

Sustainable Tourism Management for Coastal Destinations in the Asia-Pacific Region

27~30 June 2017

Jeju-do, Republic of Korea



Background

Tourism is certainly the largest and fastest-growing industry in the world. Today, tourism accounts for 10 per cent of the global GDP, creating 1 in every 11 jobs in the world. Every year, millions of tourists flock to various tourist attractions such as historical sites, museums and coastlines, bringing income and jobs to local economy. In fact, the international tourist arrivals grew by 4.6 per cent in 2015, recording 1,184 million. The UN World Tourism Organisation (UNWTO) forecasts that this number will reach 1.8 billion by 2030.¹

Despite the economic and social benefits brought by tourism, however, many countries have been experiencing the consequences of the increased number of tourists and excessive development, including coastal degradation, the loss of biodiversity, higher risks of climate change, etc. In particular, *the Eleventh Meeting of the World Committee on Tourism Ethics has closed with calls to make “Safe Coastal Tourism” a priority in coastal destinations worldwide.*² The need for well-designed plans for sustainable tourism is highlighted to ensure the long-term economic, environmental and social benefits, especially for coastal regions. These areas need to sustain its own characteristics in order to achieve balanced local development in the long term.

In this context, tourism has become internationally and officially recognized within the UN dialogue such as the UN Commission on sustainable Development (1999) for the question of ‘quality tourism’ rather than its ‘quantifiable volume’. The dominant agenda on tourism development has moved its focus from ‘how much developed’ to ‘how well developed’, which called for the need of sustainable tourism management.

This workshop, therefore, provides a venue for participants to understand the sustainable tourism management for coastal destinations through various lectures and group activities. Best practices on sustainable tourism will be presented, offering opportunities to explore well-designed tourism development cases around the world. There will be sessions to discuss good policies and practical sustainable tourism projects in line with the UN SDGs. Finally, the workshop will help local actors effectively develop relevant policies, promoting and enhancing their geographical advantages for the social, environmental and economic benefits in the long term.

¹ UNWTO.

² UNWTO. World Committee on Tourism Ethics calls for Safe Coastal Tourism. [Online]
<http://media.unwto.org/press-release/2012-07-13/world-committee-tourism-ethics-calls-safe-coastal-tourism>

Event objectives

The workshop aims to build capacity of participants on coastal tourism policy, whilst promoting awareness and recognition on the importance of sustainable tourism management. For the capacity building, this event will;

- Provide an opportunity for the local governments and cities in the Asia-Pacific region to exchange sustainable tourism policies and best practices through city-to-city cooperation.
- 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 sustainable tourism policies, with particular focus on coastal management.

Learning objectives

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

- Understand the sustainable tourism trends and policy development in the context of 2030 Sustainable Development Agenda
- Utilize the lessons learned from the good cases of sustainable tourism policy implementation
- Have a basic understanding of sustainable tourism and deepen the ideas of sustainable practices for regional/city/local development through local people's participation.
- Share the best practices of the community/local government-driven tourism projects
- Understand the economic impacts of sustainable tourism on the regional development, recognizing the importance of environmental and cultural conservation for sustainable tourism.
- Coordinate partnerships to effectively promote the benefits of sustainable tourism policies with civil societies, government and local entrepreneurs.

Contents and structure

The training will be composed of the following sessions:

[Session 1] The Global Trends of Sustainable Tourism and the UN SDGs

[Session 2] Understanding of Ecotourism: concept, products and ecotourists

[Session 3] Climate Change and Sustainable Tourism: Opportunities and Challenges for Tourism in Coastal Destinations

[Session 4-1] Sustainable Tourism Policy for Coastal Regions: Tourism as an Economic and Social Development Tool

[Session 4-2] Environmental conservation and eco-tourism

[Session 5] Sustainable Tourism Finance and Investment

[Session 6] Resource Management for Sustainable Tourism: Sustainable Consumption and Production

[Session 7] Tourism Marketing Strategies for Coastal Destinations

[Session 8] Sustainable Tourism Development for Coastal Regions: case studies

[Session 9] UNITAR-Developed City-Share Methodology

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

Methodology

The training will be comprised of:

- Lectures and presentations by experts
- Self-assessment exercise
- Group work and discussion
- Action plan presentation
- Field visit to well-managed touristic spots

Target audiences

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

**** Participants should have sufficient command of both written and spoken English.**

Event details

- Event type Workshop (training program)
- Date 27 - 30 June 2017
- Venue Jeju International Training Centre, Jeju-do, ROK
- Organizers
 - UNITAR
 - UNITAR CIFAL Jeju/JITC
 - Jeju Special Self-Governing Province
 - United Cities and Local Governments Asia and Pacific (UCLG ASPAC)
 - Jeju Tourism Organization
- Certificate UNITAR and UNITAR CIFAL Jeju/JITC will jointly issue a certificate upon the completion of the training

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.
- **Be fluent in written and spoken English.**

Application and deadline

Send the following documents to cifaljeju.tdev@gmail.com by **17 May 2017 (Weds)**:

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|---|--|
| 1. Application form | Download from http://www.cifaljeju.org/ |
| 2. Letter of nomination | |
| 3. Letter of commitment | |
| 4. Acknowledgement, waiver and release of liability | |
| 5. Consent to collection, usage, and disclosure of personal information | |
| 6. Case study description(in word file) | Your own format |
| 7. Curriculum vitae (CV) | |

