

[Panel Discussion]

Sustainable Tourism for Environmental, Social and Economic Benefits

Jeju International Training Center (JITC)

Moderator	Randy DURBAND CEO, Global Sustainable Tourism Council
Presenter	LEE Jae-hong Vice President, Jeju Tourism Organization Denis TOLKACH Professor, Hong Kong Polytechnic University Hugua Regent Mayor, Wakatobi Regency Government, Indonesia
Discussant	Silvia BARBONE Director, Foundation of European Sustainable Tourism KANG Ho-sang Professor, Seoul National University KANG Mi-hee Professor, Seoul National University
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Growth of Jeju Tourism Industry and New Challenges

LEE Jae-hong

One of the major changes in the domestic tourism market is the growth of Chinese tourists. Jeju Province recognizes tourism as a key industry for the future and as a strategic industry to cope with the low economic growth of the island. The tourism industry of Jeju Island is recording explosive growth, and the island has emerged as a major East Asian destination, mostly thanks to the increase of Chinese tourists. Judging by the number of tourists, Jeju Island is a world-class destination, but still records shorter lengths of stay and smaller revenue per tourist than other tourist spots. New challenges to the island are reckless development, speculative investment in real estate, and environmental threats from the increase of waste, electricity use and water pollution. For sustainable tourism, Jeju Island is pursuing a balance between quantitative and qualitative growth, declaring “cleanness and co-existence” as its vision. Sustainable tourism of the island is financed by the revenue from the tax-free

stores operated by the Jeju Tourism Organization.

Major Challenges Community-Based Tourism Has to Cope with

Denis TOLKACH

The tourism industry is making diverse efforts to improve the quality of life in local communities. As an alternative tour program, community-based tourism is reducing dependency on external factors and raising the awareness of local community-led tourism, thus accenting the importance of the competence of local communities. Local communities should be able to have an understanding of tourism, entrepreneurship, educational program in tourism services, partnership networks, a profit sharing system and the capability to cope with social issues. They also have to be empowered to check reckless development and have a stronger initiative in smaller development projects. However, if they contribute little to local development projects, it may lead to a continued dependence on external assistance. The case of East Timor in Indonesia shows



Randy DURBAND

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KANG Mi-hee



that the community-based tourism, pursued by a network of cooperatives, NGOs, the government and the private sector, faces the tasks to develop long-term training programs, a standard model of tourism, joint marketing methods and tools for lobbying with the government. There also exist the pending issues of how to manage human resources (issues connected with leadership, communicative skills and stakeholders' interests), to find funding resources (self-funding by local communities is impossible, while external funding deepens reliance on external assistance), to develop a community-based brand, to expand access to information, to control conflicts and to sustain enthusiasm for the community-based tourism.

Efforts to Designate Wakatobi Regency as One of Top 10 Destinations of Indonesia

Hugua

Wakatobi Regency is made up of four islands, with a population of 120,000. It has Wakatobi National Park and is located at the center of Coral Triangle (known for its marine biodiversity with 750 coral species). Bali is the most famous tourist destination in Wakatobi, and the government is seeking to find another version of Bali. Wakatobi is one of the candidates for new Bali projects and receiving subsidies for the improvement of airport facilities. Under the vision of "Target 2020," Wakatobi aims to be a central destination of the Coral Triangle region.

KANG Mi-hee

Considering the preceding examples, community-based tourism needs the sharing of a vision, effective leadership and government support for its success.

Silvia BARBONE

All of the issues involving how to share a core vision and create effective leadership depend upon the people at the working level. They should share a vision with their leader under the policies to extend short-term and long-term financial supports to the end. The stakeholders should maintain a cooperative relationship, based on the financial support system. A business model and a data storage system

(knowledge system) are needed to establish a co-operative network and to turn it into a sustainable organization.

KANG Ho-sang

Given the relatively smaller financial and human resources in local communities, the linkage of NGOs with academia is required for sustainable tourism. The private sector plays a more significant role in community-based tourism, for which the facilitation of communication among stakeholders is required.



Policy Implications

- For its success, community-based tourism needs a systematic network among stakeholders and a mixing of various programs. The most important factor for the success of community-based tourism is vision-sharing, and a leadership should be established to that end.
- If a vision is shared through communications with local communities, it could lead to voluntary participation by them in the tourism program and resolve conflicts of interests among the stakeholders.
- The government support may guarantee the sustainability of the local communities. However, the communities with small human resources cannot implement all the government policies. Therefore, an intermediary organization (such as a community enterprise) should be organized to solve such problems.

Cooperation between Asia and Korea in Sustainable Energy System

Cheju Halla University

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JUN Yong-wook

The energy issue is one of the most important tasks that require global efforts for a paradigm shift to pursue low-carbon energy systems, a green economy, eradication of poverty and sustainable development. There should be serious discussions from this perspective on how to develop sustainable energy systems under the Sustainable Development Goals (SDGs) of the UN, on the role of Korea in establishing sustainable energy systems in Asia, on the goal of Korea to reduce greenhouse gases, and on the cooperation between Asia and Korea for sustainable energy systems.

JUNG Tae-yong

Under the UN's SDGs and "Sustainable Energy for ALL (SE4ALL)," efforts are being made to reach the following goals in three scopes – access to energy, effective use of energy and renewable energy.

■ Access to Energy

Guarantee modern energy service for all

■ Effective Use of Energy

Increase effectiveness of energy use by twice the current level

■ Renewable Energy

Double up the proportion of renewable energy among the global energy mix

For international cooperation on sustainable energy systems, the Korean government selected solar energy, fuel cells, bio-fuel (to replace fossil fuel), secondary batteries, power Information Technology (IT) (for effective use of energy) and Carbon Capture and Sequestration (CCS) as six core technologies to cope with climate change. The government has implemented R&D programs to the end of developing the core technologies by 2020.

To develop new business models based on sustainable energy systems, the Korean government has set up a three-year new energy business plan (until 2017). It is promoting the negawatt market, energy storage systems, solar energy rental services, electric cars, green energy towns, utilization