

## **19. PRIORITY PROJECTS**

### **19.1 Priority Project Packages**

14 public and 5 private initiatives are selected for the priority projects on the basis of the results of Chapter 17 and summarized below.

#### **B PUBLIC SECTOR PROJECTS**

##### **1 Culture Tourism Enhancement**

- B-1 Improvement of Bogd Khaan Museum**
- B-2 Mongolian Culture Park**
- B-3 Erdenezuu Surrounding Improvement**
- B-4 Harhorin Visitor Center**

##### **2 Development of Gateway Tourism in UB**

- B-5 UB Tourist Trail Development**
- B-6 UB Tourist Street**
- B-7 UB Souvenir Visitor Center**

##### **3 Nature Tourism Development**

- B-8 Terelj Visitor Center**
- B-9 Govi Visitor Center**
- B-10 Bird Watching Site Preparation**

##### **4 Others**

- B-11 Harhorin Tourist Road**
- B-12 Traffic Sign Facilities along UB-Harhorin Highway**
- B-13 Upgrading of Major Spas**
- B-14 Loan Facility for Tourism Private Sector**

#### **C PRIVATE SECTOR PROJECTS**

- C-1 Rest Areas along UB-Harhorin Highway**
- C-2 Upgrading of Ger Camp**
- C-3 South Govi Air Strip Improvement**
- C-4 Sporting Activities Strengthening**
- C-5 Horse Park**

## **19.2 Culture Tourism Enhancement**

### **B.1 Improvement of Bogd Khan Museum in UB**

#### **1) Justification**

Although the Bogd Khan Museum is the main attraction in UB city tourism, several difficulties in the protection and preservation of these unique historical monuments are troublesome for tourism promotion:

- (1) The foundations of the Winter Palace and the costume storage building were heavily damaged with fungus; the wooden sections of the walls were removed; and the stairs and floors are loose. So they can not support heavy loads.
- (2) The posts of the outside wooden palisades have become rotten, lean to one side and are in danger of collapsing and can not protect the museum from fire and theft.
- (3) The outside paint of the temples has faded and their covered whitewashes have fallen off, so the unprotected frame wood has deteriorated. Grass is growing on the roofs of some buildings and rainwater is seeping in. The around of the bell is leaning and is in danger of falling down.
- (4) The unique museum collection of thousands of objects without proper storage will fade in color and form and become damp and damaged by fungus.
- (5) A lack of a comfortable place for the museum workers causes problems.
- (6) The museum has no hot and cold water or modern toilet, with only a latrine.
- (7) The inside and outside museum facilities are poor. There is no information board with an introduction for foreign tourists.
- (8) The museum management, organization and specialists' skills are poor.
- (9) The museum security is poor. In recent years frequent thefts have taken place.
- (10) Individual sellers carry out their business inside and outside of the museum in a disorderly fashion.

#### **2) Project Objectives**

- To improve the preservation and protection of the cultural monuments.
- To improve the working conditions and inner work of the museum workers.
- To attract more interest of audiences and tourists.
- To provide modern services.
- To provide more information to audiences.
- To improve the comfort outside and inside the museum and display information regarding the museum.

#### **3) General Description**

The following is planned to achieve the above-mentioned objectives:

- (1) To repair the Winter Palace and costume storage buildings.
- (2) To repair and restore the palisades.
- (3) To rebuild the service, office and storage buildings.
- (4) To improve the inside and outside museum pavement, floors and squares.
- (5) To restore the temples.
- (6) To make the information boards.

#### 4) Project Components (Figure 19.2.1)

##### (1) To restore the Winter Palace and costume storage buildings

- The foundation, clay walls, roof and wooden sections of the Winter Palace have deteriorated, so the building will be torn down and rebuilt.
- The exterior of the building will be kept in its original form and design but its interior will be fully reconstructed. The stairs and halls along the audience route will be enlarged and renewed.
- Besides the building repairs, the engineering system will be changed and renewed and a security and an alarm system will be installed.
- To make the Winter Palace a museum with the conditions meeting those of a modern museum.
- To display the unique and rare objects of the museum collection in the Winter Palace and to enrich their display.
- The foundation and wooden sections of the costume storage building are so deteriorated that it is impossible to use the building in the future, so it will be torn down and a new building will be built in its place according to its original design. There will be rooms for guards and guides, and a ticket office as shown in Figure 19.2.2.

##### (2) To Restore the Palisades

- To replace the outside wooden palisade with a new wall.

The Bogd Khan museum was once surrounded by a wall and later had the wooden palisade. Today the pillars and wooden parts have rotted and lean to one side, so it can not protect the museum from theft and fire risks. The outside wooden museum palisade will be replaced near the first wall. The palisade length is 500 m.

- To restore the old wall

There is an old clay wall surrounding the temples inside the wooden palisade. Its foundation did not deteriorate but its appearance has worsened and the clay wall has fallen. Therefore, it is necessary to restore it together with the temples. The wall length is 250m and its height 2.75m with a thickness of 0.6m.

- To restore the palisade and wall gates

During the restoration of the palisades and wall surrounding the museum it is necessary to restore their gates. The wooden pillars of the gates lean due their deteriorated state. There are 5 tower gates excluding the An-Din-Men gate.

- Building new gates.

The gate between the Winter Palace and the Makhranz Temple does not have a purpose and is very low to pass through. Therefore, the height of this gate and the next one will be changed to suite the architecture of the same higher gates.

- To restore the wooden palisade

The 175m long wooden palisade surrounding the tower gates at the southern part of the Winter Palace has deteriorated and is impossible to use for much longer. So it is necessary to rebuild a new one.

##### (3) To Build a New Service, Office and Storage Building.

A new service, office and storage building will be built at the same site (620.5 square m) of the present office building as shown in Figure 19.2.3. The building will be built following the

same design of the building which was located here about 1911 and will be enlarged to the north.

- There will be a 100 square m souvenir shop, a 44 square m tea shop with a corridor and toilet rooms in the southern building.
- There will be 3 rooms, 123.75 square m, for specialized museum storage and a corridor connected with the southern and northern buildings.
- There will be a finance and director's office, research and storage workers' rooms as well as restoration room and lecture hall in the northern building.

**(4) To Improve the Inside and Outside Museum Pavement and Squares**

- To restore the old pavement. 20 % of the old blue brick pavement, 180 square m, was heavily damaged, so it will be restored.
- To make the new pavement and squares. To build the new squares in front of the Makhranz temple, service building and costumes storage building where the audience gathers and to improve the walkway connecting them.
- To improve the green area and to plant trees and flowers.
- To install comfortable benches for the audience and tourists along the walkways and squares.
- To expand the parking lot.
- To install indoor and outdoor lighting.

**(5) To Restore the Temples**

- To restore the inclined parts of the temples.
- To straighten the inclination of the Lavrin and Jin bell temples and to strengthen them.
- To restore all temple roofs and their exteriors. Four temples have tile roofs and the other temples and tower gates have iron roofs. The iron roofs are rusted and worn through so they leak. They will be entirely repaired. The paint on the sun sides is heavily faded and has become white. Painting will be carried out on all temples.
- To replace the decayed and rotted sections. Fungus grows under the floor of the Lavrin and Naidan temples so their floors are decayed and broken. The fungus will be eliminated. The decayed and damaged parts will be changed.
- To restore the tower gates and their pillars.
- The gate inclines and the ground near the pillars is in poor condition due to the deterioration of the pillars of the tower gate. So they will be repaired and the exterior will be restored.
- To repair the electrical lines of the temples. The electrical lines of the temples will be replaced.

**(6) To Make the Information Boards**

- To make a large board for the outside of the museum. The board will be suited to the architectural environment and similar to the tower gate. The route to view the museum and the information board will be in English and Mongolian.
- To make an information board and signs inside the museum walls.
- To place small information boards explaining the architecture and other monuments in the museum near the monuments with arrows and signs indicating the direction of the route. The explanations of the objects will be done in English and Mongolian.

**5) Cost Estimates**

- To restore the Winter Palace \$ 0.57 million

- To restore the costume storage building \$ 0.05 million
- To restore and renew the palisades and walls \$ 0.05 million in total
- To build a new service, office and storage building: \$ 0.26 million
- To improve the interior and exterior museum pavement and squares \$ 0.03 million
- To restore the temples \$ 0.52 million
- To make the information boards \$ 0.01 million
- Total Cost: \$ 1.49 million

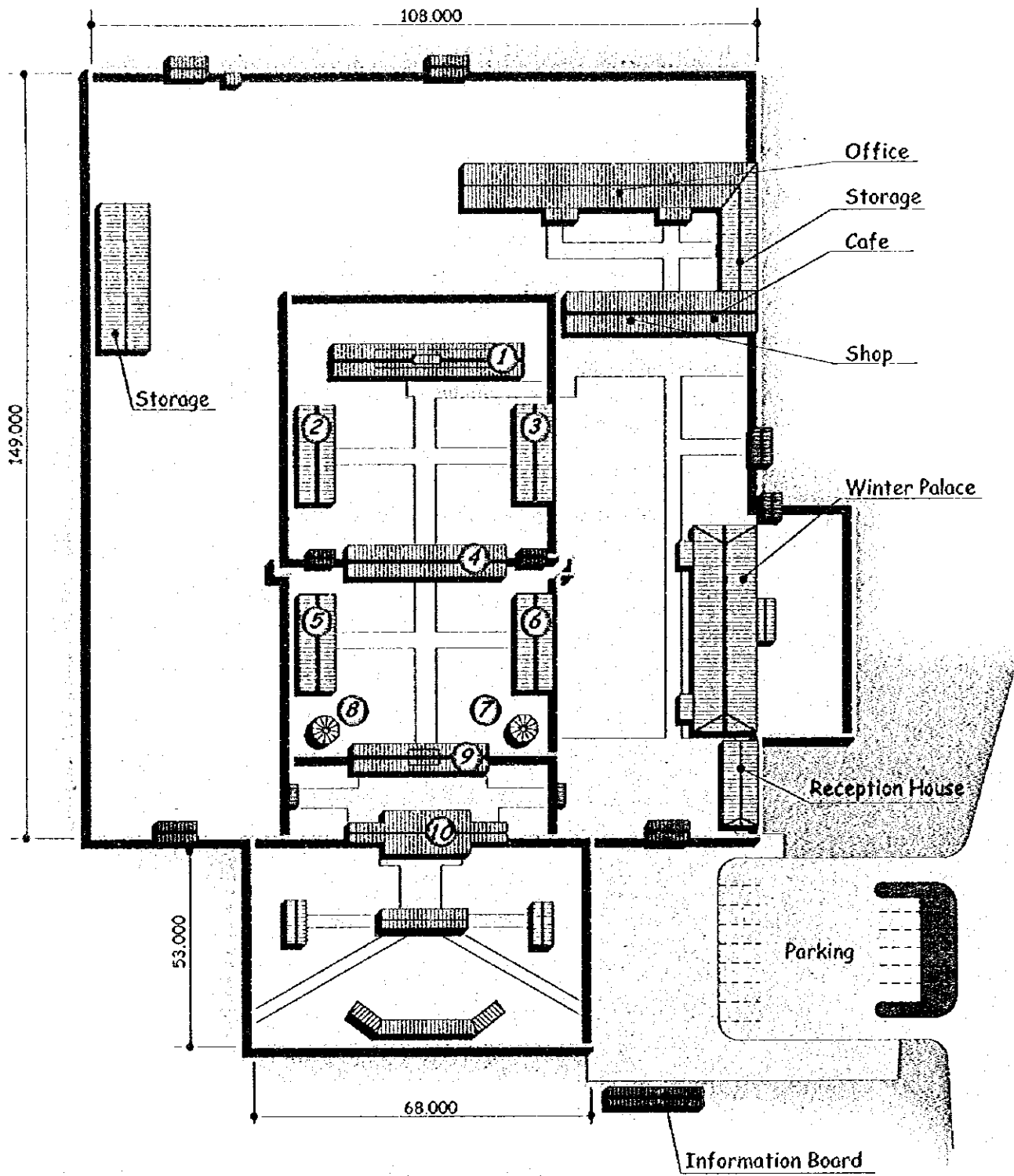
#### **6) Executing Agency and Implementation Structure**

The Ministry of Science, Technology, Education and Culture of Mongolia will lead the project with the cooperation of NTC. Under the guidance of the Ministry, The Board of Culture and Arts and some selected companies will do the work. The Mongolian restoration organizations can carry out construction of new buildings and walls and improve the pavement and squares, but highly-qualified foreign restoration managers must conduct the restoration work of the temples. The Mongolian specialists must be trained.

#### **7) Proposed Implementation Schedule**

Improvement of Bogd Khan Museum will be conducted from 2001 to 2005.

# BOGD KHAN MUSEUM



- 1 Lavrin Temple
- 2 Temple of Many Gods
- 3 Lobrary Temple
- 4 Naidan Temple
- 5 The Temple Paintings
- 6 The Temple Appliques
- 7 Jin Bell Tower
- 8 Jin Drum Tower
- 9 Mahrajs Temple
- 10 An Din Men Gate

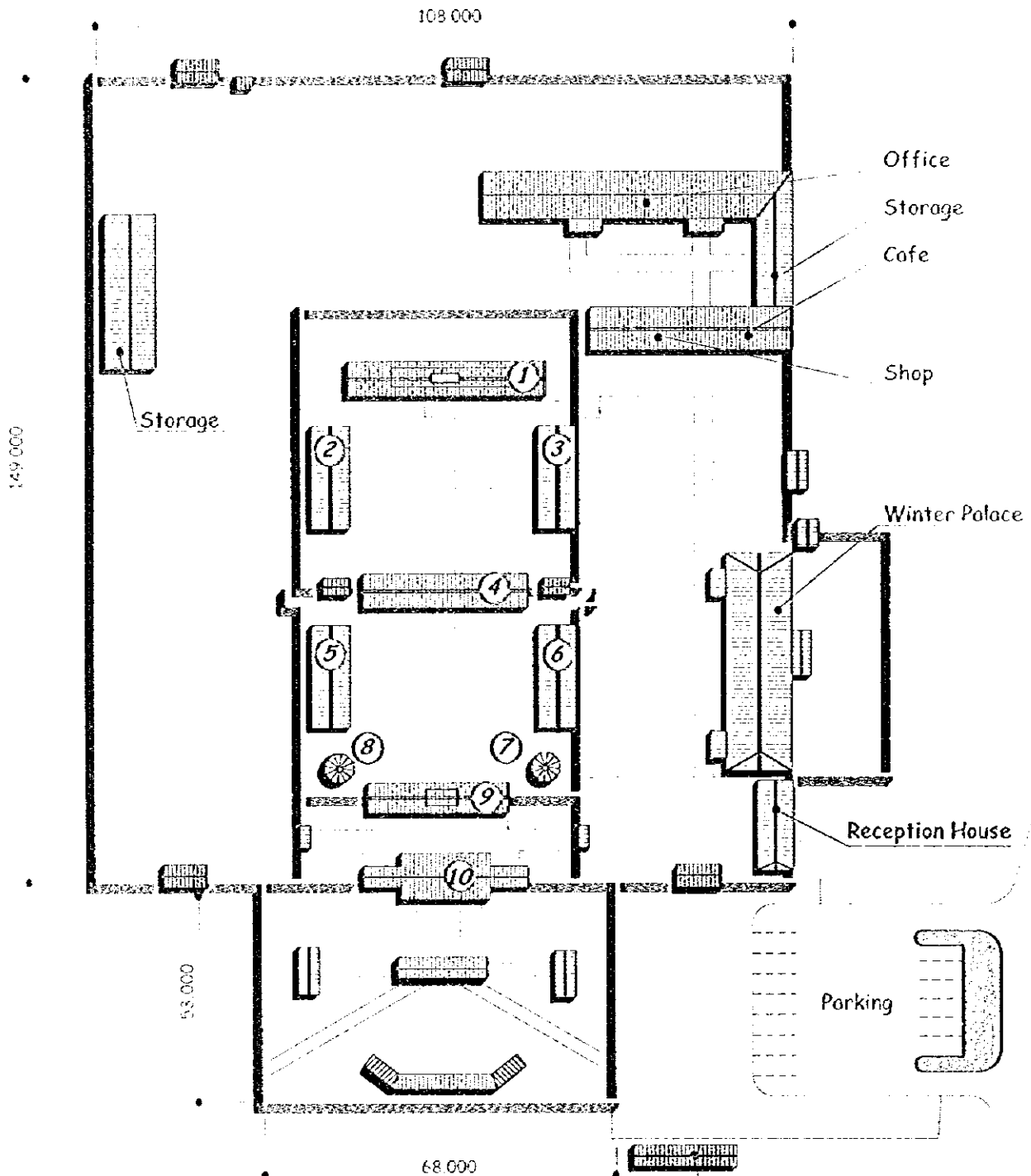
- New Plaza & Walk Way
- Old Walk Way
- Fence (Podisales)

MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA  
 JAPAN INTERNATIONAL COOPERATION AGENCY(JICA)  
 THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA

**Figure 19.2.1**  
**Improvement Plan of Bogd Khaan Museum**

PADECO Co., Ltd./Nippon Koei Co., Ltd.

# BOGD KHAN MUSEUM



- 1 Lairin Temple
- 2 Temple of Many Gods
- 3 Lobrony Temple
- 4 Naidon Temple
- 5 The Temple Paintings
- 6 The Temple Appliques
- 7 Jin Bell Tower
- 8 Jin Drum Tower
- 9 Mahrajs Temple
- 10 An Din Men Gate

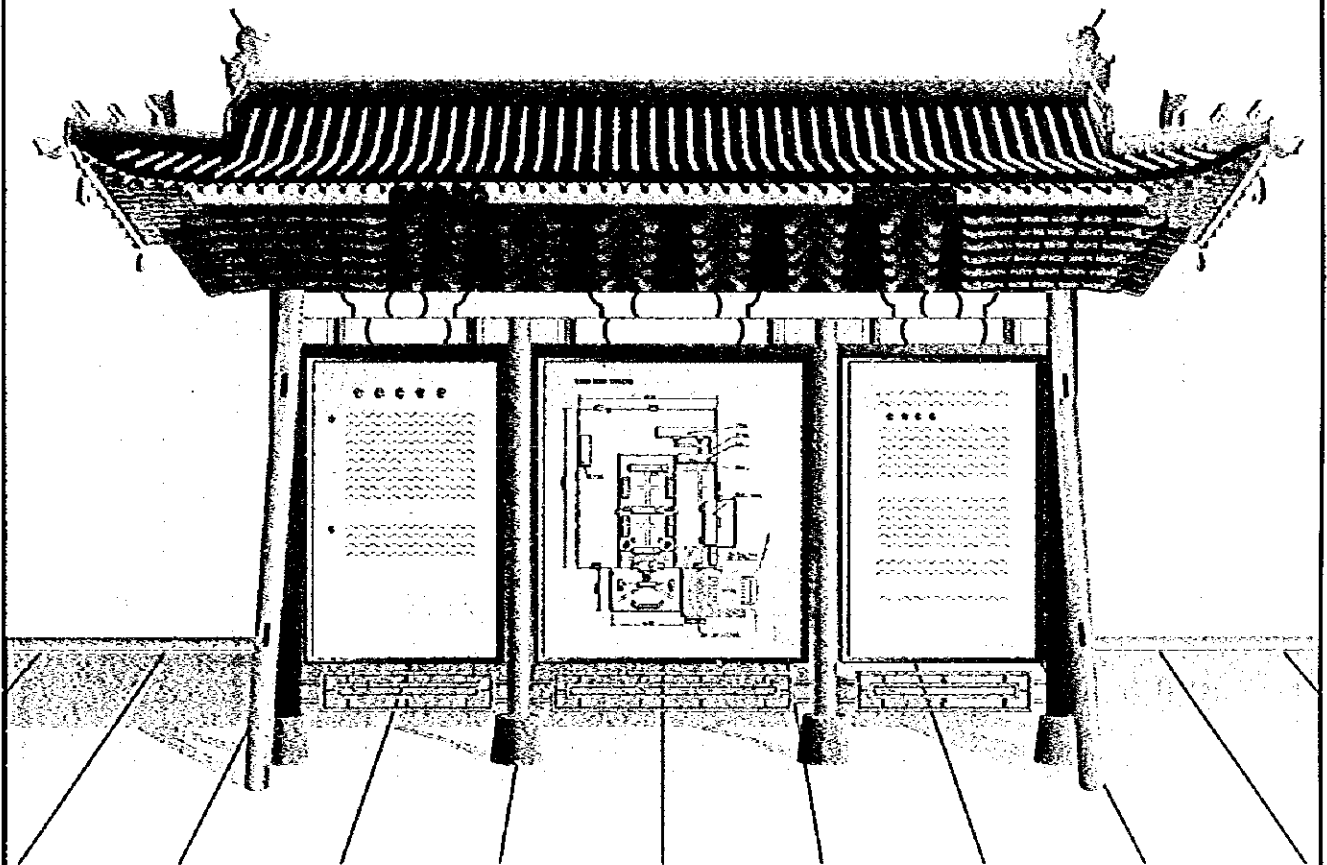
- New Plaza & Walk Way
- Old Walk Way
- └ Fence (Podisales)

Information Board

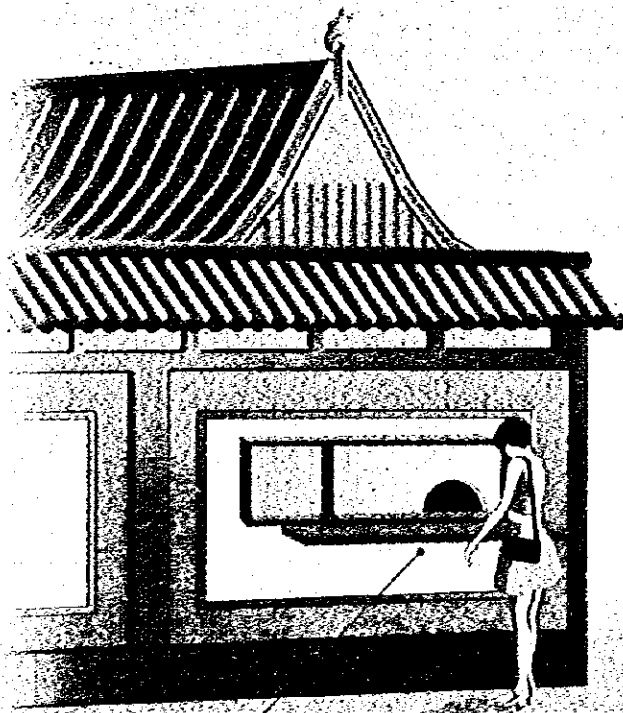
<p>MINISTRY OF INTERIOR AFFAIRS DEVELOPMENT MONGOLIA                  JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)</p> <p><b>THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA</b></p> <p><b>Figure 19.2.1</b>  <b>Improvement Plan of Bogd Khan Museum</b></p> <p>PADECO Co., Ltd./Nippon Koei Co., Ltd.</p>
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# BOGD KHAN MUSEUM

