

JEJU TOURISM ISSUE FOCUS



2018 Jeju International Conference

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제주관광공사
JEJU TOURISM ORGANIZATION

제주관광공사 연구조사센터

63122 제주특별자치도 제주시 선덕로 23 제주웰컴센터
T. 064-740-6000 F. 064-740-6090~1



공공누리 공공저작물 자유이용허락

I Preface

In the 「2018 Jeju International Conference」, five famous foreign speakers and six domestic and foreign experts were present and gave a presentation and a heated debate. Lieve Coppin, the Dean of Le Cordon Bleu University in Lima, Peru gave a keynote address. She addressed the topic of the ‘Tourist Attractions in Crisis: New Trends and Challenges’ and suggested solutions through understanding on and examples of over-tourism. In the topic presentation session, Sergi Marie, Director of Tourism of the City Council of Barcelona in Spain, Giovanni Martini, Chairperson of the City Council of Venice in Italy, Prof. Sim Chng-seop of Cachon Univ., Lee Jae-hong, Director of the Jeju Tourism Organization, Manu Narvaez, Director of the San Sebastian Tourism Organization in Spain gave presentations on examples and cases of each region. Sergi Marie, Director of Tourism of the City Council of Barcelona, pointed out Barcelona's serious over-tourism problem and emphasized the necessity to achieve tourism growth from a long-term perspective under the theme of 'social issues and problems caused by overabundance of tourists'. Giovanni Martini, Chairperson of the City Council of Venice addressed the seriousness of the over-tourism in Venice and proposed a solution based on the mandatory reservation system under the theme of ‘policies to solve the over-tourism issues and examples of the resident self-governing body’. Prof. Sim Chng-seop of Cachon Univ. looked at the example of over-tourism in the Bukchon Hanok Village and asserted that tourism revenue should be distributed locally and awareness of tourism should be improved under the theme of ‘understanding on and countermeasures against the over-tourism: model case of the Bukchon Hanok Village’. Lee Jae-hong, Director of the Jeju Tourism Organization, explained the growth background of tourism in Jeju Island and emphasized that it is time for the stakeholders to collect wisdom of diverse interests under the theme of ‘social issues and problem-solving process due to over-tourism: examples of Jeju Island’. Manu Narvaez, Director of the San Sebastian Tourism Organization, suggested a strategy to prevent over-tourism in advance and develop into a better city through the coexistence of tourists and local residents. At the panel discussion following panels were also attended; Lee Kyung-yong, member of the Jeju Special Self-governing Provincial Council; Enver Duminy, Director of the Cape Town Tourism Organization in South Africa; Na Hyo-woo, Chairman of Organizing Committee of the Seoul International Fair & Sustainable Tourism Forum; Prof. Hong Sung-hwa of Jeju National Univ.; and Kim Chang-hyo, Member Supporting Director of the Jeju Tourism Organization. Lee Kyung-yong, member of the Jeju Special Self-governing Provincial Council stressed that the tourism policies of Jeju Island should discuss not only the tourism promotion policies but also the management measures, and pointed out that it is necessary to create a governance scheme in which all stakeholders, including residents, participate. Enver Duminy, Director of the Cape Town Tourism Organization, introduced strategies to promote the return visit of tourists and regional integration through the best practices of the tourism management of Cape Town. Na Hyo-woo, Chairman of Organizing Committee of the Seoul International Fair & Sustainable Tourism Forum, suggested introducing the concept of travel citizens, emphasizing the distribution of tourists and local distribution of tourism revenues. Hong Sung-hwa of Jeju National University claimed that the community should try to keep the number of tourists from shrinking through effective policies and new technologies, and gather wisdom to help eliminate tourist oversupply by tourism companies. Kim Chang-hyo, Member Supporting Director of the Jeju Tourism Organization, appealed the difficulties of tourism in Jeju from the viewpoint of tourism industry, and persuaded the necessity of public support for the expansion of tourism infrastructure.

II Keynote Speech

Tourist Destinations under Pressure: New Trends and Challenges

Lieve Coppin

Dean of Tourism and Hospitality
Le Cordon Bleu University in Lima, Peru



I was born in Margarita, Venezuela, and Jeju Island is just like my hometown. Based on my experience, I would like to explain to you in detail about the problem that tourists cause a lot of problems in the settlement conditions of local residents. The busiest air route in the world is Seoul-Jeju route. Information is based on data released by the Telegraph around January 18. This includes London and Hong Kong routes, which are the one of the busiest air routes in the world as we know very well. When I boarded a flight to Jeju Island, I realized, 'It is true that Seoul-Jeju route is the most busies route!' Recently, BBC News reported the top five tourist destinations, including Peru. Machu Picchu in Peru has troubled by excessive numbers of tourists. However, Jeju Island was also included in this list.

Next, I would like to talk about the limitations of tourism capacity. In order to gain a good understanding on tourism capacity, we must first know the criterion of success in tourism. When it comes to sustainable tourism, the barometer of success mostly focuses on the criteria as follows; 'How many tourists were attracted?' and 'How much income was generated?' But that is not the desirable criteria of success in tourism. According to an article published in 2018, sustainable growth is non-growth. I think this is the right answer to sustainable growth. We should also consider the sustainable tourism suitable for Jeju Island. Sustainable tourism, responsible tourism, ecological tourism, etc. can be the main topic. How can island regions achieve sustainable tourism? We need an airplane to access the island. However, frequent use of airplanes may cause climate change, making it difficult to achieve sustainable tourism. Those who in all related sectors of tourism industry should also think about how to reduce the problem caused by tourism and what to do to improve the quality of tourism through industry-academy cooperation, etc. This is the responsible tourism. Next, when it comes to ecotourism, it is about protecting the environment, especially reducing the impact on us. Designating a specific area or natural scenery as a protected area and sightseeing in a protected area can be called ecotourism. For ecotourism, active participation of local residents is urgently required.

Next, I will talk about what over-tourism is. Over-tourism is a new concept, but not really is a new concept. Many geographers and anthropologists have often pointed out the problems of mass tourism. But this has become a hot issue because recently people have begun to point out the problem of mass tourism and begun to complain about it. Over-tourism is a very controversial issue in many tourist attractions. In particular, in the case of islands, the quality of life of residents is deteriorating due to the tourism. Let's look at the problems caused by the over-tourism. Too many tourists can be a problem, especially those who misbehave is the problem. They are noisy and cause many problems in tourist attractions. Traveling experiences of tourists have shown that

infrastructure overload is a serious problem in many cases. In addition, tourism income is often not returned to the benefit of the community. Due to the problems of over tourism, the quality of life of local residents is getting lower. In particular, it is necessary to consider that such tourism is not responsible tourism. Responsible tourism is to reduce the negative impact of tourism. Over-tourism can be seen as the opposite of the responsible tourism since many sectors, including industry should examine specifically regarding their impact on the community. People in certain areas, such as industry and government, do not like to talk about over-tourism. So they want to exclude the problem of over-tourism. If over-tourism becomes a problem, the tourism development model needs to be revised, and it could result in the decline of growth.

