signed a government-level agreement with 12 countries, including Nepal, India, Korea, Russia, Ukraine, Vietnam, Turkey, Israel, the Republic of Kalmykia, Germany, Kyrgyzstan and Myanmar. In addition, has signed memorandums and a ministry-level agreement with 11 countries, including the People's Republic of China, Russia, Republic of Buryatia, Czech Republic, Austria, Hungary, France, Thailand, Kazakhstan, Democratic People's Republic of Korea and Japan(Mongolian Guide Tour, 2015).

The Silk Road International Conference on "Sustainable Tourism and Sustainable Urban Development" was successfully held on October 13-15, 2016 in Ulaanbaatar city. The conference was attended by more than 150 international representatives from 21 member countries of the Silk Road Tourism Program of the United Nations World Tourism Organization, and over 200 representatives from governmental and non-governmental organizations and private sector from Mongolia.

3.2 Current Tourism in Southgobi Province

Southgobi province is one of the first tourism developed destinations in Mongolia and one of the most popular tourist destinations. There has estimation which 20,000-40,000 tourists visit to Southgobi Province each year⁵ (Southgobi Province's Tourism Department Report, 2017). According to official statistics, 22% of total tourists traveled to the Gobi. As this percentage, around 20,000 tourists visit the Gobi annually. More than 7,000 tourists visited to the Gobi Gurvan Saikhan National Park in Southgobi

⁴Ch.Buyanbadrakh, "Mongolian reference dictionary". Chapter VI (Ulaanbaatar,2015)

⁵Umnugobi province's Tourism Department report, (Dalanzadgad, 2017).

province each year since 2005-2012⁶(2012). However, the survey was carried out by rangers of the Gobi Gurvan Saikhan National Park and the Special Protected Area Administration believes that this figure is quite small and it is estimated that 20,000 tourists received to the Gobi Gurvan Saikhan National Park per year.

3.2.1 Tourist Destinations

The Southgobi Province is well known place of Mongolian tourism sector in the world for very long time. The desert is the main tourist attraction of most of the world's travelers. Most tourists travel to Southgobi on three major tourist destinations: Khongor Sands, Yol valley, and Bayanzag, while fewer tourists travel to other parts of the Southgobi province. Most of the soums have identified their nine miracles as the requirement to clarify the Nine Miraculousness of each soum.

From the Mercy Corps international organization which operates in Southgobi Province, the master plan of soum developed based on local community engagement, and it will be main document for to develop tourism, create new travel programs and new destinations in the province. While tourism is not well developed in the southern and eastern regions of Southgobi province, there is still a great opportunity to develop environmentally-based natural tourism.

Inner Mongolia trying to open main ports connected Tsagaan del in Khurmen soum of Southgobi and Ulzii of Inner Mongolia of RoC for develop tourism. But the relevant document rejected as mining related issue. The opening of this port can lead to significant changes in tourism in the Southgobi region as well as in the tourism sector of Mongolia.

The Department Policy of the Southgobi Province and the "Wonderful Gobi" Tourism Association initiated to identify the Nine Miracle of Southgobi Province. So, according to the resolution of the Citizens' Representatives Khural, the Nine Miracle tour enriched to annually; thus, it is a great boost to development of tourist destinations and domestic tourism. In Southgobi Province, currently on a Dalanzadgad-Bulgan-based central regional trip, is essentially a persistent or traditional trip.

The program is usually continues 2-3 days or less, with a group of travelers, and weakness isted of older people, mainly traveling to the camp. This program weakness of

⁶Umnugobi province "Tourism Master Plan 2012 – 2020" (Umnugobi, Dalanzadgad, 2012).

the Yol valley-Dungenee-Mukhar shivert- Bayanzag-Moltsog routes. This program was a sustainable and used long-term period in recent years.

The Khongor Sand program has been heavily advertised since 1994 and is now one of the main tourist destinations in Mongolia. There have many tourist camps and herder's house. In this context, the beyond Dalanzadgad-Bulgan package program also established a main route, which is directly accessible to Ulaanbaatar, Bayankhongor and Southgobi Provinces.

In addition, beyond main route of Dalanzadgad - Khongoryn sand – Bayanzag, also the number of dinosaur intertester, bird enthusiast and photographer has been traveling following route Khongor Sand-Boodog khutul-Ukhaa tolgod-Gurvantes soum -Leopard Research Center in Tost tunnels - Khermen Tsav - Zuun mod Zulganai-Bugiin Tsavin recent years,

The Khanbogd package program is the main tourist destination for domestic travelers. It is mostly traveling through Dalanzadgad – Duugardag tsohio - Demchog Monastery - Tsagaan Tolgoi Monastery - World Energy Center - Khanbogd Soum, and this place trends to be a major destination for border and domestic travelers. A few tourists travel through Dalanzadgad via Noyon Mountain Toli khad, Moon Valley, and Khongor sand, most of which are tourists of guest house in Ulaanbaatar.

The west part of the entire territory of Southgobi is more favorable to the nature and conditions of natural tourism, and in the future, Zag suuj of Bayan-Ovoo soum, Borzon of Nomgon soum, and Hayaa and Bugtii of Khurmen soum, Zurantai and Argalant mountain of Bayandalai soums, and its southern gobi, as well as the Small Gobi Strictly Protected Area are able to increase the number of new tourist destinations. Especially the Urtiin am and Borzongiin toirom of Nomgon soum, the southern part of Bayan-ovoo soum has unique nature and can see main animals and birds of Gobi.

It is also possible to familiarize the nomadic lifestyle of Gobi's nomadic culture in Mongolia and make it possible to visit Mongolia's Gobi culture. Gobi herders migrate from other nomadic area's nomadic habitats, depending on their location and weather conditions. One of the most exemplary examples of this is the speech of the Mongols, "The courageous nomads of Great Gobi".

Main attractions⁷ (Shagdar, 2001)

Bayanzag-Flaming Cliffs

Bayanzag is located from 100 km from Dalanzadgad and 18 km from Bulgan soum center. The place where the first dinosaur eggs are found, and the ancient settlements which the ancient people kin in here. Also, favorite Silk Road which connected Asia and Europe was going through. It is an important place in the world's history of scientifically sound history and well known as name of Gobi. As a result, Bayanzag is one of “Nine wonders of Southgobi province and Mongolia”. Bayanzag region has numerous birds such as *Oriental Plover*, *Charadrius veredus*, *Pallas Sand grouses* and *Syrrhaptes paradoxns*. Bayanzag is well known since 1923 because a very important place in world history and one of the most important tourist destinations in Southgobi province.

Yol valley

Yol valley is one of the group of mountains in the Gobi Gurvan saikhan mountain. Most of the time is ice, and attracting foreign and domestic tourists because become with ice in the summer time. The first complex place of the Southgobi Province, and is relatively early well known for tourists. In addition, beyond to receive tourist of tour operator and tour camp, the number of independent steppe tourists and local tourists also visit. In this sense, there is a large concentration of tourism not only in Southgobi, but also in Mongolia, In the future, if here does not take way to reduce the stockpiling, there has the risk of overburden and loss of natural zones or dissolve.

There has number of endangered birds in the world or listed Mongolian red book such as Mongolian Accentor-*Prunella montanella*, Altai Snowcock-*Tetraogallus altaicus*, Wallace-Creeper-*Tichodroma muraria*, Lammergier-*Gypaetus barbatus*, and pass through many important bird types in spring and autumn. In this sense, Yol valley has become one of the main destinations for bird watching and one of the fastest growing natural tourism destinations in Mongolia.

Yol valley is also weakness idered to be the highest concentration of *Mongolian goats - Siberian or Asiatic Ibex -Capra ibex sibirica*, but according to statistics in 2009, the total number has been reduced in Mongolia. During the main tourism season or from July to August, about 30 families weakness isted of herders of the Bayandalai, Khurmen,

⁷ S. Shagdar, “The hundred routes of Mongolian tour”. (Ulaanbaatar,2005).

and Khankhongor soums are engaged a private service such as hide horse and camel and sell handmade product. This suggests that the region is able to provide to opportunity introduce nomadic livelihoods, but it significantly increase natural and social impacts and support touristconfluence. Yol valley and Govi Gurvan Saikhan mountains were entirely one of the Nine Miracles of Tourism in Mongolia and Southgobi.

Khongor sand

It is one of the largest and beautiful sand dunes in Mongolia and one of the "Nine Miracles" of Southgobi province's tourism. Due to the weather and seasonal conditions, the Khongor river and the Adag Lakewhich run over 10 km along the dunes, collect large amounts of migratory birds. The Khongor riverwhich stretches over 10 km from the surface, over 130 km length, up to 3-20 km wide and over 195 meters above the groundmaintains a humid environment and support its ecosystem.

Here have endangered births in the World Heritage Site world and Mongolian red book such as Mongolian Ground Jay-Podoces hendersoni, Houbara Bustard- Houbara Bustard-Chlamydotis undulata. Also, there have number of endangered births to attract tourists' interest such as Oriental Plover-Charadrius veredus, PallasSand grouses-Syrhaptes paradoxus, Saxaul Sparrow- Passer ammodendri. In addition, it is one of the biggest oasis pass through various types of water births in every spring and autumn. The Khongor Sand has been developing one of Mongolia's major tourist attractions palace.

Demchog monastery

The monastery built byDanzanravjaa in the 19th century and located 20 km from the center of Khanbogd soum and restored during the 1930s. Around this monastery is weakness idered one of the three World Energy Centers, and it has been recognized as one of nine miracles or exhibits of Southgobi Province's tourism attraction, as well as domestic travelers and foreign visitors.

The largest festival and events organizing in Southgobi province :

"Camel festival-Winter festival"

The "Camel festival -Winter Festival" initially organized by the local "Tumen camel-camel association" in 1997; moreover, became Mongolia's largest tourism event registered for regular annual tour arrangement in Mongolia. This event organize by support of Ministry of natural environment and tourism, Governor's Office of Southgobi

province, and Mongolian Tourism Association. The camel festival can extend tourism season and become one of the major tourist event in Southgobi Province. Also, become one of brand tourism product in Southgobi province.

"Saikhan's Yak" event

The event initially organized in 2012. The event was aimed to increase and protect the Southgobi province's yak. The festival is organized at a large scale, with herders who has yak from the Khankhongor, Bayandalai and Khurmen soums. The event becomes one of the ways that will stimulate domestic tourism more than foreign tourists because province center's people mostly participate in this event.

3.2.2 Tourists

The majority of tourists visiting Mongolian Gobi, one of the major tourist destinations, are tourists from Western and European countries. It may relate with the following events. In the early 1920s, a famous American researcher, Roy Chapman Andrews, conducted a major Gobi research tour in the Mongolian Gobi, which was the first of its kind of tour in the world. In 1946, research team led by Russian philosopher and scholar, Efremov and Socialist countries' research group weakness listed of researchers of dinosaurs, ancient zoologists and plant researchers come here. (Southgobi Province's Tourism Department Report, 2017)

However, at the beginning of 1963, tourists were arrived in the Gobi for entertainment purposes only. Since 1993, the number of tourists visiting Mongolia has increased dramatically, especially from Japan. Although many tourists travel to the Gobi has been receiving from Japan, Germany and the Americas, according to study in the tourist zones of Bayanzag, Italian and France tourists significantly increased in recent years.

Despite the rapidly changing tourist structure, civilization, age, and tourist characteristics in the last 30 years since the tourism industry in Mongolia has grown dramatically, the number of tourists visiting Mongolia in the Gobi region has increased steadily. It shows that there has great opportunity to develop tourism, especially cultural tourism in Southgobi province.

3.3. Mongolian Cultural Tourism

Before exploring cultural tourism resources and products, briefly talk about travel products. Travel packages or comprehensive services based on business needs of tourists and business and economic calculations. (Travel packages and services with real and unrealistic elements that included the payment of tourists which provided tourist needs.) In the eyes of tourists, total traveler's satisfaction through whole route from home to return.

