



Tourism Potential of Ulaanbaatar: Perceptions of the Local Residents and the Tourism Representatives**

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Abstract

The purpose of this research is to determine how tourism affects Ulaanbaatar, which is the capital of Mongolia in terms of economic and socio-cultural aspects and to explain the tourism potential in the city through its infrastructure and superstructure. It is also aimed to reveal how local people and sector representatives in Ulaanbaatar perceive the effects of tourism and whether their views on tourism change according to their demographic characteristics. The data was collected through a 5-point Likert-type scale from local people and sector representatives in Ulaanbaatar between September 2019 and March 2020. According to the study, some of the positive impacts of tourism on Ulaanbaatar are determined as tourism contributes to the city's economy, increases employment, protects natural and historical assets. In contrast, the negative effects are determined as tourism increases the service prices and weakens the local people's affordability.

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