Let's look at how over tourism works. Tourism capacity has already exceeded its limit. But even if the number of tourists increases, it could be more problematic that the way of tourism is changed than the number of tourists has increased. The advancement of technologies such as Airbnb, the activation of cruise tourism, and the reduction of travel costs have made it easier for anyone to travel around the world. You've probably heard of the problems Barcelona had with the increase in tourists.

A number of people who are involved in tourism attended this conference today. I would like to tell you that it is better not to just focus on increasing the number of tourists, but to set up a variety of strategies at different points of view. The problem of over-tourism occurs mostly in places having good natural scenery and unique cultural resources. Spain in Europe, Peru in Latin America, and other countries in Asia are struggling with this problem, and it is also happening in several islands such as Cozumel Island in Mexico, Bali in Indonesia, May Bay in Thailand, etc. So what are the innovative solutions and challenges that we can think of? Over-tourism seems to be the latest concept, but you can check through Google search that there have been a lot of researches going on in relation to this matter. We need to take a slightly different approach to find out a substantial solution for over-tourism. We need to think about how the global problem of over-tourism affects regional development and what solutions should regional development have to have for tourism?

Now we need to talk about 'what is the challenge?' And 'what is the solution?' In my opinion, considering the tourism alone we cannot solve the problem of over-tourism. A strategy must be established based on a holistic view. It should not be the traditional way of fostering one tourist destination or increasing the inflow of tourists by increasing more airplanes for the growth of tourism. Concerns such as "what is the quality of life of the residents?", "how about the settlement condition," and "what is the culture DNA of this region?" and the like should be considered for each region and examined in a holistic perspective. A long-term perspective is also required. I am from Belgium and will talk about the overall and long-term solution through the example of Bruges, a famous tourist destination in Belgium. In certain areas of Bruges, it is prohibited from operating tourism souvenir shops and hotels. As the settlement conditions that do not attract tourists are formed, the residents feel comfortable in the settlement condition of their city and become proud of Bruges. And not just for the purpose of promoting tourism, but for the convenience of the entire local population, the public transportation system has been improved. In other words, I would like to say that we should seek solutions with a comprehensive and long-term perspective. Tourism and the entire world are changing too fast. You have to escape from stereotypes when developing solutions. Today,

speakers will present a variety of strategies that are being implemented in various cities around the world. However, such strategies cannot be a one-size-fits-all strategy. You have to think about your own problem and try to find a solution in order to develop an optimal solution that fits your region.

There's a movie called Coco, which is made by Pixar, about a Mexican boy. This movie has drawn attention from people all over the world, and you can see things like imaginary animals, folk local statues, and so on. This film is really artistic and very fantastic. In the process of making this film, local young people have participated. The field of art is a very competitive so it is very hard to take the first step. Such attempts to promote the region and create employment for local residents through animation can bring about a change around the world.



The Mexican government has participated in the production of a series called 'The City of Magic' and has been supporting it a lot. 'The City of Magic' is about the people who are going to the city of water. In the city of magic, there is an imaginative community, which has a good influence on each other and strengthens the sense of belonging among the members. If we apply this to over-tourism issue, cities can exchange good examples and concerns for each other, and they can come up with right solutions to the problem. It is important for stakeholders to participate in the process of finding the right solution. We need to be able to create better tourist destinations and better residential settlements at the same time

In South Africa, in the late 1990s, white people created a strategy called responsible tourism. If we want to talk about creating a synergy effect between tourism and settlement condition, and bringing peace to the city, it's important to understand how tourism affects the quality of life of the residence. What's especially important is 'are the people happy?' I'm sure all of you know well about the Slow City. This is a project that has been carried out by the Italian Parliament. This is an old project that was envisioned from the late 1970s

In order to find a right solution to tackle problems of over-tourism, we must measure the performance of tourism at first. Next, the quality of life and satisfaction of local residents should also be considered. In case of Mexico, the most important thing is the pride of people. Mexican people want to show tourists what they are. Eventually we have to define what we want to share with tourists. I think that I can go to the right road if I do not only talk about the economic figures, but also the comprehensive and comprehensive view of various things. I think that it is necessary to take a comprehensive and comprehensive look at various things, not just emphasizing the number of tourists and economic figures.



Presentations

Presentation 1:

Examples of social issues and problems caused by overflow of tourists



Sergi Marie

Manger of Tourism, Commerce & Markets
Barcelona City Council, Spain

Let me talk about sustainable tourism development. I have never been to Jeju, but I have heard about Jeju. Jeju Island is a biosphere reserve area that has been certified by UNESCO, and it has a great geological aspect. I am from Minorca Island in Barcelona. Minorca is also the UNESCO biosphere reserve area. Therefore, Jeju and Minorca can form a network for sustainable tourism together. On my way to Jeju Island, I thought about what we should look for together in the future. What we need to do in the future for sustainable tourism is not going to be easy. But sustainable tourism means a lot to us and it is very important for us. For example, we must consider social welfare and the happiness of citizens, etc. including islands and inland cities. Of course, we can't miss out all the economic benefits of tourism. Not only large islands but also small islands and cities, I think all of them are facing the same situation.

The city council of Barcelona is making a lot of efforts for tourism. Barcelona is a world-class tourist destination. Since Barcelona is located in a very good geographical location, it has many advantages for tourism. Tourism in Barcelona has never stopped and continues to grow. This is very interesting. The city council of Barcelona has to manage many issues, including economic activities. For example, tourists don't travel all over the city, but they are concentrated in certain areas. In addition, citizens of Barcelona have complained about tourist issues and have protested on the streets.

Let me tell you a little bit about what the City Council of Barcelona is trying to do. Tourism and city council, tourism plan 2020 and urban planning are three important factors for the new tourism model. Tourism policies are mostly made from private and public partnerships. After hosting the 1992 Olympics, Barcelona has become internationally renowned and managed to manage more tourists. The concern of the city council was to find ways to represent both public and private interests. As a result, a new approach called private-public partnership. These partnerships are called PPCs, and the public, private and civil sectors participate in such partnerships. Citizens have their own ideas, and sometimes they go out to streets to protest. It is essential to embrace these citizens in such partnership. The city council is thus looking for ways for all three entities to participate in establishing sustainable tourism policies. Of course, not everyone involved in the partnership is interested in sustainable tourism. Some companies and communities focus only on the sale of tourism products. They seem to be trying to sell Barcelona. Here, we need to ask ourselves, what are the tourism products we sell? Tourism is not just a commodity; it's also about selling a variety of experiences. Selling experience is a very good aspect of tourism. However, in a complex city, tourism may not consider public wellbeing, or conflicts may arise due to contact between local residents and tourists. Local

residents are interested in the actual regional impact of tourism. It's not just the case of Barcelona, it's a global trend. In order to solve this problem, tourism policies should be established to reduce friction with the local residents caused by tourism, while allowing the effectiveness of tourism to return to the residents. Therefore, it is necessary to involve many stakeholders, including local residents, in establishing tourism policies. Our city council experts are also participated into the process of establishing the tourism policy as a panel. Through such process, we need to make sure that the city has a real identity.

