

2019 서울 평화·공정관광 국제포럼

Seoul International Forum on
Peace and Fair & Sustainable Tourism



19 September, 2019 | Millennium Seoul Hilton

Hosted by



Organized by



In Collaboration with



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환영사

박원순 (서울특별시장)

안녕하세요.

2019 서울 평화·공정관광 국제포럼에 참여해주신 그리고 관심을 가져주신 여러분을 환영합니다.

관광은 경제적·산업적 측면 뿐만 아니라 사회·인문학 측면에서도 매우 중요한 역할을 합니다. 전 세계 GDP의 10%를 차지하고, 전세계 일자리의 1/10을 창출하는 중요한 산업이고, 고부가가치 산업입니다. 또한, 관광은 사람 간, 지역 간, 국가 간 이동을 통하여 사회·문화·경제 등 모든 분야의 교류를 촉진시키고 상호이해의 폭을 넓혀 갈등과 분쟁을 줄이는 역할을 합니다.

하지만, 관광으로 인한 부작용과 피해 역시 상존하고 있습니다. 오버투어리즘과 생태계 파괴, 불공정한 분배 등은 지속가능한 성장을 가로막고 있습니다. 관광객, 주민, 관광업체, 환경, 미래세대 등 관광을 둘러싼 모든 주체가 상생하고 공존할 수 있는 방안을 찾아나가야 합니다.

이렇듯 전 세계적으로 관광의 중요성은 갈수록 커져가고 있고, 더 많은 역할을 기대합니다.

이번 서울 평화·공정관광 국제포럼은 UNWTO(유엔 세계관광기구)를 비롯하여 국내외 많은 전문가들과 관광업계 등이 모여 관광을 통한 지속가능한 발전을 위해 논의하는 자리입니다. 관광을 통한 평화달성과 공정한 관광은 결국 지속가능한 성장으로 귀결될 것입니다.

지속가능한 발전은 현재를 살아가는 우리 모두의 바람이자 목표입니다.

서울시는 유엔 세계관광기구(UNWTO)와 함께 이를 실천하고자 “SDGs(지속가능한 발전 목표) 실현을 위한 평화·공정관광”이라는 주제로 이번 포럼을 개최합니다.

2019 서울 평화·공정관광 국제포럼에 많은 관심과 참여를 부탁드립니다.

서울특별시장 박원순



Welcoming Remarks

Won-soon PARK (Mayor, Seoul Metropolitan Government)

Ladies and gentlemen,

I would like to welcome all of you who have participated and taken interest in the Seoul International Forum on Peace and Fair & Sustainable Tourism 2019.

Tourism plays an important role not only in the economic and industrial aspect but also in the domain of society and humanities. Indeed, tourism is a high value-added industry that takes up 10% of the global GDP and creates 10% of the jobs world-wide. Also, tourism promotes exchanges in all areas including society, culture and economy and encourages mutual understanding through the movement between people, regions and countries, thereby reducing conflicts and disputes.

Unfortunately, there are side effects and damage caused by tourism as well. In fact, over-tourism, destruction of the eco-system and unfair distribution have hindered sustainable growth. We must find a win-win solution for all stakeholders including tourists, residents, tourism businesses, the environment and future generations to prosper together and co-exist in harmony.

Granted, tourism has become more important across the world, and it is expected to play more roles today.

This year's Seoul International Forum on Peace and Fair & Sustainable Tourism will be a place where experts from home and abroad including the UNWTO and representatives of the industry convene and discuss ways to achieve sustainable growth through tourism. Achieving peace through tourism and fair tourism will ultimately result in sustainable growth.

Sustainable growth is the current generation's hope and goal.

Against this backdrop, the Seoul Metropolitan Government is hosting this forum under the theme of "Peace and Fair & Sustainable Tourism for achieving SDGs" in collaboration with the UNWTO.

I would like to ask for your strong support and active participation in the Seoul International Forum on Peace and Fair & Sustainable Tourism 2019.

Won-soon PARK, Mayor of Seoul

행사개요

행사명	2019 서울 평화·공정관광 국제포럼
주제	SDGs 실현을 위한 평화·공정관광
일시	2019. 9. 19.(목) 10:00 ~ 18:00
장소	밀레니엄 서울 힐튼 호텔 11층(지하 1층), 그랜드 볼룸
언어	한국어-영어 (동시통역)
주최	서울특별시
주관	서울특별시, 서울관광재단
후원	UNWTO, 제주특별자치도

Overview

Title	2019 Seoul International Forum on Peace and Fair & Sustainable Tourism
Theme	Peace and Fair & Sustainable Tourism for achieving SDGs
Date and Time	19 September, 2019, 10:00 ~ 18:00
Venue	Millennium Seoul Hilton Hotel LL Floor, Grand Ballroom
Language	Korean-English (Simultaneous interpretation)
Host	Seoul Metropolitan Government
Organizer	Seoul Metropolitan Government, Seoul Tourism Organization
In Collaboration with	UNWTO, Jeju Special Self-Governing Province

프로그램

시간 / 장소	프로그램
10:00 - 10:30 그랜드 볼룸 ABC	<p>개막식</p> <p>[개회사] 김철원 평화·공정관광 조직위원장 [환영사] 강태웅 서울특별시 행정1부시장 [축사] 이재성 서울관광재단 대표이사 [영상축사] Zurab POLOLIKASHVILI UNWTO 사무총장</p>
10:30 - 12:10 그랜드 볼룸 ABC	<p>세션 1 SDGs 실현을 위한 평화공정관광</p> <p>[좌장] 김철원 경희대학교 교수 [발제] Louis D'AMORE 관광을 통한 국제평화연구소 창립자 Andy RUTHERFORD Fresh Eyes-People to People Travel 대표 [패널] 임영신 이매진피스 대표 홍양호 국민대학교 한반도미래연구원 원장 Ricardo VALENTE 포르투 관광청 이사회 의장 Anita MENDIRATTA ANITA MENDIRATTA & Associates 창립자 및 대표</p>
12:10 - 14:00 그랜드 볼룸 로비	오찬
14:00 - 15:40 그랜드 볼룸 A	<p>세션 2-1 스포츠를 활용한 평화관광</p> <p>[좌장] 진홍석 (사)한국마이스융합리더스포럼 회장 [발제] Ion VILCU UNWTO 찬조회원국 국장 Harry CONNOLLY West Belfast 대표 [패널] 김형우 스포츠조선 관광전문기자 / 관광경영학 박사 민경석 한국관광공사 국민관광본부장 오익근 계명대학교 교수</p>
14:00 - 15:40 그랜드 볼룸 C	<p>세션 2-2 SDGs 달성을 위한 도시관광 전략과 방법 (Goal 11, 12, 16을 중심으로)</p> <p>[좌장] 한범수 경기대학교 교수 / 서울관광발전협의회 위원장 [발제] Ricardo VALENTE 포르투 관광청 이사회 의장 [패널] 김정식 세상에 없는 여행 대표이사 변재문 세종대학교 호텔관광대학 조교수 Sri MUJIYATI ViaVia Jogja 책임자 황해국 UNWTO 아시아 태평양 지역국 부국장</p>
15:40 - 16:00 그랜드 볼룸 로비	커피 브레이크

