

Sustainable Tourism Policy in Korea

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Green Growth and Sustainable Tourism in Korea

National Policy for Green Growth

- In Aug 2008, “low-carbon, green growth” strategy as a new vision for Korea’s long-term development
- In 2009, “Five-Year Plan for Green Growth” announced and ‘Basic Law for Green Growth’ enacted

In the Past

Economic growth



The Way Forward

Green growth



Green Growth and Sustainable Tourism in Korea

Three Strategies and 10 Policy Directions in Korea's 5-Year Green Growth Plan

Vision

A Model Green Nation - through creating virtuous harmony of environment & economy

Strategies

Measures for Climate Change & Securing Energy Independence

Creation of new growth engines

Improving quality of life & the status of the country

10 Policy Directions

- Reduce carbon emissions
- Decrease energy dependence & enhance energy self-sufficiency
- Support adaptation to climate change impacts

- Develop green technologies as future growth engines
- Greening of industry
- Promote cutting-edge industries
- Set up policy infrastructure for green growth

- Green city and green transport
- Green revolution in lifestyle
- Enhance global cooperation on green growth

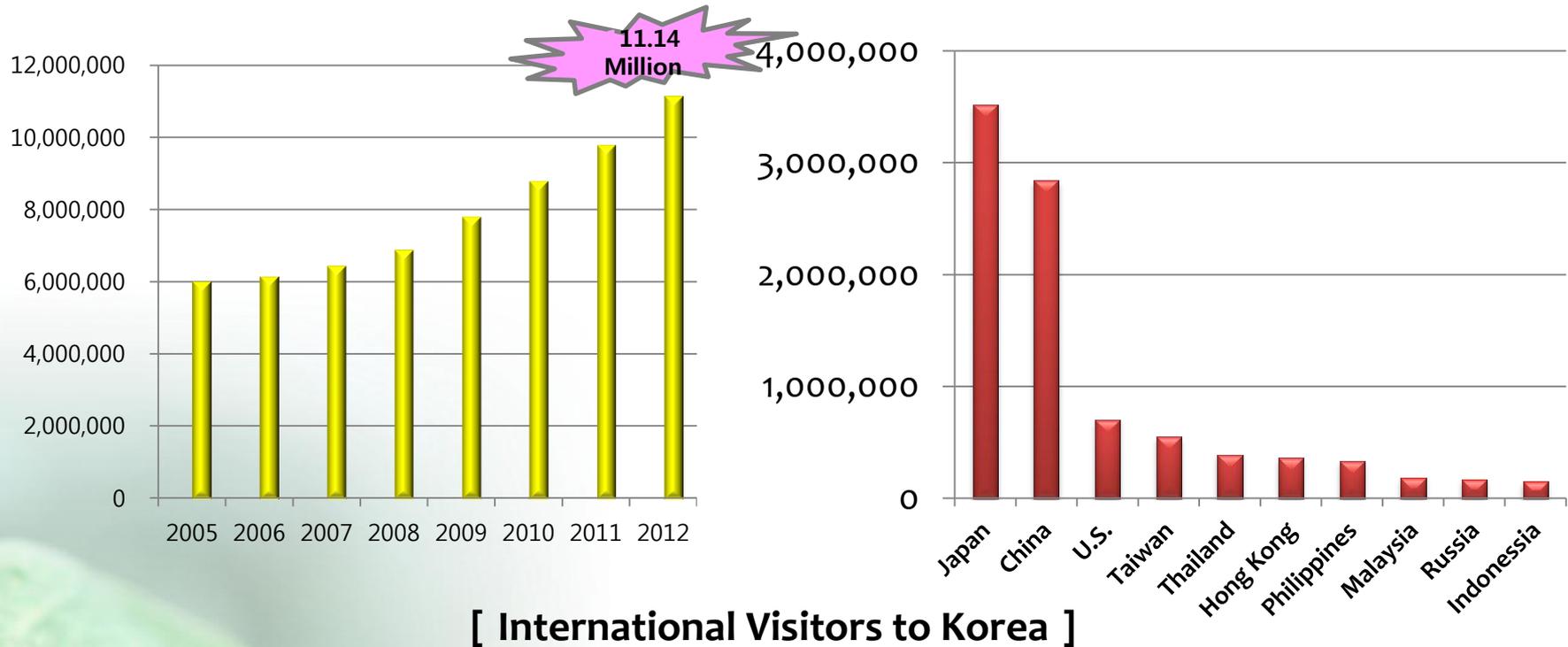
Green Growth and Sustainable Tourism in Korea

