

## THE CORE NOMADIC TOURISM PRODUCTS IN MONGOLIA

Gansukh Damba, Ph.D, professor  
ORCID: 0009-0000-0807-7713  
Sustainable Tourism Development Center, Mongolia  
[montour2017@outlook.com](mailto:montour2017@outlook.com)

Gansukh, D. (2023). The Core Nomadic Tourism Products in Mongolia.  
Sportculturalonline scientific journal Issue 1, p. 18-22: <https://sportculturalonline/2023/11/22/>

### Abstract

*Nomadic tourism product can be defined as anything that can be offered to tourists for experiencing and participating in a nomadic family way of life and environment to satisfy their needs and wants by using nomadic tourism resource as basis with a monetarily appreciation in sustainable manner. Nomadic tourism product can be defined as a composition of the core product and additional or augmented product, being the general nomadic tourism product elements and the related tourist services (general tourist facilities and services; transportation and infrastructure).*

**Keywords:** *Nomadic tourism products, Ger stay, Naadam, Aimas, Soum*

### Introduction

The core nomadic tourism products are directly related to the key nomadic resources, which are fundamental basis of both Unique Sales Proposition products and a nomadic lifestyle in Mongolia. The core nomadic products can be classified in four main bulk group products as:

- Ger stays experience product.
- Nomad friendly active and adventure tour products.
- Daily life cultural experience products.
- Nomadic Festivals and events products.

### Ger-stay experience product

**A “Ger-stay” or “yurt experience” tourism product**, proposed by various distributors, as it is a stay in a permanent yurt camp. As we quickly discovered, not all gers in Mongolia are the same. A true nomad family ger consists of one ger that serves as a kitchen, living room, and sleeping quarters for a family. **A visitor ger** is a family-owned and run accommodation popular in the Mongolian countryside. The set up usually consists of a family ger (a place where the family lives, sleeps, and cooks) along with 5-10 additional gers for visitors. The visitor gers are pretty simple, featuring nothing more than a few beds (usually 4-5) with the thinnest mattresses you’ve ever seen, a small table with 4-5 miniature chairs, and a single lightbulb hanging in the middle of the ger.



Although any type of visitors stays with or near nomadic families could be identified as this type of product, a visitor ger is the main accommodation product for those who wish to stay near the nomadic families. A transit traveler, an incidental tourist or a purposeful tourist could be accommodated at the visitor ger. Therefore, besides the type of nomadic tourist, a visitor ger is a place of cultural exchange between host and guest.

Main attraction is a ger stay experience for tourists by the nomadic families. A Ger stay product, therefore, be mixture of guests' needs with comfortable and safe environment with hosts' technology, tradition, and solution.

### **Nomad friendly Active and Adventure Tour products**



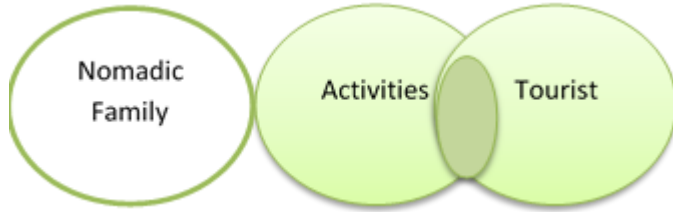
The main experiences of nomadic tourism are centered at the outdoor mobile activities which could match nomadic mobile activities into contemporary tourism type products, mainly it can be active and adventure types of tours, such as horse and camel riding, yak carting, hiking, archery, visiting nomads in their gers and herding livestock, building gers etc. The activities travelers can do in Mongolia depend on the market segment

interests, skills and experiences, itinerary and route, seasonality and availability and prices. Active and adventure types of tours could be classified by the local community benefit degrees, such as high benefit products (horse riding, camel riding, trekking, carting tours etc.) and low benefit products (bird watching, kayaking, biking, motorcycling etc.).

An outdoor adventure travel based on the nomadic traditional mobile activity, mostly riding or with carts, on the pristine nature perfectly blends with nomadic cultural experiences. A nomad way of riding (horse, yak, camel) culture is quite unique and advanced to most of the amateur travelers. Therefore, outdoor adventure products which are assisted and guided by nomads should be fun, enjoyable, and also be safe and comfortable.

An entire concept of nomadic tourism products is dedicated to let guests learn and experience the nomadic way of living, which includes riding to herd the animals and related daily practice under the direct assistance by nomad family members. This type of product requires the minimum provision of comfort and safety services from nomadic families; otherwise, it also requires some level of skills and experience from the travelers.

Figure 1. *Nomad friendly adventure tour products*



Travelers are entered to the nomad way of culture through the adventure activities guided and used by nomad family (Figure 1). Nomadic families are seen as the assistant, host, and partner of the trip. Products' benefit for nomads

could be on both animal renting, guiding, equipment such as saddle and other accessories, and cultural experiences unless tour operators provide animals or equipment.