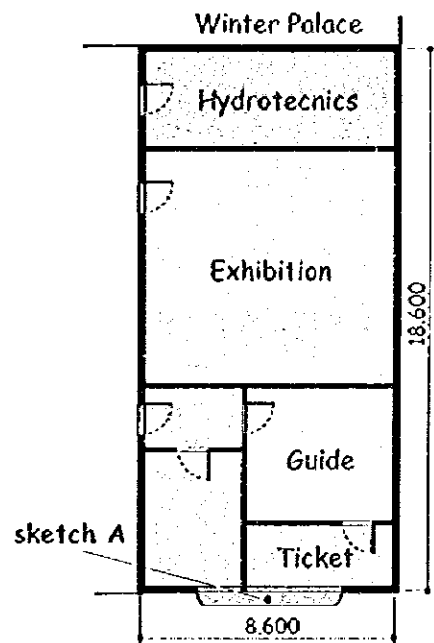
## ○ INFORMATION BOARD ○



## ○ RECEPTION HOUSE ○



sketch A



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 DEVELOPMENT IN MONGOLIA

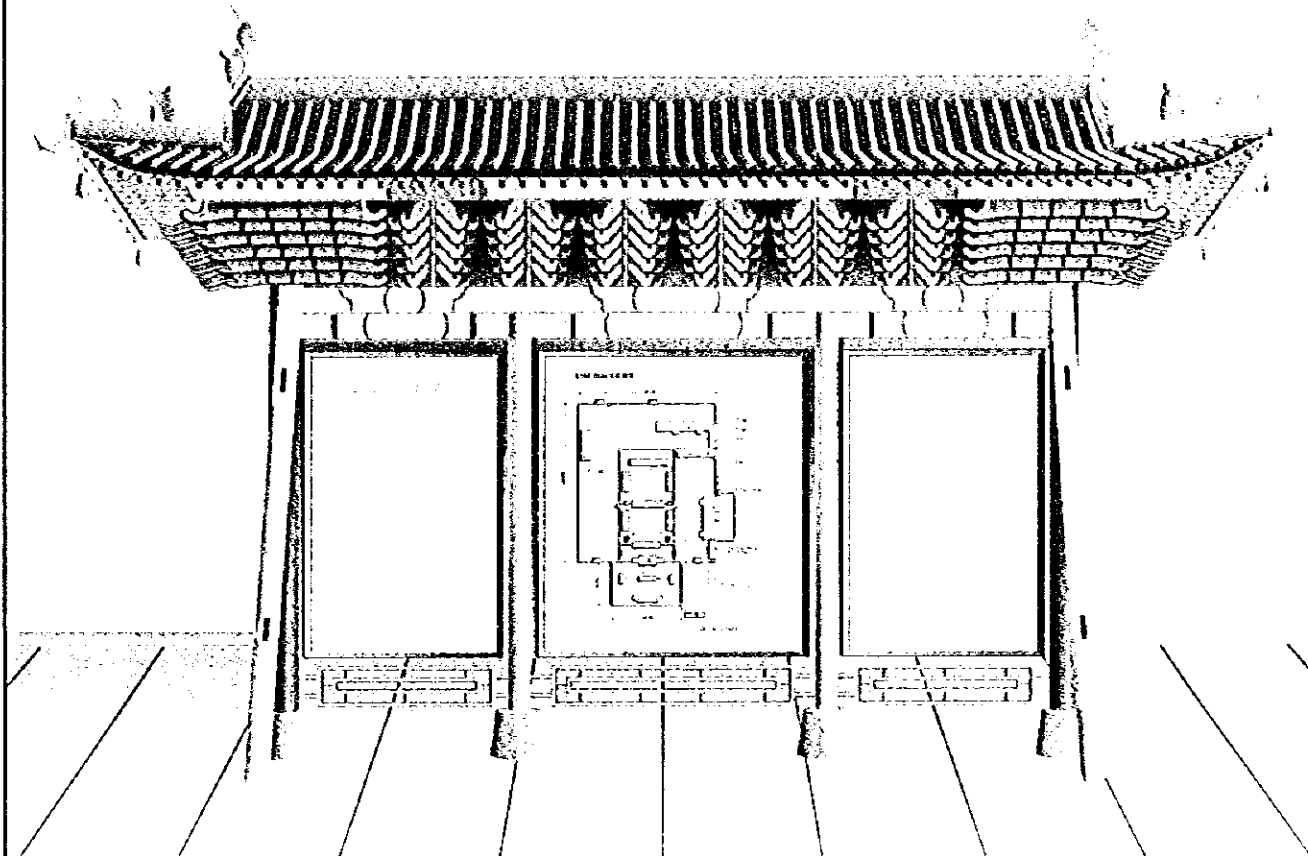
Figure 19.2.2  
 Plan of Information Board and  
 Renewal Plan of Ticket Building

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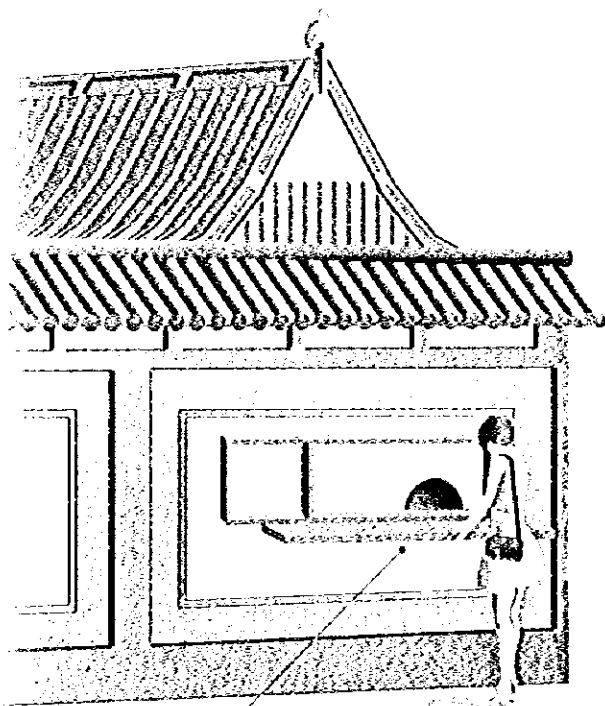


# BOGD KHAN MUSEUM

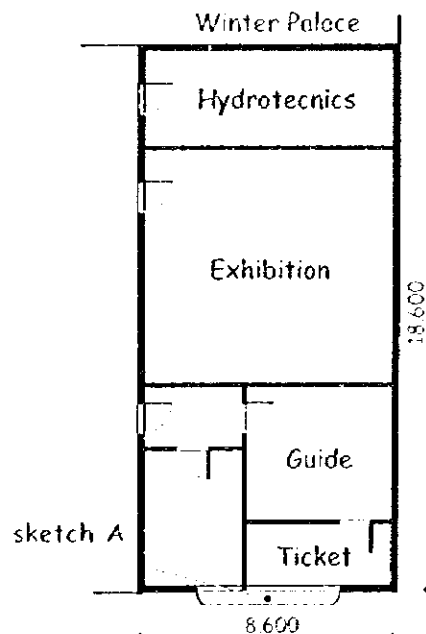
## ○ INFORMATION BOARD ○



## ○ RECEPTION HOUSE ○



sketch A



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 DEVELOPMENT IN MONGOLIA

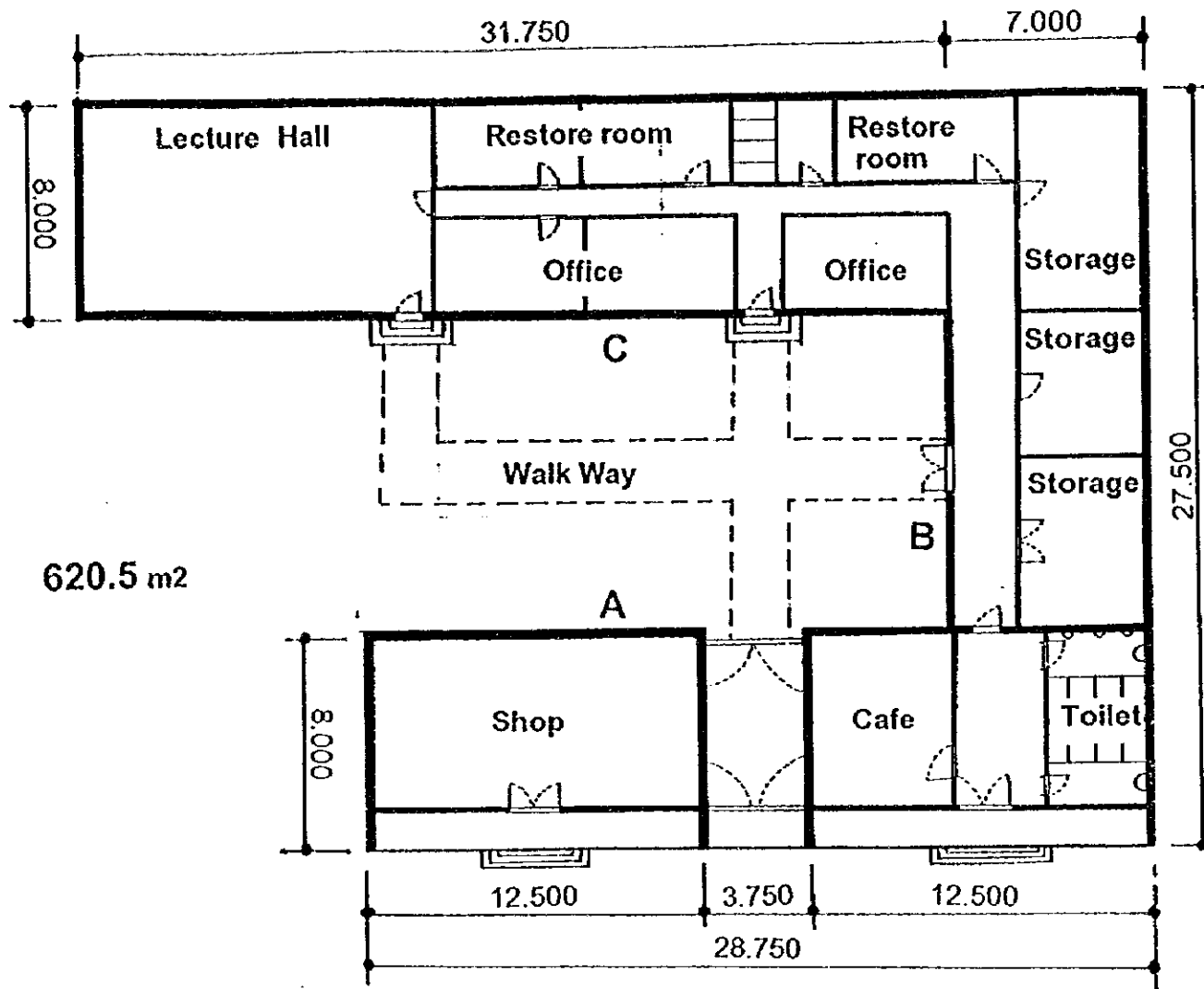
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PADECO Co., Ltd./Nippon Koei Co., Ltd.

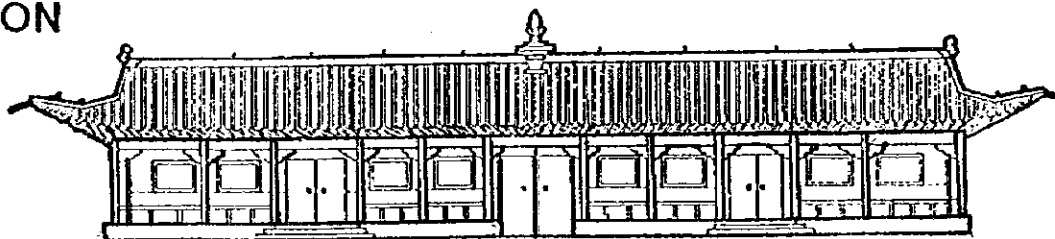
Final Report, July 1999

# BOGD KHAN MUSEUM

1:250



## ELEVATION



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THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA
Figure 19.2.3
BOGD KHAN MUSEUM
PADECO Co., Ltd / Nippon Koei Co., Ltd.

## B.2 Mongolian Culture Park

### 1) Justification

Mongolian ancient culture still continues, but it has begun to fade because the life of herdsmen around the towns and settlements has started to become urbanized. Although a lot of foreign and domestic tourists desire to learn about the Mongolian original nomadic culture and life, there is no museum to provide such information in Mongolia. The Mongolian Culture Park must be closely connected with nature and real life so visitors can touch, hold and use things, making the museum more interesting.

### 2) Project Objectives

The objectives of building this culture park is to learn about the history and features of the nomadic culture of the Mongolian people and to see or experience the actual life of people in their typical home of ger. Thus, the character of the facility is an Outdoor Museum of the Mongolian People.

### 3) General Description

This culture park of Mongolian nomadic culture should contain the following characteristics;

- The museum will be connected with its surroundings.
- The museum will show the nomadic culture and customs.
- The museum will show the diverse characteristics of nomads from different areas of Mongolia.
- Some parts of the Museum will be connected with real life experiences.
- The museum will give the opportunity to visitors to use the objects and participate in real life experiences.

### 4) Project Components

The location of the culture park is selected, 35 km west of UB, where a vast steppe spreads out and not a few cattle breeders are existing. The facility is mainly composed of Gers: A symbolic Ger in the center surrounded by 7 big Gers representing seven typical races in Mongolia, Halh, Buriad, Torguud, Darhad, Zahchin, Kazak, and Urianhai as shown in Figure 19.2.4 – 19.2.6. Racial history, climate, life style, etc. will be presented in the Gers.

On the fringe, there are middle sized Gers which have exhibits grouped by theme, the clothes of Mongolia, Musical Instruments of old Mongolia, Horses and the People of Mongolia, for example. Small Gers, which show the actual size of Gers used by people in the countryside, will also be developed. Small Gers are also used for souvenir shops, cafés and rest areas.

At the rear of the symbolic Ger is a permanent construction, The Central Museum, where some large or precious things are exhibited and where Audio-Visual presentations are given. Toilets, offices, cafés and storage areas are also located in this building.

Visitors will observe and participate in nomadic life in the nomad's gers located on the outskirts of the cultural park. Because the distance from the cultural park to the nomad's Gers is as far as 1.5~3.0 km, a horse or horse driven cart or camel driven cart will be available to guide and carry visitors.

Cattle raisers are not bound to the facility throughout the year, but are contracted for certain terms

in the year to stay near the park to show visitors their actual life. In other terms, they are free to move about depending on the grass conditions nearby.

**5) Cost Estimate**

The construction cost is estimated at approximately \$2.9 million.

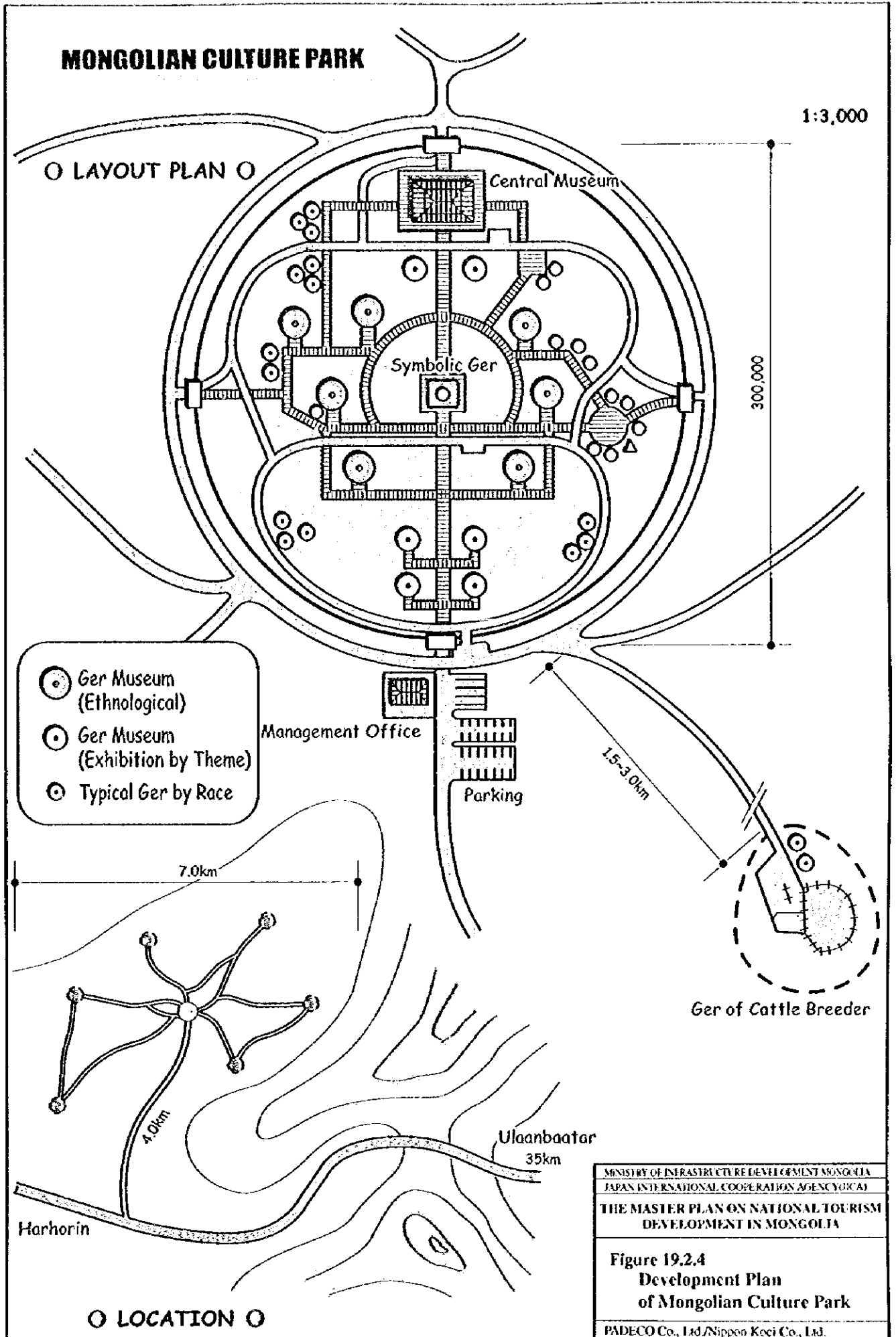
**6) Executing Agency and Implementation Structure**

NTC will implement the Mongolian Culture Center with the cooperation of MOSTEC. The operation and maintenance work will be sublet/subcontracted to the private initiatives.

**7) Proposed Implementation Schedule**

The Mongolian Culture Park plans to be in operation by the year 2003.

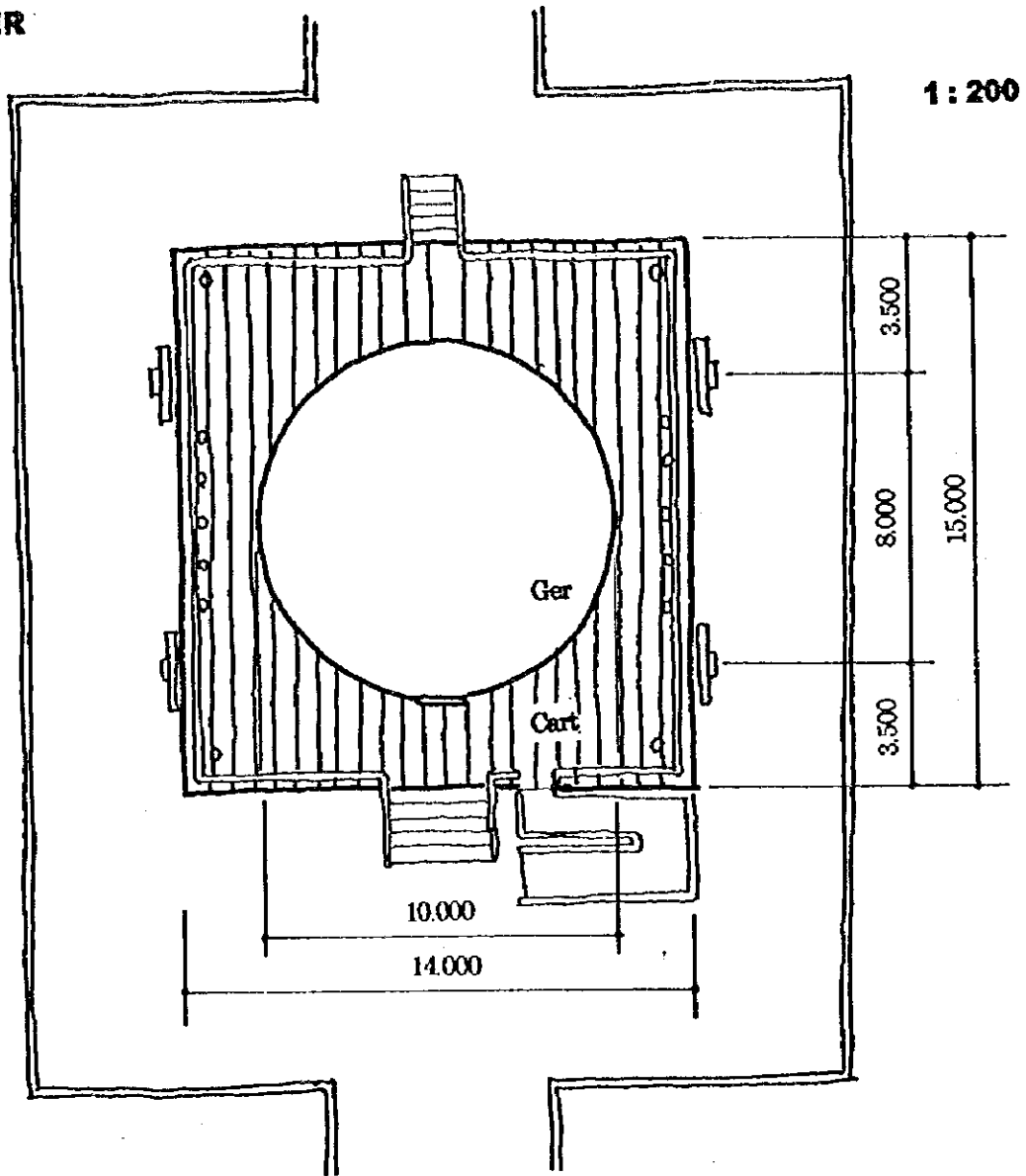




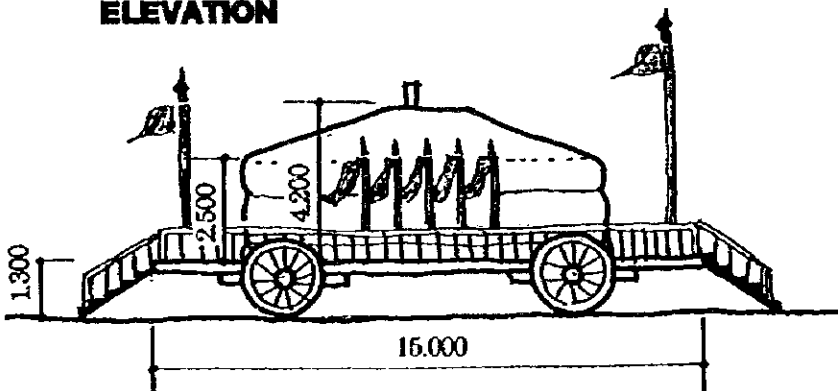
# MONGOLIAN CULTURE PARK

## SYMBOLIC GER

PLAN



ELEVATION



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Figure 19.2.5 Mongolian Culture Park Symbolic Ger
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**■ MONGOLIAN CULTURE PARK**

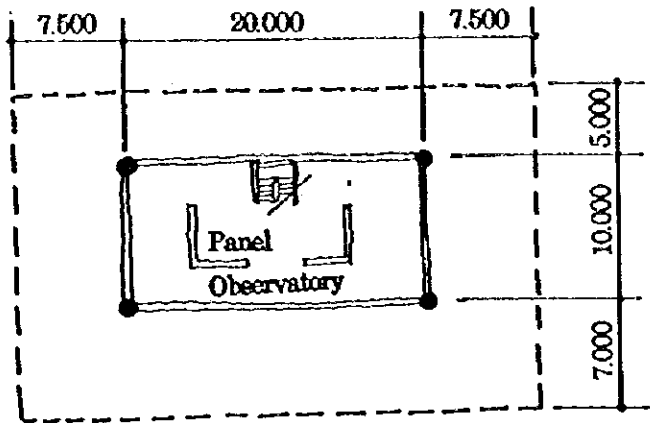
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**CENTRAL MUSEUM**

**PLAN**

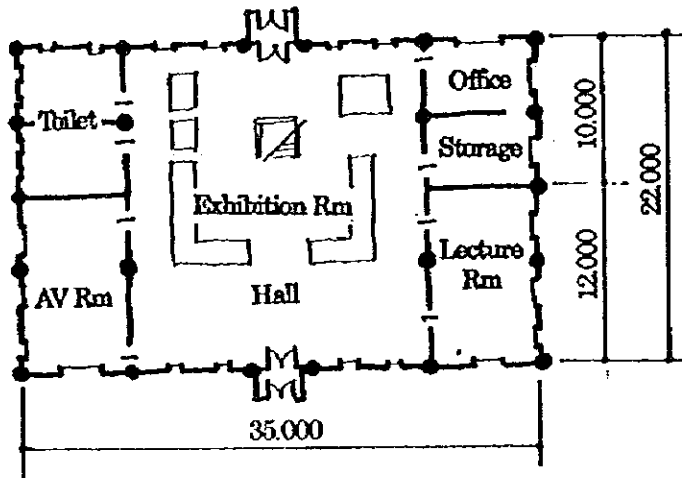
2nd Floor

200 m<sup>2</sup>

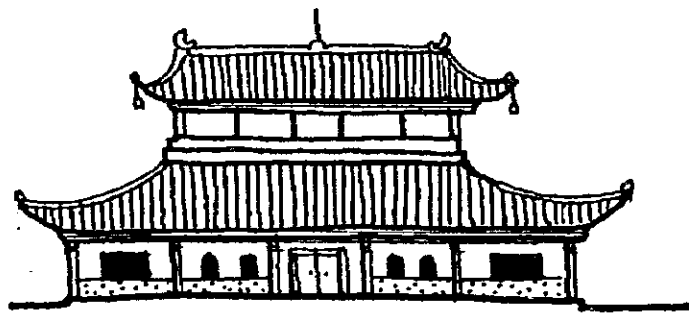


1st Floor

770 m<sup>2</sup>



**ELEVATION**



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<b>Figure 19.2.6</b> <b>Mongolian Culture Park</b> <b>Central Museum</b>
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## **B.3 Improvement of Erdenezuu Surroundings**

### **1) Justification**

Although Erdenezuu is the sole tourism destination in the Harhorin area at present, there is no information board or sign, which introduces temples and the many stone monuments. Moreover, there is no rest facility for tourists who become tired and thirsty after long walks in the large compound during the hot season, though there is an administration office, storage facility and a souvenir shop in the new administration building near the west gate of the wall. Most of the empty spaces within the walls are not level, and nettle, sagebrush and other weeds are abundant. The items from the museum collection have frequently become lost in recent years. A security system should be installed to keep the unique statues in steel safes.

