THE 12TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Tourism and Technology

Mr. Gerelsaikhan Tsolmon
Department of Tourism Policy Coordination
Ministry of Environment and Tourism
<table>
<thead>
<tr>
<th>STRENGTH</th>
<th>WEAKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increasing usage of the internet</td>
<td>• Lack of human resources to maintain/keep up</td>
</tr>
<tr>
<td>• Government support to IT in tourism sector</td>
<td>• Lack of funding in online marketing campaigns</td>
</tr>
<tr>
<td>• Web based platforms save time and energy</td>
<td>• Lack of awareness in how to use IT in tourism</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reaching to the consumers directly (blog, TripAdvisor)</td>
<td>• Negative image spread unmanageably</td>
</tr>
<tr>
<td>• Consumers satisfaction increase (tourist info applications)</td>
<td>• Difficulty to stand out from too much information – web site – SEO</td>
</tr>
<tr>
<td>• Local people enabled to earn income (via Uber &amp; Air BnB)</td>
<td>• Some technologies bad for traditional business models (OTA)</td>
</tr>
</tbody>
</table>
Ministry of Environment and Tourism + Tourism Development Center

• National policy, legal framework
• National Branding – Mongolia. Nomadic by Nature
• Promotion of Mongolia as a tourism destination – www.Mongolia.travel portal site
• Promotion of Regions – Master plans for provinces, regions

National Tourism Association and Tour operators

• Marketing and Promotion of tourism products

International organizations – UNWTO, PATA, GSTC etc.

• Tourism and Sustainability
• Global Code of Ethics for Tourism
• Advocacy, research on ‘technology in tourism’
Key Regulatory and Policy Initiatives, Strategies, Programmes

National Tourism Development Programme:
- Travel facilitation – e-visa
- Innovative technologies in tourism marketing and promotion
- Innovative technologies in tourism database

Tourism legislation
- Regulations on Online Travel Agencies

How the community can benefit from tourism using innovative technologies?
The train has already left ...