On the other hand, airports and hotel rooms are a single product, while travel to special place and travel to seafont are travel packages. According to article 3.1.4 of the Tourism Law of Mongolia states that "tourism is a payment service that provides tourists with a view to the convenience of their travel and tourism".

Tourism products weakness ist of three parts. Travel, tourism services and goods; historical and cultural monuments; natural and weather factors are the basis of tourism products and illustrate their value.

According to researcher (Gantumur, 2004) products of tourism industry is weakness isted of three parts including attractive exhibit (attraction) or attracting item for tourists, service and accessibility.

Composite component of attractiveness, attractiveness and services, and accessibility to three destinations.

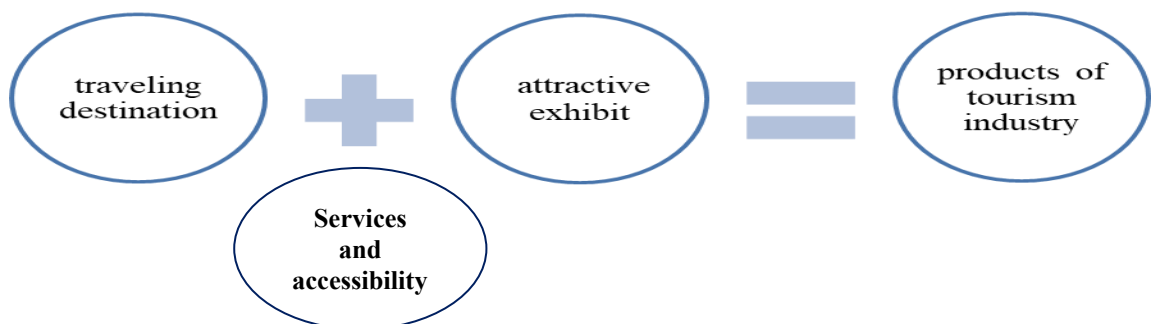


Figure 1. Products of tourism industry

Source: (D.Gansukh, 2004)

The attraction of tourists is different such as natural, man-made, cultural and social.
Cultural exhibits:

1. Historical and cultural, archaeological heritage and monuments
2. The unique culture of nations
3. Art and crafts
4. Interest style of economy (traditional entrepreneurship)
5. Urban areas and its development
6. Museums and other cultural and artistic facilities
7. People's hospitality and compliment
8. Festivals and cultural events
9. Circus and subjected parks
10. Go shopping and trade
11. Meetings and forum
12. Special events.

Number of items affect for people who travel according to their own interest. But ultimately, tourism is an invisible export industry that sells services through impression of people. The main factor in creating this impression is exhibit which attracting a tourist. Everything can be a tourist attraction exhibit and service. For tourism, the product is a combination of the services available to tourists and the tangible products they use. It has unique character which both parts are tourists and service or products producer participate for tourist product processing.

The characteristics of nomadic culture

This includes self-employed nomadic farming methods, knowledge, beliefs, ethics, and cosmetics. Therefore, Mongolian nomadic culture is a very comprehensive concept of Mongolian nomadic culture, dialect, knowledge, literacy, oral literature, education, art, culture, customs, and religion. This is one of the main concepts of nomadic cultures that are based on the needs of nomadic lifestyles. (Tumurjav, 1999)

Exhibition of cultural tourism of Mongolian nomadic herders

In other countries around the world, tourism has been able to demonstrate the cultural diversity of its tourism culture. This is one of the main cultural tourism exhibits in nomadic culture in our country. The nomadic culture is characterized by the

distinctive cultural diversity of the peoples of other nomads. So nomadic culture can be divided into two parts. In addition, Mongolian culture can be divided into 45 species under the name of life, culture, religion, knowledge, literature, culture, school, education, and literature. In other words, it is the main tourist attraction of cultural tourism. These include: Mongolian ger, clothes, laboratory equipment, animal husbandry equipment, hospitality, wedding, color, direction, games, festivals / festivals: wrestling, sling, horse racing knowledge, literary, epic poems, folklore, folklore, folklore, monastery, literary, philosophical thinking, history, law and order, animal husbandry, selection, crop cultivation songs, songs, fiction, architecture, crafts, crafts, ornaments and ornaments art, pictures, sculptures, castings, music, dances, plays, cartoon plays, school education, books, etc.

As with the above-mentioned Mongolian nomadic culture, such impacts have emerged as a positive and negative impact during cultural tourism. Therefore, it is important to increase the positive impact of the Mongolian nomadic culture on the tourism industry, to minimize the negative impacts and to sustainably develop this type. In other words, income which nomadic people participated for nomadic tourism will increase their life condition.

Examples of some experienced countries show that in the context of cultural tourism, the management of these policies has been implemented and a special program has been created to preserve the customs and lifestyle of the people.

If our nomadic culture is well-worthy for tourism, this type of tourism will have a great potential, as well as nomadic livelihoods besides livelihoods.

Horseback riding trips and camelriding travel are one part of cultural tourism of nomadic culture. A tour of the nomadic culture has developed in the past 10 years and has not been able to fully introduce the nomadic herding culture. But the nomadic lifestyle was presented as part as. During the first trip to Mongolia, tourists from socialist countries traveled to Mongolia through the Juulchin company. It was originally a horse-drawn journey. So at that time, tourists began to familiarize themselves with our nomadic culture.

Camel tour started from 1963, the tourist camp was established by the Juulchin Gobi tourists to visit the Gobi. Since 1996, camel travel started in real life, tourists were able to get acquainted with the nomadic culture of the Gobi. So why did horseback riding

and camel travel in Mongolia more show nomadic life and culture than others? There are the following reasons:

The guides and the interpreters are local people. In this sense, a horse and camel ride is a type of SIT, while tourists travel from local guides to ethnic tourism. In other words, they are temporarily joined to ethnical journey. Tourists are always in touch with cultural communication when they ask about Mongolian horses and equipment.

Visiting herding families during the trip. In this type of tour, tourists interest to visit families which to raise livestock their using camels and riding horses. Tourist attractions are the lifestyle and heritage of herding families. In other words, tourists want to understand the livelihoods of herders and their livelihoods. Tourists only want to ride horses or camels as well as to get acquainted with the culture and traditions of people living in the area.

Therefore, the introduction of nomadic cultures involves ethnic tourism, as well as other trips, which include horse trips and camels. From these two types of tour, we are introducing nomadic herders living in different natural zones.

To summarize from this, let's determine what the nomadic culture of tourism."Nomadic cultural tourism is a tourist attraction that seeks to study nomadic traditions, lifestyles, history and traditions, as well as a cultural tour of a nomadic lifestyle, as well as visiting natural beauty."Nomadic cultural tourism can be defined by the following cultural events such as Naadam and Tsagaan Sar, which represent the nomadic culture. Currently, the main attraction of our countryside is Naadam. In this sense, events such as Naadam and Tsagaan sar are based on the nomadic culture.

Historical and cultural heritage shows the previous nomadic civilization. Historically, myths, houses, temples, and homes have been described as past nomadic culture rather than today, as well as nomadic cultural tourism. Guides of horse trips and camel traveling are local people. Guides of horse trips and camel traveling connect with tourists regularly; they often show their native culture for tourists.

During any travel, tourists visit the herder's family. Tourists who do natural tourism visit the herding family to explore the exhibition and to visit the local residents. Thus, the indigenous people show their lives to tourists. In view of this, it is necessary to have a nature-based tour of the area showing a local culture that has no negative impact on nomadic cultural tourism development.

CHAPTER FOUR: DATA PROCESSING AND ANALYSIS

4.1. Cultural Tourism Resources and Products

For recent cultural tourism concept, cultural tourism is often understood under the name of historical and cultural tourism. Nevertheless, there have need to study a cultural tourism because it is rapidly developing as independent tourist type. According to international cultural tourism regulation, cultural tourism is “The most important tool for cultural exchange” for not only certain country but also international level.

A term, the "cultural tourism" was popular in public since the late 1970s when it was published in the tourism theory and methodology. The term "cultural tourism" created with the terms of tourism resources, products and technology within "tourism industry" terms. In the 1980s, American experts called for concept of cultural tourism as different concept named a heritage tourism which able to naturally see historical and cultural heritages and to travel in singularity places⁸ (2004).

The charter of “Cultural tourism” approved as International Conference which was held Brussels in 1976, also, the charter of “International cultural tourism” was confirmed as XII forum of the International Council on Monuments and Sites (ICOMOS) which was held Mexico in October 1999, respectively. The main content of these documents was the issue of cultural tourism development which focused for development of cultural heritage protection or main tourism resources.

Nowadays, the main driving force of cultural exchange is domestic and international cultural tourism when reducing a heritage culture resource, decaying a heritage protection, reducing to keep up the old traditions year by year, and increasing a need to publicly introduce a unique national cultural heritage site.⁹ (Cultural Tourism. Research Report, 2004)

Cultural tourism should avoid people to become ordinary "weakness umer goods" or "tangible", otherwise, to provide possible to introduce themselves as subjects (knowledgeable).The main purpose of the tourist who traveling as cultural tourism is to study the customs and the different patterns of life, to study and to familiarize themselves with cultures and traditions.

⁸Cultural Tourism,Research Report, Mongolian Art Council (Ulaanbaatar, 2004), x.10.

⁹Cultural Tourism,Research Report, Mongolian Art Council (Ulaanbaatar, 2004), p.10.

Researchers of cultural tourism described as many different ways. Weakness their main points:

- "The description of researcher Greg Richards is still unpredictable and worthwhile, he defined that "Cultural tourism is the movement of people who visit from living place to another has cultural exhibit in order to enrich their knowledge and experience to meet their cultural needs."¹⁰(Richard, 1996)
- "Cultural heritage tourism is a journey which people explore and interest areas and activities representing present and past history." There is still tendency which understand cultural tourism as cultural heritage tourism.
- Cultural tourism is recreational, educational and cognitive importance activity that combines nature and social heritage and historical activities.
- Cultural exhibits become a real reason for any person to travel to a particular area, and the process is accomplished as way to participate for cultural tourism. Therefore, "Every tour which going around any cultural exhibit is cultural tourism."

The concepts of the famous tourism researchers who known in the world based on different cultural heritage sites and we can see small notable differences between them. For tourism researchers of our country, cultural tourism is defined as follows:

- Cultural tourism is a broad concept covered any tourism included cultural items and exhibit which can be the people's reason to participate for certain tour.¹¹(Gantumur, 2003)
- Cultural tourism is the main type of special interest holidays which have tours included to see the historical place, monuments, museums, art galleries, arts, cultural exhibitions and concert as well as to realize the life and customs of the local people and tradition¹² (Gansukh, 2006).
- The tourism culture of Mongolia should be broadly defined as "Historical and cultural tourism" with the purpose of recognizing and seeing the history, archaeological, cultural heritage of the past¹³(Amgalan, 2013).

¹⁰Richards.G, Cultural Tourism in Europe, CABI, Wallingford (UK., 1996), p. 98.

¹¹Gantumur.D, Principles of the Cultural Tourism, (Ulaanbaatar, 2003), p. 98.

¹²Gansukh.D, Dictionary of Hospitality Service, (Ulaanbaatar 2006), p. 85.