Next, we need to build a strategy with a long-term perspective. The most important thing is to establish a long-term plan that has resilience to over-tourism problem and can respond to change. This long-term plan requires participation of all three factors of public, private and citizens. For these plans, we have to look at urban planning from a holistic perspective, not just focusing on the field of tourism. Downtown is important as a place for tourists to stay. We should reduce the use of the city center so that it is not overused as a tourist resource. As a result, tourism may develop slowly, or in the worst case, tourism may stop growing. When tourism is managed this way, time management becomes very important. This is because good time management can reduce costs. Therefore, managing space and time together can create more benefits than ever before. Barcelona is divided into three areas: the area where tourism development is prohibited, the area where tourism development is suspended, and the area where tourism facilities are allowed to be developed. The area where tourist facilities are allowed to be developed is the area where tourists usually visit and it is allowed to establish accommodation facilities such as apartments, etc. Of course, there are many restrictions on the development of tourism facilities. In the end, when it comes to tourism, we can't help thinking about the urban planning matter.

We should think that visitors are no longer customers. Not only tourists but also local citizens can be the visitor. Visitors should be reminded that citizens of their destination can visit their cities as well. The sense of responsibility arises at this point. The city council of Barcelona is actively promoting a campaign to heighten the sense of responsibility. Some of the campaigns say, 'Your vacation is everyday life for us!'

The city council of Barcelona has decided not to do any more marketing for tourism. Since the demands of visitors are so diverse, it is difficult to continue to provide services that satisfy all of such needs of visitors. Therefore, it is the very time when sustainable tourism marketing is needed. We need to approach the supply side, not the demand side. Citizens who live in the cities of famous tourist destinations want their tourism policies to reflect the settlement conditions, as the city is where they live. This requires a strategic approach. Products are exported to worldwide markets. However, the purpose of visiting tourists is for the sake of experience. These tourists are not seeking commercial experience. They came to see who actually lives there. Therefore, both demand management and marketing management should be done at the same time.

Finally, let me talk about the measurement issue. We need a measurement tool that can be trusted by various stakeholders. Such means of measurement should be capable of collective measurements as well as quantitative measurements. We're using what we call an 'observatory'. We need to be able to respond to and make changes to the measurement results through accurate measurements.



Presentation 2:
Examples of policies or
resident autonomous bodies
for resolving issues due to
over-tourism



Giovanni Martini

President of Venice Municipality, Italy

Venice is suffering so much today. That is because the pressure from tourism threatens the sustainability of the city. Venice is the same island as Jeju Island. The area of Venice is about 1/4 of that of Jeju, and the population is about 53,000. Every day there are 70,000 tourists visiting Venice, and Venice suffers from the over-tourism problem. The total number of visitors per year is up to 27 million. Such excessive tourism has changed the lives of the citizens of Calice and Campice, and has changed the relationship between the citizens. For example, many ships that are used for transportation, such as gondola, caused the transportation problem.

The people of Venice no longer regard tourists as guests. There is a tendency to see tourists as invaders in cities. The people of Venice began to discuss various issues from the perspective of 'no longer this.' There was a violent demonstration in Bostachio this year on June 10. Even though it was a very hot day, 2,000 citizens gathered and held street demonstrations from the station to the central square. People in Venice are not just trying to stop the problem; they are trying to solve it.

Venice has changed into a city where people stay for a while. More dangerous aspect is that Venice has faced too many changes. Most of the cities in Venice perform only functions for tourism. In particular, the problems of living space such as buildings and real estate are serious. The buildings are no longer just for the citizens of Venice. Occasionally, events like Biennale Pavilion are held in Venice, and people rent apartments for about six months during the period of event. This raised the rent. Too high rents have forced citizens to leave the city and Venice becomes a city without citizens.

The citizens of Venice are fighting against change. A group called ASC is working to find a variety of solutions. The ASC

is helping people suffering from over-tourism. The citizens of Venice are aiming to set good precedent. The organization provides education for the purpose of keeping the city clean so that citizens can love and respect their city. Not only citizens but also external researchers and activists are joining this effort. In particular, an activist from Korea is worried about the air quality of Venice and is considering ways to help Venice. She is So Young, an architect from Seoul. She worked at the Venice Biennale Pavilion ten years ago and fell in love with Venice and has been living in Venice. Now she has joined a street demonstration in Venice. Seoulite's Participating in a street demonstration in Venice is an example of how difficult it is to live in Venice.

The City Council has come to the conclusion that something must be done. The self-governing government of Venice listened to the voices of citizens and discussed the problems of over-tourism with experts and university professors, etc. Together, they worked hard to come up with a variety of solutions to manage city visitors.

The solution that the City Council has come up with is a mandatory reservation system. Mandatory reservation system is to restrict daily visitors to Venice. It includes a countermeasure on how to improve the quality of life of local residents along with restrictions on tourists. Through this solution, citizens will be able to welcome tourists. Tourists will be able to experience the lives of local residents and to sympathize and respect the lives of residents. However, the self-governing government of Venice does not have the authority to execute this. There is a problem that it is required to receive the approval from the mayor of Venice in order to execute the mandatory reservation system.



I think that if we could tell the voices of Venice residents demanding improvements all over the world, the environment of Venice will be improved and other regions suffering from similar problems could be affected in a beneficial way and developed in a better way. The City Council of Venice has taken the over-tourism problem seriously, which has caused a great resonance around the world. This provided an opportunity for many international organizations, such as the EU, to contemplate on ‘Who is managing the city?’

I have been asking many international organizations and institutions to watch what is happening in Venice in person at the office of City Council. And, I hope this effort will put pressure on the Mayor of Venice to make the right decision. Together, we can achieve success. If Venice can do, Jeju Island can do as well.

Presentation 3: Understanding on and Countermeasures against the over-tourism: Case of the Bukchon Hanok Village

Shim Chang-seop

Professor of Tourism Management
Gachon University



Although I am not an expert on over tourism, I would like to talk about my experience in participating in meaningful projects related to Bukchon Hanok Village. The Bukchon Hanok Village Project is a project initiated by Jongno-gu to diagnose the problem of Bukchon Hanok Village which is suffered from over-tourism and to find a solution. over-tourism is already a serious problem around the world, including Venice, where cruise ships dominate the city, and Barcelona, which has become a symbol of over-tourism. In Korea, over-tourism problems occur not only in Bukchon Hanok Village, but also in many regions around the country including Jeju Island. Therefore, the over-tourism issue has been discussed at the level of regional government, central government, and schools, etc. with great concern.

I would like to talk about over-tourism in a little bit different perspective. The entire world already agrees on the seriousness of over-tourism. But there's a tendency to take this issue lightly, just to look at the news report and say it's serious. When the news reports about bad cases around the world or Jeju Island, people just say that it is a serious problem. There is little research on over-tourism. There's no research going on about what over-tourism is and what touristification is. Without such research, over-tourism is being introduced through the media abhorrently; making tourism and people engaging in tourism industry seem to be doing bad things. Environmental activists tend to treat people engaging in tourism industry as developmentists and treat them very negatively, and those who preserve cultural heritage consider them to be a seller who commercializes and sells cultural heritage. This is a misguided view of tourism and serious concerns about tourism are being raised.

