

9th Strategy Workshop for the Future of Jeju Tourism

Risk and Safety Management in Tourism

September 28, 2016

■ Presentation: Case Study of Risk and Safety Management at Tour Destinations

- Presenter: Lee Seong Tae (Researcher of Korea Culture & Tourism Institute, Tourism Industry Lab)
 - Upon the recent crimes against travelers in Jeju, it is required to review the current crisis and safety management measures in the area of the tourism sector from a macro-perspective.
 - (Tourism Safety) It is a status where the order of the society at a tourism destination is maintained. It is a stable condition where the body and assets of tourists and residents of a tourism destination are protected.
 - (Crimes on tourists) Crimes on tourists can be divided into a crime against tourists and a crime by a tourist targeting local residents. The purpose and types of crimes vary from politically driven crime to assaults which result from trivial causes, thefts, hate crimes against foreigners, sexual violence and harassment, and crimes due to unidentified reasons.
 - (Scope of tourists' risk and safety) Risk and safety management is required in all areas on terrors or violent crimes, violation of public order, negligent accidents, environmental pollution, limitation of fair economy, or illegal stay by foreigners.
 - (Impact of tourism activities to the tour destinations) Such impact includes economic effects (9% of global GDP, 1.5 larger volume than that of other industry, constant increase in travelers' spending), environmental pollution (154%, 131%, 152%, and 251% increase in the energy consumption, greenhouse gas emissions, water consumption, and discard of solid waste, respectively), or violation of the order of society (car accidents, or crimes).
 - (Current issues of tourism safety in Jeju) Increasing public order violations, deteriorating traffic congestion, worsening amount of casualties due to car accidents, violent crimes conducted by foreigners, reckless development and damage to nature, decreasing economic impact from tourism, and conflicts between Koreans and outbound travelers have been witnessed. From January to July 2016, 240 crimes were conducted by Chinese citizens accounting for 69.2% of 347 crimes by foreigners. Not

only in Korea, but also in Hong Kong, Taiwan, and mainland China, various crimes conducted by Chinese were reported.

- (Case of Mallorca, Spain) Becoming more accessible by flight, Mallorca gained a good reputation as a mass tourism destination in the 19th century and travelers also increased in the 20th century. In the end, 80% of Mallorca's GDP was generated by tourism income and the number of tourists exceeded the number of residents. And in the 1990s, the acceptance capability of the regions for tourists exceeded maximum levels and tourism-attractiveness also deteriorated because the natural environment had been damaged. Due to the development of tourism destinations, such tour sites became urbanized and efforts to make premium tour destinations were focused on a few leisure and sporting areas such as golf and yachting causing environmental destruction which can only be explained as a paradox of tourism.
- (Cultural gap between travelers and residents) Campaigns to improve behaviors of Chinese tourists should be carried out based on the understanding on the lifestyle of Chinese culture. Additionally guiding material should be provided to help businesses and tourism centers understand Chinese travelers needs and therefore be given any training necessary to ensure everyone involved has a positive experience.
- (Counter measures for risks on travel safety in Jeju) ① Counter measures need to be prepared for the effective punishment on possible violent crimes, and ② Visa is a guaranteeing document of immigration, having no influence in crime prevention. We need to review and contemplate on whether conversion to the Visa system from Visa Waiver can be an effective prevention to the crimes. ③ It is necessary to demonstrate that measures to ensure safe travel in Jeju are being made by various efforts such as the organization of a Task Force team on tourism safety in Jeju. ④ For the sustainable development of tourism in Jeju, a mutually beneficial circle between consumption and production needs to be formed. So that the industrial development of tourism does not proceed to negatively impact the life of local residents.

■ DISCUSSION

○ Master: Lee Jae-Hong (Director General of Jeju Tourism Organization)

- Due to the rapidly growing tourism industry in Jeju, Jeju residents are suffering from issues regarding traffic, rising real estate prices, and garbage. Given that we are working together with experts who may suggest various alternative solutions, I hope that you may share diverse opinions on the life of local residents, Jeju island, and tourism safety in Jeju.

○ Kim Nam-Jin (Vice Director General of Jeju Tourism Association)

- It seems that Jeju is currently becoming a place where tourists feel a maximum level of freedom or breaking away from their daily life in a strange tour destination. Powerful restraints on the violations of basic order by travelers are required. But I object to repealing the Visa Waiver program. Rather, we need to complement the existing system by intensifying immigration checks while amplifying the benefits from travelers. For instance, for the check-in at a hotel, minimal private information needs to be collected through a check-in system such as a copy of a passport which should be aligned with the data in the Immigration Office. Poor management of illegal immigrants can also be a critical threat for the safety of tourists. Measures to improve the management are required. (According to current research, Chinese illegal aliens are working in the area of cosmetics sales, phone rental services, or brokerages of casinos.)