**Daily life - Cultural Experience products**

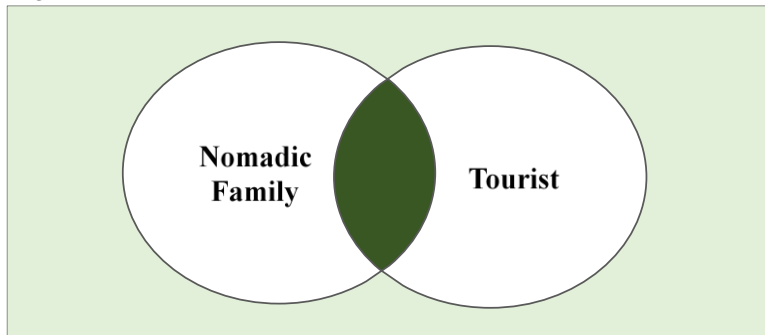
Usually, this type of trips offers travelers the opportunity to visit nomad families and experience their way of life, their culture and traditions rather than mostly doing active riding tours. That is why, it is differentiated as cultural community tour products, let tourists being guests to the nomads. In the tourism market of Mongolia, this type of product is quite common under the name of nomadic tours, community tours or cultural tour products. The experiences of this type of products are mostly described by travelers in “learning and accompanying with our host families, such as building a ger, fetching water, milking cows, making dried cheese curds, herding goats and sheep, riding horses, shearing sheep, playing ankle bone games, playing traditional musics etc.”. This product can be described as a living experience with host and guest interactions, accompanied by learning and respecting, entertaining, and human-to-

human action-based activities [Kylasov & Rastorguev, 2016].

Everyday activities include working or living traditions, costume and actions of any nomad family are main attractions for nomadic purposeful tourists (Figure 2).



Figure 2. *Nomadic cultural tour products*



Both nomadic labor works and leisure activities and inside ger actions, mostly female responsible activities such as cooking, sewing or outside ger actions, mostly male responsible activities such as herding, training, fetching water and firewood/

could be tourism resource and attractions to develop niche product for tourists who really motivate to experience cultural heritage.

It is not a stage performance, but this type of product intends that nomad family preferably introduce nomadic family life elements by proud and interesting manner, which attracts guests who are keen to learn, participate and exchange insights with nomads. Nomadic families are seen as the main host and eager to share their own cultural habits with their guests. The direct benefits of this type of product are the most significant and critical.

### **Nomadic Festivals and Events products**

Nomads have been celebrating their holidays and festivals throughout the country. Except for the national holidays, some festivals and events held in specific places annually attract domestic and international travelers and guests.

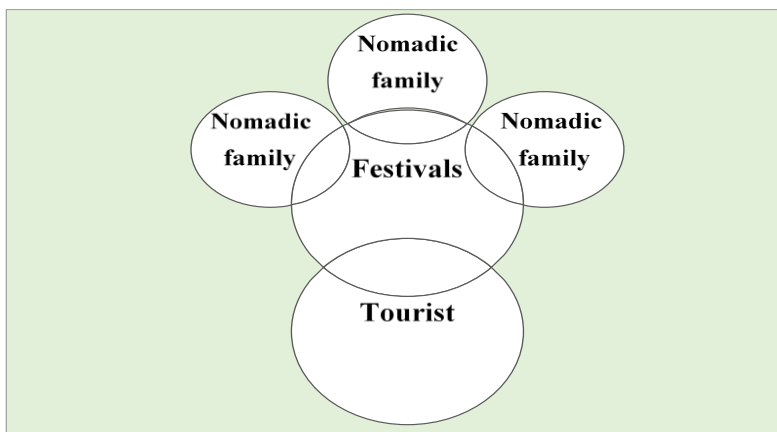
Nomadic festivals are good chance to experience various Mongolian cultural performances with some degrees of entertainments, also to enjoy how today's Mongols, and rural inhabitants are celebrating their festivals within cross-cultural settings. Nomadic festivals can be the most suitable stage performances of the herders' skills and talents with their horses, communication and herding techniques, unique styles with their herds, camels, yaks etc. Traditional costume and dresses are main fashion during this kind of festivals. Bright **colors** are the order of the day, and everyone wears Deel, the traditional Mongolian outfit, during celebrations. It is a point of pride to wear bright colors and to be identified as a Mongolian during this celebration of national pride [Gansukh, 2013].

Famous **Naadam festival**, with the three-manly sports display horseracing, wrestling, and archery, is not only held in the capital UB. There are many local small scale Naadams held in various Aimags and Soums [Gantemur, 2020]. Though Naadam was not celebrated originally for touristic reasons, it is mostly spectated by domestic and international tourists. Golden Eagle Festival, Thousand Camel Festival, Yak and Reindeer Festivals, Felt making



nomad festivals and Tsam ceremony are most famous brands of nomadic festivals in the international tourism market [Delaplace & Chuluunbat, 2022]. Each nomadic community could also create their own event or “Naadam”, which might be a key attraction to travelers if it is managed and executed well and consistently. Nomadic tradition and culture related events or traditional holidays, celebrations are the most common attractions to nomadic tourism product (Figure 3).

Figure 3. Nomad based Event and Festival products



The Naadam is a well-known colorful event and positioned well in domestic and international market. Most festivals are like Naadam structure, which contains three mainly-sports - horseracing, wrestling and archery. To develop tourism products, it is important to have fixed transparent dates

every year and sustainably continue the event consistently for marketing reasons. Rural communities, including either several nomad families or Khot Ail can organize and participate in certain level of event (mini-Naadam) or themed event (Yak Festival, Tsam Dance event etc.) as event organizer, owner for the event tourism products and services at various extends.

**Bibliography:**

- A. В. Кыласов, В. Н. Расторгуев. Этноспорт в событийном туризме // Международный журнал исследований культуры. – 2017. – № 1(26). – С. 170-182.
- Gansukh D.: Mongolia is undoubtedly a tourism brand (2013) <https://www.assa.mn/a/15852>
- Gantemur, D. (2020). Nomadic tourism: stakeholder collaboration management for tourism development in Mongolia. Proceedings of the Mongolian Academy of Sciences, 59-72.
- Delaplace, G., & Chuluunbat, P. (2022). When the Picture Comes in: How to Win Mongolian Wrestling Tournaments. Inner Asia, 24(1), 103-130