

ASSESSMENT OF THE DEVELOPMENT ROUTES POTENTIAL OF DOMESTIC AND CROSS-BORDER TOURISM

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Abstract: In 2018, the Government of Mongolia approved the “Main Tourism Routes” and approved a total of 38 main domestic tourism routes and 17 borders and cross-border tourism routes. The purpose of the study is to conduct a potential assessment, spatial analysis, and comparative analysis of the main tourism routes, and to make policy recommendations based on the results.

Keywords: Tourism, cross-border tourism, route, potential

Introduction

Mongolia's tourism sector accounts for 3.3 percent of GDP, creates 54,000 seasonal jobs (4% of the total workforce), and generates an average of more than \$ 438 million a year for the domestic economy (Bayasgalan 2020).

“ON APPROVAL OF MAIN ROUTES OF TOURISM” Resolution No. 171 of the Government of Mongolia in 2018 approved 38 main routes of tourism in Mongolia and 17 routes of borders and cross-border tourism (The resolution Government of Mongolia (2018). №171 “Main Tourism Routes”). These routes were decided by more than 20 active tourism companies, professional associations and local authorities. The approval of these guidelines means that the Government of Mongolia is officially guaranteeing investment in tourism, opportunities for tourism development in the region in the long and short term, and job cre-

ation. Currently, there is only one international air hub for tourism, and by joining this route, the Government of Mongolia create opportunities to operate international flights to Umnugovi, Khuvsgul, Kharkhorin, Khovd and Uvs.

The purpose of the study this “Assessment of the development routes potential of domestic and cross-border tourism” is to conduct a potential assessment, spatial analysis, and comparative analysis of the main tourism routes, and to make policy recommendations based on the results.

Method

Based on the overlap and length of domestic and cross-border tourism routes, 12 routes (Table 1) from Mongolia's main tourist routes and 9 routes (Table 2) from borders and cross-border tourism routes were selected and the potential assessment was conducted.

Table 1. Mongolian’s main tourist routes

№	Mongolian’s main tourist routes
1	Zamiin-Uud border-Sainshand-Ulaanbaatar city-Darkhan city-Altanbulag border
6	Ulaanbaatar city-Uvurkhangai province-Bayankhongor province-Govi-Altai province-Khovd Province-Bayan-Ulgii province
7	Arvaikheer-Guchin-Uс-Bogd -Khongor river-Bulgan-Dalanzadgad
13	Ulaanbaatar city-Kharkhorin-Tsetserleg-Ikh-Tamir-Tariat-Tosontsengel-Tudevtei-Ulaangom
19	Ulaanbaatar city-Lun-Dashinchilen-Bulgan-Hutag-Undur-Ikh-Uul-Murun-Khatgal
22	Ulaanbaatar city-Bayangol -Darkhan city-Erdenet-Tarialan-Murun-Khatgal
24	Ulaanbaatar city-Chingis city-Choibalsan
26	Jargaltkhaan-Unmudelger-Rashaan Ihad-Uglugchiin kherem-Binderm-Bayan-Adarga-Dadal
28	Chingis city-Batnorov-Norovlin-Bayan-Uul-Bayandun-Sergelen-Choibalsan
30	Choibalsan-Bayan-Uul-Bayandun-Ugtamiin Khiid-Dashbalbar-Mongol Daguur-Khukh nuur-Choibalsan
31	Ulaanbaatar city-Chingis city-Baruun-Urt
34	Ulaanbaatar city-Mandalgovi -Dalanzadgad

Source. The resolution Government of Mongolia of 2018 №171 “Main Tourism Routes”

6	Sumber border-Borshoo border Sumber-Tsagaannuur border Sumber border-Bayankhosu border
7	Bichigt border-Erdenetsagaan Bichigt border-Erdenetsagaan-Matad-Choibalsan-Ereentsav border Bichigt border-Erdenetsagaan-Tamsagbulag-Buir lake-Khalkhgol-Sumber border
10	Gashuunsukhait border-Khanbogd-Tsogtsetsii-Dalanzadgad Gashuunsukhait-Tsogtsetsii-Dalanzadgad-Bayandalai-Noyon-Gurvantes-Shiveekhuren border Gashuunsukhait border-Demchigiin khiid-Khanbogd-Shar tsawiin tsogtsolbor-Ulgii khiid-Ergeliin zoo-Khangai border
12	Burgastai border-Bugat-Altai-Uyench-Bulgan-Bulgan border Burgastai border-Bugat-Tugrug-Sharga-Altai
13	Bulgan border Bulgan border-Uyench-Mankhan-Khovd-Tolbo-Ulgii-Tsagaannuur border Bulgan border-UyenchMankhan-Khovd-Ulgii-Ulaangom-Borshoo border
14	Dayan border-Khurgan lake-Altai tava bogd-Ulaankhus-Tsagaannuur border Dayan border-Ulgii

Source. The resolution Government of Mongolia of 2018 №171 “Main Tourism Routes”