○ Oh Chang-Hyun (Head of Tourism Industry Department, Jeju Tourism Organization)

- As we may see in the theory on Doxey, currently Jeju residents' feelings towards travelers has gone through the stages of hospitality → suspicion → hostility. As to the crimes by foreigners, ① we need to exchange information on various cases and study the issue in cooperation with related organizations. ② Also, like Singapore, strong policies are needed to maintain public safety. ③ Currently, a kind of situation room should be made available to help resident's enjoy a safe daily life and to ensure the safety of tourists is being prepared. We will work harder to establish a tourism environment where travelers and residents all feel safe.

○ Moon Seong-Jong (Tourism Business Professor, Halla University)

- A manual covering overall risk management areas needs to be made and stake-holders of the tourism industry should also understand the manual through efforts such as training programs for tour businesses. Comprehensive counter measures for risk management in the tourism industry including measures regarding violent crimes or public safety need to be established. In contrast, restraints or crackdowns on behaviors driven by cultural difference such as jaywalking needs to be done in the way of social campaigns through operations of a Tourism Promotion Unit (proposed) or cooperation with groups of volunteers for better tourism. As to the Visa Waiver program, it is desirable to maintain the system through complementation. But, it is also a time to show that Jeju is enforcing systemic management for tourism safety by operating a control tower to manage and control illegal immigrants or criminals who enter into Jeju taking advantage of the Visa Waiver program. A manual to help understand cultural differences between Korean and Chinese tourists needs to be made and distributed to the businesses and their employees in the tourism industry. For tourists,

it is desirable to develop and distribute a safety manual for travel in Jeju.

○ Kim Dong-Gyu (Head of Tourist Police Department, Self-governing police of Jeju Special Self-Governing Province)

- Since its launch in 2016, Tourist Police have been operated by the Self-Governing Police Force as applicable for the regional characteristics. (Currently it is being operated in regions such as Incheon, Seoul, and Busan.) When it comes to public safety, it has served as a complementary force for tourists' safety in the form of the unit for tourism promotion. Its activities for public safety have been focusing on the crackdown on crimes against foreigners by Koreans such as sales activities by illegal/unregistered sellers, forced sales, or deceptive information on the Country of Origin to name a few. Recently with the increasing crimes by foreigners, the Self-Governing Police Force has been making stronger efforts to maintain basic order for the prevention of violent crimes under the broken windows theory. It also plans to carry out efforts of guidance distribution on the required basic orders for travelers, establishment of measures for better safety related services for travelers, a CCTV-connected safety system for travelers which may be used for portable tour information services, and crime-prevention activities by horse-riding self-governing police force.

○ Yoon Chul-Soo (CEO of Headline Jeju)

- Though crimes by Chinese tourists have occurred recently, it is imperative that meaningful safety measures are prepared and carried out quickly. In each area of the Visa Waiver program and Immigration check-up, more efforts need to be made to create a positive outcome. Jeju has only pursued quantitative growth. Now it's time for us to make considerations on the acceptance environment for travelers in Jeju. Campaigns for the improved basic order of tourists are of the utmost importance. And as more Jeju residents are casting negative views toward Chinese travelers, policy measures to ensure the safety for both tourists and Jeju residents needs to be provided. We need to determine how we may reduce situations where news media is portraying Chinese tourists in a negative light.

○ Jang Moon-Bong (Tourism Policy Officers, Tourism Policy Department of Jeju Special Self-Governing Province)

- It is regretful to see such crimes committed by travelers occurring at a time when the

government is preparing measures for qualitative growth of the tourism industry in Jeju. We are currently preparing counter measures for various issues which may occur with the growth of tourism markets. The government, with the initiative of the Tourism Department, will draw quite pragmatic pictures for qualitative growth. As to the issues surrounding Chinese travelers, they are also occurring in other countries such as the Maldives or Switzerland. Even in China, there are lectures on “Etiquette needed to abide by in foreign countries”. By coming up with a comprehensive system to address complaints and difficulties from tourists and policies on all areas of safety for Jeju residents, we will achieve high quality tourism in Jeju.

○ Kim Nam-Jin (Vice Director General, Jeju Tourism Organization)

- With an insufficient number of Self-Governing Police officers in Jeju, we need to find more available human resources in the private sector who may assist with maintaining basic order among travelers. Services to help Chinese tourists adhere to basic order should be provided, especially around Baojian Street. In addition, as to the areas where car accidents occur frequently, measures need to be made and carried out for the safety of tourists by utilizing the cooperation of the Self-Governing Police Force.

- Jeju Tourism Organization is proactively suggesting various policy solutions to provide measures to solve pending issues in this regional society.
- We would like to come up with more reasonable and forward-looking alternative solutions that can be made based on the results of this workshop in order to contribute to the increased quality of life for Jeju residents and to the region's development.



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