시간 / 장소	프로그램
16:00 - 17:40 그랜드 볼룸 A	세션 3-1 평화관광을 위한 서울의 역할과 과제 [좌장] 나효우 착한여행 대표 [발제] Anita MENDIRATTA ANITA MENDIRATTA & Associates 창립자 및 대표 Simon COCKERELL 고려투어 대표 [패널] 김상태 한국문화관광연구원 선임연구위원 박현선 이화여자대학교 북한학과 교수 Anton SCHOLZ 코리아컨설팅 대표, 프리랜서 저널리스트
16:00 - 17:40 그랜드 볼룸 C	세션 3-2 관광의 전환 _ 지역과 삶을 지키는 관광 [좌장] 임영신 이매진피스 대표 [발제] Sri MUJIYATI ViaVia Jogja 책임자 [패널] 고두환 (주)공감만세 대표이사 Andy RUTHERFORD Fresh Eyes-People to People Travel 대표 이한호 쥬스컴퍼니 대표이사 정란수 한양대학교 겸임교수 / 프로젝트수 대표
17:40 - 18:00 그랜드 볼룸 A	종합 세션 (평화관광) [좌장] 김철원 경희대학교 교수 [패널] 나효우 착한여행 대표 진홍석 (사)한국마이스융합리더스포럼 회장
17:40 - 18:00 그랜드 볼룸 C	종합 세션 (공정관광) [좌장] 이훈 한양대학교 교수 / 한국관광학회 수석 부회장 [패널] 임영신 이매진피스 대표 한범수 경기대학교 교수 / 서울관광발전협의회 위원장

Program

Time / Venue	Program
<p>10:00 - 10:30 Grand Ballroom ABC</p>	<p>Opening Ceremony [Opening Remarks] Chulwon KIM Chair of the Organizing Committee of Peace and Fair & Sustainable Tourism [Welcoming Remarks] Tae-Woong KANG Vice Mayor 1, Seoul Metropolitan Government [Congratulatory Remarks] Jaesung RHEE President & CEO, Seoul Tourism Organization [Congratulatory Video Message] Zurab POLOLIKASHVILI Secretary-General, UNWTO</p>
<p>10:30 - 12:10 Grand Ballroom ABC</p>	<p>Session 1 Peace and Fair & Sustainable Tourism for achieving SDGs [Moderator] Chulwon KIM Professor, Kyung Hee University [Speakers] Louis D'AMORE Founder and President, International Institute for Peace through Tourism (IIPT) Andy RUTHERFORD Director, Fresh Eyes-People to People Travel [Panels] Maria Youngsin LIM Co representative, Imagine peace Yang Ho HONG Director, Kookmin University Future Korea Institute Ricardo VALENTE Chairman of the Board, Porto and North Tourism Association Anita MENDIRATTA Founder & President, ANITA MENDIRATTA & Associates</p>
<p>12:10 - 14:00 Grand Ballroom Lobby</p>	<p style="text-align: center;">Luncheon</p>
<p>14:00 - 15:40 Grand Ballroom A</p>	<p>Session 2-1 Promoting peace tourism through sports [Moderator] Hong-Seok JIN Chairman, Korea MICE Convergence Leaders Forum [Speakers] Ion VILCU Director of Affiliate Member Department, UNWTO Harry CONNOLLY Executive Director, West Belfast [Panels] Hyung Woo KIM Professional Travel Editor, The Sportschosun (Daily Newspaper) / Ph.D. Tourism Management Gyeongsuk MIN Executive Vice President for National Tourism, Korea Tourism Organization Ickkeun OH Professor, Keimyung University</p>

Time / Venue	Program
14:00 - 15:40 Grand Ballroom C	<p>Session 2-2 Urban tourism strategies and options for achieving SDGs (Goals 11, 12, and 16)</p> <p>[Moderator] Beom Soo HAN Professor, Kyonggi University / Chairman, Seoul City Tourism Industry Committee</p> <p>[Speaker] Ricardo VALENTE Chairman of the Board, Porto and North Tourism Association</p> <p>[Panels] Jung Sic KIM CEO, ONLYTOUR Jaemun BYUN Assistant Professor, College of Hospitality and Tourism, Sejong University Sri MUJIYATI Director, ViaVia Jogja Harry Hae-Guk HWANG Deputy Director of Regional Department for Asia and the Pacific, UNWTO</p>
15:40 - 16:00 Grand Ballroom Lobby	Coffee Break
16:00 - 17:40 Grand Ballroom A	<p>Session 3-1 The roles and challenges of Seoul in promoting peace tourism</p> <p>[Moderator] Hyowoo NA CEO, Good Travel</p> <p>[Speakers] Anita MENDIRATTA Founder & President, ANITA MENDIRATTA & Associates Simon COCKERELL General Manager, Koryo Tours</p> <p>[Panels] Sang Tae KIM Senior Research Fellow, Korea Culture & Tourism Institute Hyun-Sun PARK Professor, North Korean Studies, Ewha Womans University Anton SCHOLZ CEO, Korea-Consult / Freelancer Journalist</p>
16:00 - 17:40 Grand Ballroom C	<p>Session 3-2 Transforming tourism for Localhood and sustainable life</p> <p>[Moderator] Maria Youngsin LIM Co representative, Imagine peace</p> <p>[Speakers] Sri MUJIYATI Director, ViaVia Jogja</p> <p>[Panels] Doohwan KO CEO, FAIR TRAVEL KOREA Andy RUTHERFORD Director, Fresh Eyes-People to People Travel Han Ho LEE CEO, Juce Comefunny Inc. Ransoo JEONG Adjunct Professor, Hanyang University / Representative Consultant, Project Soo</p>
17:40 - 18:00 Grand Ballroom A	<p>Wrap-up Session (Peace Tourism)</p> <p>[Moderator] Chulwon KIM Professor, Kyung Hee University</p> <p>[Panels] Hyowoo NA CEO, Good Travel Hong-Seok JIN Chairman, Korea MICE Convergence Leaders Forum</p>
17:40 - 18:00 Grand Ballroom C	<p>Wrap-up Session (Fair & Sustainable Tourism)</p> <p>[Moderator] Hoon LEE Professor, Hanyang University / Senior Vice President, Korean Society of Tourism</p> <p>[Panels] Maria Youngsin LIM Co representative, Imagine peace Beom Soo HAN Professor, Kyonggi University / Chairman, Seoul City Tourism Industry Committee</p>

Session 1

SDGs 실현을 위한 평화·공정관광

Peace and Fair & Sustainable Tourism for achieving SDGs

좌장 / Moderator

김철원 / Chulwon KIM

경희대학교 교수 / Professor, Kyung Hee University

발제 / Speakers

Louis D'AMORE

관광을 통한 국제평화연구소 창립자 /

Founder and President, International Institute for Peace through Tourism (IIPT)

Andy RUTHERFORD

Fresh Eyes-People to People Travel 대표 / Director, Fresh Eyes-People to People Travel

패널 / Panels

임영신 / Maria Youngsin LIM

이매진피스 대표 / Co representative, Imagine peace

홍양호 / Yang Ho HONG

국민대학교 한반도미래연구원 원장 / Director, Kookmin University Future Korea Institute

Ricardo VALENTE

포르투 관광청 이사회 의장 /

Chairman of the Board, Porto and North Tourism Association

Anita MENDIRATTA

ANITA MENDIRATTA & Associates 창립자 및 대표 /

Founder & President, ANITA MENDIRATTA & Associates



김철원 (경희대학교 교수)

Chulwon KIM (Professor, Kyung Hee University)

김철원 교수는 경희대학교 호텔관광대학 교수로 국제 및 지역관광경쟁력, 지속가능한 관광, 문화관광, 국제관광 정책, MICE 분야 및 남북평화관광에서 연구 및 교육을 수행하고 있는 전문가이다. 호텔관광대학 학장 및 대학원장, 한국컨벤션학회 회장, 한국지식경영학회 회장을 역임하였고 현재 2019 서울 평화 공정관광포럼 조직위원장을 맡고 있다.

Chulwon Kim is a professor from College of Hotel & Tourism Management at Kyung Hee University. Professor Kim is an expert on regional tourism competitiveness, competitive edges and policies of sustainable, cultural and international tourism, MICE sectors, and peace tourism which are the main focus of his research and activities. He served as dean of College, president of the Knowledge Management Society of Korea and he has now served as committee chairs of 2019 Seoul International Forum on Peace and Fair & Sustainable Tourism.