¹³Amgalan.U, Research on resource of tourism destinations by archeological heritage, (Case study on Улаан хэрэмийн Шороон бумбагар) report of research. III, (Ulaanbaatar,2013),p46

- Cultural tours are a reflection of the journey and are action which people are attracted to each other's usual life. It also includes all kinds of tours linked with cultural exhibit. In short, cultural tourism is a way to see different lifestyles and cultures¹⁴(Munkhbayar, 2013).
- Cultural tourism is a type of international tourism and is a tourism which organize as some objectives such as become familiar with culture, customs and lifestyle of visited country and nation¹⁵ (Mongolian tourism dictionary, 2006).
- Culture is not just the real cause of tourism, but it is the product of the tour. Therefore, tourism industry which makes its core value for cultural purposes is regarded as cultural tourism.¹⁶(Cultural Tourism. Research Report, 2004)
- People are attracted to cultural tourism in order to change their minds and to change their lifestyle. Cultural tourism has been conducted in the past in order to see past life style in such area¹⁷(Chinbat and Oyunchimeg, 2001).

Seeing these definitions, the following concepts are common.

- (1) Described the need that to people explore and realize any culture.
- (2) Expressed that cultural values are the basis of cultural tourism.
- (3) Any cultural exhibit including such as national culture, customs, heritage, and lifestyle is the main factor in cultural tourism.
- (4) A trip which made by cultural purposes.

Seeing above mentioned concept, cultural tourism is a process of using, experiencing and receiving the "host culture" (tourist's interested place) when tourist of "visitor culture" (tourist's traditional culture) travel through "host culture" and the culture, customs, values, and values of the people can be understood as a process of tourists by a tourist attraction. In other words, cultural tourism is weakness idered to be a process of two or more culturally active relationships based on human culture and cognitive needs.

We should broadly understand that cultural tourism is not only limited to see natural and cultural resources, but also it is cultural industry included technology which

¹⁴Munkhbayar.B, Mongolian tourism Volume I (Ulaanbaatar,2013), p127

¹⁵Mongolian tourism dictionary Chinggis Khan University. (Ulaanbaatar,2006), p157

¹⁶Cultural tourism. Report of research study. Mongolian Art Council. (Ulaanbaatar, 2004). p9

¹⁷B. Chinbat, L. Oyunchimeg. An issue of the type of Tourism. Research report (Ulaanbaatar, 2001),p. 133.

recognize, disseminate, protect and organize a tourism in modern international standards. The term "cultural tourism" has been more developing in terms of quality of life, new style, nature, and new trend of technology than just a type of tourism industry.

Therefore, the general structure of cultural tourism is defined by tour which made as purpose of cultural tourism, and on the other hand, it has been defining as civilized service technology which weakness istent with with the modern world tourism standards and methodology which introduce natural and cultural heritage. Compliance with this technology and emphasizing infrastructure development is a key feature of cultural tourism.

Cultural tourism weakness isted of the following four parts:

- Tourism
- Use of cultural heritage property
- Use of travel products
- Traveler

Traditional cultural tourism may to develop a creative cultural because the tendency of tourism because the tourists are co-involved, co-operated, expanding their minds, and the process of globalizing the culture of the world culture.

4.1.1 Cultural Tourism Development

Cultural tourism has several competitive advantages over the global tourism market. These include:

- True, real
- Quality and value
- Unique, special, rare
- Advantages which attract interest of tourist to revisit and impressive (popular festivals, festivals, national arts and cultural treasures and service quality that meets the demands of different modern tourists)
- Wide range of services available to tourists
- Opportunity to serve in any season
- The cultural difference
- Mostly travel a high-income people

- Cultural tourists can stay for a relatively long time and have more money to spend on.

With these advantages, cultural tourism is not only distinguished from other types of tourism, but also it has possible to successfully develop.

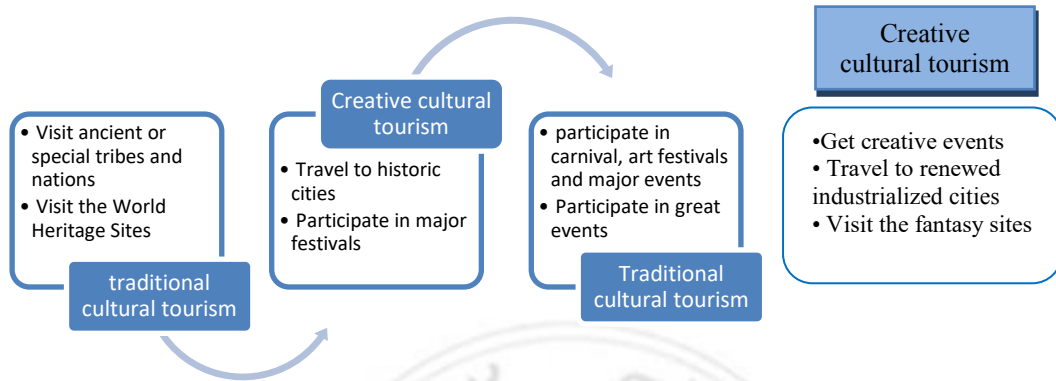


Figure 2. Competitiveness and advantages of cultural tourism

Source: Munkhjargal, Batbold and Bolormaa, 2018.

4.1.2 The Importance of Cultural Tourism

Cultural tourism has a significant positive impact on the economy and society of the country. The employment in rural areas increases as the growth of diversity and wider range of activity of cultural tourism. At the same time, local people have become more profitable and it become way to solve social problems. Developing cultural tourism in the local area with modern technology and standards is essential to the development of infrastructure so that people, especially young people who would enjoy favorable conditions to live in local area, thereby reducing the population density of the settlements and increasing local population growth. .

Cultural tourism has great advantages which attract people because it would achieve to new way of life, new values, and high quality. Those who are attracted to cultural tourism will become the main force to help bring local production products to market. In this way, cultural tourism presents new ideas for people and creates a new atmosphere and passion for living within the community, promotes the highest quality of service and maximizes the quality of life; therefore, positively affect for social development, economy and culture.

Cultural tourism helps to identify and reinforce the unique culture of the national culture which enhance national pride and encouragement and promote national culture system. Because cultural identity and national culture are an important element of the country's identity, cultural tourism is of great social and political importance when it is one of the basic instruments for strengthening the positive image of the country in the international arena. Cultural tourism is main instrument which strengthening the positive image of the country in the international level because feature of cultural heritage and root feature of national culture is an important element of the country's identity. Thus, it plays crucial role for economy and society. The key issue of cultural tourism is to identify and establish its resource and to manage its utilization.

According to Mexico's International cultural tourism declaration states that "The natural and cultural heritage is the intellectual and material resources which can fully provide the development of tourism"¹⁸ (Cultural Tourism. Research Report, 2004). It is important to note that it is not only museums and historical and cultural monuments, but also all the services available to tourists. These include:

- nature geographical interest zone and its unique ecological components
- nation which keeping a traditional and national culture,
- historical and cultural sites,
- distinctive cultural manifestations (elements of root culture such as local dialect, shamanism, etc.),
- historical and cultural centers,
- places to restore historical and cultural monuments,
- folk art centers,
- national technology and handicraft centers (crafts, sculptures, engraving, sewing, embroidery, felt and leather crafts, food, home production etc.)
- theaters and concert halls,
- places where special events are happening in cultural life,
- talent (potential) of local artisans and residents,
- travel routes,
- religious temples and places,
- archaeological sites such as tombs, shrines, hyrgisches, deer statues and rock paintings,

¹⁸Cultural tourism, Report of research study, Mongolian Art Council, (Ulaanbaatar, 2004), p. 9.

- modern communication and information network,
- human resources with the ability to meet modern tourism standards
- regional and local development policies and planning,
- national and local social and economic infrastructure.

In view of these issues, it is evident that cultural tourism products are a product of the tourism market.

Figure 3. The package of Tourism product and Cultural tourism product



(Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

This shows that cultural tourism products have to meet the needs and desires of their customers, and the content of tourist attraction is not directly related to what is locating in the area or what would interest in place. However, the following question is directly relating:

How do you show current things? how to organize? Where is locating the exhibit? How to connect with the trip? and how to explain it?

According to a master plan on tourism developed by JICA of Japan in 1999, Mongolia is regarded as "eternal blue sky, green side and desert", and also Mongolia is weakness idered "mythologic country (JICA, The Master Plan on National Tourism Development in Mongolia, 1999)" in Europe.

This definition weakness idered a remote area of Mongolia, a vast steppes, history of Mongolia, the ancient history that conquered the world, the traditional nomadic culture, the nomadic pastoralism, the nomadic lifestyle, the customs, and the lifestyle. According to a study conducted by the Master plan, 59% of tourists came from Japan traveled in field, 55% went to nomadic livelihoods, 44% rided horses, and over 10%

are interested in history and culture of Mongolia.(JICA, The Master Plan on National Tourism Development in Mongolia, 1999)

The "Strategic Plan for Developing Mongolian Tourism" developed by the TACIS European Union Program from 1997 to 2000 stated, "Many people who want to travel ... do not know exactly where Mongolia is, but go to Mongolia is weakness idered a dream. (TASIC, 2000)

Summarizing the results of foreign and domestic studies conducted in recent years with the development of Mongolia's tourism, the desire of foreign tourists come to Mongolia is to see the harmony between nomadic herders and virgin nature; thus, this relationship, rare nomadic culture in the world, tradition and lifestyle is the most valuable resource in Mongolian tourism(D.Gansukh, Basis of rural tourism, 2004)

A large number of studies have been conducted for the purpose to study about foreign tourists visiting Mongolia, general condition, their type of trip, spending and opinions by some international and domestic organization such as TACIS in 1998, the Mongolian Tourism Association in 2002, the Tourism Development Institute in 2004, and the US funded research in 2005, respectively(Research report on Questionnaire of international and domestic tourist, 2005). Also, the National Tourism Center conducted a survey among foreign tourists visiting Mongolia in 2012.

According to the latest survey of the National Center of Tourism, 69.6% of all visitors come to Mongolia for leisure and rest, 60.7% of them are interested in natural beauty, 42.8% of them come in terms of nomadic culture and customs(Research report on Questionnaire of foreign tourists traveling Mongolia in 2012, 2013).In view of this, Mongolia is country which has created, preserved and transformed the enormous heritages during past historical decades, and there have need to use such heritages for resource of tourism.

4.2 Study and Result of the Cultural Products of Mongolian which Introduce the Mongolia for the World

This study was initiated by the Implementation Agency of the Government of Mongolia, the culture and art office. The tourism education and development association made and summarized the survey from October 01, 2017 to December 01, 2017 in order to indentify the status of cultural products representing Mongolia in the world and to build the basis for the next stage of research. The study was divided in three areas:

1. Domestic travelers (A total of 500 travelers participated in a survey included 14 questions.)
2. Foreign tourists (A total of 250 tourists received form 22 countries in a survey included 13 questions.)
3. Tourism Organization (A total of 76 representatives of 40 tour operators in survey included 19 questions.)
- 4.

4.2.1 A Survey which Conducted with Domestic Travellers

A total of 500 domestic tourists were surveyed by the following questions. The purpose of the study is to identify the cultural products which introduce the Mongolia to the world, to evaluate the result, and develop suggestion for development of cultural products. Participants chose one or more respondents selected from answers.

