



SIFT

Seoul International

Fair & Sustainable Tourism Forum 2016

서울공정관광국제포럼

20 - 21 September, 2016

Grand Hilton Seoul, Republic of Korea

Hosted by



SEOUL METROPOLITAN
GOVERNMENT

In collaboration with



Organized by



Seoul
TOURISM
ORGANIZATION

SIFT

Seoul International

Fair & Sustainable Tourism Forum 2016

서울공정관광국제포럼

SIFT
Seoul International
**Fair & Sustainable
Tourism Forum 2016**
서울공정관광국제포럼



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박원순
서울특별시장

2016 서울공정관광국제포럼에 오신 여러분들을 환영합니다.

2015년 국제관광객 수는 11억 8천 6백만 명을 넘었습니다. 이것은 3년 전인 2012년의 10억 3천 5백만 명에 비해서도 15% 성장한 수치입니다.

세계관광기구(UNWTO)의 예측에 따르면 국제관광객은 매년 3.3%씩 성장하여 2030년에는 18억에 이를 것으로 전망되고 있습니다. 이처럼 관광산업은 세계적으로 큰 성장을 이루었고, 일자리 창출 등 도시경제에 미치는 영향도 매우 큼니다. 저는 세계의 여러 도시들을 방문해서 각 도시가 관광을 위해 얼마나 노력하고 있는지를 보았습니다.

저는 아시아 나라들의 녹색관광 현장에서 공정관광을 실천하려고 노력하시는 분들의 모습에 감명받았습니다. 농업 종사자, 지자체 공무원, NPO 관계자들이 협력하며 지역의 활성화를 위해 노력하고 있었습니다.

그런데 이제 공정관광은 농촌이나 지방도시의 문제만이 아닙니다. 대도시에서도 관광으로 인한 부작용이 나타나고 있습니다.

관광객으로 인해 주민들의 일상생활이 어려워지고, 관광객과 주민 사이에, 주민과 주민 사이에 갈등이 생기고, 심지어는 관광객으로 인해 주민들이 삶의 현장에서 밀려나는 이른바 투어리스트피케이션(Touristification) 현상이 나타나고 있습니다.



이제는 관광산업의 양적인 성장을 넘어서 질적인 도약을 이루어야 할 때입니다. 관광객의 관광기회도 보장되어야 하지만, 관광지 주민의 일상생활과 문화도 존중되어야 합니다. 그래서 공정하고 지속가능한 관광이 대도시에서도 필요합니다.

오늘 이런 문제들에 논의하기 위한 뜻 깊은 자리가 마련되었습니다.

“모두가 행복한 관광 - 대도시와 공정관광, 대도시와 마을여행”을 주제로 열리는 이번 포럼에서는 세계 여러 나라에서 오신 전문가들이 경험과 사례를 통해 생각을 나누고, 대도시에서 공정관광을 실천하는 방법들과 이를 세계의 도시들과 공유하는 방안들에 대해 논의할 것입니다. 좋은 제안이 많이 제시되기를 기대합니다.

앞으로 서울은 공정하고 지속가능한 관광이 이루어지는 도시가 되기 위해 노력할 것이며, 세계의 도시들에서 공정한 관광이 이루어지도록 다른 도시는 물론 UNWTO 와도 협력할 것입니다.

포럼에 오신 연사, 토론자, 국내 전문가, 관광업계 종사자, 지역주민, 관계 공무원 여러분을 다시 한번 환영하며 감사의 말씀을 드립니다.

서울특별시장 **박원순**

Welcome Remarks



Wonsoon Park

Mayor,
Seoul Metropolitan
Government

Welcome to the ‘Seoul International Fair and Sustainable Tourism Forum 2016.’

As of 2015, the number of global tourists has surpassed 1.18 billion. The tourism industry has grown in all parts of the world and its impact on the urban economy is ever increasing. I have personally visited many global cities and have seen how hard people are working to make their cities a more attractive tourist destination.

In particular, I have been impressed by those working in the green tourism sector in many Asian countries, with the goal of practicing fair tourism. Farmers, local government officials, NPO workers were all cooperating with one another to revitalize the local community.

However, fair tourism gains importance, not just in rural or regional cities, but also in mega-cities, where we see growing negative impacts of tourism. Lives of local inhabitants are being disrupted by tourists, leading to conflicts between tourists and the local inhabitants and also among the residents themselves. People are even being driven out from their beloved neighborhoods.

Tourism must now strive for qualitative growth rather than quantitative growth. Tourists should be able to enjoy themselves at tourist destinations, while respecting the daily lives and culture of the local inhabitants.

Welcome Remarks



This year's Forum is being held under the title "Happy tourism for all – Mega-cities and fair tourism, Mega-cities and village tours." Experts from different parts of the world will be sharing their experiences and exchange ideas on how to achieve fair tourism in our mega-cities and on how to further implement them in other cities around the globe.

Seoul will work hard to become a fair and sustainable tourist destination and also cooperate with other cities, and of course with the UNWTO, to make fair and sustainable tourism possible for all.

I would like to end by once again thanking all our speakers, discussants, local experts, local government officials and our fellow citizens for joining us at this Forum.

Thank you for your kind attention.

Seoul Metropolitan Government
Mayor, **Wonsoon Park**



수 정

UNWTO 아태국장

오늘날 관광은 전세계 GDP의 10%, 수출의 7%를 차지하며 일자리 11개 중 1개를 제공하는 중요한 산업으로 자리매김하였습니다. 세계 경제위기에도 불구하고 관광산업은 6년 연속 목표성장률을 뛰어넘고 있으며, 세계 관광객 수는 2015년 기준으로 전년대비 5200만 명이 증가하여 11억 8천만 명을 기록하였습니다.

거의 전 지역에서 관광산업이 성장한 가운데, 특히 아시아 태평양 지역은 관광객 유입 2억 7천 9백만 명으로 전세계 관광객 수의 24%를 차지하면서 가장 빠른 성장세를 기록하였습니다. UNWTO 장기 전망에 의하면 2030년 세계 관광객 수는 18억명을 넘을 것으로 예상되며 특히 아시아 태평양 지역을 찾는 관광객은 5억 3천 5백만 명에 달할 것으로 추정됩니다.

이 같은 성장세는 관광산업이 세계 경제를 인도하는 주요 산업이 되었음을 보여 줍니다. 그러나 오늘날 관광산업의 폭발적 성장과 더불어 책임감 또한 요구되고 있습니다. 성장과 지속가능성은 서로 대칭점에 있어야만 하는 것은 아닙니다.

UNWTO는 관광을 지속가능한 개발의 3대 축인 사회, 경제 및 환경에 크게 기여하는 최우선 과제로 보고 있습니다. 관광은 또한 사람들간 상호이해, 존중과 평화를 증진한다는 특성이 있습니다. 관광으로 인한 혜택은 극대화하고 동시에 잠재적인 부정적 영향은 최소화할 수 있도록 하는 관광개발 로드맵으로 2001년 UN이 승인한 '세계관광윤리강령(Global Code of Ethics for Tourism)'에도 이러한 특성이 잘 제시되어 있습니다.



UN 총회에서는 오는 2017년을 '지속가능한 관광의 해'로 지정하였으며, 이를 계기로 보다 평화롭고 더 나은 미래를 만드는 데 관광이 기여할 수 있는 잠재력이 더욱 주목받고 있습니다. UNWTO는 2017년을 기점으로 회복을 향한 개발과 성장을 도모하고 보다 안전하고 번영을 누리는 세상을 만들어 가는 주요 도구로써 관광을 촉진하고자 합니다.

이러한 맥락에서 '서울공정관광국제포럼 2016'이 매우 적절한 시점에 개최되는 것을 다시 한번 축하합니다.

UNWTO 아태국장 **쑤 징**



Xu, Jing

Executive Secretary
and Regional Director
for Asia and the Pacific,
UNWTO

Message for the Seoul International Forum on Fair and Sustainable Tourism

Today, tourism accounts for 10% of global GDP, 7% of total exports and one in 11 jobs across the world. Despite global challenges, international tourism growth surpassed expectations for the sixth consecutive year. In 2015, global tourist arrivals reached a total of 1.18 billion, an increase of 52 million arrivals over the previous year. Although nearly all regions saw growth, the fastest growing region is Asia and Pacific, with 279 million international arrivals, accounting for 24% of the world's arrivals. Long-term forecasts by the UNWTO show that by the year 2030, international tourists will reach 1.8 billion and in Asia and Pacific, 535 million international arrivals are expected.

Around the world, this significant growth demonstrates that tourism has become one of the leading sectors of the global economy. However, tourism's exponential growth also calls for responsibility. Growth and sustainability do not have to be at odds. As a key priority of the UNWTO, tourism is a strong contributing force to the three pillars of sustainable development: social, economic, and environmental.

Congratulatory Remarks



Tourism also has the unique ability to contribute to the mutual understanding, respect, and peace among the peoples of the world. This is evident in the Global Code of Ethics for Tourism, acknowledged by the United Nations in 2001 as a definitive roadmap for tourism development to follow in order to maximize the tourism sector's benefits while minimizing its potentially negative impacts.

With the United Nations General Assembly declaring 2017 the International Year of Sustainable Tourism for Development, there is an opportunity to highlight tourism's potential for a more peaceful and better future for all. UNWTO invites all to engage in the celebration of the International Year to promote tourism as a key tool for development, resilient growth, and a more secure and prosperous world.

In this context as stated above, I congratulate the timely holding of the Seoul International Forum on Fair and Sustainable Tourism.

Executive Secretary and Regional Director
for Asia and the Pacific, UNWTO

Xu Jing



김병태

서울관광마케팅 대표이사

오늘날 세계의 관광객 수는 해마다 증가하고 있고 도시관광(Urban Tourism)의 비중도 커지고 있지만, 이와 함께 세계 여러 도시에서 관광으로 인한 문제도 적잖이 발생하고 있습니다. 관광객이 주민을 존중하지 않고, 주민도 관광객을 환영하지 않는 일이 벌어지고 있습니다. 관광객으로 인해 주민의 삶이 피해를 입고 주민이 삶의 터전에서 밀려나는 일이 생기기도 합니다. 이제 도시에서도 공정하고 지속가능한 관광에 대해 고민하고 실천하는 노력이 필요한 때입니다.

서울시는 올해 초부터 '공정'과 '지속가능'을 관광의 새로운 철학으로 삼고, UNWTO와 함께 이번 대회를 마련하게 됐습니다. 유럽과 아시아에서 책임관광, 지속가능관광에 대해 연구하고 현장에서 실천하기 위해 노력하던 분들이 경험과 지혜를 나누기 위해 오셨습니다. 이 분들과 함께 서울과 같은 대도시에서도 공정하고 지속가능한 관광을 통해 관광객과 주민이 모두 행복하게 되는 꿈을 꿀 수 있게 됐습니다. 오늘 시작은 미약하지만 해를 거듭할수록 공정하고 지속가능한 관광의 큰 흐름이 만들어져서 세계시민의 실천을 이끌어낼 수 있을 것으로 기대합니다.

이 포럼이 열리기까지 많은 도움을 주신 서울시와 UNWTO에 감사드립니다. 준비 과정에서 협력과 노력을 아끼지 않은 조직위원회 위원 여러분, 서울관광마케팅 임직원 여러분께도 감사의 말씀을 전합니다. 그리고 서울시의 새로운 관광철학에 흔쾌히 동의하시고 참여해주신 지자체, 공정관광협회 관계자 여러분에게도 감사드립니다.

마지막으로 바쁘신 가운데 이렇게 참석해 주신 여러분께 감사의 인사를 드립니다.

2016년 9월 20일

2016 서울공정관광국제포럼 조직위원회

공동조직위원장 **김병태** 공동조직위원장 **나효우**

Opening Message



Byungtae Kim

CEO & President,
Seoul Tourism
Organization

The number of tourists worldwide continues to grow, and Urban Tourism is becoming ever more important. However, there are also many problems caused by tourism in our mega-cities. Tourists have lack of respect towards the local inhabitants and the local residents no longer welcome the tourists. Daily lives of the locals are being disrupted and the locals are even being driven out from their own neighborhoods. It is time that we adopt fair and sustainable tourism in our cities.



Hyowoo Na

CEO, Goodtravel

The Seoul Metropolitan Government has been working with the UNWTO from the beginning of the year to put together this Forum, focusing on being 'fair' and 'sustainable' as its new philosophy in tourism. We are joined by experts from Europe and Asia, who have studied and worked on practical implementation of responsible and sustainable tourism, to share with us their experiences and wisdom. Together, we can work to make both local inhabitants and tourists happy through sustainable tourism in mega-cities such as Seoul. Though we are taking small steps today, a fair and sustainable practice in tourism can be built up year after year, and ultimately lead global citizens to behave as fair and responsible tourists and inhabitants.

We thank the Seoul Metropolitan Government, UNWTO, the organizing committee of the Forum and Seoul Tourism Organization for all the support for this Forum. We also thank the local governments and the Fair and Sustainable Tourism Association for showing full support and participation for the Seoul Metropolitan Government's new philosophy in tourism.

Opening Message



And last but not least, we would like to express a very special thank you to all of you for joining us at the Forum today, despite your busy schedules.

September 20, 2016

Organizing Committee
Seoul International Fair and Sustainable Tourism Forum 2016

Joint Committee Chair **Byungtae Kim**

Joint Committee Chair **Hyowoo Na**

SIFT
Seoul International
**Fair & Sustainable
Tourism Forum 2016**
서울공정관광국제포럼



행사 개요

■ 행사명

- 국문: 2016 서울공정관광국제포럼
- 영문: Seoul International Fair & Sustainable Tourism Forum 2016 (SIFT 2016)

■ 일시 및 장소

- 일시: 2016년 9월 20일(화)-21일(수)
- 장소: 그랜드 힐튼 서울 본관 2F, 그랜드 볼룸(홍은동)

■ 주최 및 주관

- 주최: 서울특별시
- 주관: 서울관광마케팅
- 후원: UNWTO

■ 내용

- 서울관광마케팅-UNWTO MOU체결식, 세션1-2 및 토론, 서울선언문 발표 등

■ 공식언어

- 영어 (한-영 동시통역 제공)



Event Outline

■ Forum Title

- Seoul International Fair & Sustainable Tourism Forum 2016 (SIFT 2016)

■ Date & Venue

- Date: 20th (Tue)–21st (Wed) September, 2016
- Venue: 2F Grand Ballroom, Grand Hilton Seoul

■ Host & Organizer

- Hosted by: Seoul Metropolitan Government in collaboration with UNWTO
- Organized by: Seoul Tourism Organization

■ Contents

- Seoul Tourism Organization–UNWTO MOU Signing Ceremony,
Session 1–2 & Discussion, Announcement of Seoul Declaration

■ Official Language

- English (Korean–English simultaneous interpretation available)



9월 20일(화)

시간	프로그램	
10:30-11:30	개막식 [10:30-11:30, 컨벤션센터 4층 컨벤션홀]	
	기조연설	헤롤드 굿윈 맨체스터 메트로폴리탄대학교 책임여행과정 교수 [영국]
11:30-12:00	-	
12:00-13:00	VIP 오찬 [12:00-14:00, 본관 2층 피복룸]	-
13:00-14:00		참가자 등록 [12:30-14:00, 본관 2층 로비]
14:00-16:10	2016 서울공정관광국제포럼 개막식 [14:00-14:10, 본관 2층 그랜드볼룸]	
	환영사	김의승 서울특별시 관광체육국장
	MOU 체결식	김병태 서울관광마케팅 대표이사 쑤 징 UNWTO 아태국장
	세션1. 대도시와 지속가능한 관광 [14:10-16:10, 본관 2층 그랜드볼룸]	
	좌장	쑤 징 UNWTO 아태국장 [중국]
	발표1	벵 쉹 찬 대안관광네트워크(GATN) 사무총장 [홍콩]
발표2	크리스티나 캠프 투어리즘와치 편집장 [독일]	
발표3	야마모토 타카시 피스보트 집행위원 [일본]	
발표4	김철원 경희대학교 교수 [한국]	
16:10-17:00	패널토론 및 Q&A [16:10-17:00]	

Program



Sep. 20 (Tue)

Time	Program	
10:30-11:30	Opening Ceremony [10:30-11:30, Convention Center 4F, Convention Hall]	
	Keynote Address	Harold Goodwin Former Professor of MMU / Managing director & Advisor, Responsible Tourism Partnership, WTM [UK]
12:00-13:00	VIP Luncheon [12:00-14:00, Main Hotel 2F, Peacock]	-
13:00-14:00		Registration [12:30-14:00, Main Hotel 2F, Lobby]
14:00-16:10	Seoul International Fair & Sustainable Tourism Forum 2016 Opening Ceremony [14:00-14:10, Main Hotel 2F, Grand Ballroom]	
	Welcome Remarks	Euseung Kim General-Director, Seoul Metropolitan Government, Tourism & Sports
	MOU Signing Ceremony	Byungtae Kim CEO & President, Seoul Tourism Organization Xu, Jing Executive Secretary and Regional Director for Asia and the Pacific, UNWTO [China]
	Session1. Sustainable Tourism in Megacities [14:10-16:10, Main Hotel 2F, Grand Ballroom]	
	Moderator	Xu, Jing Executive Secretary and Regional Director for Asia and the Pacific, UNWTO [China]
	Speaker1	Beng Seng Chan Coordinator, the Global Alternative Tourism Network [Hong Kong]
	Speaker2	Christina Kamp Free Lance Journalist and Translator, Tourism Watch - Bread for the World [Germany]
	Speaker3	Yamamoto Takashi Executive Committee Member, Peace Boat [Japan]
	Speaker4	Chulwon Kim Professor, Kyunghee University [South Korea]
	16:10-17:00	Panel Discussion, Q&A [16:10-17:00]



9월 21일(수)

시간	프로그램	
09:30-12:30	테크니컬 투어 [09:30-12:30, 북촌]	
12:30-14:00	참가자 등록 [12:30-14:00, 본관 2층 로비]	
14:00-16:00	세션2. 대도시와 마을여행 [14:00-16:00, 본관 2층 그랜드볼룸]	
	좌장	병 생 찬 대안관광네트워크(GATN) 사무총장 [홍콩]
	발표1	수메시 만갈라세리 카바니 투어 대표 [인도]
	발표2	자란야 멥노이 태국지역사회관광 연구소 이사 [태국]
	발표3	윌리엄 헌터 경희대학교 교수 [캐나다]
	발표4 (공동발표)	이 훈 한양대학교 교수 [한국] 황희정 인천발전연구원 박사 [한국]
16:00-17:10	종합토론 [16:00-17:10]	
	좌장	헤롤드 굿윈 맨체스터 메트로폴리탄대학교 책임여행과정 교수 [영국]
17:10-17:30	서울선언문 발표 [17:10-17:30]	
	대표낭독자	김병태 서울관광마케팅 대표이사
		나효우 착한여행 대표
기념촬영		
17:30~	폐회	

Program



Sep. 21 (Wed)

Time	Program	
09:30-12:30	Technical Tour [09:30-12:30, Bukchon]	
12:30-14:00	Registration [12:30-14:00, Main Hotel 2F, Lobby]	
14:00-16:00	Session2. Community Tourism in Megacities [14:00-16:00, Main Hotel 2F, Grand Ballroom]	
	Moderator	Beng Seng Chan Coordinator, the Global Alternative Tourism Network [Hong Kong]
	Speaker1	Sumesh Mangalasseri Chairman & Managing Director, Kabani – Community Tourism & Services [India]
	Speaker2	Jaranya Daengnoy Director, Thailand Community Based Tourism Institute [Thailand]
	Speaker3	William C. Hunter Professor, Kyunghee University [Canada]
	Speaker4	Hoon Lee Professor, Hanyang University [South Korea] Heejeong Hwang Research Fellow/Ph.D, Incheon Development Institute [South Korea]
16:00-17:10	Plenary Session [16:00-17:10]	
	Moderator	Harold Goodwin Former Professor of MMU / Managing director & Advisor, Responsible Tourism Partnership, WTM [UK]
17:10-17:30	Announcement of Seoul Declaration [17:10-17:30]	
	Representative	Byungtae Kim CEO & President, Seoul Tourism Organization
		Hyowoo Na CEO, Goodtravel
Photo Session		
17:30~	Closing	

연사소개



기조연설 Keynote Address



기조연사 Keynote Speaker

헤럴드 굿윈 Harold Goodwin

맨체스터 메트로폴리탄대학교 책임여행과정 교수
Former Professor of MMU /
Managing director & Advisor,
Responsible Tourism Partnership, WTM

세션1. 대도시와 지속가능한 관광 Session1. Sustainable Tourism in Megacities



좌장 Moderator

쑤 징 Xu, Jing

UNWTO 아태국장
Executive Secretary and Regional Director
for Asia and the Pacific UNWTO



발표1 Speaker1

벵 썩 찬 Beng Seng Chan

대안관광네트워크(GATN) 사무총장
Coordinator,
the Global Alternative Tourism Network



발표2 Speaker2

크리스티나 캠프 Christina Kamp

투어리즘 와치 편집장
Free Lance Journalist and Translator,
Tourism Watch – Bread for the World



발표3 Speaker3

야마모토 타카시 Yamamoto Takashi

피스보트 집행위원
Executive Committee Member,
Peace Boat



발표4 Speaker4

김철원 Chulwon Kim

경희대학교 교수
Professor,
Kyunghee University

Speakers



세션2. 대도시와 마을여행

Session2. Community Tourism in Megacities



좌장 Moderator

빙 생 찬 Beng Seng Chan

대안관광네트워크(GATN) 사무총장
Coordinator,
the Global Alternative Tourism Network



발표1 Speaker1

자란야 뎡노이 Jaranya Daengnoy

태국지역사회관광 연구소 이사
Director,
Thailand Community Based Tourism Institute



발표2 Speaker2

수메시 만갈라세리 Sumesh Mangalasseri

카바니 투어 대표
Chairman & Managing Director,
Kabani - Community Tourism & Services



발표3 Speaker3

윌리엄 헌터 William C. Hunter

경희대학교 교수
Professor,
Kyunghee University



발표4 Speaker4

이 훈 Hoon Lee

한양대학교 교수
Professor,
Hanyang University



발표4 Speaker4

황희정 Heejeong Hwang

인천발전연구원 박사
Research Fellow/Ph.D.,
Incheon Development Institute

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기조연설 Keynote Address

헤롤드 굿윈 Harold Goodwin

맨체스터 메트로폴리탄대학교 책임여행과정 교수
Former Professor of MMU
/Managing director & Advisor,
Responsible Tourism Partnership, WTM



기조연사



헤롤드 쿤원

맨체스터 메트로폴리탄
대학교 책임여행과정 교수

헤롤드 쿤원 교수는 책임 관광 파트너십 대표(the Director of the Responsible Tourism Partnership)이자 국제 책임 관광 센터(the International Centre for Responsible Tourism)의 설립자 겸 대표이다. 관광 목적지 내 관광 책임 관광 국제 컨퍼런스 (the International Conferences on Responsible Tourism in Destination)의 권리보유자이다. 또한 세계 관광 박람회(World Travel Market)의 세계 책임 관광의 날(World Responsible Tourism Day) 자문을 맡고 있다. 영국은 물론 세계 각지의 업계 협회 및 기업과 정책 개발 및 개선 실천을 위해 협력하고 있다. 세계 책임 관광 시상식(the World Responsible Tourism Awards)과 아프리카, 아일랜드, 인도 지역의 동일 부문 시상식 심사위원장이기도 하다.

1998년 영국 국제 개발부 DFID 위임으로 관광과 빈곤 구제에 관한 첫 논문을 집필했다. 이것이 계기가 되어 친빈곤 관광 파트너십(the Pro-Poor Tourism Partnership)과의 협력, 그리고 관광 및 지역 경제 개발, 빈곤 감축에 대한 훈련, 평가, 컨설팅으로 이어졌다. 감비아에서 비공식 분야의 수공품 제작자, 여행가이드, 과일 판매상, 생과일 주스 판매자를 위한 시장 진입 프로젝트를 이끌어 이들의 수입이 대폭 증가했다.

90년대 중반부터 헤롤드 교수는 책임 관광의 개념을 추구하여 영국 등 관광 목적지에서 업계, 정부, 지역사회와 함께 더욱 지속 가능한 관광업을 만들어 관광지 지역사회를 풍요롭게 하기 위한 행동 연구를 진행해 왔다. 또한 남아프리카 환경 관광부를 도와 실질적인 책임 관광 가이드라인을 개발하였다.

2002년 헤롤드 교수는 관광지 내 책임 관광에 대한 케이프 타운 선언(the Cape Town Declaration on Responsible Tourism in Destinations)의 초고를 작성하였으며 이는 변화를 위한 아젠다를 명시하고 있다. 그 밖에도 책임 관광에 관한 폭 넓은 집필활동과 함께 영국 기업과 남아프리카 케랄라 정부 및 감비아 정부와 협력하여 책임 관광 정책을 개발 및 시행해왔다. 2002년부터 헤롤드 교수는 케랄라, 벨리즈, 오만, 캐나다, 런던, 브라질, 바르셀로나, 맨체스터, 그리고 2015년에는 더블린, 마르요카, 케이프 타운, 2016년에는 핀란드에서 열린 다수의 케이프 타운 관광 목적지 내 책임 관광 컨퍼런스를 공동 총괄하였다. 현재 연구 중인 과제로는 책임 관광에 대한 기업 이익, 환경 지속성, 사회적 책임을 아우르는 기업 실적 측정 원칙인 트리플 바텀 라인(triple bottom line)의 투명성 있는 보고와 유엔 지속가능개발 목표와 연관된 관광 목적지 및 관광 목적지 관리에 역점을 두고 있다.