Before discussing over-tourism in earnest, let's look at the definition of related terms at first. Before the word over tourism came out, we used the word tourism capacity for a long time. There has been a discussion about tourism capacity in academia for 20 years. Tourism capacity is an academic concept that represents the number of people who can visit the area without destroying the environment and cultural heritage, while at the same time not reducing the satisfaction of tourists. At present, the words over-tourism and touristification are widely used. Especially, the word touristification is widely used among people who develop tourism in our country. Touristification means a process of becoming a tourist attraction. So, is it so bad to develop tourism, or become a tourist attraction? Touristification is a neutral concept and it means that a place that is not a tourist attraction becomes the tourist attraction. However, while tourism is known as a combination of tourist and gentrification, it is not correct. Furthermore, since the word gentrification has a negative connotation, touristification is taken as a bad word as well. In connection with tourism capacity, over-tourism can be defined as a situation that numbers of tourists exceed certain limits. And if over-tourism is beyond a certain limit, it becomes a social

problem and it can cause anti-tourism or aversion to tourism among the residents.

There are two reasons why over-tourism has occurred. First, the total amount of tourism has increased dramatically. Tourism means a travel away from everyday life, but nowadays tourism has become a part of everyday life. International travel has become a daily routine for people, and the total amount of overseas travelling has also increased. So, the trend of tourism has been transformed from the traditional pattern that 'I must see the Statue of Liberty if I visit New York' to a new pattern that 'Going to Paris to drink a cup of coffee and buy some souvenirs.' In other words, traditional tourist attractions, cultural sites, famous natural landscapes, etc. are no longer the major purpose of traveling, and everything that is included in the destination of traveling such as everyday life of residents, etc. has become a part of tourism. That's why tourists are not simply looking at traditional tourist attractions, but they are into the daily lives of local residents increasingly. This results in conflicts between tourists and local residents, and the problem of over-tourism is becoming increasingly apparent.

There have been many discussions related to over-tourism in the field of tourism. Through the life cycle theory of the tourist attractions, we looked at the progress of the growth stage of the tourist attractions and also examined the relationship between tourists and residents. There was a discussion that the relationship between tourists and local residents was initially good because of profit creation, but then the relationship got worse and worse eventually. And tourists are not strange people, but they're one of the people with great jobs. But once they cross the border, they sometimes do strange things. People who don't drink may drink and throw away trash. The fact that tourists can do such strange behavior is a very important part to understand over-tourism.

Let's start a story about Bukchon. In Bukchon, the average number of visitors per day was about 400 in 2007. But now 7,400 people are visiting this place every day on average. That's a 20-fold increase. The distinctive feature of the area was the quite Hanok, but now, the characteristic of Hanok has disappeared due to excessive number of visitors. Based on the results of a study conducted by KT Telecom along with the Bukchon Hanok Village project, a specific area where tourists are concentrated was found. This is a scientific proof that over-tourism is occurring actually. According to interviews with residents living in Bukchon Hanok Village, they complained like this; 'we don't want Bukchon to be Insadong?', 'A lot of tourist bus comes in, but they don't actually spend money here', and 'They eat somewhere else.' In an interview with tourists, they said, 'I didn't know it was a place where people lived.' Considering at the level of common sense, Bukchon is a place where people live, so it should be quiet and clean. However, tourists are often not aware of this. Tourists do not feel the need to study Bukchon Hanok Village before they visit there, and Bukchon Hanok Village simply as a Hanok museum. Therefore, it is very important to conduct a campaign to let tourists know that Bukchon Hanok Village is a place where residents live actually. Despite the damage caused by the overflow of tourists, residents here are still trying to keep Hanok Village clean and show it to tourists. There are still many people who are proud of their village. For example, they don't want to sell cheap goods in Bukchon; they want to keep their pride. In addition, various issues related to Bukchon are being raised. Major issues include nighttime noise, cleanliness, safety, traffic problems, privacy infringement, smoking, and light pollution, etc. There's also a community problem. Since the inhabitants who lived in this village for 20 to 30 years have gradually disappeared and

the owner of the house has changed continuously, it is difficult to organize a community. There are also cultural issues. The problem is that the unique culture that Bukchon has had for a long time is disappearing. Another issue is the stores changes frequently. And there are real estate issues. In Bukchon, there are so many empty houses. There are many houses that someone has left behind. In addition, inflation is also a problem.

There are four kinds of problems in Bukchon. It is not enough to understand only based on the fact that a lot of tourists come in. The first is a matter of quantity. It's caused by large number of tourists coming here beyond capacity of the village. The second is a matter of quality level of tourists. In case of the self-guided tourists, they are doing responsible tourism, but group tourists are often ignorant about the area and do not have etiquette as well. . The third is a matter of speed. Tourism growth itself is not bad, but the problem is that the pace of development exceeds the level that residents can adapt to. Last but not least is a matter of culture. For tourists, it is necessary to understand the traditions the taboo of the region before visiting the region. And, the local residents need make efforts to understand the tourists.

As a solution to the Bukchon problem, the alternatives as follows can be suggested. The first is the separation of the living hours and the time for tourism. In the daytime, noise generated by tourists does not cause much damage to local residents, so it is important to control the noise during the morning and night periods when the damage occurs. And it is to limit the travel time of tourists who can infringe the living hours of the residents. The second is the distribution of tourists. According to analysis of big data by the telecommunication company, tourists are concentrated into certain areas of the Bukchon. And, it is possible to disperse the tourists by dispersing the interest of tourists throughout Bukchon. Also, it is possible to scatter the tourist outside Bukchon by promoting other tourist attractions in Seoul. The third is the separation of the residential area. There is a tendency that tourists want to go deeper into the residential areas. Measures such as changing the color of the land or guiding visitors on the route should be taken to prevent tourists from invading the residential area. The fourth is the reduction of group tourists and the improvement of quality. We need strategies to reduce the proportion of group tourists. In case of the group tourists over a certain size, it is necessary to allocate a tour guide mandatorily and to provide prior instructions regarding matters to be attentive. This can lead to a better direction if the quality of tourism is enhanced, more tourists with etiquette are attracted, and the tourists who spend more money are attracted although the total number of tourists is reduced. The fifth is the regulation of the growth speed of tourism. I proposed to implement a tourism impact assessment like the traffic impact assessment. These days, cultural impact assessment is often conducted. It is necessary to create a system to measure the impact of tourism on the local community. And it is also necessary to diagnose the impact on the local community through quantitative and qualitative measurement when a certain size or larger tourist facilities come in. Next, the pace of growth can be regulated through ordinances or agreements between villages. The sixth is communication between stakeholders. Local residents, local governments, and local merchants all have different interests. However, conflict is often intensified because they don't know each other's position better than they think. Much of the conflict can be mitigated if the consultative body is formed to facilitate communication between stakeholders. And it should include the tourists. Tourism has already become a part of the city and is a global phenomenon. We need to consider tourists as a person or a shareholder who uses the city. The last seventh is the voluntary implementation of fair tourism campaign by media. The biggest reason why Bukchon suffered from

over-tourism is because of the TV programs. The entertainment programs on TV introduced Bukchon, so many visitors want to visit the place introduced in the TV show. The media has a lot of travel programs. Therefore, the media needs to discuss fair tourism. Campaigns for fair tourism should be voluntarily implemented.