### **2) Project Objectives**

- To provide comfortable conditions for the tourists' visits to the museum
- To provide explanations of the museum objects and monuments
- To increase the number the objects to be seen by tourists
- To improve the protection and preservation of the historical and cultural monuments.

### **3) General Description (Figure 19.2.6)**

The tourists will enter through the South Gate and see a general view of the Erdenezuu. They will learn about the ancient Erdenezuu from the information board. The walkways connecting all monuments from the South Gate will be made and all monuments along the walkways will be erected at their old and present sites, connected to the main walkway. The weeds in the areas along the walkways will be cleared and a lawn with beds of local flowers will be grown. Benches for the audience and tourists to rest will be placed along the walkways.

The administration building will be improved with a rest area for tourists, a cafe and shop. The museum storage will also be improved.

### **4) Project Components**

#### **(1) To make a walkway along the route to view the museum**

- To make walkways: The walkway from the south gate to the center will be 5m wide and 170m long narrowing to 2,5m with a length of 910m. This blue brick pavement will connect all monuments.
- To place the monuments along the walkways
- To erect inscriptions and stone monuments at original and present sites along the walkways which connect with the main walkway. To place the information boards near the monuments.
- To situate benches along the walkways.

There will be 20 benches made of quality wood and stone along the walkways.

- To make a lawn and beds of flowers

A 60000 square m lawn and a 2000 square m garden within the walls of Erdenezuu square will be made. The flower beds will be along the walkways.

#### **(2) To Improve the Administration Building**

- To improve the storage rooms and proper storage of items



The 70 square meter storage building will be restored.

- To improve the present shop
- To open a beverage and dining area: The dining area will occupy 40 m.

**(3) To Restore the 3 Unused Buildings and to Increase the Exhibits**

Regsengombo Temple - 5 x 10m

Nomon Khan Temple - 4 x 8m

Temple - 4 x 6m

**5) Cost Estimates**

To make walkways	\$ 0.040	(million)
To place the monuments along the walkways	\$ 0.011	
To place benches along the walkways	\$ 0.002	
To make lawns and beds of flowers	\$ 0.082	
To improve the storage rooms	\$ 0.011	
To improve the present shop	\$ 0.002	
To open a beverage and dining area	\$ 0.003	
To restore the old buildings	\$ 0.022	
<b>Total</b>	<b>\$ 0.173</b>	

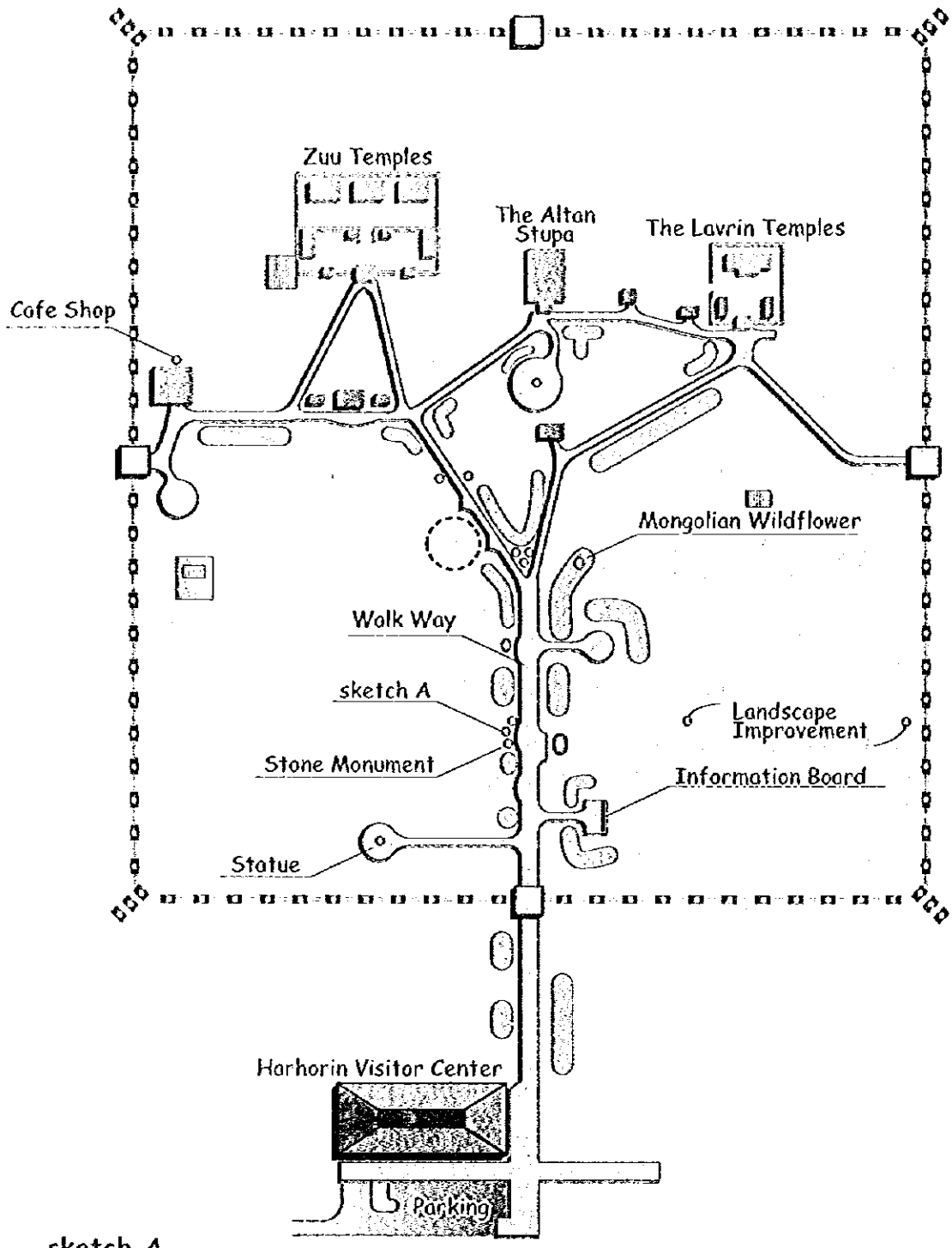
**6) Executing Agency and Implementation Structure**

NTC, in collaboration with the Board of Culture and Arts under the guidance of the Ministry of Science, Technology, Education and Culture of Mongolia, will implement the improvement of Erdenezuu.

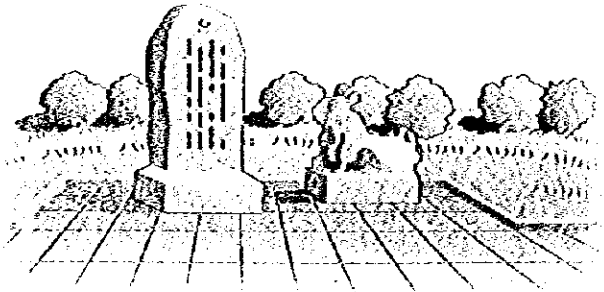
**7) Proposed Implementation Schedule**

The project will be implemented by 2004.

# ERDENEZUU MUSEUM



sketch A



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<b>Figure 19.27</b> <b>Improvement Plan</b> <b>of Erdenezuu Museum</b>
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## **B.4 Harhorin Visitor Center**

### **1) Justification**

The Harhorin area is renowned as the ancient capital of the Mongolia Empire and is visited by many tourists, international as well as domestic. At present, however, no information is given to tourists on what they see at the site.

### **2) Project Objectives**

To establish a center, where tourists can obtain knowledge on the past history of Mongolia and Harhorin, so the appreciation of the site by tourists can be greatly enhanced.

### **3) General Description**

The main service of the Harhorin Visitor Center is to introduce the historical and cultural monuments and history of the Great Mongolian Empire. The appearance of states throughout the different historical periods in the Harhorin area, their establishment and the conflict between them will be introduced in the following way:

- The different natural and geographic characteristics and influence of the area around Harhorin
- the monuments related to the life of man during the Neolithic period
- the monuments of the era of the Hun
- the ancient tombs and graves
- the monuments of the Turkish period
- the monuments of the Uighur period
- the history of the Great Mongolian Empire
- the monuments and civic buildings of the period of the Great Mongolian Empire
- Abtai Sain Khan and Undur Gegen Zanabazar
- Regarding the establishment and restoration of Erdenezuu

### **4) Project Components**

The monuments and other assets will be exhibited in four rooms of the newly built visitor center. At the entrance hall of the visitor center, the famous sculpture of the "Silver Tree will be situated as the focal point of the center.

The visitor center office staff will not only be responsible for the center building, but also be in charge of protecting the historical and cultural monuments in the area as well as attending to their restoration.

As to the near future, after progress of the excavation of ancient Hara Horum City by the German Government, the number of items to be exhibited will surely increase, the center should have sufficient room beforehand. The planned area of the center is approximately 2,900 square meters.

### **5) Cost Estimate**

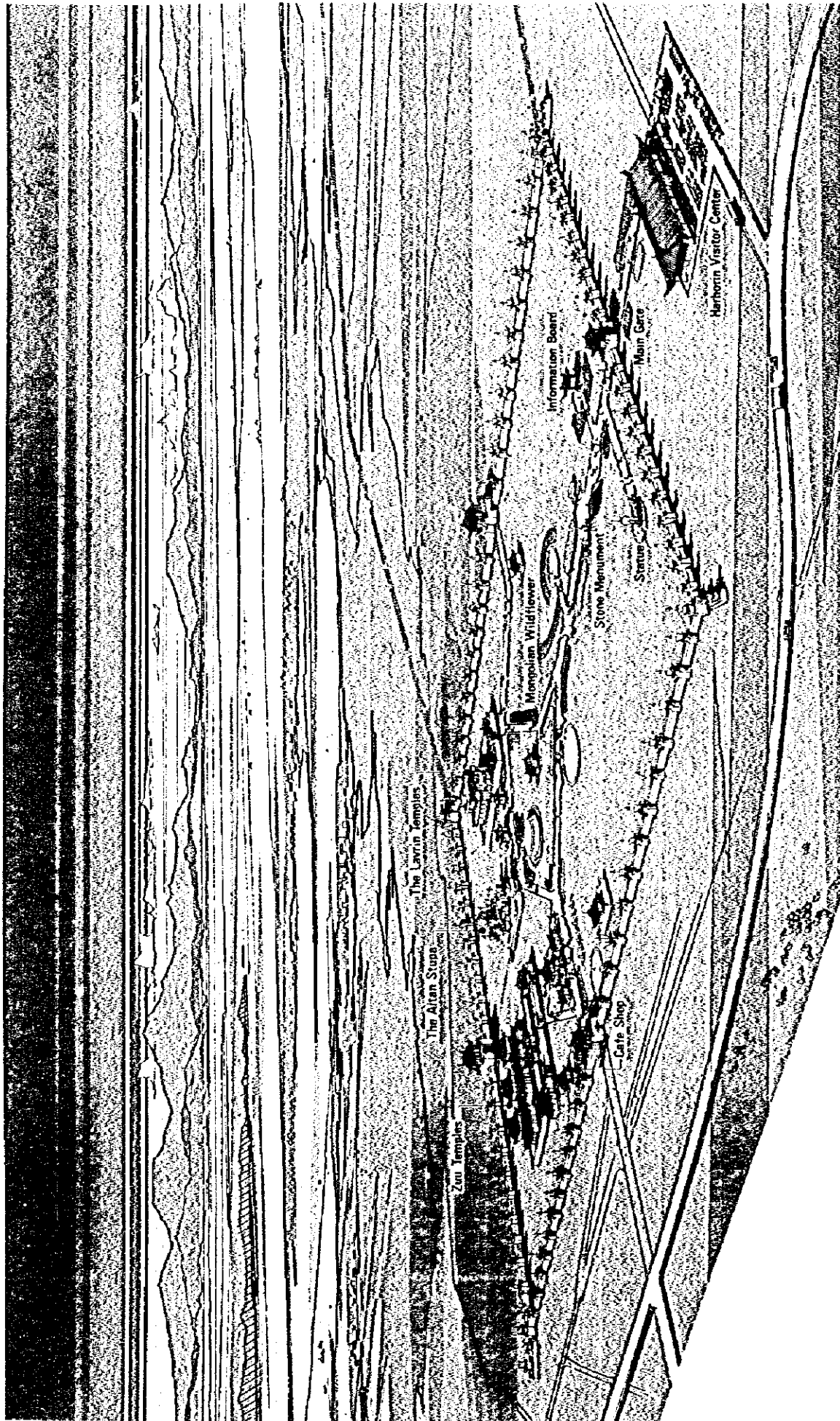
Construction cost of the center, including a walkway to the gate of Erdenezuu, is estimated at \$4.19 million

### **6) Executing Agency and Implementation Structure**

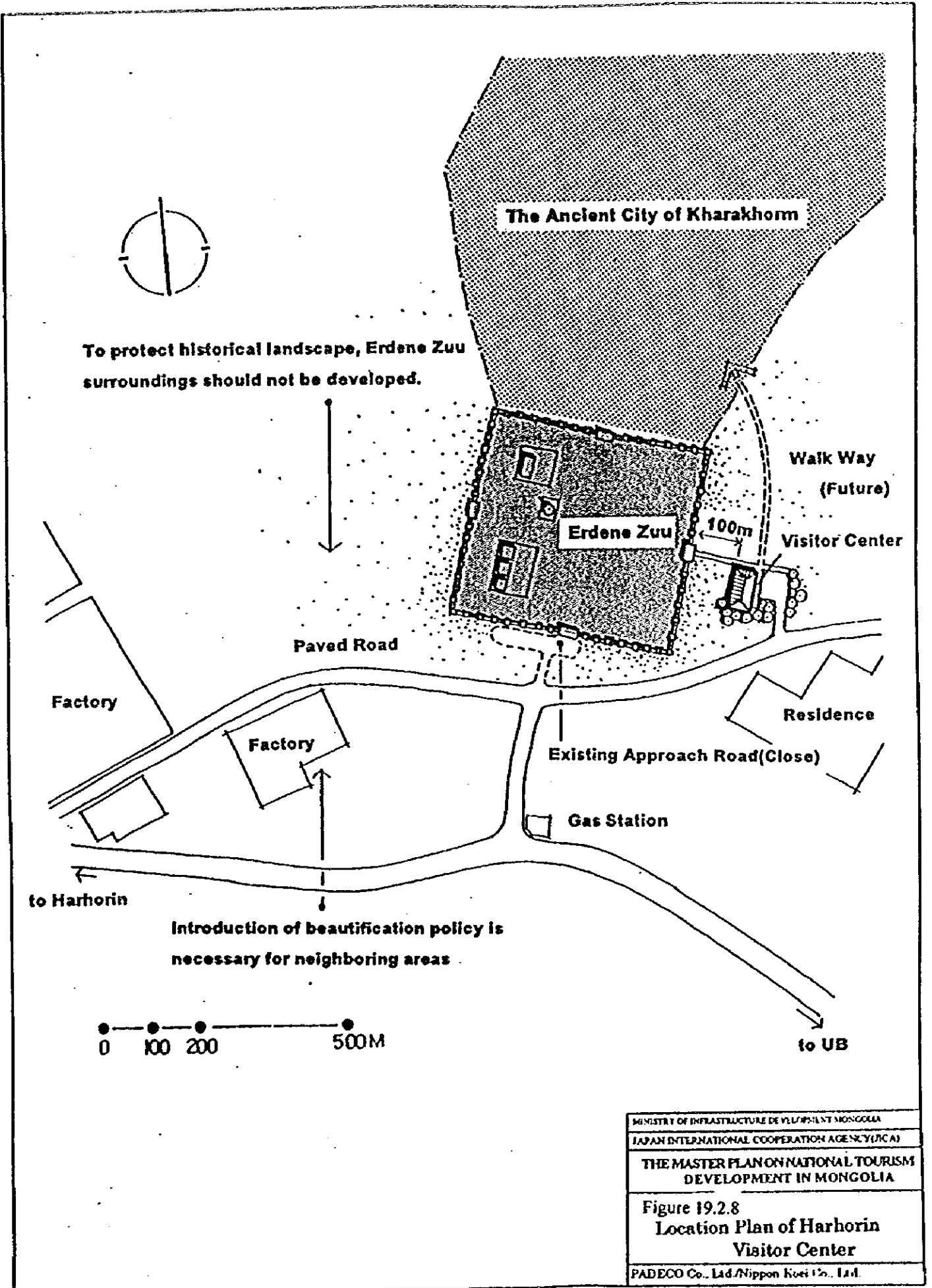
NTC will implement the Harhorin Visitor Center with the cooperation of MOSTEC.

### **7) Proposed Implementation Schedule**

The tourist street and Souvenir and Handicraft Center are planned for implementation by the year 2004.



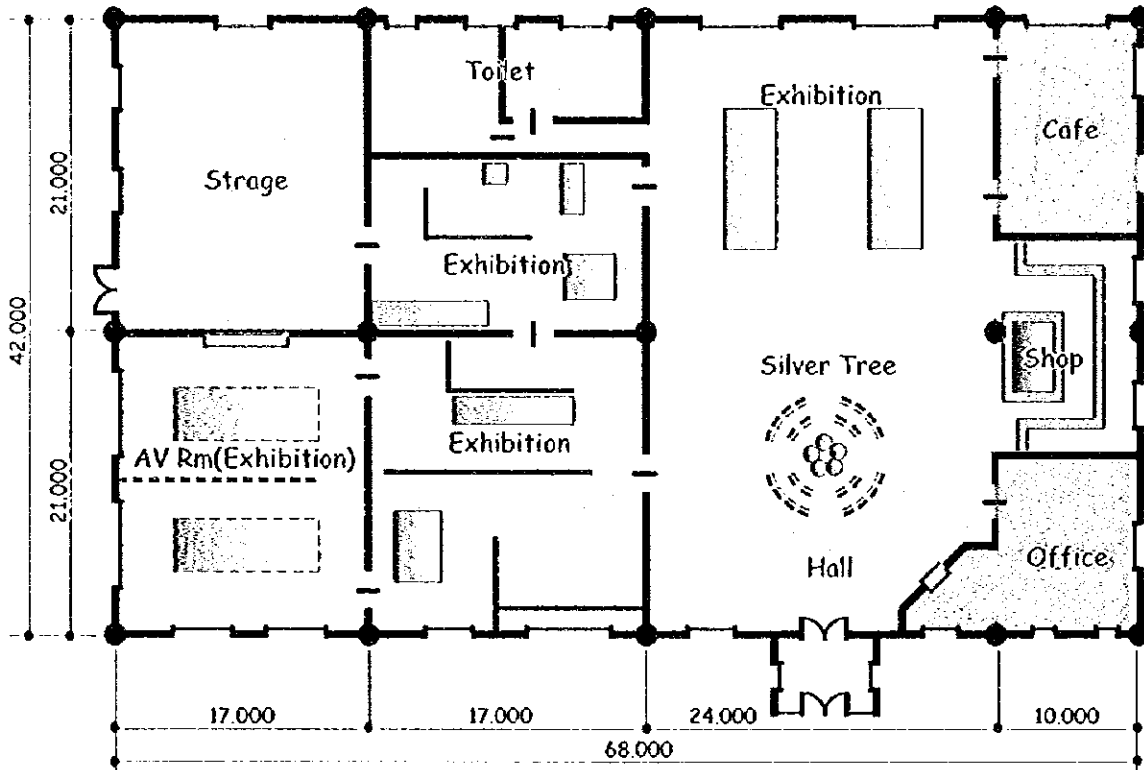
ERDENE ZUU MUSEUM  
AND  
HARHORIN VISITOR CENTER



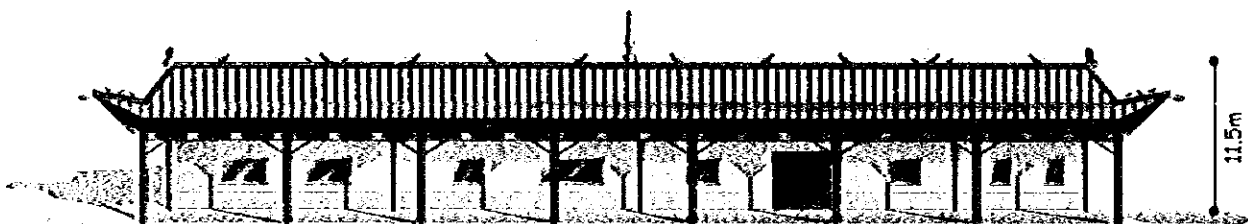
# HARHORIN VISITOR CENTER

○ PLAN ○ 2,940m<sup>2</sup>

1:500



○ ELEVATION ○



MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA
JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA
<b>Figure 19.2.9</b> Plan of Harhorin Visitor Center
PADECO Co., Ltd./Nippon Koei Co., Ltd.

## **19.3 Development of Gateway Tourism in UB**

### **B.5 UB Tourist Trail Development**

#### **1) Justification**

UB is important as Mongolia's only international gateway and urban tourism area. To meet the above tourism functions, TACIS has prepared a ground layout blueprint for routing design, and is making a trail map\*. The JICA Study Team is to develop the tourist trail in accordance with the trail design conceived by TACIS.

\*: Tourist Trail by TACIS: The ground layout blueprint suggests the basic concepts for a trail map design which includes the existing 35 points of attraction. The trail map is being designed by a local graphic designer on a contract basis with the Department of Tourism and financed by TACIS. However, the first draft has not been submitted to the department yet.

#### **2) Project Objectives**

- To strengthen the function as a gateway.
- To accelerate visiting tourism facilities along the trail.
- To expand sales in commercial facilities along the trail.

#### **3) General Description**

- As the starting point of the trail, an Information Center is set up in Suhbaatar Square.
- From Information Center:
  - Main Trail ; connects major tourism facilities and resources (The National Museum of Mongolia History, The National Museum of Mongolia, Gandan Monastery, The Fine Arts Museum) and,
  - Sub Trail; connects Choyjin Lharm Monastery, State Department Store, are prepared.
- Sign System is posted along the Main and Sub Trails.

#### **4) Project Components**

- Provision of the Information Center.
- Introduction of Sign System.(Guide Boards, Information Boards, Guide Signs)
- Improving the pavement of the Trail

#### **5) Cost Estimates**

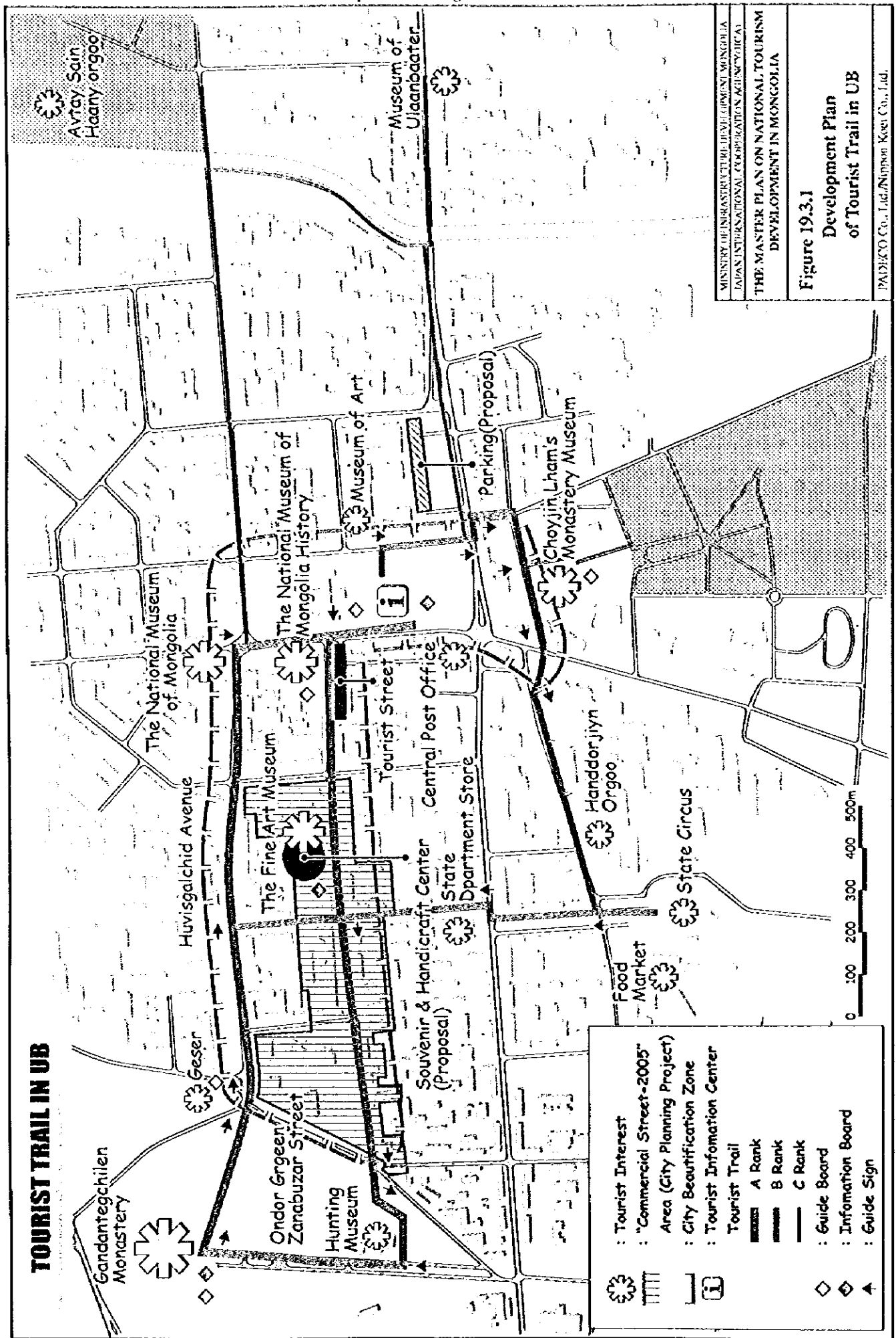
The development cost of UB tourist trail is estimated at approximately Tg 187 million, equivalent to US \$0.215 million.