Keynote Address



Keynote Speaker



Harold Goodwin

Former Professor of MMU
/Managing director &
Advisor, Responsible
Tourism Partnership,
WTM

Director of the responsible Partnership which is the rights holder for the International Conferences on Responsible Tourism in Destination, and Founder Director of the International Centre for Responsible Tourism. Harold is Advisor to the World Travel Market on their World Responsible Tourism Day and works with companies and trade associations in the UK and around the world to develop policies and deliver change; Chair of Judges for the World Responsible Tourism Awards and its regional family of Awards in Africa, Ireland and India.

In 1998 he wrote the first paper on Tourism and Poverty Elimination for DFID, this led on to his work with the Pro-Poor Tourism Partnership and to training, evaluation and consultancy work on tourism, local economic development, and poverty reduction. In The Gambia he led a market access project for informal sector craft workers, guides, fruit sellers and juice pressers which significantly increased their incomes.

Since the mid-90's Harold has been involved in action research, pursuing the concept of responsible tourism in the UK with tour and in destinations working with industry, governments, and communities to make tourism more sustainable and to enrich host communities.; Harold assisted the Department of Environmental Affairs and Tourism in South Africa to develop practical responsible tourism guidelines.

In 2002 Harold drafted the Cape Town Declaration on Responsible Tourism in Destinations which defined the agenda for change and has written extensively on responsible tourism and worked with UK companies and with governments in Kerala, South Africa and The Gambia to develop and implement responsible tourism policies. Since 2002 Harold has co-chaired the series of conferences on Responsible Tourism in Destinations in Cape Town, Kerala, Belize, Oman, Canada, London, Brazil, Barcelona, Manchester, and in 2015 Dublin, Mallorca & Cape Town and in 2016 Finland.

His current research is focused on triple bottom line transparent reporting for tourism businesses and destinations linked to the United Nations Sustainable Development Goals and on destination management.



초록

왜 책임관광(Responsible Tourism)인가? 관광에 대한 책임을 진다는 것은 무엇을 의미하는가? 책임 관광과 지속 가능한 관광(Sustainable Tourism)의 차이점은 무엇인가? 기업, 숙박 업체, 여행사 및 여행 대리점에게 책임 관광이 제공하는 이점은 무엇인가? 책임을 져야 한다는 기업 측면의 근거는 무엇인가? 책임 관광이 전국 및 지역 차원 관광지에 제공하는 이점은 무엇인가? 본 프레젠테이션은 책임 관광이 기업과 지역 내 관광지에 제공하는 혜택에 대해 알아보려고 한다.

Abstract

Why Responsible Tourism? What does taking responsibility for tourism mean? What is the difference between Responsible Tourism and sustainable tourism? What has Responsible Tourism got to offer businesses, accommodation providers, tour operators and agents? What is the business case for taking responsibility? What does Responsible Tourism offer destinations at national and sub-national level? The presentation will conclude with some ideas about what Responsible Tourism has to offer businesses and destinations in the region.

Keynote Address



Why Responsible Tourism?

Harold Goodwin
Responsible Tourism Partnership &
Institute of Place Management, MMU



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Sustainable Development: a long history?

- 1972 World Commission on Environment & Development
- 1980 World Conservation Strategy
- 1987 Brundtland Report & Our Common Future
- 1992 Rio Environment & Development – UN Commission on Sustainable Development
- 2000 Millennium Development Goals
- 2002 World Summit on Sustainable Development
- 2012 Rio+20
- Sustainable Development Goals



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This is the most dangerous animal in the world, responsible for millions of deaths every year. By his side we can see a white shark swimming peacefully



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The challenge.....

- to use tourism achieve sustainable development
- sustainable development through tourism
- the aspiration of Responsible Tourism is to use tourism rather than to be used by it.



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Irresponsible tourists



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Why Responsible?

Accountability

Actions and consequences can be attributed to individuals or legal entities, who can be held accountable, and legally they are liable.

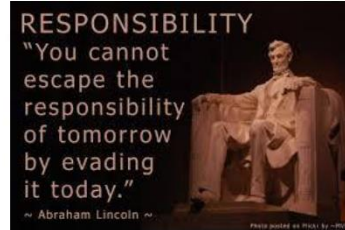


The Ostrich problem

- They'll sort something out

Respons-ability

Individuals and organisations are expected to respond and to make a difference. This requires partnerships, a plurality of relationships, learning, praxis, and critical reflection.



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“Sustainable and Responsible”

- Sustainable Tourism and Responsible Tourism are not the same thing
- Responsible Tourism is about taking responsibility for achieving sustainable development through tourism.



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Taking responsibility

Whose responsibility? Everyone's

Nobody's



You cannot outsource responsibility ..



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Responsible Travel takes a variety of forms, it is characterised by travel and tourism which

- 1. minimises negative environmental, social and cultural impacts;*
- 2. generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;*
- 3. involves local people in decisions that affect their lives and life chances.*

Cape Town Declaration 2002



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4. *makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity;*
5. *provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;*
6. *provides access for people with disabilities and socially disadvantaged people; and*
7. *is culturally sensitive and engenders respect between tourists and hosts.*



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Core values of Responsible Tourism

Taking Responsibility: action

- **Transparency**
- **Reporting**
 - **Inputs**
 - **Outputs**
 - **Outcomes**
 - **Impacts**

Certification

- **Opaque**
- **Unenforceable**
- **Communicates little**

In a destination with water shortages how would you select the hotel with the lowest water consumption per bed night?



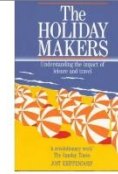
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Jost Krippendorf



- “every individual tourist builds up or destroys human values while travelling.” “Orders and prohibitions will not do the job – because it is not a bad conscience that we need to make progress but positive experience, not the feeling of compulsion but that of responsibility.”



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It is about focus

CAPE TOWN'S SEVEN RESPONSIBLE TOURISM PRIORITY AREAS

Environmental	Economic	Social
<ul style="list-style-type: none">• Water• Energy• Solid Waste, with focus on plastic water bottles	<ul style="list-style-type: none">• Procurement (local/preferential)• Enterprise development	<ul style="list-style-type: none">• Skills development• Social development

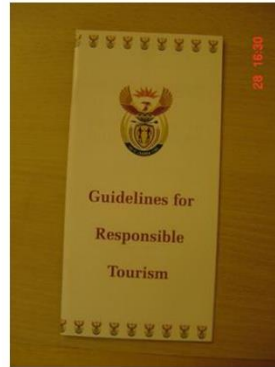
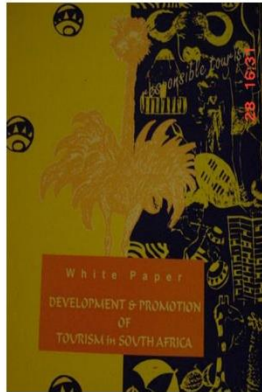


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South Africa 1996 & 2000



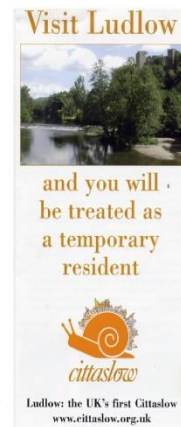
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Successful tourist destinations

- offer the visitor something unique
- they create a sense of place, an identity which is different from their competitors....
- no two communities are ever exactly the same...

Numbers => yield
Seasonality & extending length of stay



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The Business Cases for Responsible Tourism

- The right thing to do
- Minimising risk
- License to operate
- Product quality
- Cost savings
- Staff morale
- Market Advantage
- Market Advantage
- Experience
 - richer
 - more authentic
 - guilt free
- Differentiation and PR
 - Reputation
 - Referrals
 - Repeats



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The purchasing decision

1. Destination/activity **Not just a stamp...**
2. Price **More than a certificate**
3. Availability/ trip length
4. USP or “added value”- non-price competition
 - For some consumers that can be a responsible tourism element
 - Brand positioning and repeat business and referrals
 - Market trend towards more experiential holidays



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ASK US ABOUT RESPONSIBLE TOURISM





7 - 9 Nov 2016
London



29 - 31 March 2016
São Paulo
Latin America



6 - 8 April 2016
Cape Town
Africa



25-28 April 2016 • Dubai
الملتقى
arabian
travel market®



WRTD











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Keynote Address



World Responsible Tourism Awards 2015 at WTM® London
Organised by: *Responsible travel*

African Responsible Tourism Awards at WTM Africa
Organised by: *U3333*

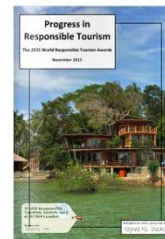
Irish Responsible Tourism Awards
2015
Irish Responsible Tourism Awards

Awards organised by... *Responsible travel*
Shop the world's best small holiday companies in one place

Organising partners... *world travel market* *Responsible Tourism*

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What are we looking for?



1. Evidence-based
2. Replicability
3. Innovation:
4. Influence:
5. Sustainability & longevity
6. Overall commitment to responsible tourism

We are not a certifying agency



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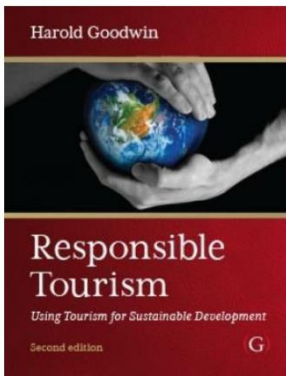
Think about it

1. Product/experience enhancement
2. Loyalty advantages
3. Differentiation in a crowded market place
4. Non-price competition
5. Market segmentation
6. Added relevance for particular products
7. We all want guilt free holidays
8. We all want better experiences – and that means finding better ways of interacting with communities and their environments



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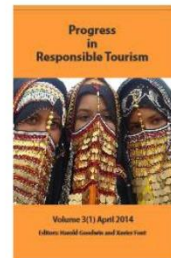


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세션1 Session1

쑤 징 Xu, Jing

UNWTO 아태국장
Executive Secretary and Regional Director
for Asia and the Pacific UNWTO

벙 쟝 찬 Beng Seng Chan

대안관광네트워크(GATN) 사무총장
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야마모토 타카시 Yamamoto Takashi

피스보트 집행위원
Executive Committee Member,
Peace Boat

김철원 Chulwon Kim

경희대학교 교수
Professor,
Kyunghee University



좌장



수 정

UNWTO 아태국장

수 정 국장은 2003년 이래 20년 넘게 UNWTO에서 근무했으며 현재 아태국장을 일임하고 있다. 또한 2014년 1월 UNWTO 총회 및 집행위원회의 국장 및 사무국장으로 임명되었다.

중국 국가여유국 대외관계담당 부서에서 관광관련 커리어를 시작으로 1992년부터 UNWTO에서 아시아태평양 지역 담당관으로 근무하였으며, 이후 아시아 국가의 관광업계의 현안 프로젝트 및 각종 UNWTO 기술협력 프로젝트를 지휘 및 운영해왔다.

수 정 국장은 홍콩 중문대, 쑤저우대학, 선앗센대학, 상해사범대학 여유학원, 하이난대학, 홍콩폴리텍대학을 비롯하여 한국 경희대학교, 스페인 발레리아일랜드대학 등 우수 대학에서 명예직위를 가지고 국제 및 지역내 관광관련 주요 사안에 관한 강의를 해오고 있으며, 중국 구이린시 및 황산시의 고위자문관을 지내고 있다.

수 정 국장은 베이징외국어학원에서 영문학으로 학사학위와 영국 써리대학교에서 관광경영학으로 석사학위를 받았다.



Moderator



Xu, Jing

Executive Secretary
and Regional Director
for Asia and the Pacific,
UNWTO

As a long-serving member for over two decades, Xu Jing is the Regional Director for Asia and the Pacific at the World Tourism Organization (UNWTO) since the end of 2003. He was also appointed by UNWTO as the Director – Executive Secretary of the General Assembly and the Executive Council in January 2014.

Mr. Xu began his tourism career at the China National Tourism Administration where he was in charge of the international relations division. He joined UNWTO in 1992 as Officer to the Regional Representation for Asia and the Pacific. Over the year, he has coordinated and supervised numerous UNWTO technical cooperation projects and various support missions on subjects of contemporary interest to the tourism community of Asian countries.

He also holds honorary academic positions in several universities where he lectured on tourism issues of international and regional significance, including the Chinese University of Hong Kong, University of Suzhou, Sun Yat-sen University, Shanghai Institute of Tourism, Hainan University, Hong Kong Polytechnic University, Kyunghee University in the Republic of Korea and University of Balearic Islands in Spain. He is also a senior advisor to the Chinese municipalities of Guilin and Huangshan.

Mr. Xu holds a master degree in Tourism Management from the University of Surrey in England and majored in English literature during his undergraduate studies in Beijing Second Foreign Language Institute.



발표1



벵 쉐 찬

대안관광네트워크(GATN)
사무총장

아시아 태평양 YMCA 연맹 APAY (the Asia and Pacific Alliance of YMCAs)의 글로벌 대안관광네트워크(the Global Alternative Tourism Network) 코디네이터로서 현지 관광지 공동체에 경제적 보상이 따르고 생태계 친화적이며 공동체를 기반으로 하는 대안 관광 및 지속 가능한 관광을 제공하고자 지역별 아시아 YMCA 지부와 공동체와 협력했다. 이 네트워크는 대중관광(mass tourism)이 기후 변화에 끼치는 영향을 주시하고 책임 있는 관광을 대적으로 홍보하고 있다. 벵 쉐 찬은 GATN의 코디네이터로서 교육 훈련 및 각지의 YMCA 지부 대안 관광 프로그램 주최를 지원하고 있다.

그 밖에도 GATN의 여행객 수용 및 여행 프로그램 주선 활성화를 맡고 있다. 벵 쉐 찬은 종교계와 사회적 인식 제고 분야의 청년들을 25년간 교육하고 함께 일했다. APAY는 홍콩에 본부를 두고 있으며 아시아 태평양 지역 내 17개 국가에 지부를 두고 있다.

Speaker1

Beng Seng Chan

Coordinator,
the Global Alternative
Tourism Network

Mr. Beng Seng Chan is the Coordinator of the Global Alternative Tourism Network (GATN) of the Asia and Pacific Alliance of YMCAs. The GATN provides training and other forms of support to a network of sending and receiving organisations working to develop responsible and sustainable tourism as an alternative to the current trend of mass consumerist tourism.

Prior to this, CHAN Beng Seng worked many years in the Ecumenical Movement focusing on youth empowerment and leadership training.



초록

‘관광업계를 바꾸다’

관광 산업은 많은 나라에서 가장 큰 경제 분야 중 하나지만 여전히 오늘날에도 두 가지 큰 도전과제가 남아있다.

첫째는 지역 사회 역시 관광 산업으로 경제적 혜택을 취하도록 하는 것이다. 둘째는 항공 분야가 기후 변화에 영향을 미치는 글로벌 탄소 배출량의 5%를 차지하고 있다는 점이다. 따라서 관광의 습관을 바꿀 필요가 있다. 책임 있는 여행을 해야 한다.

우리는 긍정적인 영향을 만들어낼 수 있는 기회가 있다. 글로벌 대안 관광 네트워크(The Global Alternative Tourism Network)는 아시아 태평양 YMCA 연맹 APAY (the Asia and Pacific Alliance of YMCAs)이 환경과 생태계를 복원하고 지역 문화 및 유산을 보호하며 지역 사회의 삶의

질을 개선하도록 청년들에게 힘을 실어주는 지속 가능한 대안 관광을 확산시키고자 진행하는 프로젝트이다.

글로벌 대안 관광 네트워크는 대안 관광이 공동체를 중심으로 통합적인 접근 방식을 택하여 세계 시민들의 권익과 청년과 자연, 문화유산, 성 민감성 및 아동 민감성을 보호하며 궁극적으로 관광지 지역사회와 방문객 모두에게 경제적으로 이득이 되어야 한다는 견해를 가지고 있다.



Abstract

Change Tourism

While tourism industry continues to be one of the largest economic sectors in many countries, there remain two big challenges today.

First is to ensure that the local communities are also reaping the economic benefits. The second is the fact that aviation contributes 5% towards the global carbon output climate change. Therefore, need to CHANGE our travel habits. We need to travel responsibly. We have the opportunity to leave a positive impact.

The Global Alternative Tourism Network is a project of the Asia and Pacific Alliance of YMCAs to promote sustainable alternative tourism that empowers youth to help restore the environment and ecology, uphold local cultures and heritage, and promote a better quality of life for the local community.

The GATN believes that alternative tourism should be community centered, holistic in approach, advocating global citizenship among youth, nature and heritage conserving, gender and child sensitive, and finally, economically viable for both the visitors and hosting communities.



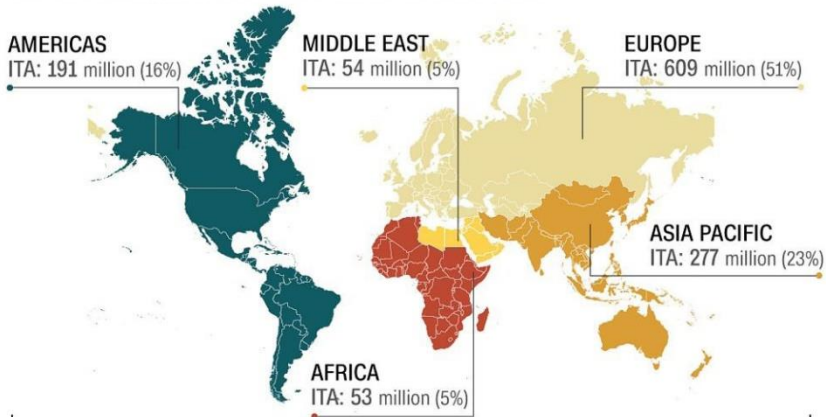
YMCA – Alternative Tourism



CHAN Beng Seng
Global Alternative Tourism Network
Asia and Pacific Alliance of YMCAs



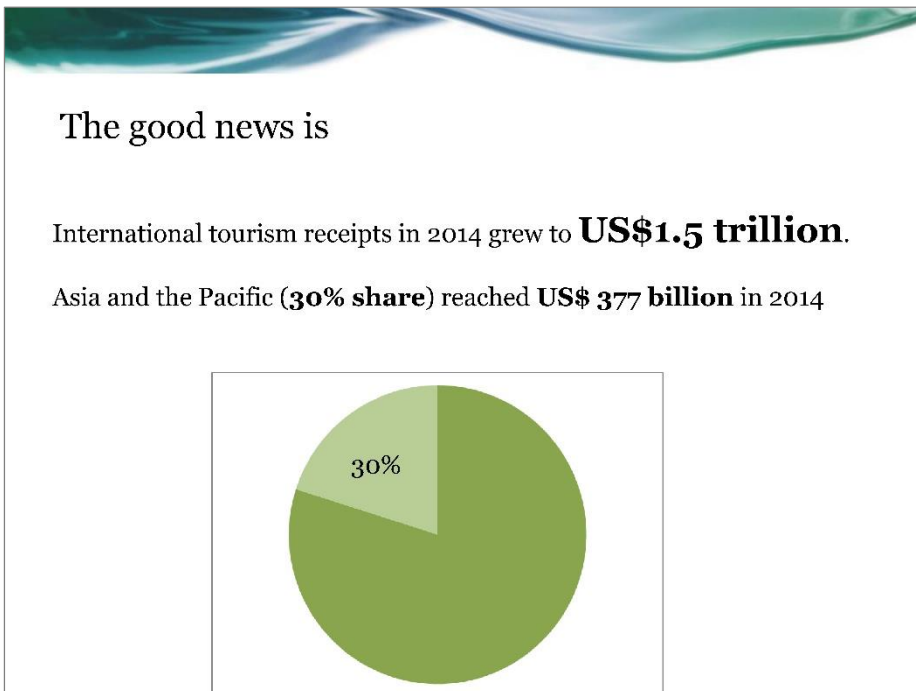
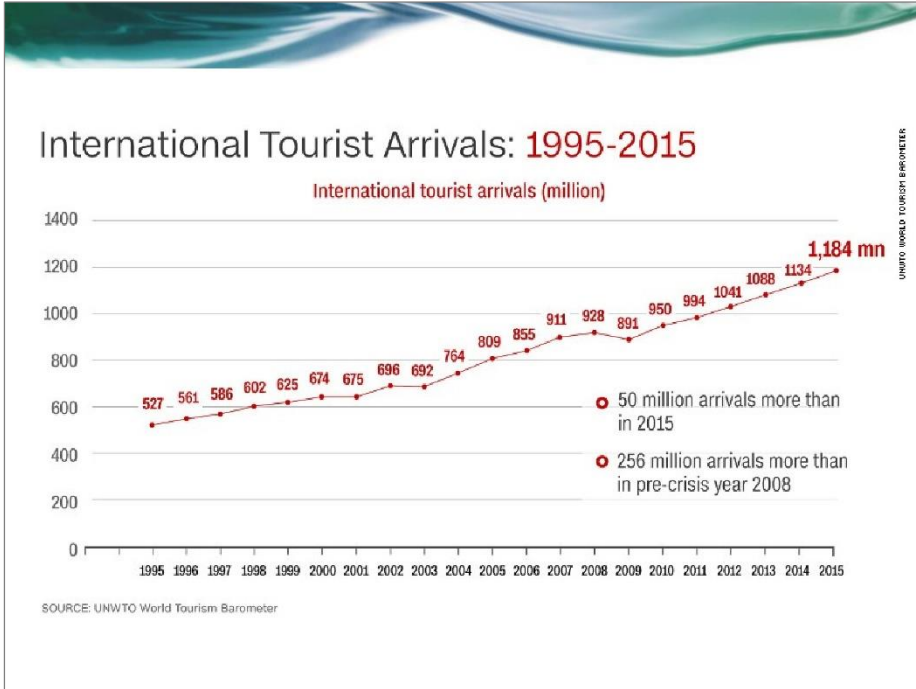
2015 International Tourist Arrivals



SOURCE: UNWTO World Tourism Barometer

WORLD: 1,184 MILLION

Session1





But the not so good news....

Traditional or Mass tourism are popular because they are economical and are value-for-money. However, they tend to

- Be rushed and focus on photo sessions
- Congregate at popular and convenient sites
- Put a lot of stress on the local site to cope with the visitor volume
- Complicate the preservation of heritage sites and cultural traditions



Borobudur being placed under huge strain by tourists

Session1



Crowded at Ta Prohm Temple - commonly known as The Tomb Raider Temple



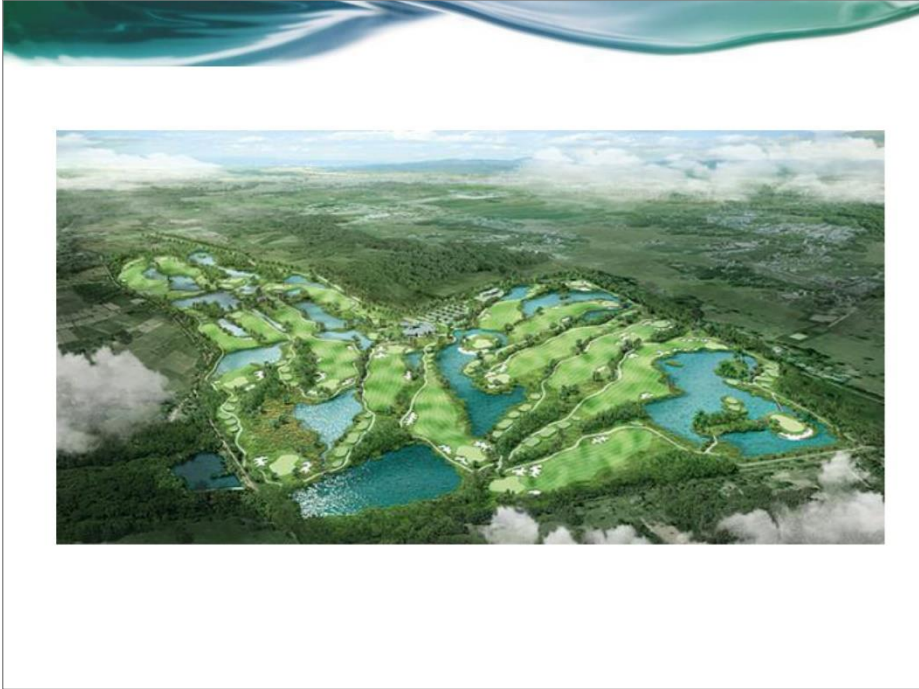
Crowded Badaling Great Wall during the National Day holiday

세션1



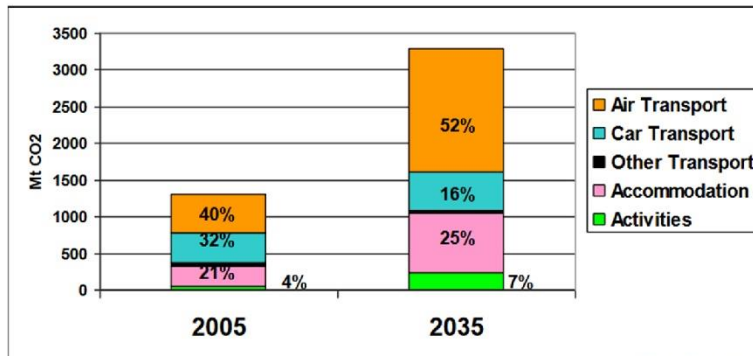
No Crowd on Mutianyu Great Wall





CO2 emissions from tourism

‘Business as Usual’ Projection of Future CO₂ Emissions from Tourism





Is this activity sustainable?

