The views expressed in this paper are those of the author and do not necessarily reflect the views and policies of the Greater Tumen Initiative (GTI) or members of its Consultative Commission and Tourism Board or the governments they represent.

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Multi-Destination Tourism Project aims at enhancement of the attractiveness of the Greater Tumen Region as one whole tourism destination and at increase of region’s the market share. Moreover, the project designed to encourage mutually beneficial cooperation between the tourism companies and authorities. The objective of the report is to propose cross-border multi-destination routes that would promote tourism in the region, identify obstacles for industry development and advise the measures for cooperative activities in the tourism development in the Greater Tumen Region.
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<tr>
<td>ADB</td>
<td>Asian Development Bank</td>
</tr>
<tr>
<td>APEC</td>
<td>Asia-Pacific Economic Cooperation</td>
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<tr>
<td>ASEAN</td>
<td>Association of Southeast Asia Nations</td>
</tr>
<tr>
<td>BCG</td>
<td>Boston Consulting Group</td>
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<tr>
<td>DMZ</td>
<td>Demilitarized Zone</td>
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<tr>
<td>DPRK</td>
<td>Democratic People’s Republic of Korea</td>
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<td>EU</td>
<td>European Union</td>
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<tr>
<td>FAM</td>
<td>Familiarization</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<tr>
<td>GTI</td>
<td>Greater Tumen Initiative</td>
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<td>GTR</td>
<td>Greater Tumen Region</td>
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<td>JNTO</td>
<td>Japan National Tourism Organization</td>
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<tr>
<td>MOU</td>
<td>Memorandum of Understanding</td>
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<td>MDT</td>
<td>Multi-destination tourism</td>
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<td>NEA</td>
<td>Northeast Asia</td>
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<td>NGO</td>
<td>Non-Governmental Organization</td>
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<td>PATA</td>
<td>Pacific Asia Travel Association</td>
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<td>ROK</td>
<td>Republic of Korea</td>
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<tr>
<td>UNDP</td>
<td>United Nations Development Program</td>
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<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
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<tr>
<td>UNWTO</td>
<td>United Nations World Tourism Organization</td>
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<tr>
<td>USA</td>
<td>United States of America</td>
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<td>USD</td>
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<tr>
<td>VFR</td>
<td>Visit Friends and Relatives</td>
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EXECUTIVE SUMMARY

Northeast Asia represents one of the fastest growing tourism destination regions in the world. As the international tourist flows shift from the traditional centers in Western Europe and the United States, to the Asia Pacific region, the potential for establishing financially viable cross-border tourism routes in the Greater Tumen Region (GTR) becomes highly probable, particularly since member nations as China, Russia and ROK and adjacent neighbours such as Japan and Taiwan are experiencing significant growth in inbound and outbound tourism.

The GTR is strategically located within the Northeast Asia and therefore the combination of quality sustainable tourism products and targeted marketing can result in the region becoming one of the most desirable international destinations in the world. Cross border tourism will strengthen the cooperation amongst the various nations and economic development opportunities and environmental protection activities associated with the tourism industry can support the regional implementation of the Millennium Development Goals.

1. Resources: Natural, Cultural and Heritage Diversity of GTR

The sheer size of the GTR suggests that it processes a wealth of diverse resources that appeal to both the regional and international tourism markets. The fact that the region includes four nations (China, Russia, ROK, and Mongolia) attests to the variety of cultural expressions, attractions and experiences that can be enjoyed by visitors to this region. From the dynamic urban life of large Chinese cities, to the architecture of Vladivostok to the quaint coastal communities of ROK to the traditional gers of Mongolia, the GTR tourists can experience all of these national lifestyles within relatively short distances and accessible road, rail and ferry routes.

The natural resources are outstanding. Changbai/Baekdu Mountain area and its biosphere reserve; the river/island resources of Bolshoi Ussuriysky /Heixiazi Island spanning China and Russia; the islands of the Far East Marine Reserve as well as the grasslands and desert of Inner Mongolia and Eastern Mongolia provide ample tourism opportunities for the GTR regional and international markets.

Unlike the intense urban environment of southern China and ROK, much of the region is relatively open and possesses a variety of flora and fauna, with ample opportunity for the ecotourists interested in wildlife viewing, photo safaris or studying endemic plants. There is even the possibility of seeing exotic and endangered species in the numerous nature reserves. Those interested in heritage tourism have unlimited options to experience temples, historic monuments, villages and fortresses.

The GTR Urban Centers

Urban centers also provide significant opportunities for drawing and holding tourists. Each city has its own particular mix of attractions that make a considerable contribution to the overall GTR tourism experience. Harbin with Sun Island Park, Changchun with its World Sculpture Park, Hohhot with its beautiful Inner Mongolian Museum, the attractive architecture of Vladivostok, and the Shenyang Imperial Palace are just a few examples of the spectacular urban attractions that make these and other urban centers both gateways as well as focal points to the various tourism routes.
These urban centers also provide fundamental visitor services, including quality accommodation, restaurants serving local and traditional foods, transportation services and shopping districts.

Medical tourism is also a thriving sector, particularly in the border cities of China and ROK. Russians in particular visit cities such as Harbin, Changchun and Hunchun for their variety of medical services and clinics.

The mix therefore the proposed tourism routes must include both access to the rural landscape and natural regions as well as the urban centers and their associated attractions.

2. Market Demand and Source Markets

The GTR is located within the rapidly growing Asian region which has been experiencing double digit growth for the past five years. This year, 2012, the region will attract approximately 200 million visitors, or 22% of the total international travel market.

While total tourism arrivals in the GTR are not certainly known, the relationship of the region with the current and projected growth of the member countries indicates a bright future and great demand potential for cross border tour services.

This report identifies 4 source markets for the GTR tourism routes. They include:

1. Domestic Chinese market
2. Outbound Chinese market
3. Outbound markets from Russia, ROK, Japan and Mongolia
4. Overseas or international markets

The domestic Chinese market presents an incredible opportunity for the selling of the GTR tourism routes. Based on Euromonitor projections, the Chinese domestic market will reach approximately 3 billion trips by 2015. No other destination in the world has the ability to tap into this tourism volume. Furthermore this market is expected to expand and will continue to provide a long term market base for cross-border tourism. This is particularly important for the emerging Chinese middle class especially those that are not yet financially capable of a long-haul vacation but who nevertheless wish to experience international (cross border) travel.

The outbound Chinese tourism market as well as those from Far East Russia, ROK, Taiwan and Japan also represents a substantial opportunity for the region. China is currently the 3rd largest outbound market in the world and is expected to be the largest by 2015 with over 100 million travellers. This suggests that even if a small percentage of this market could be attracted to any of the cross-border itineraries, it would represent a substantial volume. As well ROK, Japan and Russia are already among the top 4 outbound destinations (not including Hong Kong and Macau) for international Chinese travelers so the prospects of encouraging travel to the GTR member jurisdictions are high.

Of the estimated 2.6 billion domestic Chinese trips (2011), the firm Boston Consulting Group (BCG) estimates that about 270 million are leisure trips (the rest being for travel home or on business). If a mere 3% of these travel consumers take cross border trips within the GTR that would mean more than 8 million travellers. Furthermore if 2% of the 2012 outbound market of 70 million chose to travel in the GTR it would create an additional 1.4 million visitors.

If they averaged 4 nights in the region at USD 110/night, only the Chinese market would be worth more than USD 4 billion annually. These would seem to be very modest capture rates and most itineraries will exceed 4 nights. So the potential to attract USD 4 billion annually in the near future from the domestic and outbound Chinese travel market alone seems plausible.

A similar approach could be used to calculating the percentage of domestic and outbound travel from the other GTR nations that could attract cross border tourists however the level of accuracy may not be the same.
3. Trends Influencing Tourism Development in the GTR

There are several trends that affect the types of tourism development as well as their preferred markets and overall financial success. They include:

- **Continued growth of the Chinese market**: increased wages and disposable income from an expanding Chinese middle class - particularly from urban areas- will provide a constant source of new markets and higher revenues.

- **Increased demand from knowledgeable travellers from ROK, Japan and Russia**: This will necessitate improved hospitality and visitor management services requiring more training to achieve increased professionalism across the entire tourism supply chain.

- **The new generations of Asian travellers are connected electronically**: Consequently all efforts to reach, convert and book visitors should be based on the best available technologies.

- **Tourism products must be increasingly environmentally and socially responsible**: All components of the supply chain must operate on “green” management procedures and practices. The Asian and international travel consumers require reliable rating or certification systems in order to select their accommodation and tour packages.

4. Obstacles to the development of the tourism routes

   a) Lack of knowledge/awareness of the Greater Tumen Region
   b) The difficulties in securing visas between countries.
   c) Seasonality: most travel to the region is in June through September.
   d) Low Level of hospitality services, multilingualism and interpretive (nature, culture) guide services.
   e) Lack of adequate understanding of new markets such as ecotourism and sustainable tourism.
   f) Poor environmental protection measures.

5. The Cross-border Tourism Concept

Developing cross-border tourism routes and corridors is a progressive and potentially very appealing and financially viable concept for GTR tourism development. Most travelers are attracted to the concept of experiencing multiple cultures, ecosystems and lifestyles when they are traveling. Tourism routes provide that opportunity.

The concept is particularly attractive to the portion of the urban Chinese market that currently does not have the disposable income for long-haul overseas travel but wishes to experience a different country and culture.

Also China offers excellent shopping, cultural attractions and natural areas for travelers from the Russia, ROK, Mongolia and Japan. The Russian tourists are also particularly interested in medical tourism and frequently travel to Jilin Province or ROK for medical and dental services. Similarly the Chinese travel to ROK and Japan for medical tourism. Inner Mongolia, Mongolia and the Mongolian landscape offer unique opportunities for the tourists from other GTR members.

6. The GTR Tourism Route Gateways

A gateway is a point of departure for one or many tourism routes. It typically has all of the necessary services, including comfortable overnight accommodation and a mix of transportation options for tourism packages. While Beijing is probably the most significant gateway for the international traveler, within the GTR there are several important gateways that are also service centers for the beginning of the tourism routes.

**I. Changchun/ Harbin/ Shenyang Corridor Gateway** for travel to:

- a. Changbai/Baekdu Mountain and Yanbian,
- b. Bolshoi Ussuriysky/Heixiazi Island
- c. Hunchun and Rajin
- d. Hunchun for travel to Vladivostok, Donghae and Sakaiminato and Tottori/Niigata
- e. Ferry travel from Dalian to Incheon (ROK) to Donghae and to either Vladivostok or Sakaiminato and Tottori/Niigata via the ‘Eastern Dream’
II. **Hohhot Gateway** for travel to Manzhouli, southern Siberia (Russia) and Lake Baikal and Ulaanbaatar

III. **Vladivostok Gateway** for travel to the Far East Marine Reserve and Khanka Lake Nature Reserve and the Eastern Dream Ferry to ROK (Donghae) and Japan (Sakaiminato, Tottori and Niigata).

IV. **Ulaanbaatar Gateway** for travel to Khentii aimag and Lake Baikal (Russia) and to Dornod aimag, Chita and Lake Baikal.

7.1 The criteria for selecting the tourism routes

- a) Market-driven and response to regional and international demand
- b) Reinforce and promote intercultural exchange and cross border travel between GTI member states as well as adjacent territories of Russia, DPRK and Tottori/Niigata Prefecture (Japan)
- c) Contribute to overall regional development and support for small businesses throughout the GTR
- d) Support local community sustainable economic development and job creation
- e) Reinforce ecotourism including nature and cultural interpretation, visits to national parks and contribution to biodiversity and cultural heritage protection
- f) Encourage the application of responsible tourism and ecotourism criteria and standards including ‘green’ management of all facilities

7.2 Role of the Private Sector

Private sector outbound and inbound (receptive) tour operators will be responsible for the delivery of the itineraries. They were involved with the planning of these proposed itineraries and must continue to play a leadership role in the implementation of each tourism route. Furthermore, it is expected that they will contribute as partners to the overall marketing of the GTR.

7.3 Development Timeframe

The routes will be developed over the next five years with particular focus on 2013–2015. They will be classified as:

- **Short-term (2013-14):** suggests that they can be implemented more or less immediately. The infrastructure is in place, jurisdictions are in agreement and tour operators have shown interest.

- **Medium-term (2014-15):** indicates that there is still physical planning, infrastructure improvements, staff training and construction to finish before the routes are ready for visitors.

- **Long-term (2015-2017):** includes those itineraries that will require several levels of government administration cooperation, infrastructure upgrading, extensive marketing actions, building a GTR brand and developing a greater awareness of the GTR as a destination.

7.3.1 **Short-term**

**Tourism Route 1: “Sky to Sea” Land and Cruise Route**
(China, DPRK, Russia, ROK, Japan, 10 to 12 days)

- **Day 1:** Departure from Changchun for Hunchun
  - **Option 1:** Changchun to Changbai/Baekdu Mountain, Yanbian and Hunchun (3 days)
- **Day 2:** Hunchun to Rajin (DPRK)
- **Day 3:** Visit Rajin, return to Hunchun
- **Day 4:** Depart Hunchun for Vladivostok, visit Leopard National Park, overnight in Vladivostok
- **Day 5:** Vladivostok city tour, departure on ‘Eastern Dream’ Ferry for Donghae ROK
- **Day 6:** Arrive Donghae for shore excursions and departure for Tottori prefecture (Japan)
  - **Option 1:** Stay on eastern coast of ROK and await the Ferry on its return trip to Vladivostok (3 days)
  - **Option 2:** Spend one week in ROK crossing the peninsula, visiting the demilitarised zone (DMZ) and flying from Seoul (5 days)
- **Day 7/8:** Arrive at Sakaiminato Tottori Prefecture and visit sand dunes and museum
- **Day 9:** High speed train to visit Kyoto and overnight
- **Day 10:** Tokyo (Narita or Haneda Airports) for return to a point of origin or consider this option
Day 10/12 (Optional): Travel from Nagoya to Niigata, visit Lake Hyoko.
Day 11: Morning visit to Northern Cultural Museum. Afternoon visit to Niigata Furusato Village and shopping at the Honcho Market.
Day 12: Visit City Aquarium, travel to Tokyo and departure for airport.

Tourism Route 2: Yanji/Yanbian to Changbai/Baekdu Mountain and Region to Changchun
(China, 7 days)
- Day 1: Arrive to Yanji, visit to Mao'ershan National Forest Park and Folk Village.
- Day 2: Visit Red Flag Village along the way to Changbai/Baekdu Mountain.
- Day 3: Northern Slope of Changbai Biosphere Reserve including visit to Heavenly Lake, Changbai Waterfall and Erdaobai River and Green Deep Pool.
- Day 4: Western Slope for day hike including Changbai Canyon, afternoon visit to Last Wooden Village.
- Day 5: Departure for Changchun.
- Day 6: Visit to Jingyuetan National Forest Park.
- Day 7: Departure from Changchun.

Tourism Route 3: Ulaanbaatar, Khentii Province and Lake Baikal/Ulan-Ude
(Mongolia, Russia, 10 days)
- Day 1: Depart from Ulaanbaatar for Terelj National Park, hiking in Reserve, overnight in traditional ger.
- Day 2: Visit Chinggis Khaan Statue – XIII Century Complex – Khan Khentii Park
- Day 7: Visit Hustai National Park.
- Day 8: Depart for Ulaanbaatar, visit to Lake Baikal and Ulan-Ude.
- Day 9: Boat cruise on Lake Baikal.
- Day 10: Depart for Ulaanbaatar from either Ulan-Ude or Irkutsk.

7.3.2 Medium-Term

Tourism Route 4: Ulaanbaatar to the grasslands of Dornod Province to Chita and Lake Baikal
(Mongolia, Russia, China, 10 days)
- Day 1: Depart for Numrug Reserve, hiking in Reserve, overnight in traditional ger.
- Day 2: Depart for Khalkh Gol. Visit war memorial monuments; observe antelopes and birds, overnight in traditional ger.
- Day 3: Depart for Cholbalsan, Visit local museum and handcraft shop, overnight in Hotel.
- Day 4: Depart for Lake Yakhi, Visit a nomadic family, overnight with family in ger.
- Day 5: Depart for Khukh Lake; explore Wall of Chinggis Khaan; overnight in traditional ger.
- Day 6: Drive to Chita, overnight in Hotel
- Day 7: Depart Chita for Lake Baikal
- Day 8: Explore Lake Baikal, overnight in Hotel
- Day 9: Return to Ulaanbaatar, overnight in Hotel
- Day 10: Fly to Beijing

Tourism Route 5: Changchun to Harbin to Bolshoi Ussuriysky/Heixiazi Island and Khabarovsk
(China, Russia, 9 days)
- Day 1: Arrive in Changchun, visit World Sculpture Park and other heritage attractions.
- Day 2: Depart for Harbin. Stops along the way to observe changing ecosystems, afternoon at Sun Island Park.
- Day 3: Depart for Fuyuan. Stop to observe the changing ecosystems and river ecology. Lunch in Jiamusi.
- Day 4: Depart for Bolshoi Ussuriysky/Heixiazi Island. Theme: sandbar ecology, cycling and crossing the China/Russia border. Overnight in Fuyuan.
- Day 7: Depart for the trip to Khabarovsk, return for overnight in Fuyuan.
- Day 8: Early morning departure for Harbin. Stops to observe river ecology. Lunch in Fujin.
- Day 9: Departure from Harbin to Changchun

**Tourism Route 6: Hohhot to Manzhouli and Southern Siberia/Lake Baikal**
(China and Russia, 9 days)

- Day 1: Arrival in Hohhot and transfer to hotel, afternoon visit to Inner Mongolian Museum
- Day 2: Visit to select Hohhot attractions, overnight train to Manzhouli
- Day 3: Arrival in Manzhouli, visit to tourist attractions
- Day 4: Cross China/Russian border and then proceed 400 km trip to Chita
- Day 5: Depart Chita for Ulan-Ude, observe southern Siberian ecosystems and villages, overnight at Ulan-Ude
- Day 6: Morning visit Ulan-Ude and Ethnographic Museum, travel to Lake Baikal and boat cruise, Overnight in Irkutsk
- Day 7: Depart Irkutsk for Ulaanbaatar
- Day 8: Visit to attractions, both in and adjacent to Ulaanbaatar
- Day 9: Visit to Cashmere factory, mid afternoon flight to Beijing

**Tourism Route 7: The Tea Road: Hohhot to Ulaanbaatar to Ulan-Ude**
(China, Mongolia and Russia, 9 days)

- Day 1: Arrive in Hohhot. Afternoon Visit to Inner Mongolian Museum
- Day 3: Depart for China/Mongolia border crossing, overland journey into Hamriin Hiid.
- Day 4: Spend the day in Hamriin Hiid
- Day 5: Departure north to the Gun Galuut Nature Reserve
- Day 6: Departure for Ulaanbaatar, visit Chinggis Khan Equestrian statue
- Day 7: Ulaanbaatar: visit to local attractions both in and adjacent to city
- Day 8: Depart for Ulan-Ude, visit to Lake Baikal, visit Ethnographic Museum
- Day 9: Return air to Beijing from either Ulan-Ude or Irkutsk

**Tourism Route 8: Shenyang to Dalian to Incheon to Donghae to Vladivostok to Hunchun/Yanj (1) or to Sakaiminato and Tottori/Niigata Prefectures (2)**
(China, ROK, Russia and Japan, 10-12 days)

- Day 1: Shenyang to port of Dalian, ferry to Incheon
- Day 2: Arrive Incheon, drive overland to Seoul
- Day 3: City tour and shopping in Seoul
- Day 4: Travel from Seoul to DMZ
- Day 5: Travel DMZ to Donghae
- Day 6: Day/overnight at a coastal resort
- Day 7: Board ‘Eastern Dream’ for Vladivostok or Sakaiminato
- Day 8:
  - Option 1: Overland travel from Vladivostok to Hunchun
  - Option 2: Visit Tottori Prefecture and Sand Museum
- Day 9:
  - Option 1: Visit to Rajin, DPRK
  - Option 2: Travel to Niigata Prefecture
- Day 10:
  - Option 1: Hunchun to Yanji Airport
  - Option 2: Visit Niigata
Day 11: (option 2): Travel to Tokyo and return flight

6.3.3 Long term

(Mongolia, Japan, China, DPRK, Russia and Japan Russia, 18-20 days)

This route has definite long-term potential as it unites all the GTR countries, starting in Mongolia, passing through northeastern China to Far East Russia and then by ferry to ROK and Japan.

However most of the corridor has not been assessed and will require further research and onsite investigation. Because of its length of the route and the serious commitment that must be made by the tourist it will require increased market awareness of the GTR tourism product, its emerging position as a significant tourism destination and the attraction of this multi destination route.

Although much of the proposed alignment has not been adequately studied, there are portions that are already known (e.g. Changchun to Hunchun to Vladivostok). Knowledge of these portions indicates a significant potential for the entire route. However the more remote and challenging Eastern Mongolian section have not been assessed and may contain considerable obstacles (road conditions, lack of food and accommodation services, etc.).

Strategically (in the first 3 years), it may be better to focus on those shorter itineraries that last 7 to 10 days and are more readily promoted to the regional marketplace.

7.4 Single purpose Itineraries

The GTR can benefit from two types of ‘single-purpose’ trips: travel for medical reasons and for shopping. Other options exist such as sport tournaments, festivals and special events however they have not been assessed. Medical tourism has become a significant component to the Harbin and Changchun tourism arrivals. Many Russian citizens visit Manzhouli, Changchun and Hunchun for shopping. As the Chinese middle class expands there will be more travelling to ROK and Japan for shopping excursions.

7.4.1 Medical tourism routes include:
- Vladivostok to Hunchun (3 days)
- City of Khabarovsk to Harbin (4 days)
- City of Khabarovsk to Changchun (5 days)
- Chita to Manzhouli (4 days)

7.4.2 Shopping routes include:
- Vladivostok to Hunchun (3 days)
- Hunchun to Vladivostok (3 days)
- Hunchun and Vladivostok to Donghae (7 days)
- City of Khabarovsk to Changchun (5 days)
- City of Khabarovsk to Harbin (4 days)
- Chita to Manzhouli (3 days)
- Lake Baikal area to Ulaanbaatar (4 days)

7. Developing and Offering Certified Sustainable Tourism + Ecotourism Routes

The development and promotion of sustainable tourism and ecotourism routes and itineraries require the application of environmentally-friendly tourism standards and practices to meet the expectations of the responsible tourism market. This will include the identification and application of the following standards:

- Environment policy, energy and water conservation, waste management and recycling, local hiring and purchasing policy, carbon emission reduction, fair wage practices and secure working conditions, heritage protection, sustainable architecture, green marketing, contribution to local nature and conservation projects, staff and management training and reduction of toxic chemicals. Also the application of universal accessibility standards for those with limited abilities must be considered.
It will also be necessary to establish a sustainable tourism certification program for all components of the regional tourism supply chain to respond to increasing market demand. All accommodation, attractions and transportation operators along the proposed tourism routes should be certified by 2015.

8. GTR Tourism Visa Recommendations

According to preliminary research by UNWTO and the World Travel and Tourism Council, “Visa facilitation is central to stimulating economic growth and job creation through tourism. The G20 can have a particularly important role to play in this respect”.

There are options that can be considered by each GTR member nations to facilitate current processes to obtain visas including:

- Maximize the use of information and communication technologies in improving visa procedures
- Improve the delivery of information
- Differentiated treatment to facilitate tourist travel,
- Institute an eVisa program
- Establishing GTR regional agreements for visa facilitation.
- Harmonize the visa application process for all GTR member countries

A new and popular form of improving cross-border travel and reducing visa restrictions could be the introduction of the “Visa on arrival” (VoA) concept.

9. The Familiarization (FAM) Trips

The familiarization (FAM) trips can be one of the first and most effective initiatives to launch and promote the tourism routes within the GTR and to adjacent countries. The purpose of the FAM trip will be to present and expose the GTR tourism routes and itineraries including its resources, tourism administrations and visitor facilities and services to the regional and international travel trade and media.

Two zones within the GTR are proposed for the FAM trip.

a) Jilin Province, Vladivostok, Gangwon Province, Tottori/Niigata Prefectures program including the ‘Eastern Dream’ Ferry cruise tour
b) Inner Mongolia and Mongolia Grassland, Ulaanbaatar and Lake Baikal and southern Siberia tour

10.1 FAM trip participants

Approximately 14 people will participate in each FAM trips including:

a) Regional and international travel trade/media participants
   - Chinese tour operators and travel agents: 4 participants
   - Japanese tour operators and/or travel agent: 1 participant
   - ROK tour operators and travel agents: 2 participants
   - Russian tour operators and/ travel agent: 1 participant
   - Chinese media: 2, ROK media: 1 participant
   - Japanese media: 1 participant
   - International tour operators and travel agents: 2 participants
b) Ministry of Tourism and/or Provincial administration officials: 4 participants

10.2 Proposed FAM Trip Itineraries

The Jilin Province to Tottori Prefecture FAM program, including the ‘Eastern Dream’ Ferry FAM Trip (China, Russia, ROK and Japan, 7 days)

- **Day 1:** Beijing airport as gathering for most participants. Departure for Changchun, official reception, city tour in Changchun
- **Day 2:** Departure for Hunchun, visit Dragon and Tiger Observation Tower overlooking DPRK and Russia, supper reception with city officials, tourism administration, local tour operators and accommodation suppliers
Day 3: Departure by minivan for Vladivostok, luncheon reception with city officials and Vladivostok tourism administration, visit to Russky Island
Day 4: Departure from Vladivostok on ‘Eastern Dream’ to Donghae
Day 5: Arrival at Donghae, reception by Gangwon tourism administration, visit to the Mansang Beach, Mukho Port and Mukho Lighthouse Park, depart for Sakaiminato
Day 6: Arrive in Sakaiminato, reception with Tottori Prefecture Tourism Administration, visit sand dunes area and Sand Dunes Museum
Day 7: High-speed train for Narita and Haneda Airports for same day flights to China and international point of origin.
Day 7: (Option) Train from Nagoya to Niigata City, Reception and visit Museum, Sado Island
Day 8: Visit Aquarium, return to Tokyo for flight the same day to point of origin.

Inner Mongolia and Mongolia Grassland, Ulaanbaatar, Lake Baikal and southern Siberia FAM tour (China, Mongolia and Russia, 7 days)

Day 1: Beijing airport (BJS) is the point of departure for Hohhot, reception with Hohhot city officials and Tourism Bureau, visit to Inner Mongolia Museum, supper with Inner Mongolia tourism officials and local tourism suppliers
Day 2: Flight Departure for Manzhouli, tour of Manzhouli and luncheon, minivan departure for Chita, Russia, overnight in Chita.
Day 3: Departure for Manzhouli, visit to Hulun Lake, departure for Hohhot and Ulaanbaatar
Day 4: Breakfast reception with the Ministry of Nature, Environment and Tourism officials, leave by minivan for Terelj National Park, visit Turtle Rock and Temple of Meditation or walking tour, overnight in a ger at the camp
Day 5: Departure to XIII Century Park Complex, Chinggis Khan Statue, overnight in ger
Day 6: Depart for Numrug Reserve, Khalkh Gol, Choibalsan, overnight in hotel
Day 7: Return to Ulaanbaatar, evening departure for Beijing

10. Tourism Route Implementation Action Plan and Marketing Strategy

11.1 Strategic Planning Requirements

The short and medium term tourism routes are potentially ready for promotion to the marketplace. However they have not individually been reviewed for a final assessment and clarification of some obstacles.

As tourism routes they should have proper information, interpretation and directional signs. Therefore a site planning and signage overview to define the routes in greater detail is required for the following roadway corridors:

- Harbin to Bolshoi Ussuriysky/Heixiazi Island (Fuyuan)
- Hunchun to Vladivostok Highway
- Tour options within the ROK, e.g. to DMZ and Seoul
- Travel corridor and villages between Yanbian and Changbai/Baekdu Mountain
- Interpretive trails and areas for ecotourists at Changbai/Baekdu Mountain
- Ulaanbaatar to Lake Baikal and associated attraction (e.g. boat cruise)
- Manzhouli to Chita to Lake Baikal
- Tottori-Nagoya to Niigata Prefecture

Other areas and attractions requiring comprehensive tourism development master plans include:

- Bolshoi Ussuriysky/Heixiazi Island Ecotourism Master Plan, Guide Training Plan and Marketing Strategy
- Changbai/Baekdu Mountain Biosphere Reserve Visitor Management Plan
- Multi-Destination Golden Gateway Region (China, Russia, DPRK) Feasibility Study and Master Plan
Tourism Route(s) Signage and Interpretive Facilities Master Plans

Programs, workshops and manuals to assist in positioning the GTR tourism routes as sustainable and environmentally responsible include:

- Preparation of Sustainable Tourism/Ecotourism Criteria and Standards for accommodation, attractions and transportation sectors
- Preparation of a Harmonized Quality Assurance Eco-certification Program throughout the GTR including a certification process and program management structure
- Design and facilitation of Sustainable Tourism and Ecotourism Tour Route Itinerary Planning, Development and Marketing Workshops
- Design and facilitation of Cultural Heritage and Nature Guide Training Programs, including language training
- Design and facilitation of Community Host Training Workshops

11.2 Tourism Hospitality Training

The addition of 3000 tourists will necessitate the training of additional staff and management in hospitality services, guiding, marketing, tour management, etc.

11.3 Tourism Route Marketing Strategy

It will take a concerted marketing effort to brand and position both the region as well as its GTR cross-border tourism routes in the national and international markets. A distinctive Brand the defines the region and a comprehensive Marketing Strategy is required to identify the best marketing mechanisms to be used to reach the preferred market segments. There are several administrations that can contribute to financing and implementing a coordinated regional level marketing effort.

The focus of the marketing strategy will be directed at 4 geographic market segments. They include:

I. The GTR markets, particularly the three northeastern provinces of Heilongjiang, Jilin, and Liaoning and their urban capitals and other second and third tier cities

II. The domestic tourism markets in China, ROK, Eastern Russia and Japan

III. The outbound tourism markets in China, ROK, Eastern Russia and Japan

IV. The international markets and particularly ecotourism and cultural heritage tourism markets in USA, Western Europe, Australia/New Zealand and Canada

Marketing Objectives and Projections

Short-term 2014:

- To sell an average of 6 trips/week to 14 PAX (clients) for the 3 short-term tourism routes (from June to September) generates 1344 tourists with 8 nights each = 10752 visitor/nights. At a rate of USD 1400/trip this would generate USD 1.88 million, excluding single purpose travel.


- To increase the 6 short-term trips to an average of 8 trips/week at 16 PAX = 2048 clients
- 4 medium-term trips at 4 trips/week with 14 PAX = 896 PAX
- From June to September this will generate 2944 PAX with 8 nights and USD 1600/package = USD 4.7 million


- 2015 with 8% annual growth = USD 5.01 million
- 2016 with 8% annual growth = USD 5.41 million
- 2017 with 8% annual growth = USD 5.54 million

TOTAL (2014 to 2017): USD 22,540,000 (June to September)
Total Marketing Costs

The 3-year marketing expenditure will be USD 980,000, distributed among 9 jurisdictions (including Tottori/Niigata) and a 20% contribution by the private sector.

11. Memorandum of Understanding (MOU)

A Memorandum of Understanding is an essential instrument to ensure the level of cooperation and coordination that is necessary to fully develop the tourism potential and cross-border tourism opportunities within the GTR. By collectively supporting such a mechanism, the participants are agreeing to take part in challenging regional tourism development initiatives.

The interest and commitment by 4 national governments and several provincial, municipal and prefecture governments to support this MOU is unprecedented and indicative of the progressive attitudes, openness to inter-governmental cooperation and enlightened support for the positive impact of multi destination tourism development.

Several partners signed the MOU during the 2012 Tourism Forum in Hunchun, China, aiming at:

- Cooperation in facilitating travel and tourism movements between the various parties in the Greater Tumen Region and Northeast Asia
- Coordination of all activities required to expand cross-border tourism
- Further strengthening of close tourism partnership
- Ensuring that all new tourism products and activities meet the highest standards of sustainable tourism planning, development procedures and practices
- Providing mutual assistance for human resource development for the tourism sector
- Taking necessary steps for exploring avenues of cooperation, joint promotions, cross-border product development and information sharing

12. GTR Database

An initial database format and structure has been created to serve as a platform for consolidating information and statistics on an annual basis for the GTI member nations as well as inbound information from major adjacent source markets.

It will specifically focus on establishing domestic travel as well as inbound and outbound travel data for the GTI member countries and the various associated jurisdictions at the provincial, krai or municipal levels. For instance, the travel patterns and profile for the Chinese market have been identified and further research will enable the GTI to identify the same patterns at the provincial level.

The database will also include, to the extent possible, information, on outbound tourism levels in major GTR source markets such as Taiwan, Southeast Asia, North America and Western Europe.

When information is available, profiles of each market segment will be included.

13. Conclusion

The GTR has an exceptional potential for cross-border tourism and is one of the most significant new tourism destinations in the world. The mix of cultural, heritage and cultural resources along any of the proposed route corridors is competitive with any similar tour product in the world. Driven by the rapidly growing middle class markets in China as well as the more established markets in ROK and Japan, these proposed tourism routes could generate many thousand travellers each year, each spending upwards of 10 days in each itinerary.
Much of the infrastructure is in place, there is support from each of the jurisdictions and the attractions are spectacular; this is a formula for immediate success as well as attaining the goals of job creation, community development, environmental protection and new revenues for small local businesses.

The principal challenge is achieving the level of coordination necessary to ensure that these goals are realized and that the full potential of the GTR is fulfilled. Currently that responsibility falls to the GTI Secretariat, a professional and well-established organization that has the skills and enthusiasm to ensure the success of this proposed MTD Program.

The GTI Secretariat is the only agency that is positioned to coordinate the various activities associated with the full launch of the program including:

- Ensuring the capacity building needs are met
- Branding and marketing strategies are implemented
- Visitor services levels are achieved
- Basic environmental objectives are met
STUDY OVERVIEW

The Greater Tumen Initiative (GTI) is an intergovernmental cooperation mechanism established to encourage economic cooperation in Northeast Asia (NEA), supported by the United Nations Development Program (UNDP) with membership of the following countries: People’s Republic of China, Republic of ROK (ROK), Mongolia and the Russian Federation.

The mandate of the GTI geographically encompasses the Greater Tumen Region (GTR) which includes China’s three Northeast provinces (Jilin, Heilongjiang, Liaoning) and Inner Mongolia Autonomous Region, Mongolia’s eastern provinces/aimags (Dornod, Khentii, Sukhbaatar), eastern sea rim of the ROK (Gangwon, Gyeongsangbuk, Busan and Ulsan) and the Primorsky Territory in Russia.

International tourists’ arrivals within each of these countries have grown substantially over the past decade. Moreover, the recent increase in both Chinese domestic and outbound travel as strengthened the regions substantial tourism development potential. Travel within the four countries is also significant. For instance growth rates between Japan and China, ROK and China and vice versa have continued to grow at rates that exceed other areas of the globe.

Consequently the GTI member countries have proclaimed tourism “an important tool to combat poverty and provide sustainable livelihoods”.

Cross-border and intra-regional tourism development is not easy. It requires multi agency, multilevel cooperation and the availability of a common vision and strategic initiatives. Furthermore in the case of the GTR, it is necessary to deal with four languages, which can both slow the communication process as well as reinforce cultural barriers.

Yet the potential for cooperative multilateral tourism development is possibly greater in this region than any other similar opportunities worldwide. The potential development of attractive cross-border tourism routes that appeal to both the regional as well as international tourism markets seems quite high considering the proximity and quality of resources within the Trans-border regions and beyond.

These cross-border tourism product opportunities well-recognized by participants at the at the 8th meeting of the GTI Consultative Commission (CC) (2005), the GTI member countries agreed on “encouraging a broad range of product development initiatives, especially multi-destination programme” as one of tourism strategic objectives.

The Multi-Destination Tourism (MDT) project was proposed and endorsed as a subproject at the 9th meeting of the GTI CC (Nov. 2007) as a “Capacity Building on GTI Tourism at Regional level.” With the commencement of the second meeting of GTI Tourism Board (2009), Tourism Board members approved the implementation of the MDT Project and GTI Tourism Guide with the intention to provide GTI tourism information and raise attractiveness of the GTI region to foreign and regional visitors.

At the Third meeting of the GTI Tourism Board (May, 2010), member countries pledged to step up involvement in the region through the MDT project, and the Terms of Reference (ToR) of the project was approved at the Fourth meeting of the GTI Tourism Board in August 2011.

In early 2012, with the financial assistance of Gesellschaft für Internationale Zusammenarbeit (German Organization for International Cooperation, GIZ) an international tourism consultant was hired to undertake the tasks outlined in the terms of reference. A partial list of the tasks includes:

1. Preparing itineraries for the MDT routes in the NEA that will promote development of tourism, especially sustainable tourism and ecotourism of NEA
2. Identify obstacles of each MDT route in the region
3. Develop viable and relevant solutions to major obstacles
4. Improve cooperative mechanism among the GTI neighboring countries’ central, local tourism, authorities and tourism agencies to facilitate MDT routes and cross-border tourism flows
5. Establish a GTI Tourism Database
6. Forecast tourist flow of the GTR and MDT routes
7. Further promote tourism in GTR through a FAM (Familiarization) Tour (led by consultant and attended by media, travel journalists, authorities, experts, operators, and agents)
1. INTRODUCTION

The cross-border tourism route development within theGreater Tumen Region represents one of the most significant travel industry product development initiatives minority station. The concept of developing tourism itineraries that connect some of the world’s most attractive resources with hundreds of millions of regional and international travelers is a phenomenon that has rarely been attempted in international tourism development and marketing.

Japan, ROK and especially Russia and China together represent approximately 100 million1 (not counting Chinese travel to Macau and Hong Kong) outbound travelers and that number could easily surpass 150 million by 2015. Furthermore the level of domestic trips within each of these countries and the relative ease of travel, particularly for those living within 1000 km of the border, indicates that there could be another substantial source of cross-border tourists from this internal tourism movement.

China, for instance, in 2013 will generate approximately 2.6 billion domestic trips2. According to the Euromonitor this will increase to a remarkable 3.3 billion trips by 2016. While an exact breakdown of the source and destination of those trips is not known, if it can be assumed that even if three quarters are visiting friends and relatives, on business or travel for special holidays, that still leaves another 825 million trips (2016) that could be readily translated into a short-haul international travel experience to any of the adjacent GTR countries.

With more than 70 million outbound tourists in 20123 and the continued expansion of the domestic market it is certain that China will continue to be the major market source for cross-border travelers in the GTR.

There are few if any other similar regional tourism development opportunities, worldwide, that are more optimistic and potentially viable than the Greater Tumen Region. The combination of more than 1 billion regional travellers, some of the best tourism growth rates in the world and exceptional natural and cultural heritage resources can potentially create a world-class tourism destination region within the next five years.

Furthermore there remains a longer-term (beyond 2015) strong potential international demand from such source markets such as the United States, Western Europe, India and the other BRICS including Brazil, South Africa and western Russia.

Collectively these Greater Tumen Region, Northeast Asia and international markets represent an excellent future for the tourism and economic development of the GTR.

However the development of this region is not without its challenges. Tourism product development and visitor services are relatively new phenomena for much of the region, particularly outside of the major cities.

There is also great diversity with the level of quality of the available infrastructure. While ROK and Japan, and northeast China have excellent transportation services, the road systems, in Mongolia for instance require substantial improvements.

Language barriers also have an impact on the level of communication between the various partners. Despite obvious intentions for collaboration and regional cooperation there are few who speak all languages and few are comfortable in an international language (e.g. English).

Additionally there is relatively little information available about the cross-border opportunities and there seems to be only modest marketing to the neighbouring countries within the GTR. However there are substantial efforts in those cities closely associated with border tourism to have multilingual signage. This is very evident in Jilin Province, including Changchun and Hunchun and Harbin in Heilongjiang Province. These three cities have commercial signage in Russian and in some cases ROK.

The purpose of this report then will be to identify the concepts and tasks that are necessary to ensure an expanded tourism and cross border travel activities in the region. It will identify the development potential based on matching the market demand with the resources that are available within the Greater Tumen Region.

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1 Ecoplan:net estimate
2 UNWTO Estimate
3 World Travel and Tourism Council
In particular, potential tourism routes and itineraries will be prepared that, for the most part, can be readily sold (market ready) both within the region, to the member countries as well as to identified international source markets.

Furthermore the report address strategies to overcome barriers, with a particular emphasis on reducing visa restrictions, increasing cooperation and cooperative marketing and providing the necessary standards and training to enable the highest quality of hospitality service.
2. The Resources of the GTR destination region

Expression of Diversity and Quality

The mix of the natural, cultural, social and heritage resources of the GTR are competitive with any region in the world. This is plausible if only because of the actual size of the region. If it was a country, it would be the 13th largest in the world and would have the 10th largest population. Furthermore this resource mix extends from the grasslands of Eastern Mongolia to the mountains of Jilin Province and the Amur River of Heilongjiang Province to the coastline of Liaoning province as well as the entire seaside resources ROK and the magnificent sand dunes of Tottori prefecture on the west coast of Japan.

While major national level destinations such as the United States of America, Canada, Australia, etc. may have such resource diversity; there is no multi-nation destination that has a similar level of diversity.

For instance one of the most popular regional destinations with a high level of cross-border tourism is southern Africa. In fact most travelers to this region will typically visit two, three or more countries on a visit to the region. However to a large extent these resources are somewhat similar with a focus on the big 5 wildlife viewing potential.

Furthermore it is unlikely that other regional destinations have the same cultural mix. And while a visit to the GTR may not include exposure to Chinese, Mongolian, ROK, Russian and Japanese culture, it is certain that most of the cross-border tourism routes will introduce the visitor at least two unique nationalities and their associated social and cultural characteristics.

It is not necessary to provide an extensive resource inventory and analysis for this report. Firstly the GTI Tourism Guide already provides an excellent review of the most significant natural and cultural resources. However it is important to emphasize, within this document, those resources that contribute directly to:

- Attracting travelers, both national, regional and international to visit and travel within the GTR
- Contribute to the tourism routes within the GTR
- Contribute to the development of cross-border tourism routes within the GTR member countries

This is not an exhaustive resource analysis. However it will be defined by certain characteristics including:

- Resources that are unique to the region and therefore have a special appeal to the national travelers within the member states (e.g. Changbai/Baekdu Mountain, nomad lifestyles),
- Provides visitor tourism activities that contemporary visitor experiences such as ecotourism in the GTR (e.g. Bolshoi Ussuriysky/Heixiazi Island)
- Can be considered exceptional, unique and only found in or adjacent to GTR (e.g. grasslands)

The resource inventory and analysis should also be considered within a “living” database. Most GTI Secretariat personnel as well as consultants have not had the opportunity to visit all of the significant resources within this vast destination region. However over time, data can be collected and inserted into the overall resource database. This will be especially appropriate for supporting the information associated with the tourism routes and corridors.

The significant resources are categorized by the country in which they exist. This section of the text will only include the highlights.

More information will be found in Annex 1 at the end of this document.

2.1 China

Jilin Province

The province of Jilin is already a very popular tourism destination within the domestic Chinese market. It currently receives approximately 75 million4 domestic tourists, which in most countries would be almost

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4 James MacGregor’s personal Communication with JGTA
inconceivable. For instance that is almost twice as many trips as Canada’s largest province, Québec, receives annually.

Also the growth rates for this province, as well as the other Northeastern provinces will continue to grow significantly and will probably exceed 100 million Chinese visitors by 2015. Statistics from the Jilin Tourism Bureau show that tourism in the Northeast Asian region grew at an average rate of 7.7% from 2000 to 2010.

Jilin Province also includes the Changjiitu National Cooperation Zone which was established with state-level approval and is the first of a new kind of development zone in China, taking in specific cross-border responsibilities and trade. The Changjiitu area includes the cities of Changchun, Jilin and the Tumen River boundary with DPRK, and includes the ethnic ROK area of Yanbian Prefecture in Jilin Province. It is the first of 5 new national cooperation zones approved by the State Council, specifically introduced to promote cross border trade, tourism and economic development.

The Changjiitu Zone has connections with Mudanjiang in Heilongjiang, and serves principally to promote trade between Changjiitu, DPRK and ROK, and Japan. The area will benefit significantly from funding that will be dedicated to developing the Tumen River area, including a framework for low taxes, duty free goods and a variety of preferential policies concerning cross-border trade and travel. The zone also provides exemptions from construction tax and education tax which could stimulate new tourism infrastructure.

The Tumen River. The river is shared by several countries including China, Russia and DPRK however its impact is perhaps the greatest on China and in particular the province of Jilin. Therefore it is why it is located under the resources of this province. As we will see, it plays an important role in establishing one of the main components to the cross-border tourism experience.

Despite its symbolic significance to the region, it does not seem to have any particular tourism activities associated with either the shoreline or the river itself.

Changbai/Baekdu Mountain. This well known feature, which is crowned with a deep blue lake, is one of the most popular natural attractions in northeast China. It is considered, by the GTI Tourist Guide, as one of the highlights of a trip to the GTR. At 2744 m above sea level in provides a unique natural reserve that is located in both China as well as the DPRK. Tianchi Lake is sometimes known as the “Heavenly Lake”, represents one of the highest points in the province and is also considered the deepest in China. It is one of the many sources of the Tumen River.

Beside the magnificent views there is also exceptional biodiversity including bears and Siberian tigers. Other features include the Changbai Waterfall and Changbai Hot Springs.

Urban Centers. The region is also known for its beautiful cities including Changchun, Yanbian, Tumen and Hunchun. These cities represent tourist attractions in themselves and because of their diverse tourism facilities and services are an integral part of any tourism route.

Changchun. The city has particularly attractive architecture and it is famous as the location for the palace of the puppet Emperor. During the occupation by the Japanese, from 1932 to 1945, the city was known as the capital of Manchukuo. The home of the puppet Emperor provides an excellent demonstration of history of the region during that period. The palace has also been considered a miniature copy of the Forbidden City in Beijing.

Other features of the city include the Wenhua Square for natural scenic spots; South Lake is the second largest park in China by area and the Jingyuetan National Forest Park, which is the No. 1 man-made forest park in China. More attractions are identified in annex 1.

Municipality of Hunchun. With a population of 250,000 this city can be considered a major urban center for China’s Far East. Although it has not been known as a tourist destination, it will, within the context of this study, assume an important role in the tourism and economic development of the GTR. And despite its relatively low profile as a center of tourism, it is now being referred to as Northeast China’s "golden gateway" to Japan, east coast of ROK, North America and even North Europe with it access to port facilities.

International Cooperation Demonstration Zone. The Chinese government has decided to build an international cooperation demonstration zone in Hunchun, with the aim of boosting exchanges, cooperation and stability in Northeast Asia.

5 ecoplan:net estimate
This new economic cooperation zone including a port bordering Russia and DPRK, will cover 90 square kilometers and enjoy national preferential policies ranging from taxes and land use to financial support and exchange of personnel.