#### **6) Executing Agency and Implementation Structure**

NTC will implement the UB tourist trail with the cooperation of Ulaanbaatar City.

#### **7) Proposed Implementation Schedule**

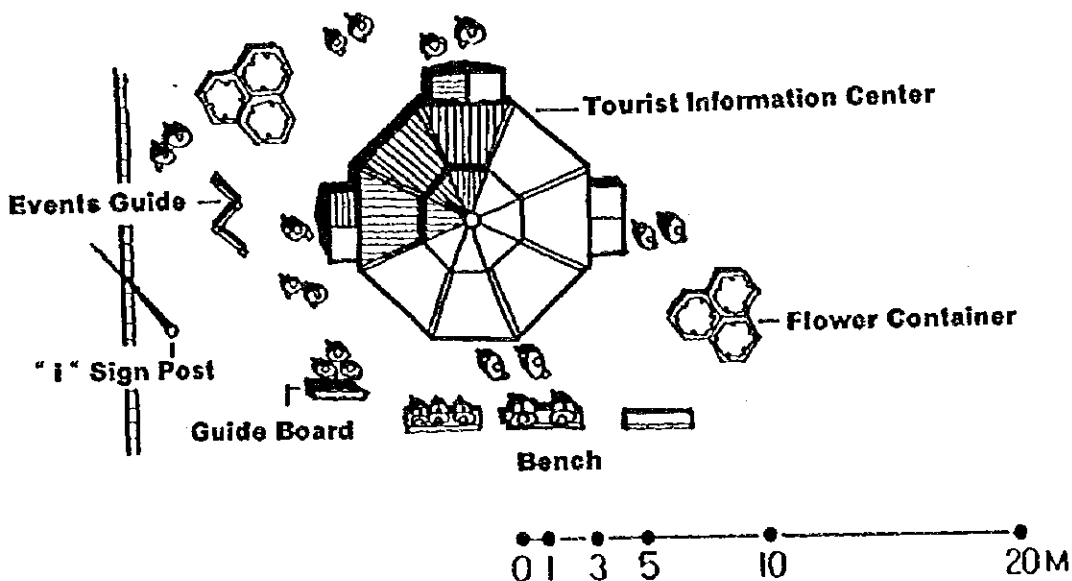
The UB tourist trail is planned for implementation by the year 2003.



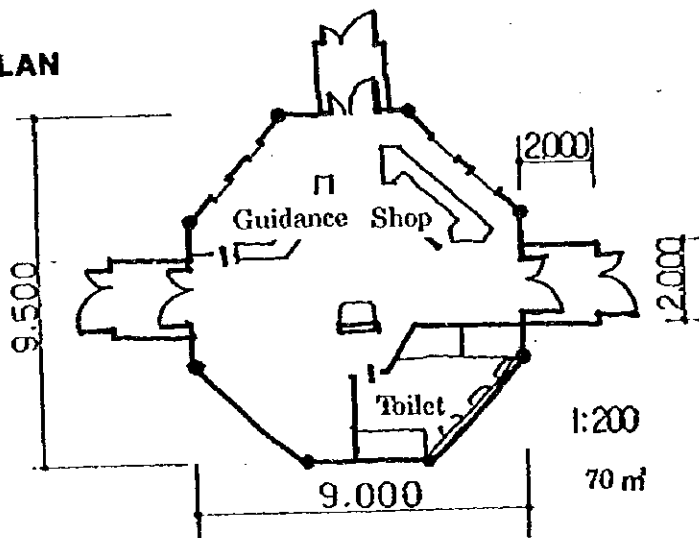
MINISTRY OF INFRASTRUCTURE DEVELOPMENT, MONGOLIA  
 JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
 THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA  
**Figure 19.3.1**  
**Development Plan**  
**of Tourist Trail in UB**  
 PADICO Co., Ltd./Nippon Koei Co., Ltd.



**LAYOUT PLAN**



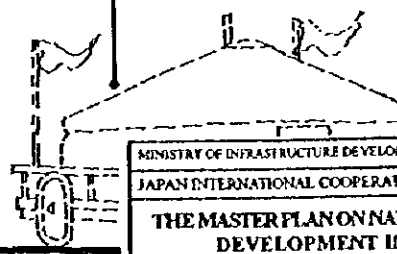
**PLAN**



**ELEVATION**

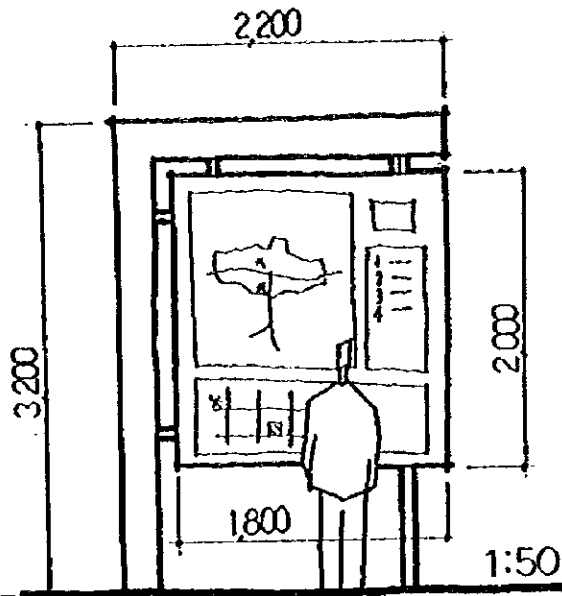


In summer season, 1 or 2 ger(s) set up as an auxiliary service facility

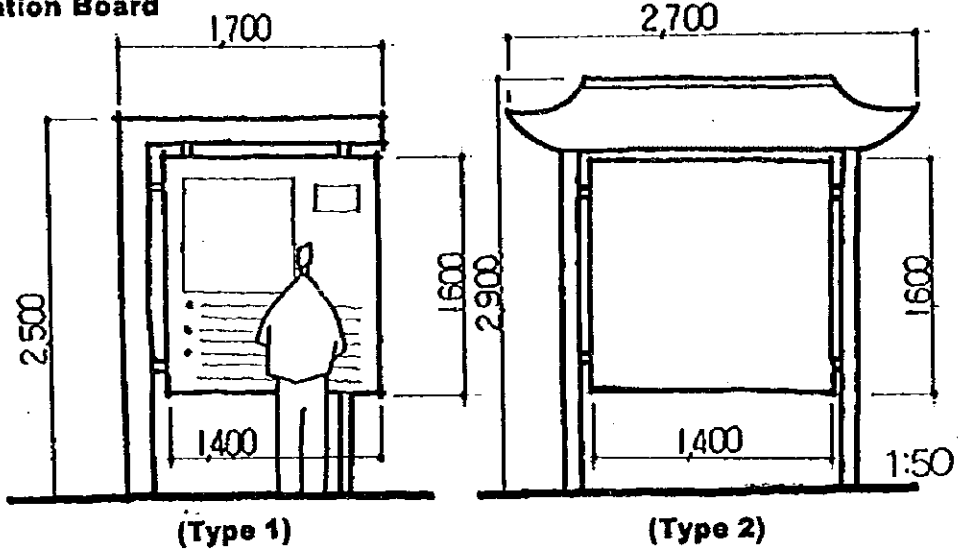


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JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
<b>THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA</b>
Figure 19.3.2 Development Plan of Information Center on Tourist Trail in UB
PADECO Co., Ltd / Nippon Koei Co., Ltd.

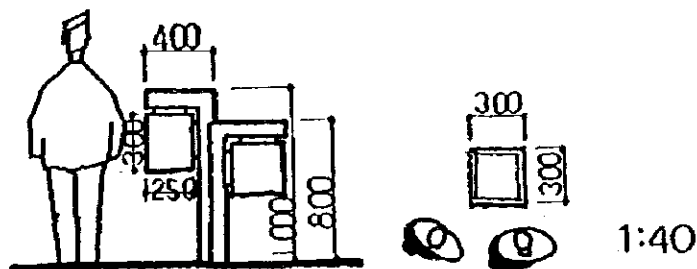
■ Guide Board



■ Information Board



■ Guide Sign



MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA
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THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA
Figure 19.3.3 Plan of Guide Board, Information Board and Guide Sign for Tourism Trail in UB
PADECO Co., Ltd/Nippon Koei Co., Ltd

## B.6 UB Tourist Street

### 1) Justification

In order to strengthen the role of an international gateway for Mongolia and to reinforce functions of the national center for urban tourist services, an attractive tourist quarter should be created. The tourist street as a core of tourism in the Mongol's gateway city will be a new attraction for foreign tourists, who commonly spend two or three days here before and after trips to remote destinations in Mongolia.

### 2) Project Objectives

A new tourist core in UB will be developed, where tourists will enjoy shopping, handicraft ornaments of Mongolia and relax in open air restaurants and bars during the long evenings in the summer season.

### 3) General Description

The UB city authority is planning a large scale city renewal project called "Commercial Street 2005". The Tourist Street is proposed to be developed in the "Commercial Street 2005". Two places, where the tourist street could be developed effectively and with comparative ease, are identified. One is the street near Suhbaatar Square, located at the entrance of the area of renewal. The other is at the plaza located in the eastern part of the renewal area. As for the street, it is recommended that it be resurfaced (now used as a car lane) and made into a safe and pleasant pedestrian precinct for international tourists. This will be a new type of shopping street area where tourists can enjoy window shopping and resting or chatting at open cafés along the road with roadside trees.

As for the plaza, creating a new souvenir and handicraft center at the center of the existing plaza is recommended. The Handicraft Center itself has the possibility of attracting international tourists, where one can see and be seen by others passing by, shop and/or enjoy the making of traditional handicrafts.

### 4) Project Components

Pedestrian Precinct 121m in length, and 8m in width with colored pavement and street furniture and vegetation as shown in Figure 19.3.4 and 19.3.5.

At the center of the tourist plaza, an outdoor stage will be set for attractive events. The Souvenir and Handicraft Center, described in B7, is proposed for development on the north side of the tourist plaza. Shops and restaurants are also accommodated in the tourist plaza. The construction plan of the tourist plaza is shown in Figure 19.3.5.

### 5) Cost Estimate

Roughly estimated cost of these project components are shown below;

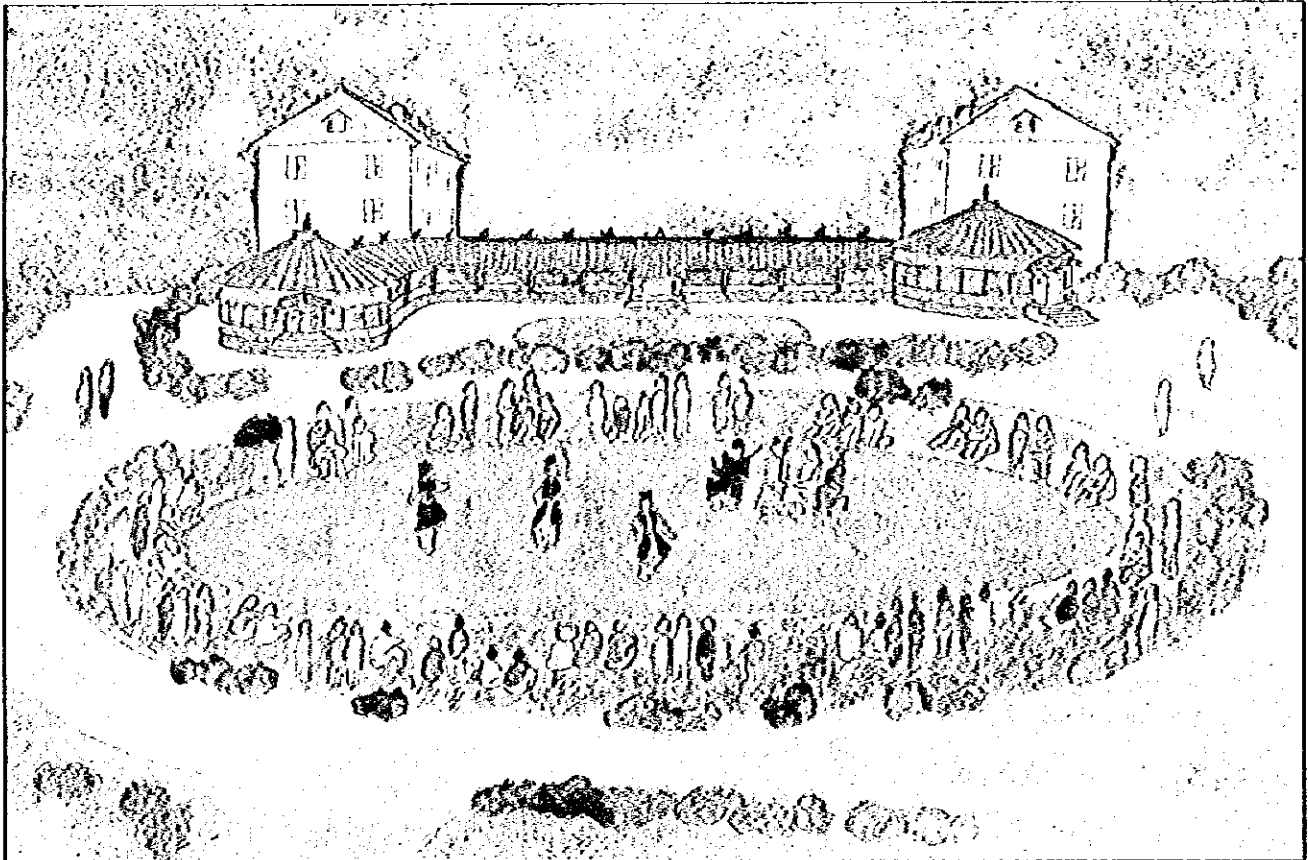
Pedestrian Precinct (East)	\$ 0.029 million
Pedestrian Precinct (West)	\$ 0.375
<u>Tourist Plaza</u>	<u>\$ 0.187</u>
Total	\$ 0.591 million

**6) Executing Agency and Implementation Structure**

NTC will implement the Tourist Street and Souvenir and Handicraft Center with the cooperation of The UB City Authority and MOSTEC.

**7) Proposed Implementation Schedule**

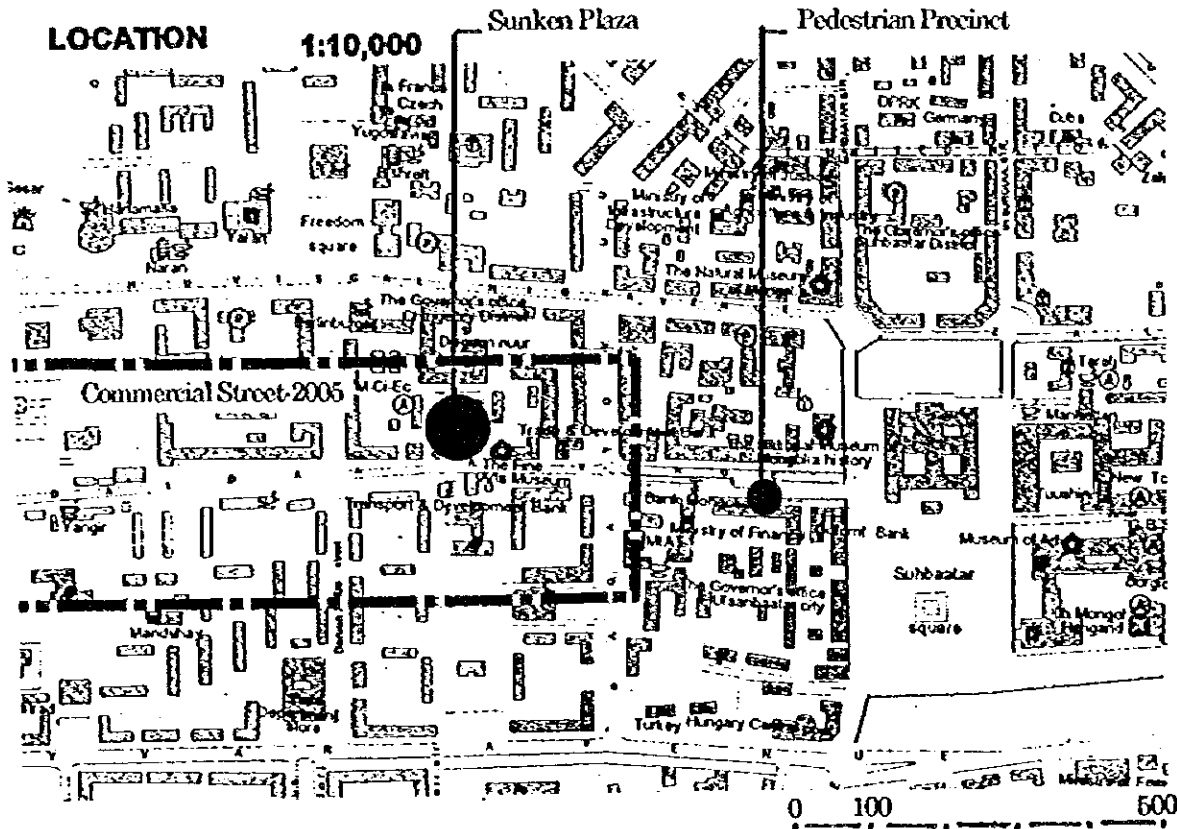
The tourist street and Souvenir and Handicraft Center are planned for implementation by the year 2004.



**TOURIST STREET**

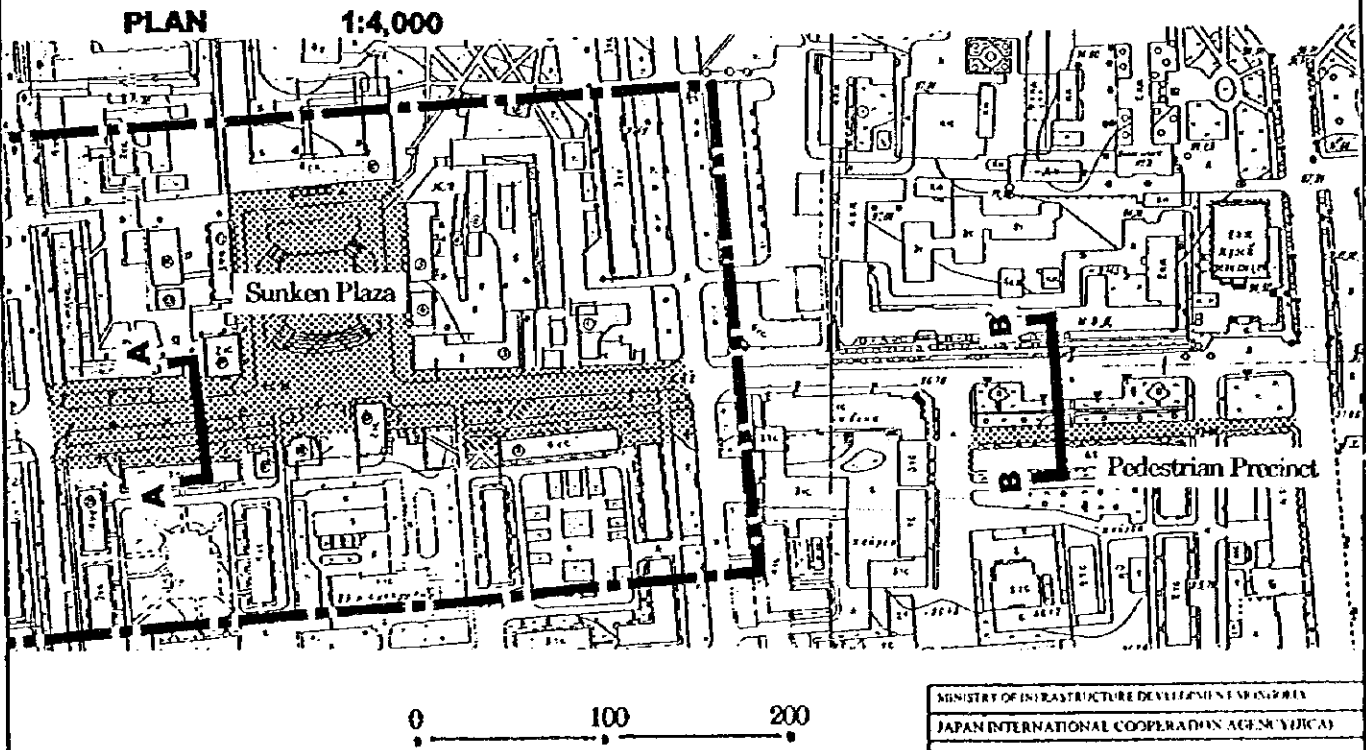
**LOCATION**

**1:10,000**



**PLAN**

**1:4,000**



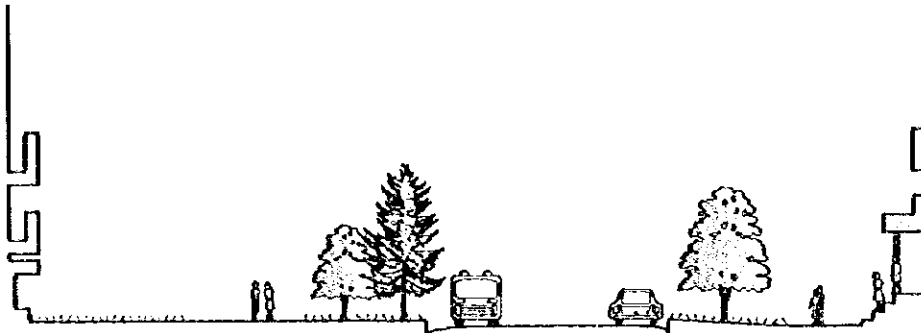
MINISTRY OF INFRASTRUCTURE DEVELOPMENT IN MONGOLIA  
 JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
**THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA**  
 Figure 19.3.4  
 Development Plan of Tourist Street in UB  
 PADECO Co., Ltd./Nippon Koei Co., Ltd.