Tourism has been promoted by WB and many development agencies as good income generating activity for poor and developing countries. But what happens to:

- Environment sustainability?
- Cultural and heritage preservation?
- Economic benefits for whom?

Why Alternative Tourism?

Globally, tourism is on the rise.

Not possible to stop this trend.

Try to change tourism with CHANGE

- ✓ Introduce better motivations for travel
- ✓ Introduce sustainable travel activities and programmes
- ✓ Promote carbon footprint awareness in tourism
- ✓ Long term change to whole nature/concept of tourism



Global Alternative Tourism Network

Each year about 4,500-5,000 YMCA youth from Asia Pacific travel on alternative tourism, for work camps and meetings and workshops.

To promote more **alternative** and **sustainable** forms of travel, GATN works with both sending as well as hosting YMCAs to develop alternative and sustainable programmes according to the CHANGE principles. We try to change tourism with **CHANGE**

The good thing is that the visitors can design and plan a trip that has **low carbon footprint** together with the host. In this way, both the host and the visitors can benefit mutually from the programme.

Role of APAY

1. Promote GATN within the YMCA family and beyond
2. Provide support for development of GATN
 - Training
 - Marketing
 - Standards



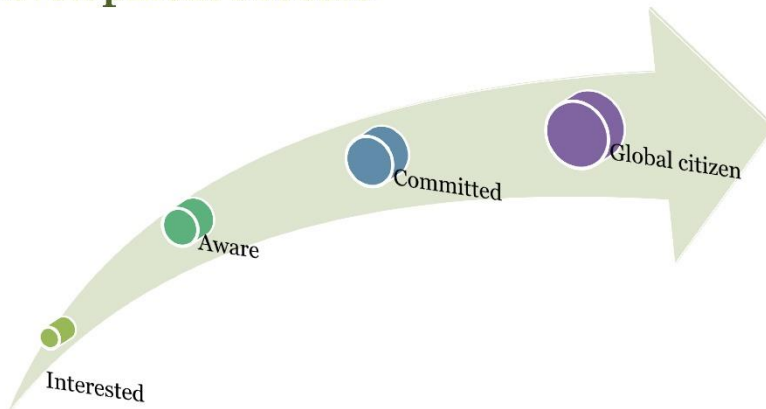
So what makes tourism “alternative”?

At the heart of YMCA Alternative Tourism





Development Process



CHANGE principles

The YMCAs of Asia and Pacific are committed to a sustainable alternative tourism that empowers youth to help restore the environment and ecology, uphold local cultures and heritage, and promote a better quality of life for the local community.

-GATN Mission Statement-

To achieve this, we follow the **CHANGE** principles:

- **C**ommunity centered
- **H**olistic in approach
- **A**dvocating global citizenship
- **N**ature conserving
- **G**ender and child sensitive
- **E**conomically viable



Home stay

Experiencing a homestay in a traditional village is perhaps one of the fastest and easiest ways to get to know the country you are visiting

Interacting with local community





Experiencing village lifestyle



Appreciating food





Ecological and Educational



Compensating carbon footprint





Appreciating cultures



Community service





Creative expressions



Recreation and Adventure



Session1



**Alternative tourism
can be fun, too!**



**Understanding,
Peace and Solidarity,
Global Citizen**

**Responsible &
Sustainable Travel**

GATN

**Fair Trade
Income Generating**

**Community
Development**

세션1





발표2



크리스티나 캠프
투어리즘 와치 편집장

크리스티나 캠프는 프리랜서 저널리스트이자 번역가(영어-독일어/독일어-영어)로 활동하고 있으며 관광 및 개발에 주안점을 두고 있다. 독일 장로교회의 개발 및 구원 단체인 브레드 포 더 월드(Bread for the World)에서 계간지로 발행하는 투어리즘워치(www.tourism-watch.de)의 편집자로 활동하고 있다. 크리스티나는 20년 이상 독일 관광 개발 연구소(the German Institute for Tourism and Development), KATE Stuttgart, TourCert, 독일 유엔 협회(DGVN), 유엔 개발 프로그램(UNDP), 'welt-sichten' 매거진과 같은 관광 및 개발 관련 출판, 기관, 재단과 일해왔다.

유엔 지속가능 개발 위원회(the United Nations Commission on Sustainable Development), 세계 사회 포럼(the World Social Forum), 아시아-유럽 민중 포럼(the Asia-Europe People's forum)와 같은 국제 포럼에서 NGO 네트워크의 지지 활동을 지원해왔다.

크리스티나는 관광 및 개발, 공정성 측면에서의 관광, 인권과 관광, 리우+20, 기후 변화에 관한 출판물의 저자(및 공동저자)이자 편집자이다. 현재 진행 중인 프로젝트로는 올 해 후반기에 브레드 포 더 월드와 협력 기관이 진행할 예정인 관광 및 지속 가능한 개발에 대한 네트워크 출판이 있다. 학력 사항으로는 독일 트리에르 대학에서 관광 경영 및 지역 개발계획을 전공했다. 현재까지 아시아, 아프리카, 남미에서 일해왔으며 지역 별 주 관심사는 남아시아이다.



Speaker2



Christina Kamp

Free Lance Journalist
and Translator,
Tourism Watch
– Bread for the World

Christina Kamp works freelance as a journalist and translator (English-German/German-English) with a focus on tourism and development. She is the editor of 'Tourism Watch' (www.tourism-watch.de), a quarterly published by Bread for the World, the development and relief agency of the Protestant Churches in Germany.

For more than 20 years, she has been working for tourism and development related publications, organisations, and foundations, including the German Institute for Tourism and Development, KATE Stuttgart, TourCert, the German United Nations Association (DGVN), the United Nations Development Programme (UNDP), and 'welt-sichten' magazine. She has supported NGO networks in their advocacy activities at international fora such as the United Nations Commission on Sustainable Development, the World Social Forum, and the Asia-Europe People's Forum.

She is the (co-)author/editor of publications on tourism and development, tourism as a matter of fairness, human rights and tourism, Rio+20, and climate change. Her current projects include a network publication on tourism and the Sustainable Development Goals, to be published by Bread for the World and partner organisations later this year. Christina's academic background is in tourism management and regional planning (University of Trier, Germany). She has worked in Asia, Africa, and Latin America; her main regional interest is in South Asia.



초록

도시 관광 분야의 도시에 대한 권리 및 도전 과제

방문하는 관광객의 숫자는 관광업에서 “성공”을 가능할 적절한 지표가 아니다. 방문객 숫자는 관광지의 지속 가능성, 공정성 및 실제 개발 공헌도를 반영하지 않기 때문이다. 관광업에서는 비용을 떠안는 당사자가 관광업이 주는 혜택의 수혜자가 아닌 경우가 많다. 일반적으로 가장 크게 영향을 받는 사람은 가난한 사람들이거나 그 영향을 감당할 능력이 가장 미약한 사람들이다.

도시 관광의 지속 가능성을 높이고 더욱 공정하게 만들기 위해 다루어져야 할 주요 영역으로는 거주 지역, 공공 구역, 교통 시설이 있다. 독일의 경우 베를린은 도시 현대화 과정에서 관광이 큰 비중을 차지함을 보여주는 사례이다. 부동산 투기, 주거지 재개발, 임대료 상승은 거주민 퇴거 혹은 빈곤층의 주거지 상실로 이어진다. 또한 관광업 호황은 저소득층이 주로 거주하는 지역에 영향을 미친다. 빈곤층이 주거지를 잃게 될 경우 다시 생계를 잇고 사회적 네트워크 및 지원 시스템을 재구축하는 것은 대단히 어렵다.

질서가 잘 지켜지고 소외되는 사람이 없으며 지속 가능한 생활 환경을 만들고 안정적인 주택 가격과 공공 구역 접근 용이성을 확립하여 모든 이를 위한 도시를 만드는 것은 지방 정부 기관이 안고 있는 도전 과제이다. 베를린은 지역의 특수한 개성을 살리고 도시 거주 공간의 상업화를 제한하기 위한 노력의 일환으로 법안과 규정을 도입한 바 있다.

여러 정부가 지속 가능 개발 목표를 시행함에 따라 관광업의 실질적 비용 및 혜택에 대한 분석 심화와 적절한 정책 프레임워크를 개발할 기회가 주어졌다. 지속 가능 개발 목표는 구체적으로 관광업이 어떤 방식을 통해 실질적으로 지속 가능한 개발에 기여하는 가를 세부적으로 이해하기 위한 모니터링 수단의 실천과 개발을 요구하고 있다. 지역 주민의 참여는 대단히 중요하다. 단지 서비스 제공자로서 뿐만 아니라 전반적인 기획 및 의사 결정에 있어서도 중요하다. 이를 위해 필요한 패러다임 변화로는 성장보다는 지속 가능성을 우선시하고 양보다 질적인 측면을 우선시해야 하며 보여 주기식 “녹색 치장”이 아닌 실질적인 개선 확보가 있다.



Abstract

The right to the city and challenges in Urban Tourism

Numbers of tourist arrivals are not a suitable indicator of “success” in tourism, as they do not reflect its sustainability, fairness and actual contribution to development. Those who bear the costs of tourism are often not the ones who benefit. It is often the poor who are affected most, or least able to cope with the impacts.

Key areas that need to be addressed to make urban tourism more sustainable and fair include the housing sector, public space, and transportation. In Germany, Berlin is illustrative of gentrification processes in which tourism plays a significant role. Real estate speculation, rehabilitation of housing, and increases in rents lead to evictions or displacement of the least affluent. The tourism boom also affects neighborhoods that used to be dominated by low-income groups. When the poor become victims of displacement, it is very difficult for them to rebuild their livelihoods, social networks and support systems.

Municipalities are faced with the challenge of ensuring the right to the city for all, including just, inclusive and sustainable living environments, affordable housing and access to public space. Berlin has introduced legislation and regulation in an attempt to retain the unique character of neighborhoods and limit the commercialization of urban living space.

As governments are implementing the Sustainable Development Goals, a window of opportunity has opened to advance analysis of the real costs and benefits of tourism, and to design appropriate policy frameworks. The SDGs specifically call for the development and implementation of monitoring tools to understand in detail in which ways tourism actually contributes to sustainable development. The participation of local people is crucial - not only in the provision of services, but also in holistic planning and decision-making. The paradigm shift needed includes prioritizing sustainability instead of growth, qualitative aspects instead of quantity, and tangible steps forward instead of promotional “green-washing”.



TOURISM WATCH

THE RIGHT TO THE CITY AND CHALLENGES IN URBAN TOURISM



Seoul International Sustainable Tourism Forum 2016

Christina Kamp

Brot
für die Welt

Berlin - Germany

TOURISM WATCH

Population: 3,6 million, might grow to 3,8 million by 2030 (not a megacity)

Visitors per day: 500,000



Brot
für die Welt



Tourism in Berlin

TOURISM WATCH

- Tourist arrivals in Berlin: < 12,4 million
- Overnight stays: > 30 million (2015)
- High growth rates
- Overnight stays more than doubled in 10 years



Brot
für die Welt

The Need for Change

TOURISM WATCH

- Tourism is not a “smoke-free” industry, it has many adverse impacts
- “Business as usual” is incompatible with sustainable development
- Urgent need to transform tourism and to work for inclusive and fair alternatives
- Giving priority to the rights of local people and to the “Right to the City“ for all

Brot
für die Welt



Challenges in Urban Tourism

TOURISM WATCH

- Research and policy gaps, even though
 - city tourism represents 20 % of international tourism
 - records significant growth (+58 %, 2010-2014)

Brot
für die Welt

Challenges in Urban Tourism

TOURISM WATCH

- Tourist accommodation vs. residential housing
- Public space



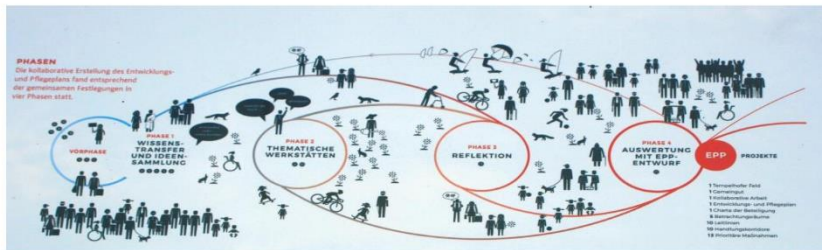
Brot
für die Welt



Challenges in Urban Tourism

TOURISM WATCH

- Quality of jobs
- Host-guest relationships
- Local participation



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Challenges in Urban Tourism

TOURISM WATCH

- Air travel and climate change
- Noise pollution



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für die Welt



Challenges in Urban Tourism

TOURISM WATCH

- Local transportation
- Air pollution



Brot
für die Welt

Challenges in Urban Tourism

TOURISM WATCH

- Congestion and overcrowding of sites



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Berlin Kreuzberg

TOURISM WATCH

- „Problem district“ of old West-Berlin
- On the margins
- Poor housing, cheap rents
- High percentage of migrant population
- Alternative movement



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Berlin Kreuzberg

TOURISM WATCH

- International Building Exhibition 1979-1987, concept of „careful urban renewal“
- Yuppies, students and artists as pioneers of gentrification
- Now: central location, increasing touristification



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für die Welt



Gentrification

TOURISM WATCH

- Young inhabitants start having families and afford better housing
- More affluent population groups move in
- Flats are upgraded and modernised
- Rented flats are converted into individually owned flats



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Gentrification

TOURISM WATCH

- Rents increase
- Not enough social housing in the city centre
- Less affluent population groups are displaced
- Serious economic and social consequences
- Loss of neighbourhood support systems



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Tourism-Related Gentrification TOURISM WATCH

- Touristification of residential areas aggravates gentrification
- Tourist accommodation is more profitable than renting out flats to local residents
- Residential flats get converted into hotels, hostels and holiday flats



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für die Welt

Tourism-Related Gentrification TOURISM WATCH

- Touristification plays a role in pushing up real estate prices and rents
- Tourism changes the character of neighbourhoods
- Residential areas are turned into „party zones“



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für die Welt



Touristification

TOURISM WATCH

- „Authentic“, „hip“ and cheap areas become tourism hotspots
- “To truly experience Berlin ... you need to venture off the tourist grid” (*Lonely Planet*)
- Tourists want to be part of a place and its lifestyle



Brot
für die Welt

Part of the Process: Airbnb

TOURISM WATCH

- Part of the “sharing economy”
- Uses local accommodation
- Opportunities for local people to earn an extra income
- Opportunities of host-guest interaction

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für die Welt



Airbnb: Problems of misuse

TOURISM WATCH

- Problems of commercialisation and misuse of platforms like Airbnb, 9flats, Wimdu etc.
- Particularly in central locations
- People started to rent out entire flats where nobody lived
- Subsidised social housing was also misused

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für die Welt

Increasing Resistance

TOURISM WATCH

- Dissatisfaction with gentrification and touristification goes hand in hand
- People protest against being pushed out
- People get organised to defend their homes
- Increasing hostility against tourism and/or tourists



Brot
für die Welt



Local Anti-Tourism Sentiments

TOURISM WATCH

- Public debates
- „No more Rollkoffer“
- Defence mechanisms



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für die Welt

Policy Responses

TOURISM WATCH

“Zweckentfremdungsverbotsverordnung”

Regulation prohibiting the commercial misuse of residential housing, 2014

- 28,000 flats in Berlin used as tourist accommodation
 - 6,000 cases reported by tourist accommodation providers
 - 3,000 by neighbours

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für die Welt



Policy Responses

TOURISM WATCH

- Occasionally providing a room to tourists is not against this regulation as long as 50 % of the flat is used by the tenant or owner
- Sub-letting an entire flat is not allowed unless the tenant has his/her main residence there and the rent is not higher than the rent typically charged in the respective area

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Policy Responses

TOURISM WATCH

Challenges:

- Putting misused flats back on the residential housing market
- Possible pitfalls in the law
- Enforcing the law, monitoring implementation
- Making sharing economy platforms provide details of accommodation providers, so that municipalities can check if tourist accommodation is legal or not

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für die Welt



Policy Responses

TOURISM WATCH

“Milieuschutz”

- Regulation to retain the unique character of a residential neighbourhood
- Ensure a healthy „population mix“
- Selected neighbourhoods earmarked
- Luxury modernisation not allowed
- Converting rented flats into individually owned flats restricted
- Aim: to prevent gentrification

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für die Welt

The Need for Change

TOURISM WATCH

- Make tourism dynamics an integral part of participatory urban sustainability planning
- Ensure the “Right to the City” for all, including just, inclusive and sustainable living environments, affordable housing and access to public space



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für die Welt



Two Windows of Opportunity

TOURISM WATCH

2017 “International Year of Sustainable Tourism for Development”

- Opportunity to create awareness of the dynamics of tourism, including their relevance in urban planning and management

The Sustainable Development Goals (SDGs)

- Opportunity to incorporate analysis and awareness of the real costs and benefits of tourism into urban sustainability planning
- Introduce and implement transformative policies at all levels

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für die Welt

The 2030 Agenda

TOURISM WATCH

- Comprehensive framework: 17 goals, 169 sub-goals
- Integrated approach, focus on complex inter-dependencies between sustainability (Rio process) and development (MDGs)
- Implementation in line with national and local challenges and priorities



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für die Welt



Tourism and the SDGs

TOURISM WATCH

- Looking at the individual SDGs
- Taking into account positive and negative effects of tourism
- What role does tourism play with regard to each goal?
- Major challenges
- Possible next steps



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SDG 11: Human Settlements

TOURISM WATCH

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

- 11.1 ensure access to **housing**, basic services
- 11.2 provide access to **transport systems**
- 11.3 enhance capacity for **participatory planning**
- 11.4 safeguard **cultural and natural heritage**
- 11.5 reduce adverse **environmental impact**
- 11.6 provide access to **public space**

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A Paradigm Shift

TOURISM WATCH

- Sustainability instead of growth
- Qualitative aspects instead of quantity
- Tangible steps forward instead of promotional “green-washing”



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Thank you!

TOURISM WATCH



For further information:
www.tourism-watch.de

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발표3



야마모토 타카시

피스보트 집행위원

야마모토 타카시는 일본 내 국제 NGO 피스 보트(Peace Boat)의 이사회 소속이며 1991년부터 활동해왔다.

피스 보트의 기항지 프로그램과 전 세계 100개 이상의 국가에서 국제 교류 및 관광 프로그램 조직을 맡고 있다. 그 밖에도 피스 보트 재난 구조 자원봉사 센터(the Peace Boat Disaster Relief Volunteer Centre)의 대표이며 일본을 포함한 세계 각지에서 재난 현지 구조 활동을 해왔으며 2011년 일본 동부 대지진 및 쓰나미 발생 당시와 터키, 대만, 파키스탄, 스리랑카 등지에서 활동했다.

2016년 6월부터 피스 보트의 항해를 총괄하는 여행사 재팬 그레이스(Japan Grace Co. Ltd.)의 이사로 재직 중이다. 이 같은 배경을 바탕으로 피스 보트와 피스 보트의 지속 가능한 관광 및 교육 프로그램을 아시아 전역에서 홍보 책임을 맡고 있다.



Speaker3



**Yamamoto
Takashi**

Executive Committee
Member, Peace Boat

Yamamoto Takashi is an executive committee member of Peace Boat, and has worked with the Japan-based international NGO since 1991. Particularly, he has been responsible for the programs in ports of call, coordinating international exchange and tourism programs in over 100 countries around the world.

He is also President of the Peace Boat Disaster Relief Volunteer Centre, and has been active in disaster relief activities in the field both in Japan and internationally, including at the time of the 2011 Great East Japan Earthquake and Tsunami, as well as in Turkey, Taiwan, Pakistan and Sri Lanka.

Since June 2016 he is also a director of Japan Grace Co. Ltd., the travel agency which conducts Peace Boat's voyages.

In this capacity, he is responsible for promotions of Peace Boat and its unique sustainable tourism and education programs throughout Asia.



SUSTAINABLE DEVELOPMENT GOALS

Peace Boat's world cruises for sustainability

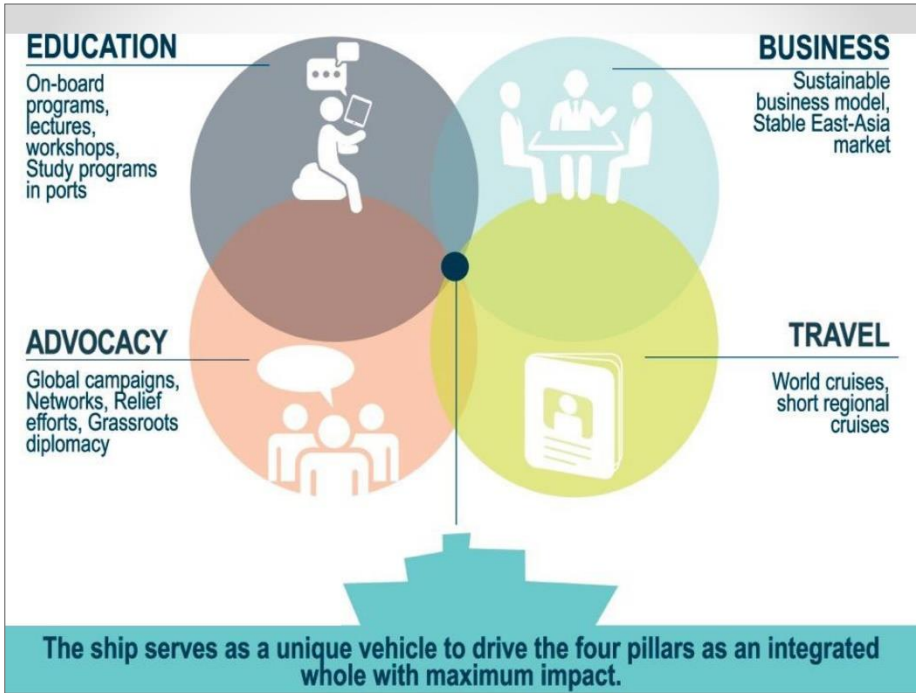
Takashi Yamamoto: Executive committee member Peace Boat

Seoul International Fair and Sustainable Tourism Forum 2016

-  Over 30 years as NGO and social business
-  2008 Nobel Peace Prize nomination
-  More than 60 around the world cruises
-  More than 30 regional voyages
-  More than 60,000 participants
-  Visited over 80 ports in more than 100 countries
-  Multi-generational onboard community of 1000 pax



Session1



Peace Boat's passionate and experienced team

세션1



Example Itinerary: Middle Route

Session1



GLOBAL VOYAGE FOR PEACE

December 9, 2016 - March 22, 2017
 (From/to Yokohama - 104 days)
 or
 December 10, 2016 - March 23, 2017
 (From/to Kobe - 104 days)

PEACE BOAT

Example Itinerary: South-bound

GLOBAL VOYAGE FOR PEACE

April 12, 2017 - July 25, 2017
 (From/to Yokohama - 105 days)
 or
 April 13, 2017 - July 26, 2017
 (From/to Kobe - 105 days)

PEACE BOAT

Example itinerary: North-Bound



17 PARTNERSHIPS
FOR THE GOALS



Partnership with the
UN Sustainable Development Goals





17 PARTNERSHIPS FOR THE GOALS

Global Conference at UN Headquarters

A photograph of a large conference hall with a high ceiling. In the center, a large circular emblem of the United Nations is mounted on a golden wall. A group of people is standing on a stage in front of a podium. Two large screens on either side of the stage show a man in a white suit speaking.

17 PARTNERSHIPS FOR THE GOALS

Cooperation with Nobel Laureates

A photograph of five women sitting at a long table covered with a grey cloth. They are wearing headscarves and are engaged in a discussion. There are water bottles and papers on the table.

Nobel Peace Women

Dr Jose Ramos-Horta

A photograph of two men standing together. The man on the left is wearing a dark suit and is holding a framed certificate or award. The man on the right is wearing a red jacket and a blue sash. Behind them is a banner with the name 'José Ramos Horta' and a flag.





SIFT
Seoul International

**Fair & Sustainable
Tourism Forum 2016**
서울공정관광국제포럼

Session 1

4 QUALITY EDUCATION



Partnership with the World YMCA



4 QUALITY EDUCATION



Intercultural Exchange Through Sports: Madagascar





4 QUALITY EDUCATION

Support for De-mining Activities and Landmine Victims: Cambodia

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Peace & Nuclear Weapons Abolition



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Session 1

5 GENDER EQUALITY

Gender Empowerment in Indigenous Communities

10 REDUCED INEQUALITIES

Local Communities and Economies: Refugee Camps in the Middle East



15 LIFE ON LAND

**Environmental Issues and Biodiversity:
Nobel Laureate Green Belt Movement in Kenya**

A group of people, including a woman in a white shirt and a man in a white shirt, are gathered around a young tree sapling. They are all smiling and looking at the camera. The woman is holding the sapling, and the man is helping to plant it. Other people are visible in the background, some wearing school uniforms.

14 LIFE BELOW WATER

Marine Conservation and Ecosystems

A group of people are in a white outrigger canoe on clear turquoise water. A young boy in the foreground is smiling and looking towards the camera. The water is very clear, and the sky is blue with some clouds. The background shows a tropical coastline with mountains.