"The central government's approval of the establishment zone symbolized the joint development of the Tumen River by China, Russia, DPRK, ROK and Mongolia entering a new stage," said Shen Xujian6, deputy regional development director under the National Development and Reform Commission.

Recently there has been a simplification of visa procedures to allow more tourists to visit DPRK and Russia via Yanbian.

This entire initiative is part of an international development and cooperation plan in Tumen River that straddles the borders of China, Russia and DPRK.

A number of facilities are being built or expanded for the project. The Sino-Russian Hunchun-Kamyshovaya railway is now operational and a 488-kilometer high-speed railway from Changchun to Hunchun is now available. These projects continue the trend of expanding the cooperation between the three neighboring countries. The cooperation started from the UNDP attempts of 1990s to raise USD 30 billion to develop the region along the Tumen River into a major international transport, trade and financial hub.

By establishing Hunchun as a significant tourism gateway that encourages travel between the three countries, it is possible to start to realize the ambitious UNDP plans and establish a “Tourism Golden Gateway” between China, Russia and DPRK.

**Travel between the various countries.** An effort to boost awareness of cross-border tourism took place in April 2011 when China launched a transnational tour between China, Russia and the Democratic People's Republic of ROK (DPRK) as part of a single itinerary. A group of 21 tourists travelled from Changchun to Hunchun from where they left to visit Slavyanka, Vladivostok and Khasan. The tour group then traveled from Russia to the Tumen River and the DPRK side of the Rason free trade zone before arriving back in Hunchun7.

This pilot program was originally approved by the National Tourism Administration and was jointly inaugurated by travel agencies from all three countries8. As a consequence, Chinese tourists are now allowed to visit the two neighboring countries without applying for visas and this has dramatically shortened document processing time. They only need to send copies of their identification cards and passports to a travel agency just two days ahead of the tour.

**The Hunchun Initiative.** The combination of a strategic location and the initiatives of the Chinese government and the Jilin Province indicate that the Municipality of Hunchun will play a significant and pivotal role in the development of tourism in the Northeast provinces as well as in cross-border tourism.

That role will be defined further this report but it is important at this point to realize that Hunchun will be positioned within the GTR tourism initiative as a demonstration project that will increase travel related cooperation between China and Russia/DPRK and between China, Russia, ROK and Japan. Furthermore Hunchun will also become a destination that will include a tourist Golden Gateway that incorporates China and its neighbouring countries.

**Other Cities in the Province.** Other cities can contribute to tourism routes in the province. Ji'an is a border town with historical relations with the ROK peninsula. It is also known as the “city of south China in the Northeast” presumably because of its relatively warmer climate. It is located on the banks of the Yalu River and is an excellent destination for cultural heritage tourism because of this numerous ancient sites. One of those features is the Municipal Museum housing more than 11,000 historical relics, which show the Goguryeo Kingdom rich exquisite, unique culture.

Jilin is another popular city that is also the center of the provincial ski industry is also on the tourism circuit for visits to Changbai/Baekdu Mountain.

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6 Global Times.cn, August 2011
7 Press Release; China Daily.com August 2011
8 Press Release; China Daily.com, August 2011
Heilongjiang Province

This northern most province also holds many attractions for both the domestic and international market. The region is popular with the Chinese domestic market that comes to the region in the wintertime to experience the snow and particularly the ski facilities. Russian tourists on the other hand come for shopping and for medical services.

There are numerous natural features including the Greater and Lesser Xing'an Mountains, the Sanjiang Plain, the immense marshland, the vast forests, 5 connected lakes formed by volcanoes, and Jingpo Lake. The area also has significant heritage features including ruins of the Jin-dynasty culture and the site of Bohai Kingdom.

There are several existing tours of the region (see Annex 1) that are largely based on the environmental resources of the province. Therefore the destination is already appealing to the ecotourists and soft adventure travelers. This strategy will build on current ecotourism market demand with the proposal to develop one of the higher potential cross-border ecotourism experiences at Bolshoi Ussuriysky/Heixiazi Island.

City of Harbin (“The little Paris of the Orient”). During the process of collecting resource information for this study, the consultant visited several interesting locations in the City of Harbin. Collectively these resources reinforce the notion of Harbin being a gateway to other tourism routes within the province. Some of the attractions include:

- **Central Street** (also known as Kitaiskaya St.) was built in 1898 with a hundred-year history. It was selected as one of the ten “Chinese history and culture streets”. It has since become a pedestrian street known, by tourists for its fashion, entertainment and dining features. The 1.4-km long street is characterized by its European architectural style buildings including both Baroque and Byzantine facades. There are also numerous international shops that appeal to the tourists: Russian bakeries, Japanese and American restaurants and even French fashion house.

- **Sun Island Parkland** is located north of the Songhua River and includes 88 square km. of parkland and scenic locations. There are more than 20 scenic attractions on the island including the water pavilion, the riverside pavilion, the fountain and flying waterfall, Sun Mountain and Lotus Lake.

As well, the annual International Snow Sculpture Art Expo is held in Sun Island Park, which, as an important part of Harbin International Ice and Snow Festival.

Bolshoi Ussuriysky/Heixiazi Island (“Two nations on one island”) Bolshoi Ussuriysky/Heixiazi Island is a 327 km² sandbar bordered by the Amur and Ussuri Rivers (Heilongjiang and Wusuli Rivers, in Chinese). China now has control over 171 square kilometers of the islands. Both Bolshoi Ussuriysky/Heixiazi Island (in China) and Bolshoi Ussuriysky Island (in Russian) and the adjacent Yinlong Island (Tarabarov Island, in Russian) remained in Soviet/Russian hands since 1929. But with the demise of the USSR and the rise of economic activity between China and Russia in the late 1990s, the time was appropriate to consider the joint management of the land.

A landmark border demarcation agreement signed by the two countries in 2008 changed the status of the river islands, which are now divided north to south.

More importantly, on November of 2010 the premiers of China and Russia issued a joint communiqué pledging to develop the islands together for mutual benefit. The ultimate aim is to create a visa free tourism zone that will make Bolshoi Ussuriysky/Heixiazi Island one of the most popular nature-based travel destinations in Northeast Asia. As a true testimony to the islands’ tourism destination potential, in 2011 150 Chinese tourists made the first official tour of Bolshoi Ussuriysky/Heixiazi Island.

At this point little is known about the natural resources on the island. However because of its sandbar character and location within two river systems it should be an excellent location for bird watching, nature interpretation (sandbar ecology), hiking, cycling and wildlife viewing as well as river sports such as kayaking and canoeing.

Bolshoi Ussuriysky/Heixiazi Island is also close to the Russian city of Khabarovsk, which lies just off the northeastern tip. Khabarovsk is one of the largest cities in Eastern Russia, with a population of about

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600,000. As well as tourists from Harbin and Southern China the city also represents a significant source of visitors to the island.

It also seems that both the Chinese and Russian governments have plans for major industrial, resort and commercial developments on the island10. This could substantially affect its capacity to offer a credible ecotourism experience. Therefore quality site planning is essential to ensure that both the islands natural features as well as its economic development potential can coexist for the long-term development of the tourism potential.

There were signs of an ambitious program of development for the Chinese sector, including plans for the construction of a business and trade area, a resort area, shopping center and the golf course. The Chinese government is planning to invest 10 billion Yuan (about USD 1.51 billion) in development projects in and around the island11. There are also plans for a commercial center in Khabarovsk, just across the Amur (Heilongjiang in Chinese) River.

Currently visits to the island are accompanied by officials of the Fuyuan County government, and they have a specific time limit. Although the county has a population of only 200,000, the partial return of the island triggered the building of an airport and 169 kilometers of railways.

Construction of new roads and a deep-water harbor on the Amur River is also in progress.

An industrial park of about 13 square kilometers is planned, which the authorities hope will become home to processing plants for products aimed at the Russian market. Local businessmen are focusing on the opportunities that open up when road across the island connects it to Khabarovsk. There are no border control facilities on the island, so getting to the Russian side requires taking a one-hour boat trip to Khabarovsk. A pontoon bridge connects Khabarovsk to the Russian half of Bolshoi Ussuriysky/Heixiazi Island.

Recent reports indicate that there are signs of development on the Russian side. A customs and immigration control office capable of handling 250 trucks, 50 tourist buses and up to 1,500 passengers on a daily basis is under construction. Tourist facilities and shopping centers, which will be promote under the slogan "two nations on one island". The Russian government and private businesses plan to invest a total of 20.5 billion rubles billion rubles (USD 650 million).12

The changes on Bolshoi Ussuriysky/Heixiazi Island are partly due to an emphasis placed on economic development by both nations. Russia is seeking to develop its far eastern regions with a view to economic integration with the Asia-Pacific region, which is enjoying huge economic growth, and is hoping for Chinese investment in these regions.

The Russian government has made the construction of a permanent bridge connecting the island with Khabarovsk a top priority. The ultimate aim is to create a new trade route connecting the Chinese city of Harbin and Khabarovsk with the Pacific seaboard. However this proposed development could substantially affect the capacity of the islands to offer a credible ecotourism experience.

Therefore a quality ecotourism related master plan is essential to ensure that the islands natural features as well as its tourism and economic development potential can coexist for the long-term development of the tourism potential.

**Fuyuan Staging Area.** Fuyuan is the point of arrival for visitors coming from Harbin. It is 650 km from Harbin and 42 km from the Russian city of Khabarovsk. There is a one-day trip from Fuyuan to Khabarovsk, which takes 1 1/2 hours by hydrofoil. Fuyuan is also readily accessible by rail, highway. An airport is planned but not yet open.

Fuyuan with a population of 60,000 people stretches along the right bank of the Amur River. The topography of the area is diverse: mountains and plains, forests, marshes and beautiful lakes.

**Wusuzhen.** Wusuzhen, the Chinese most-eastern point is located 30 km from Khabarovsk. Chinese currently come to Wusuzhen to enjoy the astronomically earliest sunrise in China.

10 Chinadaily.com, March 2011  
11 Chinadaily.com, March 2011  
12 Chinadaily.com, March 2011
Wusuzhen is located to the south as is the Sanjiang Wetland National Reserve, which provides an excellent opportunity for ecotourists who are specifically interested in bird watching. From early July to the beginning of August there is an opportunity to experience the lotus blossoming.

**Liaoning Province**

Liaoning Province is located in the south of the Northeast of China, with the Liaohe River, which flows through the region. The northern and central areas are plains; the eastern and western parts are hilly areas; and the southern part covers the Liaodong Peninsula, which borders on the Bohai Sea in the west and Yellow Sea in the east. The 42 million residents (2004), consisting of some thirty nationalities including Manchu, Mongolian, Hui and ROK nationalities.

The province has a rich variety of local products including ginseng, sable fur and furry antler. They are known as the "three great treasures of the Northeast", and are popular purchases among tourists.

Other famous local specialties include tussah silk (an ideal material for blouse, shirt, skirt,"kimono" dress, curtain, table-cloth, quilt-cover, etc.). The coastal regions are known for their prawns, sea cucumbers and abalone, which are popular with Chinese as well as ROK and Japanese tourists.

Local arts and crafts are also well-known, such as jade and black amber carving, amber ornaments, glassware, and feather patchwork, shell carving pictures, artistic ceramics, scrolls and calligraphy, etc.

Like other regions, the cities offer some of the better tourism attractions and are consequently a component to most tourism routes (See annex 1).

**Dandong.** This city can eventually be a significant cross-border tourism port within the ROK Peninsula. It is separated from DPRK by the beautiful Yalu River. The Yellow Sea is to the south and Dalian is to the northeast. The city is only 4 hours from Shenyang and there are direct flights from Beijing and Shanghai. There is also regular ferry service from Incheon in the ROK thus reinforcing the potential for cross-border tourism.

Dandong had a great military significance particularly during the last years of the Ming Dynasty (1368-1644) and the early stages of the Qing Dynasty (1644-1911).

**Shenyang.** This city of 4 million people can easily be considered as another busy Chinese metropolis and not a significant part of any tourism route. However it has several significant attractions, which make it an important part of any tourism route. Unquestionably the most important is the Imperial Palace. But also the city has a wealth of pagodas, tombs, temples and cultural sites.

The Shenyang Imperial Palace is a particularly famous attraction and generally based upon its much larger predecessor, the Forbidden Palace in Beijing. One difference is in the intricate Tibetan and Mongolian architecture features, favoured by the Qing Dynasty. The entire complex is very impressive and provides an essential contribution to any tourism routes and package tours that are proposed for the province.

**Connections with ROK.** The province provides several opportunities to offer cross-border tourism with the city of Incheon in the ROK. Ferries leave every Monday Wednesday and Friday from Incheon for Dandong for the 16 hour trip and leave from Dandong on Tuesday, Wednesday and Sunday for Incheon.

A similar ferry route is available between Incheon and Dalian with three daily departures in each direction for the 17-hour trip.

Both of these ferries offer exceptional opportunity to expand the tourism flow between the two destinations in ROK and China.

**Inner Mongolia Autonomous Region**

The Inner Mongolia Autonomous Region, bordering to the north with both the Republic of Mongolia and Russia, is the widest province in China (by its latitude). It is the third largest Chinese province (over 1.1 million square kilometers or 424,736 square miles) but not very populated. The province has about 24 million inhabitants. Many ethnic groups are living in this area including Mongolian, Daur, Oroqen, Ewenki, Hui, Han, ROK and Manchu. Hohhot is the capital of Inner Mongolia. It also has a wealth of natural and heritage sites and communities adjacent to its borders with Mongolia and Russia... providing one of the better opportunities for cross-border tourism.
It is a challenge applying cross-border concepts to Inner Mongolia because it is such a vast territory with a variety of landscape types, natural and cultural heritage resources....and a long border with China and Russia. And while this can be said about any of the other provinces in China the mere scale of the Inner Mongolia Autonomous Region suggests that it is a complete destination within itself, either for domestic Chinese travelers or those from other countries within the GTR.

Inner Mongolia is directly accessible, through Beijing from major centers in ROK and Japan. As well with connections from Vladivostok, through Beijing, those in the Far East of Russia also have access to several airports in Inner Mongolia.

**Hohhot.** Hohhot is not only the capital of Inner Mongolia Autonomous Region but is also a significant tourist attraction. Its population of 2.6 million is strategically located between the Yinshan Mountain and the Yellow River and is home to 36 different ethnic groups including Mongolian, Han, Manchu, Hui, Tibetan, Dawoer, Elunchun, Ewenke and ROK, etc. Hohhot also has a long history dating back over 2300 years.

The city brings together specialties from across Inner Mongolia, ranging from Mongolian silverwares, carpets, cashmere, camel hair products, traditional knives, decorative deer antlers, narrow-leaved oleaster curtain, oatmeal and various dairy products to fancy Mongolian costumes. Mongolian folk songs and wrestling provide popular entertainment while ethnic delicacies add to the overall attraction as both a destination as well as a gateway to other areas of the region (see annex 1 for further details).

Some of the most impressive sites and attractions in the city include the Dazhao Temple, the Zhaojun Tomb and the Five Pagodas Temple.

**The Inner Mongolia Museum.** This facility is undoubtedly one of the most significant and spectacular attractions of its kind in the GTR. Furthermore, as a museum, it is equal or better than most international cultural heritage museums. It’s bold architecture combined with over 44,000 objects relating to the ethnic history of the region contribute to making it a necessary stop before embarking on any itinerary in Inner Mongolia.

The museum includes several rare treasures that are seldom seen in China, especially the artifacts relating to the northern tribes called Xiongnu, Xianbei, Qidan, Mongolians and others. For more information see Annex 1.

There are also a large number of cultural relics relating to these northern people's lifestyle and customs. The museum in particular offers an insight into the history and traditions of the Mongolian people exhibiting paraphernalia used by nomadic Mongols, including saddles, costumes, archery and polo equipment and a ger (a portable tent used by Central Asian nomads). The upper floor of the museum is dedicated to the life of Chinggis Khan.

The Inner Mongolia Museum is also renowned for its extensive collection of fossils and dinosaur remains found in both Inner Mongolia and Outer Mongolia including a complete skeleton of a wooly rhinoceros unearthed from a coal mine in Manzhouli.

**Manzhouli.** Manzhouli has been selected as one of the Inner Mongolian cities to visit because, like Hunchun, it shares a border with two other countries; in this case Russia and Mongolia, the latter on the west and Russia (Zabaykalsk) on the north.

It has a population of approximately 300,000 including Mongolia, Han and Russians and other ethnic groups (there are more than twenty groups). Consequently the city has an exceptional cultural diversity. It has also become a recent destination for Russian tourists -with more than 500,000 Russians visiting the city every year crossing the border to purchase Chinese goods. In the summer there are frequently more Russians in the city than there are Chinese. Russians feel comfortable here because at one time it was populated by Russians after the Bolshevik Revolution. It is said that Manzhouli is basically a Russian town that is located in China. For hundreds of years, foreign tourists have come to Manzhouli for a glimpse of Chinese life, while people from other parts of China have come to experience the city's heavy Russian and east European influences.

Manzhouli is also a strategic in the context of the study because it provides easy access to both Russia and Mongolia. It is China’s largest and busiest land port of entry and consequently an excellent border city for cross-border careers. It is said to be the major land-based trade route in China. Virtually all trade between Russia and China passes through this border crossing.
Manzhouli became a major stop along the railway line constructed by Russia in 1902. Other Chinese cities such as Harbin, in the GTR, and Dalian lie along the route. At its peak, the railway transported numerous Russians to Manzhouli. Many stayed and settled in the city. Even today, there is still on the trans-Siberian rail line, which means it is connected to Vladivostok, Beijing and even Moscow. There is also an overnight train from Hohhot to Manzhouli which his excellent for the development of tour packages. Many of the city's landmarks, including shopping malls, museums and art centers, have been built in a gaudy Baroque style. Directions and signs are all written in Chinese, Russian and Mongolian. Russian products and souvenirs are available at prices that are much cheaper than those in inland Chinese cities. It is recommended that tourists not miss performances by Russian dancers and singers at local theaters.

Manzhouli also shares borders with Xinganling on the east and Hulun Lake on the south. The lake is China's fifth largest. Many rare birds feed here. The lake is also used by traditional fishermen, which is an interesting activity that can be observed. It is also possible to fish and take a boat ride.

The city has several attractions including:
- A large square with giant Matryoshka dolls over 15 feet high, with one over 30 feet high
- A variety of shops
- Hulun Buir Grasslands are located outside the city and are considered the most scenic grasslands in Inner Mongolia. The grass is twice as long as anything found near Hohhot. The drive from Hailar to Manzhouli is about 2.5 hours and goes through this grassland. The Hulun Buir is the location of the famous Nadaam festival.

Manzhouli is not only a destination for cross-border Russian tourism but it also enables visitors to Inner Mongolia to access the southern Siberia region of Russia including the cities of Chita and Ulan-Ude and then onto Lake Baikal.

2.2 Russia

Primorsky Territory (Krai) and Far East Russia

Primorsky Krai is located in the southern part of the Russian Far East. In the north it is bordered by the Khabarovsk Krai, in the east by the Pacific Ocean and in the west by China and southwest by DPRK. The population of 2.5 million lives mostly in the south and southwestern areas and includes the City of Vladivostok. This represents the best potential for GTR cross-border travel between China, DPRK, ROK and Japan.

The territory, and its capital of Vladivostok, as has recently received a major injection of investment which now makes it a credible gateway to other attractions in the area, includes:
- Leopard National Park: the potential opening of a multimillion-dollar National Park Visitor Center, on the Hunchun to Vladivostok Highway represents next one opportunity for the restaurant as well as for encouraging travel between Northeast China and Primorsky Krai
- Far East Marine Biosphere Reserve: This reserve, which was established in 1978, is directly accessible from Vladivostok. The region is the richest in the world with respect to bird species (over 340) making it an excellent opportunity for bird watching and wildlife observation (there are also more than 3000 vertebrates and invertebrates).
- Sikhote-Alin mountain range: It covers most of the territory from the southwest to the northeast. Rivers on the western side of these mountains flow into the Ussuri River, a major tributary of the Amur River. The Pacific Ocean is on the eastern coast, and it is known for its estuaries and lagoons, beautiful beaches and a diversity of marine and wildlife.

Natural Resources. The Sikhote-Alin Mountains, which cover much of the krai, is fortunately a biosphere reserve. The upper alpine regions are covered with tundra and dwarf Siberian pine and low bushes. At lower altitudes there are cedar and birch forest.

There are an impressive 340 bird species in the region, which suggests a significant potential for bird watching activities. The most common of which are the nuthatch, the nutcracker, the jay, the rarest Mandarin duck, fish duck and the Siberian spruce grouse.
Many of the vegetation species in Primorsky Krai are endemic to the region and are not found anywhere else in Russia.

**Vladivostok.** The GTR gateway for cross-border tourism for the territory and travel to ROK and Japan is the city of Vladivostok. In assessing the tourism potential of the city it is important to remember that the city has only been open to outsiders in the last 20 years but it has made significant strides in developing the infrastructure to support cross-border tourism.

It has become popular in the past few years, particular the Chinese visitors who come to the city for shopping. This market is not necessarily interested in itineraries that exceed 1 or 2 days however there are interesting local sites that can appeal even to the shopping market. These include the nearby islands and the Far Eastern Marine and Kedrovaya Pad preserves.

There are a few attractive tourist attractions in the city, most of which reflect the cities more recent history as a major Russian naval port (see annex 1). Vladivostok is also a good center for organizing camping and trekking trips to Siberia and the Kamchatka Peninsula. Possible excursions in the area include a visit to the local Observatory, the Kravtsovsky Waterfalls and the ancient cities of the Bohai Kingdom that existed from 698 AD to 926 AD.

**Departure Point for ROK and Japan.** The *Eastern Dream Ferry Itinerary* is operated by DBS Ferry Co. in Seoul, is one of the most significant opportunities to expand cross-border international tourism within the GTR. Departing from Vladivostok, the ferry makes weekly round-trips to the east coast of ROK where, following an overnight trip, docks at the port in Donghae for the day and then in the late afternoon leaves for the West Coast of Japan. After an overnight cruise the vessel docks at Sakaiminato. This cruise is available for the remarkably reasonable price USD 350.

Once in Sakaiminato the tourist has the option of spending almost 2 full days on the West Coast of Japan and in particular visiting the sites of Tottori prefecture and returning to Vladivostok or taking a high-speed train to Tokyo/Haneda and flying back to the country of origin such as Beijing or from Narita for other international flights.

To date this trip has largely been promoted as an extension to the eastbound Trans-Siberian rail excursion. But it is also a mere eight-hour bus ride from Hunchun and can therefore be considered as a significant component to cross-border tourism from Jilin Province and points south in China. An alternative rail tours route is available from Beijing to Harbin and then on to Vladivostok.

The ship departs every Wednesday at 14:00 and arrives in the ROK at 9:00 on Thursday and then arrives in Japan on Friday morning. The ship is equipped with comfortable rooms with beds or with mattresses; there is a restaurant, recreation room, game club, shop, nightclub and sauna. The vessel length is 140 meters.

It has the capacity for 500 passengers, 66 vehicles and 130 containers.

**Other cities and attractions that can contribute to the tourism routes in the region:**

- **Borzya** is a small Russian city in Zabaykalsk Krai, about 40 km from Manzhouli and has a population of 32,000. It has an attractive setting on the Borzya River but it is not considered as a tourist destination, others on a stopover on the route to Chita. Although there has been a settlement here since the 18th century the town owes its history to the Trans-Siberian Railway.

- **Chita** is about 400 km distant from Manzhouli and offers a much more authentic Russian experience for the tourists than Manzhouli. It is a quaint and interesting Soviet style city with broad boulevards and a mix of interesting European architectural style. At one time it was the biggest trading center in Siberia. It is less known than Buryat Republic as a tourism destination but offers an excellent mix of attractions (see Annex 1). From Chita it is possible to fly back Beijing, with China Airlines or continue overland to the magnificent Lake Baikal and then back to Ulaanbaatar.

- **Ulan-Ude:** The route from Chita to Ulan-Ude is approximately 400 km and offers the visitor an excellent scenic and diverse landscape experience. It is the capital and is of interest because of its proximity to Lake Baikal. The city has an interesting past and has witnessed great marches of Huns and Chinggis Khan and the horse-drawn trains along Great Tea Route. Visitors can see Orthodox and Buddhist relics, traditions and customs of the Buryats and the People of the North.

Lake Baikal

The Lake is not within the GTR, although it is relatively close to Ulaanbaatar. Therefore cross-border tourism to this region should consider a visit to this spectacular lake. It is the oldest and the deepest lake (1620 m) in the world. It is certainly the biggest lake in Eurasia and contains approximately 20% of all freshwater on the planet. It has recently been declared a national park and at 640 km long and 80 km wide, it is one of the largest national parks in the world. As a national park, it is an excellent destination for ecotourists because it now can ensure the protection of the hundreds of unique of aquatic and terrestrial species that are only found in this region.

2.3 Mongolia

Mongolia represents a unique contribution to the overall mix of national and provincial products that are offered within the GTR. Not only has Mongolia “loomed in the world’s imagination” because its isolation, but it also has a special role to play within the GTR and presents unique opportunities for the GTI.

As one of the world newest democracies it is strategically located between two of the world’s superpowers, China and Russia. The reinforcement of cross-border tourism between these countries therefore represents substantial opportunities to enhance trade and economic benefits.

From the tourism development perspective, even within the three aimags associated with the GTR, tour product opportunities are very interesting. First there is the great expanse of relatively unpopulated territory; Mongolia is the size of Western Europe yet it only has 3 million people. As well possibly half of these people are nomads that demonstrate a remarkable resilience to living in one of the world more demanding climates. Yet the hardships of living in this environment are seemingly balanced by a hospitable and generous people.

Furthermore the heritage of Mongolia and in particular the 13th century reign of Chinggis Khan, provide one of the more fascinating legends of human civilization.

The role of tourism however has yet to be defined within what is currently the fastest growing economy in the world. Fuelled by multibillion-dollar mining projects and the prospects of USD 1.3 trillion14 in minerals to be extracted, it would seem that tourism might not enjoy the potential it has to offer to the GTR and to the world. However President Elbegdorj has recently come out in support for the tourism industry to both diversify the economy as well as prepare for time when it is no longer possible to rely on mineral coal extraction.

Figures show that the number of people coming to Mongolia is on the rise, with visitor numbers up 11% in the past three years and revenues showing an increase of 32.5% for the same period. However, with tourism still only contributing around 5% to GDP15 it is industry officials are calling for tangible measures to be put in place aimed at generating sectors growth. In particular, they highlight the need for investment in transport infrastructure, Internet and communications connections, high-quality hotel accommodation, flight links and human resources.

Nevertheless the Ministry of Environment, Nature, Tourism and has projected 1 million tourists by the year 2015. The breakdown of these arrivals, including business travelers as compared to leisure travelers have not been defined however increased volume will hopefully contribute to ensuring that the natural environment is protected, particularly in those areas of significant heritage and ecosystem resources.

As well both the President and the Prime Minister have indicated that the revenues, flowing from the mining sector, will be used to reinforce tourism. The first investment will be the development of a new airport.

The GTR includes the capital, Ulaanbaatar as well as the three Eastern Provinces of Khentii, Dornod and Sukhbaatar. Because of the popularity of Gobi desert, these three aimags receive relatively less visitors. However the vast grasslands, links to the history of Chinggis Khan an opportunity to experience one of the last fully functioning nomadic cultures suggests substantial opportunity for low volume/high yield tourism.

Ulaanbaatar

The city may not initially appear to be a significant attraction and certainly not of the caliber in other urban centers within the GTR. It still reflects the drab architecture of the Soviet era. Yet it is nevertheless an important staging area for travel to the rest of Mongolia and in particular the 3 eastern provinces.

However it is also not without its mix of interesting attractions which merit at least two days in the city before heading out to the mountains and grasslands. Furthermore these attractions also provide the visitor with an introduction to Mongolian culture, social structure, history and environment. Since there are relatively few

14 TIME Magazine, August 16, 2012
15 TIME Magazine August 16, 2012
opportunities, once you have left the city, to experience interpretive facilities and museums, the tourist should take advantage of the mix of attractions that exist within the city (see annex 1).

**The Eastern Mongolia Provinces of the GTR**

For the purpose of this assessment, the focus will be on Khentii province because of its proximity to Ulaanbaatar and its mix of natural and man-made tourism attractions. This does not preclude future development of the other provinces and reference will be made to their development potential. However there would seem to be an excellent opportunity to position Khentii Province as a destination including the potential for cross-border tourism with a like to Lake Baikal.

**Khentii Province.** From a regional and international tourism perspective, this province is best known as Chinggis Khan territory. This is the region where he grew up and from where he launched the greatest continuous land empire that has ever been created. Because the empire was established on a nomad culture there are relatively few identifiable sites or relics from these 13th century accomplishments. However, to date, researchers have identified approximately 50 historical sites relating to Chinggis Khan’s life.

The aimag is named for the Khentii Nuruu (Khentii Mountain Range), which covers the northwestern corner of the aimag and is part of the giant 1.2-million-hectare Khan Khentii Strictly Protected Area (most of which is in the adjoining Töv aimag). Although none of the peaks is over 2000m, these mountains are heavily forested which provide a home for wildlife including deer and elk. Marmots are found everywhere. The lush scenery, however, can make jeep travel difficult.

Specific sites of interest en route to or within the aimag included:

**Chinggis Khan Statue**

This is unquestionably the most imposing statue in the GTR and apparently the tallest horseman statue in the world. Standing 30 m high it provides an excellent view over the surrounding landscape. Although this site is readily accessible from the capital and can be part of a one-day trip, it is perhaps more interesting as a gateway to the Khentii aimag and the provinces to the east of the country.

It contains a modest collection of artifacts from the 13th century however the main focus of the attraction is the statue itself and the views over the grasslands. A major attraction expansion and accommodation development is proposed by GENCO the company who built the structure. At that point it will serve as a gateway to Eastern Mongolia.

**The 13th Century (theme) National Park**

A “13th Century National Park” is also be built by GENCO and consists of six separate camps and tribes and provides a variety of the service to tourists

Although not a national park in the true sense of the word it is nevertheless one of the better heritage attractions in the GTR. Because of its authenticity and quality of development, it certainly contains the same quality of interpretation, educational and entertainment values of other significant heritage attractions in China and Japan. Furthermore it has been developed by the private sector with the potential for continued expansion and interpretive program development.

It is strategically located approximately 110 km from Ulaanbaatar. Access is available by automobile however a 4x4 is preferred. Once within the territory defined by the “national Park” there are numerous activities that reflect the unique possibilities of Mongolian tourism including horseback riding, hiking, yak and camel riding, and of course direct encounters with the local nomad population.

The park consists of several sub-themes all of which are located several kilometers from each other. Together they provide an excellent portrait of the history, culture and lifestyle of the previous and current Mongolian people.

The components consist of:

- **The King’s palace:** one of the more elaborate exhibits where you can also enjoy traditional Mongolian cuisine and entertainment.

- **The relay station:** this provides the opportunity to ride horses and camels or circulate on the site in a horse-drawn carriage.
- **Craftsmen’s camp**: here you can observe craftsmen and blacksmiths preparing 13th-century Mongolian items including household utensils, jewelry, the tools, carpets and clothing.

- **Educational camp**: the camp demonstrates how children were traditionally educated, particularly in writing and arithmetic. There is also an interesting calligraphy demonstration.

- **Herder’s camp**: allows the tourist to experience the everyday herder activities including breeding, livestock rearing, production of dairy products, training of horses and other pastoral activities.

- **Shaman’s camp**: this camp introduces the visitor to the practices of the various Mongolian clans.

**Baldan Bereeven Monastery**

Baldan Bereeven monastery in Omnodelger Sum of Khentii province was first built in 1777. It is surrounded by four mountains each said to resemble an animal: a lion on the east, a dragon on the south, a tiger on the west, and a Garuda on the north.

Each cardinal point is also guarded by a Protector Deity. The originally temple was demolished in the late 1930s and the Red Jamsran painting damaged or destroyed. The Jamsran rock painting in the temple now is thought by some to be the original. It was once one of the three largest monasteries in Mongolia and home to 1500 lamas. Several lamas still live at the monastery and its colorful interior makes it an essential stop.

**Dornod Province**

The province is large (123,600 km²) yet it only has 40,000 people comprising 7 ethnic groups including Halh, Buriad, Barga, Uzemchin, Urianhay, Ould and Kazakh. It border on Russia on the north and China on the east and southeastern part, with Sukhbaatar province on western. The center of the province, Choibalsan, is 661 km from Ulaanbaatar.

The Province is scheduled for longer-term tourism routes. Its resources are identified in Annex 1.

**Sukhbaatar Province**

Sukhbaatar aimag is situated in the eastern part of Mongolia. The territory is hilly, predominantly steppe. The attractions are identified in Annex 1.

### 2.4 ROK

The east coast of ROK is a large and exceptionally diverse area within the GTR. It deserves a much greater assessment to determine the full tourism development opportunities for travelers from other parts of the region. Within the context of this study, the only location that was visited by the consultant was the coastal city of Donghae. But as a coastal zone particularly for those from the interior of China, the area can become an excellent destination.

A visit by the delegation from Jilin Province also proved to be adequate in terms of evaluating the potential for the Eastern Dream Ferry Route. The concept of this cruise package enables visitors to spend much of the day in the province before leaving for Japan.

But the province itself has a wide variety of activities that could attract, particularly Chinese travelers from the Northeast of China and Japanese travelers to spend one week in the coastal area before catching the next ferry to their ultimate destination.

**Gangwon Province**

The province is located in the mid-eastern part of the ROK peninsula, and considered a complete destination for extended stay visits, particularly for visitors from Vladivostok, Northeast China and Japan. It has a mix of spectacular mountains and clean beaches that offer excellent sightseeing and leisure travel activities throughout the year.

The beaches could be popular destinations for weeklong visits by tourists throughout the GTR since much of the region, beyond ROK and Japan, is based on inland as compared to coastal resources. The province of Gangwon-do is also popular for winter activities because of the high snowfall. However it may be less accessible, at least by ferry during the winter months.

A list of attractions of the province is found in Annex 1.
2.5 Japan

Tottori Prefecture

Tottori Prefecture is situated in the northeastern part of the Chugoku region and particularly important to the GTR because the Eastern Dream Ferry, arriving from Jilin Province, Vladivostok and Gangwon Province in ROK docks at Sakaiminato thus providing direct access to the many features of this West Coast Prefecture and Japan in general.

The Prefecture is known for its long coastline that stretches from east to west, narrow flatlands, and a mountainous area represented by Mt. Daisen. The mountain offers year-round tourism opportunities.

Many ancient ruins from around 400 BC to 300 AD have been found there, mainly in the flatlands. The Aoyakamijichi and Mukibanda Ruins indicate that there has been ongoing commerce between Tottori prefecture the ROK Peninsula and China, in other words a large portion of the GTR for centuries.

The Japan National Tourism Organization (JNTO) describes the region as follows:

“The Tottori-sakyu Sand Dunes are Japan's largest dunes (about 16 kilometers from east to west and about 2 kilometers from north to south), and have been formed on both sides of the mouth of the Sendai-gawa River. The Hakuto-kaigan Coast is the site of Japanese myths about the "Inaba no shiro-usagi" (the White Rabbit of Inaba), and Daisen-Oki National Park lies in Tottori as well. Of special interest are former castle towns like Tottori and Kurayoshi. Other attractions include the Misasa-onsen Hot Spring, historically known as one of the leading therapeutic baths in this region due to the high radium content of its spring waters, and skiing at Mt. Daisen in winter”

This extremely attractive area is only known to the Japanese market particularly those in the larger cities of Tokyo, Osaka and Kyoto. Yet it provides excellent outdoor activities, scenic resources and entertainment for the residence of the GTR. Other attractions are identified in Annex 1

The region is also only 6 hours away from the airports in Tokyo (Haneda and Narita) thus enabling cruise passengers to return to their point of origin. This is particularly important for travelers from Beijing and southern China as well as those from other parts of the world. It is also possible to fly from Tottori to Haneda daily with ANA.

Niigata Prefecture and City

This prefecture and the city can add an interesting dimension as an extension to the Japan portion of the itinerary. It is a relatively short distance from Tokyo (670 km by Bullet Train). Therefore any visitor arriving in Tokyo from Tottori Prefecture may decide to spend an additional three days in Japan by returning to the West Coast and experiencing the many natural heritage attractions of Niigata.

The area can appeal to tourists in spring (cherry blossoms), winter (alpine skiing) and summer (beaches and visits to offshore islands). Furthermore the city of Niigata has a rich collection of heritage temples, museums, and aquarium and shopping areas. It also has numerous festivals throughout the year. Further descriptions of the attractions are found in Annex 1.
3. MARKET DEMAND

3.1 Asia and the Pacific Region

Before addressing tourism in the GTR it is important to consider tourism development within the context of the overall market conditions within the Asia-Pacific region.

The tourism sector in Asia and the Pacific is thriving, with the region now accounting for 22% of inbound tourism arrivals in 2010. Noticeably, in 2010, China placed third in inbound tourism arrivals and fourth in inbound tourism expenditure in the world.

Based on current trends China will place first in both inbound and outbound travel by 2015 thus provided the most significant source of tourists to the GTR.

*Inbound tourism arrivals.* In 2010, despite a continuing crisis in Europe, international tourism recovered more strongly than expected from the 2009 economic recession and the global financial crisis. The estimated worldwide number of inbound tourism arrivals in 2010 was 940 million, up 6.6% over 2009 and 2.5% more than the pre-crisis peak in 2008. Growth has continued through 2011 and it is estimated that there will be more than 1 billion inbound arrivals in 2012.

While some destinations (e.g. North Africa) are still struggling, the tourism sector in Asia and the Pacific has been buoyant.

The Asia-Pacific region had an increase in inbound tourism arrivals of 13% between 2009 and 2010, making the region a leader in the global recovery of tourism. In comparison with other regions across the globe, Asia and the Pacific had the second highest growth in inbound tourism arrivals in 2010 over 2009.

In the Asia/Pacific region, for the first time ever, inbound tourism arrivals surpassed 200 million in 2010. Overall, the Asia-Pacific regional share of world arrivals rose by 1.2 percentage points in 2010, for a 22% share among the world’s regions. The massive rail expansion in China, the new resort developments in Singapore and Macao, China and the revitalized policy of Japan towards tourism, have helped buoy Asia-Pacific tourism. ASEAN has also adopted a long-term tourism strategy to help the development of the tourism sector in the sub region.

This continued Asian and Asia Pacific tourism growth will have a positive influence on the GTR. All things being equal, growth rates in the GTR should meet or exceed growth rates throughout the rest of Asia.

*Tourism in the Greater Tumen Region.* For the purpose of defining the potential markets for the regional tourism routes and cross-border itineraries three market segments will be considered. They include:

- GTR regional market: Mongolia, ROK, Russia and Japan
- GTR regional market: Chinese segment

3.2 GTR regional market: Mongolia, ROK, Russia and Japan

**Japan Inbound**

In 2011 Japan received 6.22 million visitors, which represents less than 0.7 % of the world total international tourists, 983 million according to the World Tourism Organization. Among the Asian and Pacific Region, Japan is the 10th destination chosen by travelers in 2011. In the Northeast Asia region Russia, China and ROK received more visitors than Japan.

The earthquake and tsunami in March 2011 affected decisively the tourism in Japan. The number of inbound visitors dropped 27.8% from the 8.6 millions of visitors in 2010, the lowest since the launch of 2003 campaign “Visit Japan”. Before the campaign, the number of visitors stagnated around 5 million per year.

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16 Pacific Area Travel Association
17 UNWTO National and International Statistics
18 Figures in the section are derived from http://www.tourism.jp/en/statistics/inbound/
19 UNWTO Tourism Highlights 2012
then in 2007 and 2008 the inflow reached 6.3 million visitors, and the peak was in 2010 with 8.6 million visitors. The positive trend was reversed by the global economic crisis of 2009 and tsunami of 2011. In 2012 the number of visitors is recovering from those setbacks, reaching 8.4 million visitors.

Tourists compose the main part of the inbound visitors in Japan (65.2% in 2011) and this inflow was the most affected by the tsunami, dropping more than 36% from the previous year.

Visitors to Japan mainly come from Asia: 76% in 2011, North America accounts for 11% and Europe for 9%. Northeast Asia and GTI member countries are the main contributors to Japan visitors’ inflow. Around 1.7 million people (26.7% of the total) come from ROK. China ranks the second, with 1 million or 16% of the total. Other Northeast Asia countries have smaller shares on Japan visitors’ composition: 33.8 thousand visitors from Russia (0.5%) and 10.5 thousand visitors from Mongolia (0.2%)

The share of tourists by country repeats the overall pattern and most of the visitors from NEA are tourists: 72% of ROK visitors, 43% of Chinese, 50% of Russian. All the inflows suffered the same setback in 2011, though Russian flow was affected not as dramatically as it used to in 2007. Mongolia is the only country that shows increase in arrivals in Japan; however, only about 35% of visitors come with tourism purpose.

Japan Outbound

The number of Japanese travelling overseas clearly surpasses the number of Japan’s visitors. In 2011, almost 17 million Japanese travelled abroad20, which represents an increase of 2.1% from the previous year. From the late 1990s, there has not been significant changes in the number of Japanese travelling overseas, with the number oscillating around 16-17 million travelers. The only big disruption happened in 2003 when the outbound travelers dropped 20% due to the SARS crisis. In 2012, 18.5 million Japanese travelled abroad, the highest number in history.

The main destination for Japanese travelers has been traditionally China. In 2011, 3.7 million Japanese visited China, which represents 21.5% of the total. In the last few years, ROK has been gaining in popularity among Japanese travelers to the extent that in 2011 it surpassed United States as the second most visited country by Japanese. ROK received 3.3 million Japanese visitors, 19.3% of the total. The number of Japanese visiting Mongolia and Russia is smaller: 15.3 thousand Japanese visited Mongolia in 2011 while the last available data count 78.2 thousand Japanese visitors to Russia in 2010.

ROK inbound

ROK received 9.8 million visitors in 201121, roughly 1% of the world total. Among the Asian and Pacific Region, ROK is the 7th destination chosen by travelers in 2011. Comparing with the other countries in Northeast Asia, only Russia and China receive more visitors than ROK.

The number of visitors to ROK has been increasing steadily since the 5 million of 2000. The trend was reversed only twice due to because 9-11 effect in 2001 and SARS of 2003. Since 2009, with the annual growth rates surpassing 10%, number of visitors reached record of 11.1 million in 2012.

Tourism was the main purpose to visit ROK in 2012: 8.7 million visitors (77.7% of the total). The number of tourists increased 20% from 2011, a rate that is higher than the growth of visitors with other purposes.

The lion’s share of 80.9% of the total ROK’s visitors comes from East Asia and Pacific region. American visitors represent 7.9% and European 6.4%. Similar to Japan, NEA countries are the main supplier of visitors to ROK: Japanese origin gives 31.6% of arrivals or 3.5 million. China is a growing source of visitors for ROK and may surpass Japan in a few years. In 2012, more than 2.8 million Chinese visited ROK, 25.5% of the total, growing almost 28% from 2011. The rest of the Northeast Asia countries do contribute significantly to ROK visitor inflow: 166.7 thousand of Russians and 61 thousand of Mongolians visited ROK, accounting for 1.5% and 0.5% of the total arrivals. Number of arrivals from Mongolia increased more than 27%, while those from Russia grew at 7.7% pace.

Almost all Japanese visitors (97.3%) arrive in ROK for tourism. Chinese visitors also go to ROK mainly for tourism (71.7%) and more than 2.5% do it for business. There is a similar profile for Mongolian visitors, with 71.2% of tourists and 7.6% of business visitors. 46.5% of the Russian visitors are tourists and 5.2% go to ROK for business.

20 Figures in the section are derived from http://www.tourism.jp/en/statistics/outbound/
21 The figures in the section derived from Korea Tourism Organization: http://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics.kto#search
Gangwon province received 1.6 million international tourists in 2012\(^{22}\), which represents an increase of 5.2% from 2011. The figure has been increasing in the last years with the exception of 2008. From 2007 to 2012, the number of international tourists increased 38.4% and represents now around 1.2% of the total tourists. The main source of tourism for Gangwon is Taiwan (39%), followed by China (37%) and Japan (15%).

**ROK Outbound**

Outbound flow is exceeding inbound ROK flow since 2000. In 2012\(^{23}\), more than 13.7 million Koreans travelled abroad, an increase of 8.2% from 2011. Since 2000 with 5.5 million outbound travelers, the annual growing rates have been over 10%, with the exception of 2003 because of the SARS crisis and 2008-2009 due to the economic crisis. Rapid growth of inbound tourism can lead to reverse in the situation in following years. The larger growth of the inbound tourism can provoke that in the next years it surpasses the outbound figures.

The main destination for ROK travelers was traditionally Japan. For instance in 2008 29.8% of the ROK’s outbound travelers visited Japan. However the number of travelers to other countries, especially after 2011’s tsunami in Japan, has been growing. China has been growing rapidly as destination for ROK tourists in the last years and overtook Japan and United States. Other main destinations are United States, Thailand and Philippines.

**Russia Inbound**

Russia received 24.9 million visitors in 2011\(^{24}\), which represents 2.5% of the world total international tourists. Within the Asia and Pacific Region, Russia would rank second, just after China, and clearly surpassing the other Northeast Asia countries.

The number of arrivals to Russia has been increasing slowly since 2000, when more than 21 million travelers visited the country. The effects of the 2008 economic crisis provoked a return to pre-2000 levels in 2009, but the increased growth rates in 2010 and 2011 lead to the peak of arrivals last year.

Almost 22% of the visitors to Russia declare business as purpose of visit and tourism is declared by 9.4%. In 2003, there were more tourists than business visitors, but in 2011 business visitors more than doubled tourists.

Russia receives most of the travelers from Commonwealth of Independent States countries and Finland. As for the Northeast Asia countries, 845 thousand Chinese travelling to Russia, representing 3.4% of the total, ROK only represents 0.4% while Japan accounts for 0.3%.

Among the travelers from China, 33.2% come on business, while 27.7% are tourists. ROK business visitors represent 17.3% and tourists 51.4%. For Japan, the shares are 31.3% and 49.8%, respectively.

Focusing on Primorsky Territory, it received around 90.5 million visitors in 2012\(^{25}\), which supposes an increase of 9.8% from 2011. This confirms the ascending trend in the last years, only disrupted by 2009 decreased due to the economic crisis. The 2012 figure represents an increase of 32.3% from the number of international tourists in 2007, and reaches 10% of the total number of tourists. Most of the foreign tourists in Primorsky Territory come from China (74%), far away from ROK’s 9% and USA 5%. Japanese visitors are 5% of the total.

**Russia Outbound**

In the last years the number of Russian outbound travelers has been growing much faster than the number of arrivals. From 2000 to 2011, it has increased more than 2.3 times from 18.3 million to 43.7 millions\(^{26}\). There was a slight decrease in 2009 due to the economic crisis but it quickly recovered and kept on growing. The purposes of travelling abroad in 2011 for Russian were tourism (33.1%) and business (3.7%).