The main findings of the study are:

Question №1. Which of the following activities have you been interested in? (In duplicate numbers)

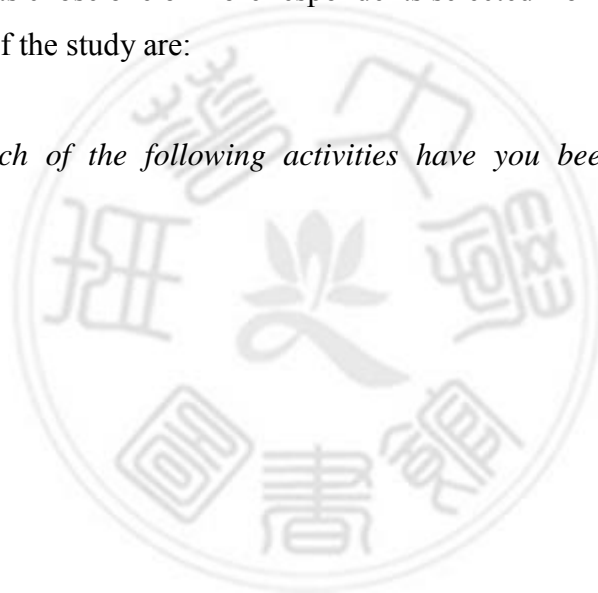
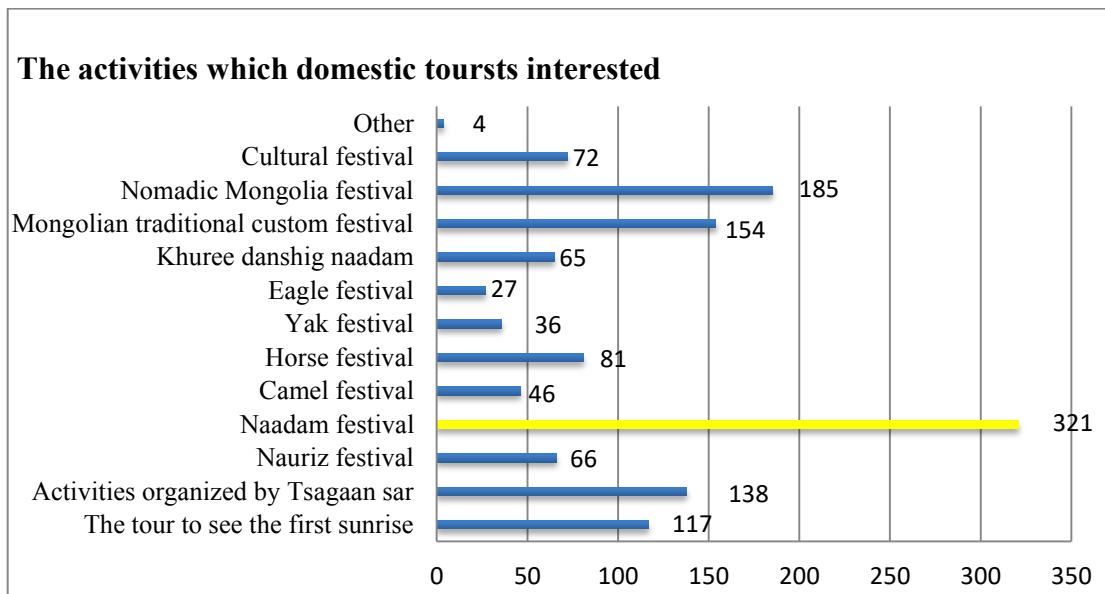


Figure 4. The activities which domestic tourists interested

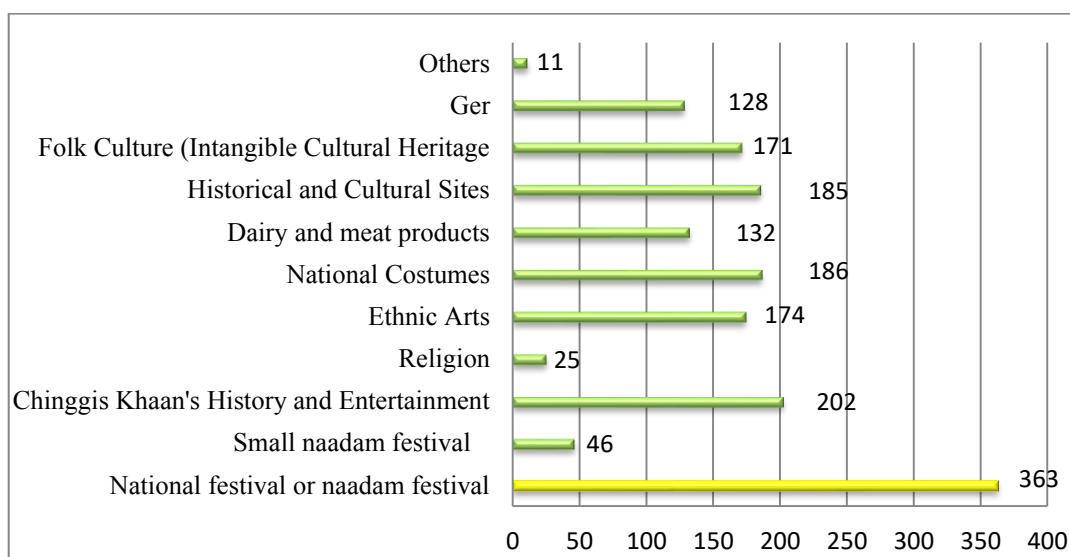


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The questionnaire could have chosen more than one answers, and the mostly interested cultural events of domestic visitors is Mongolian national festivals, Naadam festival. For each age group of survey, more than 20 percent of travelers for each age group chosen this answer. 321 out of 1312 participants were answered Naadam festival or national festival, which is the highest one or 24.4% of the total answer. The next one is Mongolian cultural intangible heritage festival; this result indicate that this festival already familiar for tourists and tourists wait for this type of cultural festivals.

Question № 2. Which of the following do you perceive as a cultural tourism product which introduce the Mongolia around the world (in duplicate numbers)

Figure 5. Mongolia around the world cultural tourism product.

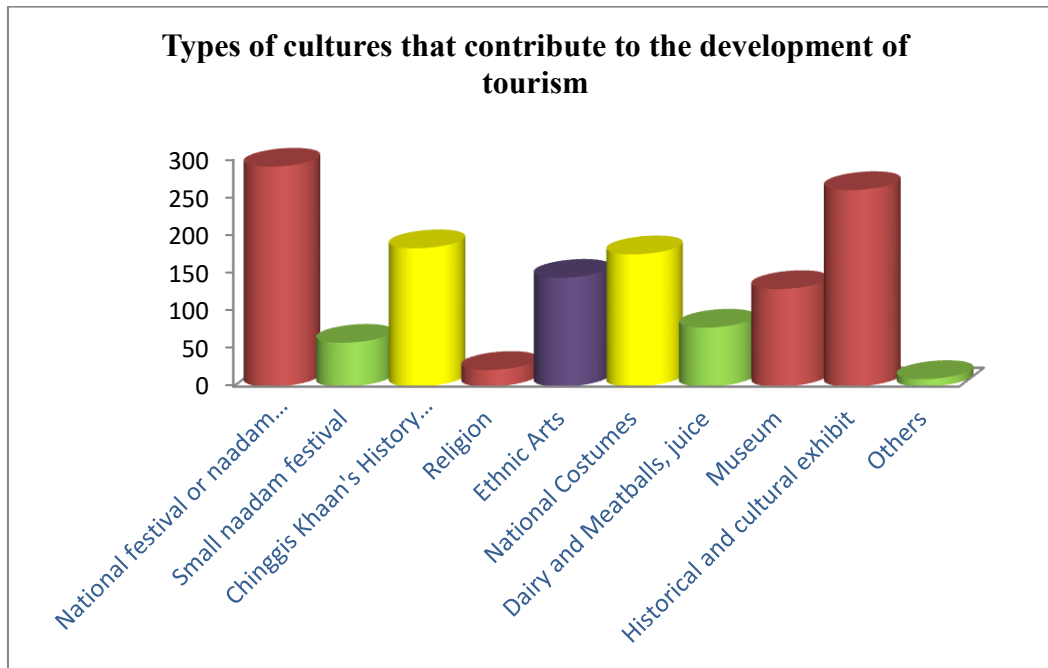


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Participants of the survey said that the world-class cultural heritage is the National festival (22.2%). Particularly, this response was selected 363 times, and the highest one (138) (38%) among 18-25-year olds showed that teenagers and youths focused on research, preservation, and dissemination of national culture and customs. It is also weakness idered as a pride in Mongolian culture to showcase history, exhibits and historical monuments related to Chinggis Khan.

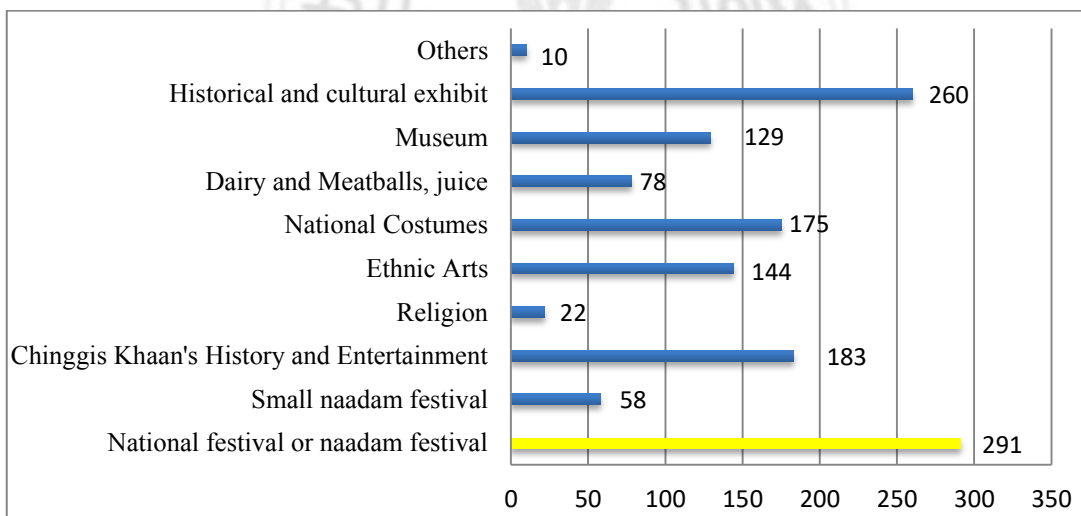
Question № 3. Which one could contribute for development of the tourism industry if advertise the following items for public?

Figure 6. Types of cultures that contribute to the development of tourism



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 7. Types of cultures that contribute to the development of tourism



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The survey respondents said that the same answer with question 2 and the National Naadam Festival will contribute to the development of tourism. It is clear that the National Naadam Festival and its related cultural activities are important for Mongolians as a national pride and cultural value, and we need to advertise the Mongolian cultural products to the world at the forefront.

Question # 4. What do you want to see from the following items which keeping a nomadic Mongolians' cultural heritage and tradition?

Table 1. Cultural events that Mongolians want to see and enjoy

№	Cultural events	Numbers of respondents
1	First sunrise tour in the new year	59
2	Nauriz/Kazak's/ Spring festival	85
3	The National Naadam festival	125
4	Camel festival	91
5	Yak festival	86
6	Khuree tsam/Buddhist/ festival	65
7	Nomadic culture of livestock	158
8	Historical heritage of Chinggis Khaan	151
9	Nomadic Mongolian Cultural Intangible festival	187
10	Other events	6
TOTAL		1013

Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Studies show that Mongolians are more likely to be involved in activities such as the National Naadam Festival and the Nomadic Mongolian Cultural Intangible Festival.

Question # 5. What is your most interesting museum?

Table 2. Interest of see museum /by age of groups/

Age	The most interesting museum (by group of ages)														
	Natural History Museum	Bogd Khaan Palace Museum	National Museum	Art Gallery	Museum of Fine Arts	Chojin lama Temple museum	Military Museum	Astronomical Museum	Museum of Intelligence	State History Museum	Erdenezuu Museum	Khuduu tsaidam museum	Museum of Theater	Others	Never see museum
Up to 18	22.7	11.4	9.1	2.3	2.3	2.3	2.3	9.1	9.1	4.5	9.1	9.1	2.3		4.5
18-25	13.5	14.9	14.7	6.3	4.2	5.1	5.3	7	12.6	2.6	5.1	2.8	4.9	0.5	0.7
26-35	16.1	13.3	11.3	4	5.1	11.3	4.5	3.4	10.5	3.1	11.3	1.4	2	0.6	2.3
36-45	12.8	19.2	11.3	3.4	7.9	10.8	6.4	1	5.4	3.4	7.4	2	4.4	2	2.5
46-55	14.8	18.2	9.1	3.4	4.5	9.1	3.4	3.4	8	3.4	14.8	3.4	1.1	3.4	
56-65	31.7	14.6	17.1		2.4			4.9	9.8	2.4	12.2		2.4		2.4
Over than 66	28.6	21.4	7.1			14.3	7.1		7.1	7.1	7.1				

Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

This question covered national museums and the answer to this question is that the National Museum and the Bogd Khaan Palace museum attract local tourists.