Taking Action on Climate Change: Field work in the Maldives



PEACE BOAT Ecoship Project



Ecoship Project: Flagship for the SDGs
The world's greenest cruise ship will sail in 2020



SUSTAINABLE DEVELOPMENT GOALS

Peace Boat's world cruises for sustainability

Takashi Yamamoto: Executive committee member PeaceBoat

Seoul International Fair & Sustainable Tourism Forum 2016

A large photograph of the Peace Boat cruise ship sailing on the open ocean. The ship is white with a red funnel and has "PEACE BOAT" written on its side. The background is a clear blue sky and deep blue sea.

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발표4



김철원

경희대학교 교수

김철원 교수는 현재 호텔관광학 박사이며 경희대학교 관광대학원 등의 원장 및 학장으로 재직하고 있다. 주요 연구 관심사는 지속가능한 관광, MICE 관광, 문화 관광, 레저, 국제 관광 경쟁력 및 정책에 있다.

세계관광기구(UNWTO)의 아시아 태평양 지역 뉴스레터 편집장, OECD 관광위원회 (Tourism Committee) 및 G20 정상회의에서 컨설턴트(Consultant) 등을 포함, 다양한 직책을 거쳐 경력을 다져왔다. 성균관대학교에서 경영학 학사, 연세대학교에서 경제학 석사, 조지워싱턴대학교 경영행정대학원(School of Business and Public Management)에서 경영학 석사, 텍사스 A&M대학교 관광학과(Department of Recreation, Park and Tourism)에서 박사 학위를 취득했다.

Speaker4

Chulwon Kim

Professor,
Kyunghee University

Dr. Chulwon Kim is currently Professor of College of Hotel and Tourism Management. He was deans of College and Graduate school of hospitality and tourism at Kyung Hee University.

His interests include sustainable tourism, MICE tourism, cultural tourism, leisure, competitiveness and international tourism policy. He has served various positions including the editor in chief of the UNWTO Asia Pacific Newsletter and consultants for the OECD Tourism Committee and the G-20 summit events. Kim received his B.A. from Sungkyunkwan University, M.A. in Economics from Yonsei University, M.B.A. from the School of Business and Public Management at George Washington University and Ph.D. from the Department of Recreation, Park and Tourism Sciences from Texas A&M University.



초록

대도시에서 공정하고 지속가능한 관광 패러다임의 모색

그 동안 관광 산업은 주로 '경제성'에 초점을 맞추어 발전해 왔다. 무공해 산업으로 각광 받으면서 양적으로 팽창해온 관광산업은 환경파괴, 지역주민의 강제이주, 문화갈등 및 현지 공동체와의 괴리 현상 등 많은 문제점들이 야기되면서 이들을 극복하고 지속가능한 사회추구를 위한 새로운 요청의 국면을 맞이하게 된다. 이러한 패러다임 하에서 지속가능한 관광(sustainable tourism), 공정 관광(fair tourism or fair trade in tourism), 생태 관광(eco tourism), 자원봉사(volunteerism) 등과 같은 새로운 관광의 형태들이 부상하게 되었다. 이는 모두 책임 관광(responsible tourism)이라는 틀 안에서 환경과 문화, 사회를 존중하면서 관광을 발전시키고, 관광객들은 이전까지와는 다른 역할을 수행할 것을 요구 받는다.

공정 관광 역시 지속가능하고 책임 있는 관광의 형태로서 자연 및 사회문화적 자원을 보호 하고, 토착민의 권리를 존중하여 관광개발 과정에 이들을 동등하게 참여시키고 지역 주민 들에게 돌아가는 혜택을 극대화하는 것을 목적으로 한다. 영국의 비영리단체 Tourism Concern(2016)은 공정 관광의 주요 원칙을 다음과 같이 제시하고 있다: 첫째, 관광 및 현대산업의 투자자와 지역주민 간의 공정한 파트너십, 둘째, 지역 이해관계자(local stakeholder)를 위한 혜택의 공정한 배분, 셋째, 관광객과 지역주민 사이의 공정한 거래, 넷째, 자연 자원의 공정하고 지속가능한 활용, 다섯째, 적절한 임금과 작업 환경.

이처럼 미래 세대에까지 지속가능하고 지역 사회와 환경에 윤리적 책임을 다하는 공정 관광은 전 세계적으로 많은 관심과 공감을 형성하고 있다. 하지만 이상적이고 훌륭한 철학이라도 이러한 관광의 형태가 지속되기 위해서는 운영의 효율성 또한 동반되어야 한다. 특히 대도시에서 공정관광을 실행하기에는 수많은 과제들이 산재하고 있다.

공정 관광은 공평하고 올바른 의미를 가지는 '공정'과 '여행'이 결합되어 대도시에서 관광 산업을 재정비하여 새로운 관광패러다임을 찾는 역할을 담당하고, 윤리적 관광, 지속가능한 관광과 밀접하게 관련되어 지역공동체 관광, 책임 관광, 생태 관광 등의 형태를 새롭게 정립하는 것이라고 할 수 있다.



초록

이러한 변화의 필요성은 UNWTO(2013)가 제시한 지속가능한 관광개발 원칙에서 감지할 수 있다. 경제적 영역에서는 소득증대, 고용창출, 자본형성, 사업의 안정성 등의 변화를 의미하며, 사회·문화적 영역에서는 주민 의식개발, 여성의 지위향상, 주민참여와 협력, 지역사회의 통제권 등에서의 변화를, 환경적 영역에서는 위생환경 개선, 환경보존과 생물 다양성 보전, 자원재활용 등에서의 변화를 증시한다는 것이다. 이제 서울과 같은 대도시에서 공정하고 지속가능한 관광이 새로운 패러다임으로 정착되는 정책, 전략과 프로그램이 지속적으로 창출되어야 할 것이다.



Abstract

Exploring New Paradigm on Fair and Sustainable Tourism in Mega-cities

The tourism industry has mainly focused on the 'economics' of the business. Once praised as being a non-pollution industry, tourism has grown so much in quantitative terms and is now being blamed for causing environmental degradation and cultural conflicts, disputes with the local community and eventually driving out the local inhabitants. Now, the tourism industry is faced with new requests for creating a sustainable society, and thus has to seek ways to solve the above mentioned problems. In response to this new paradigm, new forms of tourism have emerged, such as sustainable tourism, fair tourism or fair trade in tourism, eco tourism and volunteerism. They all fall under the bigger umbrella concept of 'responsible tourism', where tourism is asked to respect the environment, culture and society, and tourists are also given a new role.

Fair trade in tourism emphasizes sustainable and responsible tourism. It aims to protect the nature and socio-cultural heritage and respect the rights of the local inhabitants, by inviting them to be fully part of the tourism development process and thus maximizing the rewards for the local inhabitants. Tourism Concern, a UK based NGO, proposed the key principles of fair trade in tourism as follows(2016). First, it must ensure fair partnership between the local inhabitants and the investors in tourism and hospitality industry. Second, the benefits from the tourism industry must be fairly distributed with local stake holders. Third, there must be fair trade practice in place between the tourists and the local inhabitants. Fourth, natural resources must be used in a fair and sustainable manner. Fifth, adequate wages and work environment must be obtained for those working in the tourism industry.



Abstract

Fair trade in tourism is gaining much attention and support, by being responsible towards the future generations, the local community and the environment. However, for such idealistic and good thoughts to be sustainable, having operational efficiency is a must. There are many tasks that still need to be solved in order to have fair trade in tourism be realized in our mega-cities.

Fair trade in tourism emphasizes being fair and righteous in traveling. It seeks to rearrange tourism in our mega-cities, so that a new paradigm in tourism can be achieved. Fair trade in tourism is also connected with ethical tourism and sustainable tourism and can help reestablish the concept and form of local community tourism, responsible tourism and eco tourism.

The need for change can be found in the UNWTO's principle for sustainable tourism development(2013). In the economic sector, changes in wage increase, job creation, capital formulation and business stability is called for. In the socio-cultural sector, the UNWTO calls for changing the mind set of local inhabitants, empowering women in the community, promoting local resident participation and cooperation and giving the local community a stronger control over the tourism related activities. In the environment sector, improvement in public hygiene, protection of the environment and bio-diversity, recycling of resources are needed. In mega-cities like Seoul, policies, strategies and programs that promote the implementation of fair and sustainable tourism should become the new paradigm.



2016 서울공정관광국제포럼
Seoul International Fair & Sustainable Tourism Forum 2016
2016.9.20-21

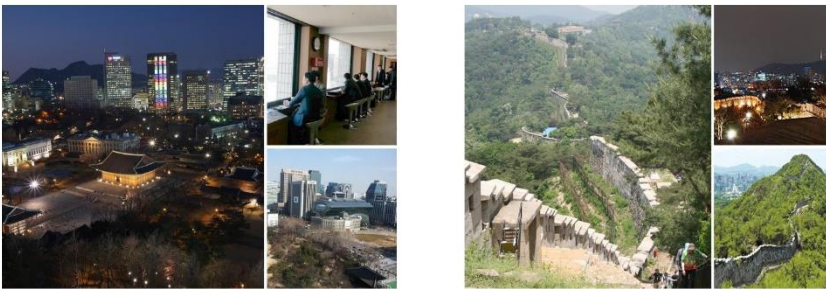
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xploring a Paradigm on Fair and Sustainable Tourism in Mega- Cities

Professor Kim, Chulwon



01 Mega Cities and Sustainability



온갖 자원을 끊임없이 소비하면서 유지되고 있는 대도시에게
지속 가능성을 꼭 물어야 하는 시대에 우리는 살고 있다.
이제 자원을 이용하는 것은 생존과 공존의 문제가기 때문이다.

(젠트리피케이션, 그 빛과 그림자 출처: 살아있는 지리 교과서, 2011)

“We are living in the era to raise a question about sustainability to Mega-cities which consume all kinds of resources unceasingly and maintain their presence. Why? It is a matter of survival and coexistence to utilize resources ” (Gentrification, Its Light and Shadow)



SUSTAINABLE DEVELOPMENT GOALS



Source: <http://icr.unwto.org/content/tourism-and-sdgs>

SDG Goal 11 acknowledges the significance of the role of cities. (SDG Goal 11: Sustainable cities and communities – Making cities and human settlements inclusive, safe, resilient, and sustainable)

Seoul's Solution for Sustainability - "WEconomics"



WEconomics is Seoul's solution for sustainable growth. It promotes cooperation, participation, sharing, and harmony to resolve inequality, unfairness, and imbalance in society in line with SDGs.

*[출처] 2016.7.10 박원순 서울시장 UN ESCAP강연 '지속가능한 발전을 위한 서울해법, WEconomics'



SDG Goal 8, 12, and 14 featured tourism.



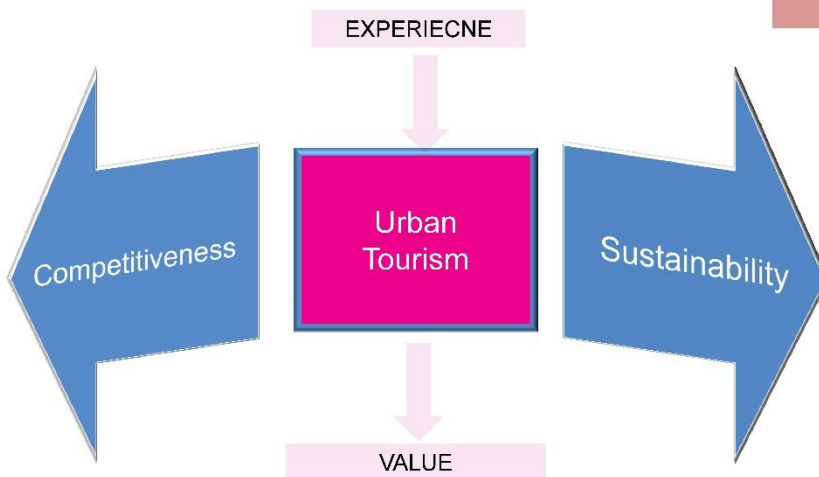
The sector's contribution to job creation is recognized in target 8.9 **"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"**.

"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products". The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social, and environmental outcomes.

"by 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

Source: <http://icr.unwto.org/content/tourism-and-sdgs>

02 Global Tourism Trend in Mega Cities





02 Global Tourism Trend in Mega Cities

- **intensified competition**
 - shaping an adequate business environment
 - innovation, diversification of products, markets and segments, product development, ICT and technology in general, marketing and promotion, research, evaluation, human resources development, quality, etc.
- **sustainability** (social, economic and environment) is ever more critical
 - addressing issues such as use of resources and waste, energy dependency, climate change adaptation and mitigation, green economy, congestion management and risk management

02 Global Tourism Trend in Mega Cities

Experience

As goods and services become commoditised
the customer experiences that companies
create will matter most

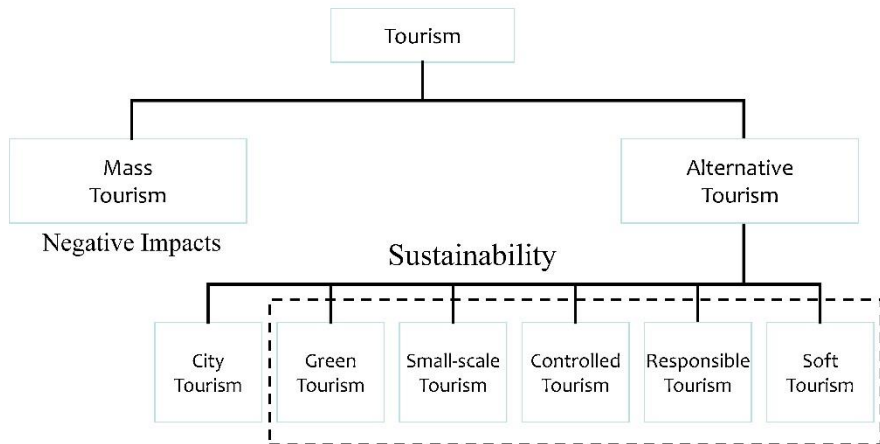
Customer experience: “[...] is the cumulative impact – both emotional and practical – of all the encounters and interactions that a customer has with a company.”
(Soudagar, Iyer & Hildebrand, 2012)



02 Global Tourism Trend in Mega Cities

- Experience economy provides the key differentiator to commoditised products and services allowing destination and service providers to focus on what adds value to consumers.
 - Sustainable initiatives
 - Local experiences
 - Authenticity
 - Value

03 Emergence of New Tourism

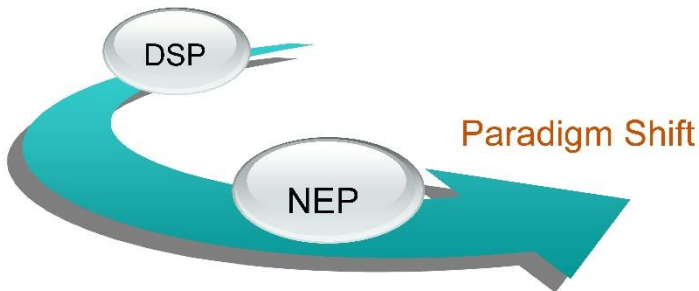




04 Paradigm Shift

- T. Kuhn: Paradigm Shift

- DSP (Dominant Social Paradigm)
- NEP (New Environmental Paradigm)



04 Development Paradigm

- The traditional development paradigm

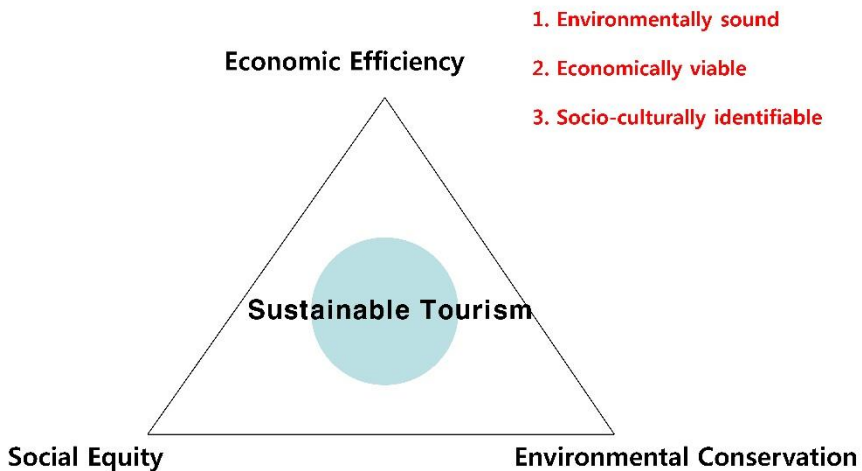
- **Issues:** produced socially inequitable and environmentally disruptive growth by construing *development* to mean simply *economic growth*.
- **Marginalization of residents:** they are often excluded not only from tourism planning but also from decision-making and management of tourism projects.



04 The sustainable development paradigm

- **Issues:** Sustainable tourism refers to an alternative tourism form that can improve “the quality of life of the host community, provide a high quality of experience for the visitors, and maintain the quality of the environment on which both the host community and the visitor depend
- **Foundation of the *sustainability paradigm*** rests on community residents’ participation in the planning and development process
- ...attempts to strike a balance between the traditional ‘*utility paradigm*’ and its derivative ‘*social exchange theory*’ and the ‘*new environmental paradigm (NEP)*’.
- The former concentrates on trade-off between economic costs and benefits, whereas the latter focuses on conservation/preservation of all resources by eliminating human impacts.

04 Three Principles of Sustainable Tourism



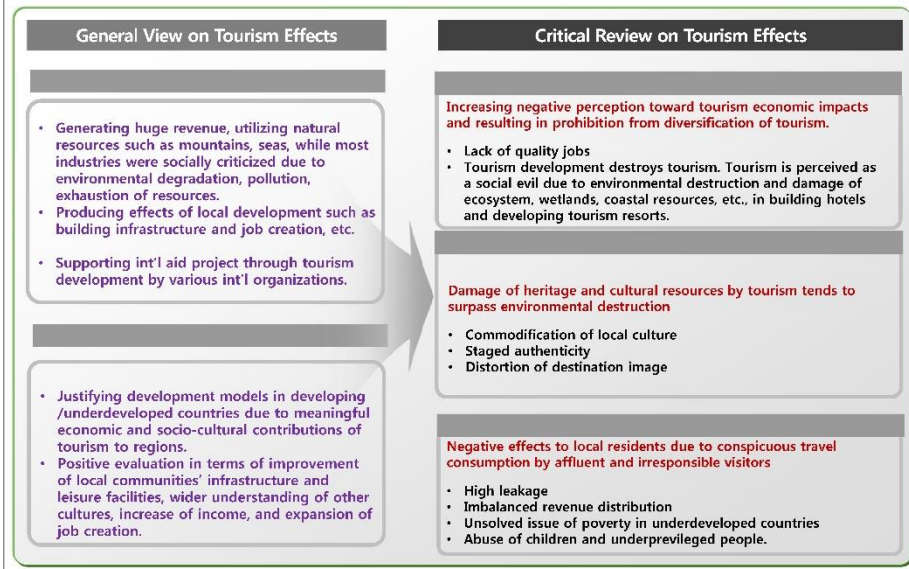


05 Fair and Sustainable Tourism in Mega Cities?



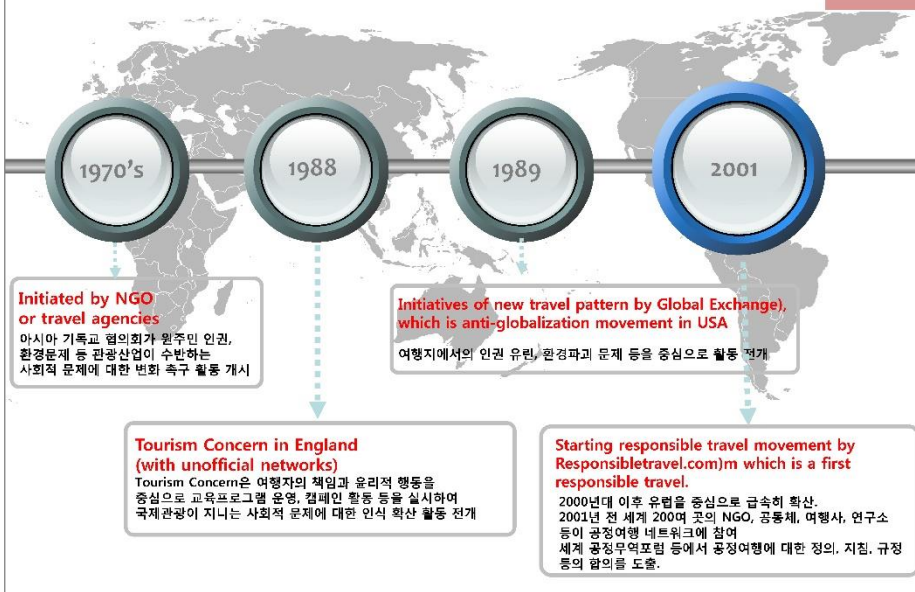
Is it fair for all in Mega-cities ?

06 Problem Recognition on Tourism Effects

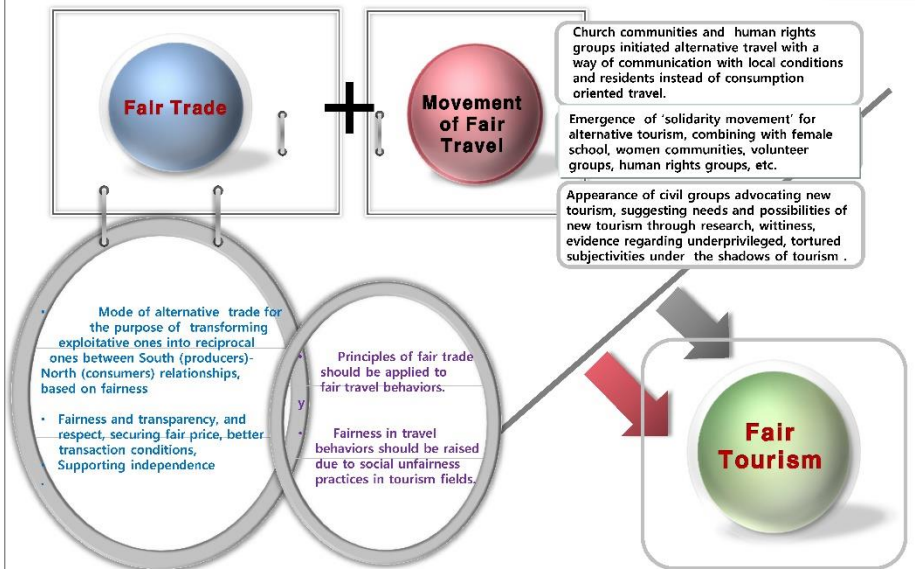




07 Global Flows for Responsible Tourism



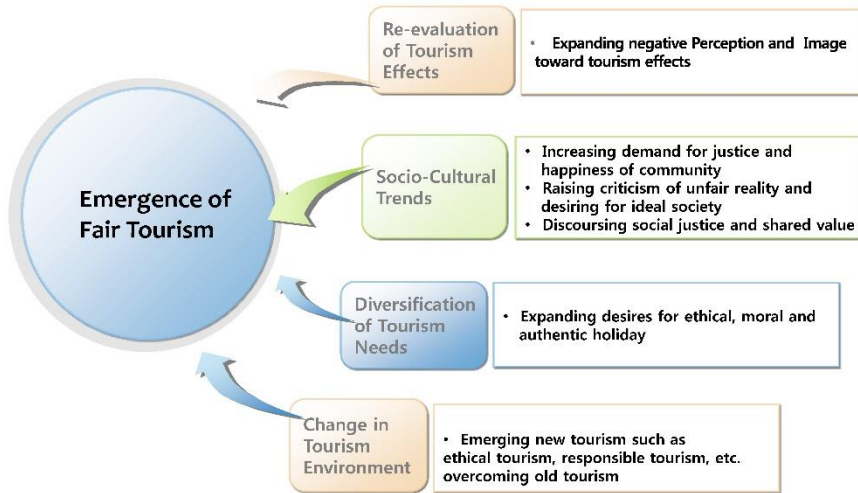
08 Background of FAIR TOURISM





Session1

08 Emergence of Fair Tourism



09 CONCEPT OF FAIR TOURISM

- Fair tourism includes a policy movement on fair trade in tourism industry in terms of code of ethics, fair travel and product operation.
- Fair tourism reflects three pillars that sustainable tourism pursuits: environmentally sound, economically viable and socio-culturally identifiable.
- In this perspective, fair tourism is a kind of practical concept regarding sustainable tourism.

(Source : Lee & Kim, 2015)



10 Principles of Fair Tourism



11 Definition of Fair Tourism





12 BEST PRACTICES

● ARTEE RIDERS

Riding Happiness

Established at July, 2012.

Artee, 'Riding Happiness,' has had rides with 35000 guests so far since July 2012. Artee runs slow, to show what we missed while living in this society, which goes extremely fast and does everything quick. It is the present that Artee can give you and is the value what Artee tries to make you find. (<http://rideartee.com>)



12 BEST PRACTICES

화성시 시티투어 착한여행 하루소개

지방자치단체 최초로 공적여행으로 진행하고있는 화성 시티투어 착한여행 - 하루는 지속가능한 사회를 만들기 위한 저탄소 여행이며, 중요예향의 도시 화성시의 역사와 문화를 널리 홍보하고, 탄소 발생을 최소화하기 위해 일회용품사용 자제, 개인컵자참, 1시간 이상 걷기 등을 하며, 지역의 농어촌지역 체험을 통해 도시와 농촌이 교류하고 재래시장 등을 방문하여 지역경제 활성화에 기여하며, 사람과 자연, 사람과 사람이 소통하는 여행이다. 그리고 참가비 중 1%를 제3세계에 기부하는 착한여행이다.