Only around 5.6% of the Russian outbound travelers went to China (61.8% for tourism, 15% on business), which is, however, the main destination in Northeast Asia. Japan accounted for 0.2% (19.4% tourism, 10.9% Business) and ROK for 0.31% (46.3% tourism, 14.1% Business) of the Russian travelers abroad.

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\(^{22}\) GTI National and Provincial Tourism Departments Survey  
\(^{23}\) Korea Tourism Organization  
\(^{24}\) Figures in the section are derived from Russia’s Federal Agency for Tourism: http://www.russiatourism.ru/  
\(^{25}\) GTI National and Provincial Tourism Departments Survey  
\(^{26}\) Russia’s Federal Agency for Tourism
MONGOLIA

Mongolia received 627 thousand inbound passengers in 2011\(^27\), which represents less than 0.1% of the world total. However this number must be put in perspective as Mongolia population is less than 3.2 million. In Asian and Pacific Region, Mongolia is not one of the top destinations. Comparing with the other countries in Northeast Asia, it lags behind China, Japan, ROK and Russia in number of arrivals.

The number of visitors to Mongolia has been quickly increasing in the last years. In 2006, there were roughly 400 thousand arrivals to Mongolia, meaning an increase of more than 50% in only 5 years. Global economic crisis caused a slight decrease of visitors in 2009. The number of visitors to Mongolia is predicted to grow in the next years.

Most of the visitors to Mongolia come from China: 55% or 347 thousand. The number increased greatly within the past few years. Number of arrivals in 2011 was 20% higher than in 2010 and more than doubled the figure of 2006. Russia is the second origin of Mongolia’s visitors, with 105 thousand visitors or 16.7% of the total. The number of Russian arrivals in 2011 decreased a 16% from 2010. ROK is the third source of travelers to Mongolia with 45 thousand arrivals, or 7% of the total. Japan is fourth with 15 thousand visitors.

Talking strictly about tourists, 46.2% of the tourists come from East Asia and Pacific countries, while 42.6% come from Europe. East Asia and Pacific region gives 91% of business and work visitors, while 61% of the travelers visit Mongolia for private reasons.

3.3 GTR regional market: Chinese segment

The reason that the Chinese market has been identified as separate within the GTR is simply because of its potential to completely dominate the other markets. It is much larger than any of the individual regional markets and is actually larger than all of the other regional markets combined.

Domestic market

The Chinese domestic market is the largest in the world. This year it is estimated that there will be approximately 1.6 billion trips made within the boundaries of China up substantially from 2010 when there was 1.1 billion trips. This is a remarkable number of tourists and, despite their current domestic travel patterns, represent a significant potential for cross-border tourism and travel within the GTR.

In 2010 the domestic travel was divided into three categories:\(^28\)

- *Holiday travel* which represented 668 million
- *Recreation and leisure trips* represented 245 million
- *Business travel* represented 108 million.\(^29\)

This number is forecasted to rise to 9% per year and therefore will reach 2 billion trips by 2015 and 2,5 billion trips in 2020.\(^30\)

The most popular destinations for Chinese tourists include Beijing, Shanghai, Xian, Guilin, Hangzhou, Sanya, Lhasa, Chengdu, Lijiang, Hong Kong, Macau etc. Unfortunately neither the three northeastern provinces nor Inner Mongolia are in the top 10 destinations for domestic tourism in China. However a concerted marketing effort, proposing the new cross-border tourism routes could influence the domestic travel priorities.

For instance if the three northern provinces and Inner Mongolia could capture 0.01% of the domestic recreation and leisure travelers and four nights, it would generate additional 10 million visitor-nights.

\(^{27}\) National Statistics Office of Mongolia http://www.nso.mn/
\(^{28}\) Boston Consulting Group, Chinese Travel Patterns 2012
\(^{29}\) Boston Consulting Group, Chinese Travel Patterns 2012
\(^{30}\) Ecoplan.net estimate
China Outbound

In 2009, China outbound tourism market sustained a rapid growth to many preferred destinations with a particular increase to Taiwan. The number of Chinese mainland residents who travel outbound that year was almost 50 (47.6563) million up 4.0% over 2008. This was divided between

- **Business travel**: 5.4 million down 4.7% from the previous year,
- **Leisure travel**: 42.2 million, up 5.2%.

Of interest to the GTR tourism development, after Chinese travel to the popular destinations of Hong Kong and Macau, the next two most popular countries where Japan, ROK. While Chinese travel to Japan has dropped the latter part of 2012, it is expected to return to typical volumes by 2013.

Japan and ROK are followed by Vietnam, Taiwan, the United States, Russia, Singapore, and Thailand. Group travel accounts for 13.2%, with approximately 7 million using travel services such as a travel agent and tour operator. This was up 13.5% in 2008.

18.7 million China mainland residents visited Hong Kong, an increase of 6.3% over 2008. Those to Macau were 15.1 million, decreased 2.5%. Over 980,000 Chinese went to Taiwan, in 2009, a remarkable increase of 253%. How many of this market could be attracted to the GTR remains to be defined.

<table>
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<tr>
<th>Table 1. Foreign Destinations of Chinese in 2009</th>
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<tr>
<td><strong>Country</strong></td>
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<td>Japan</td>
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<td>United States</td>
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<td>Laos</td>
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<td>Mongolia</td>
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Source: China National Tourism Office

The significance of these outbound statistics is that there is a definite preference for destinations that are close to China such as Hong Kong/Macau Taiwan, ROK and Japan.

The challenge then is to develop cross-border travel products that are attractive to this outbound market. This becomes particularly interesting when projecting both the total number of outbound travelers as well as the increase in two or more international trips per year by increasingly affluent Chinese travelers.

Furthermore, outbound tourism continues to grow at a significant rate that far exceeds other traditional source markets such as Germany, France, USA, etc.

In 2011 there were 70 million of overseas trips up 22% compared with 2010. According to the growth forecasts Chinese outbound travel will continue to grow at 7.7% until 2015 and which point it will reach 100 million. At that time China will be the largest source of international travelers and will contribute to possibly 10% of international tourism economic impact according to the China Outbound Tourism Research Institute.

Again if the cross-border tourism could capture 2% of that market for 4 nights, that would generate 8 million visitor nights.

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31 UNWTO and Euromonitor International
3.4 The impact of Chinese domestic and outbound tourism on travel GTR

The combination of 0.001% of domestic travelers and 2% of outbound travelers, in say 2016 would be significant and dramatically change the importance of the tourism industry to the GTR.

For instance if a mere 0.001% (that is 1/100th of 1%) of the projected 3.3 billion domestic trips anticipated for 2016 would generate 13.2 million visitor nights if each tourist spent an average of 4 nights travelling in the region. Furthermore the 2% of the outbound market, spending 4 nights in the GTR would create an additional 8 million visitor nights for a total of 21.2 million visitor nights. At a modest expenditure of USD 100/night/person, total expenditures, from just the Chinese would be approximately USD 2.12 billion in 2016 when all the 9 tours become operational.

There are many ways we can calculate the total economic impact. For instance rather than looking at total outbound travel we could just focus on the Chinese outbound travel to countries within the GTR including Japan, ROK, Russia and Mongolia.

It would be reasonable to expect to capture higher percentages than the modest 2% of all outbound travel that has been used in these calculations. However the message is clear, China both in terms of its projected domestic travel as well as spectacular outbound travel growth represents a significant driving force for cross-border tourism within the GTR.

**Travel to Japan.** Japan has experienced a significant drop in tourism in 2011 because of the earthquake and tsunami. However tourism has returned to the 2010 levels in 2012 and continues as a result of a projected 47% growth from ROK and a projected 111% growth from China, from 2011 to 2016. Recent geopolitical events may affect this triple digit growth to Japan however once issues are resolved between the two nations, the combination of increased Chinese disposable income and pent-up demand could enable projected expectations to be met.

These Objections will result in a total of 2.6 million arrivals from ROK and 2.1 million arrivals from China in 201632. Given the proximity of Tottori and Niigata Prefecture to these ROK and Chinese markets it is not unreasonable to expect this segment of the GTR to receive 4% of these 4.7 million arrivals by say 2015/2016. If each traveler spends an average of two nights in the region that would generate 376,000 visitor nights or approximately USD 40 million by 2016. This does not include travel by Russians and other international travelers who could generate interest in the prefecture because of increased marketing.

**Travel to ROK.** There were 7.8 million arrivals in ROK in 2009, an 8.8% increase over 2008. If these growth rates continue there should be approximately 12 Million tourists in ROK by 2015/16. Because of the size of this region, it is reasonable to assume that 5% of these international travelers, and specifically the Chinese, will visit the GTR portion of ROK and spend three nights. This will generate 2.4 million visitor nights or an additional USD 240 million.

**Travel to Primorsky Territory (Russia).** With the continued development of the city of Vladivostok, the opening of a new casino and the development of the Leopard National Park, promotion of the Far East Biosphere Reserve and the Khanka Reserve it can be expected that the greater Vladivostok region will be a major destination and by 2015-16.

**Travel to Eastern Mongolia.** Eastern Mongolia is maybe more difficult to develop as a destination. Lack of recognition, competition with other parts of Mongolia Gobi Desert and Central Mongolia), relatively little tour operator activity and inadequate infrastructure will slow growth in the 3 eastern provinces. However building on its current natural and cultural heritage resources, launching a series of interesting itineraries crossing the region Bolshoi Ussuriysky/Heixiazi Island, and providing capacity building programs (interpretive guides), could attract enough tourists by 2016 to have a significant impact on the local economy.

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32 China National Tourism Office Statistics (2010)
4. TOURISM TRENDS AND THEIR INFLUENCE ON GTR TOURISM

There are many regional and international tourism trends that will have an influence on the short and longer-term development of tourism in the GTR. It is within this context that the cross-border tourism routes have been identified and structured. It is anticipated that the first tourism routes will become widely available in 2015-16. The projected tourism growth will therefore take place between 2015 and 2020. It is therefore important to have a perspective on the tourism sector at that time and beyond.

4.1 Increased domestic, inbound and outbound Chinese tourism

The prospects for the Chinese travel industry including domestic trips, travel to foreign destinations and inbound travel to China are possibly the best of any nation over the next decade. By 2015 China will be the largest source of outbound tourism and it will continue to be the largest domestic tourism market in the world. While economic growth may not be as strong as the previous 10 years, it is certain that growth will be higher than most other nations and Chinese salaries will continue to grow at significant rates. The current middle-class population is 300 million. However that is projected to climb to an astounding 800 million by 2030. The travel industry can expect to benefit from this approximately threefold increase as domestic and international travel will be considered as priority expenditure for this new discretionary income.

This secure and stable tourism growth well directly and positively influences the potential for cross-border tourism within the GTR.

4.2 Increased traveler sophistication and demand for quality

Growth in both domestic and outbound international tourism, particularly from maturing markets in China, ROK, Russia and Mongolia, create an increasingly sophisticated traveler. As a consequence they will be expecting a higher level of service throughout the tourism value chain, including accommodation facilities, food services, guide services, attractions and entertainment. In fact tourist expectations well probably follow the model of Japan, which has a longer history of international travel.

Like some of the mature (e.g. Japan) Asian markets, status and shopping were a significant motivator for travel. And while there still is a portion of that Japanese market interest in shopping those that have taken multiple international trips are now more interested in the cultural heritage, nature and the customs and values of their selected destination. They also expect value-for-yen and services in their own language. It can be expected that the Chinese, ROK and Russian markets will have the same expectations over the next decade or sooner.

The Chinese will increasingly travel for unique travel experiences and expect value for the expenditure of their Yuan. As a result, the GTR travel product must reflect the demand in terms of product quality and the delivery of an educational, active and rewarding experience.

4.3 Need for experienced Professional Tourism Services

The increased demand for quality and sophisticated tourism services would require a more professional level of tourism management and hospitality. This will be required at all levels of the tourism supply chain.

- **Travel agents** will be increasingly required to be knowledgeable of the various tourism products of interest to the individual clients.

- **Tour operators** will be required to offer a high quality travel experience that is safe and secure, educational and entertaining while still being personalized and reflecting the individual tastes of each client.

- **Accommodation providers** will be required to meet the individual needs of their clients by providing a wide range of on-site services and a well-trained hospitality staff

- **Tourist guides** will need to be knowledgeable about many environmental, cultural heritage, historic and contemporary facts and issues. The traveler will want to be informed and the tour guide will require a broad range of skills to ensure the highest quality tour package.
Many of the particular areas of the GTR have not received the level of international travelers to reinforce the future demands for an educated and professional staff. Therefore it may be necessary to review the current level of hospitality and tourism training in each of the provinces or areas within the GTR.

4.4 Increased use of travel technology

All travel consumers in the GTR have excellent access to the most sophisticated Internet and mobile technologies. While online bookings and Internet communication may vary between countries (ROK is particularly adept at online travel), the following trends will shape the GTR tourism sector:

- **Rising adoption of credit and debit cards** across the GTR, giving users easier means of securing travel products immediately over the web, although China and Mongolia may still have widespread book online-pay offline attitudes in place.

- Similar to the spurts in growth in the west in the early to mid-2000s, **rapid expansion of web connectivity** in the home and businesses - alongside prolific use of mobile web.

- **Growth of low-cost carriers** that promote increased use of web bookings and therefore greater ease with the **online booking**

- **GTR travellers** will be increasingly better informed and they will use **Meta Search** to valid their value choices.

- With the arrival of smart phones in Asia, the **mobile device will assume a growing role in the traveller's journey**. Initially supporting supplementary and information services, the mobile device will increasingly become acceptable for bookings and payments, especially for low value items and domestic journeys. It already has a majority share of such transactions in Japan and ROK.

- As the functionality of 'making a comment' about something continues to get easier and more mobile, the **aggregated effect of Social Media** will become a significant influence in traveller's preference and perception of product value. If the GTR travel product has a low social media perception, then this will drive down price and make it much harder to sell. Improved instant online language translation will ensure that the travel experience becomes universal.

4.5 Political Stability and Breakdown of Political Barriers

Despite the occasional geopolitical disputes the GTR is probably politically more stable than it has ever been and is significantly more stable than other regions in the world (e.g. parts of the Middle East and North Africa). Even regions in Russia and China that were once considered inaccessible are now open for tourism business.

A similar level of openness may soon be seen in the DPRK. ROK's normalization of relations with China has resulted in increased travel between the two countries and even Taiwan is now the third largest receiver of Chinese tourists. This stability is best reflected in the level of tourism investment within the GTR number states. Accommodation development is strong in China and ROK and even Mongolia, fueled by the mining sector, will receive several new 4 and 5 star hotels in the next five years.

Tourism, like any other industry, requires stability to ensure long-term investment. With increased access to private and public sector financing, there is both new product development is well as improved marketing efforts.

4.6 Targeted Marketing and Cooperative Campaigns

With increased competition within Asia and across the GTR region, traditional methods of marketing a destination to the masses will increasingly demand more targeted market segmentation strategies and themed promotional campaigns.

These themed marketing campaigns have been used across the GTR before and have been successful in significantly increasing domestic and international travel. For instance in 1997, when China organized a second "Visit China Year" to complement the return of Hong Kong, it established a new theme for the campaign, "Visit China - A Completely New Experience". This marketing campaign was designed to enhance the destination image by focusing on the rich cultural, historical, and natural heritage of the country.
The ROK National Tourist Corporation also had a successful campaign under the theme "Discover ROK: A Different Asia" which emphasized the differences that ROK had to offer over other Asian countries: its unique traditional culture, delicious cuisine, exceptional shopping, and four distinct seasons. Similarly Japan has marketed to the ROK as "ROK: The Nearest Country" capitalizing on its proximity to Japan.

Through creative and innovative product differentiation strategies, each country within the GTR and each cross border tours on product can create a diverse a unique appeal that will enrich the visitor experience, provide quality, and maximize the value of the visitor's leisure time. Increased emphasis will be placed on niche marketing, whereby specific market segments are identified through visitor profile studies and then targeted by matching the destination product to appeal to the segment.

However the GTR must also rely on joint or cooperative marketing efforts between the various national and provincial components of the region. For instance a cruise from Vladivostok to ROK to Japan would by its nature require a cooperative marketing effort. These campaigns may also be done in collaboration with the Pacific Area Travel Association (PATA) of which the GTI is a member.

4.7 Activity based travel experiences

In line with the need for targeted marketing is the increase in select activity based travel experiences. Again this is result of a more sophisticated travel market, particularly in China, Japan, and ROK. These markets, and especially the Chinese, will increasingly select their vacation as a function of their preferred activity and not, as has been the case, by a particular destination. While outbound international travel will continue to provide status and shopping opportunities, the market will increasingly be divided amongst current and emerging niche markets including: health and wellness, ecotourism and wildlife viewing, soft adventure travel, cruise vacations, volunteer tourism, etc., etc.

This may account for the rise in the popularity of cross-border tours. When the market is no longer interested in a particular destination, they will be attracted to a tourism route that reflects their interests and as a bonus is offered in more than one country.

This trend is also reinforced by an increased demand for quality and safety, both in terms of infrastructure and facilities as well as hospitality, tour management and interpretive services. While quality does not immediately include higher prices there will be a growing demand for value. This trend is appropriate to the development of high yield/low volume cross-border tourism routes and itineraries.

4.8 Growth in socially and environmentally responsible tourism

Sustainable tourism or environmentally responsible tourism has been well established in North America and Western Europe for the past decade. However with a more sophisticated Asian traveler, the demand for travel products that have a minimum impact on the environment is becoming evident. While it is difficult to assess the level of current demand, particularly in China, ROK and Russia, it is certain that within the next five years more than 80% of the travelers on the GTR tourism routes would expect that the tour product has been developed within the context of rigorous sustainable tourism criteria and standards.

This is significant because it will require that all components of the tourism supply chain (accommodation, food services, transportation, attractions and heritage sites, etc.) operate on sustainable tourism practices. It will therefore be necessary to integrate these criteria into the tourism route product as soon as possible.

The countries within the GTR have experienced rapid economic growth in the past 15 years and this has had a significant impact on the ecosystems of the respective nations. In fact this topic is currently a major point of discussion in Mongolia, as mining activities will certainly influence the availability of select tourism sites.

However advances in environmentally friendly technologies, particularly in China, suggests that the GTR tourism product could be developed on sound green management principles. In fact the use of these technologies could be used to position some of these tourism routes as having a relatively lower carbon footprint.

4.9 Demand for medical tourism services

The aging population across the GTR suggests that increasing numbers will be requiring a variety of medical services. This will result in increased travel between certain countries. Currently there is strong demand for medical and dental services from Russians who visit Harbin, Changchun and Hunchun.
This volume can be expected to grow however it can also be expected that the Chinese will increasingly travel to the ROK for medical services. Furthermore the ROK is positioning itself as a major medical tourism destination within Northeast Asia. There is also a demand for very diverse treatments, from cosmetic surgery to traditional medicine. The new Medical Tourism Information Centre in Busan currently receives 100 requests for information daily and the government tends to attract approximately 10,000 visitors per year.
5. OBSTACLES TO THE DEVELOPMENT OF TOURISM IN THE GTR

While it is relatively safe and easy to move throughout the GTR on an individual or group basis, there are some obstacles that must be overcome before the region achieves its full potential as a tourism destination as well as a platform for cross-border tourism routes. It is also important to realize that, at least in the three northeastern provinces of China (or all of China for that matter), Far East Russia and Mongolia, the tourism industry, both domestic and international is a relatively new sector. While Japan and ROK can demonstrate a 25 year and 15 year history respectively in tourism, travel has become a recent option for most Chinese, and in particular urban Chinese.

Having said that, most trips are still personal, including travel to visit friends and relatives (VFR). VFR travel does not require the same level of infrastructure and support services that is required by a fully operational domestic/international tourism operation. This in part is the focus of this report: to identify the types of products that can realistically be developed and the infrastructure and service requirements to make them successful.

The following obstacles must be considered in the development of the tourism industry for the GTR.

5.1 Lack of knowledge of the Greater Tumen Region

Virtually all areas (provinces, aimags, and krai) within the GTR are relatively unknown both within the region as well as internationally. For instance the three provinces, in the northeast of China, are not even amongst the top 10 destinations for domestic travel in China.

Moreover, it can be assumed that the major international markets to any of the member countries have little or no knowledge of the tourism potential of the components of the GTR. The only exception might be Russia which in the past five years has dramatically increased cross-border tourism to Jilin and Heilongjiang Province, (about 2 million each33) and Manzhouli which this year will attract approximately 500,000 Russians34. Since this is a bordering country with China and Mongolia regular travel to China for shopping and medical services can be expected. However even in this case the scope of tourism activities may be limited. Therefore the goal of the tourism routes should be to expand the overall depth of the tourism experience.

Table 2. Lack of knowledge of the GTR challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Response</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expanding regional (GTR) and international awareness in southern China markets of the opportunities within the GTR and specifically the 3 north-eastern provinces of China, Primorsky Krai and Inner Mongolia through a concerted marketing program.</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>Positioning the GTR as a new Northeast Asia Tourism Destination, within the Greater Asia and Southeast Asia markets as a unique product which is based on multiple-destination tourism routes.</td>
<td>Medium</td>
</tr>
<tr>
<td>3</td>
<td>Expanding the awareness in Japan and ROK, particularly, of the tourism opportunities in the Primorsky Krai, China and Mongolia’s 3 northeastern provinces and Inner Mongolia.</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Promoting the GTR tourism product to specialty tourism markets (ecotourism, soft adventure travel, cultural heritage tourism, health and wellness travel), to international markets in North America and Western Europe.</td>
<td>High</td>
</tr>
<tr>
<td>5</td>
<td>Promoting Tottori and Niigata Prefecture to the rest of urban Japan and international tourists with the option of a cruise to ROK, Vladivostok and the provinces of Northeast China.</td>
<td>Low</td>
</tr>
</tbody>
</table>

33 Personal Communication with the 2 provincial administrations
34 Personal Communication with Inner Mongolia Tourist Bureau
In other words, the GTI must coordinate a cooperative marketing strategy that embraces and promotes the various components of the GTR to those niche or targeted specialty tourism markets.

### 5.2 Visa restrictions and cross border formalities

Visa restrictions remain one of the major obstacles to international travel worldwide as well as in the GTR. However the loss of economic revenues resulting from visa restrictions has been increasingly identified. As a consequence it can be said that there are definite trends worldwide towards visa liberalization.

Efforts are being made by countries such as Australia and New Zealand together, to reduce the obstacles to attracting Chinese travelers to these regions.

Some countries are more restrictive than others. Russia for instance has made travel to that country particularly inconvenient by either requiring a tour operator invitation or ensuring that border transfers are made on specific dates associated with the arrival and departure.

On the other hand there have been several positive changes, even since the beginning of this assignment. ROK, for instance, has relaxed the requirements for Chinese and Chinese travel to the DPRK is more open. Travel between Russia and Mongolia requires only a valid passport and the identification of the itinerary and the date of arrival and departure. China now allows for a 72-hour transfer visa enabling those who pass through, for instance Beijing, to spend three days in the country before departing for the next destination. Ease of Chinese travel to Taiwan, Australia and other countries although not in the GTR, announces the possibility of a new era in visa liberalization.

### 5.3 Seasonality

Much of the GTR is in regions that have long and frequently extreme winters. This is probably most relevant to the Eastern provinces of Mongolia, with temperatures drop to -40°C in the wintertime but it is also applicable to the Northeast provinces of China, Vladivostok and the higher altitudes of ROK.

However, the effort to provide entertaining and exciting winter activities is extremely impressive, especially in Heilongjiang and Jilin Provinces, and in particular Harbin, Changchun, and Hunchun. Gangwon province is also established as a major ski centers and can therefore generate at least two season travel. But for the rest of the region, and in particular Mongolia, Vladivostok, and much of the Northeast China provinces outside of the cities the tourist season is at best only 4-5 months long.

Therefore it will be necessary to develop tours that can expand upon the current peak season, including travel to Northeast China, Primorsky Krai and the DPRK by promoting, for instance, wildflower viewing and photography in the spring and autumn colors in the fall. Mongolia can also expand upon its “shoulder seasons” by offering either seasonal discount pricing or targeted specialty travel to those wanting to experience the grasslands as well as the monasteries, cultural heritage and nomad lifestyle in the off-season.

### 5.4 Hospitality and Guide services

For the most part, typical travel in the GTR has been based on domestic and local travel. While this has enabled most regions to have a reasonable infrastructure, particularly 3 and 4 stars hotels, the level of hospitality services has not been developed to meet the requirements of cross-border or international travel.

The most obvious issue is language. A large percentage of hospitality staff did not speak an international language. In fact they rarely spoke with any degree of competence, the language of their neighboring country, for example Russians rarely spoke Chinese nor vice versa.

It can also be assumed that neither the staff nor management had training that would enable them to identify the characteristics and requirements of either their current domestic and international tourists or future tourism resulting from cross-border travel.

While the encounter with city guides was positive, that is they were very familiar with the history of their city and region and the heritage monuments it does not seem that a similar level of knowledge and quality can
be found inside the large cities in the rural areas. This requires guides that are familiar with nature tourism, wildlife and bird species (bird watching has a great potential), archaeology, geology, and other requirements to provide quality rural, wildlife and wilderness tours.

Other areas requiring training and capacity building for tourism routes and cross-border tourism include:

- Tourism itinerary planning and development
- Tour product management
- Tourism marketing with a particular emphasis on green marketing, the marketing, specialty market tourism research
- Sustainable tourism itinerary design and operations
- Specialty travel product design and implementation

5.5 Inadequate transportation infrastructure and services

While some more isolated rural areas of the GTR have relatively poor infrastructure and transportation services, much of the region is reasonably serviced by urban hotels, air access, high-speed rail/train and a well-maintained highway network. This is the case in the three northeastern provinces of China, ROK and the west coast of Japan.

However the road conditions in the Mongolian capital of Ulaanbaatar as well as outside of the city are less than desirable for travelers using vehicles. Travel, due to poor road conditions and congestion can take much longer than is agreeable with regional and international tourists.

Also, travel on the grasslands is precarious and environmentally destructive. Vehicle tracks scar the landscape in much of the area that is typically visited by tourists in the Khentii aimag and it can be assumed that other informal transportation routes in the other two provinces have left a similar impact. While this is not necessarily the fault of tour operators who travel considerably less than the locals, they will, as tourism increases, contribute to further expand impact on the fragile grasslands environment.

Similarly the road between Hunchun and Vladivostok as well as roads in much of the Primorsky Krai require upgrading to encourage more tourists and to develop opportunities outside of the standard tourism routes.

There are also problems with Signage. There is a lack of proper signs indicating tourist facilities and attractions throughout the GTR and directional and information signs are rarely in an international language. Once the tourism routes have been confirmed, it will be necessary to develop the graphics and install a ‘route identity signage system’ that will identify the travel corridor and indicate the location of all appropriate visitor services, attractions and special events. Ideally the signs contain each of the four languages of the GTR and one international language.

5.6 Inadequate Rural Tourism Product and Services

While ROK and Japan have developed their non-urban tourist attractions and products, the level of tourism services and facilities outside of the urban areas in China’s eastern provinces, Primorsky Krai and Eastern Mongolia has not been as well developed. In both cases this has largely been the result of a lack of demand. Despite the large volume of domestic travel in China, only one third of travelers spend one night away and most travel is for the purpose of visiting friends and relatives.

Consequently there has not been a demand for tourism product outside of the urban centers. As well the authorities responsible for the development of such cities as Harbin, Changchun, Shenyang and Hunchun, to name a few, have done an excellent job of developing their municipal heritage resources, parks and performing arts centers. Consequently this has provided the region with a well-established urban tourism product but that diversity rarely extends beyond the cities. There are of course a few exceptions such as the areas around Changbai/Baekdu Mountain and other major natural features but the overall rural (mountain, lake, river, forest, etc.) tourism product has remained largely undeveloped.

Interpretive services: Interpreter services and facilities in urban heritage attractions are relatively good however usually only available in Chinese. Outside of the major cities, there are relatively little interpretive programming nor visitor interpretation centers. These types of facilities are considered essential to a diverse
and educational tourism route. While all interpretive facilities do not require staffing, those that do require informed employees.

5.7 Lack of Sustainable tourism and Ecotourism Visitor Services

The proposal to develop tourism routes, particularly for the ecotourism market, is an excellent idea and responds to growing market demand for socially and environmentally responsible tour product. However there are many components to develop an ecotourism experience that must be considered before the product is considered an authentic ecotourism product.

Table 3. Requirements for Ecotourism routes development

<table>
<thead>
<tr>
<th>Ecotourism criteria requirement</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>The tourism route must have high-quality and regular interpretive services and facilities (interpretation centers and kiosks and interpretation signs), throughout the tourism route.</td>
<td>High</td>
</tr>
<tr>
<td>The tour itinerary must be led by qualified and certified guides with a particular understanding of ecosystems, cultural heritage and lifestyles within the various GTR members states</td>
<td>High</td>
</tr>
<tr>
<td>All components of the ecotourism route supply chain must be operated on at least basic “green” management practices</td>
<td>High</td>
</tr>
<tr>
<td>They should be certified by a recognized body, such as the provincial tourism administration, and adhered to established quality assurance, environmentally responsible and universal accessibility standards.</td>
<td>Medium</td>
</tr>
<tr>
<td>The lack of a national, cross-border or even provincial eco-certification program suggest that this may be the responsibility of the GTI to both establish the standards as well as, at least in the short term, manage the certification program.</td>
<td>Medium</td>
</tr>
<tr>
<td>The GTI Secretariat should, in the short term, manage a harmonized eco-certification program across the GTR for all proposed cross-border tourism routes.</td>
<td>Low</td>
</tr>
</tbody>
</table>
6. THE CROSS-BORDER TOURISM CONCEPT

Although the cross-border tourism concept is not new, multi destination tourism development remains a relatively new approach to positioning a region and its associated product.

It has been used extensively in Europe for the past 50 years with many European and international travelers taking advantage of the small size of some of the countries and possibility to visit three or more countries on any particular trip. The concept of “if this is Tuesday it must be Belgium” fueled the Western European tourism development model for many years and now travel between the 25 EU nations is easier than ever.

Most North American and European travelers to southern Africa includes at least three countries, with surveys indicating that long haul travelers prefer to spend more time and visit more countries while in the region. The combination of travel time and costs encourage the traveler to experience several different countries. The European tour wholesalers have responded to this demand and using Johannesburg as the hub, offer 12 to 16 day packages, which include travel to Namibia, Botswana, Zambia and South Africa.

However not all countries have profited from this multi destination approach to tourism development. This is obvious by the resulting lack of infrastructure and tourism services. For instance Mozambique, Swaziland, Lesotho, Zimbabwe, for various reasons, have just not been included in the standard multi destination package. Their economy has suffered as a consequence while the tourism product in the other countries has flourished.

South America countries have also promoted cross-border tourism but geopolitical issues have prevented the concept from being firmly established. As well, at least one country, Brazil, is so vast that there is little incentive for the visitor to visit additional countries. Nevertheless tour operators recognize the interest of the marketplace and have been packaging Peru and Ecuador and/or Bolivia or Argentina with Chile.

The Greater Mekong Region has become one of the more significant multination destinations including Vietnam, Lao PDR, Thailand, Myanmar, Cambodia and two southern provinces of China (Yunnan and Guangxi). Collectively the region has received over 24 million tourists in 2009. But it has received substantial international and ADB funding which has consequently resulted in improved infrastructure, international marketing and extensive capacity building.

The region has also gained substantial attention in the international travel trade because of its focus on sustainable tourism and community-based tourism.

There have been numerous successful examples of dual nation tourism packaging. Canadian and American tour operators and tourism government authorities frequently work together to promote travel from Europe and more recently Asia with the possibility of visiting the two countries on one trip. Major cities like New York and Montréal frequently work together. The success of some attractions like Niagara Falls is the result of interest in cross-border and borderline tourism.

One of the forerunners for cross-border tourism was the development of trans-frontier national parks. Interestingly Russia with 21 and China with 11 trans-border parks are the two countries with the highest number of these types of cooperative park co-management systems. Canada is third with a mere five jointly managed parks with the US.

**Borderline tourism.** The notion of borderline tourism should also be considered within the context of cross-border tourism. There has long been a definite interest in traveling to regions that have an international border. Some of the more dramatic examples include the interest in visiting the Berlin Wall but also during the Soviet era, there was extensive travel to regions, such as northern Finland, that bordered the former Soviet Union. To some extent, travel to the Hunchun area, particularly to look from a Chinese location onto DPRK and Russia at the same time tests to the draw borderline tourism.

However there are a few locations on the planet where the opportunities are so diverse, the potential so great and the challenges as significant as developing cross-border tourism between China’s northeastern provinces, Inner Mongolia, Mongolia, Russian Far East, East Coast of ROK and the west coast of Japan.

As mentioned previously in this report, the mix of natural, social and cultural resources is one of the highest in the world. From mountaintops to valleys to coastal locations and from forests to grasslands to beaches spread across an area as big as the 13th largest country in the world, the GTR offers unparalleled cross-border resources and tourism opportunities.

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The region also expands across Chinese, Russian, ROK, Mongolian and Japanese cultures and the attributes that go with each one. Furthermore there are historical ties between each of these nations and cultures. From each tour product development perspective this intercultural and transnational experience can be extremely valuable for any travelers, either from within the region or from other parts of the globe.

**GTR cross-border development structure.** From a tourism route development perspective, the GTR is not a contiguous structure. For instance Mongolia and Inner Mongolia are not directly connected with either the three China’s northeastern province nor with Far East Russia (Primorsky Krai and Vladivostok). Similarly these three northeastern provinces are not directly connected to ROK and Japan.

Therefore it is highly unlikely that any tourist, domestic, regional or international would visit all locations on one tourism route. Therefore the cross-border tourism development concept must have more and one hub for Gateway from which to launch the tourism routes.

These gateways will be determined based on the following factors:

- International travel, destined for the GTR will largely enter Northeast Asia through Beijing with ground and air transportation to the various GTR gateways
- Chinese domestic tourism will be, at least in the first five years, the major source of cross-border tourism
- Japan and the ROK well are a second tier market source while Russia and Mongolia will be a tertiary market.

### 6.1 GTR tourism route gateways

The gateways will be defined as primary secondary and tertiary depending on the associated cross-border tourism options and overall tourism services.

There will be five distinctive tourism route gateways (Figure 1) including:

- Changchun/Harbin/Shenyang Corridor
- Vladivostok
- Hunchun Area
- Hohhot
- Ulaanbaatar

**Changchun/Harbin/Shenyang Corridor.** These 3 large cities have been placed together as a hub or gateway because they serve the northeastern provinces. They all have large airports for domestic and international flights and a complementary mix of urban tourism services including superior attractions (parks, heritage sites, museums, galleries, etc.), quality hotels and restaurants.

From these cities the visitor can move out in many directions to visit a variety of northeastern social, cultural and natural tourism experiences.

Obviously they are 3 different provinces and each tourism administration may prefer to see themselves as separate gateways. This would be understandable. From a cross-border tourism perspective Harbin looks north for such sites as the dual nation development at Bolshoi Ussuriysky/Heixiazi Island.

Changchun on the other hand relies on the surrounding Jilin province and supports the development of Hunchun to the east, which is proposed by the Chinese government to be developed as ‘an international demonstration project’.

Shenyang attracts most of its domestic tourist from Beijing and its international visitors arriving by ferry from ROK.
Figure 1. GTR tourism route gateways
However for each of these three cities, their provincial tourism products and even their adjacent cross-border tourism routes are all available to both the locals as well as those arriving at Changchun, Shenyang or Harbin Airports.

**Vladivostok.** Following the recent APEC meeting including the development of substantially improved infrastructure in the city and Russky Island, Vladivostok can be considered a significant gateway to both the Far East Russian area as well as to the East Coast of ROK and the west coast of Japan via the Eastern Dream Ferry.

Furthermore there are adequate facilities and attractions within a day’s drive of the city to reinforce its potential as a regional staging area. Some of the attractions that reinforce this position include the Leopard national Park, the Far East Marine Reserves and the Khanka Lake Nature Reserve.

**Hunchun Area.** The Municipality of Hunchun and the land associated with the furthest eastern point, where the borders of Russia, China and DPRK come together, has been designated as a special international demonstration project. This suggests that the national government and provincial administration support a potential special tourism zone that encourages cooperation and ease of touristy movement between the three countries.

This tourism ‘free’ zone (or what the Consultant is calling the “Multi Destination Golden Gateway”) could include unrestricted and visa-free travel between the three countries (within the zone), creating one of the most unique cross-border tourism experiences in the world. Furthermore a rich mix of natural and cultural resources is available to make this an exceptional tourism destination zone.

As well, it can be anticipated that DPRK will eventually offer greater tourism access to the Rajin-Sonbong area thus expanding the cross-border tourism options. This could and should happen irrespective of the DPRK joining the GTI. The simple collaboration between China, Russia and DPRK will generate adequate interest and associated economic development opportunities to make the concept worth pursuing.

Hunchun can be considered a secondary gateway to Vladivostok and the Primorsky Territory as well as connections to the 'Eastern Dream' Ferry carrying travelers to the ROK and Japan. It is also the gateway for travel to Rajin in the DPRK.

**Hohhot.** As the capital of Inner Mongolia with direct air and rail links to Beijing of the city is the unquestionable Gateway to the tourism routes within the Autonomous Region as well as cross-border tourism with Mongolia and Russia.

Furthermore there are direct air and rail links to important border cities such as Manzhouli, with its road connections to southern Siberia including Chita and Lake Baikal as well as air connections back to Beijing.

Also the city has one of the best contemporary museums to be found anywhere and its focus on Mongolian history and culture provide an excellent staging attraction for travelers visiting the rest of Inner Mongolia or even Mongolia.

**Ulaanbaatar.** Virtually all travel Mongolia must go through the capital of Ulaanbaatar. Furthermore it can be considered an essential point of departure for travel to the eastern provinces. Its museums, particularly of natural history, are one of the only facilities in the country to demonstrate the scope of the Mongolian natural environment and ecosystems. But this is complemented with the 13th century a national park, demonstrating the rich cultural heritage; the visitor receives a full exposure to the Mongolian experience.
7. PROPOSED TOURISM ROUTES AND CROSS-BORDER TRAVEL PACKAGES

The following tourism routes are based on a combination of the consultant’s brief visit to each of the respective regions, Internet and hardcopy document research (reports, pamphlets and brochures, etc.), and a review of tourism routes that have been proposed in each of the identified areas.

They have been identified and designed to meet the following criteria:

Table 4. Criteria for the GTR tourism routes

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Tour Product is Market-driven</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Responds to the primary markets, (domestic urban Chinese traveler) and</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>secondary markets including Chinese international travelers, and tourism from the boarder countries including Russia, ROK and Japan</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Reflect a domestic, regional and international interest in environmentally responsible tourism with an emphasis on ecotourism, heritage and village tourism, cultural tourism</td>
<td>High</td>
</tr>
<tr>
<td>3</td>
<td>Provide a number of tourism activities directly and indirectly associated with ecotourism including cultural heritage, history, responsible shopping, and nature interpretation.</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Identify routes that build on current infrastructure, visitor services, transportation connections</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td><strong>Supports Regional development</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Provide tourism routes for all member states and provinces within the GTR</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>Reinforce the potential cooperation between the member countries of the GTR by providing tourism routes that cross several boundaries,</td>
<td>High</td>
</tr>
<tr>
<td>3</td>
<td>Propose routes that have been identified by the national and provincial government tourism administrations</td>
<td>Medium</td>
</tr>
<tr>
<td>4</td>
<td>Potentially expands GTR with new members including DPR K and the west coast of Japan</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td><strong>Strengthen the local economies</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Encourage, to the extent possible, an equal distribution of tourist flow throughout the region</td>
<td>Medium</td>
</tr>
<tr>
<td>2</td>
<td>Ensure that at least half of all tourism routes are spent in the rural regions thus reinforcing local economies</td>
<td>High</td>
</tr>
<tr>
<td>3</td>
<td>Reinforce community-based tourism by connecting major cities with tourism attractions in small and medium sized towns</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Identifies high-yield/low volume activities for communities along cross-border tourism routes</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td><strong>Promote nature-based tourism cultural heritage tourism and ecotourism attractions</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Where possible ensure the tourism route is associated with national parks and reserves, recognized sites of environmental significance, threatened or endangered landscapes, cultural villages, etc.</td>
<td>Medium</td>
</tr>
<tr>
<td>2</td>
<td>Ensure that a percentage of each tourism package price is dedicated to a worthy environmental and/or heritage conservation project.</td>
<td>Medium</td>
</tr>
<tr>
<td>3</td>
<td>Ecotourism packages will include a mix of nature and cultural heritage/village-based experiences</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Ensures that the various components of the tourism group value chain reflects environmental responsibility</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td><strong>Adaptable to private sector interests and capabilities</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Adequate information and facilities are available for each tour operator to develop an interesting and market ready itinerary</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>The private sector has already demonstrated interest in the particular route corridor.</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Because the consultant has not visited several of the proposed routes the proposals are based on the assumption that they can be developed in greater detail with the responsible authorities from each province or territory. Therefore they serve as a template for ongoing tour product and tourism route development.
It is also important to realize that the tourism routes have been designed so that they can be readily structured into a tour itinerary or a group tour package. A large percentage of the outbound Chinese and inbound ROK, and Japanese travelers arrive as part of a package tour. The development of the tour itineraries associated with these tourism routes increases their attractiveness to the international travel trade and individual travel consumers.

As a tour itinerary and package, they can also be sold within the region and the respective countries as well as internationally as a GTR tourism product.

**Development Timeframe.** Obviously it is not possible to develop all of the proposed tourism routes within the short or even immediate term. Therefore the routes have been identified as short-term development (2013-2014) and intermediate-term within the following two–three years (2014 to 2015) and long-term, beyond 2015.

It is preferable to accelerate the development and marketing of all the proposed tourism routes. The more routes that can be implemented, the greater the opportunity to position the GTR as an all-inclusive tourism destination within the Northeast Asia region is.

It is also important to recognize that there are currently numerous tourism routes that are being sold by both international as well as regional/provincial tour operators. These routes are not identified in this report however with the launch of marketing strategy; the various provinces should have the right to include those tour itineraries that currently reflect the brand or the theme of their marketing campaign.

However, the specific recognition and identification of the GTR tourism routes lends a level of credibility and interest to their overall marketing effort.

**a. Short Term Tourism Route Development**

Five out of the 9 identified routes are proposed to be developed and operational in the short term (2013-2014). An assessment of these 5 routes suggests that even though all of the structure may not be in place in the next two years there will be enough product (infrastructure and services) to legitimately promote proposed route. It may not be possible to promote them as ecotourism or sustainable tourism routes unless there is a concerted effort to grade and certify the various accommodation properties and attractions. However with relatively modest infrastructure investment in signs, facility upgrades, and interpretation services it will be possible to promote each of these routes within the next year.

Priority expenditures to enable these 5 tourism routes to be market-ready by 2014 include:

- Preparation of a comprehensive tourism route corridor development plan for each route including: identifying accommodation, infrastructure upgrades and interpretive site locations
- Identification of most appropriate overnight accommodation, restaurants and visitor services along the route corridor
- Location, design and construction of appropriate interpretive facilities (signs, picnic areas, rest stops, interpretive panels, central)

In order to meet this deadline some facilities will require more extensive development including, for instance, the planning, interpretive programming and infrastructure for Bolshoi Ussuriysky/Heixiazi Island.

**b. Intermediate Term Tourism Route Development**

Three routes are included in the intermediate term. These routes require the same level of planning however the relative remoteness of the Tea Road and Dornod Province may require more infrastructure development as those identified in the short term.

- **Ulaanbaatar to the Grasslands of Dornod Province to Chita and Lake Baikal** While the interest in the grasslands itinerary of Dornod Province and support is particularly high at the provincial level, there is still substantial planning required to have it ready for 2014-2015. Nevertheless with its mix of Mongolian grasslands and southern Siberia landscape (including Lake Baikal) it will have a significant opportunity for success if the all opportunities for interpretive facilities are in place.

- **The Tea Road from Hohhot to Ulan-Ude** It is anticipated that the Tea Road will require significantly more infrastructure development including upgrading the roads. Consequently may not be ready for clients until 2014-2015. Furthermore, because of name recognition, this route may become very
popular and therefore all of the necessary visitor services and transportation access should be in place before the first tourists arrive.

- A route from Shenyang to Dalian to Incheon (ROK) to Donghae and then back to Vladivostok and to Jilin Province. This China to ROK and Donghae, with connections to Vladivostok via the Eastern Dream Ferry is a more complex route, and particularly passing from Incheon to Donghae, and therefore may require more logistics.

c. Long-term Route Development

The long-term route, beginning in either Ulaanbaatar (Mongolia) or Sakaiminato (Japan) for travel in either direction is the most ambitious tourism route development in the GTR. It has been designed to join these two very distant cities going through Choibalsan, Arxan, Changchun, Changbai/Baekdu Mountain, Hunchun, Rajin (DPRK), Vladivostok (Russia) and Donghae (ROK). The total length of the route is more than 6,600 km, making it one of the longest tour itineraries in the world. Yet it could be one of the more exciting, passing as it does across 6 countries, exceptionally diverse landscape and cultures, ferry travel and then ending in the urban environment of Tokyo.

In order to secure proper accommodation, identify the attractions including length of stay, exact time distances between different locations, etc. requires substantial planning. This will most likely take two years before it is ready for its first clients in 2015-2016.

Table 5. The Proposed Cross-border Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Itinerary</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short-term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route 1</td>
<td>Sky to Sea: Land and Cruise (Eastern Dream) Tourism Route (China, DPRK, Russia, ROK, Japan)</td>
<td>10 - 12</td>
</tr>
<tr>
<td>Route 2</td>
<td>Yanji/Yanbian to Changbai/Baekdu Mountain and Region to Changchun</td>
<td>7</td>
</tr>
<tr>
<td>Route 3</td>
<td>Ulaanbaatar, Khentii Province and Lake Baikal/Ulan-Ude</td>
<td>10</td>
</tr>
<tr>
<td>Route 4</td>
<td>Changchun to Harbin to Bolshoi Ussuriyiski/Heixiazi Island and Khabarovsk</td>
<td>8</td>
</tr>
<tr>
<td>Route 5</td>
<td>Hohhot to Manzhouli and Southern Siberia/Lake Baikal (Inner Mongolia and Russia)</td>
<td>9</td>
</tr>
<tr>
<td><strong>Intermediate Term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route 6</td>
<td>Ulaanbaatar to the Grasslands of Dornod Province to Chita and Lake Baikal</td>
<td>12</td>
</tr>
<tr>
<td>Route 7</td>
<td>The Tea Road Hohhot (China) to Ulaanbaatar (Mongolia) to Ulan-Ude (Russia)</td>
<td>9</td>
</tr>
<tr>
<td>Route 8</td>
<td>Shenyang to Dalian to Incheon (ROK) to Donghae to Vladivostok (Russia) to Hunchun/Yanji (China)</td>
<td>10</td>
</tr>
<tr>
<td><strong>Long term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route 9</td>
<td>Ulaanbaatar to Sakaiminato for travel in either direction to connect: Choibalsan - Arxan – Changchun - Changbai/Baekdu Mountain – Hunchun – Rajin - Vladivostok-Sokcho/Donghae - Sakaiminato</td>
<td>16</td>
</tr>
</tbody>
</table>

7.1 Tourism Routes for Development in Short-term

For the purposes of diversifying the initial product as well as balancing the overall tourism group program, 2 primary tourism routes have been proposed. They include:

Tourism Route 1: Sky to Sea Land and Cruise (Eastern Dream) Tourism Route (China, DPRK, Russia, ROK, Japan)

This tourism route and associated tour package can be immediately sold in the Chinese, Russian, ROK and Japanese markets. In fact the Chinese tour operator brought the itinerary to the marketplace in October 2012.