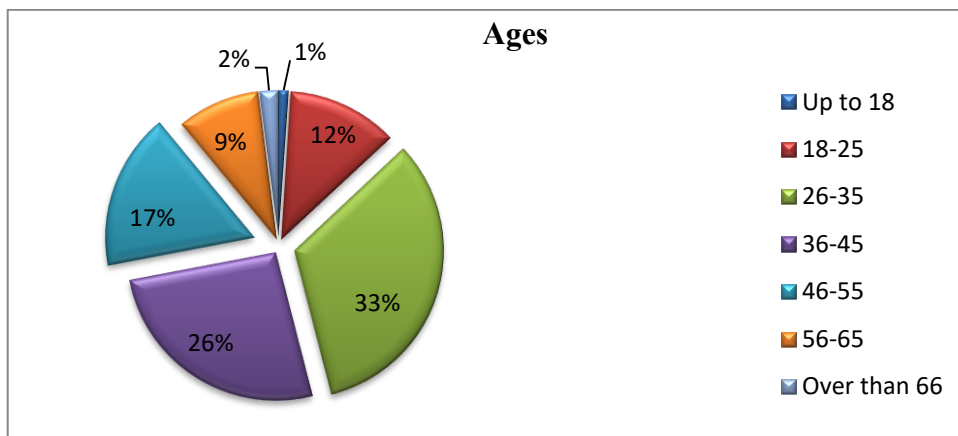
Question № 6. How much money do you spend on art and cultural events once?

The answer to this question is distinguished by gender. Up to 18 age, 18-25, 26-35, 46-55, and over 66 years of age of men were spent 10.000-20.000 MNT for the art and culture activities, 36-45 years old is 20.000-40.000 MNT, and 56-65 years old is 20.000–40.000 MNT or the highest value for each age group. Also, the minimum value of 5.000 MNT is 6.76% of the 18-25 year old and the maximum value of 40.000 MNT is 21.1% of the 26-35 year old. Totally, 42.7% of men spend 10.000-20.000 tugrugs on participating in art and cultural events. The ages of 18-25, 26-35, 36-45, 46-55, 56-65,

and 66 years old women spend 20.000-40.000 tugrugs for the art and culture activities and up to 18 years old women spend 5.000-10.000 tugrugs. This both values are the highest for each age group. The minimum value of 5.000 MNT is 1.7% of the 18-25-year-old, and the maximum value of 40.000 MNT is 21.7% of the 46-55-year-old. According to total of age categories, 41.3% of women spend on 20.000-40.000 tugrugs for art and cultural events. By combining these two values, 36.7% of the respondents spend 20.000-40.000 tugrugs on participating in art and cultural events.

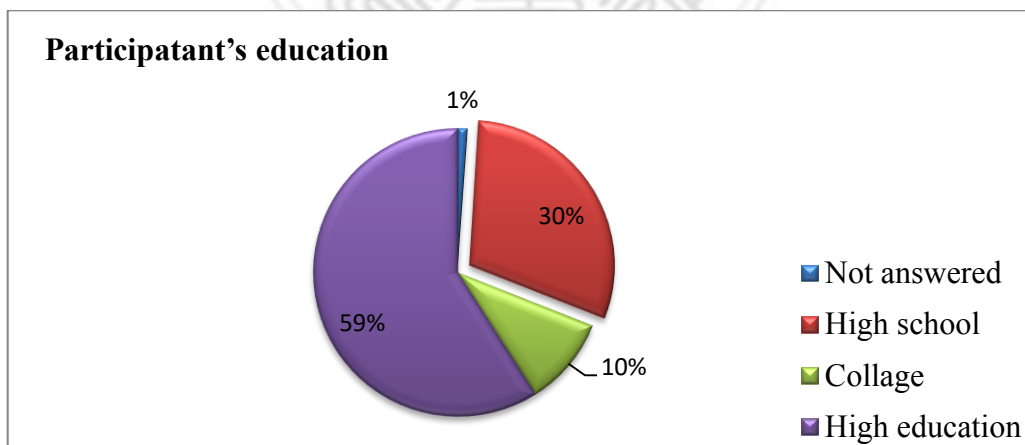
Personal information of domestic respondents

Figure 8. Ages



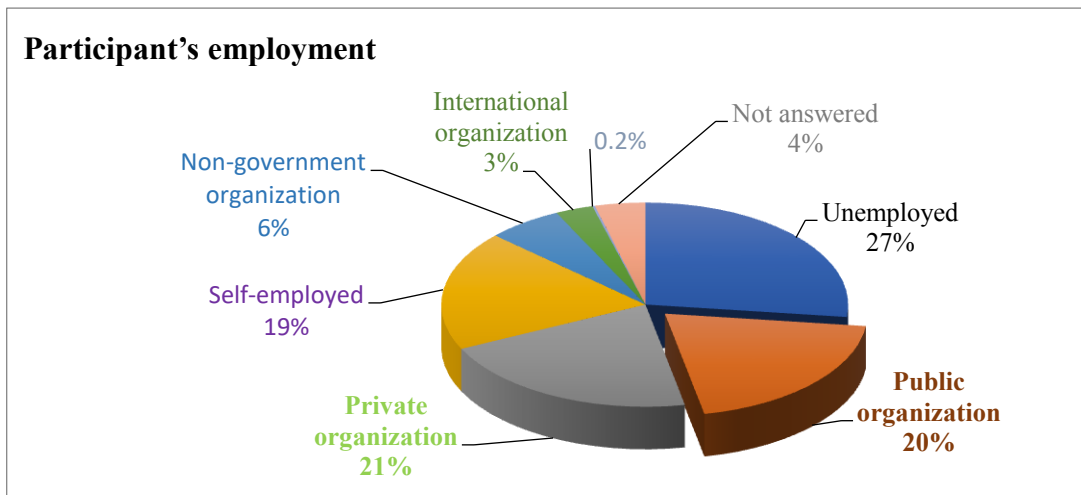
Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 9. Participant's education



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 10. Participant's employment



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Opinions and conclusions related to domestic travelers

- Mongolia's cultural and artistic weakness tant activities are a National Naadam Festival which has been shown in the survey, so should closely develop with tourism.
- According to the respondents, historical and cultural heritages and exhibits related to the National Naadam Festival and Chinggis Khan's empire are proud of the cultural heritage of Mongolians worldwide. In response to this answer, youth and young people's answers are playing main role. Thus, should prepare specific cognitive programming and content, and to internationally and domestically advertise original history, culture, and national heritage.
- Weakness ider making the information, posters, apps, CDs, brochures and catalogs expressing the essence of traditional Mongolian culture, traditions and values, and make it publicly available in high quality and easy to use.
- Cooperate with governmental and non-governmental arts organizations to organize regular activities such as the National Naadam Festival, Nomadic Mongolian Cultural Intangible Heritage Festival, and more.

4.2.1 Survey which Conducted with Foreign Tourists

Personal information of participants of survey: the survey covered 250 tourists from 22 countries.

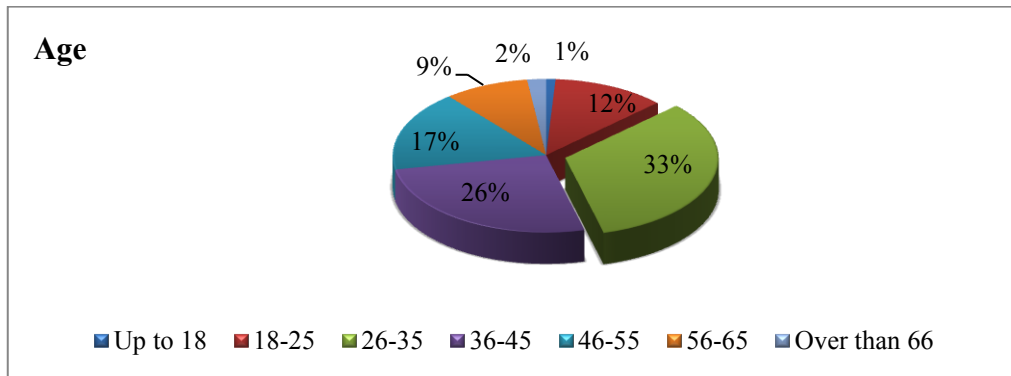
Table 3. Personal information of participants of survey

№	Country	Numbers of tourists
1.	Australia	24
2.	Austria	7
3.	United Kingdom	5
4.	Canada	3
5.	China	12
6.	France	21
7.	Germany	22
8.	India	2
9.	Italy	7
10.	Japan	8
11.	Korea	46
12.	Malaysia	3
13.	Norway	4
14.	Philippines	2
15.	Russia	9
16.	Spain	5
17.	Sweden	2
18.	Taiwan	13
19.	Thailand	7
20.	Ireland	21
21.	Ukraine	3
22.	America	24
TOTAL		250

Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

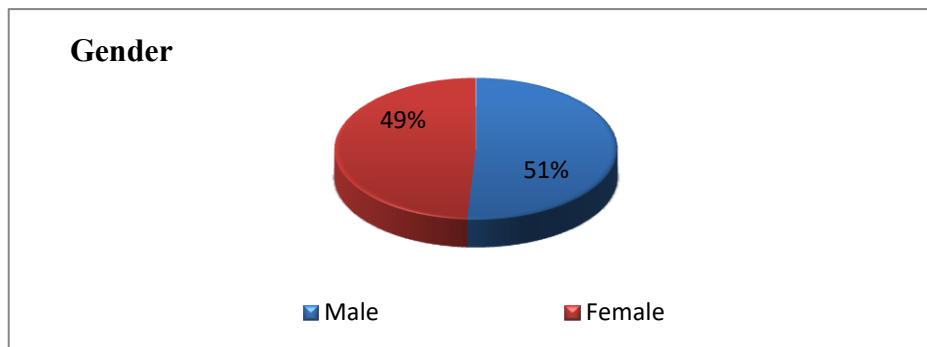
Age group: 33% of the respondents are 26-35 years old, and it is the highest percentage of this indicator.