# TOURIST STREET

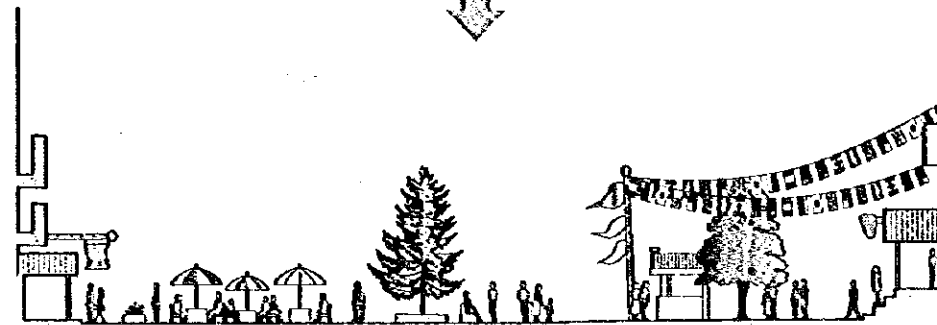
## ○ PEDESTRIAN PRECINCT ○

A-A'

Existing

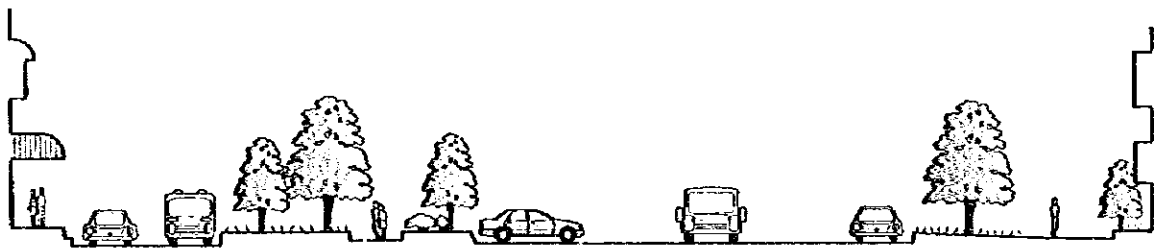


Future

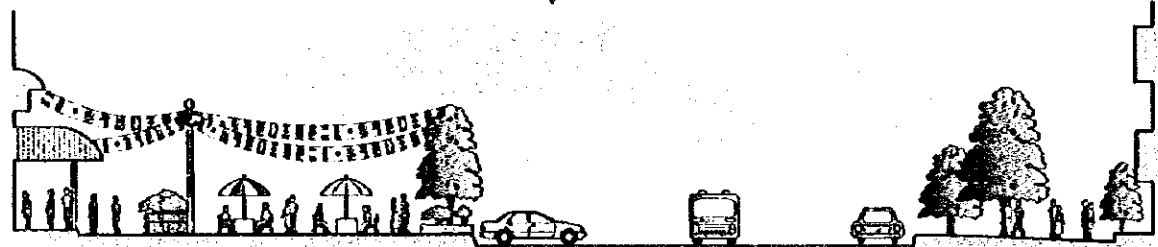


B-B'

Existing



Future

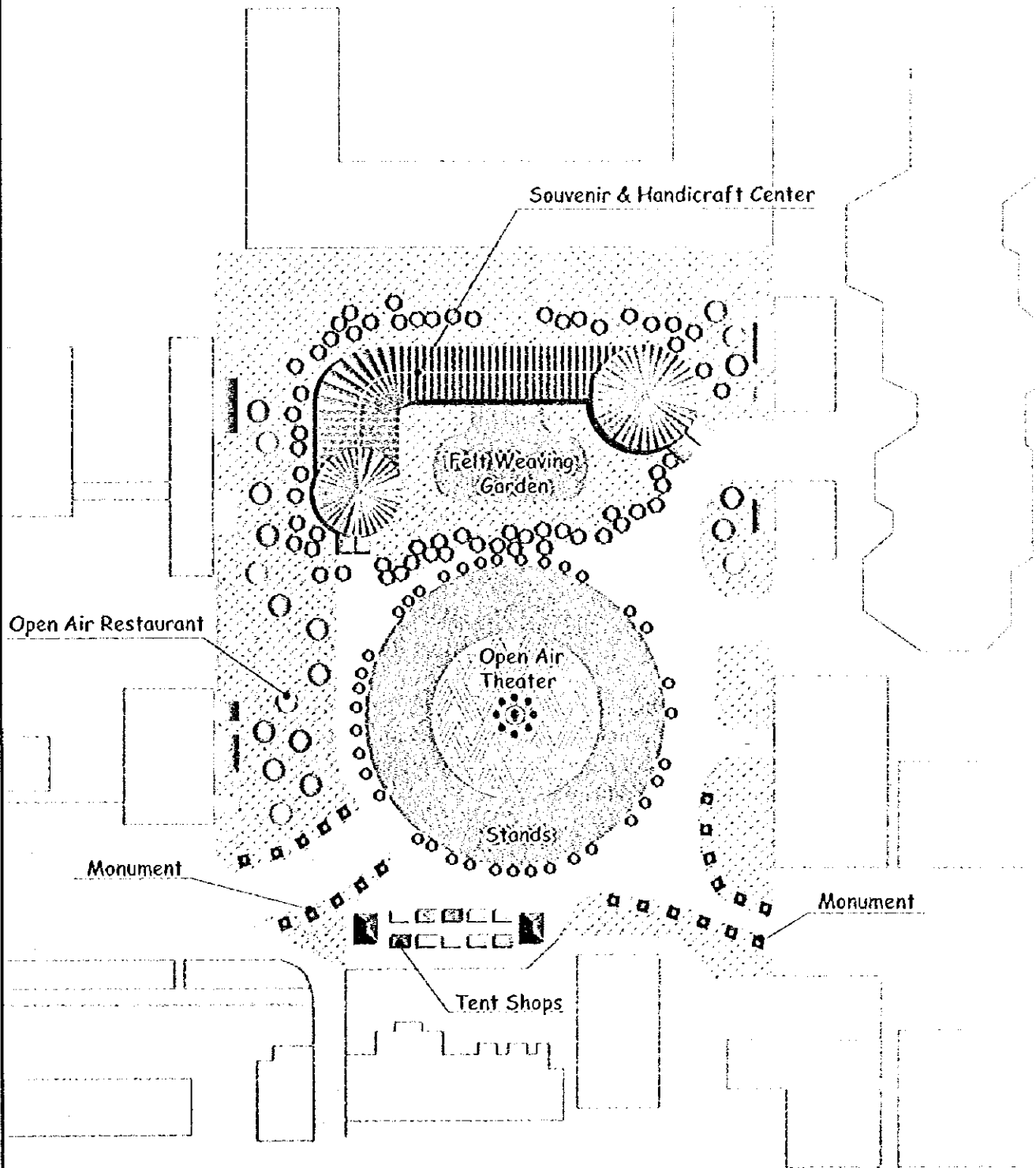


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Figure 19.3.5  
 Schematic Development Plan  
 of Tourist Street in UB

PADECO Co., Ltd./Nippon Koei Co., Ltd.

### TOURIST PLAZA WITH HANDICRAFT CENTER



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Figure 19.3.6  
Plan of Tourist Plaza in UB

PADI.CO Co., Ltd./Nippon Koei Co., Ltd.  
Final Report, July 1999

## B.7 UB Souvenir and Handicraft Center

### 1) Justification

The Mongolian handicraft industry, through the support of The Cultural Department, has been revitalized since the liberalization of the country. The variety, quantity and quality of the products are being improved as well. However, the products are still not sufficiently attractive for customers, especially for the foreign tourists, due to their limited choice and poor production techniques. At the same time, those items are sold only in the major hotels and a few limited places, such as department stores and airport duty free shops. The urgent task of the handicraft industry is to expand its selection and upgrade their production techniques in order to increase their attractiveness as well as adding more outlets.

### 2) Objectives

The Ulaan Baatar souvenir and Handicraft Center is established;

- to upgrade the production techniques,
- to expand the variety of handicraft products,
- to preserve the traditional handicraft techniques, and
- to promote the popularity of Mongolian handicrafts.

### 3) Project Components

The Handicrafts Center includes the following functions.

#### Workshop

A means of demonstrating the production process and traditional craftsmanship to the visitors. The transfer of traditional techniques to young apprentices and the creation of new products will be conducted in the workshop through daily production work. The center will include exhibitions of the following craftsmanship.

Artisan	Expected Products
1. Silversmith	- traditional silverware - jewelry
2. Stone carving	- sniff tobacco bottle from agate - marble : Buddhas, horses, human figures - jewelry, accessories
3. Leather crafts	- leather goods : coats, boots, caps - leather crafts : gers, key holders, belts - traditional nomad leather products
4. Clay work	- clay dolls : life of nomads ( men, women, dogs, cows, sheep, goats, horses, camels, gers, furniture, wolves, etc.), wrestlers, Buddha statues, army ( generals, soldiers, horses, arms)
5. Paper crafts	- puppets - masks, farmers,
6. Textile	- felt, embroidery, national dress, patchwork,



### **Handicrafts Shop**

For the sale of handicraft items which are produced in workshops and other goods bought from other manufacturers, such as;

- Cashmere products,
- Leather goods and fur products,
- Wood carving products.
- Meat products, cheese, nomad products,
- Postcards, stamps, books,
- Paintings and
- Souvenirs (T-shirts, key holders, CDs, Video cassettes etc.)

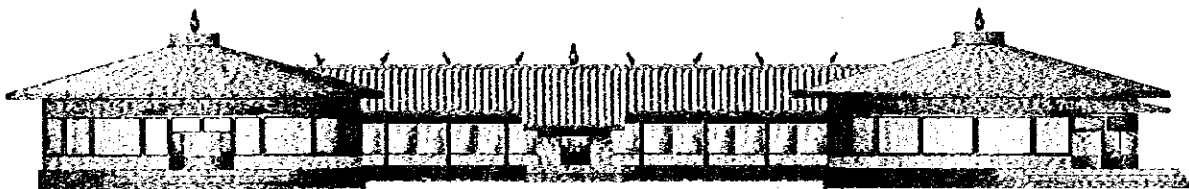
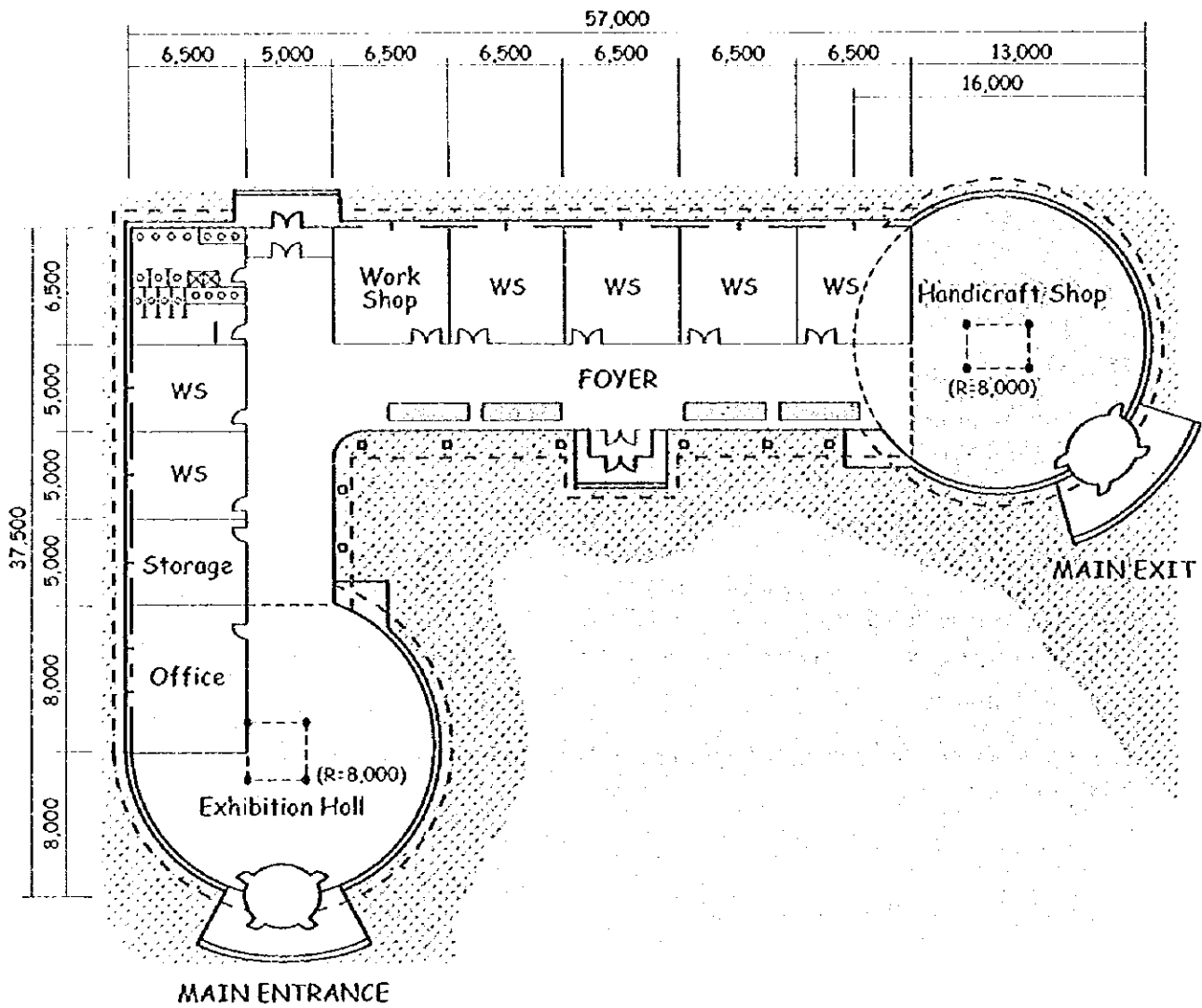
#### **4) Executing Agency and Implementation Structure**

- The Ministry of Culture borrows the tenant space in the Sunken Garden on the Tourist Street from Ulaanbaatar City Government.
- Ministry of Culture builds the Handicraft Center as a tenant work.
- Ministry of culture provides the necessary furniture and utilities.
- Ministry of Culture invites the handicraft industries. The necessary equipment and installations are done by the industries.
- The handicraft industries pay tenant fees to the Ministry of Culture.
- Ministry of Culture pays the tenant fee to the City and operates the Center.

#### **5) Cost Estimate**

The development cost of the UB Souvenir and Handicraft Center is estimated at approximately 0.483 million \$.

# HANDICRAFT CENTER



Floor Area 960m<sup>2</sup>

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<b>Figure 19.3.7</b> <b>Plan of Souvenir and Handicraft Center</b>
PADECO Co., Ltd./Nippon Koei Co., Ltd.

## **19.4 Nature Tourism Development**

### **B.8 Terelj Visitor Center**

#### **1) Justification**

The Gorhi-Terelj National Conservation Park, located approximately 1 hour by car from UB, is a convenient tourism destination for foreign tourists and day trippers from UB. Many tourists not only visit during the peak season but also during the winter season enjoying weekend recreation. However, there is no place where tourists can get information and guidance concerning the Gorhi-Terelj National Conservation Park.

#### **2) Project Objectives**

To inform visitors regarding the makeup of Gorhi-Terelj National Conservation Park, both the natural and social environment, in conjunction with the park management including the collection of entrance fees for the operation of the park.

#### **3) General Description**

The visitor center is planned for construction at the gate of the park. The location is recommended to be along the river Tuul, near the town of Nalaih. An exhibition room introducing the Gorhi-Terelj National Conservation Park, a café serving light meals, a kiosk selling souvenirs made by nomads, etc. are proposed to be built.

#### **4) Project Components**

As there are forests along the river, the center is preferably designed in the style of a wooden cottage in consideration of easier maintenance. The wooden deck terrace surrounds the cottage, from where visitors can enjoy looking at an outstanding view of the natural beauty. Total floor area of the center is designed to be approximately 130 m<sup>2</sup> as shown in Figure 19.4.1.

#### **5) Cost Estimate**

The construction cost of the center is estimated at approximately 0.3 million \$.

#### **6) Executing Agency and Implementation Structure**

NTC will implement the Terelj Visitor Center with the cooperation of MONE.

#### **7) Proposed Implementation Schedule**

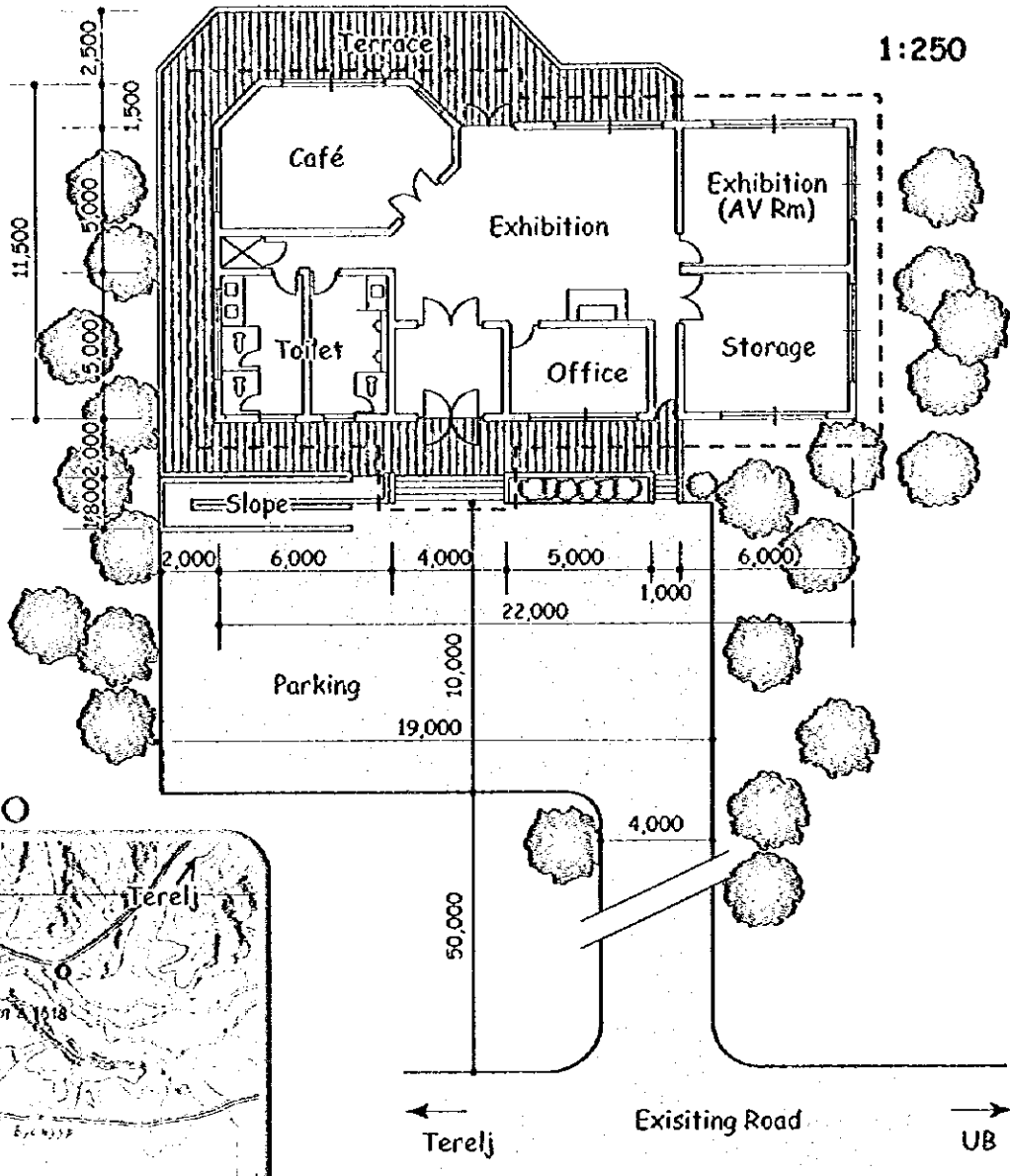
The Terelj Visitor Center is planned for implementation by the year 2004.

# TERELJ VISITOR CENTER

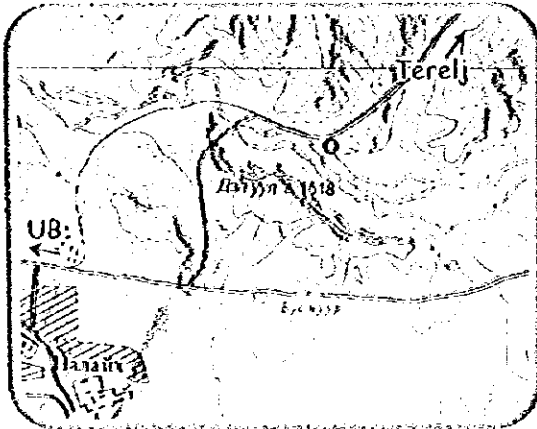
○ PLAN ○

230 m<sup>2</sup>

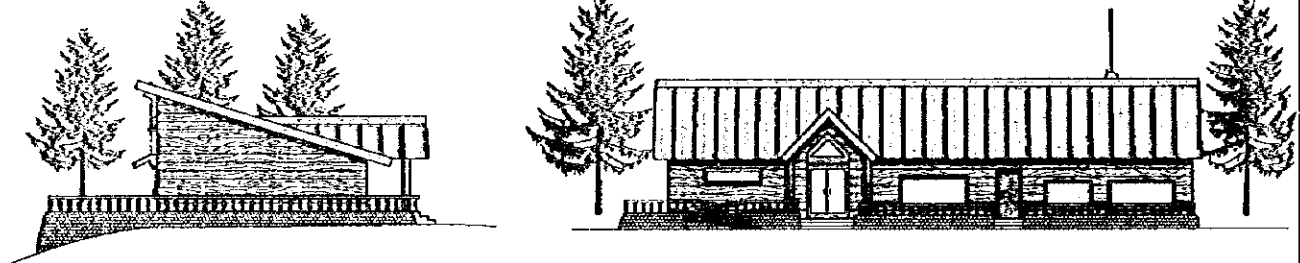
1:250



○ LOCATION ○



○ ELEVATION & SECTION ○



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 THE MASTER PLAN ON NATIONAL TOURISM  
 DEVELOPMENT IN MONGOLIA

Figure 19.4.1  
 Plan of Terelj Visitor Center

PADICO Co., Ltd./Nippon Koei Co., Ltd.

## **B.9 Govi Visitor Center**

### **1) Justification**

The Govi Gurvan Shaichan NP is a major tourist attraction site with the majority of tourists visiting the Yollin Am Valley. The Aimag government has established one museum at the gate of the valley for visitors. The displays and explanation of the museum, however, are hardly sufficient for the information and education of nature and conservation management of the park which tourists require. In addition, there is no training facility for the park management. Thus, the establishment of a visitor center with an appropriate training facility is a priority for the park management and information/education/communication for the tourists.

### **2) Project Objective**

To establish a visitor center with a training facility, appropriate displays and explanations/interpretations of the nature of the park and its conservation management.

### **3) General Description**

A visitor center is to educate visitors clearly and concisely about the nature of the park, the physiological/biological elements, the guidelines, rules and regulations, and the management of the park. This function of the visitor center is better to be given at the same time with the renovation of the existing natural museum, which will be conducted by GTZ. A training facility accompanying the visitor center is to provide a place for lectures and meetings for the rangers and the local communities.

### **4) Project Components**

**Training Facility:** The training room to be used as a lecture room, laboratory and meeting room.

**Accommodation:** For trainers and trainees, bedrooms, dining kitchen, showers with a total capacity for 16 people.

The design of the new visitor center is to be similar to an existing neighboring museum.

### **5) Cost Estimates**

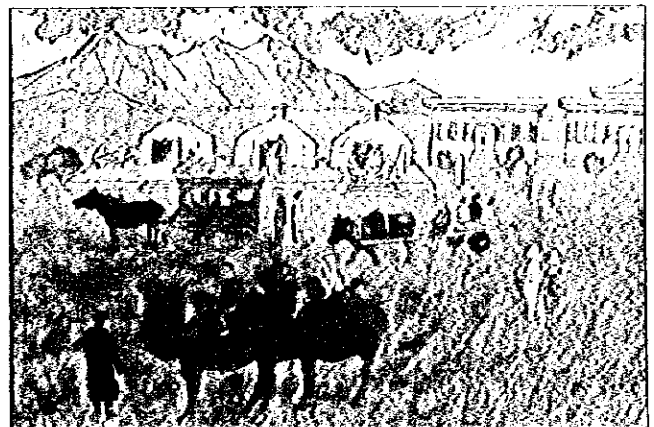
Construction cost of the visitor center is estimated at \$ 0.354 million.