This itinerary reinforces many of the values associated with tourism development within GTR including:
- Strengthening tourism relations, exchange and cooperative marketing between several different GTR member countries including China, Russia, ROK eastern coast and even non-member but adjacent DPRK and Japan.

- Offering multiple tour options and package lengths within the basic tourism route structure; this includes extended stays in the DPRK as well as optional extended trip to Niigata

- Responding to current initiatives, particularly from the Jilin Province Tourism Administration to reinforce travel between the province and Russia, ROK, DPRK and Japan

- Enable the Jilin Government Tourism Administration to realize a return on their substantial investment in the development of this tourism route

The route has been designed for the Chinese national and/or regional market with a departure from Changchun. The departure could also be from Hunchun or the airport in Yanji. The itinerary, including departure time and date, would be adjusted accordingly.

![Tourism Route 1: 5 Nation Sky to Sea Tourism Route (10 to 13 days)](Source: UNDP and ecoplan.net)

Changchun to Hunchun – Rajin (DPRK) – back to Hunchun – Vladivostok – by Eastern Dream Ferry to Donghae (ROK) – to Sakaiminato/Tottori/Niigata – Kyoto and Tokyo

Option:
Changchun – Changbai/Baekdu Mountain-Yanbian/Hunchun – Rajin (DPRK) – back to Hunchun – Vladivostok – by Eastern Dream Ferry to Donghae (ROK) – to Sakaiminato/Tottori/Niigata – Kyoto and Tokyo
Table 6. Tourism Route 1

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | AM Arrive in Changchun from Beijing: Hotel Check-in  
• PM visit to parks and attractions in the city.  
• Overnight in a local certified hotel. | Following an early morning arrival from Beijing, the tourists will have at least 1 day and evening in the city. |
| 2   | Morning departure for Hunchun, afternoon travel to DPRK  
• Visit Dragon and Tiger Observation Tower  
• Proceed to China/DPRK border  
• Enter Rason zone and continue to Rajin City and visit Rajin Central Square  
• Transfer to Hotel in Rajin | This day assumes an early departure from Changchun allowing for travel to the DPRK and continued travel to Rajin. |
|     | After breakfast visit Fisherman’s House and Farmer’s House at Revolutionary site  
• Walking tour of Rajin city center from railway station to Golden Triangle bank, visit the bank for explanation of the different Economic system of the Rason zone  
• Afternoon visit to Rajin city port, Kimjongilia Hothouse, Souvenir shop, bookshop  
• Return to Hunchun. Transfer to hotel | There are many optional activities in Rajin and each itinerary could provide a different selection. Some of these options include:  
- Drive to Chujin beach area  
- Visit to Pipha Island Area, Emperor Hotel, Rason Taehung Trading Corporation, Rajin city market, Golden Triangle bank, Rason Revolutionary History Museum, Rajin Art Gallery |
| 3   | Morning departure for Vladivostok for late afternoon arrival.  
• Evening activities in Vladivostok including Russian performance and entertainment | Following the border crossing into Russia, the tour requires one lunch stop midway between the border and Vladivostok National Park Visitor Center |
| 4   | AM tour of Vladivostok including Submarine Museum and Heritage Church  
• Evening onboard Eastern Dream Ferry. ROK entertainment | 14:00 departure from Vladivostok on Eastern Dream to Donghae (22 hours) |
| 5   | Morning arrival in Donghae  
• Trip to the Mansang Beach, typical ROK lunch, afternoon visit Mukho Port and Mukho Lighthouse Park.  
• Late afternoon departure for Sakaiminato, Japan | There are a variety of attractions in reasonable proximity to Donghae. The tour operator can make a selection based on the profile of the visitor. |
| 6   | Option 1 (ROK): the tourist can select to stay in the region until the vessel returns from Sakaiminato in three days. On day nine they will return to Vladivostok, day 10 to Hunchun and returned to Beijing from Yanji Airport  
• Arrived in Sakaiminato for transfer to hotel and sand dunes area of Tottori Prefecture. Visit to dunes for hiking and photography | A 3-day ecotourism itinerary can be identified by the tour operator or the tourist may prefer to spend the time at a beach resort or campground |
| 7   | Option 2 (ROK): the tourist may continue on a multi-day tour back to Seoul, including a visit to the DMZ. visit to monasteries, national parks or a spa resort  
• Arrived in Sakaiminato for transfer to hotel and sand dunes area of Tottori Prefecture. Visit to dunes for hiking and photography | Travelers from southern China can fly from Seoul to a variety of cities including Changchun on Day 10 |
| 8   | Visits to Sand dunes Museum and other local attractions  
• Late afternoon departure for Kyoto by high-speed train, evening in traditional Ryokan | Some travelers may prefer to return to Hunchun by the Eastern Dream Ferry. |
| 9   | Option 1 Full day visit in Kyoto and afternoon train to Tokyo  
• Hotel in Tokyo | Following the visit to Tottori Prefecture the tourist may decide to experience both Kyoto and Tokyo |
| 10  | Option 2 Leave from Nagoya to Niigata City  
• Afternoon: Visit City Museum | Train travel from Nagoya to Niigata, late afternoon visit to the cultural museum Toki Messe Observation Tower |
| 11  | Morning Visit Niigata Furusato Village | The Furusato Village offers excellent |
Optional tourism routes and/or extensions

The tourism itinerary as identified has five basic options. They include:

- **Option 1 (China): Changchun to Changbai/Baekdu Mountain to Hunchun**

  Rather than going directly to Hunchun, an additional 3 days could be added to the itinerary by experiencing the famous Changbai/Baekdu Mountain. This itinerary will include the following activities:

  - **Day 1:** Travel from Changchun to Changbai/Baekdu Mountain by minivan (China Southern Airlines also has flights from Changchun to Changbai/Baekdu Mountain)
  - **Day 2:** Visit Changbai/Baekdu Mountain major attraction (heavenly Lake, waterfalls, etc), Overnight in region
  - **Day 3:** Travel to Yanbian and Hunchun. Visit to Red Flag Village

- **Option 1 (ROK):**

  Debark in Donghae for a 3-day stay in the Gangwon province or other coastal areas of ROK before rejoining the ship (arriving from Sakaiminato) and return to Vladivostok and Jilin Province. During the 3 days the tourist may do the following:

  - Visit the cultural and natural attractions of the province
  - Visit other attractions along the coastal zone the ROK
  - Stay at one of the beach resorts
  - Stay at a local health and wellness spa

- **Option 2 (ROK):**

  Debark in Donghae for a 3/4-day stay in ROK and then depart from Seoul for Beijing/southern China or other international origins.

- **Option 1 (Japan):**

  After visiting Tottori Prefecture, return on the Eastern Dream Ferry to Vladivostok and back to Hunchun. This option may be particularly attractive for those from Northeastern China and certainly those from Vladivostok.

- **Option 2 (Japan):**

  Stay in Japan for extra days with visits to attractions in Kyoto and Nagoya before returning, from Haneda or Narita airports back to Beijing or other international points of origin.

- **Option 3 (Japan):**

  Extend the basic package by 3 to 4 days with travel to Niigata Prefecture and City before returning to Tokyo and the flight back to the point of origin.

Obstacles to Tourism Route 1

The impacts of the obstacles are defined as high (H), medium (M), and low (L).
Table 7. Obstacles to Tourism Route 1

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficult Russian visa application process</td>
<td>H</td>
</tr>
<tr>
<td>Institute a VoA scheme for residents of the GTR. Tourists living in those provinces of the GTR would be capable of receiving a visa on arrival at the border based on a letter of invitation from a recognized travel agency or tour operator.</td>
<td></td>
</tr>
<tr>
<td>Insufficient number of cruises from Vladivostok: all itineraries must be scheduled around weekly departures</td>
<td>M</td>
</tr>
<tr>
<td>Increased demand, based on additional joint marketing) will expand the number of cruises available including the possibility of other itineraries</td>
<td></td>
</tr>
<tr>
<td>Mediocre road conditions between Hunchun and Vladivostok and lack of visitor service (interpretation centers, signage, etc)</td>
<td>M</td>
</tr>
<tr>
<td>Increased tourist and commercial trade traffic between Hunchun and Vladivostok will justify improving road conditions based on an assessment of the infrastructure requirements. An engineering study is required</td>
<td></td>
</tr>
<tr>
<td>Uncomfortable length of time to travel Hunchun to Vladivostok</td>
<td>M</td>
</tr>
<tr>
<td>Improved road conditions will decrease travel time. As well the addition of roadside stops and interpretive exhibits will improve the overall ambience of the trip.</td>
<td></td>
</tr>
<tr>
<td>Cruise route is relatively unknown to the Chinese market</td>
<td>H</td>
</tr>
<tr>
<td>Increased cooperative marketing amongst the various partners including Jilin/Hunchun, Vladivostok, Gangwon and Tottori tourism departments</td>
<td></td>
</tr>
<tr>
<td>Lack of international cuisine on board the vessel</td>
<td>L</td>
</tr>
<tr>
<td>Modest tourism attractions in Donghae-si</td>
<td>L</td>
</tr>
<tr>
<td>Review all potential attractions and provide short term stopover passengers with several shore excursions.</td>
<td></td>
</tr>
<tr>
<td>The cruise ship departures may be affected by weather conditions in the winter season</td>
<td>L</td>
</tr>
<tr>
<td>Ensure that there are adequate onshore activities in each of the ports of call to provide passengers with interesting activities while waiting for the departure.</td>
<td></td>
</tr>
</tbody>
</table>

Tourism Route 2: Yanbian to Changbai/Baekdu Mountain Biosphere Reserve to Changchun

The route provides ample opportunity for the visitors and especially eco-tourists to experience the natural resources Changbai Biosphere Reserve (UNESCO) as well as discover the Korean village cultures of the Changbai region.

The excursion can be offered in both directions leaving from either Changchun or Yanbian.

Table 8. Tourism Route 2

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | AM Arrive in Yanbian (Yanjii) from Beijing  
    Hotel Check-in and afternoon visit to Mao’ershan National Forest Park and Folk Village  
    Overnight in a local certified hotel. | Mao’ershan National Forest Park lies 10 km south of Yanji City, includes a folk custom village that provides information on Korean culture, food, handcraft, etc. |
| 2   | Morning departure for Red Flag Village en route to Changbai/Baekdu Mountain,  
    Visit Red Flag Village including experience Korean dance, cooking, architectural style, etc.  
    Following village visit continue to Changbai/Baekdu Mountain  
    Transfer directly to Hotel, evening of Korean cuisine and entertainment | A percentage of the package price is dedicated to supporting the preservation of the village. |
| 3 | • Morning departure for Northern Slope  
   • Biosphere Reserve including visits to:  
     o Heavenly Lake,  
     o Changbai Waterfall and Erdaobai River  
     o Bath in natural hot springs  
     o Visit Green Deep Pool  
   • Return back to Hotel | One of the 2 days in the mountain region will be spent visiting the highlights of the trip to Changbai/Baekdu Mountain. |
| 4 | • Morning departure for Western Slope for day hike including endemic flora and fauna observation in Changbaishan Canyon (Changbaishan Daxiagu)  
   • Afternoon visit to Last Wooden Village  
   • Return to hotel | The day includes a combination of nature interpretation and a cultural experience at the Last Wooden Village. A percentage of the package tour price is dedicated to conserving the village. |
| 5 | • AM departure for Changchun  
   • Afternoon arrival and transfer to hotel  
   • Evening entertainment in downtown Changchun | The trip from Changbai/Baekdu Mountain to Changchun will include frequent stops to observe the changing ecosystems. |
| 6 | • Morning visit to Jingyuetan National Forest Park and visit:  
   o Badabu Complex  
   o Jingyue Tan  
   • Hike in the Stone Sheep and Stone Tiger Mountain  
   • Overnight in a certified Changchun hotel | Badabu – the complex includes the buildings where the Manchuhuo (Japanese state council) governed from 1932 -1945  
Jingyue Tan – known locally as Jingyue (Clear Moon) Pool |
| 7 | • Morning departure from Changchun to southern China and other points of origin | |

Obstacles to Tourism Route 2

The impacts of the obstacles are defined as high (H), medium (M), and low (L).

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(O)</strong> High level of tourism volume to Changbai/Baekdu Mountain may have a negative impact on ecotourists seeking to have a low impact travel experience.</td>
<td>H</td>
</tr>
<tr>
<td><strong>(R)</strong> By structuring the visits to both the northern and western slopes it will be possible to avoid the high volumes of visitors, particularly on peak days.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Overall travel distance between Yanbian and Changchun may be considered excessive by some travelers.</td>
<td>M</td>
</tr>
<tr>
<td><strong>(R)</strong> The longer trips from Yanbian to Changbai/Baekdu Mountain and from Changbai/Baekdu Mountain will be broken by visits to villages and interpretation of the changing ecosystems.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> The irregular scheduling of flights from Changbai may preclude use of air travel for some tourism itineraries</td>
<td>M</td>
</tr>
<tr>
<td><strong>(R)</strong> Because of the scenery and the variety of ecological and cultural attractions along the main road arteries, vehicular travel may be a preferred option to air travel.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Villagers are not always open to visits by tourists. Research studies indicated that in the Changbai region many do not see the economic value of tourism to the region.</td>
<td>M</td>
</tr>
<tr>
<td><strong>(R)</strong> A percentage of each GTI sponsored trip revenues will be allocated to cultural preservation and architectural restoration projects within the villages.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Because of the volume of visitors during the peak season, naturalists from the biosphere reserve may not be available to interpret</td>
<td>M</td>
</tr>
<tr>
<td><strong>(R)</strong> The biosphere reserve must ensure that there are adequate interpretive panels and signs to provide interpretation of the flora and fauna of the park. The tour operator also needs to ensure that the tour guide is adequately informed about the cultural and natural resources of the region.</td>
<td></td>
</tr>
</tbody>
</table>

Table 9. Obstacles to Tourism Route 2
Tourism Route 3: Ulaanbaatar to Khentii Province to Chita (Russia) and Lake Baikal to return to Ulaanbaatar

Table 10. Tourism Route 3

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | • Departure Beijing, Arrival in Ulaanbaatar, Terelj National Park  
• Leave immediate after meet/greet by minivan for “Terelj” National Park  
• Check-in at tourist camp at “Terelj” National Park  
• Lunch, then drive to the “Turtle” rock and temple of meditation for walking tour  
• Visit nomadic family to discover the life style of Mongolian nomads, who have kept their culture intact for thousands of years  
• Return to camp for dinner and overnight in a ger at the camp | Visit the National Park and explore the lives of Mongolian nomads who have kept their life style unchanged for thousands of years |
| 2   | Terelj – Chinggis Khan Statue – XIII Century Complex – Khaan Kherlen Park  
• After early 8 Breakfast, Drive to the XIII Century Complex and arrive around 9.30 | Chinggis Khan statue, 70km from Ulaanbaatar, east, nearby Tuul river. The Complex covers 80sq.km.  
The top of the statue is 30 meters. |
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The first part of the Complex is the Chinggis Khan statue, located in 70km from Ulaanbaatar, east, nearby Tuul river. Drive 45km to the main stop at the XIII Century Complex, arrive around 11.00 Experience 13th century Mongolian empire. At XIII Century National Park A Mongolian traditional lunch at the King’s Palace Drive to Khan Kherlen Park Arrive and transfer to a ger (Mongolian traditional home) in a tourist camp Khan Kherlen Dinner and overnight in ger</td>
</tr>
<tr>
<td></td>
<td>Includes: King’s museum, display hall, restaurant, pub, cafe, conference and meeting facilities, and souvenir shops Elevator takes visitors to the upper end of the horse tail for view of the landscape XIII Century National Park Experience XIII century’s Mongolian daily life, such as state affairs, breeding the livestock, traditions and customs, garments Visit 6 tribal camps called Craftsmen camp, Educational camp, The Herder’s camp, Shamans camp, Relay-Station camp and King’s Palace.</td>
</tr>
<tr>
<td>Visit Khan Kherlen - Bereeven Monastery – Bayangol Breakfast</td>
<td>Visit Khan Kherlen - Bereeven Monastery – Bayangol Breakfast</td>
</tr>
<tr>
<td></td>
<td>After breakfast drive to the Bereeven monastery Lunch at Bayangol tourist camp Arrive at Bereeven monastery Drive to Bayangol tourist camp and transfer Dinner. Overnight in gers at the camp</td>
</tr>
<tr>
<td>3</td>
<td>The remains of Bereeven Monastery are located in the valley of the Bereeven Mountains. The monastery was made of granite stone in 1777. The God of Manzushir (3 m high, 2 m wide) was crafted on the steep and reddish, granite stone is to the south east of the monastery. The main worship hall was built in 1813.</td>
</tr>
<tr>
<td>Visit Bayangol - Kukh Lake – Borte Chono</td>
<td>Visit Bayangol - Kukh Lake – Borte Chono</td>
</tr>
<tr>
<td></td>
<td>After breakfast drive to Khukh Lake of Khark Zurkh Khukh Lake of Khark Zurkh National park Arrive in a tourist camp “Khukh Lake”, snack at the camp and observe historical sites Continue to the Borte Chono tourist camp, arrive at midday, transfer to the camp After lunch discover are ecotourism resources and activities (horseback riding, photography, etc) Mongolian dinner, entertainment and overnight in gers at the camp</td>
</tr>
<tr>
<td>4</td>
<td>In 1189, Lord Chinggis became the khan of all Mongolia in this place. Thus, the round shaped ger base like stones is 15 m in diameters on the southern side of the Khukh Lake of Khark Zurkh. It is thought that the base of a palace that could have been built for Chinggis Khan when he acceded to the throne.</td>
</tr>
<tr>
<td>Visit Borte Chono – Khodoo Aral</td>
<td>Visit Borte Chono – Khodoo Aral</td>
</tr>
<tr>
<td></td>
<td>After breakfast drive to Khodoo Aral Discover the grasslands of Eastern Mongolia Arrive in historical place, 13th Century Ruins in midday Transfer to the tourist camp “Khodoo Aral” After lunch discover are ecotourism resources and activities (horseback riding, photography, etc). Mongolian dinner, local entertainment and overnight in gers at the camp</td>
</tr>
<tr>
<td>5</td>
<td>The camps can be considered as a base for a variety of Eastern Mongolian grassland activities including horseback riding, participated in Mongolian games, nature photography, wildlife viewing, learning traditional Mongolian cuisine, etc. Afternoon activities also include a visit to a local family camp</td>
</tr>
<tr>
<td>Leave Khodoo Aral for Ulaanbaatar</td>
<td>Leave Khodoo Aral for Ulaanbaatar</td>
</tr>
<tr>
<td></td>
<td>After breakfast in early morning (07:00) drive back to Ulaanbaatar Lunch in Baganuur Arrive in Ulaanbaatar around 15:00 and transfer to hotel Visit “Gobi” cashmere factory shop as well as souvenir shop Evening: Attend Mongolian National Folk Songs and Dance Ensemble performance Dinner at local Mongolian restaurant and overnight at the hotel</td>
</tr>
</tbody>
</table>
Visit to Hustai National Park

- After breakfast drive to Hustai National Park which is 75 km southwest of Ulaanbaatar
- Morning visit to the grazing sites of wild horses
- Lunch in the park
- Afternoon visit to sand dunes (similar to Gobi desert) and River wetlands, also visit to historic features
- Return to hotel In Ulaanbaatar

Park visit for ecotourists who want to extend their visit. The park is the home of the only naturally surviving wild horses -- 450 species of vascular plants, 200 are medicinal. In butter zone there are many historical there are many historical monument of Ungut- famous with its numerous human like figures, belonging to 6-8th century and many other sculptures, tombs and the ruin of old monastery.

Departure from Ulaanbaatar for Lake Baikal and Ulan-Ude Irkutsk

- Visits, along the route, to communities such as Darkhan and Sukhbaatar (Border Crossing)
- Late afternoon arrival in Ulan-Ude
- Immediate transfer of to certified “green” hotel
- Local Russian cuisine and evening entertainment

The road from Ulaanbaatar to Ulan-Ude provides a very different landscape and scenic experience to what the visitors have been seeing in the previous 7 days. Soon after crossing the Mongolia/Russia border, the road enters into a southern Siberia landscape with its diverse vegetation and landforms.

After breakfast visit Ulan-Ude Ethnographic Museum before traveling to Lake Baikal

- afternoon boat ride on Lake Baikal including a shore lunch and shore excursions to interpret the unique flora and fauna of the region
- Leave boat for Irkutsk a Siberian city on tributary of Lake Baikal
- Overnight in Irkutsk

Lake Baikal (the oldest and deepest lake in the world) is one of the mostspectacular natural resources in Northeast Asia and Russia. This particular tourism route only provides a half-day boat ride and shore excursions. However an additional 1-day extension to this itinerary would allow the tourist to fully experience the diversity of the lake and its shoreline.

Morning flight from Irkutsk or Ulan-Ude to Beijing

Depending on the departure dates and time, it may be preferable to fly out of Ulan-Ude. Both airports have flights to Beijing and other cities in Russia.

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### Obstacles and Responses to Tourism Route 3

The impacts of the obstacles are defined as high (H), medium (M), and low (L).

#### Table 11. Obstacles to Tourism Route 3

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor road conditions: uncomfortable and slow travel and congestion leaving and arriving in Ulaanbaatar</td>
<td>H</td>
</tr>
<tr>
<td>Considering the potential increased traffic generated by both the tourism and mining sector it is reasonable to expect considerable improvements in the road surface on designated tourism routes within the region defined by this itinerary.</td>
<td></td>
</tr>
<tr>
<td>Tourism development throughout the grasslands areas seems chaotic and anarchic with the potential to undermine the tourism development opportunities of the province</td>
<td>H</td>
</tr>
<tr>
<td>Prepare a comprehensive sustainable tourism developments strategy for the province</td>
<td></td>
</tr>
<tr>
<td>Eastern provinces are relatively unknown with the focus on the central Mongolia and the Gobi Desert</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>(R)</strong> Increased marketing by the Ministry as well as the tour operators well both generate interest in this area as well as balance tourism development and decrease pressure on the traditional Mongolian tourism destinations</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Traffic congestion within as well as departing and arriving in Ulaanbaatar</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> With the demands of the mining and tourism industries, government should move immediately to repair roads and improve traffic management on the main arteries in and out of Ulaanbaatar</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Lack of nature and heritage interpretation facilities other than the 13th century National Park</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Identifying opportunities for visitor and services both along the major highways as well as in the Khaan Kherlen Park and other sites of historic significance.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Ongoing visual and ecosystem destruction caused by informal vehicle travel across the fragile grasslands landscape.</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Identify those trails most frequented by tourist vehicles and prepare a hard rolling surface, including stream crossings</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> As a designated ecotourism itinerary, it is important that all components of the tourism route supply chain demonstrate social and environmental responsibility. Site investigation by the consultant confirms that this is not the current practice amongst the tourism suppliers, even those with the more ecologically friendly ‘ger’.</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> A complete assessment of all accommodation and food service providers should be made to ensure that they comply with basic green management practices. A Mongolia ecotourism certification program should be established to ensure that the tourism suppliers can be certified based on predetermined standards.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> The lack of a recognized “green” certification or sustainable tourism certification program may preclude an immediate rating of the various accommodation, transportation and attraction services.</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Following a review the available accommodation, particularly in Ulaanbaatar it will be possible to establish the standards and grading procedures to set up a recognized Mongolian Ecotourism Certification Program</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Despite the visitor interest, nomad families are not adequately prepared to receive guests</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Prepare a tourism awareness program and visit nomad families that are adjacent to current and proposed tourism flow, identify those that would be interested in receiving tourists and provide the necessary awareness and hospitality training</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Lack of infrastructure and in particular food services and diversity of accommodation</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Prepare a tourism master plan that identifies expansion locations of current tourism services to include more options (lodging, food, craft, entertainment, etc.) as well as identify sites for new tourism attractions and associated visitor services.</td>
<td></td>
</tr>
<tr>
<td><strong>(O)</strong> Relatively short season which means tourists must be concentrated over 2—3 months</td>
<td></td>
</tr>
<tr>
<td><strong>(R)</strong> Identifying tourism development options for the shoulder seasons including April/May and October/November.</td>
<td></td>
</tr>
</tbody>
</table>
Tourism Route 4: Bolshoi Ussuriysky/Heixiazi Island Ecotourism

Overview

Bolshoi Ussuriysky/Heixiazi Island is possibly the best ecotourism product in the GTR and the eastern provinces of China. While the island resources have not been fully studied in terms of its biodiversity, terrestrial and aquatic, it has already been proposed as a significant ecological reserve.

Consequently it has been identified in this mandate as a tourism destination associated with the Harbin/Changchun Gateway. Furthermore because a good portion of the Itinerary will be on foot, horseback or bicycle, it can be promoted as a low carbon emission tourism route.

Its cross-border character can also position the Bolshoi Ussuriysky/Heixiazi Island Ecotourism Route as unique in the world. Few contiguous landscapes, such as that created by the island, are shared jointly by two countries. Furthermore since there has been little if any development on the island, it is available for a concerted co-operative planning, development, and operational and marketing program.
Much of the political requirements to ensure a joint management arrangement have already been completed. Furthermore numerous press releases have supported the notion of a joint tourism development scheme. While there have been few references to ecotourism, because the developmental concepts are in their formative stage, this is an excellent opportunity to advance the ecotourism concept.

- **The Harbin/Changchun Gateway**

Despite what might be perceived as a more distant location, on the northern Chinese border with Russia, the site is nevertheless readily accessible to both the domestic Chinese and Russian markets. It is either an overnight train ride or 1-day drive from Harbin and 2 from Changchun.

By presenting it as a low carbon emission tourism route, the train mode of transport may be preferable however a similar low carbon footprint could be attained by bus or minivan travel.

Nevertheless an airport will soon open in Fuyuan which could position the island within a day flying from southern China (presumably with a transfer in Harbin).

The interest of the Russian market should also be considered. For instance there are 600,000 residents in the adjacent city of Khabarovsky, which also has regular air and train services to Vladivostok within the GTR.

As well is possible for those arriving from Harbin to visit Khabarovsky although it is not in the GTR. Potential access is via the hydrofoil, ‘Meteor’, which also has 3-day excursions to Komsomol’sk-on-Amur which also includes an excursion to Amursk town with a visit of botanical gardens. This hydrofoil trip could be an extension to the cross-border tourism route.

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | Morning arrival in Changchun  
After lunch visit the Changchun World Sculpture Park  
Overnight in Changchun at a certified green hotel | The sculpture Park provides the ecotourists with a better understanding of northern Chinese culture and traditions. |
| 2   | Early morning departure for Harbin: frequent stops en route to observe changing ecosystems between Changchun and Harbin (4 hours)  
Afternoon will be spent in Sun Island Park observing a diversity of flora | Guided Tours available for demonstration of diverse plant life and aquatic vegetation along the riverbank |
| 3   | Early morning departure (7:00) by minivan for Fuyuan along Halong Expressway. Frequent stops to observe the changing ecosystems and river ecology.  
Lunch in Jiamusi  
Evening arrival in Fuyuan and immediate transfer to hotel | The trip to Fuyuan will require 10 hours with frequent stops for roadside observations of the diversity of the northern China landscape. Stop in the village of Fujin to explore sand bar formations |
| 4   | Day 1; theme: sandbar ecology; Including cycling to and crossing the China/Russia border.  
Departure for Bolshoi Ussuriysky/Heixiazi Island with qualified naturalist. Both hiking as well as cycling to the more remote areas of the site will explore the island.  
Return to Fuyuan green certified hotel | The biodiversity of the island requires further investigation to determine the type of multi-day nature interpretation experiences. The nature of the landscape suggests several different themes. No visa will be necessary if the visitor stays on the island |
| 5   | Day 2 theme: observation of waterfowl and nesting birds  
Departure for Bolshoi Ussuriysky/Heixiazi Island with qualified ornithologist.  
Return to Fuyuan green certified hotel | While not all ecotourists on the tour package will be interested in bird watching, to abundance of waterfowl will make the day interesting for all those interested in nature tourism |
| 6   | Day 3 theme: study of island flora and fauna  
Departure for Bolshoi Ussuriysky/Heixiazi Island with qualified ethno botanist and wildlife biologist.  
Return to Fuyuan green certified hotel | The island flora provides exceptional opportunity for Flora and fauna study and observation. |
| 7   | Mid-morning departure for the trip to Khabarovsky.  
Return to Fuyuan green certified hotel | Khabarovsky has 60 museums. The Far East Art Gallery includes works by the indigenous |
<table>
<thead>
<tr>
<th>Page</th>
<th>Text</th>
<th>peoples of the Amur region</th>
</tr>
</thead>
</table>
| 8    | • Early morning departure (7:00) for Harbin. Frequent stops to observe the changing ecosystems and river ecology.  
• Lunch in Fujin  
• Evening arrival in Harbin and immediate transfer to Certified green hotel | And effort must be made to make the return trip as informative and entertaining as the trip to Fuyuan is not possible to return by a second group |
| 9    | • Departure from Harbin to Changchun  
• Afternoon flight departure for Beijing                                                   | The trip could be extended to 10 days by including one more day in Changchun |

Changchun – Harbin – Fuyuan and Bolshoi Ussuriysky/Heixiazi Island – Khabarovsk (Russia) – Harbin/Changchun

Figure 5. Tourism Route 4: Bolshoi Ussuriysky/Heixiazi Island Russia/China Amur River Ecotourism Experience

Obstacles and Responses to Tourism Route 4. This potentially very interesting ecotourism route has been given a second level priority because it appears that much remains to be done to prepare Bolshoi Ussuriysky/Heixiazi Island for the arrival of ecotourists. In order to respect the basic principles of ecotourism it is essential that the entire program can demonstrate environmental responsibility. In other words the accommodation has to be “green” and certified, transportation vehicles of low carbon emissions, tour guides are extremely knowledgeable of ecology and are capable of providing an excellent educational program.

Furthermore one of the main purposes for the ecotourism route is to provide the visitor with information on the ecology and the culture of the Island and the surrounding region. It does not appear at this time that
there are adequate interpretive facilities on the island. The impacts of the obstacles are defined as high (H), medium (M), and low (L).

Table 13. Obstacles to Tourism Route 4

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(O)</strong> Current lack of planning for the short and long-term ecotourism development options for the island. This could threaten the preservation of some ecological resources and undermine the potential of the development of a major international ecotourism destination</td>
<td>H</td>
</tr>
<tr>
<td><strong>(R)</strong> The urgent requirement for the preparation of a Bolshoi Ussuriysky/Heixiazi Island Ecotourism Master Plan. The plan would a comprehensive resource analysis, documentation of ecotourism market demand and the identification of all ecotourism related infrastructure including visitor interpretation centers, interpretive trails, nature research center, etc.</td>
<td></td>
</tr>
</tbody>
</table>
| **(O)** There are several proposals from the Russian side to develop the island for industrial purposes. While on a mission to Khabarovsk, the GTI Secretariat received a presentation of island development plan by Khabarovsk provincial government. There are 3 clusters:  
- Shopping and entertainment: shopping mall, business center, museum  
- Tourism and recreation with ethnographic emphasis: sport (including horse riding), fishing, and ethnic activities.  
- Transport: This could have a significant impact on the ecological integrity of the island and its resources. | H |
| **(R)** These development options should be discussed amongst all Chinese and Russian stakeholders involved in the in long-term development of the island including the preparation of an EIA (Environmental Impact Assessment). | |
| **(O)** As a designated ecotourism itinerary, it is important that all components of the tourism route supply chain demonstrate social and environmental responsibility. This may not be the current practice amongst the tourism suppliers in the cities or along the route. | H |
| **(R)** An assessment of all accommodation and food service providers should be made to ensure that they comply with basic green management practices. A joint provincial program should be established to ensure that the tourism suppliers can be certified based on predetermined standards. | |
| **(O)** The lack of a recognized “green” certification or sustainable tourism certification program may preclude an immediate rating of the various accommodation, transportation and attraction services. | H |
| **(R)** Following a review the available accommodation, particularly in Changchun, Harbin and Fuyuan it will be possible to establish the standards and grading procedures to set up a recognized Ecotourism Certification Program | |
| **(O)** Travelling the same route, between Changchun and Harbin and Harbin and Fuyuan is never a preferred option a long a tourism route. | H |
| **(R)** The success of any ecotourism routes depends upon the animation capabilities of the tour guide. They must be qualified and able to maintain a high level of interest throughout the tour. As well an initial on-site assessment of the travel corridor should enable the route planner to identify enough locations of ecological interest to ensure ongoing interpretation in both directions. | |
| **(O)** Inconvenience associated with acquiring a Russian visa. | H |
| **(R)** Bolshoi Ussuriysky/Heixiazi Island may provide one of the best environments for introducing the concept of 'Visa on Arrival' | |

Tourism Route 5: Manzhouli and Southern Siberia/Lake Baikal (Inner Mongolia and Russia)

This route offers the best opportunity to develop an extended cross-border tourism route between China (Inner Mongolia) and Russia. The route has several significant characteristics, which deserve its consideration. However since it is not an established travel corridor it requires further investigation to determine the quality and availability of the infrastructure.

The route has the following characteristics that deserve mention:

- It is one of the longer cross-border travel experiences but combines the mixed resources of the inner Mongolia grasslands, the southern Siberia landscape and the Lake Baikal
- The variety of cultural (Chinese and Russian) heritage and ecological resources will make it popular with all ecotourists
- The departure from Hohhot and terminus in Ulaanbaatar provide two diverse anchors to the essentially nature-based tourism route.

### Table 14. Tourism Route 5

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | • Morning arrival in Hohhot and transfer to hotel  
    • Lunch and traditional Mongolian restaurant  
    • Afternoon Visit to Inner Mongolian Museum  
    • Evening of Mongolian entertainment | Day 1 could be a direct flight from Beijing to Manzhouli, which would shorten the itinerary by 2 days. It is felt that because of the mix of tourist attractions in Hohhot, and particularly the Museum, it is worth the extra time to pass through the capital. |
| 2   | • Visit to select Hohhot attractions such as the Dazhao Temple and the Zhaojun Tomb (9 km from Hohhot) on the plain extending from the northern bank of the Dahei River  
    • Embark in overnight train to Manzhouli | There are more than 50 temples in the city providing a full day site visits and interpretation. There are also attractions outside the city of interest |
| 3   | • Afternoon arrival in Manzhouli  
    • Visit to tourist attractions including giant Matryoshka dolls  
    • Visit various shops | Manzhouli is an excellent location for shopping because it receives almost 500,000 Russian tourists each year who arrive for the purpose. |
| 4   | • Early morning departure: cross China/Russian border and then proceed 400 km trip to Chita  
    • Stop at Borzya for a first experience in a small Russian town  
    • Interpretive stops to grassland and hilly landscape ecology with time to visit local attractions  
    • Overnight in Chita | There is an interesting diversity of landscape types between the Russia/China border and the city of Chita, an attractive southern Siberian city with numerous attractions including museums, monasteries and heritage buildings. It has only recently been opened to tourists. From Chita is possible to fly directly back to Beijing |
| 5   | • Depart Chita for the city of Ulan-Ude (660 km)  
    • The hilly landscape with its numerous lakes has frequent opportunities for the interpretation of various ecosystems  
    • Overnight at Ulan-Ude | There are several large lakes in the area of Sosnovo Ozero that provide interesting aquatic interpretation. This small community is also positioned for an attractive lunch stop. |
| 6   | • After breakfast Morning visit Ulan-Ude especially Ethnographic Museum and Ivolginsky Datsan (the only Buddhist spiritual centre of Russia) before traveling to Lake Baikal.  
    • After a visit to Ulan-Ude leave for Irkutsk a Siberian city on tributary of Lake Baikal  
    • En route take afternoon boat ride on Lake Baikal including a short excursion to experience the unique flora and fauna of the region  
    • Overnight in Irkutsk | Museum includes old homesteads and Buryat wooden yurts that have been relocated to the site along with reconstructed streets representing traditional Buryati homes. Irkutsk is an international airport that receives 1.3 million passengers/year. One-stop service is available, through Vladivostok or Moscow to Frankfurt and Seattle. Services also available to Beijing |
| 7   | • Depart Irkutsk for Ulaanbaatar.  
    • Visits, along the route, to communities such as Sukhbaatar and Darkhan  
    • Late afternoon arrival in Ulaanbaatar and immediate transfer of to certified “green” hotel  
    • Local Mongolian cuisine and evening entertainment | This is a short but pleasant 520 km trip through attractive hilly landscape and agricultural area  
Terminate the tourism route in Ulaanbaatar provides additional content and dimension to this itinerary particularly because of the wealth of tourism attractions in the city. |
| 8   | • Visit to attractions, both in and adjacent to Ulaanbaatar can provide additional dimension to this tourism route.  
    • Evening: Attend Mongolian National Folk Songs and Dance Ensemble performance  
    • Dinner at local Mongolian restaurant and overnight at the hotel | There are numerous monuments, monasteries and a national park within an easy drive from the capital. |
• After breakfast, visit to Cashmere factory before leaving on mid afternoon flight to Beijing

For much of the itinerary, there has been little opportunity for purchasing souvenirs and local craft. This can take place on the final morning.

Figure 6. Tourism Route 5: Inner Mongolia and Southern Siberia/Lake Baikal Ecotourism Adventure

Source: UNDP and ecoplan.net

Obstacles and responses to the tourism route 5

This is a new and untested tourism route. Consequently it can be certain that there are several obstacles that must be overcome before it achieves its full potential by attracting the regional and international markets.
However what are obstacles to some market segments are not necessarily the barriers to a high-quality ecotourism experience. This interesting itinerary therefore can appeal to those operators (and like-minded ecotourists) who are interested in you and untouched tourism regions.

Obviously certain levels of quality and environmental responsibility must be in place before the first ecotourists arrive. There has to be access to informed guides, the tourism providers must be reasonably responsible to the environment and the interpretive services must respond to the expectations of the ecotourists. This is clearly identified in the obstacles below as have the response to the perceived obstacles.

### Table 15. Obstacles to Tourism Route 5

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>(O) Long and unvaried route between Hohhot and Manzhouli does not support automobile or minivan travel. This section lacks the interest of other portions of the tourism group</td>
<td>M</td>
</tr>
<tr>
<td>(R) Consider travel options including overnight train, tourist train whole air transportation.</td>
<td></td>
</tr>
<tr>
<td>(O) A significant portion of the tourism route takes place outside the limits of the GTR</td>
<td>L</td>
</tr>
<tr>
<td>(R) The development of the route could encourage this krai to join the GTR. The addition of a southern side Ecotourism experience provides significant content to the overall mix of GTR tourism routes</td>
<td></td>
</tr>
<tr>
<td>(O) This route has received very little attention as a potential tourism package therefore it can be assumed that the infrastructure and hospitality services may not correspond to international standards</td>
<td>M</td>
</tr>
<tr>
<td>(R) The mix of ecological and cultural/historic features along the circuit, including visits to three countries, suggests that, once developed, this could be a very popular ecotourism itinerary. This may preclude the necessity to meet certain international standards.</td>
<td></td>
</tr>
<tr>
<td>(O) Despite the mix of ecological and heritage resources there is little or no interpretive facilities nor trained ecotourism guides.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The responsible government authorities can institute a guide training program that will meet the demands of the ecotourists.</td>
<td></td>
</tr>
<tr>
<td>(O) There is little documentation of the ecotourism and heritage tourism resources of the region making it difficult for tour operators to provide an informative and interesting itinerary.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The preparation of a comprehensive tourism route master plan that identifies all interpretive, accommodation, food services and guide services will provide the necessary interpretive materials.</td>
<td></td>
</tr>
<tr>
<td>(O) Inconveniences caused by the visa restrictions of entering Russia</td>
<td>H</td>
</tr>
<tr>
<td>(R) Because of the economic impact of this tourism route a VoA (visa on arrival) program can be offered with an invitation letter coming from the tour operator.</td>
<td></td>
</tr>
<tr>
<td>(O) While Lake Baikal is one of the more important ecological resources of Russia: there is inadequate interpretive infrastructure, visitor services and programs to justify the diverse interpretive potential.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The government authorities should undertake an interpretive programming master plan to identify the themes and messages as well as the interpretation mechanisms to be used.</td>
<td></td>
</tr>
<tr>
<td>(O) As a designated ecotourism itinerary, it is important that all components of the tourism route supply chain demonstrate social and environmental responsibility. This may not be the current practice amongst the tourism suppliers, Particularly those in the cities where the visitor will overnight (Manzhouli, Chita, Ulan-Ude, etc).</td>
<td>H</td>
</tr>
<tr>
<td>(R) An assessment of all accommodation and food service providers should be made to ensure that they comply with basic green management practices. The Russian Krai and dinner Mongolia should develop and a program to ensure that the tourism suppliers can be certified based on predetermined standards.</td>
<td></td>
</tr>
<tr>
<td>(O) The lack of a recognized “green” certification or sustainable tourism certification program may preclude an immediate rating of the various accommodation, transportation and attraction services.</td>
<td>H</td>
</tr>
<tr>
<td>(R) Following a review the available accommodation, particularly in Manzhouli, Chita, Ulan-Ude and Ulaanbaatar it will be possible to establish the standards and grading procedures to set up a recognized Ecotourism Certification Program</td>
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</tr>
</tbody>
</table>

### 7.2 Intermediate-Term Tourism Development

Second tier or intermediate term tourism routes have been placed in this category for several reasons:

- The infrastructure is not currently in place to respond to the proposed activities
- The region is relatively unknown and will require longer-term marketing to position the itinerary
- The local communities have little capacity (skills and infrastructure) to respond to the needs of the visitors
- The tour operators have not as yet defined the region or the tourist route corridor door as part of their product mix.

**Tourism Route 6: Ulaanbaatar to the Grasslands of Dornod Province to Chita (Russia), Lake Baikal and Ulaanbaatar**

<table>
<thead>
<tr>
<th>Table 16. Tourism Route 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day</strong></td>
</tr>
</tbody>
</table>
| 1 | • Departure Beijing, Arrival in Ulaanbaatar (Ulaanbaatar), and Numrug Reserve  
   • Leave immediate after meet/greet by minivan for Numrug Reserve  
   • Enjoy the Numrug by trekking in the afternoon.  
   • Take advantage of the opportunities for nature photography.  
   • Explore the flora and fauna of the area sightseeing around Numrug reserve.  
   • Overnight in a traditional ger | Visit the Reserve and Strictly Protected area which includes the western end of Khyangan Mountain Range. Observe Manchurian flora and fauna that occurs nowhere else in Mongolia. The area is ecologically distinct from rest of Mongolia. The protected area, with high biological diversity, is home to 44 mammals, 234 species of birds, 24 fish, 3 reptiles and 4 amphibians. Rare Ussurian Moose, black-naped oriole and great black water snake and the endangered hooded crane and Houbara bustard are found here along with offer, brown bear, lynx and wild boar |
| 2 | • Visit Khaikh Gol  
   • After early breakfast, drive to the Khaikh River  
   • Visit the memorial monuments that were created for war victory in Khaikh Gol sum  
   • Drive to Ikh Burkhan and see the large monument of Janrasiag  
   • Arrive and transfer to a ger (Mongolian traditional home) in a tourist camp Khaan Kherlen  
   • Dinner and overnight in ger | Khalkh River begins from the Ikh Khyangan mountain range and drains into the Buir Lake. The river is 233 km long and the valley was the main war zone in the conflict between Mongolia and Japan in the 1940s. Ikh Burkhan is a huge monument of Janrasiag, lying flat on the ground and covering an area of two hectares. The stone monument was built in 1864. Buir lake in eastern Mongolia is on the border of Mongolia and China. The lake is 615 km square (40 km long and 21 km wide) and is one of the better fishing areas in Mongolia. |
| 3 | • Drive to Choibalsan after breakfast  
   • On arrival check into hotel  
   • Afternoon visit to the interesting local museum of Choibalsan, with its exhibits on the flora and fauna of Dornod province as well as World War II.  
   • Visit a local handicraft shop.  
   • Overnight in a local hotel | Menen steppe has been protected since 1992 and has an area of 5704 km square. The steppe stretches hundreds of kilometers and is heavily populated with antelopes and rare plants which are on Mongolian Plants Red Book. Choibalsan, the center of Dornod province is located on the bank of Kherlen river and it is 655 km from Ulaanbaatar. Most of the surrounding area is vast steppe and there are big rivers like Kherlen, Ulz, Khalkh and fresh lakes like Buir, Khukh and Yakhi which are home to most of the migration birds of Mongolia. Conditions are very suitable for raising goats, sheep and horses. |
| 4 | • After breakfast drive to Kherlen Bars and Yakhi Lake  
   • Visit Kherlen Bars and its ruins and Chinggis Khaan memorial  
   • Visit Yakhi Lake for wildlife observation and bird watching  
   • Visit with a nomad family, experience their hospitality and local dishes including drinks and dairy products. Discover how they raise and herd their animals.  
   • If you wish you may try horseback riding | Kherlen Bars has some small-scale ruins and a 3m-high tower from a Fifth century city, once part of the ancient state of Kitan. There are also some balbals (Turkic stones believed to be grave markers) and, predictably, a Chinggis Khaan memorial: a rock called the 'Chinggis Bed' that commemorates his stay here. Kherlen Bars is about 90km West of Choibalsan. Yakhi Lake Area is a preservation area to protect the white antelopes and aquatic birds that migrate through the region. There are 251,388 hectares |
<table>
<thead>
<tr>
<th>Page</th>
<th>Text</th>
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<tbody>
<tr>
<td>72</td>
<td>Overnight accommodation will be with a nomadic family in one of their traditional ger. Including areas near the borders of Choibalsan, Sergelen and Gurvanzagal sums. There are numerous wildlife species including: white antelopes, wolves, marmots and steppe foxes, as well as migratory and sedentary birds. The area is surrounded by a magnificent landscape featuring rocky hills, valleys and mountains. You will visit with a Nomadic family and experience their lifestyle. Most nomadic families in Steppe zone usually have a large herd of sheep, goats and horses, and live a very simple existence. You will be able to visit them, enjoy their hospitality, have some horse riding and try some dairy products.</td>
</tr>
<tr>
<td>5</td>
<td>Early-morning departure for Lake Khukh. Visit the area around the lake including the wall of Chinggis Khan. This is an excellent area for birdwatchers with the possibility of seeing the Northeast Asian cranes. Participate in a nature interpretation program. Overnight in a traditional ger. The lowest point in Mongolia is Khukh Nuur (Blue Lake), a medium-sized freshwater lake at 560m altitude. A visit to the lake is combined with the exploration of the Wall of Chinggis Khaan. Observe migratory birds including waders and shore birds. Mongol Daguur is a reserve to protect the local steppe environment, waterways and wetland flora and fauna, especially migrating and aquatic birds. It is an area for scientific research and bird watching. It was expanded as part of the joint Mongolia-Russia-China Daguur preservation area and is part of an international network of areas for the protection of Northeast Asian cranes. The preservation area covers 103,000 hectares including Chuluunhoroot, Dashbalbar and Gurvanzagal sums. Black, white and other kinds of rare Northeast Asian cranes nest.</td>
</tr>
<tr>
<td>6</td>
<td>Early morning departure: Mongolia/Russian border and then proceed 300 km trip to Chita. Interpretive stops to grassland and hilly landscape ecology with time to visit local attractions. Overnight in Chita Hotel. There are several large lakes in the area of Sosnovo Ozero that provide interesting aquatic interpretation. This small community is also positioned for an attractive lunch stop.</td>
</tr>
<tr>
<td>7</td>
<td>Depart Chita for the city of Ulan-Ude (660 km). The hilly landscape with its numerous lakes has frequent opportunities for the interpretation of various ecosystems. Overnight at Ulan-Ude. This is a short but pleasant 520 km trip through attractive hilly landscape and agricultural area.</td>
</tr>
<tr>
<td>8</td>
<td>After breakfast Morning visit Ulan-Ude especially Ethnographic Museum and Ivolinsky Datsan (the only Buddhist spiritual centre of Russia) before traveling to Lake Baikal. After a visit to Ulan-Ude leave for Irkutsk a Siberian city on tributary of Lake Baikal. en route take afternoon boat ride on Lake Baikal including a short excursion to experience the flora and fauna of the region. Overnight in Irkutsk. Museum includes old homesteads and Buryat wooden yurts that have been relocated to the site along with reconstructed streets representing traditional Buryat homes. Irkutsk is an international airport that receives 1.3 million passengers/year. One-stop service is available, through Vladivostok or Moscow to Frankfurt and Seattle. Services also available to Beijing.</td>
</tr>
<tr>
<td>9</td>
<td>Depart Irkutsk for Ulaanbaatar. Visits, along the route, to communities such as Sukhbaatar and Darkhan. Late afternoon arrival in Ulaanbaatar and immediate transfer of to certified “green” hotel. Local Mongolian cuisine and evening. Terminate the tourism route in Ulaanbaatar provides additional content and dimension to this itinerary particularly because of the wealth of tourism attractions in the city.</td>
</tr>
</tbody>
</table>
Visit to attractions, both in and adjacent to Ulaanbaatar can provide additional dimension to this tourism route.
- Evening: Attend Mongolian National Folk Songs and Dance Ensemble performance
- Dinner at local Mongolian restaurant and overnight at the hotel

Depending on the departure dates and time, it may be preferable to fly out of Ulan-Ude. Both airports have flights to Beijing and other cities in Russia.