Louis D'AMORE (관광을 통한 국제평화연구소 창립자)

Louis D'Amore (Founder and President, International Institute for Peace through Tourism (IIPT))

Louis D'Amore 박사는 '관광을 통한 평화추구 국제기구(IIPT)'의 설립자이자 대표자다. 그는 1986년 IIPT를 설립한 이후 세계에서 처음으로 여행과 관광업계를 '글로벌 평화 산업'으로 홍보하는데 중요한 역할을 해오고 있다. 그의 '관광을 통한 평화' 개념에는 자연과의 평화 등이 있으며, 이에 맞춰 1970년대 중반 세계 최초로 관광의 미래에 관한 포괄적 연구를 수행한 후 Louis D'Amore 박사는 사회 환경적으로 책임 있는 관광의 개척자였다. 그는 그 후 1993년에 세계 최초의 '지속 가능 관광을 위한 윤리 강령과 지침'을 개발했다. 그는 1988년에 68개국에서 800여명이 참여한 '첫 국제 회의: 관광-평화를 위한 활력'을 주관하면서 지속가능한 관광 개발의 개념과 '관광의 보다 높은 목적'과 관련한 새로운 패러다임을 처음으로 선보였다. 이후에도 평화와 빈곤 감소 및 지속가능한 세상에 기여하는 관광의 역할과 관련해 전 세계 여러 지역에서 국제 회의를 주관했다. 1992년 캐나다 건국 125주년을 기념하는 IIPT의 '캐나다 전역의 평화 공원' 프로젝트를 통해 캐나다 전역의 350개 도시와 마을은 평화를 위해 공원을 헌납했고, 해당 프로젝트는 IIPT 글로벌 평화 공원 프로젝트의 기초가 됐다.

Dr. Louis D'Amore is Founder and President of the International Institute for Peace through Tourism (IIPT). He has been instrumental in promoting the travel and tourism industry as the world's first 'Global Peace Industry' since the founding of IIPT in 1986. His concept of 'Peace through Tourism' includes peace with nature and accordingly, he has been a pioneer in socially and environmentally responsible tourism since conducting the world's first comprehensive study on the future of tourism in the mid-1970's and subsequently in 1993 developing the world's first "Code of Ethics and Guidelines for Sustainable Tourism." In 1988, he organized the First Global Conference: Tourism - A Vital Force for Peace, bringing together 800 participants from 68 countries and introducing for the first time the concept of Sustainable Tourism Development and a new paradigm for a "Higher Purpose of Tourism." He has since organized international and global conferences in regions throughout the world focusing on the role of tourism in contributing to peace, poverty reduction and a sustainable world. The IIPT 'Peace Parks across Canada' project commemorating Canada's 125th birthday in 1992 resulted in 350 cities and towns across Canada dedicating a park to peace and has been the foundation for the IIPT Global Peace Parks Project.



Andy RUTHERFORD (Fresh Eyes-People to People Travel 대표)
 Andy RUTHERFORD (Director, Fresh Eyes-People to People Travel)

Andy는 영국에 본부를 둔 개발정책단체인 원월드액션(One World Action)의 국제 파트너십 책임자였다. 그는 지난30년 동안 아시아, 아프리카 및 중앙 아메리카에서 지역사회에 기반을 두고 민족 단체와 협력해왔다. 그는 개발연구 학위를 바탕으로 두고 녹색 혁명의 사회 경제적 효과에 관한 영국-인도 공동연구 프로그램에서 시작해 아시아, 아프리카 및 라틴 아메리카 전역에 걸친 풀뿌리 조직과 여성 조직과의 협업으로 경력을 발전시켜 나갔다. 그는 인도에 있는 단체에서 처음으로 일을 시작했고, 그 후 영국에 본부를 둔 두 단체, 워온원트(War on Want, 1985년-1990년) 및 원월드액션(One World Action, 1990년- 2011년)과 함께 일했다. Andy는 현재 영국 최초의 비영리 관광 회사인 "새로운 시각- 사람 대 사람의 여행(Fresh Eyes - People to People Travel)"을 설립 중이다. 이 회사는 사려 깊고 사회적으로 책임 있는 여행을 장려하고, 연대감과 여행을 연결한다.

그는 '변화하는 관광 아젠다(<http://www.transforming-tourism.org/>)'를 개발했던 조직들 간 네트워크의 일원이다. 그는 1996년부터 아시아-유럽민중포럼(AEPF) 국제조직위원회의 핵심 회원으로 활동하고 있고, 2000년 서울에서 열린 제 3차 AEPF의 공동 주최자였다.

Andy was the Head of International Partnerships of the UK based development and policy agency One World Action. He has worked with community based and peoples organisations in Asia, Africa and Central America over the last 30 years. Building on his degree in Development Studies, his career evolved from being a member of a joint UK-India research programme on the social and economic effects of the Green Revolution to working with grassroots and women's organisations across Asia, Africa and Latin America. He worked first with organisations in India and then with two UK based organisations, War on Want (1985-1990) and One World Action (1990 to 2011). Currently Andy is establishing what is said to be the UK's first not-for-profit tour company, Fresh Eyes - People to People Travel.

This is encouraging thoughtful, socially responsible travel and linking solidarity and travel together. He was part of the network of organisations that developed the Transforming Tourism Agenda(<http://www.transforming-tourism.org/>). Since 1996 he has been a core member of the International Organising Committee of the Asia Europe People's Forum (AEPF). He was a co-organiser of AEPF3 in Seoul in 2000.



임영신 (이매진피스 대표)
Maria Youngsin LIM (Co representative, Imagine peace)

1994년 시민사회에서 활동을 시작한 임영신은 2003년 이라크 반전평화운동을 위해 전쟁 직전의 바그다드로 떠나는 먼 길을 통해 평화의 여정을 시작했다. 2003년 이후 세계 분쟁지역 지도를 들고 국경을 넘는 여행, 경계를 넘는 만남을 화두로 팔레스타인에서 민다나오, 아체, 티벳에 이르기까지 아시아의 분쟁지역 곳곳에서 평화활동과 평화 도서관 프로젝트를 함께 해 왔다. 또한 여행을 통해 세상을 바꿀 수 있다는 희망으로 2006년 이매진피스를 창립, 가치와 대안의 키워드로 세상의 지도를 그려가는 새로운 여행자들과 함께하는 공정여행 축제, 2009년 최초의 공정여행 가이드 북 등을 통해 새로운 여행의 가능성을 열어왔다. 2015년 베를린, 베니스, 바르셀로나 등 오버투어리즘 현장 리서치를 시작으로 SDGs in Tourism 네트워크에 참여해 지속가능한 관광의 변환을 위한 실험과 실천에 함께 참여하고 있다. 2016년부터는 서울시와 함께하는 서울국제공정관광 컨퍼런스 조직위원으로 관광의 공공성, 시민의 삶을 중심에 둔 지속가능한 관광의 대안을 민관 거버넌스의 과정 속에서 모색해 가고 있다.

Maria Youngsin Lim started her activities in civil societies in 1994. For anti-war and peace campaigns in Iraq in 2003, she kicked off her long journey of peace, leaving for Baghdad, which was at the brink of war. Since 2003, under the theme of traveling across borders and meeting people beyond boundaries, she has worked on peace activities and peace library projects in every corner of the conflict regions ranging from Palestine to Mindanao, Aceh and Tibet. Furthermore, in the hope that travel can change the world, Maria Youngsin Lim founded Imagine Peace in 2006. Since then she has opened the possibilities of new travel through her first fair travel guidebook published in 2009 and fair travel festivals with new travelers who are creating a map of the world with keywords of value and alternatives. Since starting research on over-tourism sites, including Berlin, Venice, and Barcelona in 2015, she has engaged in the network for the sustainable development goals (SDGs) in tourism and participated in experiments and practices for a transformation towards sustainable tourism. As a member of the Organizing Committee for Seoul International Fair & Sustainable Tourism Forum hosted by the Seoul Metropolitan City Government since 2016, Maria Youngsin Lim has been looking for the alternative of sustainable tourism centered on the publicness of tourism and the citizens' lives in the process of the public and private governance.