The conclusions of today's presentation related to over tourism can be summarized in three points. The first is that accurate diagnosis is required. It is a very good precedent for Jeju Island to attempt the capacity research. It would be best if it could make a diagnosis based on consensus of everyone, but the fact that it makes a diagnosis that includes opinions from many people is important by itself. The solutions that are suggested in a situation where there is no accurate diagnosis, they are simply ad hoc prescriptions. For example, if the government wants to reduce the number of tourists without an accurate diagnosis, merchants will ask, 'What is the reason to stop the influx of tourists?' It only provides a seed for another conflict. Therefore, it is necessary to make an accurate diagnosis on what is the over-tourism first. The population of Venice is only about 50,000, but about 25 million people visit it every year. Barcelona also has a population of 1.5 million, but about 30 million people visit it every year. In Seoul, the total population is 10 million, and the number of visitors per year is about 13 million. In other words, Seoul is not a case of over-tourism. But it is true that Bukchon in Seoul is suffering from over-tourism. Therefore, it is too early to diagnose it as serious, and more scientific diagnosis should be done first. Second, the benefits of tourism should be returned to residents. If the benefits of tourism go back to the residents, discussions about fair tourism will not become an issue. The problem arises because the benefits of tourism go to outsiders, and problems such as garbage and noise go back to residents. What is good tourism development? In the past, simply attracting a large number of tourists was a model of successful tourism development. Now, however, what is more important is that the benefits of tourism are returned to the resident as much as possible. Finally, recognition change is required. There should be a heightened awareness that tourism is a good thing. Without the tourist content of local festivals, it would not be possible to preserve the local cultural assets. Thanks to the money that tourists have spent, cultural assets can be preserved. Tourism is not a bad thing. If, as it is now, a negative awareness such as anti-tourism is spreading, the tourism industry will be declined. Therefore, through accurate diagnosis, it is necessary to find consensus based on consultation of all stakeholders. Tourism has become a daily life in a global society. We go out and other side comes in. Everyone is in a position to share the city together with others.

I will conclude my presentation by saying, "Tourism is a double-edged sword." Tourism, depending on how we use it, can be an intruder and be the best way to protect our cultural resources

**Presentation 4:
Social Issues and Problem-solving
Process due to over-tourism:
Examples of Jeju Island'**

Lee Jae-hong
Vice-President
Jeju Tourism Organization



First of all, I am so astonished at how much things have changed as I am going to talk about the tourism capacity of Jeju Island here today. Only a few years ago, Jeju Island had to attract tourists by giving them money. I now insist that we should not give the visitor incentives to attract tourists. On the other hand, some say that Jeju Island should attract many tourists through incentives and encourage qualitative growth. Venice and Barcelona are facing problems because too many tourists visit them, but regions like Africa need more visitors like 10 million, 20 million or 30 million. Obviously, it is a happy problem for Jeju Island to discuss the tourism capacity, but it began with concerns about excessive competition and immoderate growth. From 2002 to 2008, the number of tourists visiting Jeju Island was less than 5 million. The goal of the resident of Jeju Island and the responsibility of the Jeju provincial government were "How can we attract more than 5 million tourists?" However, the number of tourists increased dramatically from 2010 and reached 15.85 million in 2016.

So, how could Jeju attract 15 million tourists? Jeju Island used to be a natural island. However, it started to brand that nature. Jeju now has three titles from UNESCO, having been designated as a UNESCO Biosphere Reserve in 2002, a UNESCO World Natural Heritage Site in 2007 and the Global Geoparks Network in 2010. Jeju becomes the only place in the world with three UNESCO titles. This is a brilliant achievement achieved not only by the administrative capacity of the Jeju provincial government, but also by the efforts of residents of Jeju and the private sector. In order to be designated as a World Natural Heritage site, citizens of Jeju Island carried out a campaign to get signatures from 10 million people in Korea. They strived to promote the value of Jeju Island to the world. And since 2010, Jeju has pursued a development project called Jeju Free International City under government initiative. Foreigners who came to Jeju Island were allowed to enter the country without a visa and provided tax reduction or exemption benefits to developers. Jeju also granted permanent residency to foreigners who invest more than a certain amount of money in real estate. Jeju Island's tourism industry started to explode in 2006 as low-cost airline service was launched. As a result, Jeju Island, with a population of 600,000, became a tourist destination with 15 million visitors. Everyone has a different understanding on whether these 15 million people are high or low numbers. Over the past decade, Jeju has made great strides, including the Jeju Free International City project. The population grew by 21.5% compared to 8.2% in the whole country. Regional gross production has also increased by nearly 100 percent over the last 10 years. Economic growth also recorded an astonishing 4.4% annual growth rate. In the case of the national tax revenue, 78% increased nationwide, while Jeju increased 328%. Local taxes increased by 230% compared to 95% nationwide. Of the 17 provincial governments in the nation, Jeju Island's financial independence ranked 16th to 17th, but jumped to second place last year. The number of tourists visiting Jeju Island has also greatly increased from 5 million to 15 million. Based on the external and economic indicators of the past decade, Jeju Island has achieved remarkable growth.

Nevertheless, there were unexpected problems in the shadow of growth. The problems are as follows; a rise in real estate rent, sprawling development, lack of infrastructure needed to accommodate many tourists and immigrants, and social conflicts arising from the expansion of airports and ports. Moreover, there are other problems such as the benefits of tourism returned to large companies rather than local residents and various incentive policies to attract investment cause conflicts in the community. Non-visa, real estate permanent residence, casinos, non-profit medical corporations are examples of typical conflicts. The amount of waste and garbage has increased due to a large

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In order to create tourism-related policies, it is necessary to collect all the interests of various stakeholders involved in environment, transportation, and construction. And the process of coordinating this understanding will never be easy. Nevertheless, Jeju Island needs to push ahead.

Finally, I want to make three conclusions. The first is to fully recognize the geographical specialty of the island and consider its value. We need to respect the ecology, humanities and social values of the island, and to promote the benefits of residents and the preservation of the environment and culture. The second is human-centered tourism. It means that a good place for local residents to live is also good for tourism. Third, we have to revise the trajectory of tourism to realize coexistence of the economic value with the lives of local residents and socio-cultural values. In other words; we should make Jeju Island with contents that best reflect the characteristics of Jeju Island and that Jeju residents are happy and proud of.