● 착한여행 - 하루 원칙

01. 저탄소 여행

- 1시간 이상 걷기, 일회용품 사용 자제, 자연 훼손하지 않기

02. 화성시 지역경제 활성화 여행

- 기념품은 화성시 특산물 이용, 재래시장 방문을 통한 지역 경제 환원, 도농 교류 및 지속적인 유대관계 유지

03. 사람과 자연, 자연과 사람 소통 여행

- 2,3개 코스를 이용한 여유로운 투어, 지역의 역사와 문화를 이해하고 감동을 전하기, 현지인, 동식을 피해주지 않기, 참가비 1% 기부하기

http://tour.hscity.go.kr/Citytour/info_tour.jsp



12 BEST PRACTICES

I · SEOUL · U

Between people, there is Seoul.

Between “you” and “I,” among citizens, and among people all around the world... Seoul is at the center of all relationships.

Seoul is a city where diverse nationalities and generations, mountains and rivers, ancient palaces and skyscrapers, and all disparate elements coexist in harmony.

Seoul fills the gap between the two dots, which represent passion and relaxation.

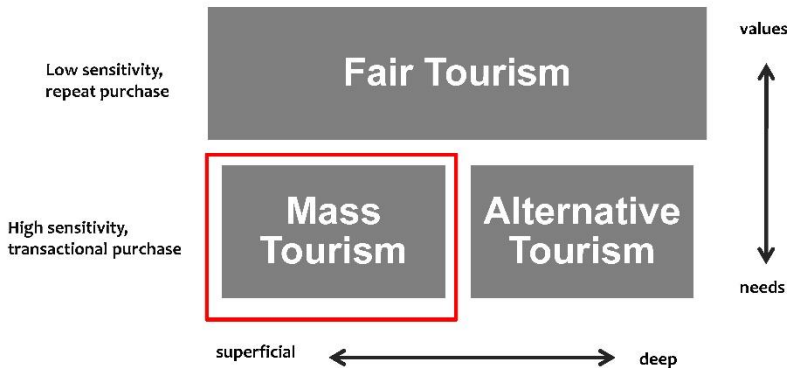
The red dot next to “I” signifies passion, while the blue dot next to “U” symbolizes relaxation.

Seoul is what allows everything to coexist in harmony, from “my heated passion” to “your calm relaxation.”

The Korean letter “ㅇ” and English letter “O” are brought together as one.

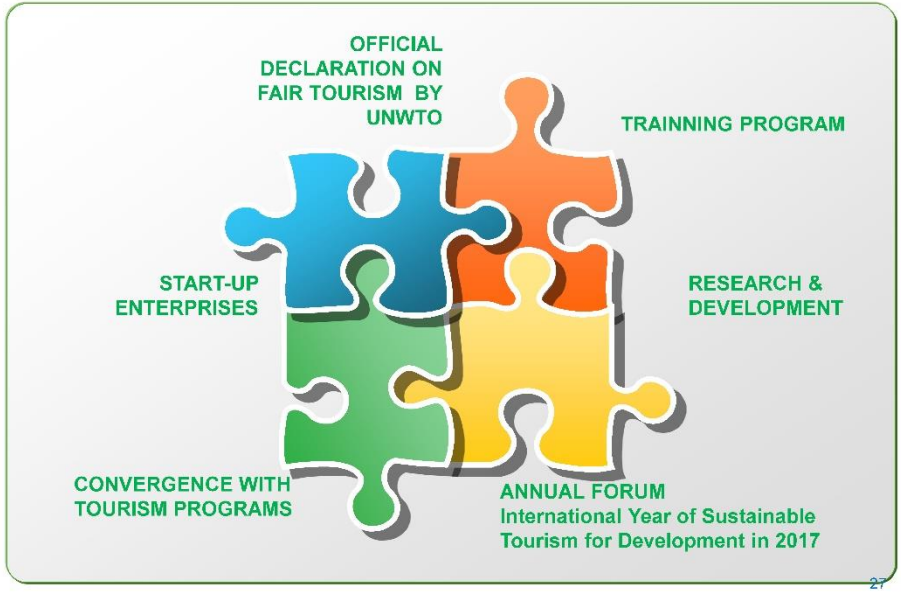
The letter “O” in “SEOUL” is expressed as the Korean letter “ㅇ,” illustrating the pride of Koreans and highlighting Seoul’s coexistence with the rest of the world. The Korean letter “ㅇ” is also the same shape as the traditional Korean door handle. Therefore, it also suggests that “you and I knock on the door to Seoul and walk in together.”

13 Framework of Fair Tourism





14 POLICY IMPLICATIONS



15 Directions for Fair Tourism



Mayor Park said at 2016 UN ESCAP , “Humanity and the global ecosystem share the same fate in the future. The economic paradigm of the past no longer works and no longer ensures sustainable growth. We need to discard the old paradigm, which has proven to be a failure, and we need to shift towards a new, sustainable paradigm. We need to push forward with WEconomics, which will bring about equal and fair opportunities and benefits for all.”

[출처] 2016.7.10 [한원순 서울시장 UN ESCAP 강연 '지속가능한 발전을 위한 서울해법'](#).

세션1



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College of Hotel and Tourism Management
Kyung Hee University, Seoul, Korea
+821032698316
kimcw@khu.ac.kr



Kyung Hee
University

A large white rectangular area with a red curved border at the bottom. In the center, there is a 3D graphic of two white figures holding large red letters 'Q' and 'A' with a red ampersand between them. Below this graphic is the contact information for Professor Chulwon Kim. To the left of the contact information is the Kyung Hee University logo, which consists of a circular emblem with a crown on top and the text 'Kyung Hee University' below it.

SIFT

Seoul International

Fair & Sustainable Tourism Forum 2016

서울공정관광국제포럼

SIFT
Seoul International
**Fair & Sustainable
Tourism Forum 2016**
서울공정관광국제포럼



세션2 Session2

빙 생 찬 Beng Seng Chan

대안관광네트워크(GATN) 사무총장
Coordinator,
the Global Alternative Tourism Network

자란야 뎡노이 Jaranya Daengnoy

태국지역사회관광 연구소 이사
Director,
Thailand Community Based Tourism Institute

수메시 만갈라세리 Sumesh Mangalasseri

카바니 투어 대표
Chairman & Managing Director,
Kabani – Community Tourism & Services

윌리엄 헌터 William C. Hunter

경희대학교 교수
Professor,
Kyunghee University

이 훈 Hoon Lee

한양대학교 교수
Professor,
Hanyang University

황희정 Heejeong Hwang

인천발전연구원 박사
Research Fellow/Ph.D.,
Incheon Development Institute



좌장



빙 생 찬

대안관광네트워크(GATN)
사무총장

아시아 태평양 YMCA 연맹 APAY (the Asia and Pacific Alliance of YMCAs)의 글로벌 대안관광네트워크(the Global Alternative Tourism Network) 코디네이터로서 현지 관광지 공동체에 경제적 보상이 따르고 생태계 친화적이며 공동체를 기반으로 하는 대안 관광 및 지속 가능한 관광을 제공하고자 지역별 아시아 YMCA 지부와 공동체와 협력했다. 이 네트워크는 대중관광(mass tourism)이 기후 변화에 끼치는 영향을 주시하고 책임 있는 관광을 대안으로 홍보하고 있다. 빙 생 찬은 GATN의 코디네이터로서 교육 훈련 및 각지의 YMCA 지부 대안 관광 프로그램 주최를 지원하고 있다.

그 밖에도 GATN의 여행객 수용 및 여행 프로그램 주선 활성화를 맡고 있다. 빙 생 찬은 종교계와 사회적 인식 제고 분야의 청년들을 25년간 교육하고 함께 일했다. APAY는 홍콩에 본부를 두고 있으며 아시아 태평양 지역 내 17개 국가에 지부를 두고 있다.

Session2



Moderator



Beng Seng Chan

Coordinator,
the Global Alternative
Tourism Network

Mr. Beng Seng Chan is the Coordinator of the Global Alternative Tourism Network (GATN) of the Asia and Pacific Alliance of YMCAs. The GATN provides training and other forms of support to a network of sending and receiving organisations working to develop responsible and sustainable tourism as an alternative to the current trend of mass consumerist tourism.

Prior to this, CHAN Beng Seng worked many years in the Ecumenical Movement focusing on youth empowerment and leadership training.



발표1



수메시 만갈라세리
카바니 투어 대표

수메시 만갈라세리는 인도 및 해외 공동체 관광 파트너십을 활성화하는 사회적 기업 카바니 공동체 관광 및 서비스 유한회사(Kabani Community Tourism & Services limited)의 상무 이사이자 설립자 겸 회장이다.

소프트웨어 전문가로 커리어를 시작하였으며 예술 및 문학 애호가이며 공동체 운동 및 환경 운동을 통해 얻은 자신의 운명을 바꾼 일부 경험을 통해 운동가이자 연구자, 정책 분석가 및 지속 가능한 공동체 관광 컨설턴트로 활발히 활동하게 되었다.

특히 관광 분야에 중점을 둔 공동체 개발, 활동 조사, 분야 내 교류, 정책 단계 개입 및 국가적 국제적 NGO들과 일한 18년 간의 경험을 바탕으로 '카바니-디 아더 디렉션'(KABANI- the other direction)을 설립하였다. 공동체 관광 프로그램 운영 및 활성화에 대한 지식을 기반으로 인도 내 관광지 공동체와 연계하여 카바니 공동체 관광 및 서비스 유한회사 등의 여러 지속 가능한 사회적 기업 모델을 개발하였다. 이 프로그램들은 계획, 개발, 경영 및 감독과 같은 관광의 모든 분야에 공동체의 연계를 제공한다.

수메시는 현재 기후 변화, 지속 가능한 개발, 국제 무역과 같은 다양한 국제 담론 및 협상에 기여하는 더 폭넓은 지속 가능한 관광 국제 네트워크의 일원으로 활동 중이다. 다양한 국제 포럼과 컨벤션에 여러 논문을 발표하였다. 또한 여러 출판물 및 저널에서 편집자이자 작가인 자신의 비전 및 견해에 관해 기고했다. 관광 및 개발 분야의 다양한 국제 및 국가 기관과 연계하여 여러 프로젝트를 이끌었다.



Speaker1



Sumesh Mangalasseri

Chairman &
Managing Director,
Kabani – Community
Tourism & Services

He is the founder, Chairman and Managing Director of Kabani also a social entrepreneurship facilitating Community tourism partnerships in India and abroad. He started his career as software professional.

An art and literature enthusiast along with some of the experiences he gained through working with communities and environment movements changed his destiny and later turned as an active campaigner, researcher, policy analyst and consultant for sustainable community tourism.

His 18 years of experiences in community development, action research, networking, policy level interventions and national and international NGOs particularly in the context of tourism helped him to envision and established the voluntary organization “KABANI – the other direction“.

His knowledge in running and facilitating community tourism initiatives has led to the development of many sustainable social entrepreneurship models including Kabani Community Tourism & Services, with the involvement of the host communities in India. These programs are offering community involvement in each and every aspect of tourism such as planning, development, management and monitoring.

Sumesh is an active partner of a larger international network working on sustainable tourism contributing to various international discourses and negotiations such as climate change, sustainable development and international trade. He has presented many papers in various international forums and conventions. He also contributed his vision and views in many publications and journals as editor and writer. He led many projects with various international and national organizations in the context of tourism and development.



초록

도시공동체 관광업 - 권리 중심 접근법

2017년은 유엔이 공표한 세계 개발을 위한 지속 가능한 관광의 해로서 관광업의 다양한 측면에 대한 유의미한 논의의 물꼬를 틀게 된다. 그 밖에도 2017년은 지속 가능 개발 목표 SDG와 전반적인 지속 가능한 개발에 대한 관광 분야의 공헌도를 가능할 기회이기도 하다. 지역 사회의 관광업의 다양한 측면에 대한 관여는 지속 가능한 관광업을 위해 필수적이다.

일반적으로 관광업의 공동체 관여는 보호 지역 및 농촌 지역 내 에코투어리즘을 염두에 두고 논의된다. 도시는 종종 공동체 관광의 범위에서 배제되는 경우가 많다. 기존 프로그램 중 일부는 낙수 효과, 비숙련 직종 및 경제적 혜택이 적은 (예를 들어 슬럼 가 관광 및 현지 인력 조달) 제한 사항이 있거나 또는 관광객 편의 시설 지역 내 물과 에너지 소비 감축에 대한 논의에 국한된다.

도시화의 증가는 전 세계적인 현상이며 도시화 과정은 더 많은 관광업을 창출하는 경우가 많고 도시 지역 뿐만 아니라 인근 지역에도 해당된다. 도시 인구를 위한 호화 서비스에 대한 수요와 휴가철 방문은 불균형한 개발 및 지역 공동체의 부재로 이어질 수 있다. 인도 남부의 대도시 첸나이의 주변 지역이 이 같은 문제들을 겪고 있다.

지역 공동체의 도시 관광업 참여는 대부분의 지역에서 배제 혹은 화제로 다루어지고 있지 않으며 특히 의사 결정 및 자치 부분에서 더욱 문제가 심각하다. 의사 결정, 관광업, 관광 경영 및 모니터링 메커니즘은 지역 공동체가 가장 중요한 분야들이다. 권리 기반 접근 방식은 지역 공동체 측면에서 대단히 관련성이 높다. 세계 여러 지역에서 참여를 다양한 수준으로 이끌어내기 위한 소규모 시도가 이루어지고 있다. 이 같은 노력을 더 폭 넓은 정책 및 법안을 통해 지원해야 한다.



Abstract

Urban Community Tourism - a Right Based Approach

2017 as the International Year of Sustainable Tourism for Development announced by United Nations open doors for a meaningful discussion on the various aspects of tourism. It is also an opportunity to assess the contribution of the tourism sector to the Sustainable Development Goals (SDGs) and sustainable development in general. Involvement of local communities in various aspects of tourism is essential to make tourism more sustainable.

Usually community involvement in tourism is discussed in the context of eco-tourism, in protected areas and rural regions. Cities are often out of the scope of community tourism. Some of the existing programs are limited to trickle down effects, menial jobs and small economic benefits (e.g. slum tourism, local sourcing), or limited to the discussion on reducing water and energy consumption in the accommodation sector.

Increased urbanization is a global phenomenon and often this urbanization process creates more tourism, not just in cities but adjacent areas as well. The demand for more luxury for the urban population and their holidaying facilitates may lead to uneven development and displacement of local communities. Sub-urban areas of Chennai, almost a mega-city in South India, face such problems.

Participation of local communities in urban tourism, especially their participation in decision making and governance, is neglected or not addressed in most of the current discourses. Participation of communities in decision making, tourism business, managing tourism and monitoring mechanisms are the most important aspects. A right based approach in tourism is very relevant in local community perspective. There are small existing attempts in many parts of the world trying to bring participation at various levels. These attempts need to be supported with larger policies and legislations.



www.kabanitour.com

COMMUNITY INVOLVEMENT IN URBAN TOURISM

Need for a Right based approach



www.kabanitour.com



Community participation in tourism

- Discussed more in the context of eco tourism and rural areas
- Cities are often out of the scope
- Tourism is not a subject in many of the city tourism planning
- Integrated approach in urban tourism is limited
- E.g. Slum tours, heritage walk etc.



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Urbanization and Tourism – Two side of the same coin !!!

- Urbanization process bring more tourism
- Tourism brings urbanisation
- Urban citizens suffer from it (e.g. increased demand for housing, resources and increased cost of living)



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Urbanization and Tourism

- The holidaying demand of urban dwellers produce more tourism in adjacent areas as well
- Often create an uneven development
- This can also cause displacement of marginalised people from their livelihood



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Case Study: Karikattukuppam, South India

- Intensive urbanisation in Chennai increased tourism in nearby areas
- Fishing Village 40 Km away from Chennai
- After Tsunami the fisher folk were relocated from their origins that eventually has resulted in total displacement
- Privatization of beach has become a common phenomenon

2005



2014



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Karikkattukuppam, South India

Lead fisher folks as an unforeseen refugees in cities

- New hotels, resorts and luxury villas occupied new village as well
- Cannot park their boats and nets
- They have to travel 8 Kilometers to get access to the beach
- Cost of fishing increased
- Lost income diversity
- They have no role in tourism



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Infrastructure development

- Infrastructure development related urbanization
- Tourism and sudden tourist flow also augmented this process of urbanization.
- Resorts, luxury villas, IT parks mushroomed
- Traditional communities are not able to cop up with sudden developments
- Migrating to city – creating more issues



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Citizen participation in urban tourism

Participation of local communities in tourism, especially their participation in decision making and governance



Community Involvement in tourism

- 2017 International Year of sustainable tourism and development
- Sustainable Development Goals & Tourism
- Opens door for meaningful discussion
- Tourism contribution towards sustainable development



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Goal 11: Make cities inclusive, safe, resilient and sustainable

Sub goal - 11.3

By 2030, enhance inclusive and sustainable urbanization and capacity for **participatory, integrated and sustainable human settlement planning** and management in all countries



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Participation is right

- Public participation is the basis of democratic governance
- The slogan of UN Human Rights Day in 2012 was:
'Inclusion and the right to participate in public life'
- *Article 25 of ICCPR* citizens the opportunity to participate directly and indirectly (i.e. through elected representatives) in public affairs.
- Rights-based approaches require a high degree of participation by communities, civil society, minorities, women, young people, indigenous peoples and other identified groups.



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Community Participation in tourism - a misunderstood/ misinterpreted concept ?

- Community participation is limited to local sourcing and menial jobs
- NGO participation/ token participation
- Existing mechanisms of local governance are also bypassed by tourism development
- Voluntary schemes are not sufficient



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Grassroots - What participation means?

- Participation in decision making and governance
- Participation in business and sharing benefits
- Participation in management (Destination management)
- Participation in Monitoring / regulating



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Participation in decision making

- Local community plan their tourism
- Part of decentralized governance
- Local communities' active role in decision making process
- Prior information and Consultation

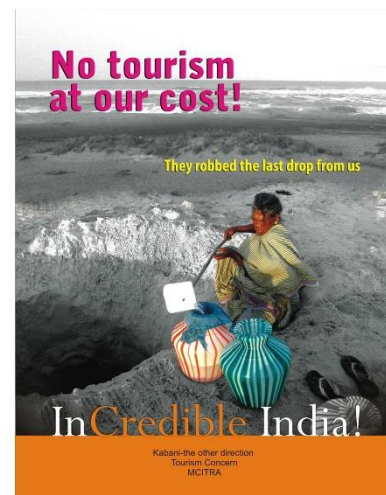


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Participation in decision making and governance

What Kabani facilitate:

- Research on LSGs:
28 powers and functions are associated with tourism
e.g. Licensing, taxation etc.
- Campaign, Advocacy & Lobbying
- Set up village committees
- Toolkit and module for training



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Village Committees Monitoring and Managing tourism



Decentralized Planning Process Kerala, South India

- Gram Sabha (Village Assembly) comprises of all villagers under the chair of ward member plan their development agenda.
- Prepare development priorities and plan through consultations at ward level
- Submit to the Local Self Government and to state



Participation in business and benefit sharing

Benefit sharing:

- Farmer's home stay (additional income)
- Zero Investment
- Value addition



She Taxi Project

- Women as Taxi drivers / guides
- Created customized packages
- Ensuring safety of travellers



Participation in Business and benefit sharing

Meet your producer

- Travel programme to meet producers (Trust building)
- Online fair shop



Women guides/ auto drivers

- House wives as guides

Training Indigenous communities & Migrant laborers

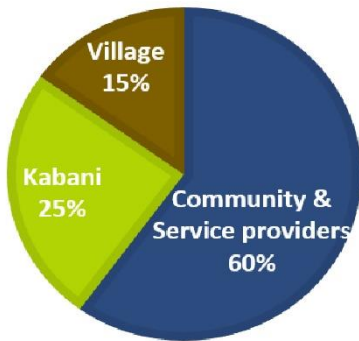
- Network of ME



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Where does the money go ?



Deliver community projects that benefit the lives of people like home stay host (s).

- **60%** → the **community**- Service and Homestay providers (e.g. farmers, fisher folk ,taxi, guides etc)
- **25%** → **Kabani** to facilitate and market new community projects and additional network training.
- **15%** → **village development fund** to create awareness on sustainable development and help Micro entrepreneurial programmes.

Additional funds for campaigning and networking.



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Participation in Management

- Participation in Managing Destination
- Visitor management
- Recommendation for regulation
- System for allocation of guests
e.g. Taxi, home stay, guides etc.
- Setting up carrying capacity
- Managing village development fun
- Ensuring licensing with LSGs
- Training of community members



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Participation in monitoring

VILLAGE COMMITTEE

- Monitor Tourism developments in the village
- To Prevent the negative impacts of Tourism
- To link / incorporate tourism to the holistic development of the village (Sustainable Development)
- Developing criteria for monitoring tourism development
- Setting up village level rules & Regulations



Involvement of civil society

- Civil society involvement as watch dog/ Pressure group is very important
- Civil society coalitions
- Policy level intervention at various levels
- Campaign / awareness









Community Tourism		
Environment friendly	Sustainability	Community tourism
		
Consultancy		
Fair Trade		

Two entities, one vision :

A sustainable world led by self-reliant communities. Thus we encourage entrepreneurship and social innovation at village level. We foster community involvement in tourism, fair-trade value added village products and exchange of skills.

Trainings	facilitate	Network
Lobbying	Research	Campaign



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Way Forward

Government support for:

- Research/ programme development
- Include tourism in urban planning
- Empowerment – TRAINING SUPPORT
- Favorable policies, legislation and formulate plans
- Incentives for fair practices
- Information & Market support for community projects

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발표2



자란야 뎡노이

태국지역사회관광 연구소
이사

태국지역사회관광연구소에서 뛰어난 성과를 보이는 선임관리팀을 선도, 지도, 개발, 유지할 수 있게 한다. 또한, 효과적인 시스템이 퇴보하는 과정을 추적하고, 정기적으로 프로그램 구성 요소를 평가하며, 이 활동들은 이사회, 기금 제공자, 그리고 여타 구성원에게 효과적으로 전달될 수 있는 성공을 측정하기 위한 활동이다. 기존의 프로그램을 운영하고 지역적으로 확대하는 것을 지원하기 위해, 지역의 수익 창출 및 모금 활동을 확대하고 각각의 확장되는 장소에서, 기금 제공자, 정치 및 지역사회 리더와의 관계를 확립하며, 신규시장에서 새로운 파트너십 구축 개시한다. 성공적인 지역 프로그램을 지역 및 국가 차원에서 도입할 수 있는 모델로 중점을 두면서, 프로그램 결과를 공개적으로 출간하고 커뮤니케이션하는 역할을 지역 및 국가의 외부자로서 수행하고 있다.

(2011) 캐나다 국제개발청 태국지사 평가자

태국 내 9곳의 미안마 난민 캠프에서 이용되고 있는 캠프관리 모델의 검토 및 평가

(2009) 태국 문화부 국가문화위원회사무소 연구팀 리더

(2006~2008년) 태국지역사회관광연구소 교육훈련전문가 및

(2011~2014년 9월) 태국지역사회관광연구소 임시직

(2001~2006) 태국 '책임감 있는 생태 및 사회적 관광 프로젝트' 이사

(2000) 태국자원봉사자서비스-REST(社) 매니저

(1996~1999) 태국자원봉사자서비스 기금모금프로그램의 프로그램 조정관

(1994~1995) 태국자원봉사자서비스 자원봉사자프로그램부분 대표



Speaker2



**Jaranya
Daengnoy**

Director,
Thailand Community
Based Tourism Institute

Thailand Community-Based Tourism Institute (CBT-I), Thailand Lead, coach, develop, and retain CBT-I's high-performance senior management team. Ensure effective systems to track scaling progress, and regularly evaluate program components, so as to measure successes that can be effectively communicated to the board, funders, and other constituents. Expand local revenue generating and fundraising activities to support existing program operations and regional expansion. Begin to build partnerships in new markets, establishing relationships with the funders, and political and community leaders at each expansion site. Be an external local and national presence that publishes and communicates program results with an emphasis on the successes of the local program as a model for regional and national replication.

Thai Evaluator (2011)

Canadian Development International Agency (CIDA), Thailand
Reviewed and assessed the camp management model that is being used in the nine Burmese refugee camps in Thailand.

Research Team Leader (2009)

Office of the National Culture Commission, Ministry of Culture, Thailand

Training Specialist (2006-2008) and part-time staff from 2011-September 2014
Thailand Community-Based Tourism Institute (CBT-I), Thailand

Project Director (2001-2006)

Responsible Ecological Social Tours Project, Thailand Manager (2000)
TVS-REST Co. Ltd. Thailand, Program Coordinator (1996-1999)

Fund Raising Program, Thai Volunteer Service (TVS)

Head of Volunteer Program (1994-1995)

Thai Volunteer Service (TVS)



초록

공동체 기반 관광: 녹색 관광객 형성을 위한 효과적인 수단

공동체 기반 관광 연구소 (CBT)는 공동체 구성원들이 자랑스럽게 여기며 부담 없이 관광객들에게 소개할 수 있는 지역 사회 내 삶의 특별한 요소를 중심으로 문화와 자연을 체험하도록 권장하고 있다.”