홍양호 (국민대학교 한반도미래연구원 원장)

Yang Ho HONG (Director, Kookmin University Future Korea Institute)

-
- 국민대 한반도미래연구원장, 통일신문사 회장 (현재)
 - 통일연구원 석좌연구위원 (2016-2018)
 - 서울대 행정대학원 객원교수 (2015-2017)
 - 한국행정학회 통일특별위원회 위원장 (2011)
 - 이화여자대학교 초빙교수 (북한학협동과정) (2011)
 - 개성공업지구지원재단 (Gaeseong Industrial District Foundation) 이사장 겸 개성공업지구관리위원회 (Kaesong Industrial District Management Committee) 위원장 (2011 - 2014)
 - 통일부 (ministry of Unification) 차관 (2008-2010)
 - Visiting Fellow of Hudson Institute (2002-2003)
 - 단국대 대학원 정치외교학과 박사 (Ph.D.) 졸업 (1998)
 - Univ. of Georgia 정치학과 석사 (M.A.) 졸업 (1986)
-
- President of Kookmin University Future Korea Institute & Chairman of the Tongil Shinmun (Present)
 - Chair Researcher of Korea Institute for National Unification (KINU) (2016 - 2018)
 - Visiting Professor of Seoul National University, Graduate School of Public Administration (2015-2017)
 - Chairman of Special Committee on Unification of the Korean Association for Public Administration (2011)
 - Visiting Professor at Ewha Womans University (North Korean Studies Program) (2011)
 - Director of Gaeseong Industrial District Foundation & Chairman of Kaesong Industrial District Management Committee (2011-2014)
 - Vice Minister of Unification, Republic of Korea (2008-2010)
 - Visiting Fellow of Hudson Institute (2002-2003)
 - Graduated with Ph.D. in political science studies from Dankook University Graduate School (1998)
 - Graduated with M.A. in political science studies from University of Georgia (1986)



Ricardo VALENTE (포르투 관광청 이사회 의장)
Ricardo VALENTE (Chairman of the Board, Porto and North Tourism)

Ricardo Valente는 경제, 관광 및 상업을 위한 시의회의원 겸 유럽기금을 위한 시의회의원이다. 그는 인베스트포르투 (InvestPorto, 투자유치과) 및 관광 개발과 외부 홍보를 위한 포르투 컨벤션 뷰로 (CVB)를 담당하고 있다. 그는 포르투 비보 (Porto Vivo) - 포르투 도시재생협회의 비상임 이사이기도 하다.

Valente는 또한 포르투갈 포르투 대학교의 경제 경영 학부와 포르투 비즈니스 스쿨의 교수다. Valente는 1992년부터 2016년까지 증권사 이사로 자본시장의 위험관리 컨설팅 분야에서 일했다. 같은 기간 자산 관리(포르투갈의 최대 독립 자산 관리회사 CEO), 투자 은행(은행 이사)에서 근무했고, 또한 투자 컨설턴트였다. Valente은 포르투갈의 리스본 가톨릭대학교에서 재무학 석사 학위 및 재무 경영학석사 (MBA) 학위를 취득했고, 포르투 대학교에서 경제학 학사 학위를 취득했다. Valente은 위험 관리와 관련된 여러 서적의 저자다.

Ricardo Valente is City Councilor for Economy, Tourism and Commerce and City Councilor for European Funds. He is in charge of InvestPorto (Investment Attraction Division) and Porto Convention & Visitors Bureau (for tourism development and external promotion). He is also a non-executive board member of Porto Vivo - Porto Urban Rehabilitation Society. Mr. Valente is also a professor at the School of Economics and Management of the University of Porto and at PBS - Porto Business School. From 1992 to 2016, Mr. Valente worked in risk management consulting, capital markets (as director and board member of brokerage firms), asset management (as CEO of one of the largest independent asset management firms in Portugal), investment banking (as member of the board of a bank), and was also an investment consultant. Mr. Valente has a Master's degree in finance and a MBA in finance from the Catholic University of Lisbon, and a degree in Economics from the University of Porto. Mr. Valente is the author of several books on risk management.



Anita MENDIRATTA (ANITA MENDIRATTA & Associates 창립자 및 대표)

Anita MENDIRATTA (Founder & President, ANITA MENDIRATTA & Associates)

열성적인 관광 및 개발 실무자인 Anita Mendiratta는 처음에는 캐시컨설팅(CACHET CONSULTING)으로 시작된 아니타멘디라타 앤드 어소시에이츠(ANITA MENDIRATTA & Associates)의 창업자이자 대표다. 아니타멘디라타 앤드 어소시에이츠는 런던에 본사를 둔 국제 컨설팅업체다. 그는 세계 관광 기구 (UNWTO) 사무총장 특별 자문역도 수행하고 있다. Anita는 관광, 항공 및 개발 부문에 걸쳐 정부, 재계 및 국제기구 지도자들과 긴밀하게 협력하는 전략 자문역이자 여섯 차례 출간한 저자로서 전 세계적인 인정을 받고 있다. Anita는 일류 기업에서 근무하면서 전문적인 경력을 쌓기 시작했다. 많은 포춘 (Fortune) 500 대 기업과 영국 런던에 위치한 글로벌 미디어 커뮤니케이션 서비스 기업인 WPP의 글로벌 컨설팅 회사 한 곳에서 리더십 직책을 맡고 있다. 20년 이상의 전문적 글로벌 업무 경험 및 생활 경험, 공공 및 민간 부문에서 쌓은 실무 경험과 각기 다른 문화 간, 산업간 경험을 통해 Anita는 사회의 '심장 박동'을 느끼는 타고난 능력을 키웠다. 도전 등 변화에 직면한 국가에 영향을 미치고 영감을 불어넣는 경제적, 사회적, 정치적, 문화적 그리고 환경적 역학이 바로 그 심장 박동이다. 외교, 정부 및 비즈니스 분야 전반에 걸쳐 영향력을 동원하는 이미 입증된 민첩성과 통찰력을 바탕으로 Anita는 국가의 성장, 개발 및 부흥 분야의 전략가이자 자문역으로서 매우 인기 있는 인사다. Anita에게 정부와 기업을 연결하는 가교 역할이 점점 더 요구되고 있다. 그는 지도자들이 공동의 포부를 실현하기 위해 갈등을 해결하고 공동 의제 발전을 가능하게 하는 공통 분모를 찾는데 일조하면서, 그들이 공동의 염원을 실현하도록 도전해야 할 영역을 돌파하는데 지원을 한다. Anita는 최고 수준의 자문역이라는 국제적 명성 덕분에 인기있는 강연자, 사회자, 진행자, 이사회 회원 및 전 세계 지도자와 국가의 코치가 됐다.

A committed Tourism & Development practitioner, Anita Mendiratta is the Founder and President of ANITA MENDIRATTA & Associates (first launched as CACHET CONSULTING), a London-based international consulting firm. She is also honoured to serve as Special Advisor to the Secretary General of the United Nations World Tourism Organisation (UNWTO). Working closely with leaders in governments, businesses, and international organisations across the Tourism, Aviation and Development sectors, Anita is globally respected as a strategic advisor and six-time published author. Anita began her professional career along a blue chip corporate path, working in leadership positions in a number of Fortune 500 companies and within one of WPP's global consulting firms. Today, with over two decades of global professional working and living experience, Anita's hands-on, cross-cultural, cross-industry experience in both public and private sectors has created an innate ability to feel the 'heartbeat' of societies - the economic, social, political, cultural and environmental dynamics impacting and inspiring nations facing change, including confronting challenge. Importantly, with proven agility and acumen in mobilising impact across diplomatic, governmental and business spheres, Anita is highly sought after as both a strategist & advisor in the areas of national growth, development, and often, recovery. Anita is increasingly called upon to be the bridge between government and business, assisting leaders to address conflict and find common ground to enable advancement of common agendas, breaking through areas of challenges to realise shared aspirations. Anita's international reputation as a confidante at the highest levels, has become a sought after speaker, moderator, facilitator, Board member and coach for leaders and nations across the globe.