Presentation 5: Concerns for Sustainable Tourism in San Sebastian

Manu Narvaez

Director
San Sebastian Turismo, Spain



I am a debater, but I want to share my experience through presentation and learn from you. I am from San Sebastian. San Sebastian is a small town with a population of 180,000 in northern Spain. It is located very close to France. There is no over-tourism problem in San Sebastian. But by studying the problem of over-tourism in other parts of the world, we want to be able to prepare for it before it happens. It has a long history of tourism. It was in the middle of the 19th century, about 160 years ago, when the city first began to welcome tourists. It was a concept like a summer resort that the elite class in Spain wanted. It's very unusual that tourism began 150 years ago, when people used horses as transportation. As of 2017, the total number of tourists visiting San Sebastian is approx. 640,000. This is an area where tourists usually visit for a food trip. In particular, it is a popular tourist attraction in English-speaking countries and is listed in Lonely Planet, a tourist magazine. Thanks to this, the number of Spanish tourists is decreasing while the number of foreign tourists is increasing.

We need to learn about the things that happen in the country and in the city due to over-tourism, and we need to develop management skills in advance. The university has already analyzed the capacity of tourism by studying what is the best state of the city, what is the optimum capacity of the city, and what is the proper state etc. Public institutions need to understand ahead of time what crisis could arise due to over-tourism, and develop management skills to control it. The restaurants and bars in many areas are already crowded with tourists. Management issues in these areas are very important. The real estate rental market is also changing rapidly, so it is a field that the government should pay more attention to. The government is also considering about the landscape of the city.

The local government of San Sebastian, along with the suppliers in tourism industry, consumers and citizens, has been working to develop a tourism plan focused on what San Sebastian really wants. This has led to the fact that it was important to balance the needs of residents, tourists as well as sustainable tourism. And we came to the conclusion that it was also very important to preserve the city so that it could continue to be an attractive city to attract tourists. San Sebastian is a city in Spain, but it also belongs to Basque. Basque had a unique culture and was using the unique language of Basque. Because this language is different from Latin, which has communicated throughout Europe, the language itself becomes a tourist asset. It's very important to protect our heritage. And we are able to distinguish between what we want and what we do not, through the discussion 'What is the type of tourism we want?'

San Sebastian plans to implement a variety of policies related to tourism plans. Currently, the problem with rental apartments is serious, and we're trying to reduce the pressure on tourism by allowing tourists to stay in the city longer. And we will try to preserve old towns where traditional events take place. In the future, the construction of new accommodation, housing and apartments will be regulated in consideration of the settlement conditions of the residents. Finally, we will ensure that the tourism revenue is attributable to the region. Most of the tour service providers are local residents. All other coffee shops are run by local residents except for one Starbucks. Most bar and restaurant owners are also the local residents.

The intention of San Sebastian is not trying to stop people from entering the city. Rather, it wants to make it easier for them to visit. And we're going to do promotional activities to get people interested more in what we think. Our efforts will continue. San Sebastian will be developed into a better city through tourism.



IV Panel Discussion



■ Lee Jae-hong	Vice-President of Jeju Tourism Organization
■ Sergi Marie	Manager of Tourism, Commerce & Markets, Barcelona City Council
■ Giovanni Martini	President of Municipality, Venezia
■ Shim Chang-seop	Professor of Gachon University
□ Lee Kyung-yong	Chief of Culture, Tourism & Sports Committee of Jeju Special Self-Governing Provincial Council
□ Enver Duminy	CEO of Cape Town Travel
□ Na Hyo-woo	Chairman of Organizing Committee of Seoul International Fair & Sustainable Tourism Forum
□ Hong Sung-hwa	Professor of Jeju National University
□ Kim Chang-hyo	Director of Jeju Tourism Association

■: Presenters, □: Panels

- **Sergi Marie** : I think that the discussion about 'whether tourism is good' or 'bad' is meaningless. Because how does the economic and social activity of tourism affect the region is the most important thing. Tourism has experienced explosive quantitative growth over the past decade. It's time to shift to qualitative growth. At this point, the way tourism activities are conducted is a problem. For example, if the forest is destroyed as a result of thousands of tourists' visit to the forest, it may be a bad thing, but I think it could be a good thing if it creates a new source of income for local people. I would like to say that in the end, depending on the way in which tourism is conducted, there may be good results or bad results. And the conflict is not caused by external but by internal problems between stakeholders. So the public sector needs to coordinate internal conflicts and create opportunities for consensus. If we have a productive conversation, we can reach an agreement between the stakeholders. Such agreement will eventually lead to long-term sustainability.

- **Giovanni Martini** : It is necessary to draw empathy and communication through mutual understanding between public and private sectors. Let's take Venice as an example. There is no car in Venice, and there is the inconvenience of walking in almost every area. In Venice, improved accessibility for the disabled, the elderly and old tourists is a hot topic. In case of bridges, isn't there any way to improve accessibility while maintaining a typical architectural style? If the private sector can come up with a solution, it will be very useful not only for residents but also for tourists. The private sector is already taking the initiative in implementing solutions to bridge improvements. This will be a policy that will elicit sympathy between the local residents and the tourists that we are talking about. There are many other good examples.

- **Sim Chng-seop** : Foreign tourists visiting Seoul usually go to Hongdae. They think they can see Seoul well in Hongdae. I would like to ask them if they go to Gyeongbok Palace, they cannot see real Seoul, and if they go to Hongdae, can they see real Seoul. There is no fixed right or wrong. What is the true shape of Jeju Island? There can be 100 kinds of shapes of Jeju Island. What's important is sustainable tourism. And it is important to draw up a consensus through democratic procedures. Some say 20 million tourists are right, while others say some say 5 million are right. But there is no right or wrong that is fixed. And again, tourism has become a part of our lives. We can no longer think of tourists as being the kind of people who invaded our land and damaged our land. From now on, the opinions of tourists must also be included in the agreement between interested parties. Let's think about the concept of a global citizen. These people and those people are all our citizens. If we visit a tourist destination in another area, they will treat us, and in return if they come into our area, we will treat them. Instead of separating us from yours, we need to find a way to move along.

- **Lee Kyung-yong** : The Jeju Provincial Council is responsible for pointing out the problems and finding ways to improve them through discussions on tourism policies. So we have a lot of interest in over-tourism and sustainable tourism. The problem of over-tourism has been much debated in recent years, and we have reached an important point where we have to deal with everything from improving the quality of life for the residents, ensuring the settlement conditions of residence to preventing deterioration of tourism, etc. All the discussions related to tourism policies of Jeju Island have been heavily focused on tourism promotion policies so far. However, it is time to discuss tourism management measures along with such promotion policies. Now the residents feel the need for tourism management measures regarding various problems of Woljeong-ri, Udo, traffic, parking lots, water supply and sewerage, and the environmental damage, etc. Therefore, Jeju Special Self-Governing Province needs to establish an organization to promote policies on tourism management. Rather than the existing association where only some tourists from Jeju Island participate, a governance system that allows participation of general citizens and professionals in administration, health care, medical, architecture, and social & cultural arts of Jeju Island should be established. Through this process, the tourism policy should be established through

comprehensive discussions participated by all areas including culture, arts, primary industry, sports, and so son, not just by the committee of 10 to 15 people and the government officials in charge. To that end, I think the Jeju Provincial Council should provide active support and efforts, such as reflecting to the budget and implementing the project plan..



