



FELT CITY TOURS
community - based tourism



COMMUNITY-BASED TOURISM

A tourism that places the management and creation of tourism experiences in the hands of local residents.

Community-based tourism can generate revenue to supplement household income and funds to reinvest into community development.



FELT CITY TOURS

'Felt city tours' - is a community-based tourism initiative that offers opportunities to experience and support the livelihoods of urban nomad families living in the 'ger' areas of Ulaanbaatar, Mongolia.

The program places local ger area residents at the center of tourism, ensuring that economic benefits stay within the community while visitors gain an honest, immersive understanding of urban ger life, culture, and innovation.



FELT CITY FELLOWSHIP PROGRAM

This program offers young professionals a pathway to explore the nomadic intersections of their city, work closely with the GerHub team, and contribute as a guide and curator to community-based tourism and beyond.

Participants: Up to 20 fellows

Duration: February–December 2026

Fellowship features:

- Mentorship and training
- Paid community-based tourism engagement
- Competitive internship selection (1 fellow)

Professional benefits for students

Paid work: Fellows earn for each tour they are involved in.

Experience: Hands-on work in tourism, community development, and NGOs

Skills: Public speaking, facilitation, teamwork, professional communication

Networking: Connections with NGOs, international visitors, and development professionals

Career prep: Builds strong preparation for future careers





We are looking for:

- 3rd–4th year students
- Interested in **history, urban planning, culture, tradition, hospitality, tourism, language, communications and others**
- Creative storytellers, passionate about Mongolian culture
- Strong English and Mongolian skills



University Engagement

1. We are seeking university partners to support:

- Outreach and recruitment for the Youth Fellowship.
- Sharing the application through departments, mailing lists, and career offices.
- Positioning the fellowship as experiential learning or professional development.
- Direct involvement in Youth Fellowship Training.



University Engagement

2. Faculty involvement

We are actively looking for professors or lecturers interested in teaching a session during the Youth Fellowship training.

Guest sessions could focus on:

- Food and food culture
- Cultural differences and intercultural communication
- Storytelling and narrative building
- Ger culture, history, and contemporary realities



University Engagement

3. Learning beyond the classroom

A credible, community-grounded, applied learning experience for students.

- Study groups
- Research visits
- Field trips Co-Creation

Possibilities:

Learning community-based tourism (business model) concepts—Ger area walking tours—exploring renewable energy, ger insulation practices of ger dwellers, and more.



FELT CITY TOURS
community - based tourism