Session 1

SDGs 실현을 위한 평화공정관광


Peace and Fair & Sustainable Tourism for achieving SDGs

Speaker 1

Louis D'AMORE

관광을 통한 국제평화연구소 창립자

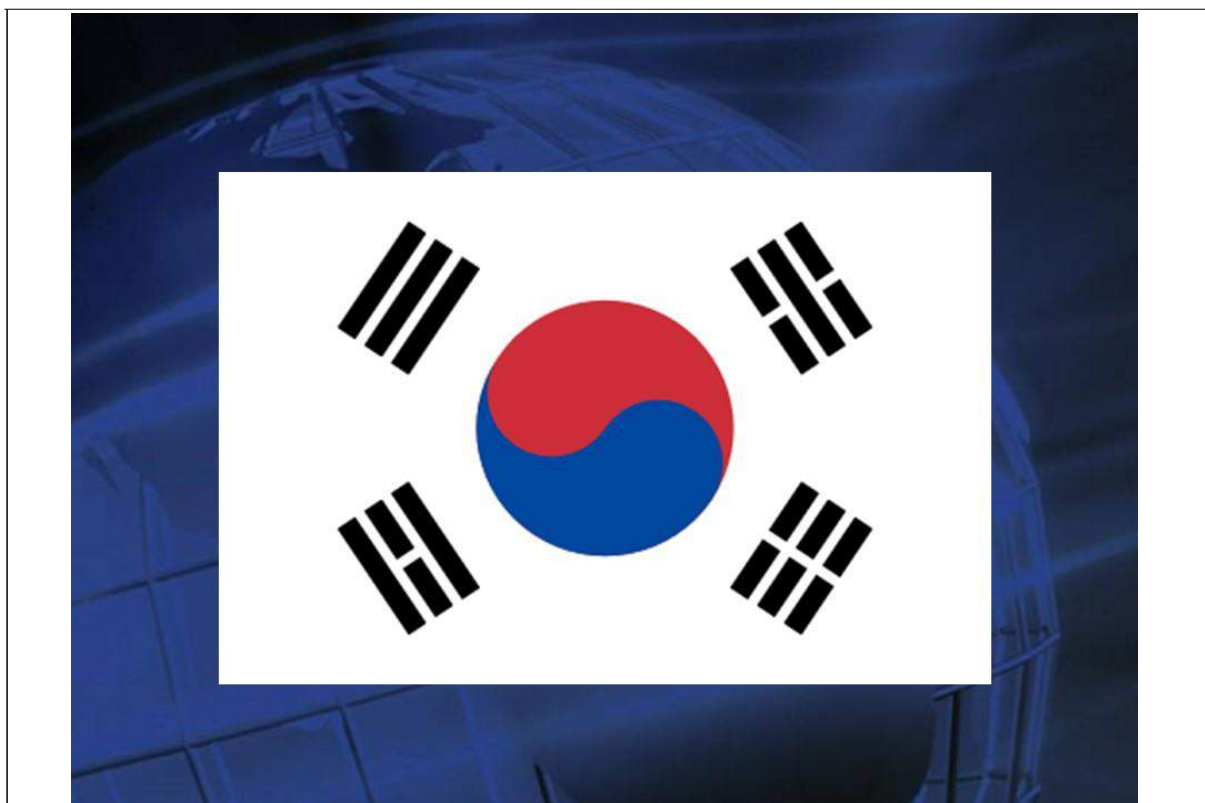

Founder and President, International Institute for Peace through Tourism (IIPT)



Seoul International Peace and Sustainable Tourism Forum

**Peace through Tourism
Culture and Sport**


**Louis D'Amore
IPT Founder and President**







"Ping Pong" Diplomacy



On the advice of advisor, Henry Kissinger, Nixon begins to work towards improving relations with Communist China, and getting out of SE Asia via "Vietnamization."

Using the US national table tennis team as a diplomatic tool in 1971, the gesture results in US recognition of the Communist gov't in China as the legitimate gov't.

Pres. Richard Nixon & Chairman Mao











Kim Dae-jung and Kim Jong-il raise their hands on June 14, 2000, ahead of their formal signing of an inter-Korean summit accord at the Baehwawon (One hundred flower garden) State Guest House in Pyongyang.



Nobel Committee chairman Gunner Berge delivers the Nobel Peace Prize medal and certificate to Kim Dae-jung on Dec.10, 2002.

Examples from other Countries

- Leadership commitment at all levels
- Key role of religious leaders
- Key role of teachers “movement for peace education”
- Key role by artists and cultural actors
- “One Million Women for Peace - Peace impossible Without Us”.
- Celebrate Peace and Cultural heritage with Festivals
- Peace Prize Award







World Military Budget

2018 US\$ 1.7 trillion

More than the GNP of any country in the world except 10
\$ 220 for every man woman and child in the world

