



Mongolia: Establishing a Digital Museum for Heritage, Livelihoods, and Tourism in Western Mongolia

Project Name	Establishing a Digital Museum for Heritage, Livelihoods, and Tourism in Western Mongolia	
Project Number	51422-004	
Country / Economy	Mongolia	
Project Status	Approved	
Project Type / Modality of Assistance	Technical Assistance	
Source of Funding / Amount	TA 6988-MON: Establishment of a Digital Museum for Heritage, Livelihoods, and Tourism in Western Mongolia	
	High Level Technology Fund	US\$ 650,000.00
Strategic Agendas	Environmentally sustainable growth Inclusive economic growth	
Drivers of Change	Gender Equity and Mainstreaming Governance and capacity development Knowledge solutions Partnerships Private sector development	
Sector / Subsector	Industry and trade / Trade and services	
Gender Equity and Mainstreaming	Some gender elements	
Description	<p>1. The transaction technical assistance (TA) will support the implementation of the Sustainable Tourism Development Project (Phase 2) (STDP2) in Mongolia. Developing Mongolia's tourism sector is a high priority under national recovery efforts to revitalize the economy following the coronavirus disease (COVID-19) pandemic. The STDP2 will support the development of tourism in three aimags (provinces) of western Mongolian area of national priority for economic development focused on inclusive benefits for communities, nature-based solutions to protect wilderness and heritage values, and post-COVID-19 recovery and resilience. The STDP2 is aligned with the following impact: sustainable tourism development in Mongolia improved and diversified. The expected outcome of the STDP2 is: sustainability and inclusiveness of tourism in western Mongolia increased. The STDP2 has four outputs: (i) inclusive planning and capacity for community-based tourism enhanced, (ii) enabling infrastructure constructed, (iii) sanitation and waste management improved, and (iv) management of cultural heritage sites and protected areas strengthened. The executing agency is the Ministry of Environment and Tourism (MET), acting through the Department of Tourism Policy Coordination (DTPC). The STDP2 is supported by a regular loan of \$30.0 million from the Asian Development Bank's (ADB) ordinary capital resources and a grant of \$2.0 million from the Japan Fund for Prosperous and Resilient Asia and the Pacific.</p>	
Project Rationale and Linkage to Country/Regional Strategy	<p>The TA will support a key component under output 4 of the STDP2: establishing Mongolia's first digital museum for the conservation of rock art heritage, livelihoods and tourism. The digital museum will include high-quality two- and three-dimensional virtual displays of the unique rock art of western Mongolia, including from a cave system Tsenkher Cave (TSC) in Khovd aimag; establish a digital inventory of rock art and other heritage sites; and develop an online platform to promote digital tourism based on heritage values. The digital museum will be housed within a visitor center in Khovd aimag to be constructed under the STDP2. The center, digital museum, and access to the TSC will be managed by the Khovd aimag government in collaboration with MET, through an integrated approach for operation and maintenance (O&M), entry fees, and guided visits to and protection of the TSC</p>	
Impact		
Project Outcome		
Description of Outcome		
Progress Toward Outcome		
Implementation Progress		
Description of Project Outputs		
Status of Implementation Progress (Outputs, Activities, and Issues)		
Geographical Location	Nation-wide	
Summary of Environmental and Social Aspects		
Environmental Aspects		
Involuntary Resettlement		
Indigenous Peoples		
Stakeholder Communication, Participation, and Consultation		
During Project Design		
During Project Implementation		

Business Opportunities

Consulting Services Firms will select the types and number of international and national experts and skills required to achieve the consultancy deliverables, except for a minimum list of 'key experts' (Section D.5) which all applicants are required to include in their proposals. Through this approach, ADB expects a stronger use of in-house expertise from consultant firms and greater innovation and originality in the proposals to achieve the deliverables.

Procurement The quality- and cost-based selection method will be used to recruit the firm, with a quality/cost ratio of 90:10 and using simplified technical proposals. Output-based proposals will be requested from short-listed applicants.

Responsible ADB Officer	Bezuijen, Mark R.
Responsible ADB Department	East Asia Department
Responsible ADB Division	Environment, Natural Resources & Agriculture Division, EARD
Executing Agencies	Ministry of Environment and Tourism

Timetable

Concept Clearance	-
Fact Finding	-
MRM	-
Approval	08 Nov 2022
Last Review Mission	-
Last PDS Update	14 Nov 2022

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Financing Plan/TA Utilization						Cumulative Disbursements	
ADB	Cofinancing	Counterpart			Total	Date	Amount
		Gov	Beneficiaries	Project Sponsor			
0.00	650,000.00	0.00	0.00	0.00	0.00	-	0.00

Project Page	https://www.adb.org/projects/51422-004/main
Request for Information	http://www.adb.org/forms/request-information-form?subject=51422-004
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