National Policy for Green Growth

- In 2010, Global Green Growth Institute(GGGI) was established to support for evidence-based learning and policy innovation for economic development and environmental sustainability.
- In August 2013, UNWTO Sustainable Tourism-Eliminating Poverty(ST-EP) Foundation was fully supported by the UNWTO members to become an independent international organization.

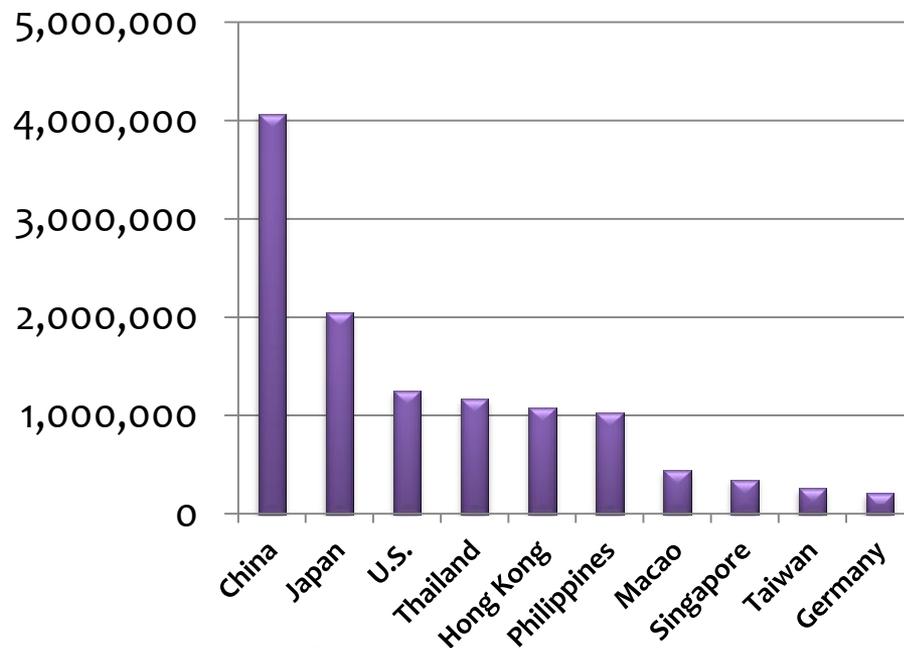
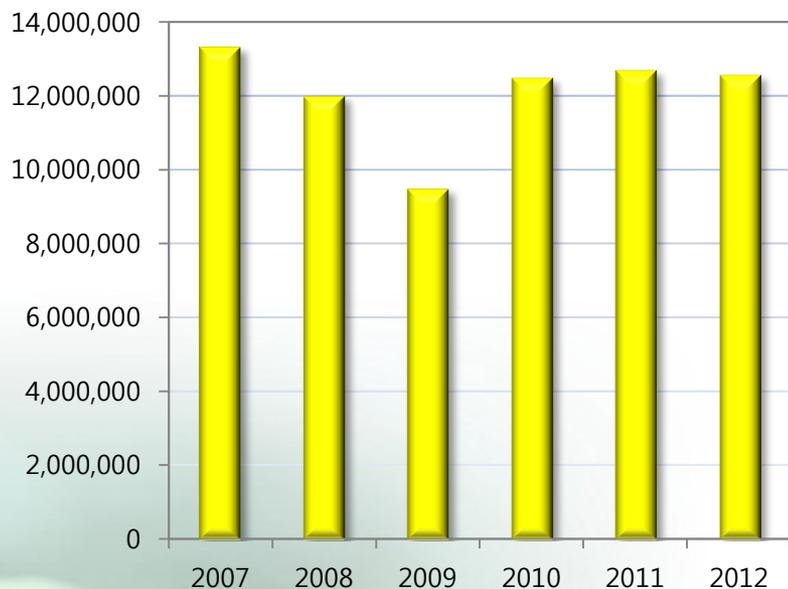


