



СОЁЛ, СПОРТ,
АЯЛАЛ ЖУУЛЧЛАЛ,
ЗАЛУУЧУУДЫН ЯАМ

TOURISM WEEK 2026

**АЯЛАЛ ЖУУЛЧЛАЛЫН
МЭРГЭЖЛИЙН ХОЛБОО**
НИЙТИЙН ЭРХ ЗҮЙН ХУУЛИЙН ЭТГЭЭД

JICA UN Tourism Joint Special International Seminar “Promoting Practical Solution of Sustainable Tourism at Destination Level in Mongolia” **Tuesday, March 10, 2026**

Venue: Ulaanbaatar Hotel, Event Hall (1st floor)

09:00-09:05	Opening
09:05-09:10	Welcome speech by the Director of the Tourism Policy Implementation Department, Ministry of Culture, Sports, Tourism, and Youth of Mongolia, V. Batchimeg
09:10-09:15	Welcome speech by the Director for International Affairs Department, Regional Support Office for Asia and the Pacific, UN Tourism, Mr. Katsuhisa Ishizaki
09:15-09:20	Welcome speech by the Senior Representative, JICA Mongolia Office, Mr. Yuki Inoue
09:20-09:35	"2026-2028 Sustainable Tourism Strategy" – Mongolia Tourism Organization MTO, Board Member, B. Barsbold
09:35-09:45	MoU signing ceremony between Ministry of Culture, Sports, Tourism, and Youth, JICA’s target prefectures, and JICA Project
09:45-09:50	Group photo
09:50-10:00	Break
10:00-10:05	"Introduction to JICA Project and Seminar Objectives" – Advisor, JICA "Sustainable Tourism Development" Project, Mr. Makino Takahiko
10:05-10:25	"Global Trends in Sustainable Tourism", Chairperson, Global Ecotourism Network, Mr. Masaru Takayama
10:25-10:45	"Steps to implementing sustainable tourism: From "knowing" to "doing", Founder of Daisetsuzan Nature School, Mr. Kazuhiro Arai
10:45-11:05	"JICA’s Rapid Research on the current state and steps towards obtaining an International Sustainable Tourism Certification in Mongolia" – Executive Director, Ulaanbaatar Tourism Association, D. Gereltuv
11:05-11:25	"Introduction to 'Best Tourism Villages by UN Tourism' Activities" – Director for International Affairs Department Regional Support Office for Asia and the Pacific, UN Tourism, Mr. Katsuhisa Ishizaki
11:25-11:45	"Introduction to JICA x UN Tourism 'TIPs'" – Advisor, JICA "Sustainable Tourism Development" Project, Mr. Makino Takahiko
11:45-11:55	Q&A Session
11:55-12:00	Closing Remarks – Director of the Tourism Policy Implementation Department, Ministry of Culture, Sports, Tourism, and Youth of Mongolia, V. Batchimeg