### **6) Executing Agency and Implementation Structure**

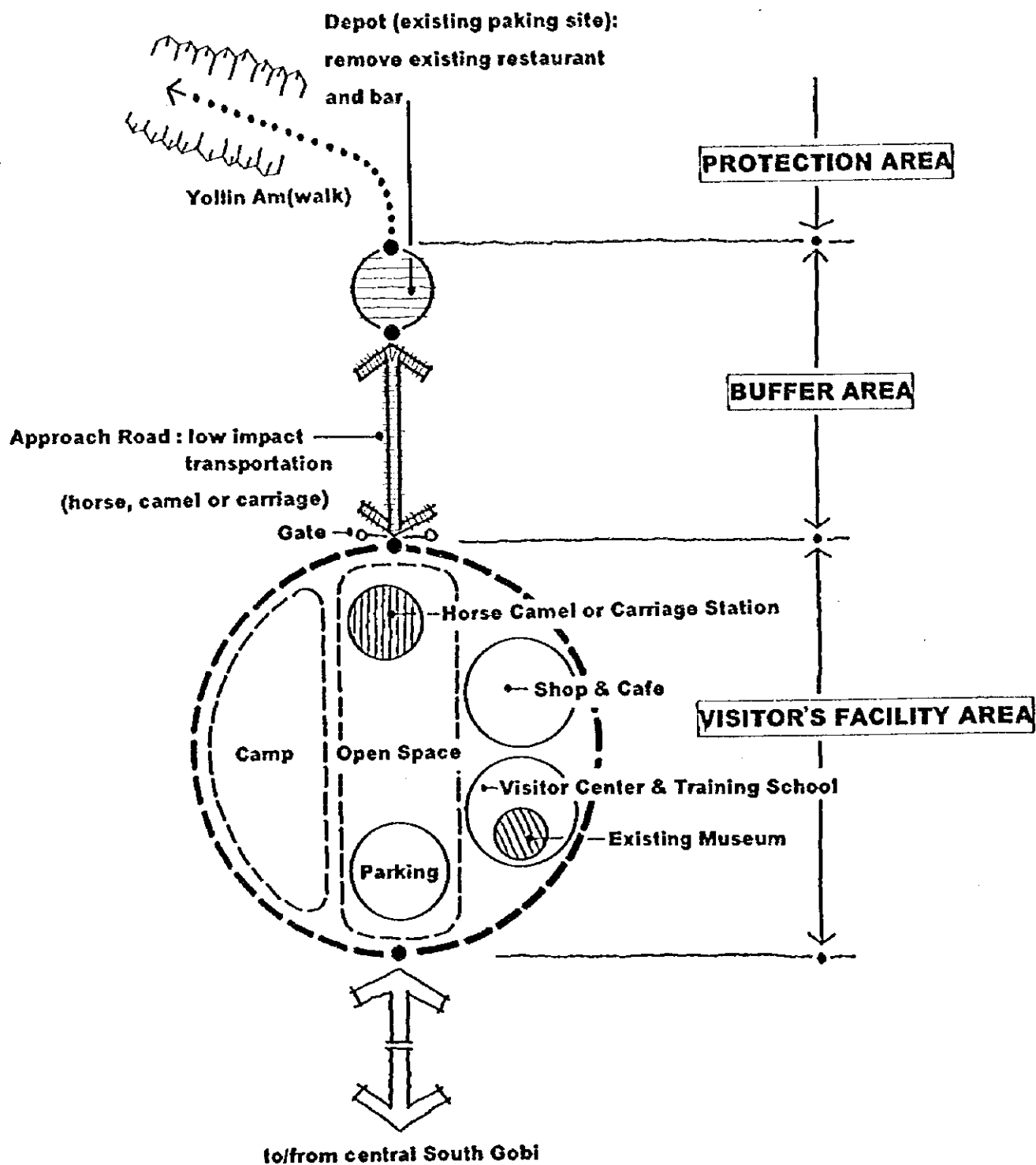
NTC with the cooperation of the Ministry of Nature and Environment, and Environmental Protection Agency

### **7) Proposed Implementation Schedule**

The Govi Visitor Center will be implemented by 2004.

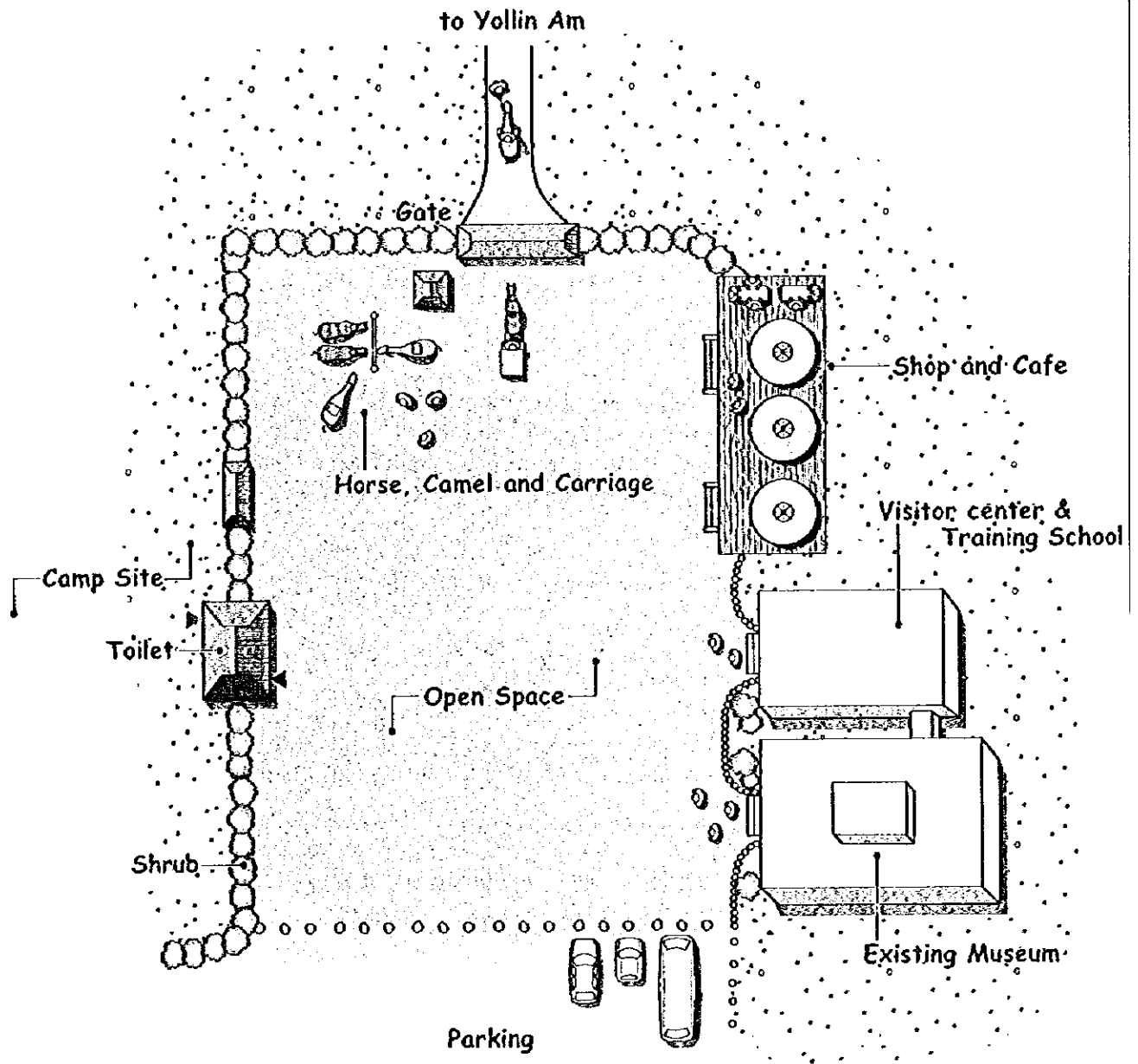


■ CONCEPT PLAN ■



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Figure 19.4.2 Development Concept of Omono Govi Visitor Center
PADECO Co., Ltd./Nippon Koei Co., Ltd.

# OMNO GOVI VISITOR CENTER



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**Figure 19.4.3**  
 Development Image of  
 Omno Govi Visitor Center

PADECO Co., Ltd/Nippon Kocci Co., Ltd.

## **B.10 (1) Bird Watching Site Preparation**

### **1) Justification**

As general interest in environmental issues grows, nature-friendly tourism is getting popular. In the marsh area of Tuul River, near the airport, many migratory birds gather mainly in summer. Developing a bird watching site not only offers a new tourism attraction, but also conserves a bird habitat.

### **2) Project Objectives**

- To prepare a convenient bird watching and nature observation site from UB.
- To add a new tourism attraction to UB.
- To develop a site of nature education especially for children.
- To conserve a bird habitat.

### **3) General Description**

- The protection of the environment is given priority. Therefore, a minimum number of facilities for bird watching will be set up at the site.
- A small open space is set up at the entrance. A nature trail is set up into the swamp from the entrance. Bird observation shelters are situated at proper locations.

### **4) Project Components**

- Entrance open space (grassland open space about 200 - 300 m<sup>2</sup>)
- Information Board
- Nature Trail
- Bird Observation Shelters (5 locations)

### **5) Cost Estimate**

Development cost of bird watching site in UB is estimated at US\$ 0.014 million.

### **6) Executing Agency and Implementation Structure**

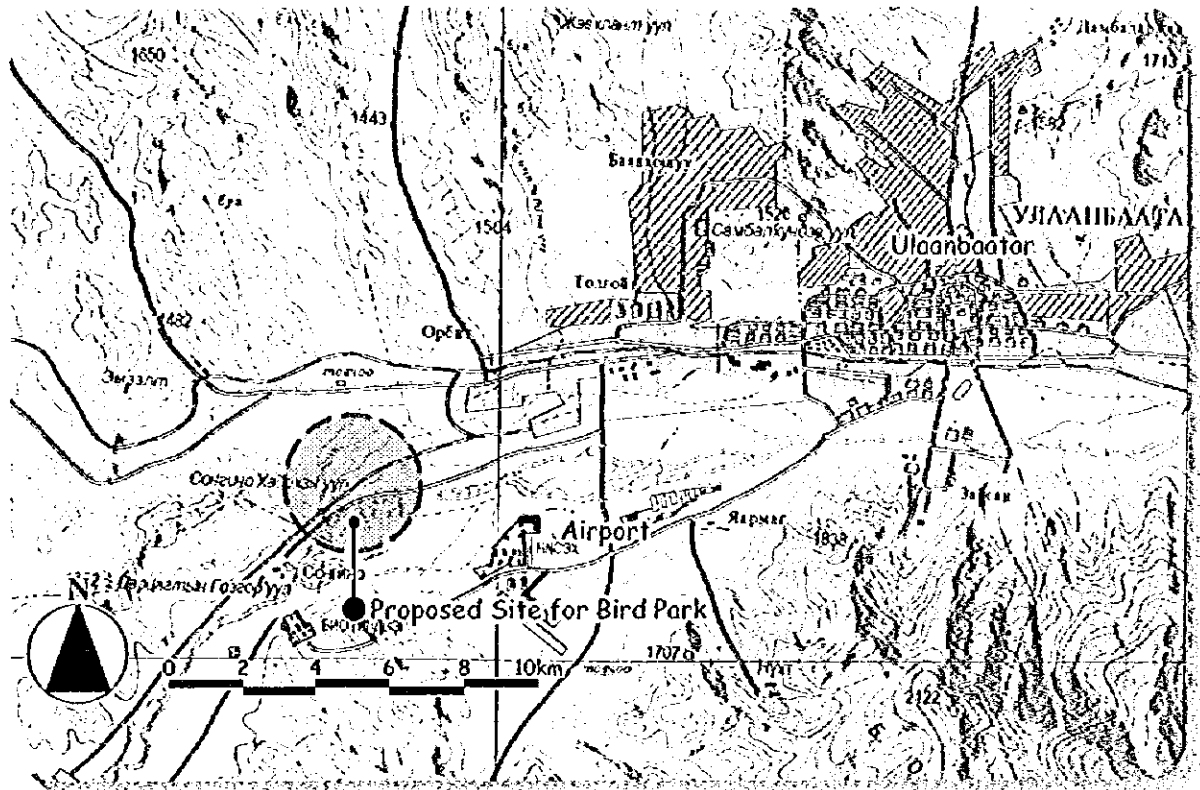
NTC in cooperation with The Ministry of Nature and Environment.

### **7) Proposed Implementation Schedule**

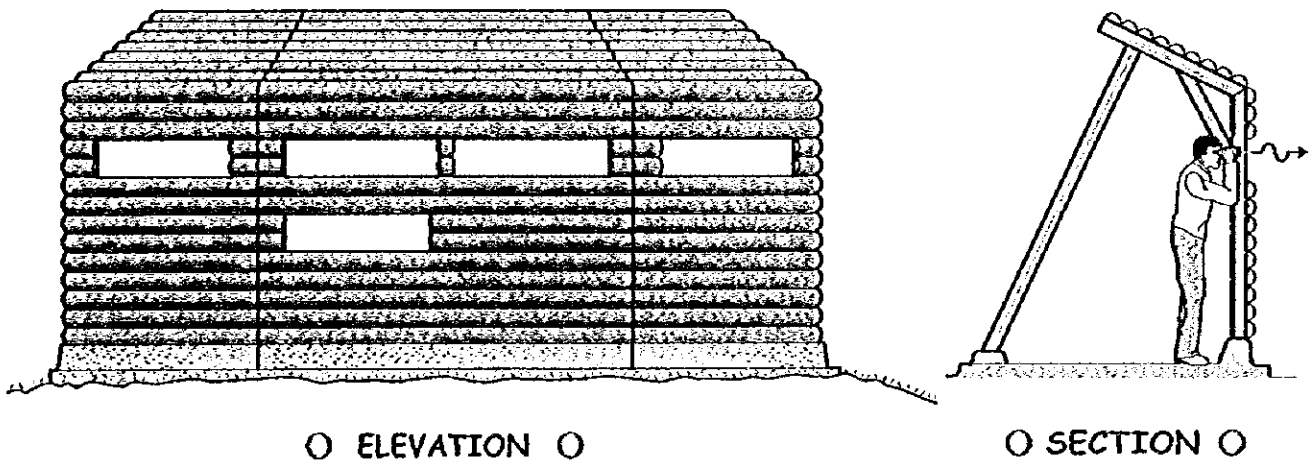
By 2004.



### BIRD WATCHING SITE IN UB



### BIRD OBSERVATION SHELTER



Bird Observation Shelter  
Put 5 Shelters at proper spots  
in the park.

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DEVELOPMENT IN MONGOLIA

Figure 19.4.4  
Plan of Bird Park in UB

PADICO Co., Ltd./Nippon Kocci Co., Ltd.

## **B10 (2) Harhorin Bird Watching**

### **1) Justification**

Mongolia has the world famous avi-fauna and their extensive habitats. Bird watching is the major portion (about 60%) of world eco-tourism. Lake Ogii Nuur is one of the major habitats for migratory species. Recognizing the Mongolian bird resources for their conservation and eco-tourism development, Harhorin Bird Watching Sites are high priority projects for conservation and eco-tourism development.

### **2) Project Objective**

To develop/improve strategic bird watching sites, to provide appropriate sites and to provide explanations for bird watchers on the species and the habitats, along with interaction with the local communities around Lake Ogii Nuur.

### **3) General Description**

Construct wooden paths and hides for bird watchers at the appropriate sites. Develop bill-boards or displays at the appropriate sites for explanations on avi-fauna and their habitats such as species, their migration routs, breeding seasons, breeding behaviors, the habitat, their interaction with Mongolian culture/society, and the conservation measures taken. Prepare a campsite area for the bird watchers.

### **4) Project Components**

Survey of birds at Lake Ogii Nuur and develop site plans and designs of an appropriate size. Construct the following components;

**(1) Wooden paths, (2) Bird watching hides, (3) Billboards or displays, (4) Campsites**

### **5) Cost Estimates**

Development cost of bird watching site in Harhorin is estimated at US\$ 0.016 million.

### **6) Executing Agency and Implementation Structure**

NTC in cooperation with The Ministry of Nature and Environment, Ministry of Infrastructure.

### **7) Proposed Implementation Schedule**

Open in 2005

## 19.5 Other Development

### B.11 Harhorin Tourist Roads

#### 1) Justification

The existing tourist attraction access paths to each major tourist site in and around the Harhorin area are really just ruts made by motor vehicles on the grassy plains. The journey through them is arduous and too time-consuming.

#### 2) Objectives

- To make travel among tourist sites in and around Harhorin convenient
- To induce tourists to come to Harhorin

#### 3) General Description

The following access roads should be improved to a high grade gravel road in order to upgrade the accessibility to major tourist sites.

- Harhorin---Har Balgas
- Harhorin---Khoshoo Tssaidam

The typical cross-section for high grade gravel road is shown in Figure 19.5.1.

#### 4) Components

The routes of the tourist attraction access roads to Har Balgas and Khoshoo Tssaidam from Harhorin are shown in Figure 19.5.2.

##### Improvement of Harhorin-Har Balgas Section (30 km)

(1) Improvement in terms of curvature and pavement (high grade of gravel) ---30 km

##### Improvement of Harhorin-Khoshoo Tssaidam Section (47 km)

(1) Improvement in terms of curvature and pavement (high grade of gravel) ---47 km

(2) Bridge construction ---45 m

(3) Construction of connecting road to bridge ---1 km

#### 5) Executing Agency and Implementation Structure

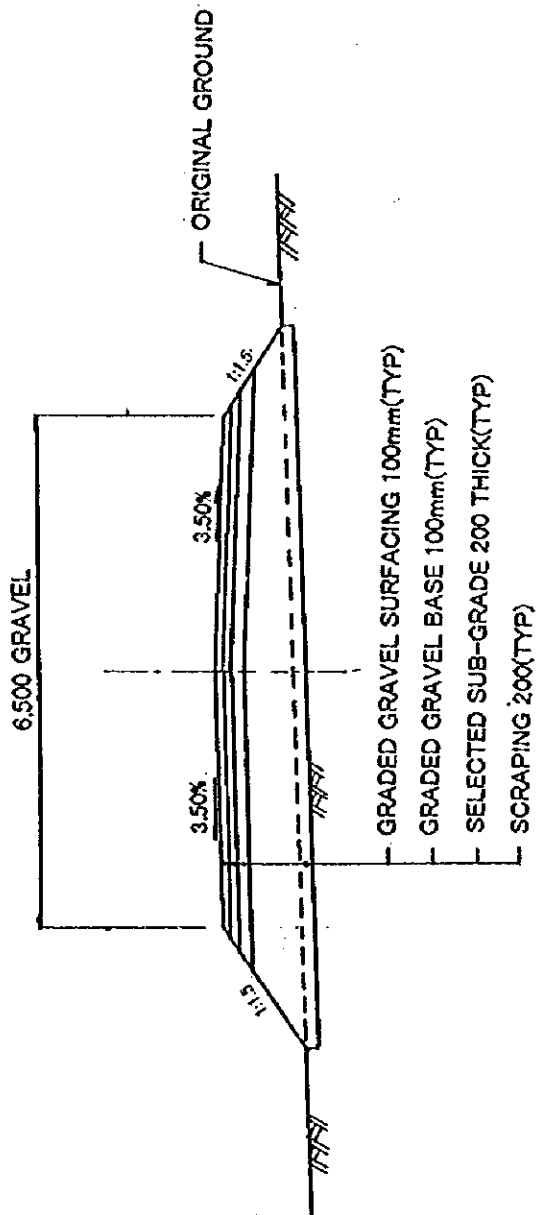
Road Agency

#### 6) Cost Estimates

(1) Improvement of Harhorin-Har Balgas Section (30 km)	US\$ 0.87 million
(2) Improvement of Harhorin-Khoshoo Tssaidam Section (47 km)	US\$ 1.77 million
<b>Total</b>	<b>US\$ 2.64 million</b>

#### 7) Proposed Implementation Schedule

1999-2003

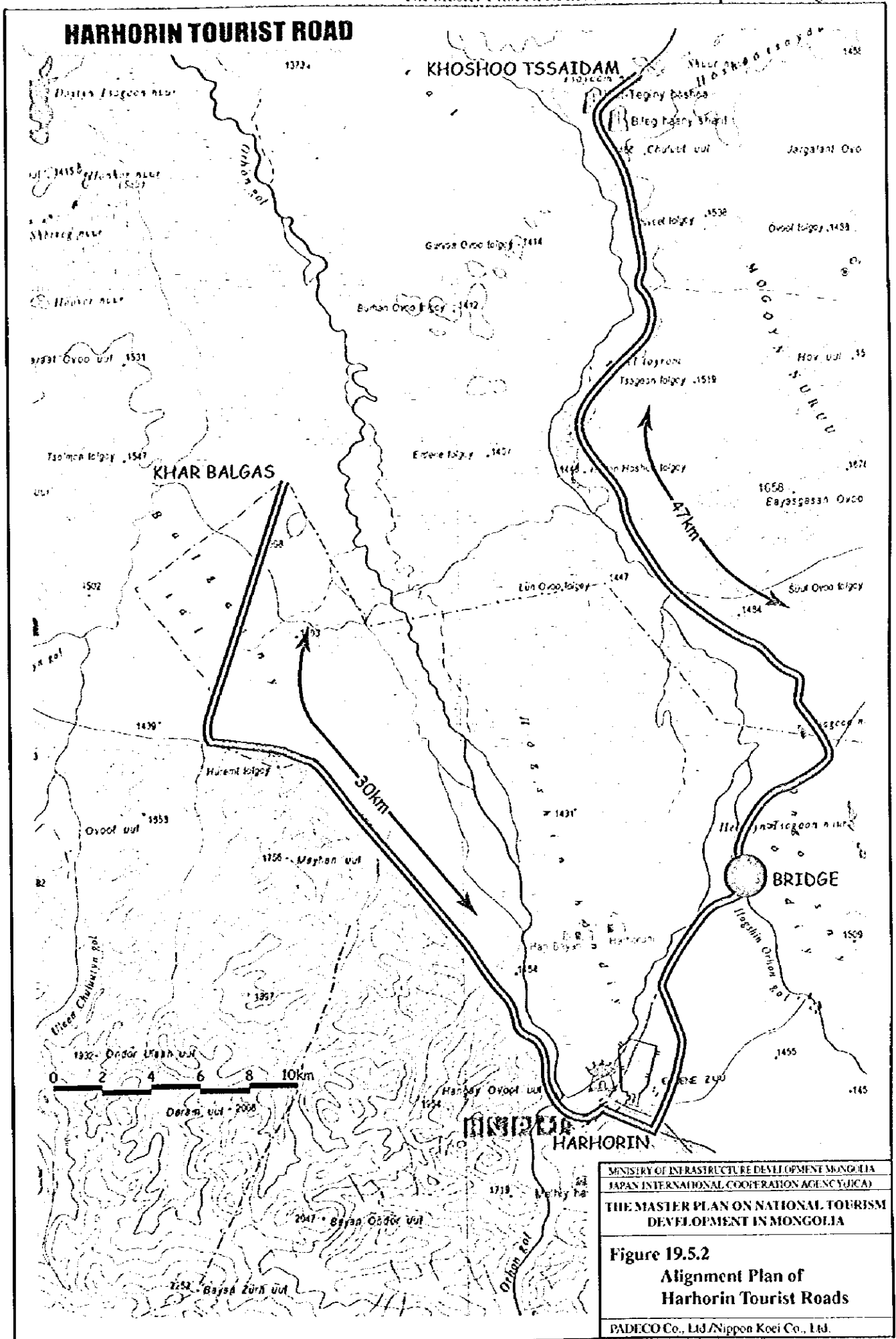


- GRADED GRAVEL SURFACING 100mm(TYP)
- GRADED GRAVEL BASE 100mm(TYP)
- SELECTED SUB-GRADE 200 THICK(TYP)
- SCRAPING 200(TYP)

ALL DIMENSIONS ARE IN mm

**TYPICAL CROSS-SECTION FOR HIGH GRADE GRAVEL ROAD**

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Figure 19.5.1
Typical Cross Section for Harhorin Tourist Road
PADESCO Co., Ltd./Nippon Koei Co., Ltd.



## **B.12 Traffic Sign Facilities along UB-Harhorin Highway**

### **1) Justification**

There are no traffic signs along the UB-Harhorin highway at present. Traffic signs are expected to bring about more comfortable and safe travel.

### **2) Objectives**

- To realize more comfortable and safe travel
- To induce tourist demand to Harhorin

### **3) General Description**

The following traffic signs to provide road information, road direction and caution along major trunk roads should be posted at appropriate points, to make the tourists travel convenient.

- Tourist direction signs
- Speed limit signs
- Caution signs for animals, etc.

### **4) Components**

#### **Tourist Direction Signs**

Tourist direction signs should be posted at the five major intersections such as the 22 km point from UB, Atar, Lun, Erdenesant and Elsen Tasarhai.

#### **Speed Limit Signs**

Signs for speed limits should be posted along both sides of highways at intervals of about 10 km.

#### **Caution Signs for Animals**

Caution signs for animals should be posted along both sides of highways at 10 points.

### **5) Executing Agency and Implementation Structure**

Road Agency

### **6) Cost Estimates**

US\$ 7,100

### **7) Proposed Implementation Schedule**

2001~2002

## **B.13 Upgrading of Major Spas**

### **1) Justification**

Spas have been developed across the country of Mongolia as local people fully enjoy spa recuperation trips. Although spa recuperation trips became unpopular as a result of the poor economy in 1990, they are regaining their former level of popularity in line with the recovery of the economy. Since spa facilities deteriorated and became out of date after the economic stagnation, the renewal and renovation of spa facilities are required to respond to the increasing demand of local people.

### **2) Project Objective**

Major spas should be renovated in order to respond to the increasing recreational and recuperation trip demands of the Mongolian people.

### **3) General Description**

Ulaanbaatar, Hujirt, and Shargaljuut, are the major spas visited for recuperation trips throughout the country and are urgently in need of renovation.

### **4) Project Components**

Construction of spa buildings and equipment, making use of wells, etc. are planned as shown below.

#### **Ulaanbaatar Spa**

- Renovation of utilities such as water supply and electric facilities
- Renovation of spa buildings
- Construction of accommodations for tourists (40 beds)
- Renovation of kitchen and relevant facilities
- Reconstruction of hot water conduit pipes, etc.

