**Workshop on Culture and Tourism:**

Creating Culture and Tourism Synergies for achieving SDGs

**10 June-13 June, 2019 Jeju-do, Republic of Korea**

# [Background]

Culture is who we are and what shapes our identity forming a vital part of the daily life and development potential of evey region. The 2030 Agenda indicates a minor step forward in the consideration of cultural aspects in sustainable development. Although none of the 17 Sustainable Development Goals(SDGs) exclusively concentrates on culture, the resulting Agenda includes several explicit references to Cultural aspects. Since culture includes every field of our life, integration of culture and other fields enables to create a synergy effect to achieve SDGs.

Tourism is one of the largest and fastest sectors in the world economy. And the economic achievement of tourism are significant. In the present, the largest percentage of travelers in the Asia-Pacific are ‘explorers’, who enjoy discovery and self-actualization via traveling to novel and unique places[[1]](#footnote-1). As a result, people are focusing on ways to bring together culture and tourism through sustainable preservation and management of both tangible and intangible heritage. The abundance of and uniqueness of culture in different Asia-Pacific localities make it a region of strong potential to achieve sustainable, balanced tourism via cultural attractions.

In this light, this workshop will serve as a platform to bring together participants in the fields of culture and tourism to explore the synergies that the convergence of two areas could bring within the Asia-Pacific context. Moreover, it will attempt to link the role of culture and tourism to the United Nations’ 2030 Agenda and Sustainable Development Goals.

*This workshop will be held in conjunction with the Jeju Haevichi Arts Festival, the largest performance art festival in Korea which aims to invigorate the promotion of performance art and encourage information exchange between international art centers[[2]](#footnote-2).*

# Event objectives

The workshop aims to build the capacity of participants on cultural policy and tourism development, whilst promoting awareness and recognition on the importance of UN SDGs. For the capacity building, this event will;

* Provide an opportunity for the local governments in the Asia-Pacific region to exchange policies and best practices on cultural policy and tourism development through city-to-city cooperation;
* Provide an opportunity for participating in the Korea’s largest Art fair and watching art showcases
* Promote a learning atmosphere between cities and establish a strong network which can be utilized after the workshop;
* Offer a venue for knowledge sharing and discussion and motivate participants to implement cultural policy and tourism development projects, with a particular focus on UN SDGs.

# Learning objectives

At the end of the workshop, the participants will be able to:

* Understand the need for cultural policies leading sustainable tourism in the context of 2030 Sustainable Development Agenda;
* Understand the need for cultural policies
* Utilize the lessons learned from the good cases of cultural policy and tourism development;
* Have a basic understanding of culture and tourism, deepening the ideas of sustainable practices for regional/city/local development;
* Share the best practices of the community/local government-driven cultural policy and tourism projects;
* Coordinate partnerships to effectively promote the benefits of culture and tourism with civil societies, government, and local entrepreneurs.

# Target audiences

Central/local authorities, representatives from NGOs, regional and community-based organizations, academic and training institutions and other local actors, who are working in the field of culture and tourism within the Asia-Pacific region.

# Event details

* Event type Workshop (training program)
* Date 10 June- 13 June, 2019
* Venue Haevichi Hotel, Jeju-do, ROK
* Organizers - UNITAR CIFAL Jeju/JITC

- Jeju Special Self-Governing Province

- UNITAR

* Cooperation - Jeju Tourism Organization

- UCLG ASPAC (United Cities and Local Government Asia Pacific)

* Certificate UNITAR and UNITAR CIFAL Jeju/JITC will jointly issue

a certificate upon the completion of the training.

# Contents and structure

The training will be composed of the following sessions:

* Convergence of Tourism and Culture in the Asia-Pacific
* The Roles of Culture and Tourism for Achieving SDGs
* Cultural Tourism for Economic Development
* Intangible Heritage Management
* Cultural Policy for sustainable cities
* Public-Private Partnership to support Cultural Tourism Policy
* Cultural Tourism: Governance and Financing

\*\* Sessions are flexible to changes. \*\*

# Methodology

The training will be comprised of:

* Lectures and Presentations by experts (English and Korean)
* Self-assessment exercise and Group work and discussion
* Experience of the Art Fair and showcases
* Field visit to touristic spots related to culture and economic growth

# Requirements

Applicants are required to:

* Submit necessary documents on time, i.e., application forms etc.
* Complete and submit pre-training assignment, i.e., case study description etc.
* Actively participate in the training program.
* Participants who have already participated in CIFAL Jeju workshops in the past 3 years are discouraged to apply, as they will be the last in priority.

# Application and deadline

Send the following documents to **culture.jitc@gmail.com** by **12th May, 2019 (Sun)**:

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| --- | --- |
| 1. Application form | Download from relevant post on <http://www.cifaljeju.org/> |
| 1. Letter of nomination (formatted by your organization) |
| 1. Letter of commitment |
| 1. Acknowledgement, waiver and release of liability |
| 1. Consent to collection, usage, and disclosure of personal information |
| 1. Case study description(**in word file**) |
| 1. Curriculum vitae (CV) | Your own format |

***\*\* Late application will not be accepted.***

# Note

* Application without the required documents will NOT be considered.
* Participation is subject to the approval of the application by UNITAR CIFAL Jeju/JITC.
* Selected applicants will be notified individually.

# Assistance with travel expenses

* UNITAR CIFAL Jeju/JITC provides LIMITED financial assistance with the airfare to Jeju-do, Republic of Korea.

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| **Point of departure** | **Airfare Assistance Limit** | |
| Eastern Asia | China, Macao and Taiwan | US$ 300 |
| Mongolia | US$ 550 |
| South-Eastern Asia | Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam | US$ 450 |
| Cambodia, Lao PDR and Myanmar | US$ 650 |
| Southern Asia | Afghanistan, Bhutan, India, Maldives and Pakistan | US$ 800 |
| Sri Lanka | US$ 800 |
| Bangladesh | US$ 850 |
| Nepal | US$ 950 |
| Pacific Islands | Kiribati, Papua New Guinea, Samoa, Tuvalu and Vanuatu | US$ 1,200 |
| *\* Other points of departure – please contact UNITAR CIFAL Jeju/JITC* | | |

* Local expenses (transportation, accommodation and meals) during the workshop period (only during June 10th ~June 13th) will be covered by UNITAR CIFAL Jeju/JITC.
* All other expenses (local transportation in their country, visa fee) including during arrival and departure days should be covered by the participants.

1. Horwarth HTL, Asia Pacific: Regional Tourism Trends (May 2018). [Online] https://corporate.cms-horwathhtl.com/wp-content/uploads/sites/2/2018/05/MR\_AP\_REGIONAL-TOURISM-TRENDS.pdf [↑](#footnote-ref-1)
2. Jeju Haevichi Arts Festival. [Online] http://www.jhaf.or.kr/Home/English.aspx [↑](#footnote-ref-2)