 Noon departure for Beijing

Visit to Cashmere Shop en route to airport

Figure 7. Tourism Route 6: Mongolia (Dornod Province) and Southern Siberia/Lake Baikal Ecotourism Adventure
Source: UNDP and ecoplan.net
Obstacles and responses to the tourism route 6

This is a new and untested tourism route in eastern Mongolia. Consequently it is more or less certain that there are several transportation related obstacles that must be overcome before it achieves its full potential by attracting the regional and international markets.

However what are obstacles to some market segments are not necessarily the barriers to a high-quality ecotourism experience. This interesting itinerary therefore can appeal to those operators (and like-minded ecotourists) who are interested in untouched tourism regions. Accommodation is typically in the traditional ger however there are the occasional overnights in a hotel.

Obviously certain levels of quality and environmental responsibility must be in place before the first tourists arrive. There has to be access to informed guides, and particularly bird watching guides, the tourism providers must demonstrate responsible attitudes towards to the natural and cultural environment and the interpretive services must respond to the expectations of the experience ecotourists. This is clearly identified in the obstacles below as have the response to the perceived obstacles.

Table 17. Obstacles to Tourism Route 6

<table>
<thead>
<tr>
<th>Obstacles (O) and Responses (R)</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>(O) Long and varied route between Ulaanbaatar and Choibalsan. Visits to the preserves requires vehicles with four-wheel drives</td>
<td>M</td>
</tr>
<tr>
<td>(R) Experienced drivers and appropriate vehicles well provide a reasonably comfortable ride for the visitor</td>
<td></td>
</tr>
<tr>
<td>(O) A portion of the tourism route takes place outside the limits of the GTR in Russia.</td>
<td>L</td>
</tr>
<tr>
<td>(R) The development of this route could encourage this krai to join the GTR. The addition of a southern Siberia travel experience provides significant content to the overall mix of GTR tourism routes.</td>
<td></td>
</tr>
<tr>
<td>(O) This route has received few tourists and relatively little attention by international tour operators. As a potential tourism package therefore it can be assumed that the infrastructure and hospitality services may not correspond to international standards.</td>
<td>M</td>
</tr>
<tr>
<td>(R) The relative remoteness of the region and the mix of ecological and cultural/historic features along the circuit, including visits to 2 countries, suggest that, once developed, this could be a very popular ecotourism itinerary. This may preclude the necessity to meet certain international standards.</td>
<td></td>
</tr>
<tr>
<td>(O) Despite the mix of ecological and heritage resources there is little or no interpretive facilities nor trained natural and cultural tourism guides.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The responsible Mongolian government authorities can institute a guide training program that will meet the demands of the regional and international ecotourists.</td>
<td></td>
</tr>
<tr>
<td>(O) There has been little documentation of the ecotourism and heritage tourism resources of Dornod Province making it difficult for tour operators to provide an informative and interesting itinerary.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The province should commit to the preparation of a comprehensive tourism route master plan that identifies all interpretive, accommodation: food services and guide services will provide the necessary interpretive materials.</td>
<td></td>
</tr>
<tr>
<td>(O) Inconveniences caused by the visa restrictions of entering Russia</td>
<td>H</td>
</tr>
<tr>
<td>(R) Because of the economic impact of this tourism route a VoA (visa on arrival) program can be offered with an invitation letter coming from the tour operator.</td>
<td></td>
</tr>
<tr>
<td>(O) While Lake Baikal is one of the more important ecological resources of Russia; there is inadequate interpretive infrastructure, visitor services and programs to support the diverse interpretive potential.</td>
<td>H</td>
</tr>
<tr>
<td>(R) The Krai government authorities should undertake an interpretive programming master plan to identify the themes and messages as well as the interpretation mechanisms to be used.</td>
<td></td>
</tr>
<tr>
<td>(O) As a designated tourism itinerary that is meant to appeal to a more environmental conscious client, it is important that all components of the tourism route supply chain demonstrate social and environmental responsibility. This may not be the current practice amongst the tourism suppliers, Particularly those in the cities where the visitor will overnight (Choibalsan, Chita, Ulan-Ude, etc). Much of the accommodation, on this route, as in traditional ger. Therefore there should be a special effort to make sure that the complete operation meets the highest environmental standards</td>
<td>H</td>
</tr>
<tr>
<td>(R) An assessment of all accommodation and food service providers should be made to ensure that they comply with basic green management practices. Dornod province and the</td>
<td></td>
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</tbody>
</table>
adjacent Russian Krai should develop and a program to ensure that the tourism suppliers can be certified based on predetermined standards.

(O) The lack of a recognized “green” certification or sustainable tourism certification program may preclude an immediate rating of the various accommodation, transportation and attraction services in of the province.

(R) Following a review the available accommodation, particularly in Choibalsan, Chita, Ulan-Ude and Ulaanbaatar it will be possible to establish the standards and grading procedures to set up a recognized Eco-certification Program

Tourism Route 7: The Tea Road

There has been a significant amount of research on the resources associated with the Tea Road. While this consultant has not had the opportunity to investigate the features of this tourism route, it is possible to build on the work of Gereltuv Dashdooroov.

The proposed itinerary has been modified according to the requirements of the ecotourism market. Yet it fundamentally follows the same alignment. Starting in Hohhot the itinerary heads north to Ulaanbaatar and terminates in Ulan-Ude. In some cases it overlaps with tourism route 5.

Table 18. Tourism Route 7

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Morning arrival in Hohhot (from Beijing) and transfer to hotel</td>
<td>Day 1. Because of the mix of tourist attractions in Hohhot, and particularly the spectacular Inner Mongolia museum, it is worth spending a complete day in the city.</td>
</tr>
<tr>
<td></td>
<td>Lunch and traditional Mongolian restaurant</td>
<td>En route travel through the attractive Xilingol Grassland.</td>
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<tr>
<td></td>
<td>Afternoon Visit to Inner Mongolian Museum</td>
<td>Border crossing can take upwards of three hours.</td>
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<tr>
<td></td>
<td>Evening of Mongolian entertainment</td>
<td>Hamriin Hiid was one of the largest and most important monastic centers of the 19th century in Mongolia. The place is now reconstructed and is a popular spiritual place for Mongolians.</td>
</tr>
<tr>
<td>2</td>
<td>After breakfast visit the Dazhao Temple and the Zhaojun Tomb before leaving for Erenhot</td>
<td>The reserve offers a diverse ecosystem in a comparatively small area including high mountains, steppes, rivers, lakes and wetlands are well-kept in its original condition.</td>
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<tr>
<td></td>
<td>Visit Dinosaur Fossil Exhibition and Site of Excavation</td>
<td></td>
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<tr>
<td></td>
<td>Overnight in a local certified “green hotel”</td>
<td></td>
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<tr>
<td>3</td>
<td>Morning departure for China/Mongolia border crossing</td>
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<tr>
<td></td>
<td>After entering Mongolia begin over 300 km overland journey into Hamriin Hiid.</td>
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</tr>
<tr>
<td></td>
<td>Arrive at old monastery site late in the evening in time for dinner.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Overnight in a ger</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Spend the day in Hamriin Hiid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visit Hamriin Hiid monastery and caves of meditation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visit Gobi area that offers visitors sand dunes and fossil dinosaur skeletons and trees</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Overnight in a ger</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Gun-Galuut Nature Reserve</td>
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<tr>
<td></td>
<td>Early morning departure for drive north along the trans-Mongolian railway and then to the Gun-Galuut, a nature reserve near the Khenti Mountains</td>
<td>There are numerous monuments, monasteries and a national park within an easy drive from the capital. Natural Resource Museum provides an understanding of the landscape,</td>
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<td></td>
<td>Horseback riding, fishing and hiking in the area</td>
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<tr>
<td></td>
<td>Dinner: Mongolia’s famed mutton barbeque</td>
<td></td>
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<tr>
<td></td>
<td>Overnight in a ger</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Morning departure from the reserve in the direction of Ulaanbaatar</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visit Chinggis Khan Equestrian statue at Chonjin Boldog</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transfer of to certified “green” hotel and late afternoon shopping in Ulaanbaatar</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Visit to local attractions both in and adjacent to Ulaanbaatar to provide additional dimension to this tourism route.</td>
<td></td>
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<tr>
<td></td>
<td>visit to Cashmere factory</td>
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<tr>
<td></td>
<td>Evening: Attend Mongolian National Folk Songs and</td>
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</tbody>
</table>
Dance Ensemble performance
- Dinner at local Mongolian restaurant and overnight at the hotel

ecosystems and culture associated with the Tea Road

<p>| | |</p>
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</thead>
</table>
| 8 | • Depart for Ulan-Ude  
• Visit to Lake Baikal  
• After hotel transfer visit Ethnographic Museum  
• Overnight in Ulan-Ude | This is a short but pleasant 520 km trip through attractive hilly landscape and agricultural area |

| 9 | • Return air flight to Beijing from either Ulan-Ude or Irkutsk |


Figure 8. Tourism Route 7: Tea Road: Hohhot to Ulaanbaatar to Lake Baikal
Source: UNDP and ecoplan.net
Obstacles and responses to the tourism route 7. This is a new and untested tourism route. Consequently it can be certain that there are several obstacles that must be overcome before it achieves its full potential by attracting the regional and international markets.

However what are obstacles to some market segments are not necessarily the barriers to a high-quality ecotourism experience. This interesting itinerary therefore can appeal to those operators (and like-minded ecotourists) who are interested in you and untouched tourism regions.

Obviously certain levels of quality and environmental responsibility must be in place before the first ecotourists arrive. There has to be access to informed guides, the tourism providers must be reasonably responsible to the environment and the interpretive services must respond to the expectations of the ecotourists. This is been clearly identified in the identified obstacles below as have the response to the perceived obstacles.

<table>
<thead>
<tr>
<th>Table 19. Obstacles to Tourism Route 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Obstacles (O) and Responses (R)</td>
</tr>
<tr>
<td>(O) A significant portion of the tourism route in Mongolia takes place outside the limits of the GTR</td>
</tr>
<tr>
<td>(R) The development of the route could encourage this other Mongolian aimags to join the GTR. The addition of the Tea Road itinerary ecotourism experience provides significant content to the overall mix of GTR tourism routes</td>
</tr>
<tr>
<td>(O) Despite a significant level of research on the area, this route has received very little attention from the tour operators as a potential tourism package therefore it can be assumed that the infrastructure and hospitality services may not correspond to international standards</td>
</tr>
<tr>
<td>(O) Despite the mix of ecological and heritage resources there is little or no interpretive facilities nor trained ecotourism guides.</td>
</tr>
<tr>
<td>(R) The responsible government authorities in Inner Mongolia and Montoya can institute a joint cooperative guide training program that will meet the demands of the ecotourists.</td>
</tr>
<tr>
<td>(O) Other than the history associated with the Tea Road, there has been little documentation of the ecotourism and heritage tourism resources of the travel corridor making it difficult for tour operators to provide an informative and interesting itinerary.</td>
</tr>
<tr>
<td>(R) The preparation of a comprehensive tourism route master plan that identifies all interpretive, accommodation, food services and guide services will provide the necessary interpretive materials.</td>
</tr>
<tr>
<td>(O) Inconveniences caused by the visa restrictions of entering Mongolia</td>
</tr>
<tr>
<td>(R) Because of the economic impact of this tourism route a VoA (visa on arrival) program can be offered with an invitation letter coming from the tour operator.</td>
</tr>
<tr>
<td>(O) While Lake Baikal, at the end of the itinerary, is one of the more important ecological resources of Russia: there is inadequate interpretive infrastructure, visitor services and programs to justify the diverse interpretive potential.</td>
</tr>
<tr>
<td>(R) The government authorities should undertake an interpretive programming master plan to identify the themes and messages as well as the interpretation mechanisms to be used.</td>
</tr>
<tr>
<td>(O) As a designated ecotourism and cultural heritage itinerary, it is important that all components of the tourism route supply chain demonstrate social and environmental responsibility. This may not be the current practice amongst the tourism suppliers, Particularly those in the cities where the visitor will overnight (Hohhot, Ulaanbaatar, Ulan-Ude, etc).</td>
</tr>
<tr>
<td>(R) An assessment of all accommodation and food service providers should be made to ensure that they comply with basic green management practices. Mongolia and Inner Mongolia should develop a program to ensure that the tourism suppliers can be certified based on predetermined standards.</td>
</tr>
<tr>
<td>(O) The lack of a recognized “green” certification or sustainable tourism certification program may preclude an immediate rating of the various accommodation, transportation and attraction services.</td>
</tr>
</tbody>
</table>
Tourism Route 8: Shenyang to Dalian to Incheon to Donghae to Vladivostok to Hunchun/Yanjji

This route, which will connect southern China with ROK presents the possibilities of moving visitors from, say Beijing, to the East Coast of ROK with the option of crossing the country and boarding the Eastern Dream Ferry for a cruise back to Vladivostok and onward to Hunchun/Yanjji.

The market for this itinerary has yet to be developed however with increased travel between China and the ROK, this would seem to have a longer-term of potential.

Greater study will be required to determine both the attractions between Shenyang and the port of Dalian, as well as between Incheon and the East Coast of ROK, and in particular Gangwon Province.

Figure 9. Tourism Route 8: Liaoning Province Ferry – ROK – Ferry to Vladivostok – Hunchun (Yanjji) Land and Cruise Leisure Tourism Route (10 days)

Including the capital city of Seoul in the itinerary also provides a significant level of urban attractions and shopping possibilities. It is also anticipated that this circuit would include stopping at the demilitarized zone (DMZ)

- **Day 1**: Shenyang to port of Dalian, ferry to Incheon
• Day 2: Arrive Incheon, drive overland to Seoul
• Day 3: City tour and shopping in Seoul
• Day 4: Travel from Seoul to DMZ
• Day 5: Travel DMZ to Donghae
• Day 6: Day/overnight at a coastal resort
• Day 7: Board Eastern Dream for Vladivostok
• Day 8: Overland travel from Vladivostok to Hunchun
• Day 9: Visit to Rajin, DPRK
• Day 10: Hunchun to Yanji Airport

There are relatively few obstacles to this itinerary.

7.3 Long-term Tourism Route Development

Tourism Route 9: Ulaanbaatar to Sakaiminato to connect with Choibalsan-Arzan-Changchun-Changbai/Baekdu Mountain-Hunchun-Rajin-Vladivostok-Sokcho/Donghae-Sakaiminato:

This route has substantial potential as it connects all the countries of the GTR. It will require further research. Because of its length and the level of commitment required by the tourist (15-20 days) the route will necessitate:

- Tourism route core door development plan (2013-2016)
- Infrastructure upgrades (accommodation, roads and trails)
- Location of interpretive panels and other information and direction indicators
- Hiking and horseback riding trails

Fortunately an Important section of the tourism route is already known. The section from Changchun to Hunchun and then on to Vladivostok, ROK and Japan has been studied. However it is the significant distance (approximately 1400km) from Choibalsan to Changchun that is unknown in terms of available accommodation, visitor attractions, interpretive potential, etc.

As well, it will take several years of promotion of the GTR to position this major endeavor in the marketplace. And while there is a niche market for such an interesting and extensive route, it must be positioned and sold accordingly.

7.4 Tourism Route Development Conclusion

The above tourism routes provide an exceptional economic development opportunity for the GTR. They cover all areas of the GTR from the Eastern provinces of Mongolia, to Northeast China, to the far east of Russia and the coastlines of ROK and Japan.

Furthermore each one has the ability to be extended into either longer itineraries or to include diverse options for different market segments.

As well, it is important to consider that all jurisdictions through which these routes travel have demonstrated substantial interest in supporting the tourism route within their area.

There are other itineraries that could be developed. However because the conditions are not acceptable or the adequate infrastructure is not in place they have not been addressed at this time. Briefly however they could include:
A tour itinerary that includes 2 days in Changchun, 2 days in Hunchun followed by 2 days in DPRK.

Additional itineraries along the East Coast of ROK. However because of lack of information that have not been proposed at this time.

A tourism route and itinerary that includes Hunchun and the bordering areas of both ROK and Russia (Khasan). This could be developed within the context of the proposed “tourism free zone” covering the area within the three countries.

It will be possible in the final report to include further descriptions of these potential tourism routes and itineraries as well as others that may be proposed.
8. ENSURING A SUSTAINABLE TOURISM PRODUCT

The lack of sustainable tourism practices and procedures across the GTR tourism supply chain can eventually undermine the development of marketable tourism routes. In other words if the proposed tour itineraries have all of the essential or components including accommodation, food services, transportation, etc. yet they are not delivered in a way that is environmentally responsible then if not in the short term, it will eventually be rejected by both the regional and international travel market.

As mentioned, the inclusion of sustainable tourism practices into all components of the tourism supply chain has become one of the most important trends within the travel industry. It is also considered one of the most significant factors that shape both the quality of the tourism product as well as ensure visitor satisfaction.

Since GTI wishes to actively develop and promote ecotourism products and experiences it is essential that all components of the tourism route supply chain are environmentally responsible. It is not ethical to promote a product under an “ecotourism” label if any part of the tourism route is not acting in a manner that protects the environment, contributes to the health and welfare of employees and supports community development.

8.1 Establishing environmentally responsible criteria and standards

It is not the intent of this report to identify all of the activities and procedures associated with sustainable tourism but it is important to note that each tourism supplier must consider the following:

I. Prepare and display an environmental policy

This activity is typically one of the first steps towards environmental responsibility. As the tourism routes develop and are presented in the marketplace every component of the supply chain will require an environmental policy. The various provincial and national governments must work at the local level with each of the tourism suppliers to ensure that they have a basic environmental policy. Ideally, each operation should have one individual who is responsible for identifying and introducing sustainable tourism practices into the business.

II. Energy conservation

Each operation, and in particular the accommodation sector must demonstrate, through the use of alternative energy technologies that they are ensuring the maximum conservation of energy. They should demonstrate a concerted effort to reduce CO2 emissions. Each operation must demonstrate the preparation of an audit and prove that they are continually reducing their energy requirements.

III. Water conservation

While water is not a difficult commodity to secure throughout much of the region, all operators must demonstrate a concerted effort to conserve and where possible recycle water from their ongoing operations. All businesses must demonstrate the preparation of an audit and prove that they are continually reducing their water requirements by introducing water saving devices and educating staff on water saving activities.

IV. Waste management

Each operation should be able to demonstrate how they are auditing and reducing waste as well as recycling metal, glass and paper. An accommodation supplier, for instance, should be able to present a waste management policy and guidelines undamaged and how they are respecting the proposed guidelines.

V. Establish Local hiring and purchasing policies

All the tourism suppliers associated with the tourism routes must demonstrate that they purchase their products (furniture, food, supplies, etc.) locally when available. Furthermore they must demonstrate that a significant portion of their staff originates from the community or the surrounding region. They should be able to demonstrate to their clients that they are adhering to a purchasing policy that encourages local small businesses, supports environmentally responsible products (e.g. organic foods) and encourages local employment.

VI. Fair wage practices and responsible working conditions
Tourism operators associated with the proposed tourism routes must be able to demonstrate that they pay all staff a “living wage” and assure that employees work within a safe and comfortable environment.

VII. Green marketing techniques

To the extent possible a significant portion of the marketing budget must be targeted to the social and environmentally responsible markets. The website should include a description of all “green” activities that are used by the tourism service provider. Also, electronic marketing must be favored over the printing of pamphlets and brochures. However when necessary, collateral material should be printed in recycled paper. When possible, travel to trade shows should be done on railways.

VIII. Contribution to local community organizations and associations

All the tourism service providers should establish communication and collaboration with local community organizations responsible for environmental protection, literacy, cultural heritage protection, etc. A percentage of the company profits must be directed to the financial support of these organizations. As well employees must be given the time off to work with community-based organizations.

IX. Management and staff training

Company owners must ensure that their staff and management receive continuous training. Managers must provide regular access, for staff, for training programs both within the operations as well as externally. Training should include: “green” management activities and procedures, second language instruction, improved hospitality services, skills to improve advancement within the industry, etc.

X. Reduction of toxic and hazardous chemicals

Most tourism service providers use a variety of toxic substances which contribute to employee illnesses and overall environmental pollution. Environmentally responsible operations must minimize all toxic substances including cleaners, herbicides and pesticides, fungicides, paints and finishes. Furthermore there must be a reduction in furniture and fixtures that release “volatile organic compounds” (VOC). Resins and glues found in furniture, wall coverings and carpets “off gas” chemicals that are neurotoxins and are considered carcinogens and should be eliminated.

XI. Integrating inclusiveness into the tourism services along the tourism routes

Tour operations must ensure that their services are available to those with limited abilities whether visual, physical or auditory. For instance all hotels that are used on the proposed tourism routes should have at least one room out of 25 that is completely fitted for those who are physically challenged.

8.2 Establishing a environmentally responsible or sustainable tourism certification program

Initially it may not be easy to ensure that all of the various components to the supply chain within the tourism routes can be considered environmentally responsible. Many operators are unfamiliar with the criteria and standards that are associated with sustainable tourism.

Fortunately each member nations has a basic grading or rating systems, particularly for hotels. However none of these grading programs include environmental responsibility or universal accessibility standards.

To ensure that all of the components of the tourism route adhere to the concept of environmental responsibility, it will be necessary to establish a specific GTR Certification Program based on predetermined sustainable tourism and universal accessibility standards. The GTI Secretariat would work closely with all the tourism service providers within the proposed tourism routes to:

- Assess their current level of application of sustainable tourism practices
- Identify their capacity to integrate environmentally responsible standards into the delivery of their tourism service
- Prepare a list of all environmentally responsible tourism and universal accessibility standards
- Prepare a technical manual for all service providers to instruct them on how to implement the required sustainable tourism standards. This may also include the delivery of workshops within the tourism route corridor and to demonstrate the rationale and implementation techniques associated with each standard.

- Define the certification process that will enable each of the tourism providers to achieve the desired level recognition. This will also include the selection of auditors and ensuring they have the proper knowledge to conduct an assessment of each tourism provider.

This certification program could be established and initially managed by the GTI Secretariat with the longer-term vision of turning it over to the different provincial tourism administrations.
9. GTR TOURISM VISA RECOMMENDATIONS

Proposing new visa application and distribution standards is a challenging task. Changes to visa requirements between any of the countries in the GTR require senior level government approval, and only after long-term bilateral negotiations between interested parties.

However the timing is very appropriate to launch a program or at least a process that will remove many of the current obstacles and formalities to cross-border travel and in particular along cross-border tourism routes.

It seems that these restrictions are gradually being reduced on almost a continuing basis across many destination regions in the world. The recent flurry of the liberalization of these is between countries is possibly a result of this year’s efforts by the G-20 nations (including Russia and China) to seriously look at improvement of border formalities.

"Visa facilitation is central to stimulating economic growth and job creation through tourism. The G20 can have a particularly important role to play in this respect" according to preliminary research by UNWTO and the World Travel and Tourism Council.

Recent changes to visa requirements. Several countries within or associated with the GTR have made changes to their visa policies within the past year. For instance Taiwan, Vietnam and Japan have improved the visa application process for Chinese tourists. In the case of Japan, these restrictions, for Chinese, were reduced to encourage travel to the area affected by the tsunami. It appears that these more liberal standards are still in place.

China has also moved to enable travelers transiting through Shanghai and Beijing to have 72 hour visas. These new regulations will be available at all international airports in China.

The economic costs of visa restrictions. Preliminary findings from the World Tourism and Travel Council (April, 2012) show that of the 656 million international tourists who visited G20 countries in 2011, 110 million needed a visa, while millions more were deterred from traveling by the cost, waiting time and difficulty of obtaining a visa. It is not known what countries lost tourism revenues because of their various restrictions but the research clearly demonstrates that revenues and jobs are lost when visa requirements are demanding.

Facilitating visas for these tourists, many from some of the world’s fastest growing source markets such as China and Russia could create over 5 million additional jobs in the G20 economies by 2015 and generate an additional USD 206 billion in international tourism receipts. It is difficult to assess what portion of these gains could be available to Russia and China but given the size of their current and potential tourism industry, if it is just 10% then that represents 500,000 new jobs and more than USD 20 billion in additional revenue to these two countries by 2015.

In spite of the great strides made in recent decades to facilitate tourist travel between nations, there are still important areas that must be considered including:

- Maximize the use of information and communication technologies in improving visa procedures
- Improve the delivery of information
- Facilitate current processes to obtain visas,
- Differentiated treatment to facilitate tourist travel,
- Institute an eVisa program and
- Establishing regional, such as across the GTR, agreements for visa facilitation.
- Harmonize the visa application process for all GTR member countries

The need for a Harmonized GTR Visa Policy. The various actions identified above are all important considerations for improving tourism flow between nations. However before any real progress can be made it is useful for the GTR to consider developing its own Regional-based visa policy.

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36 e-Turbo News, July 22, 2012
According to the International Organization for Migration there are 3 main approaches to developing a regional visa policy, each with its own advantages and disadvantages to the 4 nations in the GTR. Collectively the various member nations must decide between universality, reciprocity, and practicality on the approach that is best for them and what can be acceptable within the regional context. The approaches are as follows:

- The **Universality Approach** would require every foreign national visiting any of the countries within the GTR to obtain a visa for entry. Universality has the virtues of simplicity and equality. However, it can be complex to administer and expensive to operate, unless completely ‘cost recovery’.

  This approach is the most effective at discouraging both inbound travel as well as travel within the GTR. It is especially destructive if it discourages travel from major sources of business and tourism. Australia adopted this approach over a decade ago and uses travel agents and technology to overcome these drawbacks.

- The **Reciprocity Approach** requires visas for the citizens of those countries that require visas of their citizens. Reciprocity appears logical and fair but may not always be practical. For example, reciprocity may lead to a visa exemption for a country whose citizens cause significant immigration enforcement problems, while requiring visas for another country whose citizens are important to tourism and cause no problems. Reciprocity will cause a country to respond to another country’s imposition of a visa requirement with a reciprocal imposition, but this may not serve the member country or the GTR economic interests.

- The **Practicality Approach** may be based on considerations of geography, volumes of travellers, experience with violations, and tourism or business needs, or any combination of these. Many nations adopt a pragmatic approach, based on a combination of factors, including geography, history, economics, foreign relationships, and immigration violations. Many of these factors come into play, for example, in the relationship within the Southern African Development Community (SADC), as well as among members of the Economic Community of West African States (ECOWAS).

  Consequently within these groupings, which are not dissimilar to the structure of the GTR, each country exempts the other’s citizens from most temporary visa requirements. Many nations maintain and analyze statistics to determine immigration violators, by nationality.

This latter practicality approach may eventually be the most relevant to the GTR when a level of collaboration is reached where all intra-regional travel requires only a valid passport. In the meantime a new and popular form of improving cross-border travel and reducing visa restrictions could be the use our introduction of the “visa on arrival” (VoA) concept. India for instance launched this program at the beginning of the year and is seeing a 15% growth in tourism arrivals37 from those countries identified for the VoA program.

The program is relatively simple to manage and can be applicable to all areas (provinces, prefectures, krai) within the GTR. Travelers arriving as individuals or in groups that any border crossing would simply show a letter from a tourism operation and upon presentation of a valid passport would receive the entry visa.

**Recommendation.** It is proposed that the members of the GTI Consultative Commission identify the necessary political and legislative steps required to institute a “visa on arrival” program between all nations in the GTR, by 2015.

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37 TravelDaily News, July 29, 2012
10. THE FAMILIARIZATION (FAM) TRIP

The familiarization (FAM) trip will be the first major initiative to launch and promote the cross border tourism routes in the GTR. The purpose of the FAM will be to present the GTR resources and potential itineraries and packages to the travel trade and media.

Two zones or areas within the GTR are proposed for the FAM trip:

- A Jilin Province to Vladivostok and Gangwon province to Tottori/Niigata Prefecture program including the ‘Eastern Dream’ Ferry cruise and tour
- A combined Inner Mongolia and Mongolia Grassland, Dornod Province, southern Siberia heritage tour

10.1 FAM trip participants

Approximately 16 to 17 people will be involved in each of the FAM trips. The overall mix could include:

A. ‘Eastern Dream’ Ferry Cruise FAM

➢ Regional and international travel trade/media participants

- Chinese tour operators and travel agents: 3 participants
- Japanese tour operators and/or travel agent: 1 participant
- ROK tour operators and travel agents: 2 participants
- Russian tour operators and travel agent: 1 participant
- Chinese media: 2 participants
- ROK media: 1 participant
- Japanese media: 1 participant
- International tour operators and travel agents: 2 participants

➢ Provincial administration officials

- Jilin Provincial Tourism Administration: 2 participants
- Gangwon Province Tourism Administration: 1 participant
- Tottori/Niigata Prefecture Government (Tourism): 1 participant

B. Inner Mongolia, Southern Russia and Mongolia Grasslands FAM

➢ Regional and international travel trade/media participants

- Chinese tour operators and travel agents: 3 participants
- Japanese tour operators and travel agents: 1 participant
- ROK tour operators and travel agents: 2 participants
- Russian tour operators and travel agent: 1 participant
- Chinese media: 2 participants
- ROK media: 1 participant
- Japanese media: 1 participant
• International tour operators and travel agents: 2 participants

➤ Provincial administration officials

• Inner Mongolia Tourism Administration: 2 participants

• Mongolia Ministry of Nature, Environment and Tourism: 2 participants

The FAM will also include the participation of at least one representative from the GTI Secretariat, 1 multi-lingual (Chinese, Russian, Korean, English) translator and the consultant, James MacGregor.

10.2 FAM Trip Operational Criteria

The participants on the FAM trip are taking the time from their agency or operations to discover a new potential tourism product. However they want to gather the maximum amount of information in the minimum time. Therefore the FAM trip must have a relatively short timeframe while still ensuring the transfer of adequate information and encourage future sales of the itinerary.

The criteria for a successful FAM trip include:

- Advanced research and planning
- A mix of tour operators, travel agents and media
- A detailed, efficient but flexible itinerary
- A spirit of enjoyment

A FAM should be enjoyable for all participants. If they have a good time, it will show in a positive response to the itinerary and an interest in promoting it to their clients. A successful FAM will also generate substantial exposure in the marketplace.

I. Research and Planning

- Define what we want to promote: build on a central theme (can be general like ‘river ecotourism or ‘cruise’, or specific like ‘discover nomad lifestyle’

- A FAM is based on context and content: the itinerary content must support the theme; make it unique and include direct experience for the participants

- Define tour operator/travel agent and journalists’ interests and offer options: GTI use this activity to reinforce the theme of the routes

- Hosted and self-guided: most of the trip will be hosted on an hour by hour basis but time will be made available for the participants to discover the region for themselves

- The select journalists will have access to target publications: newspapers, magazines, online publications: international, national, metropolitan, local, consumer, travel trade magazines

- Tour operator, travel agent, journalistic mix: staff, tour planners, and freelancers (non-competing freelancers), male and female, mix of personalities (product development managers, marketing staff, etc.

- Expect cancellations: this is to be expected so we must have a backup list

II. Schedule

- Provide as much advanced notice as possible: media people may be booked one or two months in advance

- Provide a draft itinerary: allow potential participants to make an informed choice on whether the trip is right for them and their clients readership and give participants the opportunity to research the region and the tourism route corridor

- Ensure all proposed FAM trip events are deliverable: we cannot include attractions and activities that may not be available
- **Facilitate visas/permits etc.:** the GTI Secretariat and consultant must work together to facilitate visas from various countries.

### III. Tourism Routes and Itineraries

The participants will be provided with the following:

- GTI contact details including after hours
- Websites for research, weather, accommodation, etc.
- Specific descriptions for all major activities
- Guidelines for dress code

- **Only include authentic experiences** – that the tour operators client can undertake

- **Detail all expenses** that are included and indicate those expenses that the participants are expected to pay

- **Not too tightly scheduled:** the itinerary must ensure certain flexibility to meet the interests of different operators, agents and media. The participants also need time to take notes, photos, talk to residents, meet with local tourism providers to assess the components of the supply chain

- **Allow for maximum flexibility:** for tour operators, media and as well for tourism service providers who may want to meet with agents and operators

  - Tailor group FAM to individual needs by including options e.g. choice between morning hike, spa treatment or museum visit
  - Those interested in photography will want to take sunset or sunrise photographs or early morning bird watching.
  - Adjust dinner time if everyone is tired or wish for more free time

- **Include adequate free time for all participants:** this is the single most important factor that is frequently overlooked by FAM trip organizers

  - 1-2 hours should be made available before dinner: operators and media will need to write notes, download photos, use social media, check emails, file copy, contact office, etc.
  - At least one half-day, preferably at end, is required to follow up with provincial tourism staff, local operators, etc.

### IV. FAM trip host responsibilities for transportation

- Include airport/airline taxes

- Request upgrades and lounge access, where possible, especially on long haul flights

- Meet and greet where possible or make transfer arrangements or

- Provide tickets and detailed instructions

### V. Accommodation

- Use new, interesting, and environmentally friendly properties (preferably ‘green’ certified) and when available unique accommodations such as the ger must also be included.

- Offer hotel inspections on request only

- Early check-in after long-haul flights

- When in the cities select a central location so the participants can go for an evening walk

- Spread accommodation over several interesting types and categories
- Single rooms are critical but if only shared accommodation is available (e.g. a cabin on the ferry) we must warn FAM participants

- Ensure as much free internet access as possible: travel agents, tour operators and media must be constantly connected to their offices

VI. Meals
- Include breakfast with accommodation
- One multi-course meal a day, preferably in the evening
- No long hosted restaurant lunches, we should not waste valuable time in restaurants at lunchtime when could be visiting sites
- Light lunches preferred, and will even consider a picnic been on the grasslands
- No consecutive late night discussions (or make them optional)

VII. Group Tour Planners and Press Kits
- Provide maps and kits at start of trip, not the end
- Offer to post bulky paper press kits and gifts after the trip
- Use CDs or USBs

VIII. The GTI Initiative responsibility as hosts of the FAM:
- All organization and facilitation
- Ensure not micro manage: many of these participants have been on FAM trips before and can be quite independent
- Let journalists and tour operators follow their interests in any particular part of the tourism route
- Pace the itinerary to the group and be inclusive: don’t pander to one individual
- Follow up with information as requested: the GTI will not have all the information during the FAM
- Deal with problems promptly
- Coordinate or provide all appropriate translation services

IX. Feedback
- Ask the participants for feedback after the FAM
- Determine what worked and what didn’t
- Provide a post FAM Report
- Ensure that participating tourism providers follow up with the participants: we will draft a standard letter to be sent to the media, tour operators and travel agents

X. Editorial or Media Coverage
- Expect journalists to alert the GTI Secretariat as to when and where stories are to appear
- Provide the GTI Secretariat with copy or text, which will then be distributed to the appropriate recipients: e.g., provincial tourism administration officials, relevant tourism service providers, etc.
10.3 Trip Description

The Jilin Province (China) to Tottori/Niigata Prefectures (Japan) FAM program including the ‘Eastern Dream’ Ferry

This itinerary is slightly longer than most typical FAM trip. However for most participants it can be accomplished within one week. Also because the expenditures are mostly associated with the cruise, the overall costs of the FAM will be significantly reduced.

Onboard time can be used by provincial tourism officials to meet with the participants and discuss future business opportunities.

Table 20. The Jilin Province to Tottori/Niigata Prefectures FAM

<table>
<thead>
<tr>
<th>DAY</th>
<th>Activities</th>
<th>Comments</th>
</tr>
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</table>
| 1   | The Beijing airport (BJS) is the point of departure for all participants.  
• 12:00 Departure for Changchun  
• 14:00 Meet/greet at Changchun airport by representatives of the Jilin Provincial Tourism Administration.  
• 15:00 Reception with city officials (mayor) at an appropriate venue preferably within one of the heritage attractions  
• 16:00 City tour including visit to Wenhua Square and South Lake before transfer to hotel  
• 17:30 to 19:00 check-in and free time  
• 19:00 Supper with Jilin tourism officials  
Local tourism suppliers at appropriate venue serving Northern Chinese cuisine. Presentation of documentation, promotional materials and gifts to participants | Most of the group including international participants and Chinese, ROK, Japanese and Russian, participants will depart BJS at noon for Changchun. Others may go directly to Changchun  
This day will highlight all the efforts made by the Jilin Provincial Tourism Administration to promote GTR tourism including the itinerary associated with the FAM |
| 2   |  
• 9:00 departure for Hunchun,  
• 11:00 arrival and reception by city officials and tourism administration, presentation of gifts and promotional materials.  
• 12:00 Transfer to local hotel  
• 13:00 Luncheon reception hosted by Hunchun  
• 14:30 Travel to Dragon and Tiger Observation Tower overlooking DPRK and Russia.  
• 15:30 Return trip to Hunchun with a visit to sand dunes, proposed “tourism free zone”  
• 19:00 supper reception with city officials, tourism administration and local tour operators and accommodation suppliers | Travel by minivan from Changchun to Hunchun. Opportunity is used to present videos and discuss the variety of tourist attractions along the way. |
| 3   |  
• 9:00 departure with ground transportation for Vladivostok  
• 1400 luncheon reception with city officials and Vladivostok tourism administration  
• 16:00 visit to Russky Island and presentation of future development options | Following the border crossing into Russia, the FAM trip will provide a midway lunch between the border and Vladivostok. |
| 4   |  
• 10:00 tour of Vladivostok including Submarine Museum and heritage church  
• 14:00 departure from Vladivostok on ‘Eastern Dream’ to Donghae (22 hours)  
• 16:00 Onboard presentation by ROK Ministry of tourism of the tourism resources in the ROK coastal areas  
• 17:00 Presentation by Gangwon and Donghae tourism officials of the resources and attractions of the province  
• 19 00 Supper and onboard ROK entertainment | If it is necessary to have the participants share cabins this information should be distributed before their arrival.  
The various ROK tourism administration staff can use this cruise time to present the resources and tourism products to the participants.  
DBS cruise ferry company marketing staff will also have the chance to meet with participants to discuss group pricing. |
| 5   |  
• 9:00 arrival at Donghae | At least three onshore excursions |
Combined Inner Mongolia and Mongolia’s eastern provinces Ecotourism and Cultural Heritage FAM Trip

This 6 day FAM trip itinerary has been designed to demonstrate portions of 3 different tours. It includes travel to two capitals, Hohhot in Inner Mongolia and Ulaanbaatar in Mongolia. Consequently frequent flights will be required including air travel from Beijing to Hohhot, Hohhot to Manzhouli and back to Hohhot and on the same day to Ulaanbaatar and 4 days later, flying back to Beijing.

As a result domestic, regional and international participants will experience a comprehensive introduction to both the grasslands as well as traditional Mongolian experience.

Table 21. A combined Inner Mongolia and Mongolia’s eastern provinces Ecotourism and Cultural Heritage FAM Trip

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1   | The Beijing airport is the point of departure for all participants.  
- 10:00 Departure for Hohhot  
- 12:00 Meet/greet at Hohhot airport by representatives of the Inner Mongolia Tourism Bureau.  
- 13:30 Reception with Hohhot city officials (mayor) at an appropriate venue preferably within one of the heritage attractions  
- 14:30 City tour and visit to Inner Mongolia Museum  
- 17:30 to 19:00 check-in and free time  
- 19:00 Supper with Hohhot and Inner Mongolia Bureau tourism officials and local tourism suppliers at appropriate venue serving Mongolian cuisine. Presentation of documentation, promotional materials and gifts to participants | Those with a limited time can also fly directly to Manzhouli, from Beijing and meet the group on Day 2. However the purpose of stopping at Hohhot is to meet with officials from the Inner Mongolia Tourism Bureau and visit the spectacular Inner Mongolia Museum. An evening meeting with the Inner Mongolia inbound tour operators will be valuable for those participants seeking ground transportation, guiding and other local services. |
<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
<th>Comments</th>
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| 2   | • 8:00 Departure for Manzhouli  
• 10:30 Meet/greet and reception with Inner Mongolia and Manzhouli officials  
• 11:00 Tour of Manzhouli and 12:00 luncheon  
• 13:00 departure for Chita, Russia (400km)  
• 19:00 Arrival in Chita and reception  
• 20:00 Chita Dinner Reception, Russian entertainment | The purpose of visiting Manzhouli is to explore this grasslands area of Inner Mongolia as well as experience the different landscapes of southern Siberia on the Russian side. This necessitates a 400 km round-trip but spread over two days it is readily achievable. An official from the Inner Mongolia Tourism Bureau and the city of Manzhouli will also accompany the participants. |
| 3   | • 8:00 Departure for Manzhouli  
• 13:00 Luncheon with City Officials  
• 14:30 Visit to Hulun Lake  
• 17:30 Departure for Hohhot  
• 22:00 Departure for Ulaanbaatar  
• 22:30 Arrival and meet/greet | There are several returning flights from Manzhouli to Hohhot in the late afternoon. Since no activities will be planned in Hohhot, before the participants fly to Ulaanbaatar, at 22:00, it will be possible to take flights as late as 20:00. The late evening departure from Hohhot is considered acceptable because of the change of time zones between Inner Mongolia and Mongolia. Consequently participants arrive at 11:20 in Ulaanbaatar. |
| 4   | • 8:30 Breakfast reception with the Ministry of Nature, Environment and Tourism officials  
• 10:00 Leave by minivan for “Terelj” National Park  
• Check-in at tourist camp at “Terelj” National Park  
• 12:30 Lunch  
• 13:00 drive to the “Turtle” rock and temple of meditation or walking tour  
• 14:00 Visit nomadic family to explore the life style of Mongolian nomads,  
• 18:00 Return to camp  
• 20:00 Dinner and overnight in a ger at the camp | The purpose of day 4 and 5 is to provide the participants with maximum exposure to the Mongolia landscape. Because of the higher portion of international tour operators on this FAM, the emphasis will be on demonstrating product that appeals to the ecotourism market including a national park, grasslands ecology and nomad culture. Day 4 will emphasize the natural environment and day 5 will focus on the cultural heritage of Mongolia. |
| 5   | Terelj – Chinggis Khan Statue – XIII Century Complex – Khaan Kherlen Park  
• 8:00 Departure XIII Century Complex  
• 9:00 Arrive at Chinggis Khan Statue Complex, Meet with management of Genco, the owners of the 13th century national Park  
• 11:00 Arrive at the first camp of the XIII Century National Park, spend the afternoon visiting the various camps colluding lunch at the Kings camp.  
• Afternoon departure for Choibalsan with visit to Khalkh Gol  
• 20:00 Reception with local officials and the local tourism providers. Officials will also be invited from Russia including Chita.  
• Overnight at local hotel | A full day will be dedicated on the various ‘camps’ associated with the 13th Century National Park Complex. Late afternoon departure for Choibalsan you to experience several attractions along the road including the war memorials dedicated to the Sino Japanese war (1939) at Khalka Gol. |
| 6   | • 9:00 city tour including visit to local museum  
• 11:00 Return to Ulaanbaatar and transfer to hotel  
• 19:00 Farwell reception including local tourism providers, inbound tour operators and accommodation associations. | The local museum provides a good overview of the natural and heritage attractions of that province. Representatives from the Russian Krai well make a presentation. Departure for Ulaanbaatar in time for farewell reception. |
| 7   | • 11:00 Departure for Beijing | The flight arrives back Beijing at approximately 9:00. For those taking late departure flights to international |
Familiarization trip implementation plan. The implementation of the FAM trip will require 5 distinct phases including:

I. Phase 1: Confirmation of proposed FAM trip itineraries

The consultant will use the tourism forum and workshop to discuss the content of the proposed FAM trip. This will also include discussions on the various levels of responsibility for each component of the trip. Meetings will be held with the tourism administrations for each of the provinces and autonomous regions to discuss both their preferences for participants as well as their contributions (transportation, accommodation, guide services, etc.) within the FAM. While the consultant has a list of potential participants, it is essential that each tourism administration identify those tour operators, travel agents and media that wish to include on the FAM.