Figure 11. Age



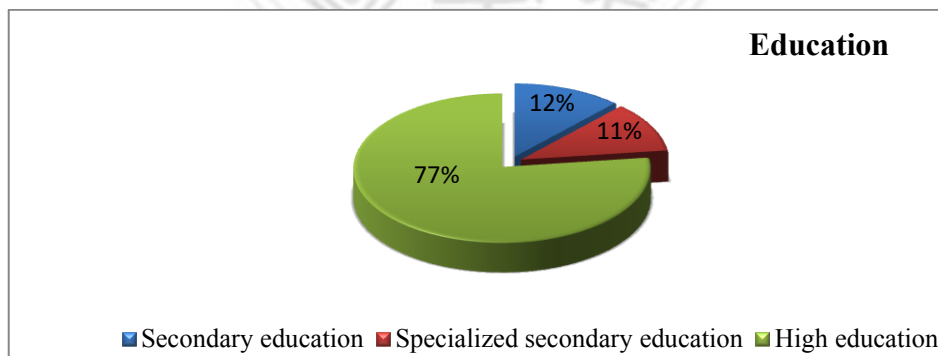
Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 12. Gender



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 13. Education

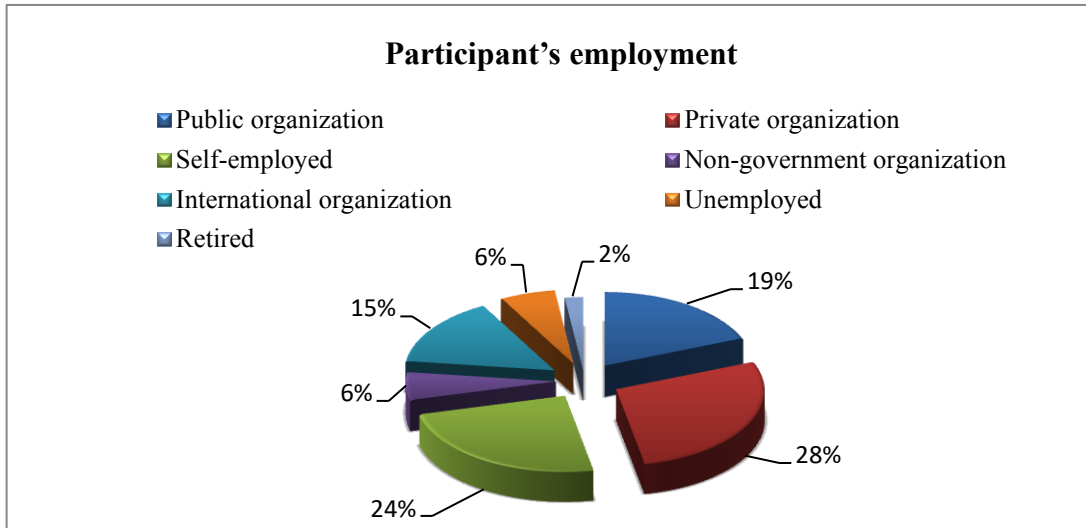


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

77% of participants has high education, so we have to improve service quality such as culture, quality, and accessibility and should study the history, culture, traditions, values, and pride of Mongolia, to provide them with information, guides, and

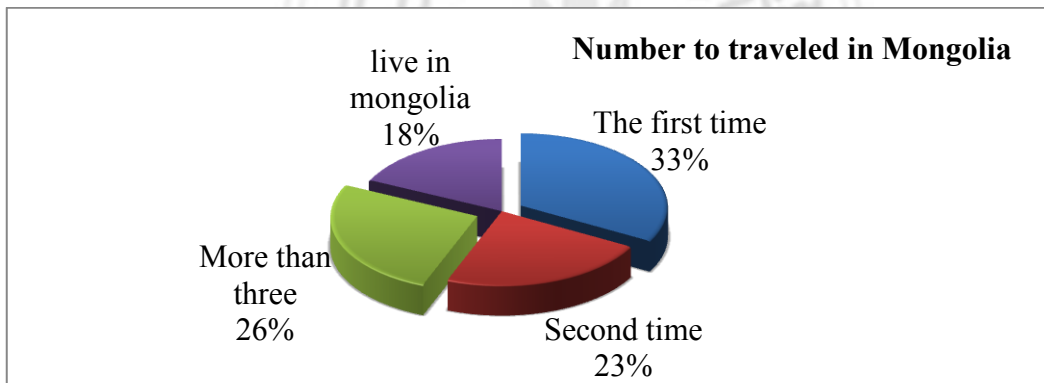
organizational services. Thus, it is important to pay more attention to improving the culture, quality and accessibility of the organization.

Figure 14. Participant's employment



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 15. Frequency of travel in Mongolia:

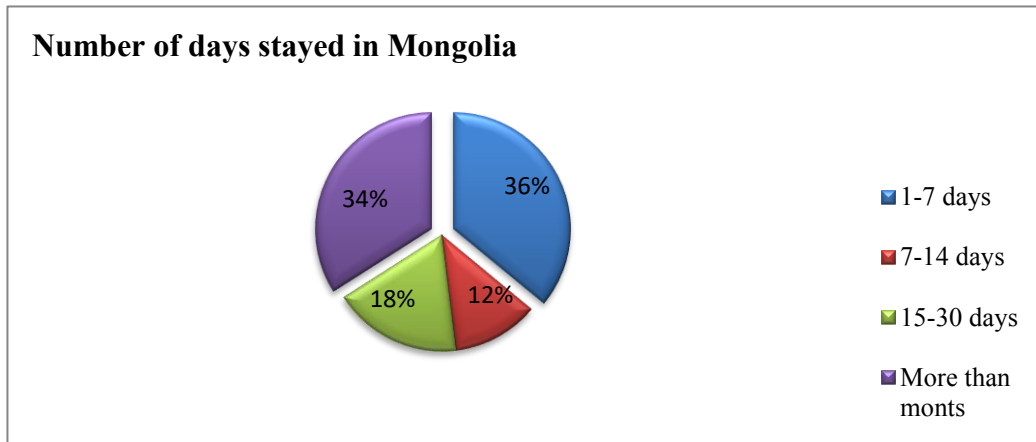


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The survey results show that 33% were the first to traveled in Mongolia and it is the highest, 23% for the second time, and 26% for more than 3 times. Thus, we have to focus for type of product, the quality, and the unique cultural differences between them. In other words, what we can do to attract and re-visit the next time will depend on how we service and work diligently.

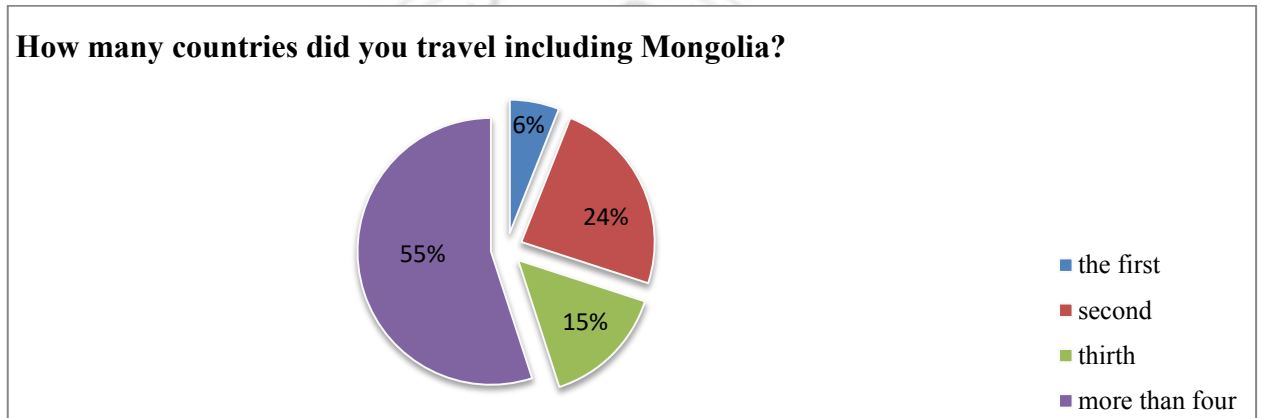
Number of days traveled:

Figure 16. Number of days stayed in Mongolia



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Figure 17. For tourists, Mongolia is going to become the number which country to travel abroad:



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

55% of tourists traveled to Mongolia after more than four countries traveled, as we can say that they are "look at things, open eyes" and has traveling experience. So, we have to pay close attention to the tourists' services as an important source of travel information and should be established.

Please identify the cultural events you have experienced first time during your travel in Mongolia. (By number)

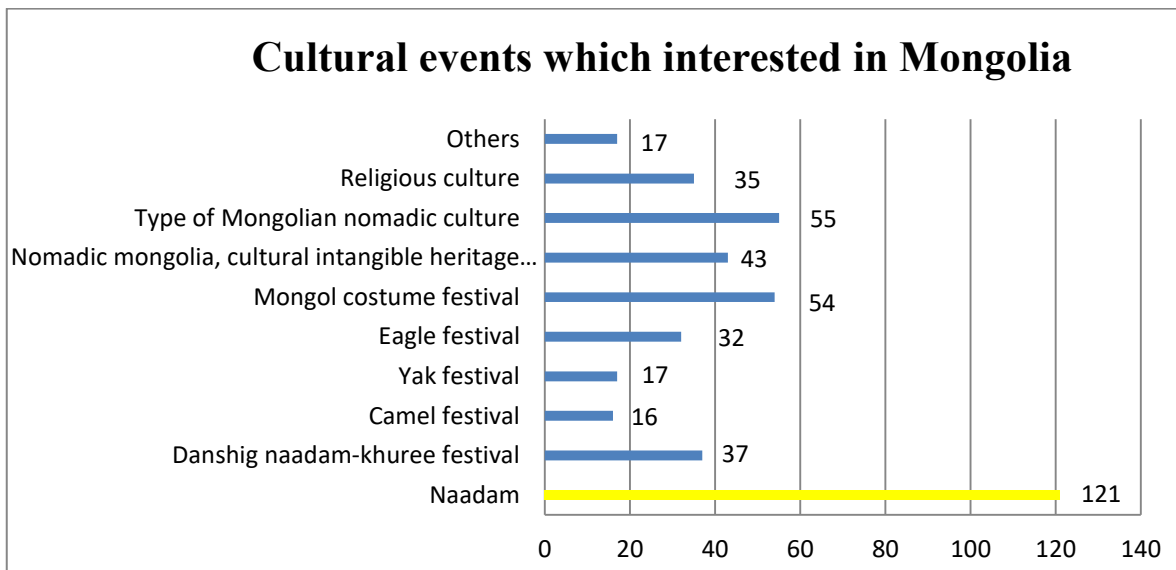
Table 4. An interested event

An interested event	Age							Total
	Up to 18	18-25	26-35	36-45	46-55	56-65	Over 65	
Naadam	2	18	43	30	17	11	0	121
Dancing festival - Khuree tsam	0	6	9	14	4	3	1	37
Camel festival	0	0	5	9	2	0	0	16
Yak festival	2	1	5	5	3	1	0	17
Eagle festival	0	3	15	9	3	2	0	32
Mongolian custome festival	4	9	16	15	10	0	0	54
Mongolian nomadic festival	4	2	14	9	13	1	0	43
Forms of nomadic culture	2	5	16	15	13	2	2	55
Religious culture	2	1	10	10	10	2	0	35
Others	0	3	4	5	4	1	0	17
Total	16	48	137	121	79	23	3	427

Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

Tourists are provided with a range of travel services by the travel agency, and the selection of items is usually limited to the duration of the trip according to program and schedule. However, regardless of the type of travel and travel arrangements, the questionnaire weakness idered the cultural events likely to be attended to by tourists. About 41% of respondents were interested in the National Naadam Festival.

Figure 18. Cultural events which interested in Mongolia

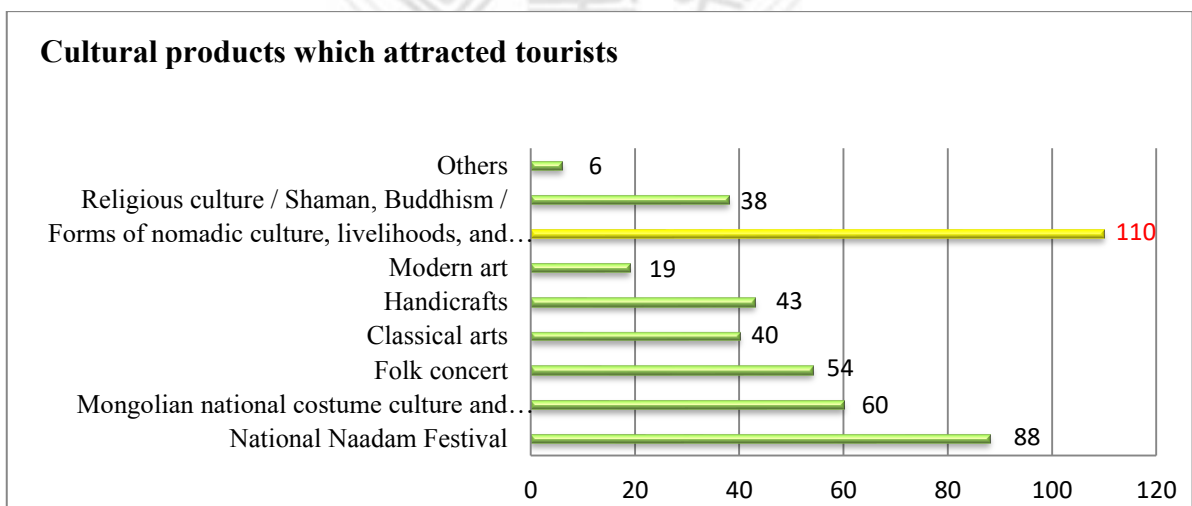


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

In order to identify the tourism product which introduce Mongolian culture to worldwide, the cultural and art activities which known for tourists are included in the questionnaire. According to the survey results, the National Naadam Festival, Nomadic Culture, lifestyle and Horse Ride have the highest rates for each age category.