• Ever Duminy : In the 1960s, Cape Town already published a tourist white paper. Sustainability, of course, is possible, but it costs money. I think that cost is about fulfilling one's responsibilities as a citizen and as an individual. The World Tourism Organization (WTO) is discussing that continuing tourism growth will deplete tourism resources. Cape Town is trying to encourage tourists to visit again. It is not intended to expand new visitors on a continuous basis, but to seek ways for former visitors to come back to Cape Town and become part of us. The industry is pursuing a lifetime value. So in South Africa, it's a strange thing to do tourism marketing to attract new tourists. Cape Town frequently surveys citizens and always listens to their voices. Jeju is an area where tourists visit has been activated. Cape Town is also the ninth-largest tourist destination in the world. However, we are not currently experiencing problems with over-tourism because we have already considered the impact of tourism in 1960. The term over-tourism is a new term, but in fact, the problem of over-tourism is a very old problem.



And there are cases where the government takes the initiative to solve problems caused by tourism; in fact tourism is a problem for all of us. Tourists should be provided with education on the place they are going to visit. For example, when we visit our

neighbors for the first time, we learn about our neighbors and what etiquette we must observe. You never just walk into someone's house. The same is true of tourism. It is important to have a good understanding of the local culture before visiting any tourist site. Education should be conducted mainly by the tourism industry, but the industry is not faithful to its role. And finally, with the strategy that we've been doing in Cape Town for the past 20 years, Cape Town will be a city that people want to love and a city that people want to visit.

· Na Hyo-woo : I have been the CEO of Good Travel since 19 years ago, and I have been the Chairman of Organizing Committee of the Seoul International Fair & Sustainable Tourism Forum since three years ago. The problem of over-tourism began to emerge from the first Seoul International Fair & Sustainable Tourism Forum. The term "over-tourism" was coined while talking to the creators of responsible tourism in England, and the issue of over-tourism spread in Bukchon and Iceland. I am currently involved in a project to present and implement alternatives regarding the over-tourism problem of Bukchon. In fact, it's hard to define exactly how many is over. Beyond the number of tourists which is uncomfortable for residents can be defined as over-tourism. over-tourism is not a problem that began three years ago, but has existed before, as was the case in Cape Town. The important point is that these issues must be managed in advance before they begin. I think it's too late to take care of them after complaints begin to arise. Nevertheless, I think Mr. Lee already gave us all the answers. In order not to be too late, we need to create an organization for sustainable tourism in which all stakeholders participate from now on. As a solution to the problem of Bukchon, there is an alternative to spreading tourists in time and space. The fundamental problem is not the concentration of tourists but the distribution of profits. The more important question is whether the tourism revenue will be returned to the region. Store owners among residents want more tourists, but other residents don't want more. In order to create the wisdom to bring the benefits of tourism back to the region, along with the distribution of tourists by time and space, it is important to create an organization where stakeholders and citizens from various fields participate. The media and the media should consider the travel citizen. This is a campaign that started last year, and it means to be a citizen by traveling the region. In other words, it is the concept of the travel citizen that a traveler becomes a citizen of the area while traveling. Barcelona, Paris and UNWTO are also involved in the campaign. Through the travel citizen campaign, travelers can respect the area they visit and preserve the environment in it. If Jeju Island also joins, it will be a good opportunity for it.

Last but not least, I think now is the time for Jeju to be the most desirable example in Asia. When inter-Korean tourism becomes active after many years, it is already said that there will be no more tourists on Jeju Island. This means that Jeju tourism should try to change its quality at least from now on. To do this, a new approach is needed for the number of tourists. Of course, the number of tourists visiting the island is important, but more important factor is that how long they stay in the island. The duration of the tourist stay is related to economic

benefits. So we need to approach numbers from a different perspective. We have to figure out, 'Are they profitable?' and 'Are they beneficial to the environment?' The minus tourism must no longer survive. We need to create a new model for sustainable tourism. Traveling is a good thing, and if you want it to be a plus tourism rather than a minus tourism, we need to establish a business model from the perspective of future tourism, and bring public and private wisdom together.



- **Hong Sung-hwa** : Jeju Island is an island. Without the growth of the tourism industry, it is quite difficult for the island to grow through other industries. For example, I think the development of tourism industry is indispensable to develop the island. I am considering ways to maximize the positive issues related to tourism and minimize the negative ones. The key to this can be summarized in two key points. The first is 'what is appropriate capacity?', and the second is 'how to manage growth?' As a scholar, I didn't really expect Jeju Island's tourism to grow so fast. If Jeju Island had known in advance that future tourists would increase to 10 million or 15 million, it would have been able to manage its growth. While there are some problems of growth such as trash and environmental problems, excessive increase of companies engaging in tourism industry is a more serious problem. Accommodation problems are very serious, and rental cars are the same. The accommodation has expanded to 25 million. If the number of tourists dropped from 15 million, tourism companies would have a big problem. It's not just about tourism. All industries, such as livestock, food and construction, have benefited from the quantitative growth of companies engaging in tourism industry will also face hard times. We should have managed the number of companies engaging in tourism industry to the right level before the number of tourists increased to 10 million or 15 million, but we didn't. But it's true that we should start managing it now. Venice has a population of only 50,000, but the average number of tourists per day is about 70,000. So it is true that Venice is right now suffering from over-tourism. But I think Jeju Island is different. However, in many parts of Jeju Island, the case of Udo is true for over-tourism. The increase in cruise tourism in Venice is a serious problem as a single cruise ship emits exhaust gas that is equal to 12,000 cars. Barcelona has also lost about 10 percent of its population due to over-tourism; however the population of Jeju Island is growing on the contrary. So I think Jeju is a little different. I think we have to think more about whether Jeju Island needs to grow more or not.



Even if Jeju cannot accept more than 16 million tourists due to its capacity limitations, the number of tourists decreased by nearly a million in 2017. In 2018, the number of Korean tourists is also started to decrease. If the decline continues, local residents and tourism will suffer. If Jeju Island wants the number of tourists to grow, Jeju Island will have to deal with garbage, water supply & sewage and transportation problems first. As a part of the solution to this problem, research on the environmental conservation contributions has been underway. Jeju Island is using more than 80 percent capacity for waste disposal and water supply & sewage facilities. I think Jeju Island is able to solve garbage problem through cutting edge technology. What is important is to prevent the decrease of tourists and to gather wisdom to solve the oversupply of companies engaging in tourism industry. When the number of tourists exceeded 10 million in 2013, the issue of excessive tourism was also mentioned. If the tour at that time was centered on Chinese group bus tourists, the number of individual Chinese tourists is now increasing. These individual tourists are spreading across Jeju Island. The Jeju provincial government's policy should also be pursued in a direction that can lead to decentralization.