II. Phase 2: Contact with proposed participants

The contact list will include approximately 3 times more individuals than will actually take part in the FAM. This will ensure that we achieve the numbers that have been anticipated. Both the consultant as well as tourism administrations will be responsible for contacting the proposed participants. It is important that the latter assume a role in contacting the participants because of their previous relationships, government credibility and potential to establish a longer-term association. This contact will start immediately following the tourism workshop.

III. Phase 3: Confirmation of final participant list and responsibilities

The consultant will work in collaboration with the tourism administrations and GTI to confirm the final list participants. An effort will be made to meet the participant mix that has been proposed.

Once the total numbers of participants are known it will be possible to confirm a final cost as well as distribute those costs amongst the responsible stakeholders including: accommodation providers, transportation companies (ground and airlines), tourism administrations, municipalities and the GTI. Translation services, for the participants, will also be confirmed.

IV. Phase 4: Launch and implementation of the FAM trip

The consultant will be responsible for the overall management of the FAM. However it is critical that there is complete support from the tourism administrations and the tourism service providers. This not only improves the overall management but also strengthens the relationship between the tourism providers and administration agencies for the longer-term implementation and service delivery of the itineraries. The confidence of the tour operator and travel agent, for instance, is greatly enhanced if, during the FAM, a good relationship, and partnership with local officials and service providers is established.

It is also critical, at this stage, that all participants, including tourism administrations, have access to translation services in the four basic languages of the GTR.

V. Phase 5: Follow-up with participants

Frequently overlooked yet critical to a successful FAM trip is the immediate and ongoing follow-up with the participants. Once contact has been made, over the period of the FAM, the participants expect to receive constant information concerning the ongoing development of the tourism routes including information that they can use to fully develop the itinerary or tour package. This information, in general should come from both the tourism administrations as well as tourism service providers however the GTI must also guarantee regular contact.

Furthermore the consultant commits to ensuring that there is adequate follow-up for at least one year after the FAM trip.

Timing of the FAM Trip. It is anticipated that the 2 FAM trips will take place in the last week of April 2013 (ROUTE 1: Eastern Dream itinerary) and beginning of May in Inner Mongolia and Mongolia. This season may be cooler than preferred but it is appropriate for the travel industry, which has relatively more time available for such an activity. Any later and there will be a conflict with the travel industry that will be
preparing for their summer itineraries. Furthermore, the participants are not on a vacation but rather on a working tour so temperature is not a major consideration.
11. TOURISM ROUTE IMPLEMENTATION ACTION PLAN AND MARKETING STRATEGY

An effort has been made to develop tourism routes that can be considered “market ready” within the next 2 years. For the most part, accommodation, highways, food services and attractions are in place to structure an acceptable tourism route and tour itinerary. This is applicable to both the short and intermediate proposed itineraries.

Nevertheless, the description of each of the itineraries also has identified numerous actions that are required to elevate the tourism routes to a world-class offering. This is not unusual. Firstly the proposed tourism routes are relatively new to each of the identified areas within the GTR. As well they have few international travelers and therefore they generally appeal to the domestic market.

The development action plan will take place at the following categories:

- Strategic planning
- Infrastructure and attractions
- Training and capacity building
- Implementation of responsible tourism
- Marketing

11.1 Strategic planning

Although most the proposed itineraries are “shelf or market ready”, there are still components to each itinerary that require further strategic planning and development. Also within the context of each itinerary there are optional tours and extensions that are mentioned yet have not been fully explored or planned. In order to maintain the same level of professionalism and strategic assessment and planning, the GTI, in collaboration with local tourism administrations should embark on several comprehensive tourism planning initiatives. Several routes have been proposed in this document however they all have not been adequately assessed in terms of their resources (attractions), visitor services and tourism itinerary development potential. This is not unusual in such a mandate however once the routes have been identified and validated it is necessary to carry out the proper field reconnaissance within the context of the suggested route structure.

I. Projects that are in need of strategic planning include, but are not limited to the following: Hunchun To Vladivostok Highway

This section of the tourism route, including the Eastern Dream Ferry connection, is important because it is approximately 8 hours road travel and therefore needs to include several interesting stops and attractions to break the monotony of this section. Since much of the road is within Russian territory, there would seem to be ample opportunities for creating interpretive facilities to present the unique resources of Primorsky Krai.

But these resources and locations must be identified and the proper site plans, interpretation facilities and interpretive programs prepared and installed.

It seems that at least two significant roadside interpretation facilities should be established.

There are plans for a proposed Leopard National Park visitor center. When open hit will represent a major attraction along this route. Initial architectural plans suggest that it is a facility that will take at least two hours to visit. However a fixed opening date has not been established. Therefore it is more important to consider the development of appropriately placed interpretive panels and roadside stops and observation areas. This will greatly enhance the overall visitor experience along this route.

II. Changchun/Harbin to Bolshoi Ussuriysky/Heixiazi Island

While the basic attractions and accommodation options in both cities (Changchun and Harbin) are known and identified in this report, the available attractions between the two cities as well as between Harbin and Bolshoi Ussuriysky/Heixiazi Island have not been studied. For the purposes of this mandate, this is not necessary however to properly position these tourism routes as “market ready” it is necessary to identify the
points of interest that exist between the cities and the Island. In both cases the distances will require both a luncheon as well as a rest stop. The latter should include the possibility of interpreting the various ecosystems along the tourism route.

This is particularly important in this itinerary, which focuses on the ecotourism market. Therefore all interesting resources and visitor services along the corridor from Changchun to Harbin and Harbin to Bolshoi Ussuriysky/Heixiazi Island must be identified and included in the final tourism route description. Once complete, the more detailed tourism route can also be distributed to the participants of the FAM trip, in 2013.

**III. Tour options within coastal ROK**

Tour options, within the ROK for passengers on the Eastern Dream, have not been fully explored. Not all passengers from Vladivostok or those from Japan will necessarily want to complete the entire cruise. Therefore the ROK, and in particular the three coastal provinces have an opportunity to promote multi-day packages.

Although some locations have been identified in this document, there has been neither site reconnaissance nor an evaluation of the attractions and accommodation. While the potential of these tour options and tour extensions should be mentioned during the FAM trip, it will require additional research and planning to complete these tourism routes.

**IV. Inner Mongolia/southern Siberia route through to Lake Baikal**

This is certainly one of the most diverse and exciting cross-border tourism trips, appealing to both ecotourists and those interested in soft adventure and cultural heritage. And while it is presented as a comprehensive itinerary there has not been the necessary ground reconnaissance to ensure the validity of the tourism route.

Therefore it is necessary to undertake a comprehensive resource analysis of the natural and cultural features as well as food services, guides and accommodation. At the cultural level it is important to focus on Manzhouli and Chita and ensure an adequate nature resource analysis of Lake Baikal. Particular emphasis should also be placed on identifying scenic and interpretive resources along the route corridor. Fortunately the southern Siberia ecosystem is diverse and can offer multiple interpretive possibilities. Once the resources, attractions and accommodation options have been identified, along the tourism route, a final tour itinerary can be prepared.

**V. Tea Road Tourism Corridor**

The proposed Tea Road ecotourism route was initially developed by Mr. Gereltuv Dashdoorov. The basic information is sufficient but there needs to be more assessment of the accommodation, interpretation, and visitor services.

No site reconnaissance was conducted by the GTI consultant. Therefore a complete review of the Tea Road corridor is required to confirm the availability, contact information and tourism activity potential along the route before it can be fully promoted as a tour itinerary for the regional and international tour operators and travel agents.

**VI. Khentii and Dornod Provinces Interpretive facilities**

This area is probably one of the least developed regions of the GTR and consequently requires strategically placed visitor service facilities, at least along the main highways, particularly between Ulaanbaatar and Choibalsan City. Given the great expanse of the landscape, well-placed stops adjacent to rivers and exceptional viewpoints are important. Also because there are few restaurants in the area, a tour operator would expect to have several locations where they can stop for a picnic. These areas must be identified and the proper facilities put in place.

**11.2 Other Planning Programs:**

**Bolshoi Ussuriysky/Heixiazi Island Ecotourism Master Plan**

This island and surrounding area represent one of the best ecotourism attractions in the GTR and possibly Northeast Asia.

Under most scenarios it would be considered in the short-term category. However lack of planning, particularly focused on ecotourism development, suggests that a comprehensive strategic plan, for the island
(interpretive facilities trails, access to the island, educational programs and possibly accommodation) is required. The planning program involving the participation from both Russian and Chinese stakeholders should include but not be limited to the following:

- Comprehensive biophysical resource analysis
- Ecotourism and soft adventure market assessment
- Ecotourism infrastructure and facilities, program and interpretive plan, biodiversity protection and environmental management
- Site development plans (visitor center, trails, observation areas, points of access, border crossing, etc.)
- Feasibility study including operational costs and revenues, dual nation management structure, co-management agreement,
- Training and marketing plan
- Physical and infrastructure cost estimates
- Implementation strategy and Action plan including roles and responsibilities for implementation.

Ideally the Island Master Plan should be developed by a professional ecotourism planner working in collaboration with an interdisciplinary team including a terrestrial and aquatic biologist, civil engineer ethnobotanist, archaeologist, landscape architect and architect as well as possibly sociologists with an understanding of the needs of local residents within the zone. Other specialists, particularly those specializing in river and sandbar ecology may be required as needed.

Multi-Destination Golden Gateway Feasibility Study and Master Plan

The proposed tri-nation development zone including, China, Russia and DPRK is only a concept at this point. Neither the boundaries nor the product mix have been identified. What seems certain is that the authorities and the private sector are interested in the development of an integrated tourism development that includes the inclusion of the participation of the three nations.

Furthermore this represents a highly progressive and attractive approach to cross-border tourism development. While free trade zones have become increasingly popular amongst nations, the concept of identifying a tourism zone that includes several countries, with ease of movement between each is new and potentially viable in terms of attracting domestic and international tourists.

A general area has been identified for the potential development. However before the development zone or the way is realized there is the requirement for a substantial level of physical, financial and investment planning. At least four phases of development can be identified at this time including:

- Phase 1: Finalize boundaries of the zone and conduct resource analysis.
- Phase 2: Preparation of a feasibility study
- Phase 3: Preparation of a strategic development master plan
- Phase 4: Development of an investment prospectus

It is not the purpose of this mandate to undertake a comprehensive plan of the proposed site however an identification of the planning process can potentially advance the development of this “multi destination Golden Gateway” concept.

The phases are as follows:

I. Phase 1: Identification of the borders of the zone and prepare preliminary resource assessment

It has been proposed by the deputy mayor of Hunchun that the zone will consist of Jingxin County, Fangchuan County of Hunchun, Khasan County of Vladivostok and Rajin Municipality. This is a large,
historically significant and ecologically diverse zone whose final boundaries are yet to be confirmed. A complete review of the area is required to confirm and validate the zone limits, either within those of the above-mentioned counties or beyond. Therefore it will be necessary to conduct and map a preliminary assessment of all of the tourism related resources.

The lead agency will be responsible for assembling a team of professionals including: cartographer (for preparation of base map) aquatic and terrestrial biologist, tourism planner, transportation engineer, community development specialist, anthropologist, and any other expertise that may be required during the resource analysis phase.

II. Phase 2: Preparation of a Feasibility analysis

The proposed development must be financially viable and capable of attracting private and public sector investment. Therefore a feasibility study must be conducted to demonstrate the proposed product mix and level of market demand, potential revenues and operating costs.

A feasibility analysis team includes a tourism market analyst, sustainable tourism planner, transportation engineer, ecologist, sustainable architect and community planner. Under the direction of the tourism planner the planning team will conduct the following activities:

   a) In collaboration with government representatives, conduct a working session to identify a mission statement, goals and objectives

   b) In collaboration with government and private sector stakeholders identify particular tourism development opportunities including: resorts, convention center, golf course, horseracing facility, residential units, recreation facilities, casino,

   c) Prepare a comprehensive market identification and demand analysis

   d) Conduct a community-based assessment of tourism resources and resident skills, particularly those associated with the service sector and tourism

   e) Match the tourism demand with the resources identified in phase 1 and prepare a product opportunity identification

   f) Identify all construction costs associated with each of the selected tourism option

   g) Identify all associated operational costs

   h) Prepare an individual cash flow analysis (based on market projections, operational costs, profit/loss, etc.) for each identified component (e.g. resorts, convention center, etc.) as well as an overall cash flow and feasibility analysis

   i) Identify the level of profitability and return on investment for each of the individual profit centers

   j) Estimate the overall feasibility of the project considering all the individual components

   k) Estimate the social economic impact on the tourists zone and the surrounding area including Hunchun

III. Phase 3: Preparation of an Investment Prospectus

The completion of the feasibility analysis will be followed by the preparation and printing of an investment prospectus which outlines the potential return on investment for individual facilities within the overall development.

This will include but not be limited to facilities such as the resort hotel, casino, conference center, golf course, etc. The investment prospectus will also consider the distribution of the document both within the GTR as well as throughout the member countries.

The document will also identify the participation and support of the individual governments in supporting the development of the “Golden Gateway”.

IV. Phase 4: Preparation of a “Multi-destination Golden Gateway” Tourism Master Plan
The same team that was responsible for the preparation of the feasibility study can also be mobilized to prepare the final overall master plan for the Golden Gateway. The master planning process will involve the following steps:

a) Preparation of a complete base map including location of all relevant features. Identification of the following resources:
   - Geology and hydrology
   - Vegetation and unique flora (river and coastal)
   - Tumen River tourism resources
   - Fauna and opportunities for wildlife viewing
   - Current transportation infrastructure and equipment
   - Communities and community resources
   - Archaeology and historic resources and monuments
   - Existing tourism related facilities

b) Preparation of sustainable architecture and engineering guidelines and identification of opportunities for alternative energy: wind, small hydro, solar exposure, etc. and green management of all facilities.

c) Preparation of overall site development concept including access and circulation, location of major facilities (accommodation, conference center, golf course, etc.), biodiversity protection zones, Tumen River development zone, utilities and alternative energy development, waste management and recycling center

d) Confirmation of the development concept including low-impact facilities and CO2 reduction strategy with private and public sector stakeholders

e) Preparation of final master plan including location of all tourism facilities, transportation routes (roads, trails, river tours, etc.)

f) Preparation of all associated development costs: site preparation, architecture, engineering, environmental protection, etc.

g) Preparation of an implementation plan including: preparation of site and facility construction drawings and specifications, tender documents and call for tenders, construction schedule, etc. Goguryeo Kingdom

The following diagram and outlines the planning procedure that was used to prepare the Pacific Rim National Park Visitor Destination Zone.38

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**Changbai/Baekdu Mountain and Biosphere Reserve Visitor Management Plan**

**The Rationale for Visitor Management**

Changbai/Baekdu Mountain and its associated spiritual, natural and heritage features will continue to attract increasing numbers of visitors each year. As one of the most important tourism attractions in Northeast

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38 Pacific Rim National Park Visitor Destination Zone Master Plan; British Columbia, Canada, ecoplannet Limited, Vancouver, BC, 1998
China, it deserves to be well planned and monitored and all resources must be assured the maximum level of protection.

The mountain attraction currently receives more than 1.5 million tourists annually. Moreover most of these tourists arrive within a very short timeframe: the months of June through to September. This generates an exceptional amount of pollution and stress on the natural environment. Furthermore visitor volumes will continue to grow and may exceed 2 million by 2015. These visitors generate a substantial amount of waste, air pollution and have a severe impact on areas fragile environment.

In order to respond to current and future demands, it is essential for the Changbai/Baekdu Mountain region, including the biosphere reserve to develop a professional Visitor Management Plan (VMP). While there have been several studies that have identified the impact of the visitors (as well as other extractive industries including forestry) there has never been a concerted or strategic management plan to ensure the long-term protection of the biodiversity of the mountains unique resources. A team of park and tourism planners, biologists, foresters, interpretive programmers, and community planners should be brought together for the preparation of the visitor management plan.

A Changbai/Baekdu Mountain Visitor Management Plan will include:

I. Phase 1: Overall planning, development and resource protection goals and objectives
   - The team members would work in collaboration with senior government tourism and environment officials as well as the local communities to define the goals and objectives of the plan.

II. Phase 2: Identification of specific Environmental Impact issues
   - Team Members will assess all related environmental impacts resulting from visitor circulation, waste management, air and water pollution, etc.
   - Review of current regulations protecting the environment

III. Phase 3: A preliminary identification of solutions, alternatives, and responsible agents
   - Based on the identified issues it will be possible for the planners and biologist to propose solutions and recommendations
   - Individual government agencies, NGO’s as well as the private sector will be identified for their role in contributing to implementation of the recommendations
   - Presentation will be made to the local community for their input

   - Once the issues and recommendations have been validated it will be necessary to structure an ongoing visitor management strategy. The strategy will identify the responsible agents, cost estimates, and timeframe for implementing the recommendations.
   - All visitor services, including current upgrading and proposals will be identified. This may include: visitor centers, retail facilities, washrooms, observation decks and towers, interpretive trails, parking, hiking trails, wilderness camping sites,

V. Phase 5: Ongoing monitoring plan and environmental impact assessment guidelines
   - Once the strategy has been established it will be necessary to maintain an ongoing monitoring of the effectiveness of the plan as well as other environmental impact issues that may arise.
   - Environmental impact assessment program and guidelines are prepared to ensure that new development associated with or adjacent to the mountain area will be conducted. The results of the EIA will be considered within the ongoing upgrading of the visitor management plan.

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According to the UNEP, broadly speaking there are four strategic approaches that can be used to reduce the negative impacts of visitors and protected areas:

a) Managing the supply or visitor opportunities: e.g. by increasing the space available or time available to accommodate more use

b) Managing the demand for visitation: e.g. through restriction of length of stay, the total numbers, or the types of use

c) Managing the resource capabilities to handle the use: e.g. through the hardening of sight or specific locations, or developing facilities, and

d) Managing the impact of use: e.g. reducing the negative impact of use by modifying the type of use or dispersing or concentrating use

11.3 Additional requirements

Preparation of sustainable tourism and ecotourism development criteria and standards

The development and positioning of these tourism routes in the ecotourism market requires the individual components of the supply chain to operate within well-defined sustainable tourism principles, criteria and standards. Furthermore one of the most significant trends within the tourism industry and one that will shape its development and operations over the next decade is the integration of “green” management practices and all tourism businesses. Therefore it is critical that each itinerary includes facilities (accommodation, attractions,), visitor services, activities, and programs that are based on a strong foundation of environmentally responsible tourism standards.

For the most part these operational standards do not exist within the identified tourism routes in the GTR. Even tourist accommodation, based on the traditional ger, in Mongolia, was observed as practicing few visitor services that would appeal to the environmentally responsible tourist let alone the committed ecotourists. The urban hotels were no better as there were no observed practices that would be considered environmentally responsible.

This does not suggest that there are not green operations in the GTR but they generally are not available within the proposed tourism routes.

The long-term implications of providing visitor services that are not sustainable will have a negative influence on tourism expansion and perception in the marketplace. Promoting tourism routes as an ecotourism

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39 'Sustainable Development in Protected Areas’ from Chapter 7; Tools for Visitor Management UNEP, Paris, 2002
experience is wise and responsive to current market demands. However this is also an educated and responsible market segment and expects that all parts of the ecotourism supply chain operate in a responsible manner. Failure to offer these standards will result in a negative response and perhaps a rejection in the marketplace.

The integration of these environmentally responsible standards is not excessively demanding. Minor upgrades and support from provincial and national governments can substantially improve the overall level of “Green” operations.

In order to achieve these standards, in the shortest possible, that is between 2013 in 2015, the following activities and programs or proposed.

**Preparation of a Harmonized Quality Assurance and Eco-certification program throughout the GTR**

The preparation of an eco-certification program including quality assurance, environmentally responsible standards and universal accessibility standards can rapidly advance the integration of responsible standards. This will take place initially within the proposed tourism routes and corridor and eventually across the entire GTR.

The opportunity to harmonize these standards across the tourism routes in the member states of the GTR will also strengthen the tourism routes within the tour operator and travel agency community. The travel trade will be assured that the level of standards in, say Vladivostok, are the same as those in Hohhot or Donghae, ROK.

The preparation of a quality assurance eco-certification program involves the following steps:

- Conducting stakeholder meetings with the accommodation, attraction, food services and transportation providers within the tourism route. The purpose of these meetings will be to present the importance of adhering to quality assurance and environmentally responsible standards as well as identifying the obstacles and opportunities for integrating them into the tourism supply chain.

- Based on meetings with the stakeholders it will be possible to prepare a comprehensive set of standards including:

  - *Quality assurance standards*: for the most part, these can be based on the rating standards that are currently in use in the various GTR member states. Where there are differences, the program will seek to harmonize the standards into a common level of quality.

  - *Responsible tourism standards*: these have not been introduced in any of the current rating system within the GTR. Therefore they will be designed to respond to the current condition in the GTR and will focus on such topics energy and water conservation, waste management, fair employment practices, local hiring and local purchasing practices, etc.

  - *Universal accessibility standards*: these will address the basic requirements that will enable those with limited abilities to experience the tourism routes.

**Design of a quality assurance eco-certification program management structure**

The ongoing implementation of the certification program will require the commitment of one agency or organization. Several options should be considered including: the role of the GTI Secretariat and the individual tourism administrations. These options must be evaluated with the cooperation of the appropriate stakeholders.

As well the operational procedures for auditing and certifying the various components within the tourism supply chain must be defined.

*Preparation of a quality assurance eco-certification guidelines manual.* The preparation of a multilingual quality assurance eco-certification guidelines manual is an effective way to ensure a common understanding of the standards and their rationale across the tourism routes and cross-border itineraries in the GTR. Furthermore the manual can assist tourism suppliers to prepare for the certification process.
Delivery of Quality Assurance and Eco-certification Workshops

It can be assumed that most tourism providers, within the tourism route corridors will want to participate in workshops that will improve their service delivery and ‘green’ management skills. In order to prepare them as potential certified candidates it is important to provide adequate information transfer and training sessions to reinforce their understanding of the certification standards and the implications of their implementation.

A workshop session that brings together the accommodations, transportation and attraction sector can greatly enhance the implementation of the standards. The location of these workshops has yet to be decided however at least 3 workshops, depending on the length of the tourism route, should be offered within each route corridor. For instance within the Route 1 corridor, workshops would be offered in Changchun, Hunchun and Vladivostok.

11.4 Tourism Capacity Building

The successful development of the cross-border tourism routes will potentially generate thousands of jobs once it the route network fully operational. Many of the jobs will be in the rural areas which to date have had little experience with the tourism industry. However even the major cities that serve as gateways and staging areas for the tourism routes also require extensive hospitality and operations training.

Furthermore this cross-border tourism strategic plan introduces new concepts in product development, green management, guide and interpretation services, site planning and visitor management.

Therefore capacity building is required at a number levels including:

- Public sector responsible for tourism
- Private sector and in particular tour operators
- Communities and community representatives
- GTI secretary and

The following training plan has not been developed on a classic or scientific training needs assessment (TNA). There has been nor overall identification of existing training facilities nor a concerted tourism skills evaluation. No tourism training facilities were visited to assess their capacity and tourism programs.

Instead the proposed training programs a result of professional observation, knowledge of tourism needs in other regions and the expressed interest of various tourism operators, tourism administrations and tourism practitioners.

GTR Training Structure and Programs

The identified programs are proposed within an assessment of the overall tourism development needs and opportunities of the GTR cross border tourism routes.

Discussions with provincial administrations determined the availability of existing tourism training programs, particularly at local tourism training and education institutions. It seems that most basic hospitality skills such as food and beverage, reception, restaurant services and housekeeping are available.

However there does not seem to be any programs for tourism facility and site planning, green management, tour product development, visitor management, regional and international marketing, and interpretive guide training and interpretive program development. All of these are essential requirements for the planning, management and marketing of cross-border tourism routes and the associated site developments along the routes.

Training as a development tool

The role of training as a vehicle for further product development should also be considered. Trained individuals, particularly at the community and private sector level tend to be more proactive in investing and developing tourism routes and/or their associated visitor services and facilities. The training programs should take this into account by providing tools and mechanisms that can be used to further develop cross-border tourism in the GTR.
A training workshop approach

The programs identified in this training plan are all based on intensive 1-2 week workshops. In all cases the programs are proposed for individuals who are either in the business or are full-time administration employees. Therefore they do not have the time for extended educational programs. However adequate time has been allocated for each proposed workshop and adequate transfer of information will occur in each session.

A. GTR Cross-border Tourism Training Goals

I. Provide training opportunities that will increase regional employment opportunities along the cross-border route corridors: especially for women and youth

II. All learning activities will enable the participants to meet the professional capacity requirements of cross-border tourism planning, development and the provision of high-quality visitor services

III. Strengthen ecotourism, heritage and cultural tourism products with an emphasis on visitor services (e.g. interpretation and guiding), handcraft production and sales and safety and security

IV. Reinforce the potential tourism relationship between the major cities and gateways and the rural regions and build the mutual capacity for the development and operations of ecotourism and heritage and cultural tourism attractions (e.g. Dragon and Tower Observation Tower, etc.)

V. Reinforce the capacity for providing medical tourism services and all inclusive packages

VI. Provide training programs that strengthen short and intermediate term tourism development opportunities and new tourism infrastructure projects such as the Leopard National Park Visitor Center

VII. Structure the tourism training programs to meet the needs of the following target audiences:
   - Tourism authorities and provincial tourism departments
   - Tourism businesses
   - Community organizations

B. GTR Cross-border Tourism Training Objectives

I. Distribute the tourism training and vocational training more or less equally amongst the three target audiences and across all jurisdictions within the GTR

II. Provide a comprehensive mix of tourism and vocational training including tourism management, regional and site planning standards, understanding responsible tourism criteria, development of ecotourism/heritage tourism products, hospitality and visitors services skills, handcraft production and guide and interpretation skills

III. Emphasize those skills that strengthen the cross-border tourism routes and position GTR as a quality international tourism destination

IV. Strengthen the 5 gateways and their relationship with to surrounding cultural, heritage and natural tourism attractions and communities

V. Train an adequate number of participants to enable GTR to be positioned as a recognized Asian tourism destination by 2014/15.

C. Tourism training outputs

I. All training programs will support the required skills for successful regional and municipal cross-border tourism development
II. Training programs will enhance the understanding of the tourism industry, and in particular value and requirements of cross-border tourism, community and rural tourism, environmental responsibility, etc.

III. Select training programs will develop relevant tourism related skills but also in the actual design of market ready tourism products including:

- Tourism circuit and itinerary planning products and marketing plan
- Guide training and actual interpretive programs with an emphasis on ecotourism (wildlife viewing, photo safaris and bird watching) and cultural heritage and village tourism
- Green management and the design of responsible tourism products
- Medical tourism package development and marketing
- Handcraft training including actual production

IV. Extensive use of train the trainer programs to ensure sustainability and continued use of prepared training materials

D. Target Audiences

For the purpose of this training initiative the training plan considers capacity building and 4 levels including:

I. Tourism administration authorities staff and management at the provincial, territory (krai) and municipal level

II. Private sector with particular emphasis on tour operators, guide services and rural accommodation providers

III. Community organizations and local economic development associations

IV. GTI Secretariat staff and management

Figure 10. GTR Tourism Training Target Audiences
GTR Tourism Training Programs and Plan

The following plan identifies the scope of tourism training requirements to support the ongoing development of cross-border tourism routes.

It also describes the overall workshop content requirements that will support the ongoing development of cross-border tourism and their associated attractions and visitor services.

A. Site and architectural planning and development criteria (train the trainer) workshop

It was observed throughout the region that existing and new site development including the installations of accommodation, attractions and visitor services lacked basic design and understanding for environmental and landscape conditions. This is the appropriate time to both establish criteria for site and architectural development as well as provide the necessary programs for investors, government agencies and community organizations that are eager to offer quality visitor facilities and services to cross-border tourists.

It is not the responsibility of government administrations to prepare the plans for the private sector, but they should mandate rigorous design criteria that are applied to all tourism developments along the route corridor.

The workshop would provide content for such topics as:

- Introduction to visitor requirements and expectations along the route corridor,
- Preparing and Environmental Impact Statement
- Appropriate and local architectural design criteria including facade treatment, use of materials, space requirements and dimensions, new technologies, local vegetation, etc.
- Sensitive landscape design including parking lot location and size, protection of vegetation, trail and circulation layout, vegetation enhancement

B. Interpretive Guide Services (train the trainer) Workshop

The interpretation of the natural, cultural, and heritage features along a tourism route corridor is one of the most critical visitor service components. It is essential then that guides are adequately trained in both the delivery of good guiding practices as well as interpretive services. Currently most guide training is focused on the urban centers. However a cross-border tour guide and interpretive guide must have a much broader level of information, guiding skills and an understanding of the natural and cultural environment across the entire route.

Training programs should be available at two levels however any potential guide might wish to attend both.

I. Tourism Route Guide (train the trainer) training

This training program is for individuals who accompany the tourism groups across the entire duration of the cross-border tour. Therefore they should be trained in basic guide services including: group tour management, risk management and safety, cross-border formalities, understanding/anticipating visitor needs, information presentation including briefing and debriefing, etc.

They should also have a basic understanding of the natural and cultural resources, visitor attractions and all pertinent services along any particular route. For instance on the route between Changchun and Vladivostok they should be familiar with the various ecosystems, geological formations, vegetation changes, etc. They must also be versed in the history of the region as well as the various cultures and lifestyles that have developed over the years.

II. Local Interpretive guide training course

Interpretive guides are associated with a particular area and facility. They should be fully versed in the ecology, history, and culture of the location. They also need basic guiding skills, particularly if they are responsible for leading tour groups through a particular natural or heritage site.

Individual interpretive tour guide program should be developed by the provincial administrations in association with local tourism providers (accommodation, travel agents and tour operators).
C. Green Management (train-the-trainer) Workshop

There is little or no sustainable tourism or green management practices throughout the GTR. This is understandable but the current situation does not meet the expectations and requirements of a broader market segment and recent market conditions. Therefore it is essential to build and establish the cross-border routes on contemporary green management and sustainable tourism practices. While these standards will be similar across all member GTR countries they should be delivered as individual programs in each of the jurisdictions along each of the cross-border tourism routes.

Even if one of the jurisdictions is not yet in the GTR, they will also require green management training. It is not possible to offer a responsible tourism product in one portion of the cross-border routes and not in another province or prefecture. Therefore this training is equally relevant to Jilin Province/Primorsky Krai as it is to Gangwon Province (ROK) or Tottori and Niigata Prefecture (Japan).

It is important to note that there is an obvious lack of environmentally responsible tourism along all segments of the proposed cross-border tourism routes.

D. Sustainable tourism marketing (train-the-trainer) workshop

Building the cross-border tourism routes on sustainable tourism or green management practices offers the additional advantage of promoting the tour experience in the rapidly expanding sustainable tourism market. And while sustainable tourism marketing builds on traditional marketing channels, there is also the opportunity to legitimately promote in the large international ecotourism market, which is estimated to be 20% of the existing international tourism market (i.e. more than 200 million)\textsuperscript{40}.

The program content would include but not be limited to: a profile of the green and ecotourism market, promoting to environmental organizations and responsible international tour operators, green marketing channels and techniques, use of carbon offsets (farm tours, attendance at trade shows, etc.), preparing a green tourism marketing strategy, etc., etc..

E. Tour product and itinerary planning, development and marketing (train the trainer) workshop.

The 9 proposed cross-border tourism routes and itineraries developed in this report are only the foundation of the dozens of cross-border routes that can potentially be developed over the next decade. Further development will not necessarily be the responsibility of the GTI Secretariat or the provincial administrations. Consequently there is need to train tour operators and travel agents in the process of planning, developing and marketing new tourism routes.

Lack of tour and itinerary planning skills is frequently a barrier to the development of these popular tour products. The challenge becomes even greater when cross-border multi destination tour components are considered.

Therefore tour and itinerary planning workshops are proposed, particularly for the private sector in all border jurisdictions.

F. Ecotourism planning, product development and marketing Workshop

There are several individual sites such as Bolshoi Ussuriysky/Heixiazi Island, Changbai/Baekdu Mountain, nature-based attractions in Khentii and Dornod Province, the proposed Hunchun Golden Gateway zone and select locations in Rajin-Sonbong that should be developed based on professional ecotourism planning principles and criteria. As well, by its very nature, these ecotourism sites should be developed in cooperation with the local communities.

Therefore an ecotourism planning and product development workshop should be offered in each of these above-mentioned locations. Participants would include provincial administration and community representatives, environmental NGOs, local authorities, and the local travel industry.

Course content would focus on: ecotourism development criteria, planning process, the ecotourism market profile, size and origin, identification of sites of high ecotourism interest, ecotourism best practices, promoting to the ecotourism market, capacity building requirements, feasibility analysis, area management structure, investment opportunities, etc.

\textsuperscript{40} World Resource Institute, 2010
G. GTI Secretariat in-house training

The GTI Secretariat has assumed an exceptional level of responsibility and commitment to the development of cross-border tourism and overall tourism development in the GTR. However it cannot be assumed that each of the member jurisdictions will automatically “pick up the ball” and assume responsibility for the implementation of the recommendations in this report.

Therefore it is in the best interest of the GTI Secretariat to expand staff knowledge of tourism by undertaking regular tourism related training. Two areas of expertise are required to assume this role.

I. Tourism Policy and Management

Identified GTI Secretariat staff must have an understanding of overall tourism policy as it applies to the individual jurisdictions. There is also a need for awareness of management structures and responsibilities of the GTI Secretariat and its relationship with the various tourism administrations, private sector trade associations and other components of the tourism value-chain.

II. Regional Tourism Marketing

It can be assumed that the GTI Secretariat will accept certain responsibilities in both the marketing launch of the cross-border tourism routes as well as the ongoing management of the marketing plan and budget. Those responsible for implementing the marketing plan will require basic training in the implications of the various marketing mechanisms, the ability to assess the impacts of marketing channels, identification of new market research and the development of cooperative arrangements with GTR tourism administrations and the private sector.

A 1-week workshop for identified individuals will be sufficient. Furthermore appropriate marketing materials will be prepared by the facilitator and transferred thus ensuring that other staff members have access to the Workshop content.

H. Medical tourism product development and packages workshop

Despite the potential value of extended multi-day cross-border tourism routes, medical tourism also represents a significant economic value to those border jurisdictions that offer excellent medical and dental services. The market has already developed for Northeast China, ROK and Japan. A five-day workshop is proposed for those jurisdictions that have the potential to attract high volumes of medical traveler.

Course content should be based on the development of an understanding of the various patient needs and include: International patient services, medical tourism marketing, facilitation of international patients, patient / cultural sensitivity, legal and compliance issues, international insurance company relationships, patient safety and quality, etc.

The Tourism Training Program

The diagram below identifies pertinent courses and workshops to be delivered over the years 2013 – 2015. The delivery dates are identified in the action plan.

The following information is provided; target audiences with a particular focus on individual tourism administrations, name of the course, number of participants, length of time in days, and the number of required courses.

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<th>Table 22. Tourism Training Program</th>
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<th>Target audience</th>
<th>Training Program</th>
<th>No. Days</th>
<th>No. of Course</th>
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</thead>
<tbody>
<tr>
<td><strong>A. Administrations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Jilin, Primorsky, Heilongjiang, Liaoning, Gangwon, Inner Mongolia, Mongolia</td>
<td>Sustainable Tourism/Green Marketing Mechanisms and Strategy</td>
<td>20</td>
<td>5</td>
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<tr>
<td>Jilin, Primorsky, Heilongjiang, Inner Mongolia, Liaoning, Gangwon, Mongolia</td>
<td>Tourism architectural site planning and design criteria</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Jilin, Primorsky, Heilongjiang, Liaoning</td>
<td>Tourism and tour product development</td>
<td>20</td>
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</tr>
</tbody>
</table>
### Inner Mongolia, Liaoning, Gangwon, Mongolia

**Jilin, Primorsky, Heilongjiang, Liaoning, Gangwon, Inner Mongolia, Mongolia.**
Sustainable tourism principles and practices 20 5 6

**Jilin, Heilongjiang, Liaoning, Gangwon, Inner Mongolia.**
Medical Tourism Product Development and Packages 20 5 4

### Hunchun 'Golden Gateway' Planning and development
Area Tourism planning and development 18 5 1

### Harbin/Fuyuan Ecotourism Site Planning
Project investment 8 5 3

### GTI Secretariat
GTR Tourism Marketing and Brand Management 10 5 1

### GTI Secretariat and Tourism Board
GTR Tourism Policy and Management 6 5 4

#### B. Tourism Businesses

<table>
<thead>
<tr>
<th>Area</th>
<th>Activity</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky, Gangwon</td>
<td>Tour operators</td>
<td>20</td>
</tr>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky, Gangwon</td>
<td>Tour guide training</td>
<td></td>
</tr>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky, Gangwon</td>
<td>Interpretive Guide Training</td>
<td></td>
</tr>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky, Gangwon</td>
<td>Tour Product and Itinerary Planning, Development and Marketing</td>
<td>20</td>
</tr>
<tr>
<td>All Tour operators</td>
<td>Language training: English, Russian and Chinese</td>
<td>26</td>
</tr>
</tbody>
</table>

### C. Community

<table>
<thead>
<tr>
<th>Area</th>
<th>Activity</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manzhouli, Hunchun, Hohhot, Fuyuan</td>
<td>Community Host and Guide training</td>
<td>20</td>
</tr>
<tr>
<td>Tea Road, Khentii/Dornod Province, Hunchun, Primorsky</td>
<td>Handcraft training and production</td>
<td>20</td>
</tr>
<tr>
<td>Primorsky, Heilongjiang, Jilin, Inner Mongolia, Mongolia</td>
<td>Guesthouse/ger management and operations</td>
<td>12</td>
</tr>
<tr>
<td>Primorsky, Heilongjiang, Jilin, Inner Mongolia, Mongolia</td>
<td>Study tour: Traditional Village (TBD)</td>
<td>12</td>
</tr>
<tr>
<td>Changbai/Baekdu Mountain National Park</td>
<td>Visitor Management Planning and Plan</td>
<td>12</td>
</tr>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky, Gangwon</td>
<td>Naturalist/Bird watching Tour Guide Train-the Trainer</td>
<td>16</td>
</tr>
<tr>
<td>Jilin, Heilongjiang, Khentii and Dornod Provinces, Inner Mongolia, Primorsky</td>
<td>Community hosts training</td>
<td>18</td>
</tr>
</tbody>
</table>

**No.** Number of participants, **Joint:** implies that the course will be available to 2 authorities at the same time

### 11.5 Tourism Route Marketing Strategy

As previously mentioned, one of the major obstacles to the successful operations the tourism routes is the lack of awareness of the products and resources Northeast Asia, in general and the Greater Tumen Region in particular. Therefore it will take a concerted marketing effort to position both the region as well as its cross-border tourism routes in the GTR, national and international markets.

Nevertheless there are numerous marketing mechanisms that can be used to reach the preferred market segments and there are several agencies and administrations that are prepared to contribute to a coordinated marketing effort.
The focus of the marketing strategy will be directed at 3 geographic market segments. They include:

- The regional or GTR market with a particular emphasis on the high population levels of the three northeastern provinces of Heilongjiang, Jilin and Liaoning and more specifically their urban capitals and select second and third tier cities
- The national outbound tourism markets in China, ROK, Eastern Russia and Japan including medical tourists traveling within the GTR.
- The international market and particularly ecotourists, cultural heritage tourists and soft adventure travelers in USA, Western Europe, Australia and Canada

A. Cooperative marketing

One of the strengths of the marketing opportunities for the GTR is the ability to incorporate several stakeholders in the delivery of the marketing program. By its very nature, cross-border tourism suggests that more than one nation and/or province would be involved in supporting the marketing efforts. Furthermore, as a GTR economic development initiative, it can be assumed that the GTI will also play an important marketing management role.

As well, the private sector, which has the most to gain from the operations of the cross-border tourism routes, also has an important role to play. However it will take effort to coordinate the various private sector stakeholders (tourism service providers) along a tourism route corridor to provide the required integrated tourism marketing of the route.

B. Marketing mechanisms

The potential markets for these tourism routes are generally a more sophisticated tourist who relies on the Internet as both a research and booking tool. They are also typically connected to several social media sites within their individual countries. Therefore it is important to consider those marketing mechanisms that are used by the more experienced and travelers both within the GTR member states as well as internationally.

The tour operator and travel agent market (travel trade) will also be significant in promoting and operating tours along the corridors. Therefore a significant effort must be made to ensure they have the adequate information to both promote the tourism routes to their clientele as well as expand their tourism offerings across the GTR.

C. Marketing research

This mandate started a process of gathering market data that can be used in promoting the region and the tourism routes. However once is project is finished it will be necessary to continually build upon the current database with additional research. While some provinces have gathered data on their inbound market others require a more concerted effort. Once all provincial destinations have a solid basis it will be possible to develop a more comprehensive profile of the market for the tourism route.

D. Marketing budget

A preliminary marketing budget is proposed. At this time it is considered premature to identify the role of the different stakeholders in supporting the identified marketing mechanisms. However the identified costs will ideally be shared across a number of stakeholders, both private and public sector.

E. GTR tourism route marketing committee

Because of the importance of ensuring the success of the GTR tourism products it will be necessary to create a GTR Tourism Marketing Committee including both private and public sector. In the short term, the members may be the current GTI tourism board representative from each of the provinces and countries.

Added to this mix should be select private sector representatives, particularly from the along the cross-border route corridor. This should include representatives from each of the accommodation, attraction, park and protected areas, transportation, airlines and special event sectors.

F. Marketing goals
- Position the GTR as the most popular national and international cross-border tourism destination in the world.
- Ensure that the tourism routes and cross-border tour itineraries become significant tourism activities within the GTR.
- Generate adequate visitor volume to have a significant impact on job creation
- Provide opportunities for the development of viable small businesses within the cross-border tourism corridors
- Promote tourism to a high-yield/low impact traveler who appreciates the unique natural and cultural resources of the GTR

G. Marketing objectives and revenue projections

To techniques were considered in determining the marketing objectives. They include:

- **Option 1**: Identify a percentage of the individual market segments that could be attracted to the cross-border tourism routes
- **Option 2**: Assume that a certain number of trips can be operated annually as they become available and promoted in the marketplace.

Both techniques accept the ongoing development of the cross-border tourism routes as outlined in the action plan as well as the necessary expenditure for reasonable marketing initiative.

Although option 2 was selected, it is tempting to consider option 1. The numbers are so impressive. For instance attracting a mere .001% of the Chinese domestic market to one of these cross-border tourism routes, in say 2015, would result in 3 million visitors or 25,000/per day between June and September. Similarly attracting a mere 3% of China's outbound market would also generate another 3 million tourists. So simply attracting small percentages of the Chinese market would generate 6 million cross-border travelers.

Of course this does not include outbound travel from other GTR members including Far East Russia travel to Hunchun or the East Coast of DPRK, or DPRK travel to Vladivostok, etc. etc.

It is therefore considered more prudent to look at the available proposed cross-border routes in the context of their current and proposed condition and assume that a certain amount of trips can be sold in the short, intermediate and long term.

Because it will take several months before the marketing launch and follow-up marketing mechanisms can “take effect” the projected visitor sales will conservatively begin in 2014. Furthermore there has been no package sales estimated outside the peak June to September travel season. However it is certain that some of the itineraries can easily start in mid-May and extended to mid to late October.

The following visitor volumes and revenues are considered realistic objectives for the year 2014 to 2017.

**Short term (2014):**

The objective will be to sell an average of 6 trips/week at 14 PAX (clients) each for the 4 short-term tourism routes (from June to September) generates 1344 tourists with 8 nights each = 10,754 visitor/nights.

At USD 1400/trip this would generate USD 1.88 million in Cross-border tourism route revenues.

**Intermediate term (2015)**

The objective of the second year will be to:

- Increase the 2014 6 short-term trips to an average of 8 trips/week at 16 PAX = 2048 clients
- Add 4 intermediate-term trips at 4 trips/week at 14 PAX = 896 PAX

From June to September this will generate 2944 PAX. An 8 night package will cost USD 1600/package and it will generate = USD 4.7 million

**Longer-term (2015 to 2017)**
It is not possible to identify exactly how many travel routes will be fully operational by 2015. However, based on current growth rates for Chinese domestic tourism, outbound tourism from GTR member states, and substantially increasing tourism market awareness of the GTR as a destination, it is realistic to protect an annual 8% growth rate from 2015 to 2017. This will generate the following increases in revenues.

- 2015 with 8% annual growth = USD 5.01 million
- 2016 with 8% annual growth = USD 5.41 million
- 2017 with 8% annual growth = USD 5.54 million

The revenue potential for these tourism routes is significant. Based on proposed package prices, the tour itineraries will generate more than USD 22.5 million over the 4 years. However, this does not include additional sales from shopping, hiring guide services, excursions, etc. This could generate an additional 50% over the package price for total direct revenues of USD 33.75 million.

With the focus on sustainable tourism and consequently the purchase of local products and services, the multiplier could be as high as 2.0, thus resulting in a total direct and indirect impact of USD 67.5 million.

In order to achieve these impressive revenues and visitor volume, it is necessary to embark on a targeted marketing plan that will position the tourism routes in the prime markets.