Inbound tourism in Korea



- 23rd in the world & 6th in Asia region for international tourist arrivals
- Tourism receipt reached USD 14.18 billion, 2.6 % of total national receipt of 548.1 billion
- Japan(3.52 mil.), China(2.84million), U.S.(698 thousand), Taiwan(548thousand), Thailand(387 thousand), Hong Kong (360thousand), Philippines(331 thousand), Malaysia(178 thousand), Russia(167thousand), Indonesia(149thousand)

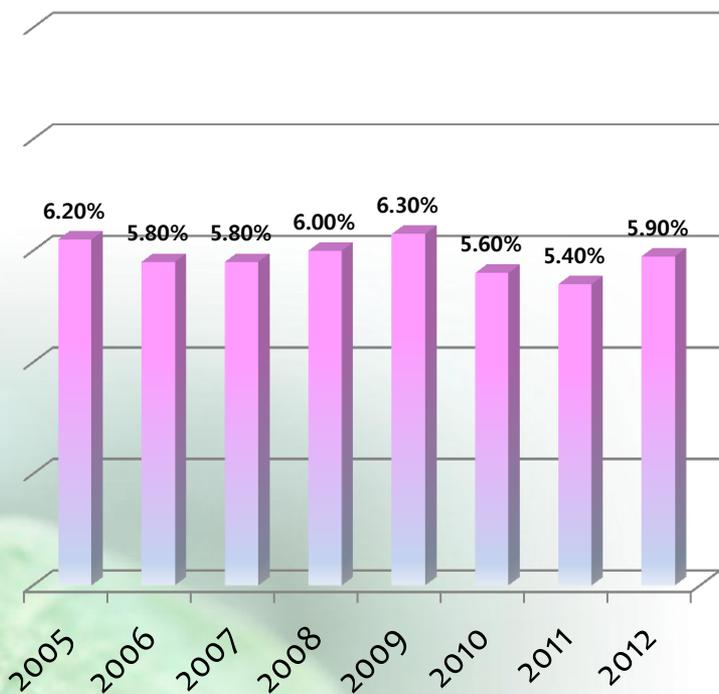
Outbound Tourism in Korea



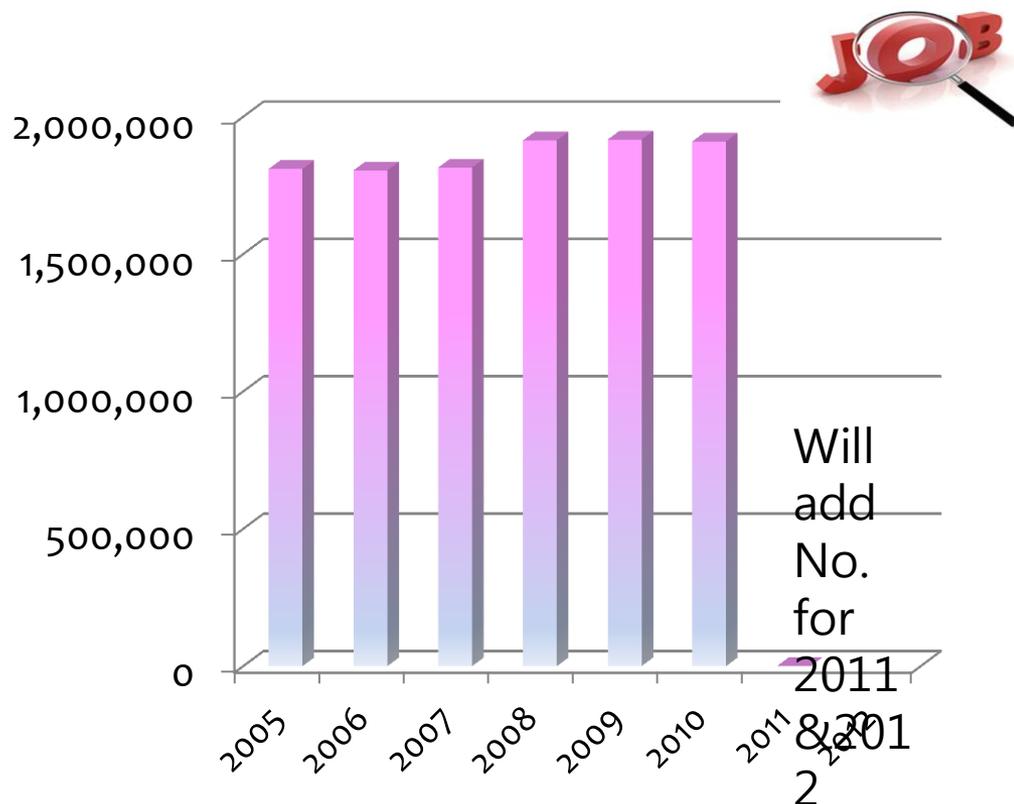
[Koreans traveling abroad]

- China(4.07 million), Japan(2.04million), U.S.(1.25million), Thailand(1.17million), Hong Kong (1.08million), Philippines (1.03million), Macao(445thousand), Singapore(345thousand), Taiwan(259thousand), Germany(208thousand)
- Balance of payment (revenue minus expenditure) deficit was USD 3.9 billion in 2010 & USD 1.5 billion in 2012

Tourism Contribution to GDP & Employment



[Contribution of Travel & Tourism to GDP in Korea]



[Travel & Tourism Employment in Korea]

Tourism Vision & Goals for 2017

Vision

Creating jobs and boosting domestic demand through tourism

Goal

Tourism Receipt
USD 14.18 million in 2012

International Tourists
11.14 million in 2012

Tourism Jobs
850 thousand in 2012

→ USD 24 billion in 2017

→ 16 million in 2017

→ 1 million in 2017

Strategy

1. Institutional Improvement

2. Fostering Strategic tourism

Action Plans

1. Enhancing inconveniences of the tourists
2. Eliminating obstacles to tourism investment
3. Training and enhancing the professionalism of tourism personnel

4. Nurturing Korea's unique tourism contents
5. Vitalizing environment-friendly eco-tourism and domestic travel
6. Fostering high value-added convergence tourism