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

Note

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

Assistance with travel expenses

- UNITAR CIFAL Jeju/JITC provides partial airfare Jeju-do, Republic of Korea according to Cifal Jeju's travel reimbursement policy below.
- Local expenses (transportation, accommodation and meals) during the workshop will be covered by UNITAR CIFAL Jeju/JITC.
- All other expenses (local transportation in their country, visa fees) are the responsibility of the participants.

| Point of departure | Airfare assistance limit |
|--|--|
| ROK (non-Jeju Resident) | KRW 150,000 |
| Eastern Asia ³ | US\$ 300 (from Mongolia US\$ 400) |
| South-Eastern Asia ⁴ | US\$ 450 (from Cambodia, Lao PDR and Myanmar US\$ 650) |
| Southern Asia ⁵ | US\$ 800 (from Sri Lanka US\$ 700 and from Nepal US\$ 950) |
| Pacific Islands ⁶ | US\$ 1,200 |
| <i>* Other points of departure – please contact UNITAR CIFAL Jeju/JITC</i> | |

³ China, Hong Kong, Macao, Japan, Taiwan

⁴ Brunei Darussalam, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

⁵ Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka

⁶ Kiribati, Papua New Guinea, Samoa, Tuvalu, Vanuatu

Programme (Tentative)

| Day 1: June 27 (Tues), 2017 | |
|-----------------------------|--|
| 09:00 ~09:10 | Registration |
| 09:10 ~10:00 | [Opening ceremony] <ul style="list-style-type: none"> • Opening remarks (UNITAR CIFAL Jeju / JITC) • Welcoming remarks by Jeju Special Self-Governing Province • Presentation on UNITAR and CIFAL Jeju • Self-introduction by participants • Official photos |
| 10:00 ~10:40 | [Keynote Speech] The Overview of Sustainable Tourism Development in the Aisa-Pacific Region - Amb. MA Young-sam, Director, UNITAR CIFAL Jeju |
| 10:40 ~ 11:00 | Coffee break |
| 11:00 ~12:10 | [Session 1] The Global Trends of Sustainable Tourism and the UN SDGs - UN WTO |
| 12:20 ~13:30 | Lunch |
| 13:40 ~15:00 | [Session 2] Understanding of Ecotourism: Concept, Products and Ecotourists |
| 15:00~15:20 | Coffee break |
| 15:20 ~16:30 | [Session 3] Climate Change and Sustainable Tourism: Opportunities and Challenges for Tourism in Coastal Destinations |
| 16:30~16:40 | Coffee break |
| 16:40~17:50 | Case study presentation I By participants |
| 18:10 ~ 20:00 | Welcome dinner |

| Day 2: June 28 (Weds), 2017 | |
|-----------------------------|---|
| 09:00 ~09:10 | Report of day 1 |
| 09:10 ~10:20 | [Session 4-1] Sustainable Tourism Policy for Coastal Regions: Tourism as an Economic and Social Development Tool |
| 10:20 ~10:40 | Coffee break |
| 10:40 ~11:50 | [Session 4-2] Environmental Conservation and Eco-tourism |
| 12:00 ~13:00 | Lunch |
| 13:10 ~ 14:10 | Case study presentation II By participants |
| 14:10 ~ 14:20 | Coffee break |
| 14:20 ~15:30 | [Session 5] Sustainable Tourism Finance and Investment - <i>Randy Durband</i> |
| 15:10 ~15:20 | Coffee break |
| 15:20 ~16:30 | [Session 6-1] Resource Management for Sustainable tourism: Sustainable Consumption & Production I |
| 16:30 ~16:40 | Coffee break |
| 16:40 ~ 17:50 | [Session 6-2] Resource Management for Sustainable tourism: Sustainable Consumption & Production II |
| 17:50~ | Dinner hosted by UNITAR CIFAL Jeju |

| Day 3: June 29 (Thur), 2017 | |
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| 09:00 ~09:10 | Report of Day 2 |
| 09:10 ~10:20 | Case study presentation III By participants |
| 10:20 ~10:40 | Coffee break |
| 10:40 ~11:40 | [Session 7] Tourism Marketing Strategies for Coastal Destinations |
| 11:40 ~11:50 | Coffee break |
| 11:50 ~12:50 | [Session 8] Sustainable Tourism Development for Coastal Regions: case studies |
| 13:00~14:00 | Lunch |
| 14:00 ~15:20 | [Session 9-1] UNITAR “CityShare” Methodology <ul style="list-style-type: none"> • Introduction • Knowledge asset • Knowledge fair |
| 15:20 ~15:30 | Coffee break |
| 15:30~16:50 | [Session 9-2] UNITAR “CityShare” Methodology <ul style="list-style-type: none"> • Group presentation • Making Action plans (individually) |
| 16:50~17:00 | Coffee break |
| 17:00~17:50 | [Closing Ceremony] <ul style="list-style-type: none"> • Awarding Certificates • Closing Remarks |
| 18:00~ | Farewell Dinner |

| Day 4: June 30 (Fri), 2017 | |
|----------------------------|----------------|
| 09:00 ~13:00 | Site Visit (1) |
| 13:00 ~14:00 | Lunch |
| 14:00 ~16:00 | Site Visit (2) |