Table 2 Borders and cross-border tourism routes

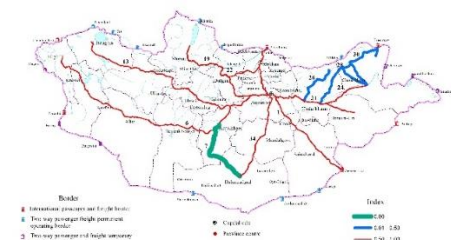
№	Хил дамнасан болон хил орчмын аялал жуулчлалын чиглэл
1	Altanbulag border-Darkhan city-Erdenet city-Bulgan-Tarialan-Murun -Khatgal tosogon-Khankh border Altanbulag border-Sukhbaatar (Selenge)-Darkhan city-Ulaanbaatar city Altanbulag border-Sukhbaatar (Selenge)
3	Ereentsav border-Mongol Daguur-Dashbalbar-Bayandun-Bayan-Uul-Norovlin-Dadal-Ulikhan border Ereentsav-Dashbalbar-Bayandun-Bayan-Uul-Ulikhan border Ereentsav border-Choibalsan-Khavigra border Ereentsav border-Choibalsan-Biur Lake-Khalkh river-Sumber border
4	Khavigra border-Choibalsan-Tsagaann-Ovoo-Norovlin-Dadal Khavigra border-Choibalsan-Bulgan-Khulunbiur Khavigra-Choibalsan-Matad-Baruun-Urt-Erdenetsagaan-Bichigt border

When we were conducting the potential assessment, the routes are evaluated by 18 indicators (Table 1) and assessed with scores, from which the arithmetic $AM = \frac{\text{Total score}}{n}$ is calculated and the index $\frac{X1 - \text{Minimum value}}{\text{Maximum value} - \text{Minimum Value}}$ is calculated from the arithmetic mean, and mapped using ArcGis software.

Results

We have considered overlap, route length and scope of the total of 38 main domestic tourism routes, from which 12 routes were selected, and conducted a potential assessment (Picture 1).

Picture 1. Mongolian's main tourist routes



Source. The resolution Government of Mongolia of 2018 №171 “Main Tourism Routes”

The potential assessment of the selected routes shows that 8.3 percent are weak, 25 percent are moderately, and 66.7 percent are good (Figure 1). The potential assessment of the main tourist routes passing through the central region of Mongolia is good, the potential assessment of the main tourist routes passing through the eastern region is moderately, and the potential assessment of the main tourism routes passing through the southern region is weak.

Picture 2. Borders and cross-border tourism routes

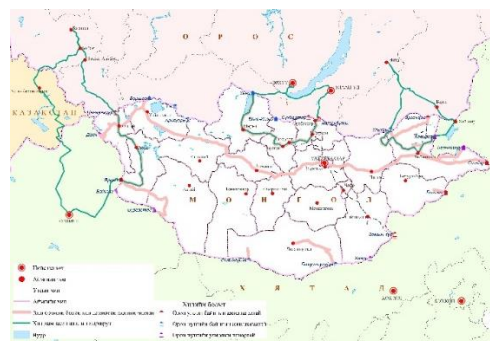


Source. The resolution Government of Mongolia of 2018 №171 “Main Tourism Routes”

We have conducted potential assessment on 9 routes selected from 17 over and cross-border tourism routes (Figure 2). Seeing the potential assessments on the selected routes, 22.2 percent are weak, 55.6 percent are moderately, and 22.2 percent are good (Picture 2). The potential assessment on the main tourist routes passing through

the central region of Mongolia is good, the potential assessment on the main tourist routes passing through the western and eastern regions is moderately, and the potential assessment on the main tourism routes passing through the southern region is weak.

Picture 3. Borders and cross-border tourism routes



Source. The resolution Government of Mongolia of 2018 №171 “Main Tourism Routes”

Tourism routes around the border are moderately in the western and eastern regions, and it is necessary to pay special attention to develop these destinations and routes. The development of these routes will create tourism route through the three countries surrounding the Great Altai in the western region, the tourism route through Golden Triangle /Altan Gurvaljin/ or Chita city, Borzov city, Khailaar city and Choibalsan city in the eastern region, and circle shaped tourism route around border line in the northern part of the Khuvsgul-Baikal tourist district (Picture 3).

Conclusion

When coinciding the potential assessments on Mongolia's main tourism routes, tourism routes around border and cross-border tourism destinations, and the potential assessment ranks good in central

Mongolia, moderately in the west and east, and weak in the south. When potential assessment on above routes are moderate and weak, it may influence that low score of indicators such as whether passing through State Special Protected Areas and World Heritage Sites, the number of tourist camps, whether passing through major cities and whether passing through region with airport.

It is necessary to develop tourism destinations and routes in the west and east. The development of these routes will create the tourism route through the three countries around Great Altai in the western region, a tourist route through Golden Triangle /Altan Gurvaljin/ or Chita city, Borzov city, Khailaar city and Choibalsan city in the eastern region, and circle shaped tourism route around border zone in the northern part of the Khuvsgul-Baikal tourist district. Good potential assessment on the routes passing through Ulaanbaatar is due to the location of the International Airport, the increase in the number of sightseeing and sites for tourists around the Ulaanbaatar, and the consequent increase of service centers that serve and allow tourists.

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