International Exchanges and Cooperation in Tourism

Republic of KOREA

Source : Tourism Satellite Account

Rio+20 and the Implementation of the 10YFP

Outcome document of the Rio+20 and 10YFP

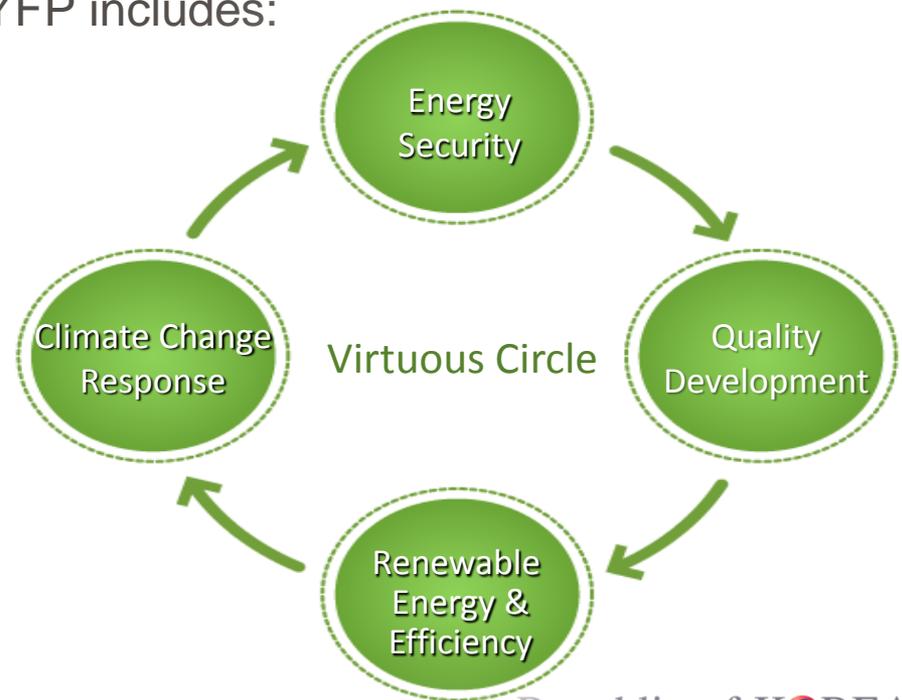
- Rio+20 and Sustainable Tourism in the Outcome Document
 - **Support** sustainable tourism activities and relevant capacity building that promote environmental awareness
 - **Conserve and protect** the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity
 - **Improve** the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole
 - **Enhanced support** for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development



Rio+20 and the Implementation of the 10YFP

Initial Programmes of the 10YFP

- The 10YFP is a “global framework of action to enhance international cooperation to accelerate the shift towards Sustainable Consumption & Production (SCP) in both developed and developing countries.” (by UNEP)
- The five initial programmes of the 10YFP includes:
 - Consumer information
 - Sustainable lifestyles and education
 - Sustainable public procurement (SPP)
 - Sustainable buildings and construction
 - Sustainable tourism, including ecotourism



Sustainable Tourism and Implementation of 10YFP

Sustainable Lifestyles and Education

- 'Aesthetics of Slow' : The Advancement of Slow Cities



Sustainable Tourism and Implementation of 10YFP

Sustainable Lifestyles and Education

- Offering tour contents, infrastructures, network, marketing and training for local residents
- Enhancing Communication between tourists and local residents



Sustainable Tourism and Implementation of 10YFP

Sustainable Public Procurement (SPP)

- Green Public Procurement Strategy
- The production of eco-labelled products in the Republic of Korea has increased from USD 1.5 billion in 2004 to USD 17 billion in 2009
- The products that public institutions purchased through the public procurement service from 2004 to 2009 were found to have reduced emissions by approximately 2 million tons of carbon dioxide, with economic benefits totalling in excess of USD 27 million



Sustainable Tourism and Implementation of 10YFP

Sustainable Tourism including ecotourism

- In 2009, Guidelines for Development of low-carbon green tourism resources
- Special programs to manage Korea's representative eco-tourism resources such as wetlands, breeding sites for migratory birds, and DMZ, etc.



Woopo Wetland



Suncheon Bay



Paju DMZ

Sustainable Tourism and Implementation of 10YFP

Sustainable Tourism including ecotourism

- Development of Cultural Eco Roads and Its Promotion & Marketing
 - Release Mobile Application 'Dubalo 2.0'



- Representative Walking Destinations
(*Dule-gil* of Jirisan Mountain)



Sustainable Tourism and Implementation of 10YFP

Sustainable Tourism including ecotourism

- Construction of Riverside Bike Trails and Tourism



Riverside Bike Trails



Various Programmes offered at the riverside



Brochure and Promotion

Sustainable Tourism and Implementation of 10YFP

Sustainable Tourism including ecotourism

- December 2013 - Initiation of the 'Eco-tourism Activation Master plan' & Introduction of the 'Eco-tourism Certificate'
- Future Tasks for Sustainable Tourism in Korea
 - ◆ Possible Collaboration with the UNEP on the Implementation of the 10YFP
 - ◆ Sustainable Management Policy & Monitoring Projects
 - ◆ Improving Awareness and Participation of our people and local residents
 - ◆ Activating local business, communities, small enterprises and regional tourism committee



Thank you