When

1 of every 6 survives on \$1.65 a day or less

1 of every 2 on \$2.50 a day or less

1 of every 9 go to bed hungry

1 of every 4 never get a clean glass of water to drink

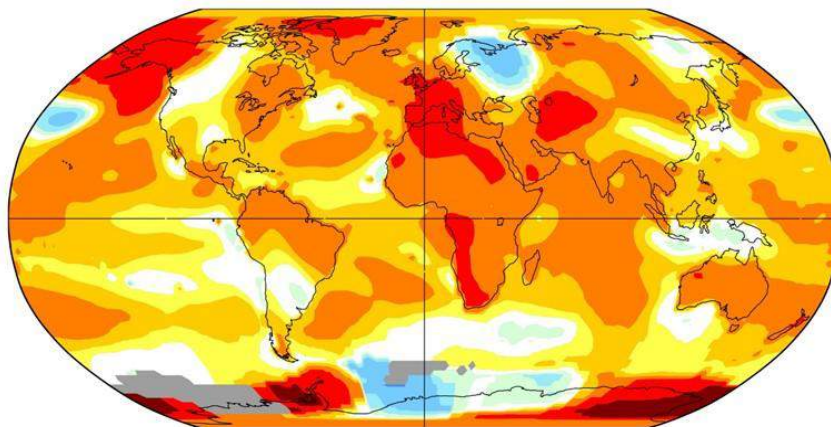
1 of every 3 lack proper sanitation

29,000 children die each day from preventable causes

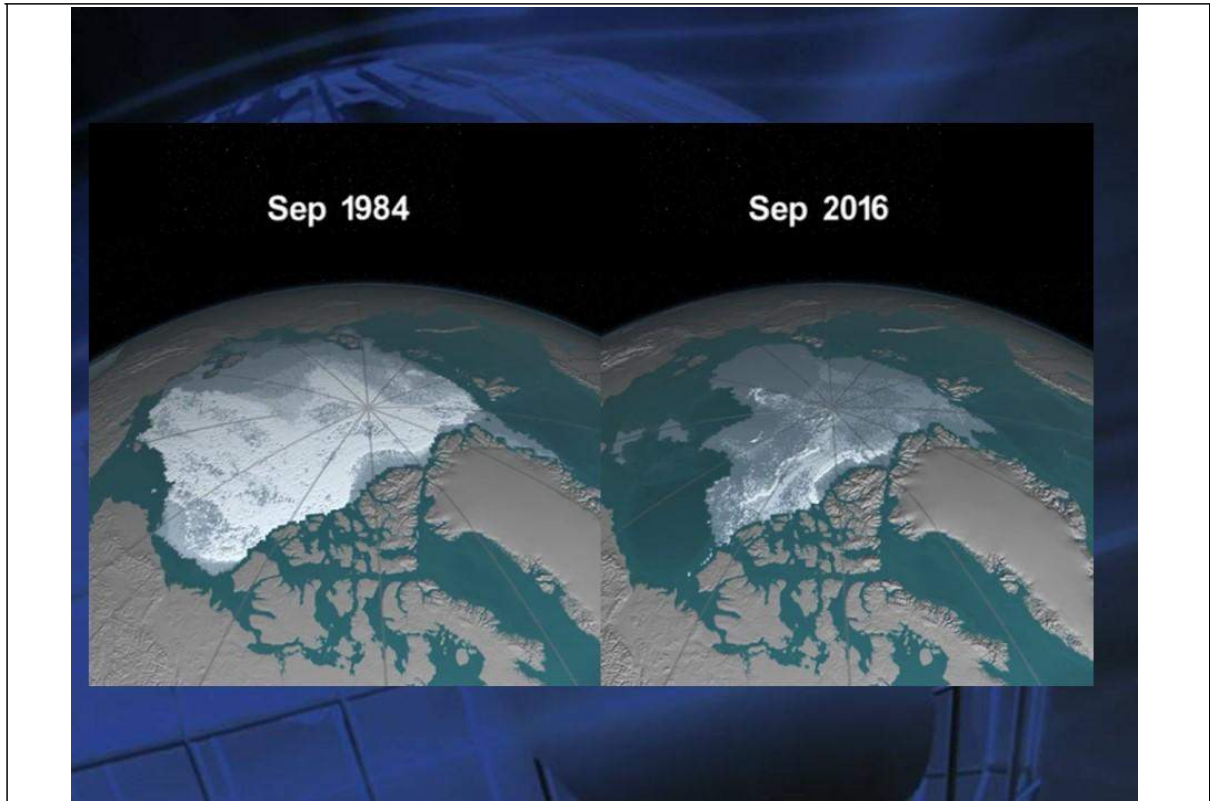
July 2019

L-OTI(°C) Anomaly vs 1951-1980

0.92



-4.1 -4.0 -2.0 -1.0 -0.5 -0.2 0.2 0.5 1.0 2.0 4.0 6.2





“Saving our planet, lifting people out of poverty, advancing economic growth... these are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women's empowerment. Solutions to one problem must be solutions for all.”



Ban Ki-moon
8th Secretary-General
of the United Nations



**Dr. Taleb Rifai – Chairman,
International Advisory Board**

“Travel & Tourism today is a powerful economic sector affecting and changing the lives of billions of people around the world,
Generating \$3.4 billion of global spending every
DAY
Creating 1 in 10 jobs all over the world, and
Representing 10.4 % of world GDP

**Every time we travel we become part
of a global movement that
has the power to drive positive
change for our planet and all people”**

The Exponential Growth of Travel & Tourism

1950 25 million international tourism arrivals

2006 850 million

2012 1 billion

2018 1.4 billion



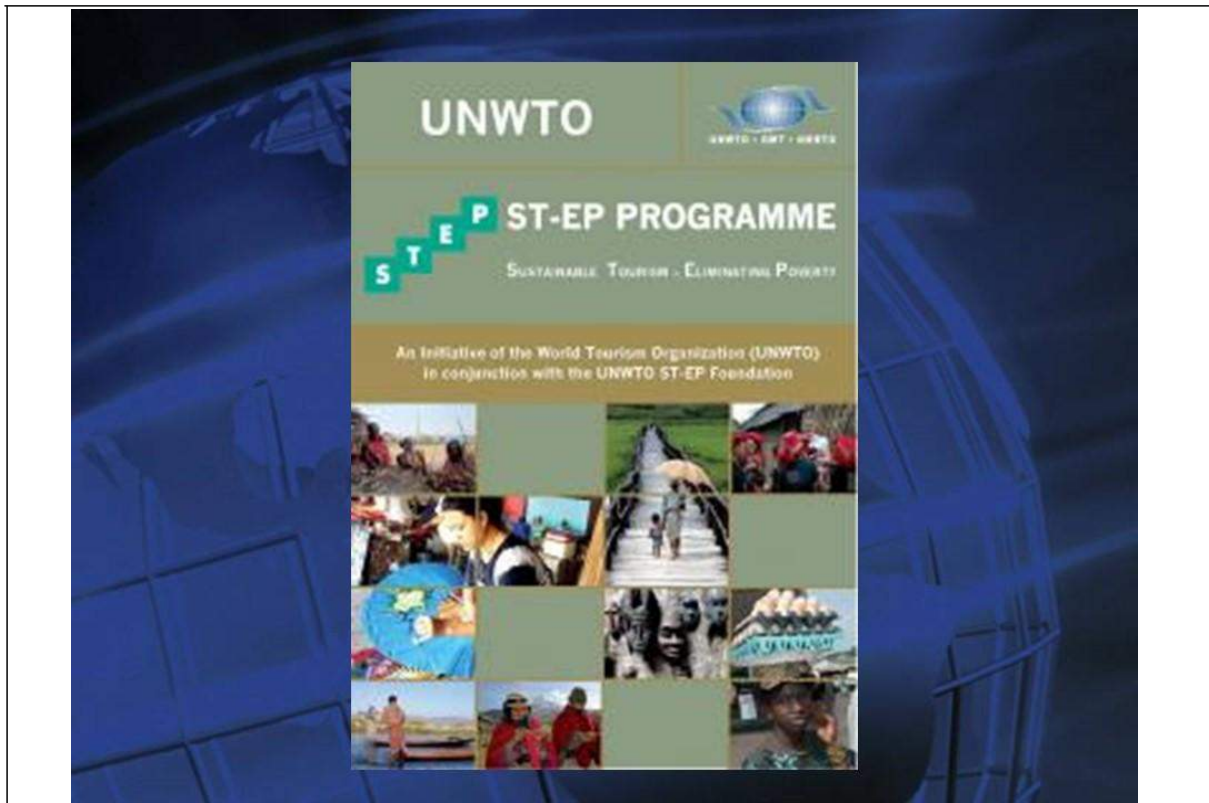
“Travel opens minds, open eyes, and open hearts making better people when we travel

Protecting our cultural and natural heritage, empowering local communities, breaking down stereotypes and enabling us to experience, enjoy and celebrate the beauty of our rich cultural diversity,

The transformative power of Travel and Tourism when well managed and utilized, is a cornerstone in establishing world peace and a better world, for all people and our planet,”









IIPT

Founded 1986

Vision
Travel and Tourism – the World’s first Global Peace Industry

Every Traveler is an Ambassador of Peace

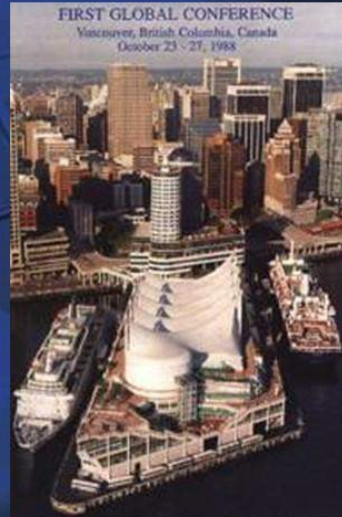
An illustration of a diverse group of people of various ages and ethnicities, all smiling and holding a globe of the Earth. The illustration is positioned at the bottom center of the slide.

IIPT Beginnings

1988 Vancouver Conference launch of "Peace through Tourism Movement"

Introduced:

- Concept of Sustainable Tourism
- New Paradigm for a "Higher Purpose of Tourism".