- **Kim Chang-hyo** : : I strongly disagree with that today's theme is pointing to the tourism industry as the cause of the problem. I would like to share information about the tourism industry of Jeju Island with those who are from overseas and talk about sustainable tourism with an emphasis on the industrial field. The gross regional domestic product of Jeju Island in 2016 was KRW 17 trillion, and the total consumption of visitors to Jeju Island was about KRW 7 trillion. As we can see from this result, tourism is one of the most important livelihoods in Jeju. The tourism industry in Jeju Island is sensitive to the figures shown in recent data. Approximately 15 million people visited Jeju in 2016, and the number of visitors from January to July 2018 decreased by about 8.7% from the same period in 2016. By the way, tourism supply expanded in quantity. The number of restaurants increased by about 50 %, accommodation facilities increased by 18.7 %, and rental car companies increased by about 10 %. With the demand for tourism declining, tourism supply is rather oversupply. Therefore, the tourism industry is very nervous about this situation. The hotels are already beginning to go bankrupt. Rental cars seem to be reduces owing to the rental car cap system, but in fact large companies are moving to acquire and merge small businesses according to the

logic of capital. Let me give you an example of showing the realities of the tourism industry. Hotel sales fell by half during the summer vacation season, but their room utilization rates did not differ much from the previous year. This means they sold low-cost tour packages at lowered unit price. While there are FIT types of tourism, it is difficult for hotels to charge the hotel room rate that is more than KRW 40,000 ~ 50,000 due to the practice of taking over tourists from large travel agencies in Seoul.



In addition, to survive the competition, these lodging companies spend about KRW 10,000 ~ 15,000 on public relations services such as SNS and Coupang. After all, about KRW 25,000 left in their hands and it is very difficult to maintain their business with such low profit. I am seriously concerned that Jeju is overreacting to over-tourism, and that it is taking the over-tourism too detestably. In the atmosphere of inter-Korean reconciliation, people expect that North Korea tourism will be resumed. The number of visitors to Jeju Island from 1998 to 2008 when the tour to Mt. Geumgang was activated has not increased much. It may be coincidental, but the number of tourists visiting Jeju Island has exploded since the tour to Mt. Geumgang was cut off. If North Korea tourism is resumed, it will definitely be very disadvantageous for the tourism of Jeju Island. I think this is an important issue that directly connects with the livelihood of the local residents of Jeju Island. Finally, as the interests of tourist companies are being returned to the community, I think Jeju provincial government should provide the necessary infrastructure for corporate activities.

· Lee Jae-hong : If the number of tourists decreases, residents of Jeju Island will be worried. But we need to look at the examples of tangerine. First, we reduced the production amount of tangerine. It's down from 600,000 ~700,000 tons to 450,000 ~ 500,000 tons. Next, the quality of tangerine was improved. Before the quality improvement, the sugar content of tangerine was lower than 7 ~ 8 Brix. This figure was lower than that of orange. But now, various technologies such as Tiebeck technology are being used, and the sugar contents of mandarin is up to 10 Brix and that of Cheonhyehyang is up to 18 ~ 19 Brix, which is amazing figure. We used to have to hold events to promote tangerine, but now we don't promote species like Cheonhyehyang and Bulrocho. Rather, we are being asked from

all over the country to sell tangerine. Finally, we are able to produce tangerine for 9 months, for almost a year round. Previously, it could only be produced during the winter harvest season, but thanks to the vinyl house cultivation technique, the harvest period was extended. We can get wisdom from the example of tangerine. However, a substantial amount of funding required during the coordination process should be financed from the provincial government budget. That means that local residents should bear pain of the tourism business together.



V Summary and Implications

What is Over-tourism?	<ul style="list-style-type: none"> The inflow of tourists over the tourism capacity* leads to inconvenience for both locals and tourists, and the resulting physical and psychological conflicts are expressed to the community. * Tourism Capacity: The number of tourists who can visit the area without destroying the environment and cultural heritage, and, at the same time, without compromising the tourists' satisfaction
Cause of Over-tourism	<ul style="list-style-type: none"> Globalization of tourism by improving IT technology, activating cruise tourism, and reducing travel costs Changes in tourism trends as the tourism becomes a part of everyday life: Traditional tourism attractions → Living spaces of the region Lack of understanding and etiquette about tourist sites Lack of tourism infrastructure and overload

Over-tourism Phenomenon	Problems
<ul style="list-style-type: none"> Too many tourists → Limited urban functions → Decrease the quality of life of local residents → Conflicts 	<ul style="list-style-type: none"> Overloaded city functions such as waste, water supply & news, transportation, and real estate Loss of tourism resources due to destruction of environment and deterioration of cultural assets
<ul style="list-style-type: none"> Expansion of the scope of tourism area → Invasion of residents' living space → Decrease the quality of life of local residents → Conflicts 	<ul style="list-style-type: none"> Infringe the resident's stability of settlement Loss of local characteristics due to the loss of local residents
<ul style="list-style-type: none"> Lack of etiquette → Causing community problems → Decrease the quality of life of local residents → Conflicts 	<ul style="list-style-type: none"> Expansion of anti-tourism within the local community
<ul style="list-style-type: none"> Lack of tourism infrastructure → Decrease in tourism satisfaction → Accumulation of negative tourism experiences → Conflicts 	<ul style="list-style-type: none"> Decrease the quality of tourism products and satisfaction of tourists Reduced re-visit rate of tourists due to negative awareness on the tourist destinations



Approach Method
<ul style="list-style-type: none"> Establishment of a long-term comprehensive management strategy in consideration of all the factors such as the quality of life of residents, settlement conditions, and cultural DNA, and so on Establishment of a governance in which all stakeholders, including the public, the private and the citizen, participate to gather diverse interests Based on accurate measurement and diagnosis of tourism status and performance



Solution
<ul style="list-style-type: none"> Dispersion of Tourists: Providing information about other tourist destinations, encouraging distribution of tourists to other tourist destinations, and promoting other tourist attractions. Improvement of Settlement Condition: Separation of tourism time and living time, separation of tourist areas and residential areas, restriction of tourism development in urban areas, etc. Introduction of Responsible Tourism: Providing etiquette education for tourists in advance, marketing centered on revisiting, carrying out fair tourism campaigns, introduction the concept of travel citizen, etc. Changes of Awareness on Tourism: Increasing communication between stakeholders, increasing awareness of the beneficial function of tourism, and improving the negative image of tourism. Return of Tourism Profits to the Region: Employing local residents in tourism businesses, operating tourist companies under the leadership of local residents, preserving local environmental & cultural resources, etc.



Implications
<ul style="list-style-type: none"> over-tourism in Jeju is a phenomenon that occurs in some areas where tourists are concentrated, such as Udo. However, it is important to recognize the problem of over-tourism in advance and establish a management strategy for the future To this end, it is necessary to establish a policy organization in which stakeholders from all fields related to tourism, including residents, participate. Through this, it is required to improve our negative perception of tourism and expand the beneficial function of tourism through the communication between stakeholders To this end, tourism profits must be returned to the region and the effectiveness of tourism growth must be shared with the local citizens At the same time, it is necessary for the whole community to share the suffering of the tourism enterprises against the excessive competition. As a result, tourism in Jeju Island will continue to be a key growth engine for Jeju Island, with the capacity and structure for qualitative growth.

Note) Definition or summary is based on the presentation and discussion of the Jeju International Conference 2018

Since 2017, the Research Center of the Jeju Tourism Organization conducts statistical management & basic research on tourism in Jeju Island, regular work such as international tourism policy network (operating a secretariat for the Island Tourism Policy Forum), research on major policy issues and network projects for Jeju tourism development.