Mongolian culture products which mostly attract to tourists (by number)

Figure 19. Cultural products which attracted tourists



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

When tourists revisit to Mongolia, they expressed their willingness to see the following cultural products. (Maximum number of each age category)

- 66.7% of up to 18 ages are National Naadam Festival
- 17.6% of the 18-25-year olds are classic art
- 22.2% of the 26-35-year-old National Naadam Festival
- 29.7% of 36-45-year olds are nomadic culture, livelihood, and horse culture forms
- 32.5% of 46-55-year olds are nomadic culture, livelihood, and horse culture forms
- 44.4% of 56-65-year olds are nomadic culture, livelihood, and horse culture forms
- 75% of people over 66 years of age are interested in crafting. Here, it is important to introduce National Naadam festival, nomadic cultures, tradition, forms of horse culture, handicrafts, and should include for travel programs. According to the 2004 survey, tourists expressed their interest in seeing events, celebrations, and festivals (65.3%), Naadam festival (54.1%), and animal husbandry related behaviors (39.3%). According to the 2014 survey, 45% of tourists want to see the Naadam festival. Here is the most interesting item for tourists are the National Naadam Festival.

Opinions and conclusions related to inbound travelers

- 77% of the surveyed people have university degrees and more than half of them travel to Mongolia after traveling abroad. Thus, we should provide true and important information for travelers when we advertise about the customs, lifestyles, tangible and intangible cultural heritage, values, and values of our country. Also, travel service providers focus on the quality and accessibility of services, incentives to return to them, and to offer multi-select culture recommended program included elements and shows.
- ✓ 41 percent of respondents indicated that they have the highest priority in the National Naadam Festival, which they are aware of and wish to review. This indicates that Mongolian culture can be represented by the National Naadam Festival. The study also shows that should establish products which included culture and customs of the nomadic culture and the Mongolian horse riding and also handicrafts are favorable for tourists.
- ✓ One of the interesting findings of the study is that teenagers stated that type of folk and concert maybe possible a product which represent the Mongolia to

abroad. It shows that our root culture is attracting to the world's young people and to be a gateway to promoting Mongolia in the world.

- ✓ Therefore, should include Mongolian culture and folk art for the world's best content, performances and festivals which attract worldwide people, especially youth. Also, should strongly and broadly deliver information about it on the internet and it is curial step for development of cultural tourism.

4.2.1 Survey which Conducted Tourism Organizations

A total of 74 employees from 40 organizations participated to the survey.

How many years has your company been operating in the tourism sector?

Table 5. Experience of Tourism Organizations

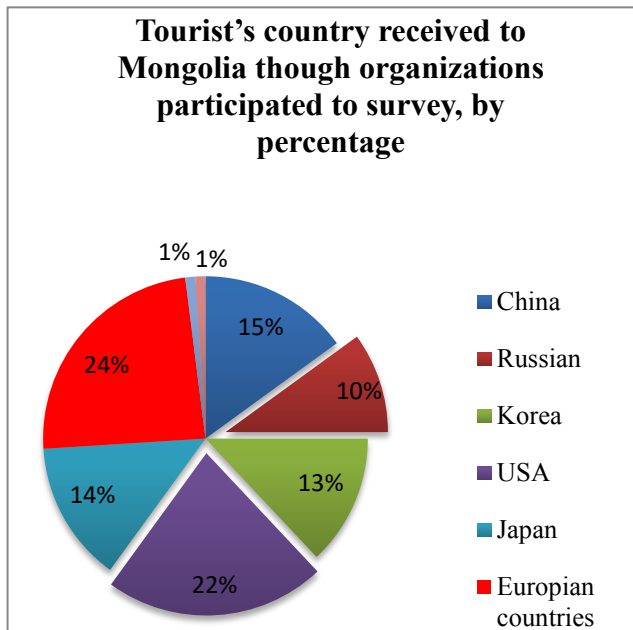
Operating year	Number	Percentage
2-3 year	4	5.41%
3-5 year	10	13.5%
5-8year	6	8.11%
8-10year	10	13.5%
More than 10 years	44	59.5%
Total	74	100%

Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

59.5% of tourism organizations covered by the survey have been operating for more than 10 years in this field, which can be seen as a positive and effective outcome for survey result.

What tourists do you receive from most countries in the world?

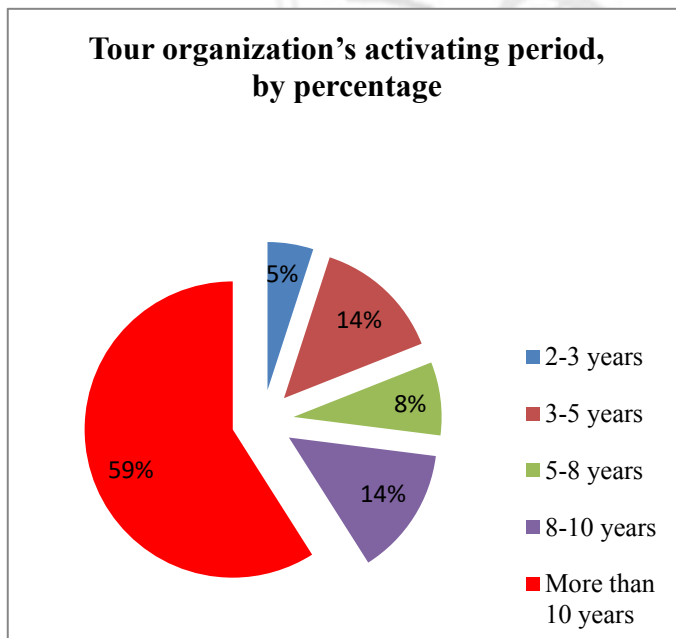
Figure 20. Tourist's country received to Mongolia though organizations participated to survey, by percentage



The countries which tourist are mostly traveled thought the organization participated to the survey.

Source: (Munkhjargal.Ch, Batbold.D, Bolormaa.N, 2018)

Figure 21. Tour organization's activating period, by percentage

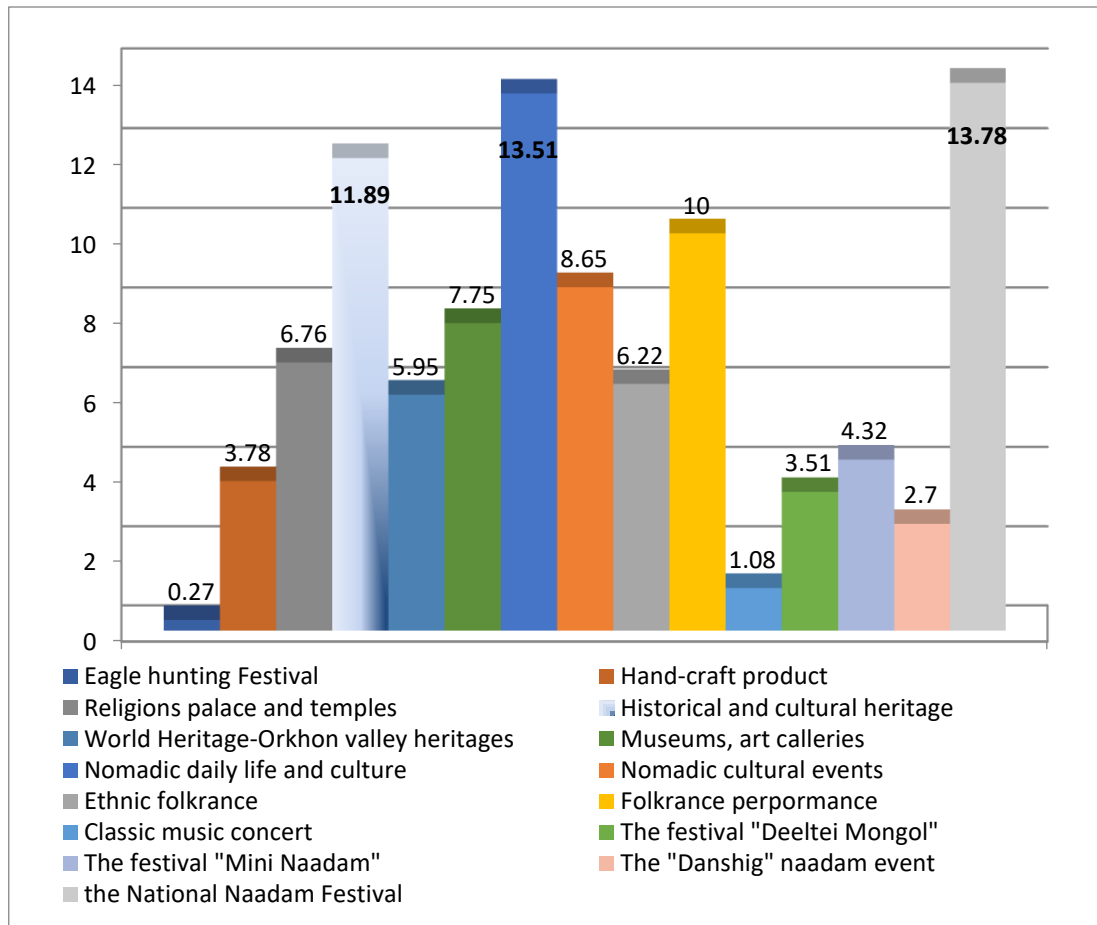


Years which company been operating in the tourism sector

Source: (Munkhjargal.Ch, Batbold.D, Bolormaa.N, 2018)

What is the main thing about cultural integrity, cultural products and elements when your company makes advertisement in abroad?