Promoting a "Higher Purpose" of Tourism

- Promoting international understanding
- Collaboration among nations
- Protecting the environment and preserving biodiversity
- Enhancing cultures and valuing heritage
- Sustainable development
- Poverty reduction and
- Healing wounds of conflict

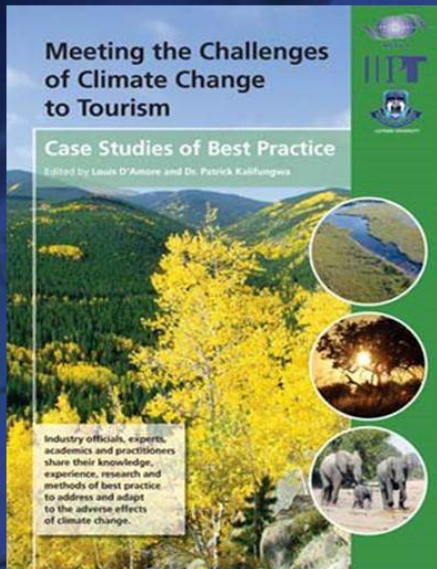
Educator Forums Student/Youth Leadership Forums



Awards & Scholarships



Meeting the Challenges of Climate Change to Tourism



Conference and Publication

Peace Parks across Canada

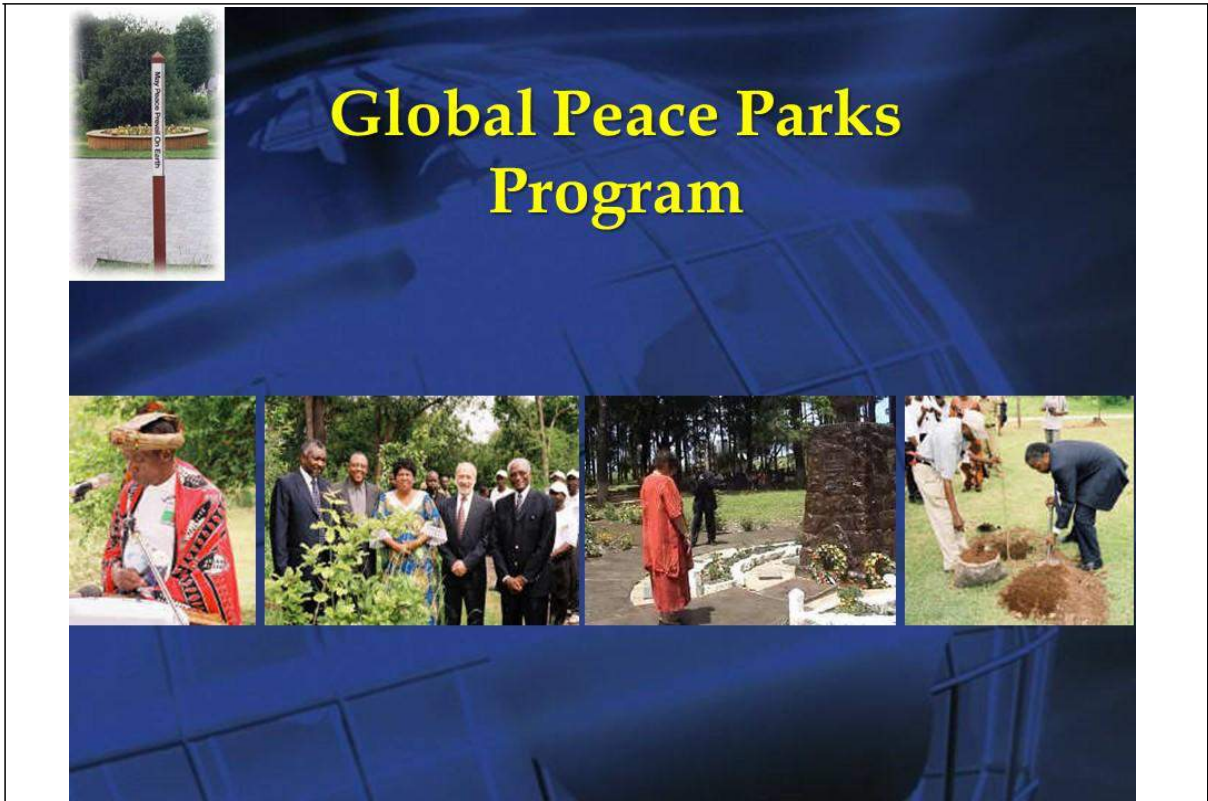
Commemorating Canada's 125th Birthday - 1992

350 Cities and Towns across Canada dedicating a Park to Peace
October 8, 1992 as National Peace Keeping Monument Unveiled in Ottawa



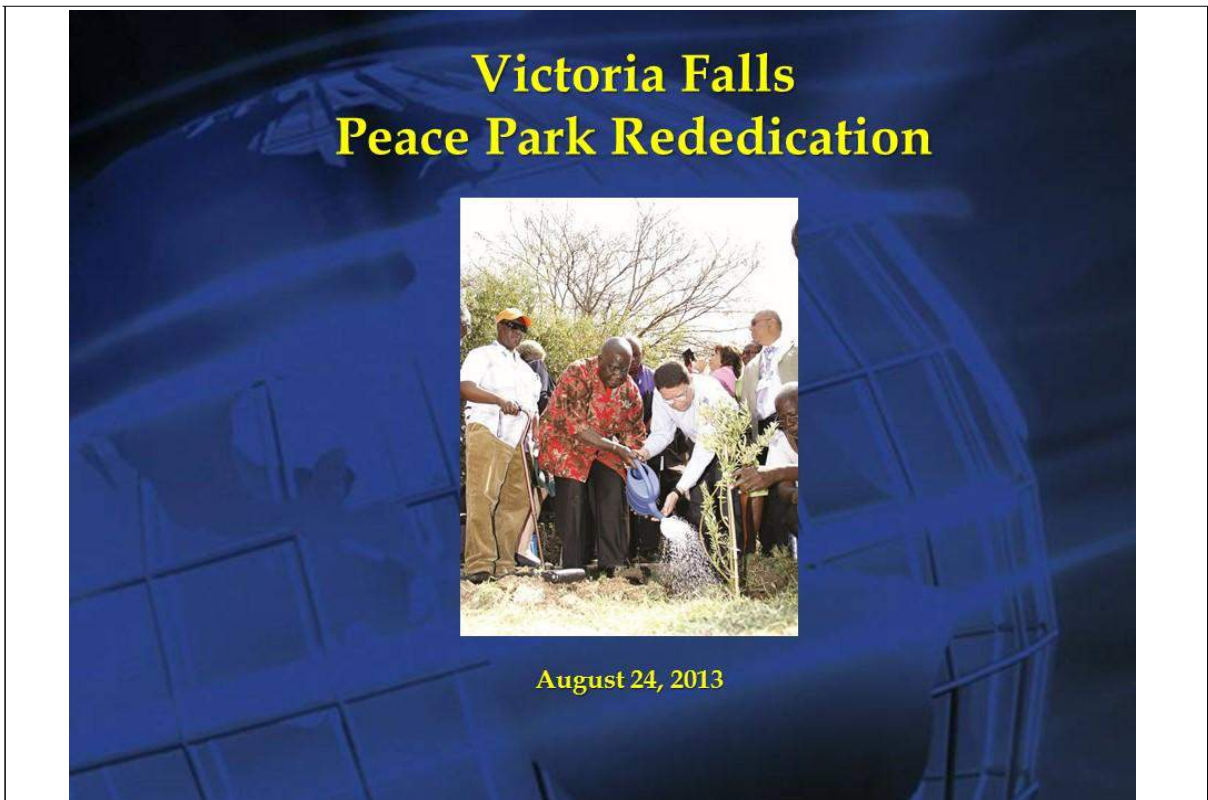
Each with a 'Bosco Sacro' - a Peace Grove of 12 trees representing Canada's 12 Provinces and Territories and a symbol of hope for the future.