**H. Tourism Marketing Mechanism and Budget (2013 to 2015)**

<table>
<thead>
<tr>
<th>Table 23. Tourism Marketing Mechanism and budget (USD thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>1.0.1 Brand Development</td>
</tr>
<tr>
<td>1.0.2 Marketing Strategy</td>
</tr>
<tr>
<td>1.0.3 GTR Product Launch</td>
</tr>
<tr>
<td>1.1 Marketing Research</td>
</tr>
<tr>
<td>• Tour operators</td>
</tr>
<tr>
<td>• Consumers</td>
</tr>
<tr>
<td>o China</td>
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<tr>
<td>o ROK</td>
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<td>o Russia</td>
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<tr>
<td>o Japan</td>
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<tr>
<td>o GTR</td>
</tr>
<tr>
<td>1.2 Brochures and Print Materials</td>
</tr>
<tr>
<td>1.2.1 GTR Route Lure Brochure</td>
</tr>
<tr>
<td>• Design</td>
</tr>
<tr>
<td>• Print (10,000)</td>
</tr>
<tr>
<td>• Distribute (mail)</td>
</tr>
<tr>
<td>• Distribute (e-mail)</td>
</tr>
<tr>
<td>1.2.2 4 National Route Brochures</td>
</tr>
<tr>
<td>• Design</td>
</tr>
<tr>
<td>• Print (4 X 5,000)</td>
</tr>
<tr>
<td>• Distribute (mail)</td>
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<tr>
<td>• Distribute (e-mail)</td>
</tr>
<tr>
<td>1.2.3 5 Cross Border Brochures</td>
</tr>
<tr>
<td>• Design</td>
</tr>
<tr>
<td>• Print (5 X 2,000)</td>
</tr>
<tr>
<td>• Distribute (mail)</td>
</tr>
<tr>
<td>• Distribute (e-mail)</td>
</tr>
<tr>
<td>1.2.4 Tourism Route Directory</td>
</tr>
<tr>
<td>• Design</td>
</tr>
<tr>
<td>• Print (5,000)</td>
</tr>
<tr>
<td>• Distribute (mail)</td>
</tr>
<tr>
<td>• Distribute (e-mail)</td>
</tr>
<tr>
<td>1.2.5 Group Tour Planner</td>
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<td>--------------------------------------</td>
</tr>
<tr>
<td>Design</td>
</tr>
<tr>
<td>Print (1,000)</td>
</tr>
<tr>
<td>Distribute (mail)</td>
</tr>
<tr>
<td>Distribute (e-mail)</td>
</tr>
<tr>
<td><strong>1.3 Travel Show Kiosk Exhibits</strong></td>
</tr>
<tr>
<td>Design</td>
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<tr>
<td>Image purchase</td>
</tr>
<tr>
<td>Central exhibit</td>
</tr>
<tr>
<td>Satellite exhibits (5 units)</td>
</tr>
<tr>
<td><strong>1.4 Consumer Shows</strong></td>
</tr>
<tr>
<td><strong>1.4.1 Beijing</strong></td>
</tr>
<tr>
<td>Space rental</td>
</tr>
<tr>
<td>Travel expenses (3 people x 3 day)</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
</tr>
<tr>
<td>Flyers and Cards</td>
</tr>
<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.2 Shanghai</strong></td>
</tr>
<tr>
<td>Space rental</td>
</tr>
<tr>
<td>Travel + accommodation</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
</tr>
<tr>
<td>Flyers and Cards</td>
</tr>
<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.3 Vladivostok</strong></td>
</tr>
<tr>
<td>Space rental</td>
</tr>
<tr>
<td>Travel + accommodation</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
</tr>
<tr>
<td>Flyers and Cards</td>
</tr>
<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.4 Hohhot</strong></td>
</tr>
<tr>
<td>Space rental</td>
</tr>
<tr>
<td>Travel + accommodation</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
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<td>Flyers and Cards</td>
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<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.5 ROK</strong></td>
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<tr>
<td>Space rental</td>
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<tr>
<td>Travel + accommodation</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
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<tr>
<td>Flyers and Cards</td>
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<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.6 Japan</strong></td>
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<tr>
<td>Space rental</td>
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<tr>
<td>Travel + accommodation</td>
</tr>
<tr>
<td>Giveaways (e.g. recycled bags)</td>
</tr>
<tr>
<td>Flyers and Cards</td>
</tr>
<tr>
<td>Private Sector support</td>
</tr>
<tr>
<td><strong>1.4.7 GTR Destination Showcase</strong></td>
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<tr>
<td>Venue rental</td>
</tr>
<tr>
<td>Promotions + sales</td>
</tr>
<tr>
<td>Operations (2 days)</td>
</tr>
<tr>
<td>Follow-up + assessment</td>
</tr>
<tr>
<td><strong>1.4.8 Road Shows</strong></td>
</tr>
<tr>
<td>Beijing malls</td>
</tr>
<tr>
<td>Shanghai mall</td>
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<tr>
<td><strong>1.5 Media Buys and Press Releases</strong></td>
</tr>
<tr>
<td>Media Research</td>
</tr>
<tr>
<td><strong>1.5.1 Travel Trade Magazines</strong></td>
</tr>
<tr>
<td>China</td>
</tr>
<tr>
<td>Russia</td>
</tr>
<tr>
<td>ROK</td>
</tr>
<tr>
<td>Japan</td>
</tr>
<tr>
<td>Jilin Province</td>
</tr>
<tr>
<td>----------------------------------------------</td>
</tr>
<tr>
<td><strong>1.5.2 Consumer Magazines</strong></td>
</tr>
<tr>
<td>• China</td>
</tr>
<tr>
<td>• ROK</td>
</tr>
<tr>
<td>• Japan</td>
</tr>
<tr>
<td>• Jilin Province</td>
</tr>
<tr>
<td><strong>1.5.3 Beijing Newspapers</strong></td>
</tr>
<tr>
<td><strong>1.5.4 Shanghai Newspapers</strong></td>
</tr>
<tr>
<td><strong>1.5.5 Other Newspapers</strong></td>
</tr>
<tr>
<td><strong>1.5.6 Preparation of Press Releases</strong></td>
</tr>
<tr>
<td><strong>1.5.7 Press Conferences</strong></td>
</tr>
<tr>
<td><strong>1.6 Media and FAM Tours and Sales Calls</strong></td>
</tr>
<tr>
<td><strong>1.6.1 Route Corridor FAM Tours</strong></td>
</tr>
<tr>
<td>• Hunchun/Vladivostok</td>
</tr>
<tr>
<td>• Changchun/ Harbin</td>
</tr>
<tr>
<td>• Manzhouli/Chita</td>
</tr>
<tr>
<td>• Tea Road</td>
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<tr>
<td>• Mongolia</td>
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<tr>
<td><strong>1.6.2 Route Corridor Media Tour</strong></td>
</tr>
<tr>
<td>• Bolshoi Ussuriysky/Heixiazi Island</td>
</tr>
<tr>
<td>• 13th Century Park</td>
</tr>
<tr>
<td>• Golden Gateway</td>
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<tr>
<td>• Vladivostok</td>
</tr>
<tr>
<td>• Shenyang</td>
</tr>
<tr>
<td>• Hohhot/Manzhouli/Chita</td>
</tr>
<tr>
<td>• Special Events Harbin</td>
</tr>
<tr>
<td><strong>1.6.3 Sales Calls: Tour Operators and travel agents</strong></td>
</tr>
<tr>
<td>• Beijing</td>
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<tr>
<td>• Shanghai</td>
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<tr>
<td>• Changchun</td>
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<tr>
<td>• Harbin</td>
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<td>• ROK</td>
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<tr>
<td>• Japan</td>
</tr>
<tr>
<td>• Vladivostok</td>
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<tr>
<td>• Ulaanbaatar</td>
</tr>
<tr>
<td><strong>1.7 Internet Marketing</strong></td>
</tr>
<tr>
<td><strong>1.7.1 Web Site Design</strong></td>
</tr>
<tr>
<td>• Site maintenance</td>
</tr>
<tr>
<td>• Design Newsletter template</td>
</tr>
<tr>
<td>• Maintain newsletter 2/yr</td>
</tr>
<tr>
<td>• Translation</td>
</tr>
<tr>
<td><strong>1.7.2 Database set up and update</strong></td>
</tr>
<tr>
<td><strong>1.7.3 Web cam purchase and installation(4)</strong></td>
</tr>
<tr>
<td><strong>1.7.4 Dynamic Packaging Software and set up</strong></td>
</tr>
<tr>
<td><strong>1.7.5 Photo Gallery</strong></td>
</tr>
<tr>
<td><strong>1.7.6 3 Virtual Tours</strong></td>
</tr>
<tr>
<td><strong>1.7.7 Purchase Analytics Package</strong></td>
</tr>
<tr>
<td><strong>1.7.8 Late deals page set-up</strong></td>
</tr>
<tr>
<td><strong>1.7.9 Site visitor Survey and Giveaway</strong></td>
</tr>
<tr>
<td><strong>Social Media maintenance and feed</strong></td>
</tr>
<tr>
<td><strong>1.8 Conference and Seminar Participation</strong></td>
</tr>
<tr>
<td>• China (3/year)</td>
</tr>
<tr>
<td>• Jilin (2/year)</td>
</tr>
<tr>
<td>• Japan (1/year)</td>
</tr>
<tr>
<td>• ROK (2/year)</td>
</tr>
</tbody>
</table>
I. Total Marketing Costs

The 3-year marketing expenditure will be USD 980,000; distributed amongst 8 jurisdictions (including Tottori). The private sector can be expected to make approximately 20% contribution that is USD 200,000 or USD 65,000 each year.

The remaining USD 780,000 will be distributed across 8 jurisdictions and cost between USD 20,000 and USD 40,000 per year depending on location.

Obviously there would be higher overall expenditures in the major source markets such as southern China and ROK.

This 3 year marketing expenditure is anticipated to generate more than USD 22.5 million in direct tourism route revenues in the first 4 years, or slightly more than 4%, considered an excellent return on the identified marketing expenditure.

Example of expenditure: For instance more that 12% will be spent in advertising in the various trade magazines including:

<table>
<thead>
<tr>
<th>GTR Travel Trade Magazines</th>
<th>Web site</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTG Asia and TTG Digital</td>
<td>ttgasia.com</td>
</tr>
<tr>
<td>Travel China Guide</td>
<td>travelchinaguide.com</td>
</tr>
<tr>
<td>CRI Online</td>
<td>Cri.cn</td>
</tr>
<tr>
<td>Tong Ye Travel Message Weekly</td>
<td>City.cn</td>
</tr>
<tr>
<td>Travel Weekly China</td>
<td>TravelWeeklyChina.com</td>
</tr>
<tr>
<td>China Travel Agent</td>
<td>lxsmedia.com</td>
</tr>
<tr>
<td>Travel News Weekly (China, Russia, Japan, ROK)</td>
<td>TravelNewsWeekly.com</td>
</tr>
<tr>
<td>Travel Trade China</td>
<td><a href="http://www.traveltradechina.com">www.traveltradechina.com</a></td>
</tr>
<tr>
<td>Travel Trade Russia</td>
<td>travelindex.com/ru</td>
</tr>
<tr>
<td>Russia International Leisure World</td>
<td>leisure.ru/eng/magazine</td>
</tr>
<tr>
<td>Russia Travel Trade Gazette</td>
<td>ttg-russia.ru</td>
</tr>
<tr>
<td>Mongolia Online</td>
<td>mol.mn/category/magazines</td>
</tr>
<tr>
<td>ROK Travel Times</td>
<td>ROKtraveltimes.com</td>
</tr>
<tr>
<td>Travel Journal Weekly (Japan)</td>
<td>traveltrademagazine.com/japan</td>
</tr>
</tbody>
</table>

All the necessary activities and facilities to ensure high quality, international quality cross-border tourism routes that will position the GTR tourism routes in the marketplace are identified in this action plan.

The overall responsibility of ensuring the timely implementation of each of these activities will be that of the GTI Secretariat. However the actual implementation will be the responsibility of the respective provincial, municipal or regional administration.

The GTI Secretariat will be responsible for certain activities that are beyond the jurisdiction of any provincial or regional association or administration. For instance the preparation of a harmonized quality assurance eco-certification program, that includes all member countries would, in theory, be set up and managed by the GTI Secretariat.

It is anticipated that all activities can be achieved over the next three years. Therefore the activities have been laid out on a quarter-by-quarter basis for the years 2013, 2014, and 2015.

<table>
<thead>
<tr>
<th>Table 25. Tourism Route Development Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>1. Planning and Upgrading of selected tourism routes</td>
</tr>
<tr>
<td>Changchun- Harbin - Bolshoi Ussuriysky/Heixiazi Island Ecotourism Corridor</td>
</tr>
<tr>
<td>Hunchun to Vladivostok Highway</td>
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<tr>
<td>Tour options within the ROK such as Donghae to DMZ and Seoul</td>
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<tr>
<td>Manzhouli and southern Siberia ecotourism route: Chita to Ulan-Ude to Lake Baikal</td>
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<tr>
<td>Tea Road Tourism Corridor</td>
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<td>Ulaanbaatar to Lake Baikal and Ulan-Ude</td>
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<td>Ulaanbaatar to Dornod Province to Chita</td>
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<tr>
<td>2. Tourism Route Signage and Interpretation Program</td>
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<tr>
<td>Changchun – Harbin – Fuyuan - Bolshoi Ussuriysky/Heixiazi Island Ecotourism Corridor</td>
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<td>Hunchun - Vladivostok Highway</td>
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<td>Changchun to Hunchun Highway</td>
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<tr>
<td>Changchun to Changbai/Baekdu Mountain to Yanbian including Red Flag and Last Wooden Village</td>
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<td>Manzhouli to Chita to Ulan-Ude to Lake Baikal</td>
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<td>Ulaanbaatar to Lake Baikal and Ulan-Ude</td>
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<tr>
<td>Ulaanbaatar to Terelj National Park including 13th Century Complex and Khaan Kherlen Park</td>
</tr>
<tr>
<td>3. Bolshoi Ussuriysky/Heixiazi Island Ecotourism Master Plan and Marketing Strategy</td>
</tr>
<tr>
<td>Resource analysis</td>
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<tr>
<td>Market assessment: Russia and China, GTR and International</td>
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<tr>
<td>Site development plans: visitor center, interpretive trails</td>
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<tr>
<td>Feasibility study and Institutional Co-Management Structure</td>
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<tr>
<td>Implementation Strategy and Action plan</td>
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<tr>
<td>Marketing Strategy</td>
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<tr>
<td>4. Multi-Destination ‘Golden Gateway’ Master Plan</td>
</tr>
<tr>
<td>Identification of the borders</td>
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<tr>
<td>Preparation of a feasibility analysis</td>
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<tr>
<td>Preparation of an Investment Prospectus</td>
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<tr>
<td>Preparation of a “Multi-destination Golden Gateway” Tourism Master Plan</td>
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<tr>
<td>Sustainable architecture and engineering guidelines</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>Overall site development concept</td>
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<tr>
<td>Final master plan</td>
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<tr>
<td>Prepare development costs and implementation plan</td>
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<tr>
<td>Phase 1: construction drawings: utilities and alternative technologies, hotel, convention center, road and trail circulation</td>
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<tr>
<td>Preparation of tender documents and call for proposals</td>
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<tr>
<td>Selection of contractor and construction</td>
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<tr>
<td>Phase 2: construction drawings: golf course, roadways and trails, horseracing facility, casino, residential development</td>
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<tr>
<td>Preparation of tender documents and call for proposals</td>
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<tr>
<td>Selection of contractor and construction</td>
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<tr>
<td>5. Sustainable tourism and Ecotourism support mechanisms</td>
</tr>
<tr>
<td>Prepare GTR Sustainable Tourism and Ecotourism Development Criteria and Standards</td>
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<tr>
<td>Preparation of a GTR Harmonized Quality assurance Eco-certification program</td>
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<tr>
<td>Prepare a quality assurance eco-certification guidelines manual</td>
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<tr>
<td>Design of a quality assurance eco-certification program management structure</td>
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<tr>
<td>Delivery of a quality assurance eco-certification workshops</td>
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<tr>
<td>6. Changbai/Baekdu Mountain Biosphere Reserve Visitor Management Plan</td>
</tr>
<tr>
<td>Assessment of visitor volumes and activities resource protection goals and objectives</td>
</tr>
<tr>
<td>Identification of specific Environmental Impact issues</td>
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<td>Identification of solutions, alternatives, and responsible agents</td>
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<td>Visitor management strategy (2014 - 2020)</td>
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<tr>
<td>Monitoring plan and environmental impact assessment guidelines.</td>
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<td>7. Training Workshops</td>
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<tr>
<td><strong>Provincial Administration</strong></td>
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<tr>
<td>Sustainable Tourism/Green Marketing Mechanisms and Strategy</td>
</tr>
<tr>
<td>Tourism architectural site planning and design criteria</td>
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<tr>
<td>Tourism and tour product development</td>
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<tr>
<td>Sustainable tourism principles and practices</td>
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<tr>
<td>Medical Tourism Product Development and Packages</td>
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<tr>
<td><strong>Local Administration</strong></td>
</tr>
<tr>
<td>Hunchun Area and Golden Gateway Tourism planning and development</td>
</tr>
<tr>
<td>Project investment</td>
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<tr>
<td>Harbin/Fuyuan Ecotourism Site Planning Process, criteria, and development</td>
</tr>
<tr>
<td><strong>GTI Secretariat</strong></td>
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<tr>
<td>GTR Tourism Marketing and Brand Management</td>
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<tr>
<td>GTR Tourism Policy and Management</td>
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<tr>
<td><strong>Tour Operators/Guides</strong></td>
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<td>Tour guide training</td>
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<tr>
<td>Interpretive Guide Training</td>
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<tr>
<td>Tour Product and Itinerary Planning, Development and Marketing</td>
</tr>
<tr>
<td>Language training: English, Russian and Chinese</td>
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<tr>
<td><strong>Community</strong></td>
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</tbody>
</table>
13. MEMORANDUM OF UNDERSTANDING

The following Memorandum of Understanding (MOU) is an essential instrument to ensure the level of cooperation and coordination that is necessary to fully develop the tourism potential and cross-border tourism opportunities of the GTR. In supporting such a mechanism, the participants are agreeing to take part in one of the most challenging regional tourism development initiatives ever attempted.

The interest and commitment by four national governments and a dozen provincial, municipal and prefecture governments to support such a memorandum of understanding is unprecedented yet indicative of the progressive attitudes, openness to inter-governmental cooperation and enlightened support for the positive impact of tourism development.

This spirit of cooperation has already been demonstrated amongst the four nations that took part in the 2012 tourism delegation multi destination tour, led by the Jilin Government Tourism Administration and who participated in the NEA Tourism Forum.

The Jilin tourism delegation trip was particularly impressive. The initiative of the Jilin Tourism Administration officials as well as the reception by similar tourism officials in ROK and in Japan was inspiring. It was clear from the efforts of this delegation that all of the countries involved in GTR cross-border tourism are eager to do what it takes to ensure the success of these programs.

The MOU then becomes an official expression of this spirit of cooperation and the commitment to coordinating collaborative tourism planning, product development, training and marketing activities.

The potential for success is high. Support for an integrated cross-border tourism initiative has the backing of international, national, provincial and local public sector authorities.

Furthermore discussions with the private sector, in particular tour operators, travel agents and accommodation providers indicates the substantial level of interest in both private/public-sector partnerships as well as individual companies assuming responsibility for the ongoing development and operations of the tourism routes.

The signing of the MOU by the various stakeholders is therefore a positive sign of commitment and a guarantee that all parties will work together to ensure the success of profitable and environmentally responsible tourism throughout the Greater Tumen Region.

MEMORANDUM OF UNDERSTANDING

ON TOURISM COOPERATION AND PROMOTING CROSS BORDER TOURISM OPPORTUNITIES IN NORTHEAST ASIA

RECOGNIZING the increased cooperation, dialogue and progress over the past years in developing a dynamic and progressive partnership contributing to greater harmony, collaboration and tourism economic development

WHEREAS the Parties wish to increase the contribution of tourism and travel activities to their local economies and to the Greater Tumen Region in general

EMPHASIZING the need to strengthen and broaden cooperation between the Parties
CONSCIOUS of the potential positive impacts of close cooperation between the various parties

CONSIDERING that each of the Parties is an important source of regional tourism markets

AWARE of the exceptional future tourism development potential of Northeast Asia and the Greater Tumen Region in particular

RECALLING the Greater Tumen Initiative’s Strategic Action Plan 2006-2015 that sets the objective of cooperation in tourism sector as to “create an environment for tourism that facilitates increasing the number of cross-border visitors to the Greater Tumen Region44”

The Parties have reached the following understanding:

ARTICLE I GEOGRAPHICAL COVERAGE

This memorandum of understanding is open to the provincial and municipal governments of the Greater Tumen Region and Northeast Asia, including People's Republic of China, Mongolia, Democratic ROK, DPRK, Russian Federation, and Japan (the Parties).

ARTICLE II OBJECTIVES

The Parties, subject to the provisions of this memorandum of understanding and the laws, rules and regulations, national policies in force in their respective countries, decide to:

1. Cooperate in facilitating travel and tourism movements between the various parties in the Greater Tumen Region and Northeast Asia
2. Coordinate all activities required to expand cross-border tourism
3. Further strengthen a close tourism partnership
4. Ensure that all new tourism products and activities undertaken within the highest standards of sustainable tourism planning, development procedures and practices
5. Provide mutual assistance for human resource development for the tourism sector.
6. Take necessary steps for exploring avenues of cooperation, joint promotions, cross-border product development and sharing information.

ARTICLE III AREAS OF COOPERATION BETWEEN PARTIES

1. Share:
   a. Best practices and local experiences for the development of responsible and/or sustainable tourism and universal accessibility
   b. Appropriate information between parties to ensure ease of travel for tour groups
   c. All development plans for the structuring of joint tourism routes and itineraries to increase tourism flow between the parties.
   d. Resources, statistics and facilities in order to provide mutual assistance in terms of education and training for quality sustainable tourism development.

2. Support and encourage
   a. The participation of tourism parties and stakeholders in the travel trade and consumer shows, tourism exhibitions and festivals with an emphasis on the parties tourism destination and cross-border tourism itineraries and packages
   b. The development of multi-destination tourism products that promote and reflect the highest international recognized standards

3. Promote and facilitate
   a. The development of cross border and other tourism related projects on mutually agreed terms
   b. Tourism and travel between the parties through joint promotion, tourism routes and tour packages linking the various tourism destinations.
   c. Cooperation amongst the individual regional or provincial tourism administrations and the travel industry, particularly tour operators, travel agencies, tourism attractions, airlines, railways, hotels and resorts.
4. Cooperatively sponsor cross-border tour operator and media familiarization tours that demonstrate the tourism assets of several countries within the Greater Tumen Region.
5. Jointly organize seminars, workshops and face-to-face meetings, wherever possible to explore and discuss new development opportunities and marketing channels.
6. Implement any other activities identified by the parties to regularly improve, expand and upgrade infrastructure, tourism development opportunities, training and promotion through mutual cooperation between the parties.

ARTICLE IV IMPLEMENTATION

For the purpose of implementing this memorandum of understanding, the Parties agree that:

1. Cooperation in areas, as specified in Article III, is realized through joint projects and/or programs as approved by the Parties and implemented by the respective agencies and/or businesses.
2. Subject to Article VII, participation of the private sector will be encouraged in the development and implementation of the work programs on the Parties’ cooperation in tourism.
3. They may conclude, as appropriate, implementation agreements or arrangements in the areas of cooperation specified in Article III.
4. No party shall be held responsible for the inability to implement their obligations within the memorandum of understanding in such an ability arises from a ‘force majeure’ including civil strife, government restrictions, curfew or natural disasters.

ARTICLE V DESIGNATED AUTHORITY

The designated authority responsible for the implementation of this memorandum of understanding on behalf of members of the Greater Tumen Region will be the Greater Tumen Initiative (GTI) Secretariat.

The GTI Secretariat will assist the parties in:

a. Carrying out their functions including technical support in the supervision, coordination and review of cooperation projects, programs and activities.

b. Coordinating and monitoring all approved projects, programs and activities under the work programs and/or plans with the relevant coordinating bodies and concerned tourism departments and/or agencies.
Upon the signing of this MOU, the parties will determine the key contacts within each jurisdiction for handling all correspondence and communication related to all initiatives undertaken.

ARTICLE VI   FINANCIAL ARRANGEMENTS

The areas of cooperation, particularly those under Article III, will be funded by the Parties and/or other funding sources, which may be mutually agreed upon by the Parties on a case-by-case basis subject to the availability of funds in collaboration with GTI.

ARTICLE VII   PARTICIPATION OF THIRD PARTIES

The Parties may agree to invite the participation of a third party or parties in specific joint projects, programs and/or activities being carried out under this memorandum of understanding. In carrying out such joint projects, programs and/or activities, the Parties will ensure that the third party or parties will comply with the provisions of this memorandum of understanding.

ARTICLE VIII   AMENDMENT

1. The GTI Secretariat and the Parties may request in writing an amendment of all or any part of this memorandum of understanding.

2. Any amendment agreed to by the Parties will be prepared in writing by the GTI Secretariat and will form part of this memorandum of understanding.

3. Such amendment will come into effect on the date to be determined by the Parties.

4. Any amendment will not prejudice the rights and obligations arising from or based on this memorandum of understanding before and after the date of such amendment.

ARTICLE IX   SETTLEMENT OF DISPUTES

Any difference or dispute between the Parties or between the GTI Secretariat and any Party, concerning the interpretation, implementation and/or application of any of the provisions of the memorandum of understanding will be settled amicably through mutual consultation and/or negotiations between the participants through intergovernmental channels without reference to any third party or international tribunal.

ARTICLE X   FINAL PROVISIONS

1. This memorandum of understanding neither creates nor is it intended to create any enforceable rights or impose any legal obligations on the Parties.

2. The Parties undertake to act in good faith with respect to each others’ rights under this memorandum of understanding and adopt all reasonable measures to ensure the realization of the objectives.

3. This memorandum of understanding is without prejudice to any tourism agreement concluded between members of the Greater Tumen Initiative.

4. This memorandum of understanding will not affect any rights or obligations under any bilateral agreement concluded between the Parties and other nations or departments not included in the GTI.

5. This memorandum of understanding will come into effect after being signed by at least two parties and will remain in effect for a period of (5) five years. Thereafter, this memorandum of understanding will be automatically extended for further periods of five years.

6. Notwithstanding anything in this article, either Party may terminate its participation in this memorandum of understanding by notifying the other parties of its intention to terminate its participation in this memorandum of understanding by giving notice in writing through GTI Secretariat, at least three months prior to the intended date of termination.

7. The termination of participation of any Parties or of this memorandum of understanding as a whole will not affect the implementation of ongoing projects, programs and/or activities.

8. The memorandum of understanding will be deposited with the GTI Secretariat.
ENTRY INTO FORCE

This memorandum of understanding shall enter into force on the date on which at least two parties sign. The MOU is opened for signing on September 9, 2012, in Hunchun, Jilin Province, People’s Republic of China.

The original copy shall be prepared in English.
14. DEVELOPMENT OF THE GTR TOURISM MARKET DATABASE

The development of a tourism related statistical database for Northeast Asia was prepared to provide a greater understanding of the current situation and tourism potential within the GTR and its member states.

The data will be used as a foundation to continually expand the collection of relevant tourism statistical information which can then be distributed to GTR members. Its purpose is to enable each jurisdiction to strengthen their position and collectively work to enable the GTR to become a world-class tourism destination.

The database will achieve its full potential when all jurisdictions (provinces, territories, prefectures and municipalities) in and adjacent to the GTR provide current data on their domestic, inbound and outbound markets. As well, this mandate attempted to collect information from the private sector however that proved difficult within the current context. Nevertheless an effort should be made to continue to collect and consolidate private sector information. Greater results could be realized the senior administration officials in each of the jurisdictions were to contact the appropriate companies.

As well the implementation of the tourism routes and subsequent investment in tourism development should also strengthen the regional tourism associations. This may be an additional source acquiring private sector information.

The continued cooperative initiatives between the private sector and public sector well enhance the communication channels and trust thus ensuring access to private sector data over the next 3 years.

The attached database provides opportunity to insert relevant information into the Excel spreadsheet.

This database is made up of different variables including:

A. The geographic location variable

The data gathering focuses on those countries that make up the Greater Tumen Region including China, the Russian Federation, Mongolia, and ROK. The database also includes Japan in particular because of its strong outbound tourism as well as the potential contribution of Tottori Prefecture and most recently Niigata Prefecture. For better understanding of regional tourist flows, it is important to make effort to gather data not only on country to country, but provinces to provinces basis.

B. The time variable

Time is a significant factor in the development of a tourism database particular if a number of jurisdictions are involved. Even during the undertaking of this mandate, the various jurisdictions, particularly at the national level were constantly updating their information, frequently on a quarterly basis. As well, the mandate extracted tourism statistics from several major inbound markets to select GTR countries, especially China and Russia.

The focus of the database was on the years 2009, 2010, 2011 and the first two quarters of 2012. While information is available before 2009 it is considered that economic conditions have changed substantially and those statistics are no longer relevant to the needs of the GTR.

Visitor growth estimates by the various jurisdictions particularly those years were considered within the development framework of this mandate; that is 2013 to 2015-16. However estimates to the year 2020 are also relevant.

However different countries also use different benchmarks for their projections and this should be taken into account by those using the database. It would be in the best interest of GTR to encourage cooperation and coordination between dates that are used for data collection the member states.

14.1 The market segments

An effort was made to classify different tourism market segments for greater comprehension of market potential for the cross-border tourism routes. These market segments are constant across the various member countries (including Japan) and include:
- **Domestic tourists** are those that make at least one trip within the boundaries of their country. This component includes the data at the national and regional or provincial level of each member countries. The information can be particularly useful for estimating travel to those national components of GTR. National statistic can also be used to extrapolate data in locations such as cases as the eastern provinces of Mongolia where no arrival levels are kept.

As well by assessing domestic tourism in each jurisdiction within the GTR it does provides a scan on potential cross-border tourism. This is particularly relevant in China and perhaps to some extent in Mongolia and Far East Russia where a percentage of domestic tourists do not have disposable income for long-haul international travel but might be attracted to an international border country. Therefore knowledge of overall domestic tourism movements can provide a portrait of potential cross-border markets.

- **Outbound tourism** is described or defined by the UNWTO as residents who leave their country for the purpose of tourism. The statistics used in this database represents the departure of tourists from each of the individual GTR member states to major destinations as well as departure to other GTR members.

- **Inbound tourism** represents those visitors who arrive, and in the case of this database from other GTR states as well as Europe and North America

**Additional information.** The database also, when information was available, includes complementary information such as tourism revenues, the interest or motivation of the travelers (leisure travel, business travel, visiting friends and relatives, etc.), the length of stay, type of transportation and average expenditure per day per person. This provides tourism planners and marketers with an overview of the profile of travelers from various countries.

**Private-sector data.** This component of the database was developed by the distribution of questionnaires to tourism businesses. The purpose was to identify the type of tourism businesses and the profile of the clients as well as determine their interest in promoting and selling the GTR cross-border tourism routes. The response rate was very low and inconclusive.

Much work remains to be done for this segment and it is anticipated to be carried out in partnership with PATA. This will also result in an overall profile of the tourism businesses in the GTR.

It is important for the GTI Secretariat to maintain a comprehensive list of all tourism businesses in the GTR including the name of the enterprise, address, e-mail and website, telephone number as well as the designated contact person. It is also helpful to identify the size of the operation in terms of number of employees, number of clients, branch offices, priority tourism offerings, and if possible tourism revenues.

It is also important to know if the tourism business is interested in promoting the GTR cross-border tourism routes and if not, why not. If the business perceives obstacles in promoting the GTR, this should be determined by the questionnaire. This information helps identify weaknesses and/or false perceptions of the region.

In summary, the tourism database is a “piece of work in evolution”. Not all information is available, particularly from some provinces, as well as the private sector, during the implementation of this mandate. However a structure has been provided that will allow either the GTI Secretariat or one of its partners to continually added to and update the material. The Microsoft Excel spreadsheet format provides the flexibility and legibility to solicit information as required.

With the eventual development of tourism data center, this format and structure may provide the initial foundation for data gathering and distribution. Such an official center well also has resources to actively solicit information on a regular basis thus keeping the database current and relevant to GTI member states.

### 14.2 Methodology and sources used to establish the database

The Methodology that was used to develop the database is similar to any systematic study that uses scientific techniques. In this case both a theoretical approach and practical approach were used.

**The theoretical approach.** This approach is based on research of the literature that provides the structure and categories that are essential to a tourism database. These key categories enable us to structure the tourism data according to; domestic tourism, inbound tourism, outbound tourism, tourism within and to the GTR.
This research is based on a review of several reports however the most significant was “The Methodological Notes to the Tourism Statistical Database” prepared by World Tourism Organization (UNWTO).

The UNWTO model served as a structure in the development of the overall database. However several modifications have been made in order to adapt available information to the particular situation in the GTR. It is also been structured to make it more adaptable as a research tool for the stakeholders within the GTR jurisdictions.

Pertinent UNWTO statistics are also used when applicable to the GTR. However extensive Internet research, using various search engines, was used to gain more detail country based information and statistics about those market that directly influence travel to and within the GTR. As well numerous press releases were available that many cases provided current information that was not yet available on government websites.

Several documents worth mentioning include;

- **UNDP/WTO Project RAS/00/088, Final Report, Marketing and Product Development, Madrid 2002.**
  While the information is 10 years old this major document did provide a better understanding of the tourism products in the GTR, the tourism development objectives and the strengths, weaknesses opportunities and constraints to tourism development in the region. It also presented, albeit now out-dated, a profile of the potential markets.

- **Mega-Trends of Tourism in Asia-Pacific, June 2006, UNWTO.OMT.IOHBTO**
  This report identifies the major trends affecting travel in Northeast Asia. It was particularly helpful in developing the database because of its focus on the future of Asia Pacific travel. However like other reports its information 7 or 8 years old and much has changed in the region during this time. In particular China has become an even stronger force. When the data was gathered in 2005, Japan and ROK were the foundation of tourism in Northeast Asia

- **The Statistical Yearbook for Asia and Pacific** This document serves as a reference and provided additional statistics for the database.

- **PATA reports robust tourism arrival figures for Asia Pacific.** This report was based on an investment forum called:; *Attracting Investment for Growth in the Greater Tumen Region: Tourism Session*, held in Changchun, Jilin Province, September 2005

- **Challenges and Opportunities for Tourism Development in the Greater Tumen Region** by Dr. H. Varma Chief, Technical Cooperation UNWTO also provided base information.

**National institution Sources**

National institutions and particularly the ministries of tourism from China Japan including the JNTO (Japan National Tourism Organization) and the Ministry of Justice also provide statistics on Japan. The ROK tourism organization publishes several reports dealing with tourism statistics in the ROK. The Ministry of nature, environment and tourism in Mongolia also provides statistical updates of the tourism sector.

There are several pertinent statistical reports that have been prepared by tourism experts in their respective country. They include:

1. **CHINA**

   - Zhu Shu, Senior Programme Officer (Communications and Partnership) Tumen Secretariat who prepared the report on *Energy Cooperation under the Framework of the Greater Tumen Initiative (GTI).*

   - Prof. Zhang Guangrui, Director, Tourism Research Centre, Chinese Academy of Social Sciences who developed *China’s outbound tourism: an overview.*

   - Dr. Wang Xinjun, Managing Director, Ivy Alliance Tourism Consulting Co., Ltd) and Dr. Liang Zhi Professor (Tianjin University of Finance and Economics) prepared *The Current Situation and the Characteristics of China’s Outbound Tourism Market.*
Magazines and press releases include: Press Release Heide (Germany) /Beijing (China), February 2012, COTRI Predicts Chinese Outbound Travel to Exceed 80 Million Trips in 2012 by the China Outbound Tourism Research Institute,

Other reports were consulted including:

- Visa, Tourism Outlook: China
- 2011 Market profile: China
- Tourism and Marketing Insights China Profile Market – 2011

II. ROK

In ROK the major source of current tourism statistics is available in the report Domestic Tourism Statistics, July 2011 which provides important information the domestic tourism as well as on inbound tourists and their reason for visiting the country.

In 2011 the report Introduction to ROK Tourism prepared by the ROK Tourism Organization/Hanoi Office presented inbound and outbound tourism statistics for the country.

This report was also prepared with the assistance of other documents including ROK Market profile (Tourism Australia) by the World Travel and Tourism Council and the Economic Impact in ROK 2011 prepared by the Office of Travel and Tourism Industries.

III. JAPAN

Japan provides several important reports which were reviewed including those prepared by the Japan Tourism Marketing Co. This institution provides data on the Outbound Tourism and Inbound Tourism by market segments.

Other useful reports include; Japanese Tourism Flow One Year On from the Disaster, by the World Travel and Tourism Council (WTTC) and the Economic Impact in Japan 2011. Several recent documents have been prepared that demonstrate how Japan has returned to pre-2010 visitor levels. These contain at current market data which have been integrated into the database.

IV. RUSSIA

Reports include: The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination, published by the World Tourism Organization and the European Travel Commission.

Meet the Russian outbound travel market at MITT, 2011 provides current statistics on tourism in the country but does not reference the Far East.

Other reports that were consulted to develop the database include;

- Russian outbound travel market stronger than ever »,
- Crimea is losing popularity among Russians, they prefer to relax at home – poll, Moscow. May 21,

V. MONGOLIA


Tourism Sector Accounts for Nearly 4% of Mongolia’s GDP, posted on March 16, 2012 by Mongolia-briefing.

Consultant studies

Several major consulting firms have undertaken an analysis of Asian markets, and particularly those within the GRT membership. They include;
Boston Consulting Group (BCG) prepared a study called *Taking off, Travel and Tourism in China and Beyond*

**IPK INTERNATIONAL and the HSV Global Hospitality Services; Quarterly Hong Kong, Macau, China and Taiwan Update,** by Cathy Luo et Daniel J Voel

Canadian Tourism Commission has also produced the following studies: *The China Tourism Market Profile, The Japan Tourism Market Profile 2009 Update and Global Tourism Watch: Japan Summary Report, 2011*

**Internet-based research**

As the following list of URLs suggests a substantial number of websites where consulted and subsequently documented for future use in database update. The websites have been classified according to the country from which they provide the data:

**China**

- [http://www.chinatourguide.com/china_tour/index.html?gclid=CM3ry6rG9LECFc0mtAod30wACQ](http://www.chinatourguide.com/china_tour/index.html?gclid=CM3ry6rG9LECFc0mtAod30wACQ)
- [http://www.thechinaperspective.com/topics/industry/china-aviation-transportation-and-tourism/](http://www.thechinaperspective.com/topics/industry/china-aviation-transportation-and-tourism/)
- [http://news.travel168.net/focus_on/20120718/29506.html](http://news.travel168.net/focus_on/20120718/29506.html)
- [http://www.cnto.org/chinastats.asp](http://www.cnto.org/chinastats.asp)
- [http://nextbigfuture.com/2011/03/china-is-forecast-to-number-one-source.html](http://nextbigfuture.com/2011/03/china-is-forecast-to-number-one-source.html)
- http://www.globaltimes.cn/content/715094.shtml

**Japan**
- http://www.jnto.go.jp/eng/ttp/sta/
- Data quoted from JNTO (Japan National Tourist Organization)

**Russia**
- http://www.indexmundi.com/facts/russia/international-tourism

**ROK**
- http://kto.visitROK.or.kr/eng/tourismStatics/keyFacts/ROKMonthlyStatistics.kto
- http://kto.visitROK.or.kr/eng/tourismStatics/keyFacts/ROKMonthlyStatistics/eng/inout/inout.kto
- http://kto.visitROK.or.kr/eng/tourismStatics/keyFacts/visitorArrivals.kto
- https://docs.google.com/viewer?a=v&q=cache:AZB8q-gpaBMJ:www.iirx-gallery.com/1stock/ITE/2011/web/SellersSeminar/Presetation_KTO.ppt+outbound+tourism+ROK+2011&hl=fr&gl=ma&pid=bl&srcid=ADGEESjXRaYmNmeFBpLzazMirmgqQGhejLi8LCMTy0whMV10c4aYOiT4-jq-bTgRZveal1ImXHe9lpWSFnd_6E0LxYxINRT4vyy-ZQNgowwpGq6jmez0u71s2yzzA6aJQBVXgyS1QL3&sigs=AHlEtlbQSzWyY3n4LgE3FD_o1wW-iEKqdyg

**Mongolia**

**Great Tumen Region:**
- www.tumenprogramme.org
Asia Pacific

- http://www.unescap.org/stat/

UNWTO:


15. CONCLUSION

This report is both a *Multi-destination Cross-border Tourism Route Master Plan* but can also legitimately be considered as an overall *GTR Tourism Development and Marketing Strategy*.

It is reasonable to consider that the development of the proposed cross-border tourism routes, including the identification of capacity building needs, associated infrastructure as well as the marketing plan that is focused on promotion to the travel trade and independent travelers constitutes the fundamental development and marketing activities typically associated with a regional tourism development plan. Furthermore the plan promotes the integration of contemporary development principles, particularly with a focus on sustainable tourism, ecotourism, and single purpose activities such as medical tourism and shopping trips.

And the Action Plan, if implemented as proposed will position the GTR as a viable and significant force in Northeast Asian tourism development.

The short and longer-term development potential is exceptional, perhaps unlike a few other areas in the world. With its abundant natural, spiritual and cultural heritage resources and one of the fastest growing tourism markets in the world, the future seems very positive.

*Promoting to regional and domestic markets*

While the GTR has a longer term potential in the international market, the first three years (2013-2015) will focus on developing those routes and selling to those more immediate markets including the Chinese domestic market and the cross-border market opportunities along China/Russia, Mongolia/Russia, China/inner Mongolia and China/Russia/ROK border areas. The tourism route development plan extends beyond the boundaries of GTR promoting tourism to both the DPRK as well as to the West Coast of Japan. Conversely the latter is also an excellent source of outbound and short-haul Japanese tourists to the GTR.

These new tourism route corridors also provide an impetus for innovative and experiential tourism product development. For instance the development and promotion of the route between Changchun/Harbin and Fuyuan reinforces the urgency of developing a fully integrated ecotourism development plan for Bolshoi Ussuriysky/Heixiazi Island.

Similarly the development of an expanded and stable tourism flow through Hunchun to both Vladivostok and Rajin (DPRK) reinforces the need for and potential of a significant tourism activity area at the borders between China, Russia and DPRK. Identified as the multi destination “Golden Gateway” project and developed within the concept of an international demonstration project and, it provides the opportunity to create one of the most unique multination/cross-border projects in the world.

Finally, some of these routes link what can be considered exceptional tourism attractions and environments. For instance, the route between Hunchun and Vladivostok will eventually enable the visitor to stop at the Leopard National Park Visitor Center; certainly an attraction will gain international recognition. The Tea Road, starting in Hohhot, with its magnificent Mongolian Museum and then crossing the exceptionally beautiful landscape of Inner Mongolia and Mongolia and ending at Lake Baikal will also gain prominence as the GTR routes become more recognized.

But there are obstacles. Visa acquisition between the various countries can sometimes be time-consuming and inconvenient which should encourage each jurisdiction to promote a “visa on arrival (VoA)” program. At least within the GTR Area. Furthermore it appears that China has tightened some of its visa regulations and requirements while other nations are loosening theirs. However the consistent movement towards an integrated tourism flow, based on cross-border tourism, within the Greater Tumen Region, should encourage the appropriate national governments to at least give consideration two visa relaxation within the GTR member countries.

*The Cross-border Tourism Routes and the Millennium Development Goals*

The proposed development is a positive force for change, rural economic development improving opportunities and job prospects for women and youth. While the gateways and staging area are located in major cities, which have the necessary accommodation facilities and attractions, most of the time within each itinerary is spent in rural, and frequently poor regions, at least in China, DPRK, Russia and Mongolia.

These cross-border tourism routes will reinforce opportunities to reduce poverty, promote gender equity and strengthen local commitment for environmental protection and long-term sustainability through responsible tourism practices.
Role of the GTI Secretariat

Finally it is also important to recognize the important, indeed essential role that the GTI Secretariat must play in the development and launch of these cross-border tourism routes. The necessity to coordinate the activities of 15 different jurisdictions (including Tottori and Niigata Prefecture and Rason, DPRK) requires an independent agency with the vision and leadership capabilities that have already been voiced and demonstrated by the GTI Secretariat, its professional management and its committed staff.

However to ensure the successful outcome of the cross-border planning efforts, this commitment to tourism and tourism route development must continue.

The development of tourism route corridor is an effective way of the UNDP and its partners to meet the challenges of the Millennium Development Goals strengthen its commitment to regional economic development and ensure sustainable peace and prosperity across the region.

The implementation of the recommendations of this cross-border tourism report will make a significant contribution to achieving those goals within the GTR.
ANNEX 1: Further information on the resources of the GTR

CHINA

Jilin Province

Tumen River

This renowned river flows in northeast Asia, on the border between China and DPRK in its upper reaches, and between DPRK and Russia in its last 17 kilometers before entering the Pacific Ocean outskirts. The river forms much of the southern border of the province of Jilin and the northern borders of DPRK's provinces. The Changbai/Baekdu Mountain on the Chinese-DPRK border is the source of the river as well as of the Yalu River (which forms the western portion of the border of DPRK and China).

The 500 km river can also be considered as a spine to overall cross border trade and travel. Chinese and Russian tourists traveling to the DPRK must cross the river and the point where the three countries come together provides a unique opportunity for an integrated ‘tri-nation tourism destination zone’ with the River as a focal point.

Attractions include;

- **Tumen River Sculpture Park**: The only tourism attraction associated with the river is the Tumen River Sculpture Park in Yanbian Tumen. It demonstrates ROK culture and Chinese culture and art and is located across a river from DPRK.

- **China Tumen River Ice and Snow Festival**: Changchun

The river is also used is one of the venues during the annual Ice and Snow Festival

Changchun Attractions

- **World Sculpture Park**

  The sculpture park covers 92 hectares. The park’s central sculpture is called “Friendship, Peace, and Spring” and symbolizes the unity of people across five continents. More than 270 artists from 110 countries have participated in the design of the more than 320 sculptures that the park has. East and West meet here in a project that allows all kinds of art to intermingle.

- **Evening Entertainment**

  Changchun is also known for its variety of bars, clubs, cafes and teahouses, which provide the urban tourist with a variety of night time activities. Most of these facilities can be found along Guilin Road, one of the biggest commercial areas in Changchun. The visitor can also experience authentic northeast culture by watching Er Ren Zhuan, a traditional performance from Northeast China, which originated over 300 years ago. Heping Theater, Liulaogen Theater, and Dongbeifeng Theater are also available for local cultural performances.

Heilongjiang Province

Heilongjiang Province is now one of the most popular tourist destinations in China, attracting approximately 50 million domestic tourists annually. There are already a number of special interest tours catering for tourism routes that are popular with tour operators. They include

- **The O-shaped route** with Harbin as the Gateway

- **The K shaped route** connecting Mudanjiang, Jiamusi, Yinchuan, Heihe and Greater Xing’an Mountains with Daqing and Qiqihar

- **The L-shaped route** linking all tourist attractions together along the China-Russia border river.
Liaoning Province

Dandong

This city, as well as Dalian, could represent a significant cross-border tourism opportunity within the ROK Peninsula. It is separated from DPRK by the Yalu River. The Yellow Sea is to the south and Dalian is to the northeast. The city is only 4 hours from Shenyang and there are direct flights from Beijing and Shanghai. There is also regular ferry service from Incheon in ROK thus reinforcing the potential for cross-border tourism.

Dandong had a great military significance particularly during the last years of the Ming Dynasty (1368-1644), and the early stages of the Qing Dynasty (1644-1911).

However it is best known for its natural resources and in particular the mountains of eastern Liaoning, which surround the city. Its coastal location also ensures that it has a temperate, albeit humid climate. While it is not a popular destination in the summer months it enjoys comfortable temperatures during the spring and fall.

It is best known for the Dandong Yalu River International Tourism Festival where visitors come from across China to also purchase the famous tussah. Other attractions include;

- **Dalu (Deer) Island** which is popular with tourist because of its available C products and excellent beaches.

- **Fenghuang (Phoenix) Mountain**, 57 kilometers northwest of Dandong is one of the four famous mountains in Liaoning. It features spectacular scenery, temples, stone inscriptions and many other heritage features.

Shenyang

This city of 4 million people can easily be considered as another busy Chinese metropolis and not a significant part of any tourism route. However it has several significant attractions, which make it an important part of any tourism route. Unquestionably the most important is the Imperial Palace. But also the city has a wealth of pagodas, tombs, temples and cultural sites.