#### **Hujirt Spa**

- Renovation of tourist hotels (40 beds)
- Construction of Jacuzzi for tourists
- Construction of waste water treatment plants

#### **Shargaljuut Spa**

- Construction of accommodations for tourists (30 beds)
- Construction of Jacuzzi for tourists
- Construction of waste water treatment plants
- Erecting a power transmission line from Bayanhongor (60km)

### **5) Cost Estimate**

Ulaanbaatar Spa	1.12 million \$
Hujirt Spa	0.17 million \$
Shargaljuut Spa	0.58 million \$
<b>Total</b>	<b>1.87 million \$</b>

**6) Executing Agency and Implementation Structure**

NTC in cooperation with The Ministry of Health and Welfare will work as the implementing organization.

**7) Proposed Implementation Schedule**

Renovation work of 4 major spas should be implemented by 2002/2003.



## **B.14 Loan Facility for Tourism Private Sector**

### **1) Justification**

Even though the development potential of the tourism sector in Mongolia is large, powerful growth can not be expected due to the weakness of the private sector. One of the reasons why the private sector has not matured in the Mongolian tourism sector is the inadequately developed banking system. Small and medium scale private enterprises, which include most of the tourism-related enterprises, have extreme difficulty in financing their investments. Once a loan facility specifically designed to cater to fund demands of the private sector tourism enterprises is built, rapid growth can be expected in the tourism industry.

### **2) Objective**

In order to realize the great potential of the tourism sector in Mongolia, it is essential to provide finance to private companies for the purpose of constructing tourism facilities.

### **3) General Description**

A Two-step loan scheme outsourcing from foreign aid with soft loans is conceivable for the finance arrangement of private companies for the purpose of constructing tourism facilities by small and medium scale enterprises.

**Note:** In Mongolia, German Rehabilitation Bank(Kreditaustalt Fur Wiederaufbau—KFW) is already carrying out a 2 Step Loan facility from 1998 for the export private-sector enterprises through The Trade & Development Bank of Mongolia(TDB) under the following loan conditions;

- Annual Interest 7.5%(Rate from TDB to borrower)
- Payment Term 8 years including grace period of 2 years
- Loan Amount 500,000 Deutsche Mark per company at maximum
- Total amount of 10 million Deutsche Marks is loaned to more than 20 companies.

### **4) Components**

Two-step loan with the soft loan conditions will be utilized in the following projects;

- Finance for the upgrading of ger camps: renovation of power supply systems by sustainable energy sources such as solar and wind. Installation of waste water and garbage disposal systems as well as satellite telecommunication systems will be covered,
- Finance for the development of new ger camps to cope with the increasing tourists,
- Finance for the introduction of devices to integrate nomads into the ger camp business. Milk pasteurizer installation in ger camps will be quite desirable for the nomads' integration.

The following concept is advisable as a condition of two-step loan for small and medium scale private enterprises.

Two-step loan	annual interest rate (%)	Return period	Scale of fund (1,000 \$)/1
1 Upgrading of existing ger camp facilities	Advantageous rate	Normal period	846
2 Assistance to new ger camps	Normal rate	Normal period	740
3 Upgrading of Highway restarea	Advantageous rate	Long return period with long grace period	540
4 Total			2,120

/1: 9 ger camps in UB, Harhorin and OmnoGovi are assumed to be renovated.  
 8 ger camps in Harhorin and OmnoGovi are assumed to be newly constructed.  
 24 ger camps in UB, Harhorin and OmnoGovi are assumed to install pasteurizers.

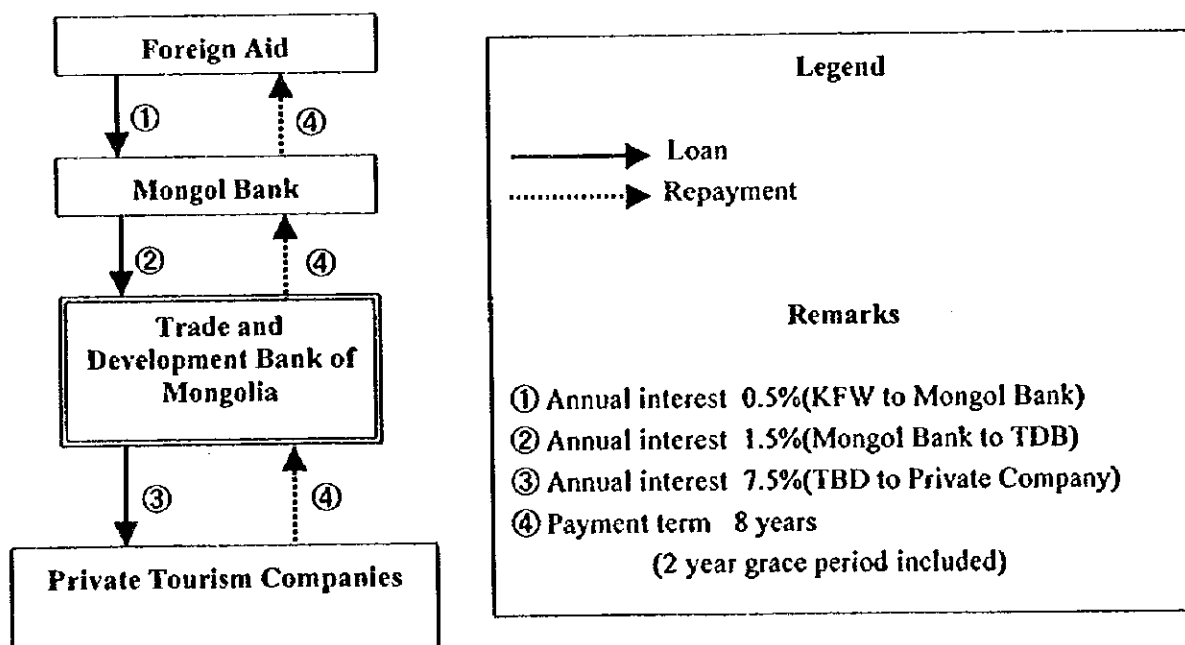
### 5) Executing Agency and Implementation Structure

TBD and ITI (Investment Technological Innovation) Bank can deal with two-step loan. Borrowing enterprises are selected by those banks based on the inquiry into their financial status and business plans. The implementation structure chart in the case of KFW is shown below for reference.

### 6) Proposed Implementation Schedule

It should be the aim that the two-step loan scheme applicable to private companies will be executed in accordance with the priority project schedule by 2005 at the latest.

#### Implementation Structure of 2 Step Loan (Case of KFW)



## 19.6 Private Sector Projects

### C.1 Rest Areas along UB-Harhorin Highway

#### 1) Justification

There are a few rest facilities in very poor condition along the UB-Harhorin highway at present. The provision of rest facilities is expected to bring about more comfortable and safe travel.

#### 2) Objectives

- To realize more comfortable and safe travel
- To induce tourist demand to Harhorin

#### 3) General Description

Rest facilities (restaurants and shops, toilets, gas stations) along the highway between UB and Harhorin should be developed at Lun (113 km west of UB) and Erdenesant (195 km west of UB).

#### 4) Components

An example of rest facilities comprised of restaurants, kiosks, toilets, gas stations, parking lots and gardens is shown in Figure 19.6.1.

The land area of the rest facilities is about 2,300 m<sup>2</sup>.

#### 5) Executing Agency and Implementation Structure

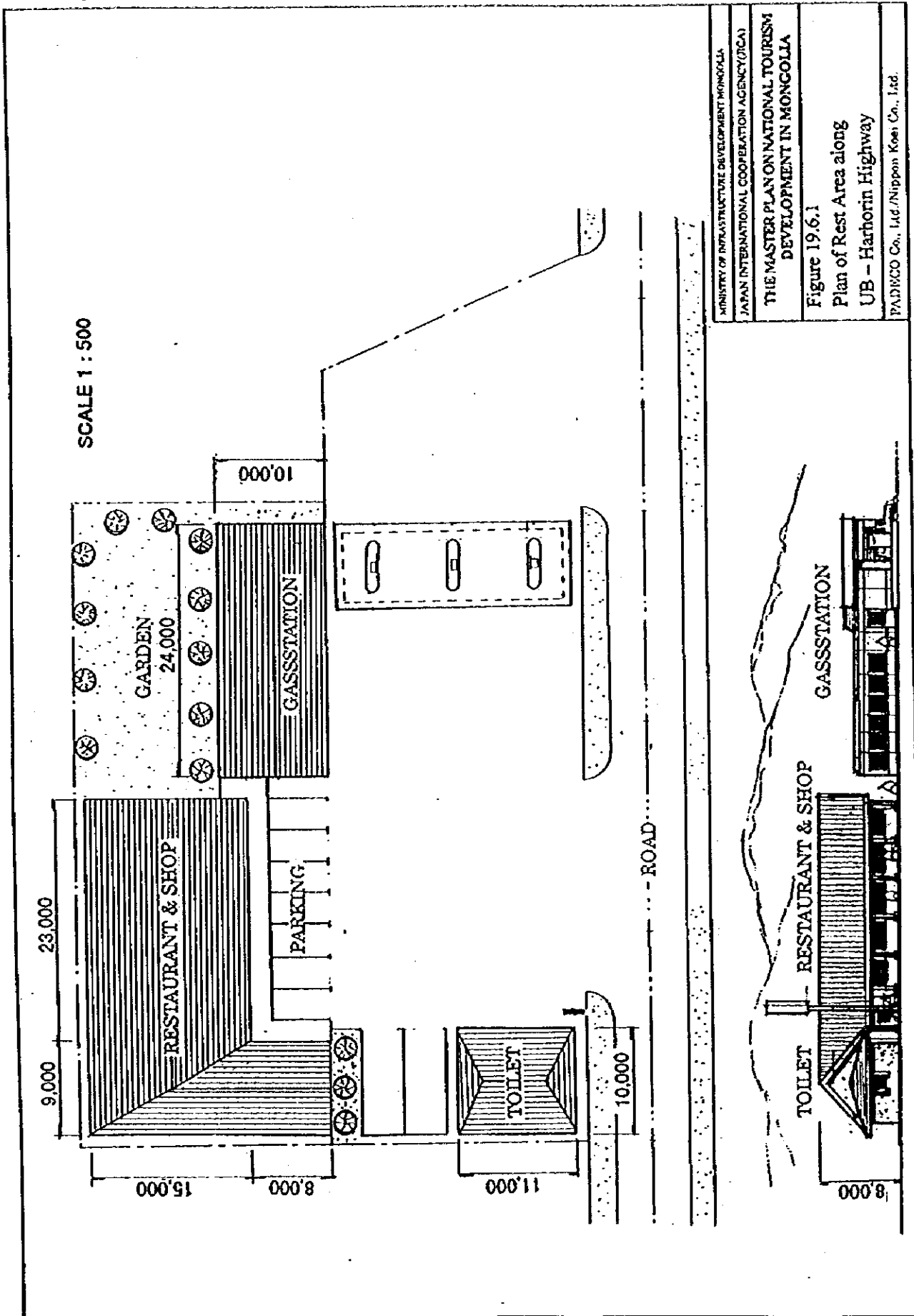
Private sector

#### 6) Cost Estimates ---US\$ 0.564 million

Restaurant	US\$ 0.213 million	}	\$0.270million/one rest house (\$0.54 million/two rest house)
Toilet	US\$ 0.057 million		
Gas Station	US\$ 0.200 million		
Others	US\$ 0.094 million		
TOTAL	US\$ 0.564 million		

#### 7) Proposed Implementation Schedule

1999~2005



## C.2 Upgrading of Ger Camp Facilities

### 1) Justification

The existing ger camp facilities can be generally classified as being in fair to poor condition because of undeveloped power supplies and telecommunication facilities, limited hot water, lack of water, outdated toilets, etc. The ger camp facilities should urgently be upgraded.

### 2) Objectives

- To make accommodations in the tourist camps comfortable
- To induce tourist demand to the tourist sites

### 3) General Description

40 gers should be constructed and the supporting infrastructure for accommodations should be improved based on the guidelines for ger camps shown in Figure 19.6.2 and 19.6.3.

### 4) Components

#### Development of Ger

- Construction of 40 gers

#### Improvement of Power Supply Facilities

- Installation of solar power generation system or high grade diesel generator

#### Improvement of Telecommunications

- Installation of ICO system by using 12 medium orbit satellites (to be introduced in August 2000) for emergency communication

#### Improvement of Solid Waste Treatment

- Installation of solid waste disposal

#### Improvement of Toilets

- Installation of septic tanks

#### Improvement of Water and Hot Water Supplies

- Installation of water and hot water tanks

### 5) Executing Agency and Implementation Structure

Private Sector

### 6) Cost Estimates

US\$ 0.318 million

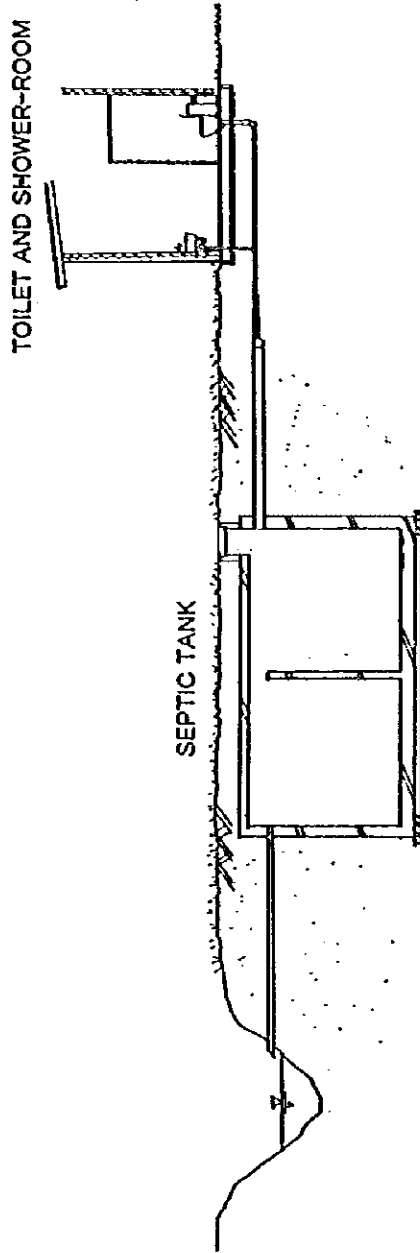
	\$ million
(1) Land reclamation	0.008
(2) Gravel sidewalk	0.001
(3) Ger construction	0.125
(4) Water Supply	0.007
(5) Power Supply*	0.066
(6) Hot Water Supply	0.016
(7) Toilet & Shower Room	0.027
(8) Restaurant	0.044
(9) Garden	0.025
<b>Total</b>	<b>0.318</b>

\$0.093 million

\* Solar system

### 7) Proposed Implementation Schedule

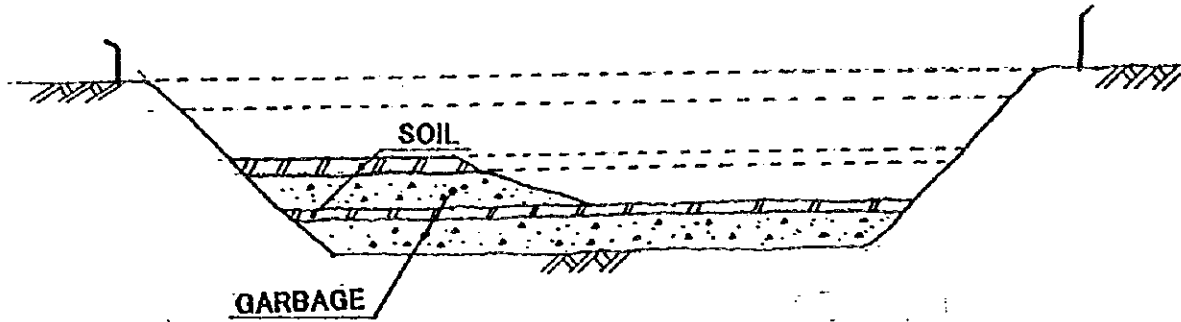
1999 - 2005



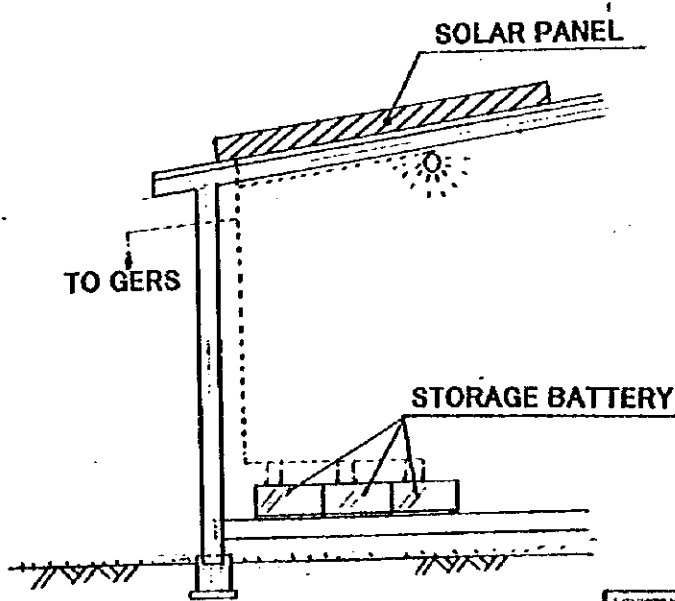
WASTEWATER TREATMENT SYSTEM AT TOURIST GER CAMPS

MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA
JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA
Figure 19.6.2
Plan of Water Treatment System At Model Ger Camp
PADECO Co., Ltd./Nippon Koei Co., Ltd.

### WASTE DISPOSAL GROUND.



### SOLAR GENERATION SYSTEM



MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA
JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA
Figure 19.6.3 Waste Disposal System and Solar Generation System in Model Ger Camp
PADECO Co., Ltd./Nippon Koei Co., Ltd.

### **C.3 South Govi Airstrip Improvement**

#### **1) Justification**

The Omnogovi private airport has a minimum navigation control system along with an existing passenger terminal building which is in rather poor condition as well as being inadequate. The airport can generally be classified as being in need of vast improvement.

The Omnogovi private airport should urgently be improved, to form a triangle network among UB, Harhorin and Omnogovi

#### **2) Objectives**

- To make travel to Omnogovi convenient and safe
- To induce tourist demand to Omnogovi
- To encourage tourism and to entice more international tourists to Mongolia

#### **3) General Description**

The improvement of the Omnogovi private airport facilities is needed to make travel to Omnogovi convenient and safe.

#### **4) Components**

##### **Improvement of Airstrip**

- Strengthening of landing strip (concrete pavement of runway, apron area expansion, installation of security fences, obstruction marking and lighting facilities)

##### **Improvement of Navigation System**

- Installation of inner mark-NDB and outer mark-NDB

##### **Development of Meteorological Observation System**

- Installation of weather controller

#### **5) Executing Agency and Implementation Structure**

Private Sector

#### **6) Cost Estimates**

US\$ 0.657 million

#### **7) Proposed Implementation Schedule**

2000 - 2005



## **C.4 Strengthening of Sports Activities**

Sports activities are an important tourism attraction in Mongolia. Among them, horseback riding, motorcycle and jeep tours, and hot air ballooning are offered to tourists, especially for the Japanese. Hot air ballooning is at present enjoyed by only a limited number of tourists as it is only available at a particular ger camp. All of these activities are operated by the private sector and safety measures are an essential issue.

### **C.4.1 Horseback Riding**

#### **1) Justification**

Horseback riding is one of the most popular tour attractions in Mongolia. Many tourists start to learn riding in Mongolia. According to the results of the tourist interview survey, most of them expressed a wish to come back to Mongolia for horseback riding. However, the absence of standard teaching methods and trained instructors made the results of the lessons vary greatly depending on the particular instructor.

#### **2) Objectives**

1. To establish standards of lessons such as teaching methods, programs and techniques.
2. To establish training courses of riding instructors for nomads.
3. To provide training for horses.
4. To establish supporting facilities such as first aid stations and telecommunication systems.

#### **3) General Description**

##### **(1) To Establish Standards of Lessons**

There is an existing organization called "The Mongolian Horse Riding Association (MHRA)", which is providing a training course for riding instructors. However, few nomads in the countryside have participated in the training course by MHRA. It is recommended to establish effective standards of riding lessons by MHRA and distribute them to ger camps that offer horse riding. For the purpose of adding extra value to horse riding by tourists in Mongolia, the issuing of MHRA certificates to tourists who successfully complete the standard lessons is also recommended.

##### **(2) To Establish Training Courses of Riding Instructors for Nomads**

In order to maintain certain standards of tourism riding lessons, it is recommended that MHRA carry out training courses for riding instructors among nomads in the countryside and train them in standard teaching methods, programs and techniques. It will motivate nomads to participate in the tourism business as well as increasing their income. The association should oversee the upgrading of horseback riding tour programs and issue completion certificates as well.

##### **(3) To provide Training of Horses.**

Materials should be prepared to provide important points for the training of horses for tourists, possibly by MHRA.

##### **(4) To Provide Supporting Facilities**

- A first aid station should be provided and prepared or at least a first aid kit at every riding

site.

- Good telecommunication systems should be provided at the riding sites for business use and contact with hospitals in case of emergency.

#### 4) Project Components

(1) In order to establish lesson standards, it is recommended the following be prepared;

- Instruction programs
- Curriculum of lessons
- Teaching methods
- Teaching materials
- Monitoring methods
- Evaluation methods
- Horse training methods

(2) Supporting Facilities

- Provision of first aid kits and basic medical treatment knowledge.
- Installation of good telephone or radio communication systems.

#### 5) Executing Agency and Implementation Structure

Private sector with support of MHRA.

#### 6) Proposed Implementation Schedule

1999 - 2005

### C.4.2 Motorcycle and Jeep Touring

#### 1) Justification

Since the Camel Trophy Rally was held in Mongolia in 1994, motor sports have been identified as a new tourism product by tour operators in Mongolia and have obtained some degree of popularity. One Japanese operator started MSTR (Mongol Special Touring Rally) in 1996 and in 1997 succeeded in assembling 100 motorcycles and 30 4WD drivers from Japan and held an 8 day 3,000 km round trip rally starting and ending at UB.

The most serious problem of this event has been accidents which have occurred every year. Participants of the rally move everyday in the steppe and it is difficult to provide appropriate treatment for the injured. Safety measures are critical to expand this kind of motor sport activity.

#### 2) Objective of the Project

The objective of the project is to establish safe riding and a quick and appropriate emergency relief system in remote areas using good communication systems and cooperation with hospitals. Cooperation of the local administration and military should be included in this emergency relief system along with the establishment of an effective ambulance system for the injured.

#### 3) General Description

For safe riding,

1. To prepare safe riding instructions to prevent accidents.
2. To provide two 4WD cars accompanying the motorcycle touring party, one for the transport of camping and catering needs and mechanics and another for emergencies.

3. To provide radio communication equipment for contact with hospitals, police, military and local administration nearby to take quick action for the relief of victims.

#### 4) Components

1. Establishing a network of people and contact points that can be alerted in case of emergency.
2. Preparing a set of safe riding instructions to prevent accidents.
3. Providing one extra vehicle for emergency use.
4. Providing one radio communication system for each touring party.

#### 5) Executing Agency and Implementation Structure

Private Sector in cooperation with local government, police and military.

#### 6) Proposed Implementation Schedule

1999 - 2000

### C.4.3 Hot Air Ballooning

#### 1) Justification

Hot air ballooning is at present a very limited attraction. The ballooning is available only by a Japanese operator for the guests of a particular tourist camp in a remote area and is not advertised in UB. According to interviews of operator companies in Tokyo, Mongolia is a good place for ballooning. They have to reserve ballooning in the package at the time of booking in Japan. However, the operator expects to fly near UB and attract more passengers during the short tourism season. It is recommended to expand this activity.

#### 2) Objectives

In order to increase ballooning passengers, it is recommended that the flight zone be transferred to a point near UB from the remote campsite.

#### 3) General Description

Difficult accessibility, 350 km from UB in Undershe area, by land transport to the flying zone and low occupancy of the tourist camp are major constraints for attracting passengers. The high cost of the equipment and fuel and remuneration for pilots are added on to flying price of \$20 per hour. It is recommended that this attraction be offered near UB where an increase in demand can easily be expected.

#### 4) Components

To develop a flight zone and anchoring site near UB, where the tourists can have easy access within a few hours from their hotels and return the same day. A large open space without obstacles such as electric transmission lines, rivers, forest and lakes is the most appropriate. No civil work or construction work is required.

#### 5) Executive Agencies and Implementation Structures

Private sector. The involvement of The Mongolian Flying Sports Federation is desirable.

## **6) Proposed Implementation Schedule**

1999 - 2005

### **C.4.4 Strengthening of Safety and Environmental Measures for Sports Attractions**

#### **1) Justification**

Sports activities are important programs of tourism in Mongolia. However hardly any safety measures or insurance is provided by the supplier's side. No licensing or certificate system exists for instructors or operators. Risks are borne by the tourists themselves, which deter some from taking part. Environmental considerations are also hardly considered by operators, which may lead to self-destructive consequences concerning the attractiveness of Mongolia. It is therefore necessary for operators and others concerned to secure the safety of tourists while protecting the environment from sports activities.

