CIFAL Jeju - Cultural Development for Sustainable Island Tourism in the Asia-Pacific Region

Prosperity

Type: Workshop
Location: Jeju, Korea, Republic of
Date: 29 May 2018 to 1 Jun 2018
Duration of event: 4 Days
Programme Area: Decentralize Cooperation Programme
Specific Target Audience: No
Website: http://cifaljeju.org
Price: No Fee
Event Focal Point Email: cifaljeju.tdev@gmail.com

BACKGROUND

Tourism is certainly the largest and fastest-growing industry in the world. Today, tourism accounts for 10 per cent of the global GDP, creating 1 in every 11 jobs in the world. Every year, millions of tourists flock to various tourist attractions such as historical sites, museums and coastlines, generating incomes and jobs to the local economy. In particular, the strongest increase in international tourist arrivals is projected in the Asia-Pacific region by 2030. [1] In fact, the World Bank forecasts that tourism will become one of the most largest sectors in the Pacific islands by 2040. [2] Pacific Islands, with its breath-taking coastline and unique, indigenous culture, have a great potential as touristic destinations.

Despite the economic and social benefits brought by tourism, however, many countries have been experiencing the consequences of the increased number of tourists and excessive development, including the loss of local culture, coastal degradation, higher risks of climate change, etc. In particular, the Eleventh Meeting of the World Committee on Tourism Ethics has closed with calls to make “Safe Coastal Tourism” a priority in coastal destinations worldwide.[3] The need for well-designed plans for sustainable tourism is highlighted to ensure the long-term economic, environmental and social benefits, especially for coastal regions. These areas need to sustain its own characteristics in order to achieve balanced local development in the long term.

This workshop, therefore, provides a venue for participants to understand the tourism management, with particular focus on culture, through various lectures and group activities. Best practices on sustainable tourism will be presented, offering opportunities to explore well-designed tourism development cases around the world. There will be sessions to discuss good policies and practical sustainable tourism projects in line with the UN SDGs. Finally, the workshop will help local actors effectively develop relevant policies, promoting and enhancing their geographical...
advantages for the social, environmental and economic benefits in the long term.

[1] UNWTO.


EVENT OBJECTIVES

The workshop aims to build capacity of participants on tourism policy with particular focus on culture, whilst promoting awareness and recognition on the importance of sustainable tourism management and cultural development. In this sense, this event will;

- Provide an opportunity for the local governments and cities in island of the Asia-Pacific region to exchange sustainable tourism and cultural development policies and best practices through city-to-city cooperation.
- Promote a learning atmosphere between cities and establish a strong network which can be utilized after the workshop.
- Offer a venue for knowledge sharing and discussion and motivate participants to implement sustainable tourism and cultural development policies, with particular focuses on cultural tourism management.

LEARNING OBJECTIVES

At the end of the workshop, the participants will be able to:

- Understand the sustainable tourism trends and cultural policy development in the context of 2030 Sustainable Development Agenda;
- Utilize the lessons learned from the good cases of cultural tourism policy implementation in islands;
- Have a basic understanding of cultural tourism and deepen the ideas of sustainable practices for regional/city/local development through the participation of the local community;
- Share the best practices of the community/local government-driven tourism projects;
- Understand the economic impacts of sustainable tourism and cultural development on the regional development, recognizing the importance of environmental and cultural conservation for sustainable tourism;
- Coordinate partnerships to effectively promote the benefits of sustainable tourism and cultural development policies with civil societies, government and local entrepreneurs.

CONTENT AND STRUCTURE

The training will be composed of the following sessions:

[Session 1] Introduction to Culture
[Session 2] Basic Understanding of Island Tourism and the UN SDGs
[Session 3] Cultural Tourism in Islands as an Economic and Social Development Tool
[Session 4] Conservation and Restoration of Cultural Heritage
[Session 5] Resource Management for Sustainable Tourism: Sustainable Consumption and Production
[Session 6] Climate Change and Sustainable Tourism: Opportunities and Challenges for Islands
[Session 7] Management Strategies for Cultural Tourism Development
[Session 8] Monitoring and Evaluating Cultural Tourism Projects

[Session 9] Financing for Cultural Tourism Projects

[Session 10] Raising Cultural Awareness for Sustainable Tourism

[Session 11] Sustainable Tourism Development for Islands: a Case Study of Jeju Olle

[Session 12] UNITAR-Developed City-Share Methodology

Sessions are flexible to changes.

METHODOLOGY

The training will be comprised of:

- Lectures and presentations by experts
- Self-assessment exercise
- Group work and discussion
- Action plan presentation
- Field visit to well-managed touristic spots

TARGETED AUDIENCE

Central/local authorities and Representatives from NGOs, regional and community-based organizations, academic and training institutions and other local actors, who are working in the field of tourism and culture within the Asia-Pacific region.

Participants should have sufficient command of both written and spoken English.