

**The relationship between travel cost, expectations,  
satisfaction and revisit to Mongolia: Based on  
consumer satisfaction theory**

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# Dynamics of Mongolian tourism industry

## Mongolian rank

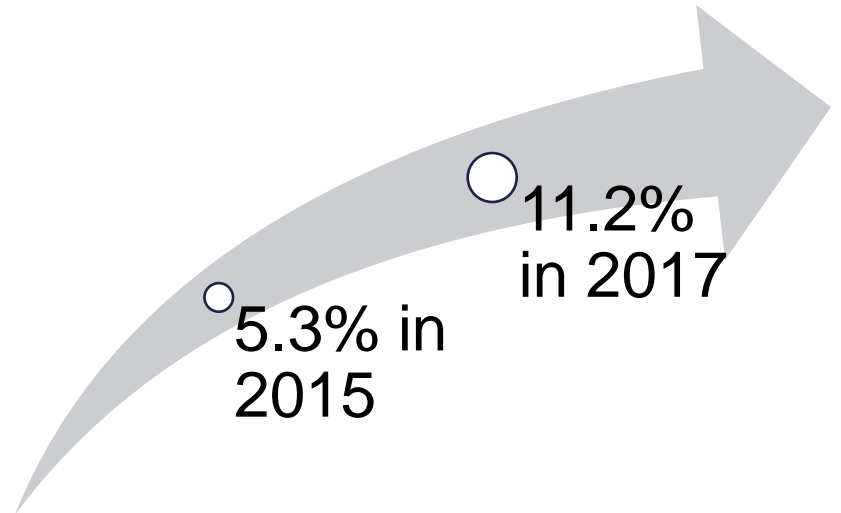
99 in 2015



102 in 2017

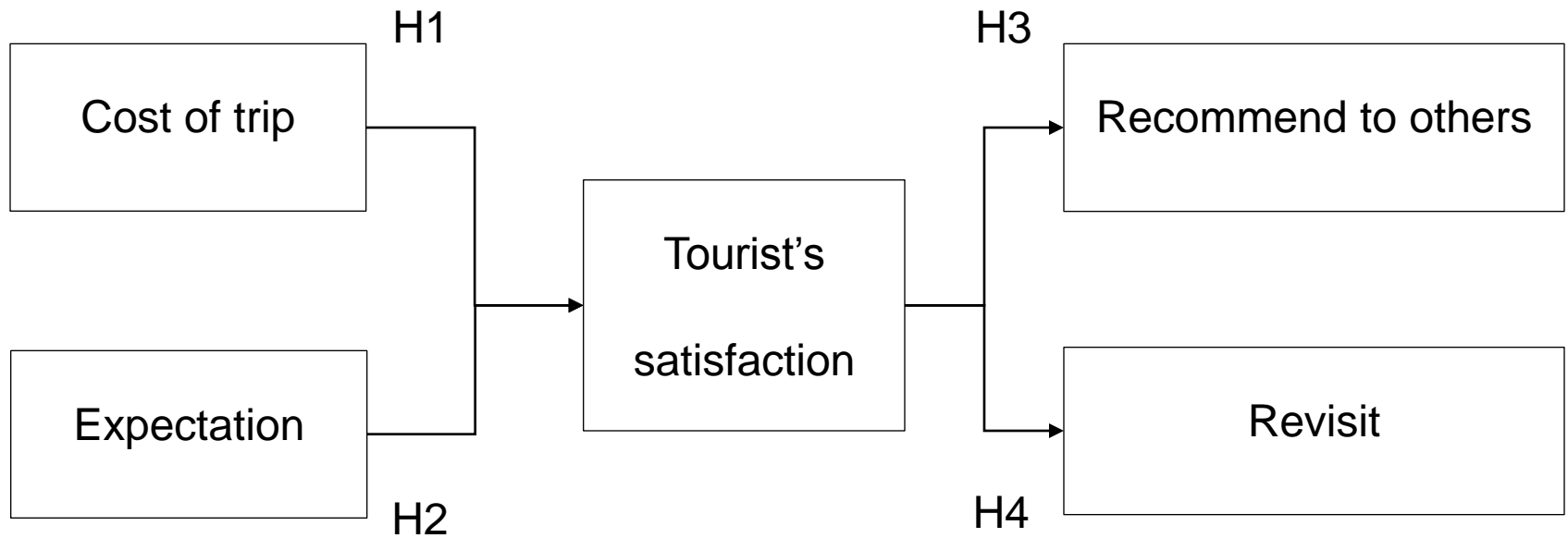
## Contribution in GDP

5.3% in 2015



11.2% in 2017

# Research hypothesis



# Sampling procedure

- Survey was conducted in the summer of 2004, 2012 and 2015
- Questionnaire was printed in five languages such as English, Chinese, Japanese, Korean and Russian
- Valid number of questionnaire was 3017 in 2004, 3542 in 2012, 2041 in 2015

# Sampling procedure (... continuation)

- A Field work administered by Tourism agent of Mongolia, ministry of natural environment and travel and tourism, third by tourism agent of Ulaanbaatar
- Convenience sampling method was used in the research
- Field worker met respondents in the “Chinggis Khaan” international airport in Ulaanbaatar, Mongolia

*Source: Adapted from Satisfaction study of foreign tourists in UB, by Ulaanbaatar tourist department, 2015, UB.*

## Empirical data

	2004	2012	2015
Cost of trip			
Average cost per day	157.2\$	230.6\$	309.6\$
Expectation			
Natural view	53%	60.7%	69.3%
Nomadic civilization	35%	42.8%	47.2%
Riding horse	19%	12.1%	27.7%
National festival	5%	No data	35.2%
Satisfaction			
Strong satisfied	84%	66.6%	43%
Satisfied	15.0%	21.4%	35.0%
Recommend to others			
Yes	81%	68.5%	53.7%
Revisit			
Yes	80.3%	68.0%	53.7%

# Analysis result

Hypothesis	Correlation coefficient	Significance level
H1	- 0.999	0.031
H2	- 0.998	0.038
H3	0.997	0.048
H4	0.997	0.045

# Hypothesis test result





# Cluster policy

- Establishment of a nationwide computer network for the tourism industry, and knowledge-based tourism oriented policy, like knowledge-based economy

# Opinion

- Match expectation and satisfaction
  - Traffic jam
  - Taxi service
  - Toilet and shower
- Develop tourism cluster
  - Develop supporting service
- Develop database and information platform
  - Develop knowledge based on experience

# Promotion

Display real view

Target to addressable market

Create value

Competition

# Product

Exhibit

Other service

# Fill gap between expectation and performance

- Segment tourists
  - Family
  - Extreme
- Develop infrastructure and facilities
  - Road, hotel, retail store, transport, food industry, entertainment

**Thank you for your attention**