CBT는 관광업 발전 및 관광객 응접을 위해 함께 노력하도록 공동체 구성원들의 역량 강화를 목적으로 한다. 민간 분야와 협력하여 공동 투자 / 파트너십으로 운영되기도 한다. 성공적인 CBT의 필수 요소는 관광업과 공동체 개발 기술의 조화이다. 모든 이해관계자가 자신의 전문 분야 역량을 발휘할 때 가장 효과적이다.

민간 분야 파트너는 성공의 열쇠이다. 시간 투자에 열린 태도를 가지고 새로운 아이디어를 시험해야 한다. 공동체 구성원들은 관광객에 대한 이해 및 접객, 여행사 및 관광지 가이드와의 효과적인 협업, 관광업의 잠재적인 영향 관리를 위해 교육 훈련과 경험이 필요하다.

지원 기관은 반드시 공동체 및 파트너의 한계점을 이해하고 단계적으로 실천을 통해 학습하여 기술을 개발하고 개방적이고 신뢰할 수 있는 공간을 활성화해야 한다.CBT의 목적은 다음 사항을 배우고 느끼고 나누기 위해 관광객의 경험을 창조하는 것이다.

- 자전거 여행자가 지역의 풍경, 삶의 방식, 사원, 문화 및 역사를 코스를 따라 체험할 수 있도록 자전거 타기를 권장하여 녹색 여행 의식 고취”
- 현지 통역사가 인솔하는 도보 여행은 현지 관광지 공동체가 가진 문화, 자연, 전승 지식 정체성을 학습하고 공감하기 위해 중요
- 관광객들이 왜 “친환경(green)”이 삶의 방식에 있어서 매우 중요한가를 이해할 수 있도록 지역 내 녹색 공동체 소형 농장을 방문하도록 권유. 음식이 농장에서 식탁에 오르기까지의 과정을 학습. 직접 채소, 코코넛, 달걀을 수확하고 현지 방식으로 조리하는 과정을 체험



Abstract

Community based Tourism : Effective tool to create the green tourists

The Community based Tourism (CBT) is Inspiring experiences of culture and nature, based on special aspects of local life that community members feel proud and comfortable to share with guests.”

CBT is the capacity building for community members, to work together to develop tourism and welcome guests. Sometimes as a Joint Investment / partnership with the private sector; Successful CBT requires a mixture of tourism and community development skills. Works best when all stakeholders bring their expertise to the table. Private sector partners are key to success... need to be open to invest time, and try new ideas.

Community members need training and experience to understand and welcome tourists; to work effectively with tour operators and tour guides; and to manage the potential impacts of tourism. Supporting organizations must understand needs / limitations of community and partners: build skills, facilitate an open and trusting space...step by step...learning by doing CBT is creating tourists’ experiences to do, to learn, to feel and to share;

- We can raise awareness of green tourism through biking as well as encourage cycle tourists to explore the provinces’ scenery, way of life, temples, culture and history along the route.”
- The walking tour which is leading by local interpreter is the key to create learning and sharing though cultural, natural and local wisdom identity of the host community.
- From farm to table; inspiring tourists by visit the green community small farm which they could learn what and why the “green” is so important to way of life. They could experience pick up the vegetables, coconut, eggs and cooking in the community setting.





 *Community Based Tourism* 
Thailand

Community Based Tourism: Contributing in Megacities

Jaranya Daengnoy
Director, CBT-I

"Be Our Guest"
"Living, learning and sharing... moments in our lives..."

 *Community Based Tourism* 
Thailand

CBT Principle and Concepts

"Be Our Guest"
"Living, learning and sharing... moments in our lives..."



 *Community Based Tourism* 
Thailand

CBT, as a tourism development tool.

- CBT is a new form of tourism that emerged over the last 2 decades. It emphasizes a **community-centered approach** in its operation and essentially deems capacity development of people in the communities the heart of tourism management.

This type of tourism not only responds to the **needs of tourists**, but also **empowers the locals** to apply their knowledge in managing tourism within their own communities.

Its goals are to protect and restore the natural resources in balance with local and cultural identity as well as to serve the economy of the communities, since caring for the resources is a collective responsibility of the community, not anyone in particular.

"Be Our Guest"
"Living, learning and sharing... moments in our lives..."

 *Community Based Tourism* 
Thailand

Core principles of CBT

*Tourism is managed by a community group.
In the event of partnerships with the private sector, community members retain decision-making authority
and are able to guide the direction of tourism development in their village;*

"Be Our Guest"
"Living, learning and sharing... moments in our lives..."



1. Community human resource development and participation
2. Empowerment of local cultures and traditional ways of life
3. Conservation and sustainable natural resource management
4. Cultural exchange between hosts and guests.
5. Increases community members' income

Goals of CIT

The Thailand Community Based Tourism Institute

Community Based Tourism

Thailand

'CBT' programs are crafted by local people, based on very special aspects of life, culture and nature which they value and choose to share with guests.

Community members manage and operate 'CBT' themselves. **They choose how to present their lives to the world.**

"Be Our Guest"

"Living, learning and sharing... moments in our lives..."

Session2



 **Community Based Tourism** 
Thailand



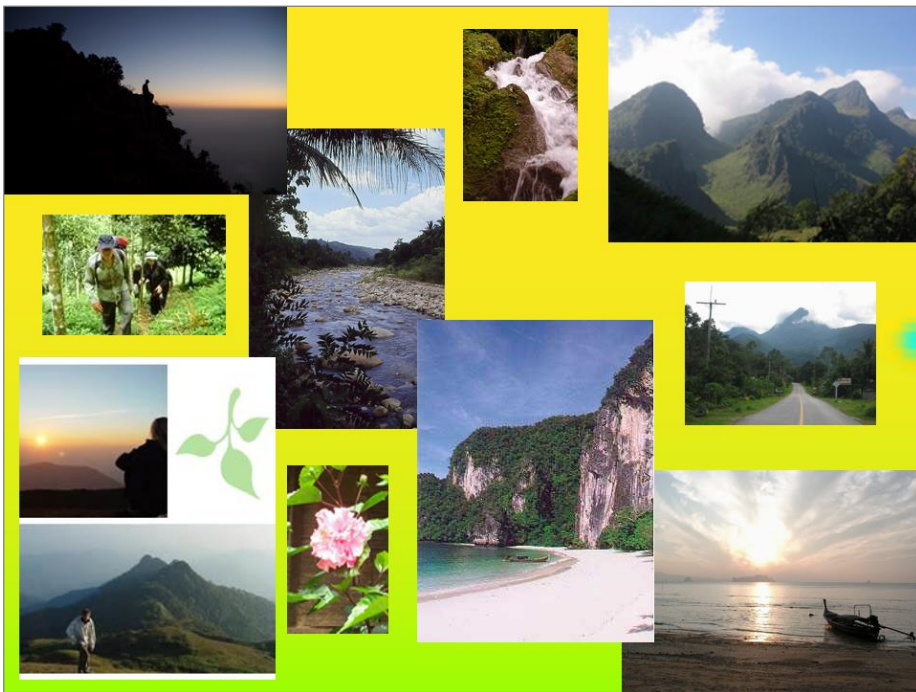
"Be Our Guest"
"Living, learning and sharing... moments in our lives..."

 **Community Based Tourism** 
Thailand



"Be Our Guest"
"Living, learning and sharing... moments in our lives..."

세션2





CBT Community Based Tourism  Thailand




The Thailand
Community Based Tourism
Institute

www.cbt-i.org

CIT gives visitors a unique opportunity to meet diverse local people, and experience their lives and stories. CBT also goes beyond admiring nature, to experiencing how community members' lives are woven into the natural world.



"Be Our Guest"
"Living, learning and sharing... moments in our lives..."

From a business perspective, it is often much easier to work with a talented individual, or a motivated family...
So, why CBT ?



- At the simplest level, tourism development in villages uses **shared resources, such as land water and forest.**
- The **poorest people** tend to rely most on these resources in their daily lives as farmers, fishers, etc.
- Tourism in a village can easily **impact livelihoods and create conflict.**
- Developing tourism as a group allows local people to share the risks, responsibilities and benefits of developing tourism.

A presentation slide for 'Community Based Tourism' in Thailand. It features a logo for 'The Thailand Community Based Tourism Institute' and an illustration of a traditional Thai house. The word 'HOW?' is written in large, bold, black letters. At the bottom, there are two quotes: "Be Our Guest" and "Living, learning and sharing... moments in our lives...".

 *Community Based Tourism* 
Thailand

HOW?

"Be Our Guest"
"Living, learning and sharing... moments in our lives..."



The steps of building community capacity to manage tourism

1. Choose a destination.
2. Feasibility study in cooperation with the community
3. Set vision and objectives with the community
4. Plan to prepare the community to manage tourism
5. Set direction for organizational management
6. Design tour programs
7. Train interpretive guides
8. Develop a marketing plan
9. Pilot tour program
10. Monitor and evaluate the process



Chiang Mai Green – Beauty-Fragrance



<https://www.youtube.com/watch?v=4XcGz48ZTF8>

세션2





เที่ยวชมเมือง
by เขียวสวยหอม

ชวนเที่ยวชมร่วมงาน
สีเขียวสวยหอม
ที่โครงการโลกที่ใส่ใจชุมชน

17 เมษายน 2558
ร่วมเพลินกันที่

ตลาด Chiangmai farmer's market

ชม ภาพถ่าย คุณโฮ๋ พรหมวิหาร
นักเขียนและนักถ่ายภาพที่เชี่ยวชาญด้าน
โลกใบหนึ่งในสไตล์ที่เรียบง่าย

16.00 - 17.00 น.
ปั่นชมเล่นที่เมืองเก่า
ในชอกชอยเล็กๆไปด้วยกัน
กับทีมเขียว สวย หอม

มีรถมาเอง ไม่มีค่าใช้จ่ายใดๆ ไม่มีรถมาขึ้นก็หาให้

แจ้งความพร้อมของใจได้
ที่คุณโบว์ถึง 080-122-1223

City bike trip

"สวนผักในเมือง" by เขียวสวยหอม

ตอน... เพาะเห็ดที่บ้าน

เพาะเห็ดที่บ้าน เป็นเรื่องเป็นไปได้
สำหรับคน มีพื้นที่และเวลาจำกัด

1. รื้อดินในแปลง
2. รื้อก้อนตะกั่วหรือพลาสติก
ประมาณ 1 ลิตร
แล้วแบ่งเรื่อหัด ผสมรำ
นาก 1 ใน 3
3. ทำขี้ไก่ได้ 3 ที่
ตั้งห่างเห็ดไป 1 เมตร หน้า
4. ทำตะกร้า
ไซจางให้พร้อม
5. ใช้งานตะกร้าซ้อนได้
แต่ไม่ทับกัน
6. พอสตักคลุมให้มืด

How to grow your vegetables





SIFT
Seoul International

**Fair & Sustainable
Tourism Forum 2016**

서울공정관광국제포럼

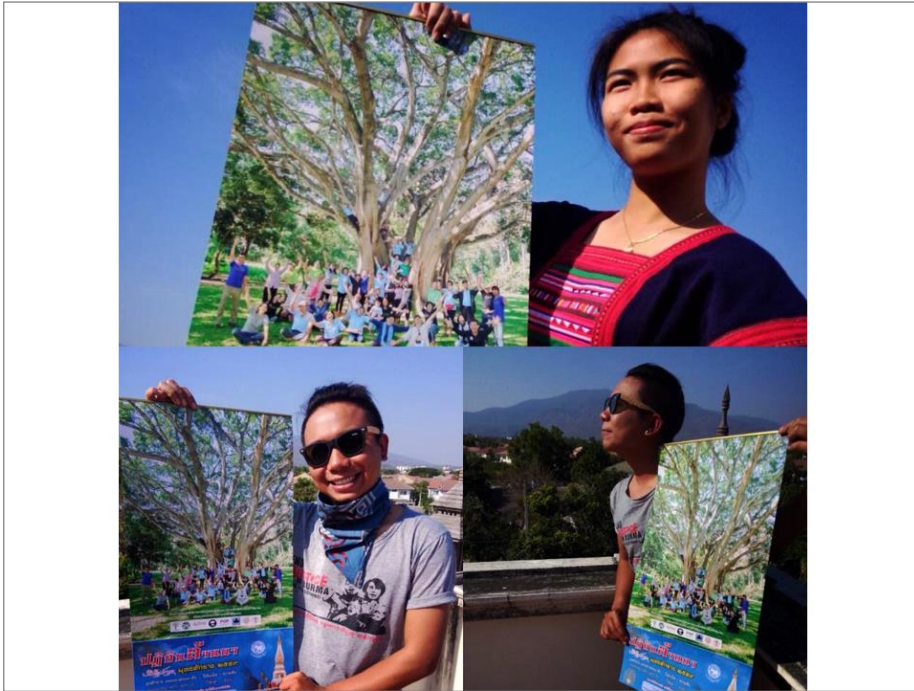
Session2



Traditional Silverware



International students



Vision



The Thailand
Community Based Tourism
Institute

The Thailand Community Based Tourism Institute (CBT-I) was established in 2006, and lies under the umbrella of the Thailand Research Fund (TRF)

“Provide support and facilitate cooperation among stakeholders from grassroots to international levels, in order to strengthen the capacity of Thai communities to manage tourism sustainably.”



Strategies



*The Thailand
Community Based Tourism
Institute*

1. Develop CBT Body of Knowledge
2. Capacity building CBT Group, Researchers
3. CBT Network Development
4. Appropriate Marketing Model for CBT
5. Partnership Facilitation & Policy Advocacy

Jaranya Daengnoy
djaranya@gmail.com
www.cbt-i.org



발표3



윌리엄 헌터
경희대학교 교수

(2014년~현재) 경희대 호텔관광대학 컨벤션경영학과 교수

(2013년~현재) 경희대 스마트관광연구소 위원

사람과세계경영학회 산하 국제위원회 이사회 위원 및 동 학회의 국제학술지
'Global Business and Finance Review(GBFR)'의 편집검토위원회 위원
(<http://www.gbfrjournal.org/html/>)

(2014년~현재) 대만 핑둥현 우타이 시정부의 문화경제개발자문

(2005년 창립~현재) UNWTO 발간 '아시아 분기 뉴스레터'의 부편집장

(2006년~현재) 숙명여대 르꼬르동블루 H-MBA 과정 겸임교수

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Session2



Speaker3



William C. Hunter

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Professor, Department of Convention Management,
College of Hotel and Tourism Management, Kyung Hee University,
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Member, Kyung Hee Smart Tourism Research Center (Since 2013)

Member of the Board, International Committee,
People and Global Business Association, and Global Business
and Finance Review (GBFR), Editorial Review Board
(<http://www.gbfrjournal.org/html/>)

Consultant, Cultural and Economic Development,
Wutai Township Local Government, Pingtung, Taiwan (Since 2014)

UNWTO Asia Quarterly Newsletter, Associate Editor (Since Inception, 2005)

Adjunct Professor, Le Cordon Bleu H-MBA Program,
Sookmyung University, Seoul Korea (Since 2006)

Advisor, ICLEI – Local Governments for Sustainability,
Korea Office, Jeju (Since 2007).



초록

지속가능성, 관광업, 상상 도시

본 프레젠테이션은 서울과 지속가능성, 관광업, 관광목적지 브랜드 이미지에 관한 지난 몇 년 간의 연구 결과를 요약적으로 소개한다.

두 부분으로 구성되어 있다. 파트1에서는 지속가능성, 에코투어리즘, 녹색관광 및 그 밖의 개념에 대한 비교 분석 및 해체 이론을 통한 분석을 다루고 있다. 힘의 관계, 공동체, 책임 관광, 기후 변화 등의 관련 아이디어를 다루게 된다.

파트2는 지속가능성, 관광업, 관광지로서의 서울의 이미지에 대한 실증적 연구에 대해 소개한다. 본 연구를 통해 도시 전체의 혹은 제유법(synecdoche)적인 이미지가 어떻게 구성되는가와 지속 가능한 도시의 현실에 대해 알아본다.

연구 내용으로는 객관적 (시공간 상의 물리적 현실), 역학 구조 (정치적 역사적 내러티브를 바탕으로 구성), 온라인 이미지의 정체, 형성된 거주민의 주관성이 있다. 본 연구는 모든 종류의 도시 관광지가 실질적인 지속 가능 성장을 확립하기 위한 노력들의 근원 자료가 되는 도시의 상호 연결된 '현실'들을 소개한다.



Abstract

Sustainability, Tourism And The Imagining City

This presentation summarizes a collection of my research in the past few years on Seoul, sustainability, tourism and the destination brand image. The presentation consists of two parts. Part one deals with the deconstruction and comparative analysis of the theoretical notions of sustainability, ecotourism, green tourism and other related concepts.

Related ideas of power relationships, community, responsible tourism and climate change are touched upon. Part two examines empirical research on sustainability, tourism and the Seoul destination image.

This research examines how representations of the city image made up as a whole, or synecdoche, of the reality of a sustainable city. These representations can be: objective (physical realities in time and space); power structures (constructed from political and historical narratives); a distillation of online images; or the constructed subjectivities of residents.

This research examines the interconnected 'realities' of the city, which are the source material of all efforts at securing real sustainable growth for any urban tourism destination.



Sustainability, Tourism and the Imagining City (Community Tourism in Mega-Cities)

Seoul International Fair & Sustainable Tourism Forum
September 20-21 2016, Session 2
William Cannon Hunter Ph.D., Professor
College of Hotel & Tourism Management,
Kyung Hee University, Seoul

Contents

- Overview on Tourism and Sustainability
- Tourism, Destination Image and Brand Image
- The Imagining City: Representations and the Synecdoche
- Conclusion



PART 1

Tourism and Sustainability

3

Sustainability and Tourism

- The sustainability narrative in tourism context:
 - Ecotourism, green tourism and sustainable tourism are often confused in tourism policy
- Sustainability is a context-specific idea:
 - There are social, environment and economic factors
- Sustainability goals may not be commonly recognized by all parties
 - Tourism stakeholders potentially hold conflicting values and may derive different degrees of benefit from the industry

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Defining Sustainability (1)

- The physical and human environments:
 - Since 1990 – Revolutionary recognition; widespread but superficial acceptance.
 - Critical view: “sustainable development is neither always possible nor even always appropriate”.
 - Lack of clarity regarding the definition.
- Butler, R.W. (1999). Sustainable tourism: A state-of-the-art review. *Tourism Geographies*, 1(1), 7-25.

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Defining Sustainability (2)

- A narrative or power-relationship:
 - “A form of ideology, a political catch phrase... philosophy, a process or a product.”
 - The illusion of sustainability: ‘it can sustain local economies without damaging the environment upon which it depends’
 - Asymmetrical power relations among stakeholders that define, alter or preclude collaborative action

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Defining Sustainability (3)

- Literal and strategic definitions:
 - ‘to sustain’ – to maintain or prolong (Niagara Falls, Eiffel Tower)
 - ‘best’ or ‘wisest’ use of resources in the long term.
- Tourism policy and management:
 - Carrying capacity
 - Control over tourism
 - Mass or conventional tourism
 - Sustainability means, to ‘meet the needs of the present while providing for the future’ (UNEP-WTO, 1995), or to redefine sustainability as “sustained value creation for the tourist, the tourist industry and communities” (Ryan, 2002, p. 22).

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Defining Sustainability (4)

- Sustainability and the community:
 - Local prosperity and community wellbeing.
 - The product of local and strategic management of social, environmental and economic resources (Ioannides, 1995).
 - CBT (community based tourism) is a fuzzy concept – used as a means to represent indigenous communities as ‘exotic’.
 - A group of people engaged with one another in a benign fashion vs. development-driven politicians.
- Salazar, NB (2011) Community-based cultural tourism issues, threats and opportunities. Journal of Sustainable Tourism, available online.

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Defining Sustainability (5)

- Misconceptions:
 - Mass tourism is automatically un-sustainable;
 - Sustainable tourism must be articulated in terms of environment;
 - No impact on human matters;
 - The concept of 'limits': regarding numbers of tourists (carrying capacity) there is not absolute threshold (what about lower limit?) policy makers and researchers must define 'carrying capacity'
- Truth
 - Sustainable development principles can be applied to any scale of destination
 - Sustainable tourism destinations survive by changing the narrative (products and perceptions)
 - Sustainability depends on the consensus of stakeholders – see Tourism Canada action strategy

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Tourism Sustainability

- Sustainable Tourism is a network of concepts
 - Overlapping definitions in practical research
 - Policy discourse includes issues related to
 - Environmentalism; Sociology and Culture Studies; Climate Change
- Environmental Tourism
 - Ecotourism
 - Green tourism
 - Sustainable tourism
 - Climate change and tourism

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Tourism Sustainability (1)

- Ecotourism: Management, conservation & use practices
 - Forestry; place attachment; involvement; interpretation
- Green tourism: Natural resources social & urban impacts
 - Integrated resource management; community; tourism
 - Clean & Green policy; Bicycle tourism; Cultural representation
- Sustainable tourism: Future proofing resources
 - Energy and urban design
 - Tourism and destination image
 - Focus on stakeholders; conservation vs. indigenous issues
 - Indigenous land & property rights; livelihood; empowerment

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Tourism Sustainability (2)

- Climate gate?
- Climate change and tourism
 - Greenhouse effect; global warming; extreme weather
 - Causation; prevention; mitigation
 - Socioeconomic impacts; social costs; glaciers & wildlife; flooding; coral reefs; conflict; resource distribution; destination tourism & destination image
 - Ubiquitous umbrella issue

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Tourism Sustainability (3)

- Tourism development is problematic
 - Destinations seek tourism development models in other successful destinations (benchmarking)
 - Seek the reproduction or simulation of the tourism image
- Detrimental results
 - Over development
 - Disregarding economies of scale
 - Inappropriate themes = bad attractions
 - Blind marketing
 - Misallocation of funds
- Big polluters – mega-resort and hotels

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Tourism Sustainability (4)

- Integrated eco/green/sustainable tourism
- The hybrid interests of environmentalists and tourism and leisure professionals focus not only on the effects of climate change, but climate change mitigation. Are we:
 - Recognizing the problems facing communities and destinations?
 - Seeking professional partnerships and expertise?
 - Thinking proactively and holistically to ensure the best possible scenario in sustainability and distribution of benefits?

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Responsible Tourism

- All local operators in the tourism and hospitality industry are responsible for maintaining a sustainable destination
- Responsible tourism managers and operators must continually recognize the economic, social and environmental considerations related to the destination

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1. Economic Responsibility

- Assess economic impacts before developing
- Maximize local economic benefits
- Develop quality products that reflect, complement and enhance the destination
- Encourage forms of tourism and market segments that will benefit the destination

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2. Social Responsibility

- Actively involve the local community in the planning and decision-making process
- Assess social impacts over time
- Use tourism to encourage social diversity, health, education and to fight exploitation

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3. Environmental Responsibility

- Check environmental impacts throughout the lifecycle of tourism establishments and operations
- Avoid or reduce waste and over-consumption
- Promote education and awareness for sustainability for all stakeholders
- Consult environmental or conservation experts

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General Principles of Tourism Sustainability

- Community based
- Links conservation with enterprise
- Holistic planning strategies
- Supports national & regional policies
- Environmentally appropriate infrastructure
- Re-invests tourism resources into the community
- Equitable distribution
- Partnerships

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PART 2

Tourism, Destination Image and Brand Image

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Sustainability, Tourism and the Imagining City: Destination Image

- Destination image
 - Destination imagery
 - the toured landscape and all of its potential objects and experiences (both real and imagined)
 - Projected image
 - transmitting denotative and connotative messages that arouse rational and emotional responses in people
 - Perceived image
 - fragmented, incidental and generative; interpreted in different ways depending upon the individual experience

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Sustainability, Tourism and the Imagining City: Representations

- Representations
 - signs that convey any number of denotative (literal) and connotative (implied) meanings
- Representations are ‘real’
 - photographs, video, paintings, diagrams, maps or other visual forms

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Sustainability, Tourism and the Imagining City: The Synecdoche

- The synecdoche
 - where a part can stand for the whole or a whole can stand for the part
 - a mechanism for containing the complex reality of a large city with one or more highly visual elements of the landscape
 - a re-imagining tool for cities, a means to represent the social image of the city as a whole in the best possible way, to external audiences
 - a synecdoche is a newly constructed or restored building or monument, an urban waterway, a specially zoned district or a major event.
 - It conveys a massive and solid appearance
 - It exists as a physical reality in time and space
 - and also exists as a representation in the form of a photograph, map or simulation circulated in tourism promotional materials.