The Shenyang Imperial Palace is a particularly famous attraction and generally based upon its much larger predecessor, the Forbidden Palace and Beijing. One difference however is in the intricate Tibetan and Mongolian architectural features, which were favored by the Qing Dynasty. The entire complex is very impressive and provides an essential contribution to any tourism routes and package tours that are proposed for the province.

Other local attractions include;

- **Guaipo (Strange Slope)**: Amongst the world's strangest phenomena and Shenyang's most unusual attractions is a sloping stretch of road, where objects seem to move up rather than down the hill, with their own momentum. This is actually an optical illusion and can be found in other countries but it is always popular with tourists.

- **Benxi Water Cave National Park**: Shenyang's Benxi Water Cave National Park is a unique flooded cave that allows visitors to simultaneously go boating and caving. Bizarre rock formations fill the enormous cavern, which is so large that its entrance contains an underground wharf

- **Local Customs Village**: This 18-hectare folklore village enables tourists to experience the cultural diversity of the nine ethnic minorities of the province.

- **Meteorite Mountain Park**: For those tourists who are interested in meteorites this attraction includes dozens of samples including is the world's oldest known meteorite, weighing about 2 million tons and is claimed to be over 4 billion years old.

- **Mount Qianshan Scenic Spot**: Just 20 minutes north-east of Shenyang are the various natural attractions of Mount Qianshan including three main hills, which have dozens of well-marked hiking trails, leading to view points and many scenic sites.
- **Zhongshan Square**: One of the main attractions in Shenyang's downtown district is this plaza, named after Sun Yat Sen. The most impressive site within Zhongshan Square is the towering statue of Chairman Mao, which is surrounded by a legion of soldiers, peasants and workers, each carrying a tool of the revolution.

**Inner Mongolia**

Inner Mongolia is the first national autonomous region established in China. It stretches along China's northern border with Mongolia and Russia and covers an oblong area of over 1.28 million square kilometers, one eighth of China. Of all the Chinese provinces and autonomous regions, Inner Mongolia is the third largest after Xinjiang and Tibet.

The Mongols united under Chinggis Khan in 1206, and their descendants went on to conquer the rest of China and then parts of Europe in the 13th and 14th centuries. Today, this region is only for strong and adventurous tourists who don't mind a mutton diet.

Inner Mongolia has a temperate continental monsoonal climate with four distinct seasons because of it is great distance from sea and its high terrain and mountains. It has long, cold winters and short, warm summers. The nights are cool, and the winters are very cold. Known as the "Arctic in China," the record low temperature is 50° C. It is windy in all seasons, especially in spring when sandstorms are prominent.

Inner Mongolia's capital city, Hohhot (Green City), is 1000 meters above sea level. It dates all the way back to the Ming Dynasty, at least some 400 years ago. The traditional religion is Lamaism, a branch of Buddhism related to that of Tibet. Dazhao Temple, the oldest temple, has a rare silver Buddha and many musical instruments. Tourists can travel out and sleep in a yurt in the grasslands, ride camels and camel carts, or try Mongolian bows and arrows.

They can also drink tea laced with milk, butter, and grain or eat barbecued lamb, mutton hot pot, beef kebab, and camel hoof, which allow tourists to get an impression of Mongolian lifestyle. This deepens after a visit to the Provincial Museum. Mongolian folk songs and dances are distinct, while saber-fighting, horseback acrobatics and horse racing still reflect the nomadic life of Mongols. Inner Mongolia produces woolen textiles, carpets, tapestries and Mongolian-style riding boots, sabers, saddles, stirrups and felt stockings.

*Inner Mongolian Museum* also contains a number of intricate Mongol bone carvings depicting historical events. The Museum has also collected and preserved many contemporary items that relate to the rich local culture. Presently, over 3,000 sets of such objects are housed in the museum, offering a glimpse into the lifestyles and customs of a wide variety of Mongolian and other ethnic groups in the region. Of particular interest are the costumes of Mongolian women from different parts of Inner Mongolia as well as Mongolian religious artifacts.

Inner Mongolia is also known as the "Land of Fossils". Specimens shown in the museum include massive dinosaurs, mastodons, and many other kinds of fossilized remains from the Mesozoic period that have attracted global attention. The complete fossil skeleton of a mammoth is displayed in the museum.

**Russia**

**Primorsky Territory (Krai) and Far East Russia**

Primorsky Krai is the historical birth place of many native tribes who belong to the Tungus-Manchu group, such as the Udege, Nanai and Oroches, whose ancestors were in the territory during the Paleolithic era.

Another small group, the Taz, represent the intermarriage during the middle of the 19th century between native women and Chinese men. They live in Mikhailovka village in the Olginsky region.

Traditional indigenous economic activities include hunting, fishing and gathering of non timber forest product.

Krasniy Yar and Olon (Pozharskiy District) and Agzu (Terneiskiy District) carry the title of National Villages, because of the high percentage of indigenous people living there and because the communities are centers for traditional, cultural and economic activities of the krai's indigenous people.
Natural Resources of the Krai

The Sikhote Alin Mountains which cover much of the krai are fortunately a UNESCO biosphere reserve. The upper alpine regions are covered with tundra and dwarf Siberian pine and low bushes. At lower altitudes there are cedar and birch forest.

There are an impressive 340 bird species in the region, which suggests a significant potential for bird watching activities. The most common of which are the nuthatch, the nutcracker, the jay, the rarest Mandarin duck, fish duck and the Siberian spruce grouse.

Many of the vegetation species in Primorsky Krai are endemic to the region and are not found anywhere else in Russia.

Some of them are ancient, originating from the Tertiary Period, such as the Kedrovaya Pad Nature Preserve. Ancient species such as yew, willow, cork, aralia, ginseng, limmonik, dimorphant and various species of fern are well known. In the Khasansky District in the far south, there are up to 100 species of rare and endangered plants. These include the Manchurian apricot, actinidia, Japanese arizema, several species of bashmak, ginseng, etc.

In order to protect this unique biodiversity a comprehensive network of protected areas has been created and represents one of the more impressive nature reserves in Asia. It includes 6 reserves, 5 national parks, 12 Zakazniks (territories of limited nature use) and 300 nature sites.

The Ussuriysky reserve, originated in 1932, is one of the oldest in the Far East. Its major feature is a massif old virgin vine-coniferous broad-leaved forest, is practically extinct in the rest of Russia and abroad. There are at least fifteen rare and endangered plants and sixty-two species of terrestrial mammals.

The Lasovsky Reserve is probably the most diverse. It is located between the Kievka and Kedrovaya rivers. The main species here is the endangered Siberian tiger of which only fourteen adults and six youngsters remain.

Vladivostok

There are a few attractive tourist attractions in the city, most of which reflect the cities more recent history as a major Russian naval port. These attractions include the;

- **V.K. Arsenev Regional Museum** which includes natural history and historical displays about the region from the aborigines to present day

- **Museum of the Pacific Fleet**, which displays the Krasny Vympel (Red Pennant), First ship of the Soviet Pacific Navy, C-56 Submarine that sank 10 German ships and a military transport during World War II. The sub is part of a memorial complex called "Military Glory of the Pacific Fleet,"

- **Aquarium**, which features live exhibitions of local species from the Far Eastern seas and coast, including its main attraction, beluga whales,

- **Fortress territory**, which includes a museum with exhibitions of weapons, and the history of defense in the area, bunkers, fortifications and subterranean passages.

The main streets are Svetlanskaya which stretches along the coast of the bay from Amurskiy Bay to the Muraviyov peninsula and Aleutskaya. At the end of Svetlanskaya it used to be possible to take a funicular to an upper station but that has been removed because of the construction of the new bridge.

Nevertheless it is possible to climb the stairs to the observation deck for a nice view.

Possible excursions in the area include a visit to the local Observatory, the Kravtsovsky Waterfalls and the ancient cities of the Bohai kingdom that existed from 698 AD to 926 AD.

Vladivostok is also a good center for organizing camping and trekking trips to Siberia and the Kamchatka Peninsula.

- **Russky Island**: This island represents a potential significant tourism development for Vladivostok. It has received a definite boost this year (2012) because it was the location for hosting the APEC (Asia
Pacific Economic Cooperation) Summit. However longer term prospects for the island suggest that it will be developed for ecotourism, beach tourism, sports tourism, spa tourism and business tourism. This development will be supported by hotels, marinas, and associated infrastructure. It may also serve as a location for the proposed new casino development in the region.

**Chita**

Chita is a quaint and interesting Soviet style city that offers broad boulevards and an interesting European style of architecture in the downtown area. Most of its development occurred when the Decembrists moved to the region. They were well educated and spent a lot of time and effort to educate its citizenry. Hence the city turned into one of the biggest trading centers in Siberia. Even European countries were exporting to Chita. In the 1930’s Chita closed its doors because, like so many cities in Siberia, its manufacturing capabilities and natural resources were needed for the war. After the war Chita was a closed city because of its proximity to China. Some of these attractions include:

- **The Decembrist Museum** also known, as the Mikhailo-Arkhangelskaya Church, a two story wooden building built in 1771 out of larch logs, and is considered one of the most significant local monuments of wooden architecture.

- **A new Russian Orthodox Cathedral** has been built (2005) with 5 large cupolas, a bell tower,

A **new Catholic Church** near the Chita River, with its modern style and stark white appearance, stands in marked contrast to the old wooden and brick buildings surrounding it. The city offers a choice of accommodations including the Panama Hotel located outside of the town. What makes this property so attractive is that it has three great restaurants, which offer authentic Buryat, Chinese and western cuisine in addition to being a western style hotel.

Approximately 3-4 hours by car, from Chita is **Aginsky Datsan** founded in 1811 and is an elaborately decorated temple devoted to Sakyauni Buddha. It has an international reputation for its Buddhist and Tibetan engravings.

In 1993, the school of Tibetan medicine was established in the monastery. The datsan is very colorful and the Buryat monks are welcoming.

There are two national parks in Chita: the **Chikoysky and Alkanai National Parks** which offer excellent ecotourism opportunities including hiking, camping and other outdoor activities.

The Alkanai National Park, (located five hours from Chita) as many parks in Zabaikalya, includes significant Buddhist monuments. It also offers wooden lodging, yurts and tent camps for overnight lodging. Hiking is possible along an existing trail with stops at a number of Buddhist monuments. There is also fishing available in the nearby river.

**Mongolia**

**Ulaanbaatar**

The many attractions of Ulaanbaatar include:

- **Gandan Monastery:** The main monastery in the city is one of the few monasteries in the country that escaped the communist purges during the 1930s.

- **Choijin Lama Monastery:** The Museum is a unique showcase of religious art and the history of Buddhism in Mongolia and is a gem of the historical and cultural heritage of the previous century. The monastery was active until 1938 and in 1941 it was turned into a museum. It is an ensemble of Buddhist architecture and consists of 5 temples and 5 arched gates. In the main temple there is the sculpture of Choijin Lama and the embalmed mummy of his teacher.

- **Natural History Museum:** The current museum was established in 1992 and provides an excellent introduction to the natural resources of Mongolia. Or travelers leaving on a multiple day excursion to the eastern provinces, the exhibits provide a foundation for understanding the resources and ecosystems, particularly those of the grasslands. The museum Exhibits consists of the following:
- Mongolian geography including ancient volcanoes and stones from the volcanoes
- Artifacts from the origin of the planet as well as meteorites
- Geological history and mineral exhibits
- Ancient and contemporary botany including; Flora and fauna /mammals, birds, fishes, insects, reptiles, amphibious
- Paleontology including ancient plants and animals

The museum is one of the biggest museums in Mongolia with 40 halls and 12,000 exhibits. It receives more than 50,000 visits each year.

- **Sukhbaatar Square**: The site is of interest because of its large statue of statue of Chinggis Khan and the 9 heroes (Urlugs).

- **Bogd Khan Museum**: This palace known as The Green Palace was built between 1893 and 1903 during the 10 years rule of Mongolian masters. It is dedicated to the VIII Bogd Gegeen, the head of Lamaist religion and last khan of Mongolia. In 1924 it was turned into Bogd Khan palace and became the first National Historical

- **Museum of Mongolia**: It now consists of seven Summer Prayer temples and the winter palace. The collections and exhibits include unique and valuable objects from Mongolia's political, religious, and artistic history from the 17 to early 20-th centuries: bronze castings, silk paintings, mineral paintings, and paper icons made by well-known artists and artisans of the period

- **Zaisan Memorial**: A huge communist-era monument, located just outside the city, represents the Russian and Mongolian heroes who fought together during WWI and WWII. And also provides the visitor with an excellent view over the entire city. There's also a huge Buddhist statue at the bottom.

- **International Intellectual Museum**: The museum's collection may be have interest to some tourists and includes many Mongolian puzzle toys and world famous, rare and precious exhibits. The museum is a manufacturer of Mongolian puzzle toys, logic games, and hand crafted products and souvenirs and it exports most of its products abroad.

- **The Zanabazar Museum of Fine Arts**: The collection includes items from the Stone Age to 20th century. Of particular interest is the collection of Buddhist art beginning in the 17th Century.

### Dornod Province

The province is large (123,600 sq. km) yet it only has 40,000 people comprising 7 ethnic groups including Halh, Buriai, Barga, Uzemchin, Urianhay, Ould and Kazakh. It border on Russia on the north and China on the east and south-eastern part, with Sukhbaatar province on western. The center of the province, Choibalsan is 661 km from Ulaanbaatar.

The province is known for its vast steppe yet there are other significant resources that would be of interest to the eco-tourist and soft adventure traveler. 10 percent of flora registered in Mongolia’s red book, over 40 kinds of herbs and 10 kinds of useful plants grow here. Also plants with various endemic ether oils. The **natural attractions** include:

- **Dornod Mongolian Reserve** which includes Hyalganat ecosystem and its white antelopes. There are 153 flora species and 26 kinds of mammals, of which 2 have been registered in the Red Book. Moreover threatened bird species such as falcons use the area as a flyway.

- **Mongol Daguur Preserve**. The area was reserved in 1992 with purposes of protecting the wild nature, steppe, water and swampy areas where flora and fauna especially migrating and aquatic birds inhabit and conducting researches and studies. It was expanded as joint Mongolia-Russia-China Daguur reservation area in 1994 and was included in the international network areas of protecting Northeast Asian cranes. Black, white and other of scarce cranes which inhabited in Northeast Asia nest here and gather in large number while migrating.
- **Numrug preserve.** This area includes both forest and steppe regions of Hyangan Mountain. It was established to protect the local flora and fauna, as well as watersheds. The area is home of several endangered species of reindeers, snakes, moles, otters, brown bears, wild ducks, eagles, falcons, cranes and condors.

- **The Yahi Lake National Park.** This area was established in 1998 to protect the white antelopes and aquatic bird migratory route. The park includes many species such as white antelopes, wolves, marmots and steppe fox, migratory and sedentary birds like bird of prey and vultures, rocky hills, valleys and mountains.

- **Ugtam Mountain National Park.** The Ugtam Mountain was declared a national park in 1993 in order to protect the flora and fauna and restore the natural environment.

- **Toson Hulstai National Park.** The area around the Toson Hulstai Lake was designated as a national park in order to protect the white antelopes. There are several endemic plants such as the prickled roses, orchids and Siberian stipa gobica. Also, there are endangered cranes, steppe bustards and hedgehogs.

There are several prominent **historical resources** including:

- **Ruins of Herlen bar city** from the Kidan period in the 11th century in the northern side of the Herlen River in Tsagaan Ovoo soum,

- **Wall route of Chinggis Khan** crossing Bayan-Uul, Bayandun, Dashbalbar and Gurvanzagal soums,

- **Ih Burhant complex**, created between 1859 and 1864

- **stone figures of Tureg period** at Shonh tavan tolgoi, the Hiimori Gobi in Matad soum,

- **stone figures in Hutsuu in Naran and Sergelen soums**, ruins of Count Savaa, fighter for freedom in Sergelen sum,

- **Artificial mountain**, created by the Count Togtohtur of Ilden Hoshuu in Tamsagbulag, Halhgol soum, the Utai Tavan Mountains, Turtle rock or Ger rock, recorded in the Secret History of Mongolia.

**Sukhbaatar Province**

Sukhbaatar aimag is situated in the eastern part of Mongolia. The territory is hilly, predominantly steppe. The highest mountains are Shiliin Bogda (1,777 m) and Munkh Khan (1,600 m). The province has 220 extinct volcanoes and lakes such as Ganga Nuur, Duut, Dosh are popular destinations.

The southern part of the territory is deserts, with Moltsoog sand dunes stretching for miles (248 sq. km), Ongon sand (128 sq. km), and Suuj sand. The South of the territory is semi-desert, and other parts of the territory are mainly steppe. The aimag is rich in white antelopes. Other animals include foxes, corsas, wolves, marmots and wild cats.

Sites and attractions of interest include Baruun-Urt. The city is not particularly attractive however it does have some sites of interest including;

- **The Baruun-Urt Museum**, which has a reasonable collection of costumes representing the three ethnic groups that inhabit the region. There are also fine examples of products from Dariganga renowned silversmiths and blacksmiths, and a map showing the locations of the ‘man’ and ‘woman’ balbal statues in the aimag

- **Erdenemandal Khiid Monastery.** According to the monks at the monastery, Erdenemandal Khiid was originally built in 1830, about 20km from the present site. At one time there were seven temples and 1000 monks in residence.

- **Dariganga.** Dariganga sum in the south-east of Sukhbaatar is by far the most interesting place in the aimag to visit. Famous for its silversmiths and blacksmiths, this is also where the sand dunes of the Gobi and the grassy plains of the northern steppe converge to create what looks like thousands of hectares of perfect parkland.
o At Dariganga village (also known as Ovoot), it is possible to explore the lakes, volcanoes, mountains, sand dunes and ancient stones nearby. The sacred mountain of Shiliin Bogd is also close. The skyline of Dariganga is dominated by Altan Ovo (Golden Ovoo), a wide former crater topped by a new stupa. The stupa was built in 1990 on top of the ruins of the original Battsaagan stupa, which was built in 1820 and destroyed in 1937.

o The ruins of Ovoon Khiiid was built in 1820, the new Ovoon Monastery was built in 1990 and is served by six monks. There are six lakes in the vicinity of Dariganga; all are part of the 28,000 hectare Ganga Nuur Natural Reserve. The three main lakes, Kholboo Nuur, Tsagaan Nuur and Ganga Nuur, are good for swimming. The magnificent Ganga Nuur is 13km from Dariganga. From August to October, the lake is home to thousands of migrating swans.

o Shiliin Bogd Uul. At 1778m, Shiliin Bogd Uul (70km east of Dariganga), is the highest peak in Sukhbaatar aimag. The extinct volcano is sacred to many Mongolians: the spirit of any man (and men only!) who climb it, especially at sunrise, will be revived. The region is stunning, isolated and close to the Chinese border.

o On the road between Dariganga and Shiliin Bogd, 8km past Ganga Nuur, look out for the new statue of Toroi-Bandi, the 'Robin Hood' of Mongolia, who had a habit of stealing the horses of the local Manchurian rulers, then eluding them by hiding near Shiliin Bogd Uul.

o Taliin Agui, 15km north-west of the mountain, is one of the largest caves in Mongolia and is covered with ice until August.

o Lkhachinvandad Uul Natural Reserve. The Lkhachinvandad Uul Natural Reserve, on the border with China contains Lkhachinvandad Uul (1233m) and has a large population of gazelle and elk.

ROK

Gangwon Province

The province is located in the mid-eastern part of the ROK peninsula, and considered a complete destination for extended stay visits, particularly for visitors from Vladivostok, Northeast China and Japan. It has a mix of spectacular mountains (Seoraksan, Chiaksan, Odaesan and Taebaeksan) and clean beaches that offer excellent sightseeing and leisure travel activities throughout the year.

Top summer vacation destinations include;

- **Gyeongpo Beach**, the largest beach on the east coast
- **Jeongdongjin Beach**, which lies in front of Jeongdongjin Train Station.

The beaches could be popular destinations for weeklong visits by tourists coming from throughout the GTR since much of the region, beyond ROK and Japan, has only interior or inland as compared to coastal resources. The province of Gangwon-do is also popular for winter activities because of the high snowfall. However it may be less accessible, at least by cruise ferry during the winter months.

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<th>Table 26. Tourism Attractions in Gangwon Province</th>
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The above list is a short scan of the available cultural heritage, natural and entertainment activities and facilities that are found in the province. Further assessment can provide both a description of most of these resources as well as identifying how each one can be appealing to the various market segments, particularly those from the GTR.

Japan: West Coast

Tottori Prefecture

The Gosho Aoyama Manga Factory

Museums hosting works by Japan's famous cartoonists from Tottori are very popular. The Gosho Aoyama Manga Factory is a museum exhibiting materials related to the author of "Detective Conan," and internationally known comic character. The Mizuki Shigeru Museum hosts the works by Shigeru Mizuki, author of "Gegege-no-Kitaro," a representative 'yokai' (specter) manga in Japan. These museums are always crowded with people of all ages. The bronze statues of yokai standing in various locations throughout the area are also extremely popular.

Tottori Sand Dunes and Sand Dunes Museum

Together the natural sand dunes, which extend for about 2 km East and West, and the impressive exhibits in the sand dunes, constitute a one-day experience in the region. The dunes themselves are very popular for hiking and climbing however it is possible to take a cable car ride to the Dune Observatory Center.

The sand dune museum with its constantly changing exhibits is on par with any museum in the GTR.

Other attractions include:

- Tottori Castle ruins: only the foundations of this castle, which was built in 1545, remain however it is an impressive sight to visit because of the views over the city.

- Tottori Prefectural Museum: the two-story museum offers an excellent display of the flora and fauna of the region as well as the rocks and minerals, historical artifacts, and albeit reproductions, excellent prehistoric exhibits.

- Kannon-in: while the Temple itself is not particularly attractive, the garden inside the building inside makes it an excellent attraction.

- Warabekan (Children's Museum): this is a popular exhibit for travelers with children

- Tottori Mingei Museum of Folk crafts: The displays are mainly pottery and glass but there are also textiles, woodwork and bamboo work. The Ushinotoyaki Pottery is the most significant exhibit. With its stained glass windows it seems to be a mixture of Christian and Buddhist.
Niigata Prefecture and Attractions

Niigata Prefecture natural and cultural resources offer a variety of activity for those wishing to extend their itinerary in Route 1. Both the Prefecture and the city of Niigata are rich in tourism resources. Its location and long coastline also is extremely attractive to existing GTR markets, particularly those from inland locations such as Changchun, Harbin and Hohhot. Niigata would be accessed from Nagoya with a return directly to Tokyo. A list of the major attractions can be found below.

- **Northern cultural Museum:** The former estate of wealthy landowner Bunkichi Ito, a traditional Japanese-style manor with 65 rooms, was built over a period of eight years starting in 1882.

- **Toki Messe Observation Deck:** Toki Messe Observation Deck is a modern multi-use convention center that houses many facilities including an international exhibition hall, international conference rooms, and a hotel. The observation deck on the top floor is a new tourist spot where you can observe a 360 degree panoramic view of Niigata City.

- **The Old Customs House:** The Old Customs House is a special feature of the port city of Niigata that was built in 1869, and is currently preserved from its original state. It is on the grounds of the Niigata City History Museum, and has been designated a nationally important cultural property.

- **Niigata City Aquarium:** An aquarium where you can see approximately 20,000 animals of 450 different species. The view is thrilling from the "marine tunnel" on the bottom of the main tank. A popular dolphin show also takes place daily. Brochures are available in English, Chinese, ROK, and Russian.

- **Hakusan Park and Shrine:** In 1873, Hakusan Park was designated the first municipal park in Japan. Ponds, hills, and greenery are spread out amongst the Dutch-style recreational garden. Memorial plaques are also dotted about the park. Ume trees, cherry blossoms, wisteria, and lotus plants blossom throughout the seasons, allowing one to relax and enjoy a stroll without leaving the city.

- **Niigata Furusato Village:** A large facility that introduces the tourist spots and local products of Niigata. The Appeal Hall introduces the history and culture of Niigata along with the newest tourist information. In the Bazaar Hall, sample or buy local sake, seafood, and other special products. Guide maps are available in English, Chinese, and ROK.

- **Fukushima Lagoon:** Fukushima Lagoon is home to the largest number of migrating Bean Geese, a nationally protected species. This natural treasure trove is home to over 220 confirmed varieties of wild bird. Video and exhibits about local flora and fauna can be viewed at the "View Fukushima" hall. You can experience houses with old-style thatched roofing at the exchange facility "Kataraitei". There is an English website.

- **Shirone Kite and History Museum:** Shirone is the home to the 300 year old Giant Kite Battle. Here you will find the very unique kite museum. Starting with the giant Shirone Kites, 800 kites from around Japan and the world are on display. Anybody can feel free to experience making and flying kites within the museum.

- **Minato Inari Shrine:** In the Edo Period, women would pray to a famous stone dog carving here for rough weather so that ships could not enter port. Women on the left and men on the right.

- **Sawa Shogen no Yakata:** The estate of wealthy landowner Sawa has been left in a scale like few others in Japan. See the main building along with rows of pine trees re-created from house blueprints, and get to know what life was like for powerful families at the time.

- **Niigata Prefectural Modern Art Museum:** This Niigata Prefectural Modern Art Museum introduces mostly artworks from since 1945. It is expected to be a location for international exchange about art and culture.

- **Niitsu Art Forum:** A large white marble terrace covers the atrium from the first to the second floor. This area is also used as a stage for performances, concerts, and plays. On the second floor there are two exhibition rooms with 10 meter tall ceilings, and the first floor holds a citizens’ gallery, lecture hall, and a 300 person capacity outdoor theater. The needs of all kinds of exhibits and performances can be met.
- **Bandai Bridge**: The symbol of Niigata City, the capital of water. The current model is the third incarnation, a beautiful bridge with six granite arches and a length of 306.9 meters. In 2004 the bridge was chosen as one of two bridges with national roads to be designated nationally important cultural properties.

- **Niigata Fishing Port**: This fishing port plays an important role as a hub for providing the prefecture's markets with marine products. In addition to what is caught in Niigata City, 40% of seafood caught in the prefecture especially that from Sado Island goes through the port. The market shows its bustle starting early in the morning, and you can hear the voices of Niigata's middlemen haggling over fresh seasonal seafood.

- **Sado Island**: This is considered Niigata Prefecture's most famous tourist spot, with attractions such as crested ibises and Sado Gold Mine. 2. 5 hours by car ferry or 1 hour by jet foil. A treasury of nature and of history.

- **Yahiko Shrine**: Yahiko Shrine is nestled at the foot of Mt. Yahiko, and has been known since long ago as "O-yahiko-sama". The shrine has been loved by many as a place for souls to return home.

- **Takada Castle**: In 1613, Takada Castle was constructed as a residence for feudal lord Matsudaira Tadateru. It is famous as a location for viewing cherry blossoms.

- **Several Ski Resorts**: Out of the many ski resorts within Niigata Prefecture, several are easily accessible from Niigata City.
ANNEX 2: Results of GTI National and Provincial Tourism Departments Survey

1. Number of Domestic Tourism Arrivals, thousand arrivals:

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>China -Heilongjiang Province</td>
<td>65,000</td>
<td>84,000</td>
<td>108,000</td>
<td>157,000</td>
<td>202,000</td>
<td>239,000</td>
</tr>
<tr>
<td>China – Jilin Province</td>
<td>37,036</td>
<td>44,969</td>
<td>54,330</td>
<td>64,089</td>
<td>75,419</td>
<td></td>
</tr>
<tr>
<td>Russia -Primorsky Territory</td>
<td>455.8</td>
<td>529.9</td>
<td>614.9</td>
<td>786.1</td>
<td>705.8</td>
<td>787.0</td>
</tr>
<tr>
<td>ROK -Gangwon Province</td>
<td>82,415</td>
<td>91,180</td>
<td>82,128</td>
<td>90,317</td>
<td>84,669</td>
<td>90,000</td>
</tr>
</tbody>
</table>

2. Number of International Tourism Arrivals, thousand arrivals:

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012 estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>China -Heilongjiang Province</td>
<td>1,414</td>
<td>2,006</td>
<td>1,425</td>
<td>1,724</td>
<td>2,065</td>
<td>2,332</td>
</tr>
<tr>
<td>China – Jilin Province</td>
<td>543.6</td>
<td>617.3</td>
<td>680.5</td>
<td>820.1</td>
<td>993.2</td>
<td></td>
</tr>
<tr>
<td>Russia -Primorsky Territory</td>
<td>68.4</td>
<td>67.2</td>
<td>53.0</td>
<td>67.8</td>
<td>82.4</td>
<td>90.5</td>
</tr>
<tr>
<td>ROK -Gangwon Province</td>
<td>1,192</td>
<td>1,026</td>
<td>1,262</td>
<td>1,398</td>
<td>1,568</td>
<td>1,650</td>
</tr>
</tbody>
</table>

3. Top Market Source or Origin for Domestic tourists, %

<table>
<thead>
<tr>
<th>Russia - Primorsky Territory</th>
<th>Origin</th>
<th>Share</th>
<th>ROK - Gangwon Province</th>
<th>Origin</th>
<th>Share</th>
<th>China - Heilongjiang Province</th>
<th>Origin</th>
<th>Share</th>
<th>Inner Mongolia</th>
<th>Origin</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Khabarovsky Territory</td>
<td>40</td>
<td>Gyeonggi</td>
<td>32.6</td>
<td>Jilin Province</td>
<td>42.3</td>
<td>Heilongjiang Province</td>
<td>70</td>
<td>Hebei Province</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Amur Oblast</td>
<td>20</td>
<td>Seoul</td>
<td>28.4</td>
<td>Liaoning Province</td>
<td>11.6</td>
<td>Liaoning Province</td>
<td>5</td>
<td>Liaoning Province</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kamchatsky Territory</td>
<td>15</td>
<td>Incheon</td>
<td>7.1</td>
<td>Heilongjiang Province</td>
<td>6.2</td>
<td>Beijing</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sakha Republic (Yakutiya)</td>
<td>15</td>
<td>Chungcheongbuk</td>
<td>5.3</td>
<td>Shandong Province</td>
<td>5.1</td>
<td>Jilin Province</td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other regions</td>
<td>10</td>
<td>Daegu</td>
<td>3.5</td>
<td>Beijing</td>
<td>4.8</td>
<td>Shandong Province</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Top Market Source or Origin for International tourists, %

<table>
<thead>
<tr>
<th>Russia - Primorsky Territory</th>
<th>Origin</th>
<th>Share</th>
<th>ROK - Gangwon Province</th>
<th>Origin</th>
<th>Share</th>
<th>China - Heilongjiang Province</th>
<th>Origin</th>
<th>Share</th>
<th>Inner Mongolia</th>
<th>Origin</th>
<th>Share</th>
<th>Jilin Province</th>
<th>Origin</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>China</td>
<td>74</td>
<td>Taiwan</td>
<td>38.8</td>
<td>Russia</td>
<td>73.97</td>
<td>Mongolia</td>
<td>53.5</td>
<td>ROK</td>
<td>38.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ROK</td>
<td>9</td>
<td>China</td>
<td>37</td>
<td>South Korea</td>
<td>10.66</td>
<td>Russia</td>
<td>34.1</td>
<td>Russia</td>
<td>31.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>USA</td>
<td>5</td>
<td>Japan</td>
<td>15.1</td>
<td>Japan</td>
<td>5.91</td>
<td>Japan</td>
<td>2.73</td>
<td>Hong Kong and Macao</td>
<td>8.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Japan</td>
<td>4</td>
<td>Singapore</td>
<td>5.4</td>
<td>USA</td>
<td>1.95</td>
<td>Hong Kong</td>
<td>1.24</td>
<td>Japan</td>
<td>7.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>2</td>
<td>Malaysia</td>
<td>3.0</td>
<td>France</td>
<td>0.88</td>
<td>South Korea</td>
<td>1.15</td>
<td>Taiwan</td>
<td>5.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. Overall origins of visitors, %

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>National visitors</td>
<td>98.7</td>
<td>98.9</td>
<td>98.8</td>
<td>98.8</td>
<td>98.7</td>
<td>98.7</td>
<td>98.8</td>
<td>92</td>
<td>92</td>
<td>90</td>
</tr>
<tr>
<td>International Visitors</td>
<td>1.3</td>
<td>1.1</td>
<td>1.2</td>
<td>1.2</td>
<td>1.3</td>
<td>1.3</td>
<td>1.2</td>
<td>8</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>GTR (estimate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>74</td>
<td>64</td>
<td>74</td>
</tr>
</tbody>
</table>

6. Party Composition, Length of Stay

<table>
<thead>
<tr>
<th>Origin</th>
<th>Primorsky Territory</th>
<th>Gangwon Province</th>
<th>Inner Mongolia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tour Group</td>
<td>Couples</td>
<td>FIT</td>
</tr>
<tr>
<td>National visitors</td>
<td>1-2 days</td>
<td>3-4 days</td>
<td>3-10 days</td>
</tr>
<tr>
<td>International Visitors</td>
<td>3 days/ 2 nights</td>
<td></td>
<td>1.47 days</td>
</tr>
<tr>
<td>From within the GTR</td>
<td>4 days/ 3 nights</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Top 5 reasons national visitors come to a province, territory or region

<table>
<thead>
<tr>
<th>Rank</th>
<th>China Province</th>
<th>Inner Mongolia</th>
<th>Jilin Province</th>
<th>ROK - Gangwon Province</th>
<th>Russia - Primorsky Territory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Holidays and Leisure</td>
<td>Leisure/Vacation</td>
<td>Leisure/Tourism/Vacation</td>
<td>Leisure/Tourism/Vacation</td>
<td>Natural Features</td>
</tr>
<tr>
<td>2</td>
<td>Friends/Family visits</td>
<td>Sightseeing/Tourism</td>
<td>Commercial Activity</td>
<td>Friends/Family Visits</td>
<td>Festival and sports events</td>
</tr>
<tr>
<td>3</td>
<td>Commercial Activity</td>
<td>Commercial Meeting</td>
<td>Holidays and Leisure</td>
<td>Learning/Activities</td>
<td>Cultural Heritage</td>
</tr>
<tr>
<td>4</td>
<td>Participate Meeting</td>
<td>Friends/Family visits</td>
<td>Religious/Pilgrimage Activities</td>
<td>Friends/Family visits</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Culture/Science and Technology Exchange</td>
<td></td>
<td></td>
<td>Business/Business Activities</td>
<td>Shopping</td>
</tr>
</tbody>
</table>

8. Top 5 reasons international visitors come to a province, territory or region

<table>
<thead>
<tr>
<th>Rank</th>
<th>Primorsky Territory</th>
<th>Gangwon Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cultural Heritage</td>
<td>Leisure / Entertainment / Holidays</td>
</tr>
<tr>
<td>2</td>
<td>See APEC venues and related objects under construction</td>
<td>To Enjoy Winter Sports</td>
</tr>
<tr>
<td>3</td>
<td>Festival and sports events</td>
<td>Famous Drama Or Movie Filming Locations To Visit</td>
</tr>
<tr>
<td>4</td>
<td>Natural Features</td>
<td>Learning / Activities</td>
</tr>
<tr>
<td>5</td>
<td>other</td>
<td>Business / Business Activities</td>
</tr>
</tbody>
</table>
9. Age categories of your national and international visitors

**ROK - Gangwon Province**

<table>
<thead>
<tr>
<th>Age</th>
<th>Domestic Tourists (%)</th>
<th>Age</th>
<th>International Tourists (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-25</td>
<td>9.7</td>
<td>below 20</td>
<td>39.7</td>
</tr>
<tr>
<td>26-35</td>
<td>14.8</td>
<td>30s</td>
<td>35.0</td>
</tr>
<tr>
<td>36-45</td>
<td>25.1</td>
<td>40s</td>
<td>17.0</td>
</tr>
<tr>
<td>46-55</td>
<td>18.2</td>
<td>50s</td>
<td>6.3</td>
</tr>
<tr>
<td>56-65</td>
<td>13.5</td>
<td>over 60</td>
<td>2.0</td>
</tr>
<tr>
<td>66-75</td>
<td>13.2</td>
<td>over 76</td>
<td>5.7</td>
</tr>
</tbody>
</table>

**Russia - Primorsky Territory**

<table>
<thead>
<tr>
<th>Age</th>
<th>Primorsky Territory</th>
<th>Primorsky Territory</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>National (%)</td>
<td>Foreign (%)</td>
</tr>
<tr>
<td>Below 18</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>19-35</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>36-50</td>
<td>35</td>
<td>55</td>
</tr>
<tr>
<td>51-65</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>65 and over</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

10. Top 10 natural attractions, in order of priority, for the national and international tourists.

**China - Heilongjiang Province**

<table>
<thead>
<tr>
<th>Priority</th>
<th>National tourists</th>
<th>International tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Taiyang Island</td>
<td>Taiyang Island</td>
</tr>
<tr>
<td>2</td>
<td>Five lotus ponds</td>
<td>Five lotus ponds</td>
</tr>
<tr>
<td>3</td>
<td>Jingpo Lake</td>
<td>Jingpo Lake</td>
</tr>
<tr>
<td>4</td>
<td>Lantau Peak National Forest Park</td>
<td>Lantau Peak National Forest Park</td>
</tr>
<tr>
<td>5</td>
<td>Wuying National Forest Park</td>
<td>Wuying National Forest Park</td>
</tr>
<tr>
<td>6</td>
<td>Tangwanghe National Park</td>
<td>Tangwanghe National Park</td>
</tr>
<tr>
<td>7</td>
<td>North Pole Village</td>
<td>North Pole Village</td>
</tr>
<tr>
<td>8</td>
<td>Bolshoi Ussuriysky/Heixiazi Island</td>
<td>Bolshoi Ussuriysky/Heixiazi Island</td>
</tr>
<tr>
<td>9</td>
<td>Xingkai Lake</td>
<td>Xingkai Lake</td>
</tr>
<tr>
<td>10</td>
<td>Zhalong Nature Reserve</td>
<td>Zhalong Nature Reserve</td>
</tr>
</tbody>
</table>

**China - Jilin Province**

<table>
<thead>
<tr>
<th>Priority</th>
<th>National tourists</th>
<th>International tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Changbai/Baekdu Mountain scenic area</td>
<td>Changbai/Baekdu Mountain scenic area</td>
</tr>
<tr>
<td>2</td>
<td>The Jingyuetao National Forest Park</td>
<td>The Jingyuetao National Forest Park</td>
</tr>
<tr>
<td>3</td>
<td>Changchun Manzhouguo Puppet Government Palace Museum</td>
<td>Changchun Manzhouguo Puppet Government Palace Museum</td>
</tr>
<tr>
<td>4</td>
<td>Movie Wonderland, Changchun Mayor</td>
<td>Movie Wonderland, Changchun Mayor</td>
</tr>
<tr>
<td>5</td>
<td>Jilin Songhua Lake Scenic Area</td>
<td>Jilin Songhua Lake Scenic Area</td>
</tr>
<tr>
<td>6</td>
<td>Huinan County Longwan the group National Forest Park</td>
<td>Huinan County Longwan the group National Forest Park</td>
</tr>
<tr>
<td>7</td>
<td>The Ji’an City Gaogouli heritage tourist attractions</td>
<td>The Ji’an City Gaogouli heritage tourist attractions</td>
</tr>
<tr>
<td>8</td>
<td>Tongyu County National Nature Reserve to the sea</td>
<td>Tongyu County National Nature Reserve to the sea</td>
</tr>
<tr>
<td>9</td>
<td>The Jiaohe City Rafah Mountain National Forest Park</td>
<td>The Jiaohe City Rafah Mountain National Forest Park</td>
</tr>
</tbody>
</table>
### ROK - Gangwon Province

<table>
<thead>
<tr>
<th>Priority</th>
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<td>Ski resort</td>
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### Russia - Primorsky Territory

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### China - Heilongjiang Province

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<td>4</td>
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<td>Daqing Museum</td>
<td>Daqing Museum</td>
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<td>8</td>
<td>The Great Northern Wilderness Calligraphy Gallery</td>
<td>The Great Northern Wilderness Calligraphy Gallery</td>
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<td>9</td>
<td>The Confucian Temple in Harbin</td>
<td>The Confucian Temple in Harbin</td>
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<td>10</td>
<td>Northeast China Revolutionary Martyrs Memorial Hall</td>
<td>Northeast China Revolutionary Martyrs Memorial Hall</td>
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### China - Jilin Province

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<td>Changbai/Baekdu Mountain scenic area</td>
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<td>The Jingyuetan National Forest Park</td>
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<td>3</td>
<td>Changchun Manzhouguo Puppet Government Palace Museum</td>
<td>Changchun Manzhouguo Puppet Government Palace Museum</td>
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<tr>
<td>4</td>
<td>Movie Wonderland, Changchun Mayor</td>
<td>Movie Wonderland, Changchun Mayor</td>
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<tr>
<td>5</td>
<td>Jilin Songhua Lake Scenic Area</td>
<td>Jilin Songhua Lake Scenic Area</td>
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<td>6</td>
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<td>The Ji’an City Gaogouli heritage tourist attractions</td>
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<td>Songyuan Chagan Lake Tourist Resort</td>
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<td>Huinan County Longwan the group National Forest Park</td>
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<td>10</td>
<td>Changchun World Sculpture Park</td>
<td>Changchun World Sculpture Park</td>
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**ROK - Gangwon Province**

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<td>Gangneung Dano Festival</td>
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<td>Gangneung Dano Festival</td>
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<td>4</td>
<td>Inje Smelt Festival</td>
<td>Yangyang Matsutake Festival</td>
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<td>Mt Taebaeksan Snow Festival</td>
<td>Mt Taebaeksan Snow Festival</td>
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<td>Yangyang Matsutake Festival</td>
<td>Inje Smelt Festival</td>
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<td>7</td>
<td>Arirang Festival</td>
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<td>8</td>
<td>Hyoseok Cultural Festival</td>
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<td>9</td>
<td>Seorak Cultural Festival</td>
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**Russia - Primorsky Territory**

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<th>Priority</th>
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</thead>
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<tr>
<td>1</td>
<td>Drama Theater named after M.Gorky</td>
<td>Military History Museum of Pacific Navy fleet</td>
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<tr>
<td>2</td>
<td>Vladivostok State Circus</td>
<td>State museum named after V.Arseniev</td>
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<tr>
<td>3</td>
<td>Arc-Chapel in honor of St.Nikolay</td>
<td>Museum of old cars</td>
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<tr>
<td>4</td>
<td>Museum of old cars</td>
<td>Vladivostok State Circus</td>
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<td>5</td>
<td>State museum named after V.Arseniev</td>
<td>Art gallery “Nostalgia”</td>
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<td>Primorsky State Art Gallery</td>
<td>“ARKA” modern art gallery</td>
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<tr>
<td>7</td>
<td>Military History Museum of Pacific Navy fleet</td>
<td>Arc-Chapel in honor of St.Nikolay</td>
</tr>
<tr>
<td>8</td>
<td>Youth Drama Theater</td>
<td>Primorsky State Art Gallery</td>
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<td>Art gallery “Nostalgia”</td>
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<td>“ARKA” modern art gallery</td>
<td>Youth Drama Theater</td>
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12. Top 10 heritage attractions, in order of priority, for the national and international tourists

**China - Heilongjiang Province**

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<th>Priority</th>
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<tr>
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<td>Jin Yuan Cultural Tourism Zone</td>
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<td>Xinkailiu Tourist Area</td>
<td>Xinkailiu Tourist Area</td>
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<tr>
<td>3</td>
<td>Ruins of Bohai State</td>
<td>Ruins of Bohai State</td>
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<td>4</td>
<td>Zhenbao Island Tourism Zone</td>
<td>Zhenbao Island Tourism Zone</td>
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<td>Hookerianum Fortress Ruins</td>
<td>Hookerianum Fortress Ruins</td>
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<td>6</td>
<td>Dongning Fortress</td>
<td>Dongning Fortress</td>
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<tr>
<td>7</td>
<td>Yi Lou Style Garden</td>
<td>Yi Lou Style Garden</td>
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<tr>
<td>8</td>
<td>China and Russia National Park</td>
<td>China and Russia National Park</td>
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<tr>
<td>9</td>
<td>Aihui History Museum</td>
<td>Aihui History Museum</td>
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<tr>
<td>10</td>
<td>The Great Northern Wilderness Memorial Hall</td>
<td>The Great Northern Wilderness Memorial Hall</td>
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**China - Jilin Province**

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<tr>
<th>Priority</th>
<th>National tourists</th>
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<tbody>
<tr>
<td>1</td>
<td>Changbai/Baekdu Mountain scenic area</td>
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<td>3</td>
<td>Changchun Manzhouguo Puppet Government Palace Museum</td>
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<tr>
<td>4</td>
<td>Movie Wonderland, Changchun Mayor</td>
<td>Movie Wonderland, Changchun Mayor</td>
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<td>5</td>
<td>Jilin Songhua Lake Scenic Area</td>
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<td>Huinan County Longwan the group National Forest Park</td>
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**ROK - Gangwon Province**

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<th>Priority</th>
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<td>Shinheung Temple, Baekdamsa (Mt Seorak)</td>
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<td>Naksan Temple</td>
<td>Naksan Temple</td>
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<td>4</td>
<td>Gyeongpodae</td>
<td>Gyeongpodae</td>
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<tr>
<td>5</td>
<td>Woljeongsa Temple (Odaesan National Park)</td>
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<td>6</td>
<td>Seongyojang Residence</td>
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<td>Hongcheon Sutasa Temple</td>
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<td>8</td>
<td>Demilitarized Zone</td>
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<td>Hwajinpo history security exhibition</td>
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**Russia - Primorsky Territory**

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<th>Priority</th>
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<tbody>
<tr>
<td>1</td>
<td>Monument “Fighters for Soviets”</td>
<td>Memorial Submarine C-56</td>
</tr>
<tr>
<td>2</td>
<td>Arc-Chapel in honor of St.Nikolay</td>
<td>Vladivostok cable-car</td>
</tr>
<tr>
<td>3</td>
<td>Memorial Submarine C-56</td>
<td>Monument “Fighters for Soviets”</td>
</tr>
<tr>
<td>4</td>
<td>“Vladivostok Fortress” Museum</td>
<td>Military History Museum of Pacific Navy fleet</td>
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<td>5</td>
<td>Military History Museum of Pacific Navy fleet</td>
<td>Vladivostok Railway Station</td>
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<tr>
<td>6</td>
<td>Vladivostok Railway Station</td>
<td>Arc-Chapel in honor of St.Nikolay</td>
</tr>
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<td>Egersheld lighthouse</td>
<td>“Vladivostok Fortress” Museum</td>
</tr>
<tr>
<td>9</td>
<td>Vladivostok cable-car</td>
<td>Church of the Protection of Our Most Holy Lady and Ever-virgin Mary</td>
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<td>House museum of the Sukhanov’s family</td>
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13. Top 5 cities in order of priority, for the national and international tourists

**China - Heilongjiang Province**

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<td>Yichun</td>
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<td>Daqing</td>
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<td>2</td>
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**ROK - Gangwon Province**

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**Russia - Primorsky Territory**

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<td>Ussuriysk</td>
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