Figure 22. Cultural integrity, cultural products and elements

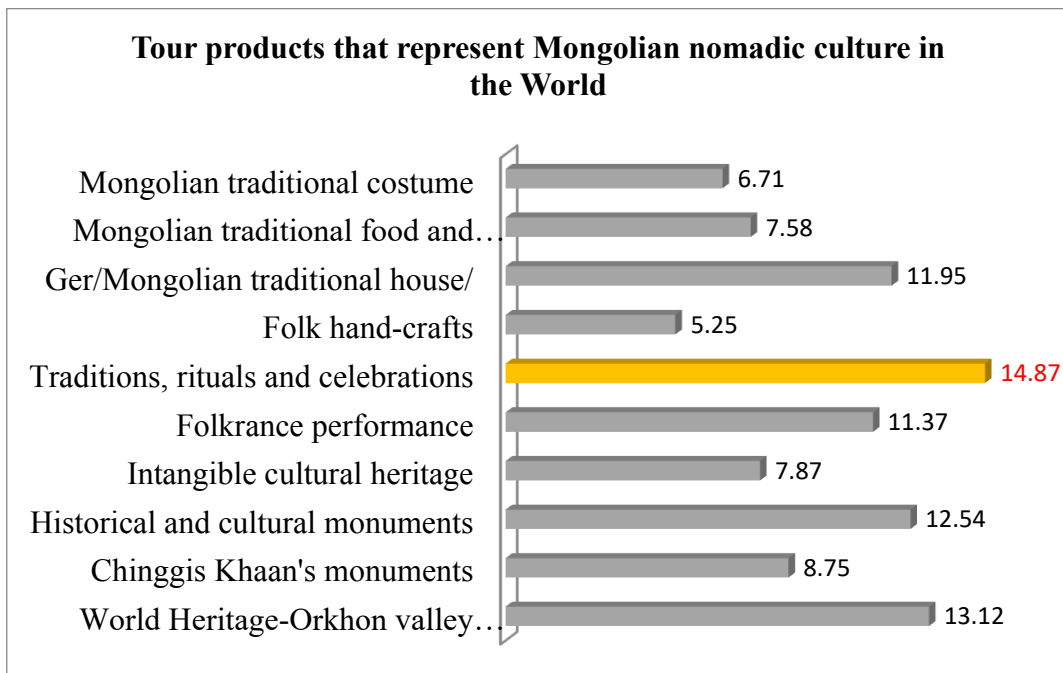


Source: (Munkhjargal.Ch, Batbold.D, Bolormaa.N, 2018)

Above mentioned question's answer can be filled in several scenarios, and a total of 370 answers have been selected. The answer shows that the largest percentage of elements of cultural content that are advertised on foreign markets of companies is Naadam, national festival (13.78%), and second one is nomadic life and behavior (13.51%). It is similar with our opinion that cultural product is possible to be one of the key factors that will make Mongols known to the world.

Which of the following do you weakness ider to be a tourism product that represents the Mongolian culture in the world?

Figure 23. Tour products that represent Mongolian nomadic culture in the World



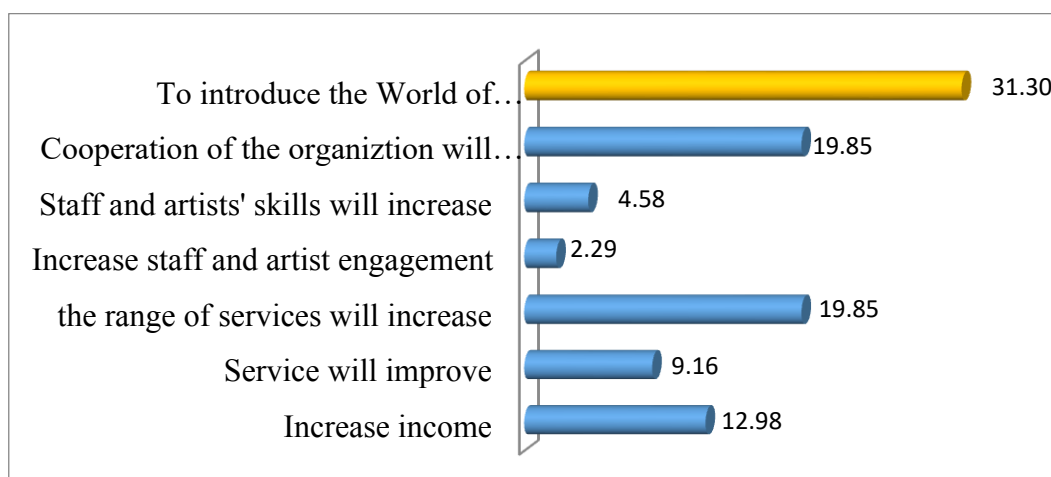
Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The tour operators who conduct tourism generally answered that traditions of Mongolian customs, habit and festivals to be the tourism that represents the Mongolian culture in the world. 13.12% of respondents said that Orkhon Valley cultural heritage registered in World Heritage can be tourism that represents the Mongolian culture in the world. Also, 12.54% of participants said historical and cultural monuments can be tourism that represents the Mongolian culture in the world. The research team is convinced that the value of the heritage will be increase valuable and unique history and culture in the world and the global attention will be paid to the preservation and protection of the species.

Many countries around the world has been developing the high level of tourism in terms of the optimal management of World Heritage sites. Similarly, Mongolia's first heritage site, the Orkhon Valley Cultural Heritage Site and its historical heritage, rich archaeological sites, natural beauty and tourist attractions should be developed as a reference area for cultural tourism in a centralized base.

How do culture, cultural products and cultural tourism development in Mongolia influence for your organization's activities?

Figure 24. Cultural products and cultural tourism development in Mongolia influence

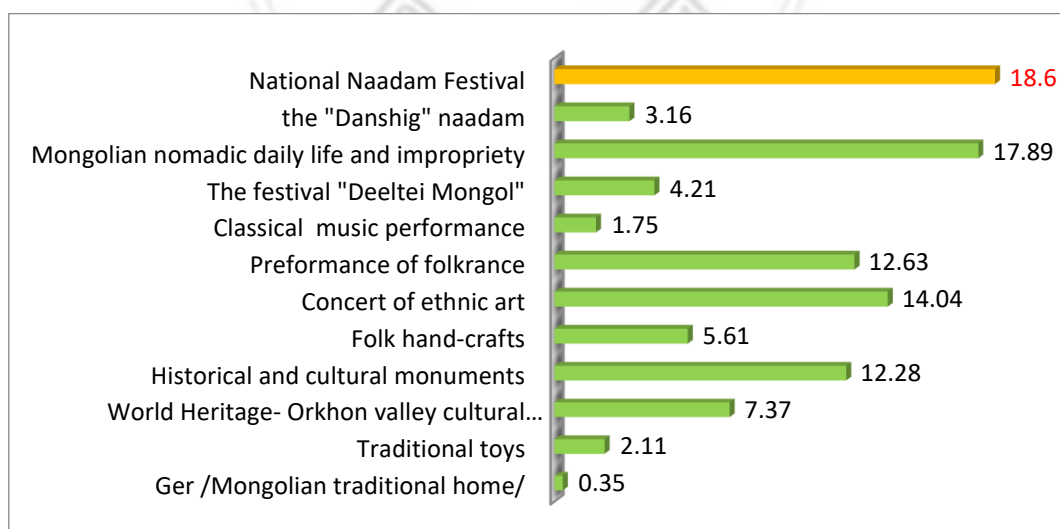


Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The study suggests that tour operators not only see that the development of Mongolian culture, cultural products and cultural tourism will increase their revenue but also they try to develop the Mongolian cultural and artistic outreach rather than make money.

What kind of things have your visitors been interested in when they visit Mongolia?

Figure 25. Mongolian cultural products



Source: (Ch.Munkhjargal, D.Batbold, N.Bolormaa, 2018)

The Naadam, Mongolian National festival, (18.6%), nomadic livelihood and customs (17.8%) and ethnic art performances (14%) are high percentages and overlapping with the results of our research among foreign tourists. The next question

focused to determine which markets are important for advertising and what is the importance thing of Mongolian cultural products. It made based on their work experience, foreign tourists' aspirations and psychology.

Conclusion related with tourism organization

- For 55.4% of tourism organizations covered by the study, tourists received from foreign countries and 59.5% are tour operators with more than 10 years of experience in the tourism industry. It is important to determine the main goals of our research and make a real impact on our result.
- When tour operators are promoting foreign markets in abroad, they use advertise the National Naadam Festival and nomadic lifestyle elements.
- Beyond Mongolian customs, habits and festivals, the World Heritage Sites, historical and cultural monuments are the product of Mongolian culture in the world. Therefore, it is a good idea to offer valuable information to the tourists by enriching the precious valuable cultural heritage sites which registered world heritage and elements of natural heritage and ethnic culture.
- Tour operators have been diversified cultural products based on tourist's interest, satisfaction and market. However, this product almost same which included the National Naadam Festival and nomadic lifestyle, culture and customs. This suggests that Mongolian cultural products should be more diversified in tourism, to advertise and promote.

CHAPTER FIVE CONCLUSION

The objective of this study with subject “To develop the nomadic livelihood tourism as a cultural tourism product” studied the following items.

- To weakness ider nomadic culture as a tourism resource;
- To form the basis for determining nomadic cultural tourism;
- To determine the key markets for nomadic cultures and their future trends;
- To determine adverse effects for nomadic culture, and weakness way to deal such weakness;
- To participatpe nomadic people for tourism area, and to submit plan to minimize adverse impacts;

To confirm these objectives, chapter II explores the theoretical aspects of cultural production, cultural influence, cultural diversity, and weakness idered the researcher’s study to focus for cultural production, tourism industry, and its products, type of classification, study tour service, and tourism impacts on nomadic culture. Inchapter III, in order to describes the current condition of tourism in Mongolia and Southgobi province, described study, presentation, research and book which weakness idered the historical overview of the Mongolian tourism industry and the tourism advantages of Mongolian have been studied by the Mongolian Tourism Association and Tourism Trainer Association. Also, studied survey material described the current and future tourism of the Southgobiprovincetourism on statisticaldata made by tourism agency of Southgobi province, tourism future plan, research of the tour operator companies, and research materials on the distribution of wildlife habitats.

On chapter III also describes the current situation of Mongolian cultural tourism, which attempts to identify types of potential cultural tourism in Southgobi province.

For chapter IV, total of 840 people surveyed which included 500 domestic travelers and 250 foreign touristsof 22countries and 90 employees of 40 tour operators or travel agencies. Results summarized by each target market.

- Cooperate with governmental and non-governmental arts organizations to organize regular activities such as the National Naadam Festival, Nomadic Mongolian Cultural Intangible Heritage Festival, and more.
- 77% of the surveyed people have university degrees and more than half of them travel to Mongolia after traveling abroad. Thus, we should provide true and

important information for travelers when we advertise about the customs, lifestyles, tangible and intangible cultural heritage, values, and values of our country. Also, travel service providers focus on the quality and accessibility of services, incentives to return to them, and to offer multi-select culture recommended program included elements and shows.

- ✓ The study also shows that should establish products which included culture and customs of the nomadic culture and the Mongolian horse riding and also handicrafts are favorable for tourists.
- ✓ One of the interesting findings of the study is that teenagers stated that type of folk and concert maybe possible a product which represent the Mongolia to abroad. It shows that our root culture is attracting to the world's young people and to be a gateway to promoting Mongolia in the world.
- ✓ When tour operators are promoting foreign markets in abroad, they use advertise the National Naadam Festival and nomadic lifestyle elements.
- ✓ Beyond Mongolian customs, habits and festivals, the World Heritage Sites, historical and cultural monuments are the product of Mongolian culture in the world. Therefore, it is a good idea to offer valuable information to the tourists by enriching the precious valuable cultural heritage sites which registered world heritage and elements of natural heritage and ethnic culture.
- ✓ Tour operators have been diversified cultural products based on tourist's interest, satisfaction and market. However, this product almost same which included the National Naadam Festival and nomadic lifestyle, culture and customs. This suggests that Mongolian cultural products should be more diversified in tourism, to advertise and promote.

Finally, cultural tourism is not a type of initially developing tourism product in Mongolia, but it is also limited to the everyday life of nomads and some ethnic groups (such as the Tsaatans, Kazakhs, Tuva, Buriat etc.). Thus, there has evident that we should focus the tour which to introduce nomadic lifestyle as cultural production. Moreover, should continuously develop as cultural tourism product, and also should grow such as type of new cultural tourism for other regions. A new one type of a cultural tour to explore the nomadic daily life is a tour to get acquainted with the culture of the Gobi herder who lives in Mongolian Gobi desert.

Result of the study show that Southgobi province has possible to develop tourism to introduce the camel herders who have a unique image of nomadic herding culture. Because Southgobi province is larger than other provinces, it has a lot of unique natural attractions, and it is the first province in Mongolia by the number of camels. Also South Gobi was the first province in the Mongolian tourism industry, and it will be one big opportunity.



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