

### **The National Museum of Mongolia successful strategies and lessons learned**

#### **Enkhnarán Sundev**

Enkhnarán Sundev is a Librarian with the Public Information staff in the National Museum of Mongolia. She holds a Bachelor of Arts in Museum Studies, and a Master of travel tourism management from the National University of Ulaanbaatar. She is now a student at the university of Gothenborg, Sweden.

Enkhnarán will discuss issues for professional education raised by museums and tourism companies, which share similar objectives in the sense that each aim to provide their guests with quality information entertainment and a memorable experience. With limited budget capabilities, it is especially important for museums to cooperate with tourist companies in order to attract new and repeat visitors as well as generate important revenue.