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PART 3

The Imagining City

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The Imagining City: Representations and the Synecdoche

- Socio-historical representations
- Representations: the projected image
- Representations: the projected Han River image
- Representations: simulations

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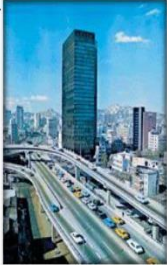

3-Stage Logic of Rivers

- **Preindustrial:** Critical support for the city's needs (trade, transportation and defense – marking of social perimeters):
 - Mass transportation of goods
 - Trade centers in proximity to ports along the river
 - Fortifications along the river
- **Industrial:**
 - Neglect – crude manufacturing outpacing the river's carrying capacity
 - Replacement – new transportation alternatives (railways and roads)
 - Abstraction – access to water is dispersed with water delivery systems
- **Postindustrial:**
 - Renewed interest in river sustainability (flooding, pollution, aesthetics)
 - Decline of industrial-based urban economies
 - Rise of the leisure and tourism replacement economy



The Imagining City:

The evolution of the city and its effects originate in the imagination of the city itself –powerful enough to obliterate and to exhume and restore the river. In the postindustrial phase, the river is a representation of sustainability & attractiveness

The 3-Stage Evolution of Seoul's Cheonggye Stream:		
 <p>Women laundering by the Cheonggyecheon in the 1920s</p>		
<p>Pre-Industrial: Prior and post-Korean War, the Stream was a site of a shanty town and contamination, but prior to that it provided a vital place for everyday life where women washed their clothes and children played.</p>	<p>Industrialization: During Seoul's rapid development in the 1960 ~ 70's, the stream was paved over and 'replaced' by a major expressway. Doing away with the stream was an expression of the limitless potential of industrialization</p>	<p>Post-Industrialization: With the removal of 8km of asphalt and major re-zoning and re-construction, the City now pumps 40,000 tonnes of water a day into the once-dry stream bed. It is now a new eco-cultural leisure attraction.</p>

3 stage evolution of the Han River



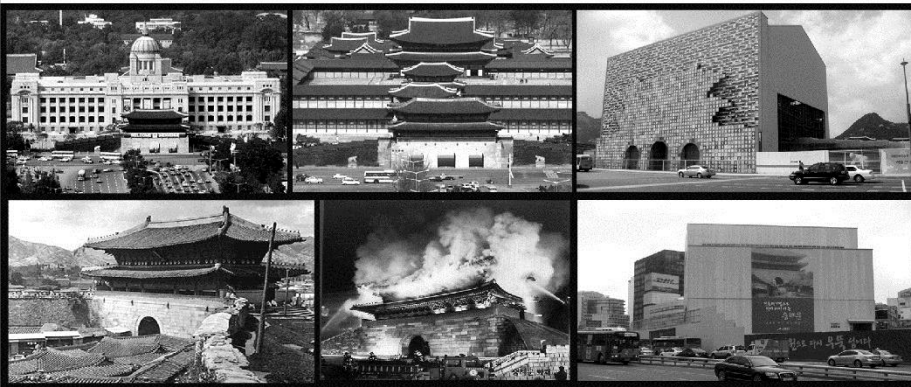


Ongoing research on Image and Sustainability

- Seoul online destination image and V methods (representations and the projected image)
 - Hunter, W. C. (2016). The social construction of tourism online destination image: A semiotic analysis of the visual representation of Seoul. *Tourism Management*, 54, 221-229.
 - Hunter W. C. (2012). Projected Destination Image: A Visual Analysis of Seoul. *Tourism Geographies*, 14(3), 419-443.
- Seoul destination image and Q method (subjectivity and the perceived image)
 - Hunter, W. C. (2017). Residents' perception of Seoul destination image using Q method. *Tourism Management*, in process

29

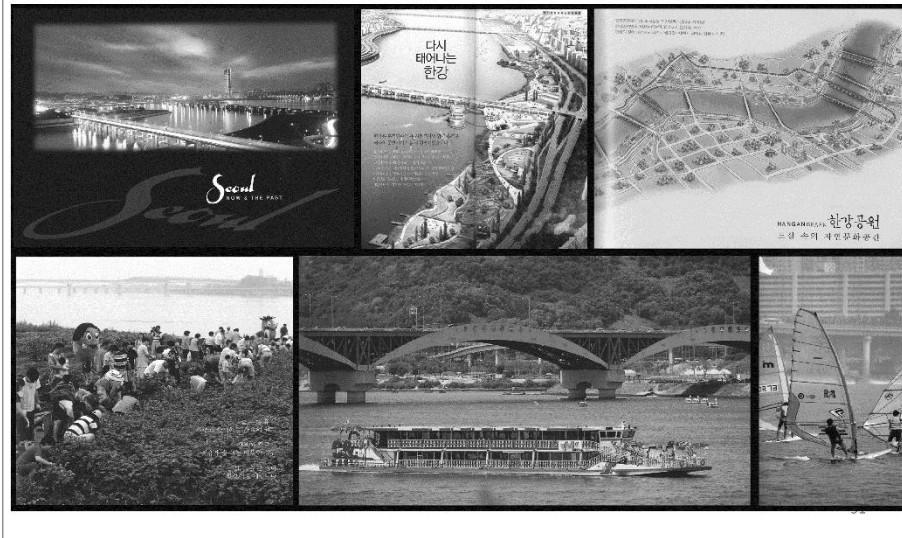
Projected destination image



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Representations of the Han River



Simulations





Subjectivity and the Perceived Image 1



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Subjectivity and the Perceived Image 2



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Subjectivity and the Perceived Image 3



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Conclusion

- Representations can be:
 - objective (physical realities in time and space);
 - power structures (constructed from political and historical narratives);
 - a distillation of online images; or the constructed subjectivities of residents.
- This research examines the interconnected 'realities' of the city, which are the source material of all efforts at securing real sustainable growth for any urban tourism destination.

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Conclusion: Sustainability and Policy

- Visualizing problems
 - Are all stakeholders involved?
 - Are there 'factions'?
 - Is national policy at odds with community?
- Seeking opportunities
 - Are we seeking the direct assistance and cooperation of international organizations?
 - Is the central government doing enough for local communities?
 - Are we promoting the correct mix of tourism products?
- Self reliance and resiliency: Responsible management
 - Providing other opportunities for residents
 - Proactive development – fixing problems before they happen
 - Community solidarity and identity versus tourism image and economy

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**Fair & Sustainable
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서울공정관광국제포럼



발표4



이 훈
한양대학교 교수

1. 이훈(李勳) Lee Hoon

한양대 관광학부 교수
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2. 학력

1997.08 (미국) Pennsylvania State Univ. Leisure Studies, 관광, 여가학 박사(Ph.D.)
1985-92 한양대 관광학부 & 대학원 석사 졸업
2008.08 (미국) George Mason Univ. Visiting Scholar.

3. 학술상 및 연구과제 선정

- 「문화관광부장관 표창장」 2004. 문화관광부
- 「인문사회10년 우수연구 선정」 2012. 교육과학부장관
- 「Best Paper Award」 2012. 한국관광학회
- 「최우수 교수상(Best Professor)」 2007. 한양대학교
- 「한국을 움직일 차세대 리더」 2008 & 2012. 시사저널 선정
- 「최우수 학술논문상」 2004. 한국관광.레저학회
- 「최우수 논문발표상」 2000. 한국관광학회
- 「최우수 논문발표상」 1999. 한국관광학회
- 「한국관광공사 사장 표창장」 2012. 한국관광공사



발표4

4. 경력

- 2001.08 ~ 현재 한양대학교 관광학부 교수 겸 국제관광대학원 교수
- 2008.08 ~ 현재 관광연구소 소장
- 2013.11 ~ 현재 의정부 국제음악극축제 총감독
- 2013.08 ~ 현재 한국관광학회 부회장
- 2012.04 ~ 2016 (재) 문화관광연구원 이사
- 2014.01 ~ 2015 문화체육관광부 문화관광축제 평가위원
- 2015.01 ~ 현재 해양수산부 장관정책자문위원
- 2014.10 ~ 현재 서울시 정책자문위원
- 2014.10 ~ 현재 충청남도 정책자문위원

5. 대표연구(170편 논문발표, 85편 보고서, 6편의 저서)

- 「2011 모두가 행복한 서울관광만들기: 공정관광」(책임연구) 한국관광공사
- 「2012 국내관광 활성화 실행사업 추진전략」(책임연구) 한국관광공사
- 「2014 해양보호구역 생태관광 활성화 전략수립」(책임연구) 해양수산부
- 이훈(공동), 2004. 6. 「문화를 비즈니스로 승화시킨 엔터테인먼트산업」 서울:김영사



Speaker4



Hoon Lee

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1. Lee Hoon, Professor of Dept. of Tourism,

Hanyang University Ph.D in Tourism and Recreation

2. Academic Career

1997.08 (US) PhD in Tourism and Recreation, Leisure Studies,
Pennsylvania State University

1985-92 Bachelor's Degree at Dept. of Tourism and Master's Degree
at Graduate School of International Tourism, Hanyang University

2008.08 (US) Visiting Scholar at George Mason University

3. Academic Awards and Recognized Research Projects

「Ministerial Citation by Minister of Culture, Sports and Tourism」. 2004
Ministry of Culture, Sports and Tourism

「Excellent Research of Humanities and Social Sciences in 10 Years」. 2012
Minister of Education, Science and Technology,

「Best Paper Award」 2012. Tourism Sciences Society of Korea

「Best Professor Award」 2007. Hanyang University

「Next-generation Leaders of Korea」 2008 & 2012. Sisa Journal

「Best Paper Award」 2004, Korea Academic Society of Tourism and Leisure

「Best Paper Award」 2000. Tourism Sciences Society of Korea

「Best Paper Award」 1999. Tourism Sciences Society of Korea

「Citation by President of Korea Tourism Organization」 2012.
Korea Tourism Organization



Speaker4

4. Career

2001.08 ~ Now Professor of Dept. of Tourism and Graduate School of International Tourism in Hanyang University

2008.08 ~ Now Head of Tourism Research Institute, Hanyang University

2013.11 ~ Now General Manager, Uijeongbu Music Theatre Festival

2013.08 ~ Now Vice President of Tourism Sciences Society of Korea

2012.04 ~ 2016 (재) Director of Korea Culture and Tourism Institute

2014.01 ~ 2015 Member of Evaluation Committee for Cultural Tourism Festival by the Ministry of Culture, Sports and Tourism

2015.01 ~ Now Member of Policy Advisory Committee for Minister of Oceans and Fisheries

2014.10 ~ Now Member of Policy Advisory Committee for Seoul City

2014.10 ~ Now Member of Policy Advisory Committee for Chungcheongnam-do Province

5. Major Research Projects (170 papers, 85 reports, and 6 books)

「2011 Promoting Tourism in Seoul that Makes Everyone Happy: Tourism Fairness」 (Head Research Director). Korea Tourism Organization

「2012 Study on Strategies to Promote the Project to Boost Domestic Tourism」 (Head Research Director) Korea Tourism Organization

「2014 Study on Strategies for Eco-tourism in Marine Sanctuaries」 (Head Research Director) Ministry of Oceans and Fisheries

Co-author, 「Entertainment Industry to Evolve Cultural Contents into Business Items」, Gimm-Young Publishers [2004. 6.]



발표4



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현) 한양대학교 외래교수(2011~)

연구 활동:

- (2015). 세계유산 지역주민, 그들은 행복한가?
- (2015). 여행상품 유통경로의 불공정성에 대한 정부의 개입 평가.
- (2015). 여행상품 유통경로의 갑-을 관계에 대한 갈등해결행동 분석.
- (2013). 관광의 공정성 지향 개념 구성과 척도 개발 : 정의론에 근거하여.
- (2013). 한국사회 관광의 공정성 의미 분석.
- (2012). 관광정의 담론 구성을 위한 모색.

황희정 · 윤현호(2012). 정주형 생활유산에서의 지역주민 공정성

- 서울 배리어프리 관광상품 활성화에 대한 연구 용역(서울관광마케팅, 2016)
- 해양보호구역 생태관광 전략수립 용역(한국해양환경관리공단, 2015)
- 2014년도 학계·업계 연계 지역관광발전 시범사업 : 서울 공정관광 만들기 사업 (한국관광공사, 2014)
- 2013년도 학계·업계 연계 지역관광발전 시범사업 : 서울 공정관광 만들기 사업 (한국관광공사, 2013)
- 생태관광 지정제 시범사업지 모니터링 및 운영성과 평가 연구용역(환경부, 2013)
- 2012년도 학계·업계 연계 지역관광발전 시범사업 : 서울 공정관광 만들기 사업 (한국관광공사, 2012)
- 모두가 행복한 서울관광 만들기 : 공정관광(한국관광공사, 2011)



Speaker4



Heejeong Hwang

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Current) Visiting Research Fellow at Incheon Development Institute

Current) Visiting Professor at Hanyang University (since 2011)

Research Activities:

(2015) World Heritages Area Residents, Do They Feel Happy?

(2015) An Assessment of the Government Intervention in Unfair Distribution Channels of Travel Agencies - Focusing on the Employees of Retail Travel Agencies

(2015) Why does the imbalance of power issues in the market of travel products remain unsolved?: In terms of unfairness perception, conflict perception, and conflict solving strategies

(2013) The Construct and Measurement of the Fairness-Oriented Tourism: Based on the Theory of Justice

(2013) Analyzing the meaning of Tourism fairness in Korea.

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Hee-Jung Hwang · Hyeon-Ho Yoon (2012)

Examining the Extent of the Fairness in terms of Local Community in the Living Heritage - Focused on the Mutual Perspectives of the Residents and Tourists

- Study on How to Vitalize Barrier-free Tourism Packages in Seoul (Seoul Tourism Marketing Co., 2016)

- Study on Strategies for Eco-tourism in Marine Sanctuaries (Korea Marine Environment Management Corporation, 2015)

- 2014 Pilot Project for Academia-Industry Cooperation to Promote Regional Tourism: Promoting Fair Tourism in Seoul (Korea Tourism Organization, 2014)

- 2013 Pilot Project for Academia-Industry Cooperation to Promote Regional Tourism: Promoting Fair Tourism in Seoul (Korea Tourism Organization, 2013)

- Monitoring and Evaluation on Operation of Pilot Sites of Eco-tourism Designation System (Ministry of Environment, 2013)

- 2012 Pilot Project for Academia-Industry Cooperation to Promote Regional Tourism: Promoting Fair Tourism in Seoul (Korea Tourism Organization, 2012)

- Promoting Tourism in Seoul that Makes Everyone Happy: Tourism Fairness (Korea Tourism Organization, 2011)



대도시와 마을여행
서울 공정관광 만들기
The Development of Fair & Sustainable Tourism In Seoul

이훈, 한양대 교수 Hoon Lee, Professor of Hanyang Univ.
황희정, 인천발전연구원 박사 Heejeong Hwang, Research Fellow, Incheon Development Institute.



시간당 6센트를 받는 12살짜리 소년의 이야기
1996년 <Life> Magazine 6월호



내 즐거운 여행이 다른 누구에게는 하나의 착취나 피로움이었다면...

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Contents 01

철학적 논의: 공정관광(Fair Tourism)

정의에 대한 논쟁(Controversies in Justice)

- 1 공리주의 (Utilitarianism)

 - 행복증진이 옳은 행위이고 선
 - 공평성을 중심으로 한 평등 제시
 - 개인간 차이 고려하지 않고, 선의 극대화에 집중
 - 전체 이득의 산술적 총량의 극대화만으로는 정의의 문제 해결 불가능
- 2 Rawls의 정치적 자유주의(Political Liberalism)

 - 전체 이득의 산술적인 총량을 극대화한다는 이유만으로는 어떠한 체제가 받아들여지지 않음.
 - 권리와 의무를 할당하는 방식으로 '공정으로서의 정의' 제시
 - 평등한 자유의 원칙(제1원칙)과 차등의 원칙(제2원칙) 제시
- 3 자유지상주의(Nozick, Libertarianism)

 - 분배문제를 소유의 문제로 보는 입장
 - 정당한 최초 취득의 원칙, 정당한 양도의 원칙, 그리고 사정의 원칙
 - 사회적 배제 현상에 대한 해결 한계
- 4 공동체주의(Sandel, Walzer, Communitarianism)

 - 공동선 제시
 - Rawls의 자유주의적 정의에 대한 보완적 성격
 - 사회계약론에 기초한 Rawls의 자유주의 비판: 후기 Rawls 탄생



Session2

‘공정’으로서의 정의(Justice as Fairness)

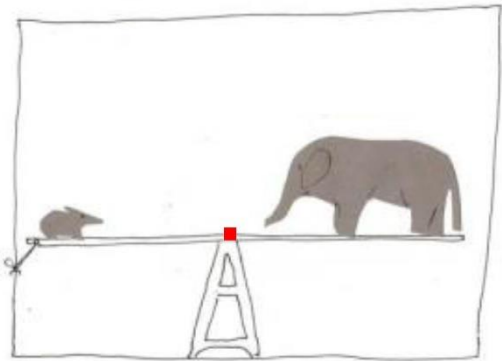
공정(Fair)

- ✓ Rawls의 ‘공정으로서의 정의’: 순수절차적 정의(Procedural Justice)를 통한 분배정의(Distributive Justice) 주장

중첩적 합의(overlapping consensus)

- ✓ 공정한 절차를 통하여 성립된 교리를 지닌 동등한 사회구성원간 도출한 원칙
- ✓ 일종의 합의된 평균
- ✓ 정의의 구성적 측면 강조

관광의 공정성에 대한 사회구성원 간 중첩적 합의 도출 작업 필요



2

공정관광 개념 : Rawls의 원칙 적용 (The Concept of Fair Tourism : Application of Rawls' Principle of Justice)

①

제1원칙: 평등한 자유의 원칙(Principle of Equal Liberty)

기본권과 자유 보장의 원칙: 행복추구권, 자유권, 사회권 등 관련 사회구성원 관광을 통한 행복(쾌락)추구권 보장

- 평등한 기본권과 자유에 대한 권리를 보장받고 주장할 수 있는 권리를 갖는다. Rawls(1998), 「정치적 자유주의」(p6)

※ 예:

- 지역주민 vs 관광객 갈등, 주거권, 사생활 침해 등에 대한 문제 → 일상생활을 방해하는 행위에 대한 보진 조정을 요구할 수 있는 권리 보장
- 노동을 통한 인간으로서의 존엄성 보장 → 감정노동자로서 관광분야 노동자의 권리
- 산업간 공정간 거래 → 도매소매 여행시간, 항공업 여행시간 등 공정한 거래 권리
- 생태문화적 파괴 행위 → 생태문화적 안전과 지속에 대한 권리

②

제2원칙: 차등의 원칙(Difference Principle)

기회균등의 원리: 삶의 기회에 대한 보장; 지역주민의 관광개발 계획에 대한 우선적 주체적 참여 기회 보장; 취약계층의 원리: 관광으로 인한 피해난소 의된 사회구성원에 대한 보위 및 보상의 원리

- 사회적 공동체성을 형성하기 위해 내재된 불평등을 해소하기 위한 사회적, 경제적 지원 필요
- 첫째, 공정한 기회균등의 조건이 되도록 해야 하며
- 둘째, 사회의 최소 수혜자들에게 우선적으로 이익을 가질 수 있도록 해야 할 것이다.

Rawls(1998), 「정치적 자유주의」(p6)

※ 예:

- 장애인 vs 비장애인 관광: 관광기회의 확보차원
- 관광지 지역주민에 대한 동등성, 기본권 확보를 우선으로 한 경제적 편익
- 상업관광 vs 복지관광

3



세션2

공정관광(Fair Tourism)의 개념

관광분야 모든 이해주체간 공정성이라는 측면에서 접근 필요

Fair travel

- 현지인의 삶을 파괴하지 않고, 환경과 공존하는 여행(한국문화관광연구원, 2010)
- 여행자와 지역주민간 존중, 지역공동체에 대한 관광이익을 환원하고, 생태를 보호하는 여행형태(임영신·이태경, 2009)
- 지역의 환경, 사회, 문화에 대한 이해와 존중을 토대로 의미있는 관계를 형성하기 위한 규범적 행동양식을 권유하는 여행형태(이진병, 2009)

Tour type

Fair Tourism

- 관광주체간 공정한 관광거래(오익근, 2011)
- 저가 덤핑상품 및 불공정거래 등과 반대되는 개념(문화체육관광부 보도자료, 2011)
- 관광목적지 관광 종사자에 대한 동등한 인격적 대우에 기반한 공정한 거래(서기정사, 2010)
- 관광기회에 대한 공정한 제공과 관광과정에서 절차, 결과, 분배의 공정성 확보(홍희정·이훈, 2011)

Fairness of Rights & Process
Overlapping Consensus

6

공정관광과 공정한여행 개념 비교(Comparison 'Fair Travel' with 'Fair Tourism')

공정관광(Fair Tourism)

공정한여행 (Fair Travel)

공정성을 바탕으로 책임과 윤리측면이 강한 여행형태(type)

공정관광 (Fair Tourism)

공정한여행 + 산업(서비스공정, 상품공정) + 기회공정성

- ✓ 관광이 발생하는 지역의 사람들, 자연문화환경과 경제 편익을 발생시키는 지속성 관광(Fair Tourism, 2010) + 상품성을 획득하기 위해 서비스산업과 관광기회의 공정성이 결합된 관광

5

Session2



공정관광과 공정여행 개념 비교(Comparison 'Fair Travel' with 'Fair Tourism')

공정관광(Fair Tourism)

Fair
tourism

- ✓ 공정관광은 “관광객, 지역주민, 관광산업 등 관광분야 모든 이해주체의 동등성과 생태환경의 동등성을 인정하며, 관광현상의 절차와 분배 및 결과의 공정성을 포함하는 관광으로 정의함” (황희정 · 이훈, 2011)
- ✓ Fair Tourism can be defined as “not only the equality of all the stakeholders in relation to tourism, which includes the tourists, community, and, industry but also the ecological environment based on overlapping consensus of process fairness, distribution fairness, and outcome fairness” (Hwang · Lee, 2011)

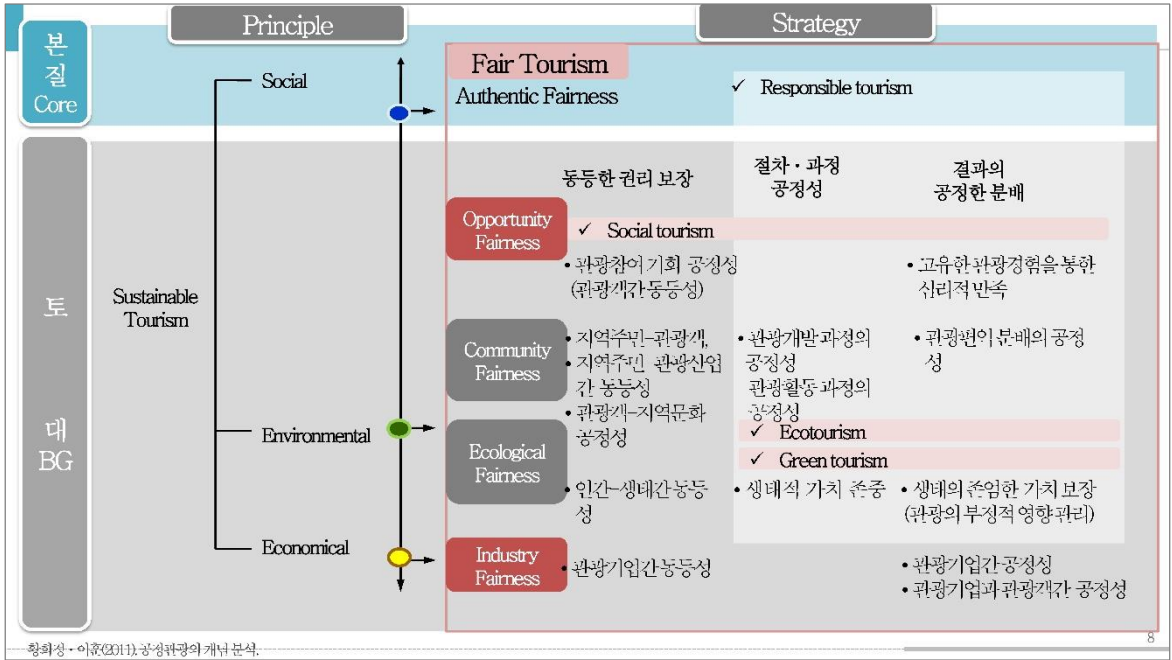
5

공정관광 관련개념(Related Concepts)

Sustainable Tourism	Ecotourism	Responsible Tourism
<ul style="list-style-type: none"> - WTO(1993) 미래관광형태로 채택 - 문화보전, 생물 다양성 보전, 사회적 · 경제적 · 심미적 차원의 자원관리 - 관광객의 책임행동 - 사회, 경제, 환경적 지속성 	<ul style="list-style-type: none"> - 자연생태자원에 대한 영향을 - 최소화(low impact) - 해설을 통한 생태교육 - 소규모 - 자연관광 vs. 생태관광 	<ul style="list-style-type: none"> - 케이프타운선언(2002) - 경제, 환경, 사회영향 최소화 - 지역민 경제이득 - 의사결정에 주민참여 - 자연과 문화유산 보호 - 지역민과 접촉, 관광객에게 즐거운 경험 - 장애인 접근성 - 관광객과 지역민의 존중심

- ✓ Alternative or Sustainable Tourism: **General and Overall concepts**
- ✓ Ecotourism: Environmental concepts **환경적 차원 강조 제한적 범위**
- ✓ Ethic tourism or Responsible tourism : Tourist based concepts **관광객과 공급자의 의무 중심**

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Contents 02

공정관광(Fair Tourism)의 유형화
(Typology)



Session2

공정관광 유형화(Typology of Fair Tourism)



9

공정관광 유형화

A: 커뮤니티와 관광의 공정성 Community-Tourism Fairness

지역주민과 관광객 Resident-tourist
지역과 사업체 Community-industry

- ✓ 지역주민과의 의미있는 연계 Responsible Tourism
 - ✓ 지역의 관습과 일상생활에 대한 다양성 인정
 - ✓ 불법거래나 문화재 훼손 금지
 - ✓ 지역주민과 공정한 거래
 - ✓ 지역에 도움이 되는 여행(현지인 숙소, 음식점, 교통, 가이드 등)
 - ✓ 소비를 통한 나눔
- ✓ 지역주민 중심 관광(community based tourism)
 - ✓ 개발이익의 지역 내 환원과 재투자
 - ✓ 기업의 사회적 책임(CSR)
 - ✓ 관광기업의 관광대상 지역과 주민에 대한 사회적 경제적 편익 제공 및 투자 확대 등



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공정관광 유형화

B: 관광기회의 공정성 : 관광기회 차별 제거 Opportunity Fairness

기회의 공정
접근성 확대
Accessible Opportunity Fairness

- ✓ 장애인과 비장애인의 접근차별성 제거
- ✓ Tourism for All/ Barrier Free
- ✓ 물리적 접근성, 정보 접근성, 서비스 포함
- ✓ 접근성 인프라 구축: 노인관광, 의료관광 등 고려

관광경험
실존적 진정성
Experiential Opportunity Fairness

- ✓ 관광제약의 완화(내재적, 대인적, 구조적)
- ✓ 경험 또는 체험적 관광 기회 제공 → 사회관광, 복지관광 social tourism



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공정관광 유형화

C: 생태적 공정성 Eco-Environmental Fairness

생태문화적
지속성
Eco-Environmental Fairness

- ✓ 관광대상지의 생태환경에 대한 존중
- ✓ 위기생물자원 등 환경보전 및 보호운동 참여
- ✓ 윤리적이고 책임있는 관광 → Ecotourism 생태관광

Drive For Smart Tourism...