#### **2) Objectives of the Projects**

Objectives of the project are to develop;

- safety management measures,
- necessary legal systems,
- information systems for safety and business use and
- environmental protection standards for nature sports tourism activities and land development.

#### **3) General Description of the Project**

The following supporting measures are required for safety and environmental management.

Table 19.6.1 Supporting Measures for Sports Tourism

Activities	Security Requirements			Environment Protection	Remarks
	Safety Management	Legal Development	Provision of Information		
<b>Sports on Land</b>					
1)Horse Riding	Safety instruction.	License of instructors.	Teaching program, techniques	n.a.	Strengthening of MIIRA
2)Camel Caravan	Upgrade of guides	License of guides.	Tour programs Safety information	n.a.	
3)4WD Rally	Safety regulations	Driving license, regulations.	Course guides Weather information	Rally Regulations	Insurance First Aid
4)Motorcycle Tour	Safety instruction	Riding regulations.	Course guides Whether information	Tour regulations	Insurance First Aid
5)Bicycle Tour	Safety instruction.	n.a.	Course guides Weather information	n.a.	Insurance First Aid
6)Golf	n.a.	Land use and development control laws.	n.a.	Land Development	
<b>AerialSports S</b>					
1)Hot Air Balloon	Safety Standards, instruction	Flying regulations. Licenses of pilot	Weather and topography	n.a.	Insurance
2)Hang – Gliding	Safety instruction,	Licenses, regulations	Weather and topography.	Runway development	Insurance First aid
3)Para – Gliding	Safety instruction,	Licenses for instructors.	Weather and topography.	Runway development.	Insurance First aid
4)Para – Sailing	Safety instruction	License for operators.	Wind	Wheel tracks on the grass fields.	Insurance First aid
5)Sky diving	Safety instruction,	Licenses, regulations.	Training programs	n.a.	Insurance, permit
6)Land Wind Surfing	Safety instruction	Licenses for instructors	Lessons	Wheel tracks on the grass field.	First aid
7)kiting	Safe flying instruction	License for operators.	Training programs	Wheel tracks on the grass fields.	Insurance, First aid
<b>Sports on the Water</b>					
1)Canoe, Kayak	Safety instruction	Licenses for instructors	Lessons	Waterfront environment.	Insurance
2)Rafting	Training of instructors	Licenses for instructors	Rescue techniques	Water environment	Insurance
3)Fishing	Signs boards,	Fishing Permits,	Map, prentices	water environment	Insurance
<b>Miscellaneous</b>					
1)Mountaineering	Registration of climbers. Upgrade of guides, rangers	Licenses for guides, rangers.	Weather, guide books , maps.	Fauna and flora,	Insurance. Ranger First Aid
2)Rock Climbing	Training of guides.	Licenses for guides.	Weather, maps guide books	Fauna and flora	Insurance First Aid Ambulance
3)Skiing	Instructors, rescue troop	Land Development Control.	Course information	Land development. Waste material	First Aid. Ambulance
4)Skating	Safety Instructions	n.a.	n.a.	Waste material management	First Aid

JICA Study Team, July 1998

#### 4) Project Components

##### i) Development of Safety Management Requirements

- Provision of the safety standards and instructions,
- Training of guides, rangers, pilots, instructors and staff,
- Posting of safety sign boards on sites.

- First aid program and techniques
- ii) Development of Related Legal Systems
  - Licensing systems and regulations.
  - Land development controls and related laws
  - Permits for fishing to protect resources.
- iii) Strengthen the Information System
  - Provision of training programs, methods and techniques
  - Provision of information of topography and weather.
  - Provision of satellite telecommunication system.
  - Provision of schedule of other flights.
- iv) Establishment of Environmental Protection Measures
  - Control and restriction of driving in the steppe.
  - Land development controls
  - Water and waterfront environment controls.
  - Protection of fauna and flora.
  - Waste material management.

## 5) Executing Agencies

The private sector in close consultation with:

- |   |  |
|---|--|
| i) Provision of safety instruction and training | concerning Sports Federation                                   |
| ii) Legal development and licenses              | concerned agencies   |
| iii) Weather forecast and environmental issues  | The Ministry of Nature and Environment.                        |
| iv) Environmental issues                        | The Ministry of Nature and Environment.                        |
| v) Provision of flight schedules                | Civil Aviation Authority, Air force                            |
| vi) Land development control                    | Division of Land Relations and<br>Asset Registration of Aimag. |

## **C.5 Horse Park**

### **1) Justification**

The horse has been and is the most important animal to Mongolians, and yet there is no Public place to learn horses. Moreover, neither the tourist nor the residents of UB can easily find horse-riding facilities in and around the UB area. Therefore, a horse park offering horseback riding, Mongolian equestrian culture, horse racing, etc. is quite viable in the UB area.

### **2) Objectives of the Projects**

- to promote a new tourism attraction for international tourists in the UB suburb
- to setup an educational function concerning the equestrian culture of Mongolia and riding for UB citizens
- to create a suburban destination for UB citizen recreation
- to research the equestrian science especially for the Mongolian horse

### **3) General Description of the Project**

What is recommended in the Horse Park is a combination of a museum of live horses and a horse riding training school, and a race course.

### **4) Components**

Figure 19.6.4 shows the concept of the Horse Park. Racing track, horse museum, training school, camping site, horse riding trail, etc. are planned for the Horse Park.

Display themes of the horse museum are as follows;

- Horse and the Mongolian people (Relationship, History, Horse related Culture)
- World Horses of Cold Climates
- World Riding gear (Saddles, Lashes, Bits)

It is desirable to have a strong relation with the research organization at Hustain Nuruu Natural Reserve and the Horse Park, where the re-introduction of the Przewalski's Wild Horse is now underway.

### **4) Implementing Structure**

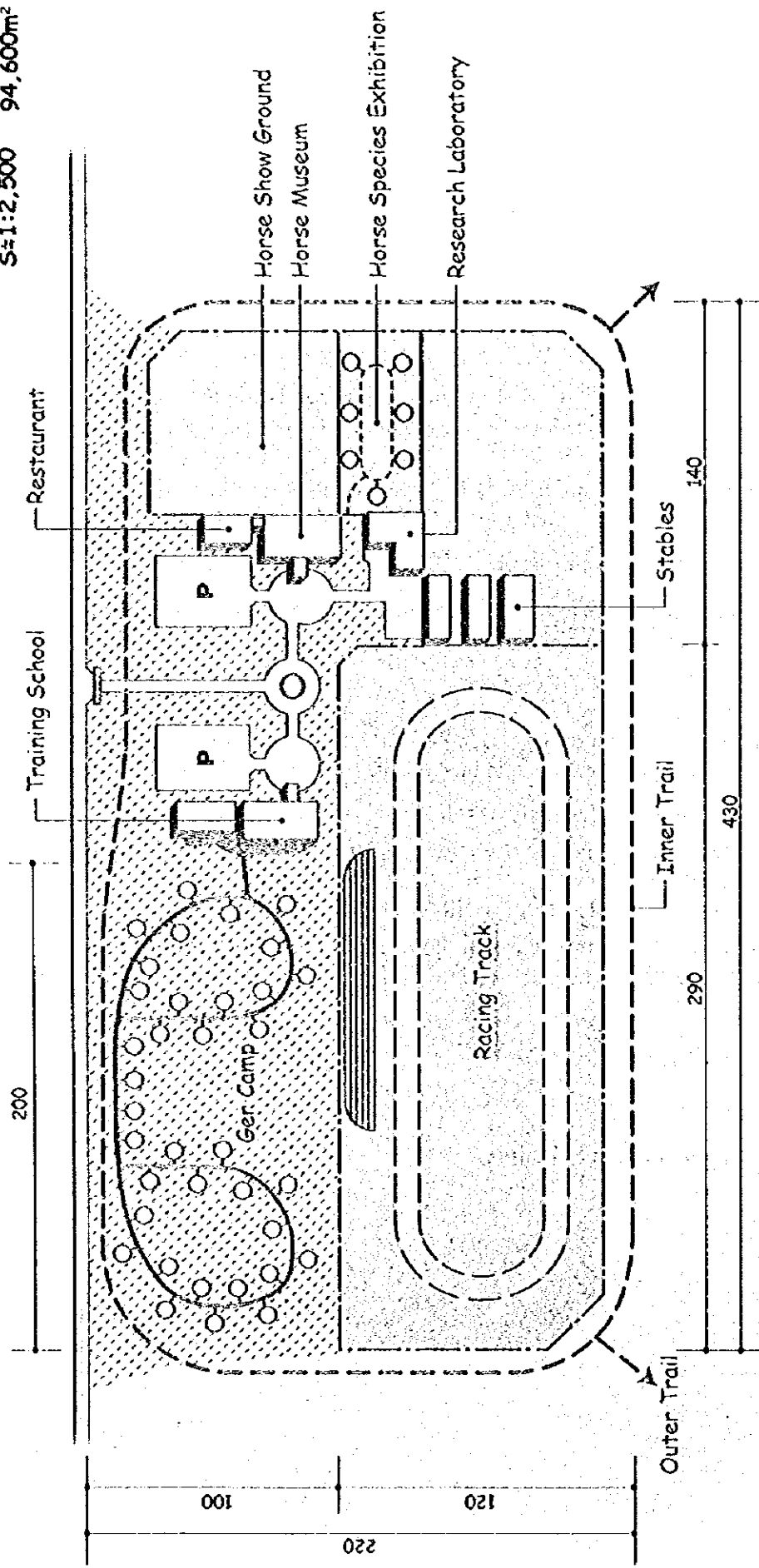
Private sector

### **5) Proposed Implementation Schedule**

2000 - 2005

**HORSE PARK**

S=1:2,500 94,600m<sup>2</sup>



MINISTRY OF INFRASTRUCTURE DEVELOPMENT MONGOLIA  
 JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)  
 THE MASTER PLAN ON NATIONAL TOURISM DEVELOPMENT IN MONGOLIA

Figure 19.6.4 Horse Park

PAJECO Co., Ltd./Nippon Koei Co., Ltd.





## 19.7 Implementation Plan of Projects and Programs

### 19.7.1 Implementation Schedule of Priority Projects/Programs

The implementing schedule of the priority programs is proposed in the table below.

Implementation Schedule of Priority Programs

	1998	1999	2000	2001	2002	2003	2004	2005
<b>A PROGRAMS</b>								
<b>1 Government Administration Strengthening</b>								
A-1 Smooth Operation of the National Tourism Council	Δ							
A-2 Strengthening of Tourism Administration by Coordination of the Tourism Department and NTC				→				
A-3 Strengthening of Aimag Government				→				
<b>2 Human Resource Development</b>								
A-4 Upgrading of Vocational Education		—	—	—	—	—	—	→
A-5 Development of Park Rangers Training		—	—	—	—	—	—	→
<b>3 Regulatory Improvement</b>								
A-6 Investment Incentive in Tourism Sector	Δ							→ Δ
A-7 Land Development Control Measures								→ Δ
A-8 Licensing System								→ Δ
A-9 Safety Standards								→ Δ
<b>4 Development Programs</b>								
A-10 Mongolian Culture Preservation Program		—	—	—	—	—	—	→
A-11 Ancient Sites Presentation	—	—	—	—	—	—	—	→
A-12 International Air Service Development				→				
A-13 Domestic Air Service Development				→				
A-14 Railway Service Upgrading								→
A-15 Nomads Integration System								→
A-16 National Illustrated Checklist and Maps of Archaeological and Wildlife Resources		—	→					
A-17 Production of Information Materials for Eco-tourism		—	→					
A-18 Surveys for Integrated Environmental Management					→			
A-19 Overseas Marketing								→
A-20 UB Hotel Development Guideline		Δ						
A-21 Ger Camp Development Guideline by Zones		Δ						
A-22 UB Bus Guidebook				→				
A-23 Convenient Ticket System for Bus and Museum				→				

Legend

— Administrative procedure and finance arrangement

Δ Completion

— Execution of programs

Source: JICA Study Team

The general implementing schedule of the priority projects is proposed as shown below and a detailed implementing schedule of each project is presented in Table 19.7.1.

- |   |                   |
|---|-------------------|
| 1) Request to Donor Countries and Organization: | middle of 1999    |
| 2) Donor Country Mission                        | middle of 1999    |
| 3) Agreement with Donor Country:                | beginning of 2000 |
| 4) Agreement for aid:                           | middle of 2000    |
| 5) Bidding of Consulting Service for DD:        | end of 2000       |
| 6) Design and Contractor Bidding:               | 2001              |
| 7) Start of Development:                        | 2002~2003         |

## **19.7.2 Implementing and Operation/Management Organization**

It is proposed that the implementation of priority programs be borne by each responsible governmental organization such as: The Ministry of Infrastructure Development, The Ministry of Science, Technology, Education and Culture, The Ministry of Natural Environment, The Ministry of Health and Social Welfare, and Ulaanbaatar City. The National Tourism Center, established in 1998, will be the core agency for the priority projects implementation under the control of The National Tourism Council and MOID. Major roles of NTC in terms of project implementation are:

- Project management service to properly control the quality, progress, and budget of the project in its entirety
- Supervision of the design work;
- Overall review of the implementation program based on the results of detailed design and cost estimates, and if necessary, modify and readjust the project packaging;
- Pre- and post-evaluation of the projects, which may have a significant impact on socio-economic and environmental conditions;
- Establishment and management of procedural formalities for the disbursement of foreign and local funds;
- Tender preparation and processing including advertising, pre-qualification of bidders, short-listing of bidders, tender call, pre-tender conference, site orientation, opening of bidding and other relevant activities;
- Preparation of bid evaluation reports to recommend the lowest responsible bidder;
- Contract negotiations with the successful bidder;
- Supervision of the construction work
- Monitoring of project progress;
- Project accounting ; and
- Necessary procedure for administrative arrangement concerning property management and maintenance including ownership transfer and management assignment.

PIU should be established in NTC and authorized as an implementing agency of the tourism department. PIU should be composed of the members dispatched from the following ministries and Ulaanbaatar City in order to carry out a smooth and successful operation with the collaboration of concerned sections.

- Ministry of Infrastructure Development
  - Road & Transport Department
  - Department of Transport and Tourism
- Ministry of Science, Technology, Education and Culture
  - Policy Implementation Coordination Department
- The Ministry of Nature & Environment
  - The Policy Implementation Coordination Department
- Ulaanbaatar City
  - City Manager, Office of Chief Architect

PIU members should include engineers with sufficient engineering skills, negotiation ability and a deep understanding of the project. It should also include skilled staff for accounting and contracts. In addition, it is recommended to have staff from The Ministry of Finance knowledgeable of procedures and conditions of foreign assistance when the project is funded by a foreign donor agency.

The project implementation structure is schematically proposed in Figure 19.7.1 and Table 19.7.2.

### 19.7.3 Implementing Method (Finance Source Assumption)

Major source for the implementation of the priority projects and programs is assumed to be a soft loan from a donor in consideration of the limited financial resources of the government. Foreign currency earnings from foreign tourists visiting Mongolia will surely increase after the implementation of the priority projects and programs with loan repayment ability is inherent. Some programs are assumed to receive grant aid and technical assistance from international donors. Details of the finance arrangement plan by the priority projects and programs are shown in Table 19.7.3.

**Table 19.7.1 Implementation Schedule of Priority Projects**

	1998	1999	2000	2001	2002	2003	2004	2005
<b>B PUBLIC SECTOR PROJECTS</b>								
<b>1 Culture Tourism Enhancement</b>								
B-1 Improvement of Bogd Khan Museum		—	—	—	—	—	—	—
B-2 Mongolian Culture Park		—	—	—	—			
B-3 Erdenezuu Surrounding Improvement		—	—	—	—	—		
B-4 Harhorin Visitor Center		—	—	—	—	—		
<b>2 Development of Gateway Tourism in UB</b>								
B-5 UB Tourist Trail Development		—	—	—	—			
B-6 UB Tourist Street		—	—	—	—	—		
B-7 UB Souvenir and Handicraft Center		—	—	—	—	—		
<b>3 Nature Tourism Development</b>								
B-8 Terej Visitor Center		—	—	—	—	—		
B-9 Govi Visitor Center		—	—	—	—	—		
B-10 Bird Watching Site Preparation		—	—	—	—	—	—	—
<b>4 Others</b>								
B-11 Harhorin Tourist Road		—	—	—	—	—		
B-12 Traffic Sign Facilities along UB-Harhorin Highway		—	—	—	—	—		
B-13 Upgrading of Major Spas		—	—	—	—	—		
B-14 Loan Facility for Tourism Private Sector		—	—	—	—	—	—	—
<b>C PRIVATE SECTOR PROJECTS</b>								
C-1 Rest Areas along UB-Harhorin Highway		—	—	—	—	—	—	—
C-2 Upgrading of Ger Camp		—	—	—	—	—	—	—
C-3 South Govi Air Strip Improvement		—	—	—	—	—	—	—
C-4 Sporting Activities Strengthening		—	—	—	—	—	—	—
C-5 Horse Park		—	—	—	—	—	—	—

Legend  
 — Administrative procedure and finance arrangement  
 □ Design and bidding of construction  
 □ Construction/Development  
 → Execution

Source: JICA Study Team

**Table 19.7.2 Implementing, Operation / Management Organization Plan of Priority Projects / Programs**

Priority Projects/Programs	Implementing Organization	OM Organization
<b>A PROGRAMS</b>		
1 Government Administration Strengthening		
A-1 Smooth Operation of the National Tourism Council	-	-
A-2 Strengthening of tourism Administration by Coordination of the Tourism department and NTC	MOID	-
A-3 Strengthening of Aimag Government	MOID	-
2 Human Resource Development		
A-4 Upgrading of Vocational Education	MOSTEC	MOSTEC
A-5 Development of Park Rangers Training	MONE	MONE
3 Regulatory Improvement		
A-6 Investment Incentive in Tourism Sector	BOI	-
A-7 Land Development Control Measures	MOID/LG	-
A-8 Licensing System	MOID	NTC
A-9 Safety Standards	MOID/LG	-
4 Development Programs		
A-10 Mongolian Culture Preservation Program	BCA	-
A-11 Ancient Sites Presentation	BCA	-
A-12 International Air Service Development	MOID/CAA/MIAT	-
A-13 Domestic Air Service Development	MOID/CAA/MIAT	-
A-14 Railway Service Upgrading	MOID/MA	-
A-15 Nomads Integration System	MOID	-
A-16 National Illustrated Checklist and Maps of Archaeological and Wildlife Resources	MONE	-
A-17 Production of Information Materials for Eco-tourism	MONE	-
A-18 Surveys for Integrated Environmental Management	MONE	-
A-19 Overseas Marketing	NTC(PIU)	NTC
A-20 UB Hotel Development Guideline	MOID	-
A-21 Ger Camp Development Guideline by Zones	MOID	-
A-22 UB Bus Guidebook	UB	UB
A-23 Convenient Ticket for Bus and Museum	UB/MOSTEC	UB/MOSTEC
<b>B PUBLIC SECTOR PROJECTS</b>		
1 Culture Tourism Enhancement		
B-1 Improvement of Bogd Khaan Museum	NTC(PIU)	BCA
B-2 Mongolian Culture Park	NTC(PIU)	BCA
B-3 Erdenezuu Surrounding Improvement	NTC(PIU)	BCA
B-4 Harhorin Visitor Center	NTC(PIU)	BCA
2 Development of Gateway Tourism in UB		
B-5 UB Tourist Trail Development	NTC(PIU)	UB
B-6 UB Tourist Street	NTC(PIU)	UB
B-7 UB Souvenir and Handicraft Center	NTC(PIU)	BCA
3 Nature Tourism Development		
B-8 Terelj Visitor Center	NTC(PIU)	MONE
B-9 Govi Visitor Center	NTC(PIU)	MONE
B-10 Bird Watching Site Preparation	NTC(PIU)	LG
4 Others		
B-11 Harhorin Tourist Road	NTC(PIU)	RA
B-12 Traffic Sign Facilities along UB-Harhorin Highway	NTC(PIU)	RA
B-13 Upgrading of Major Spas	NTC(PIU)	MOHSW
B-14 Loan Facility for Tourism Private Sector	-	-
<b>C PRIVATE SECTOR PROJECTS</b>		
C-1 Rest Areas along UB-Harhorin Highway	Private	Private
C-2 Upgrading of Ger Camp	Private	Private
C-3 South Govi Air Strip Improvement	Private	Private
C-4 Sporting Activities Strengthening	Private	Private
C-5 Horse Park	Private	Private

Legend	BCA	Board of Culture and Arts under MOSTEC
	CAA	Civil Aviation Authority
	LG	Local Government
	MA	Mongolian Railways
	MOID	Ministry of Infrastructure Development
	MOHSW	Ministry of Health and Social Welfare
	MONE	Ministry of Natural Environment
	MOSTEC	Ministry of Science, Technology, Education and Culture
	NTC(PIU)	National Tourism Center (Project Implementation Unit in NTC)
	RA	Road Agency under MOID

Source: JICA Study Team  
Final Report, July 1999

**Table 19.7.3 Finance Arrangement Plan for the Development of Plan for Priority Projects/Programs**

Priority Projects/Programs	Finance for Implementation	Finance for O/M	Remarks
<b>A PROGRAMS</b>			
<b>1 Government Administration Strengthening</b>	-	-	
A-1 Smooth Operation of the National Tourism Council	GOM/FA	GOM	FA:TACIS
A-2 Strengthening of tourism Administration by Coordination of the Tourism department and NTC	GOM	GOM	
A-3 Strengthening of Aimag Government			
<b>2 Human Resource Development</b>	FA	FA	
A-4 Upgrading of Vocational Education	-	FA(GTZ)	
A-5 Development of Park Rangers Training			
<b>3 Regulatory Improvement</b>	GOM	-	
A-6 Investment Incentive in Tourism Sector	GOM	-	
A-7 Land Development Control Measures	GOM	-	
A-8 Licensing System	GOM	-	
A-9 Safety Standards	GOM	-	
<b>4 Development Programs</b>	FA	GOM	Grant
A-10 Mongolian Culture Preservation Program	FA	GOM	GOT:Turkish monument presenta
A-11 Ancient Sites Presentation	GOM	-	
A-12 International Air Service Development	GOM	-	
A-13 Domestic Air Service Development	GOM	GOM	Railway Agency
A-14 Railway Service Upgrading	Private	Private	
A-15 Nomads Integration System	FA	GOM	Grant
A-16 National Illustrated Checklist and Maps of Archaeological and Wildlife Resources	FA	-	Grant
A-17 Production of Information Materials for Eco-tourism	FA	-	Technical Assistance
A-18 Surveys for Integrated Environmental Management	GOM/FA	-	Soft Loan
A-19 Overseas Marketing	GOM	-	
A-20 UB Hotel Development Guideline	GOM	-	
A-21 Ger Camp Development Guideline by Zones	GOM	GOM	UB City Budget
A-22 UB Bus Guidebook	GOM/MOSTEC	GOM/MOSTEC	
A-23 Convenient Ticket for Bus and Museum			
<b>B PUBLIC SECTOR PROJECTS</b>			
<b>1 Culture Tourism Enhancement</b>	FA	GOM	Soft Loan
B-1 Improvement of Bogd Khaan Museum	FA	GOM/Private	Soft Loan
B-2 Mongolian Culture Park	FA	GOM	Soft Loan
B-3 Erdenezuu Surrounding Improvement	FA	GOM	Soft Loan
B-4 Harhorin Visitor Center			
<b>2 Development of Gateway Tourism in UB</b>	FA	GOM	Soft Loan
B-5 UB Tourist Trail Development	FA	GOM	Soft Loan
B-6 UB Tourist Street	FA	GOM	Soft Loan
B-7 UB Souvenir and Handicraft Center			
<b>3 Nature Tourism Development</b>	FA	GOM	Soft Loan
B-8 Terelj Visitor Center	FA	GOM	Soft Loan
B-9 Govi Visitor Center	FA	GOM	Soft Loan
B-10 Bird Watching Site Preparation			
<b>4 Others</b>	FA	GOM	Soft Loan
B-11 Harhorin Tourist Road	FA	GOM	Soft Loan
B-12 Traffic Sign Facilities along UB-Harhorin Highway	FA	GOM	Soft Loan
B-13 Upgrading of Major Spas	FA	GOM	Soft Loan
B-14 Loan Facility for Tourism Private Sector	FA	GOM	Soft Loan
<b>C PRIVATE SECTOR PROJECTS</b>			
C-1 Rest Areas along UB-Harhorin Highway	Private	Private	
C-2 Upgrading of Ger Camp	Private	Private	
C-3 South Govi Air Strip Improvement	Private	Private	
C-4 Sporting Activities Strengthening	Private	Private	
C-5 Horse Park	Private	Private	

Legend

- FA Foreign Aid
- GOM Government of Mongolia
- GOT Government of Turkey

Source: JICA Study Team

Figure 19.7.1 Project Implementing Structure