HOTELS

ACTIVITIES

DESTINATION INFORMATION

VisitEarth.travel

FAIRTRADE TOURISM

Providing consumers access to tourism, travel and hospitality across Africa
With interactive mapping, points of interest, guides, activities, events, exhibitions, accommodation and lodging, destination services with impartial advice, planning and bookings.
All bookings made at zero commission for 100% retained margin.

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공정관광 유형화

D: 관광산업의 공정성 Industry Fairness

동종기업

- ✓ 홀세일러와 렌드사간지위를이용한불공정거래극복
- ✓ 여행상품의구조개혁(정당한가격제고)쇼핑중심이윤극복
- ✓ 상생의기업구조문화

관광기업
네트워크

- ✓ 항공사와여행사
- ✓ 여행사와호텔
- ✓ 여행사와관광음식점
- ✓ 거대기업과중소기업간의형평성과공정성제고



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Contents 03

서울 관광의 현재와 문제점



합의된 평균으로서의 한국사회의 공정관광 인식조사(The Analysis of Fair Tourism Consensus Shared in the Korean Society)

- 이해주체의 기본적 권리 보장에는 대체로 동의하고 있으며,
- 형식적 분배, 교환 및 거래관계의 합당성 중심으로 공정성을 지향하고 있는 한계가 있음.
- 구체적 타자의 목소리에 대한 인식 다소 부족(공정성에 대한 심화된 인식은 아직 부족)

전문가 조사, 사전조사(231부), 본조사(1,039부) 등 총 13단계

구분	순수절차 및 동등성	제1원칙	제2원칙	+a (공정관광 측면)				
후기 Rawls	-	평등한 자유의 원칙	차등의 원칙	-				
공정성이론	-공정한 절차를 통한 정의 획득 -분등성 전제	-모든 구성원의 기본권과 자유	-모든 사회구성원에 이어이 되는 방향으로 분배(최소 수혜자 우선성)	-				
관광의 공정성 지향	관광객 자원	행위주체	여행사	관광객 과정공정성	-관광객 보상공정성 -투입(여행비용)에 해당 보상	-		
		수용자	관광객	-소비자로서의 관광객 권			-고유하고 충분한 관광경	
	지역 차원	행위주체	관광객	지역 관리공정성	지역 거래공정성		-지역주민의 관광대응 거부	-지역주민의 주거권: 지역민의 주거 및 생활 자유
		수용자	지역	지역주민의 관광대응 거부	지역 거래공정성			
	생태 자원	행위주체	관광객	생태적 관리/거래공정성	-생태의 생명과 안전을 유할 권리		-거래주체(생태)의 공경 대우/경제적 보상	-
		수용자	생태					

*행위정(2)30: 관광의 공정성 지향 개념 구성과 척도 개발: 정의되어 근거하여.

1: 서울 공정관광에 대한 인식조사

서울 공정관광에 대한 시민인식: 태도측면

시민은 공정관광에 대해 긍정적으로 생각하고 있으나, 감정적 측면과 태도에 대한 인식은 아직 미흡
실제적 경험기회 제공 필요



한양대학교관광연구소(2011) 모두가 행복한 서울관광 만들기-공정관광.

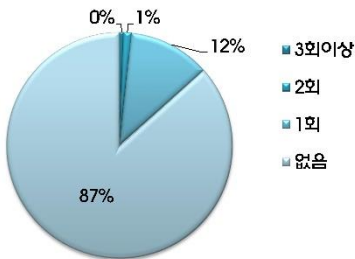


Session2

1: 서울 공정관광에 대한 인식조사

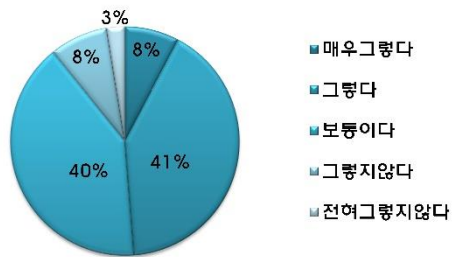
서울 공정관광에 대한 시민인식: 참여 측면

시민은 공정관광에 참여의향은 상대적으로 높으나, 아직 참여경험은 적은 것으로 분석됨
공정관광 상품확대와 시민참여 기회 필요



서울 공정관광 참여 경험

한양대학교관광연구소(2011) 모두가 행복한국서울관광만들기-공정관광



서울 공정관광 참여 의향

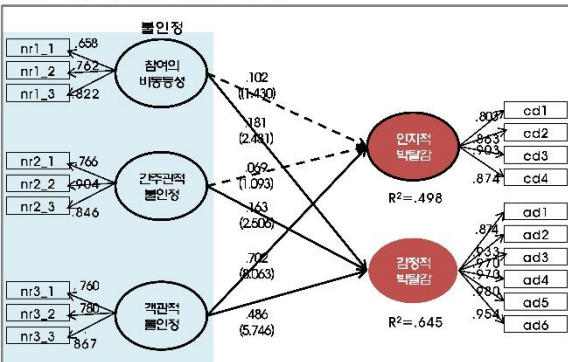
20

서울관광의 현재: 관광과 커뮤니티 관계의 불공정 문제

UNESCO(2012), 2002 세계유산에 관한 부다페스트 선언: '인권'문제 논의

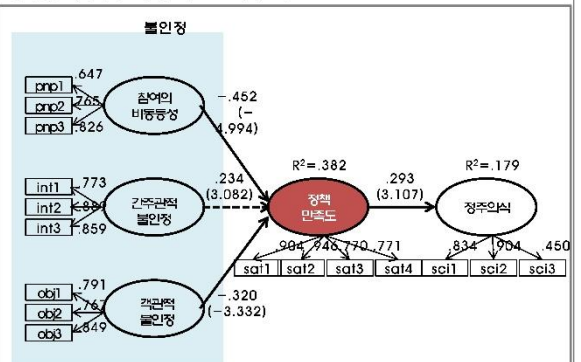
세계유산 지역주민에 대한 인식조사 결과: 권리를 고려하지 않는 지역관광정책은 박탈감과 정책만족도에 부정적 영향미침

황희정·이훈(2015) 세계유산지역의불인정현상



$\chi^2/df=285.373/137=2.083(p<0.001)$, $TLU = .962$, $CFI = .969$, $RMSEA = .069$.

황희정(2015) 세계유산지역주민그들은행복한가?



$\chi^2/df=200.637/93=2.157(p<0.001)$, $TLU = .934$, $CFI = .949$, $RMSEA = .071$.

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서울관광의 현재: 관광산업간 불공정 문제

서울은 국내 여행업의 규모와 유통구조 공정성에서 주요한 위치
서울은 일반여행업의 경우 전체 62%이상을 차지하고 있음.

구분	국내 여행업체수	서울 여행업체수	전가대비 서울비율
국외	8,681	3,185	40.1
국내	6,619	1,347	20.4
일반	3,591	2,238	62.3
총계	18,891	7,070	37.1

출처: 관광학회 정보시스템.

도매여행사와 소매가맹여행사간 힘의 불균형으로 갈등과 종속 문제 발생

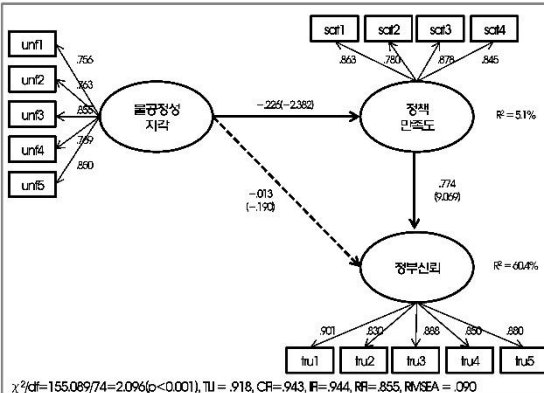


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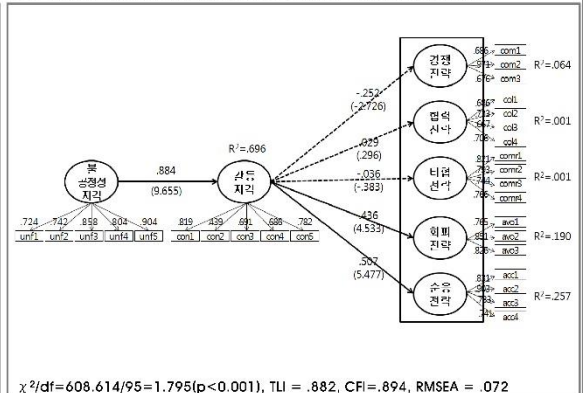
서울관광의 현재: 관광산업 불공정 문제

서울은 일반여행업의 경우 전체 62%이상을 차지하고 있음.
관광산업 간 '갑'과'을'관계: 여행업계 관계자의 불공정성 및 갑을관계 인식결과가 나타나고 있음

황희경(2015)의 여행상품유통경로의 불공정성에 대한 정부의 개입방안 모색을 위한 소매가맹여행사종차별대상에 대한 연구



황희경·이현(2014)의 여행상품유통경로의 갑을관계에 대한 정부의 개입방안 모색을 위한 소매가맹여행사종차별대상에 대한 연구



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서울관광의 현재: 장애인 관광기회 불공정 문제

관광인프라와 프로그램이 주로 비장애인 중심으로 접근하고 있음
고령자와 장애인을 포함하여 전세계 22억 인구의 관광기회가 소외되거나 배제됨



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서울관광의 현재: 장애인 관광기회 불공정 문제

Barrier Free 시설에 대한 개선이 필요한 상황
특히, 서울의 호텔 중 배리어프리 숙박시설(412개소) 중 실제 설치률은 16.0% 수준

[BF현황]

(단위 : %)

구분	출입 동로	객실	주차 구역	승강기	매표소	점자 블록	점자 홍보물	유도안 내실비	수화 안내	안내 서비스	휠체어 대어	휠체어 충전기	화장실	관람석
관광지	41.8	-	62.4	35.2	10.8	9.4	4.7	7.5	2.8	10.3	39.9	0.9	58.2	6.1
숙박시설	82.8	16.0	40.3	33.0	0.5	2.7	-	1.0	1.7	-	3.2	-	31.3	-
음식점	88.0	-	65.6	4.9	0.2	0.8	-	-	-	0.4	-	-	4.5	1.4



한양대학교관광연구소(2016)서울시배리어프리관광상품활성화에 대한연구

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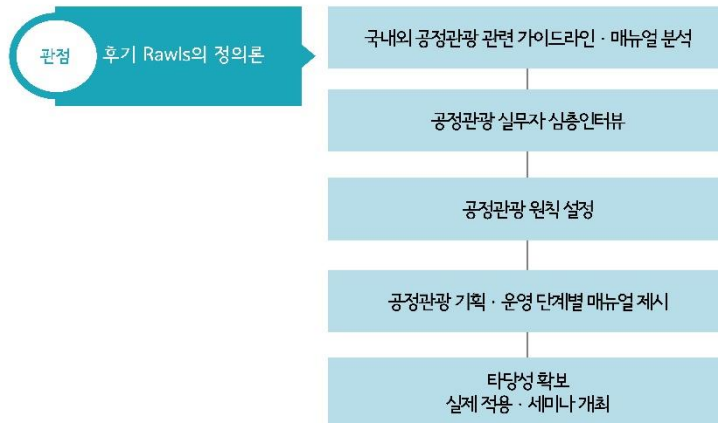


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서울공정관광의 적용 사례 :
마을관광차원

3. 서울공정관광상품개발 매뉴얼 The Manual for fair tourism product development

공정관광 매뉴얼 개발 프로세스

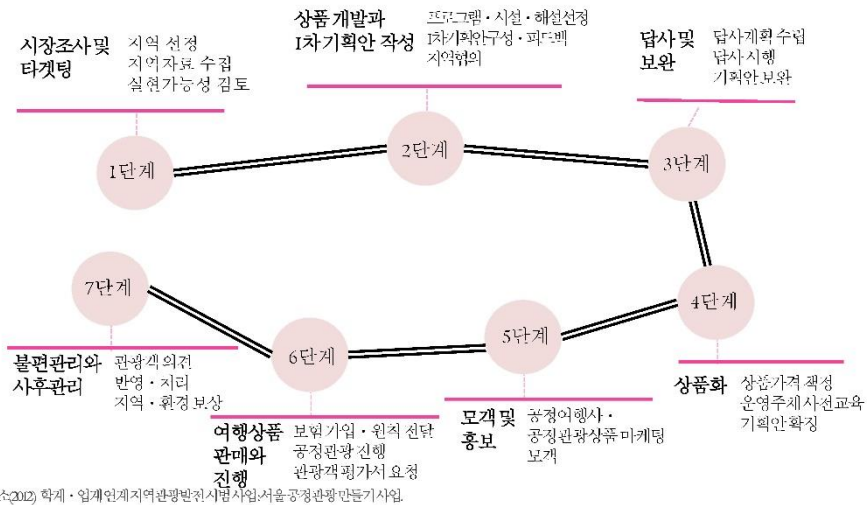


한양대학교관광연구소(2012) 학제·업계연계지역관광발전사업(서울공정관광 만들기사업)



3. 서울 공정관광 매뉴얼 개발 The Manual for fair tourism product development

공정관광 기획 · 운영 단계별 매뉴얼



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3. 서울 공정관광 매뉴얼 개발 The Manual for fair tourism product development

공정관광 매뉴얼 적용사례

▶ **여행1: 서촌 골목기행**

지역 청년 이야기꾼들과 함께하는 '골목나들이'

- 대상지: 서촌
- 타겟: 내국인관광객
- 지역주민 공정성 측면
- 지역주민 주도, 마을기부금



한양대학교관광연구소(2012) 학제 · 일계 단계 지역관광발전시범사업, 서울공정관광 만들기사업.

▶ **여행2: 지하철타고 세계여행**

- 대상지: 이태원
- 타겟: 초 · 중학생
- 지역주민 공정성 측면
- 다문화 콘텐츠 연계
- 호스트로서의 이주민의 문화이해



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4: 서울 공정관광사업 사례

지역주민의 관광주체화 사례

- 지역주민(다문화여성 등) 해설사 양성
 - 15명 양성
- 시각장애인 해설사 양성
 - 25명 교육
 - 10명 양성

모두가 행복한 문화, 공평관광 만들기
2012 서울한양도성 해설사
양성 교육 자료집

기간: 2012. 07. 30 - 09. 21
장소: 세종로 지구발전

서울특별시 문화체육관광국
서울시 문화체육관광국
서울시 문화체육관광국



한양대학교관광연구소(2012) 학계·업계연계 지역관광발전시범사업:서울공정관광만들기사업.

5: 서울 공정관광사업 사례

공정관광 영상물 제작 사례

- 지역주민의 주거권을 보호하기 위한 시도
- 북촌전통공예체험관 게시

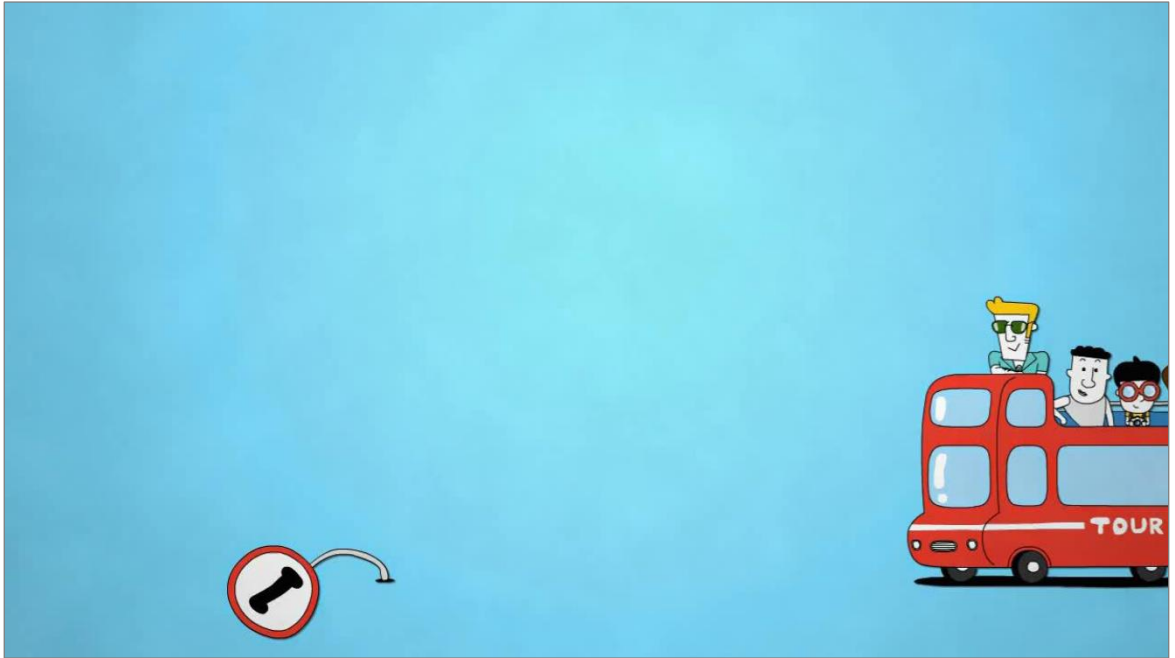


[공정관광 영상물 제작]

한양대학교 관광연구소(2013) 학계·업계연계 지역관광발전시범사업:서울공정관광만들기사업.



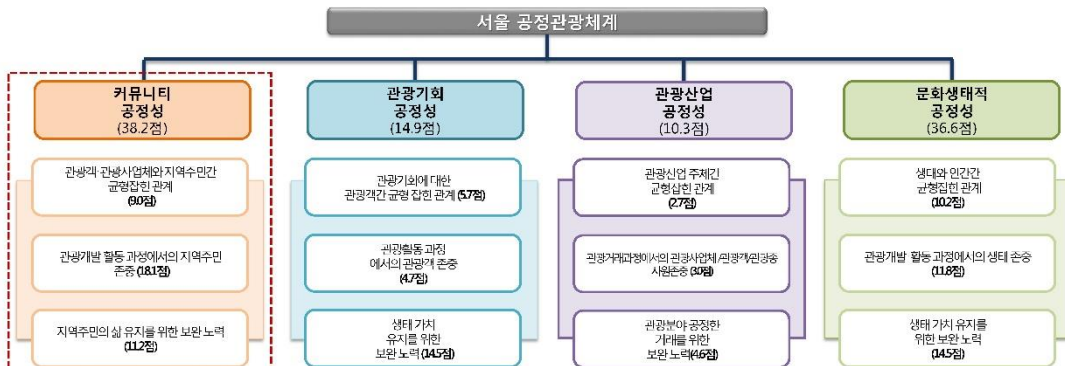
Session2



2: 서울 공정관광에 대한 전문가 조사 Fair Tourism Policy in Seoul

서울 공정관광 유형별 중요도와 가중치에 대한 전문가조사

- 커뮤니티와 관광객의 관계에 대한 공정성, 문화생태적 공정성 두 측면이 가장 중요하며, 다음으로 관광기획 공정성, 관광산업 공정성이 중요한 정책우선 순위로 나타남
- **공정관광의 중요도에 따른 정책적 우선순위 필요**



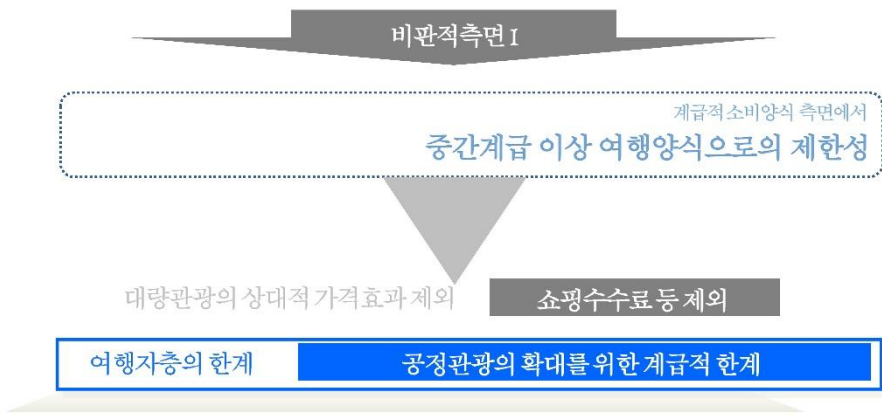
한양대학교 관광연구소(2011) 모두가 행복하는 서울관광 만들기-공정관광



Contents 05

공정관광의 향후 과제

기존 공정관광의 한계



공정관광의 보편성 과제 popularization problems

Session2



기존 공정관광의 한계

비판적측면2

윤리적 책임과 교육 중심으로 인한
관광의 유희적(엔터테인먼트) 측면의 축소가능성

관광의 윤리성과 책임부과 위주 일탈성 욕구 제외

복합적 여행 욕구

관광객은 본질적으로 '학습자'보다는 '놀이자'

공정관광의 반복성 과제 repetition problems

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기존 공정관광의 한계

비판적측면3

기업의 측면에서
공정관광의 상업화 확대 가능성

자본주의 사회에서 기업생존의 목적 상실의 위험

기업적 생산성 갈등

또 다른 관광양식화(예, 생태관광, 지속가능한 관광)

공정관광의 상업화 과제 communalization problems

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기존 공정관광의 한계

비판적측면4

지역커뮤니티의측면에서

이해관계자 사이의 갈등 가능성

커뮤니티에서 다른 목적과 이해기반

공동체 상실의 위험

다른 이해관계 갈등 커뮤니티 갈등요인 제공(개발 vs 보전의 문제, 부동산 가치 등)

공정관광에서 이해당사자의 중첩적 합의(overlapping consensus) 과제

Contents 06

서울공정관광의 비전



서울 공정관광의 비전

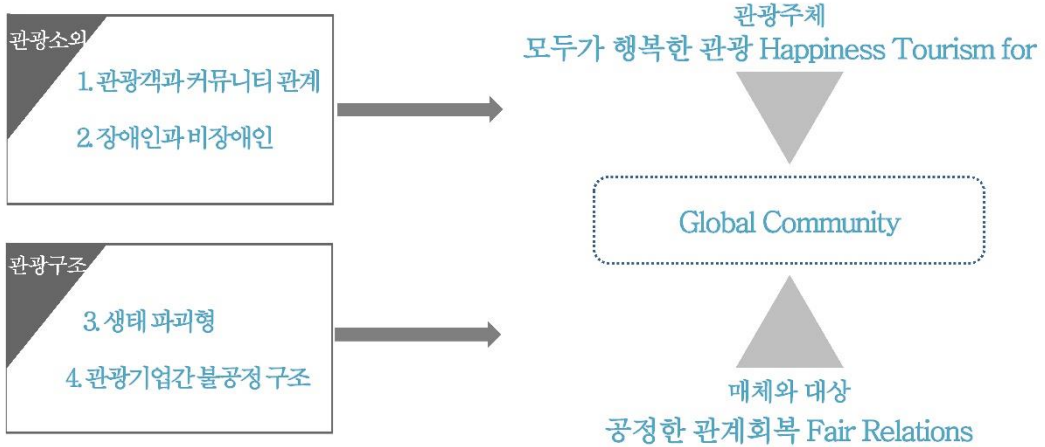
모두가 행복한 서울관광이 되려면, 어떻게 해야 하는가?

Fair Tourism in Mega-city



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서울 공정관광의 비전



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서울관광의 비전

“미래 서울관광은?”

서울관광 현재

- 진정성을 느낄 수 없는 도시
- 지역주민 및 지역이 소외된 관광도시
- 장애인, 노인, 다문화인구의 관광기회가 보장되지 않는 도시
- 관광주체간 불공정 거래가 이루어지는 도시

VS

서울관광 미래상

- 서울다움이 살아있는 도시
- 여가와 관광이 공존하고, 지역주민과 관광객이 함께 어울리는 도시
- 장애인을 포함하여 모든 사람의 보편적 관광기회가 보장되는 도시
- 관광주체간 공정한 거래가 이루어지는 도시

모두가 행복한 서울 관광
Tourism For All in Seoul



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공정여행은 내가 푸는 수학문제집 이다.

겉은 복잡하고 어려워 보이지만,
막상 하는방법만 알면 쉽고재미있기 때문이다.

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