Global Peace Parks Program

This banner features a blue background with a faint globe pattern. The title "Global Peace Parks Program" is written in large, bold, yellow font. The banner includes several small inset images: a wooden signpost in a park, a man in a red and white patterned shirt speaking at a podium, a group of people in formal attire standing together, a woman in a red dress standing in a park, and a man in a dark suit digging in the soil.



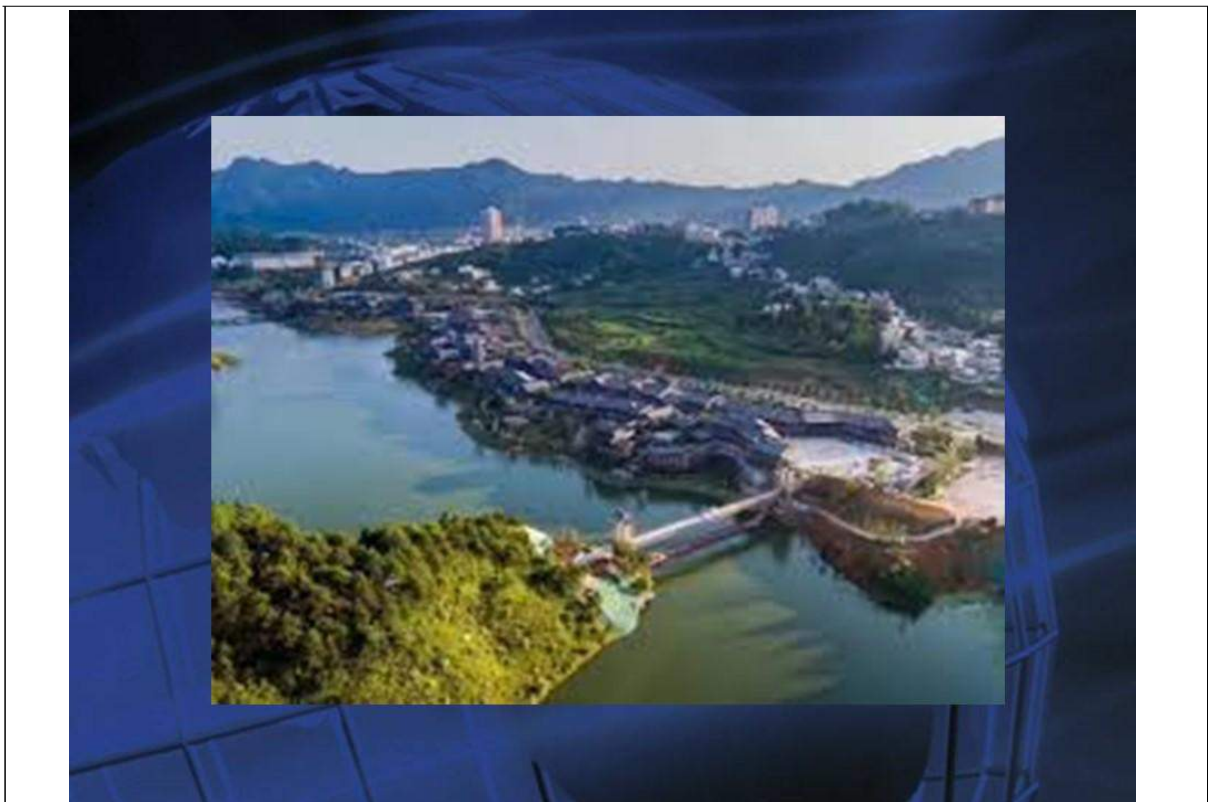
Victoria Falls Peace Park Rededication



August 24, 2013

This banner features a blue background with a faint globe pattern. The title "Victoria Falls Peace Park Rededication" is written in large, bold, yellow font. Below the title is a central photograph showing a group of people, including a man in a red patterned shirt and a man in a white shirt, participating in a tree-planting ceremony. The date "August 24, 2013" is written in yellow font below the photograph.







SEPTEMBER 20 – 27 DECLARED KOREAN PEACE TOURISM WEEK

September 21 – UN International Day of Peace
UN General Assembly New York

September 27 – World Tourism Day
Mercosur (Argentina, Brazil, Paraguay, and Uruguay)
proposed host

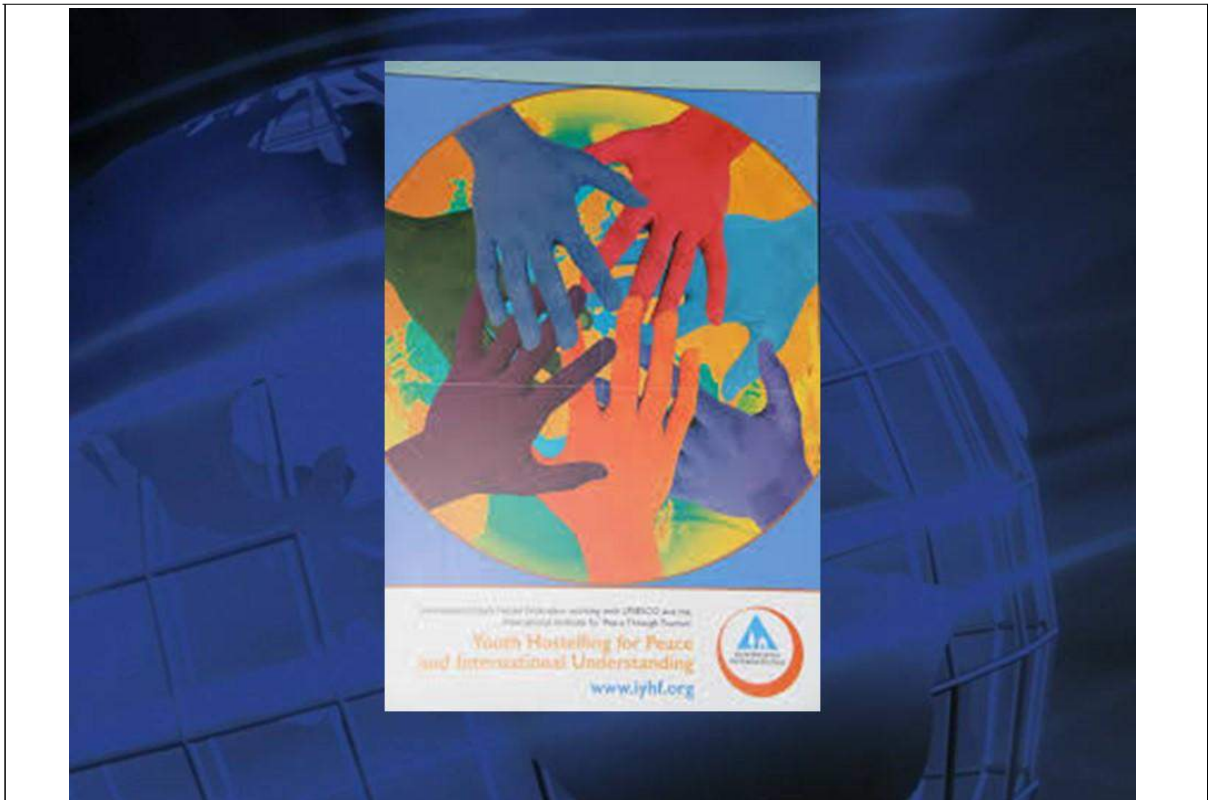
September 20 - IIPT Great Falls Peace Parks Project:
Iguasu Falls – Niagara Falls – Victoria Falls – Deitian Waterfalls



**Together we can
change the world.**

#OlympicPeace





Continued Sport Diplomacy



Continued Cultural Diplomacy




Chefs Peace Table




Education



IIPT Course




First online course of Tourism and Peace
IIPT International Institute for Peace through Tourism
www.PeaceTourism.org/onlinecourse

 Course
Networking
www.ihcon.com

Inter-Faith Conference






IIPT *Global Peace Parks Project*

WWI Centenary – No More War

75 th Anniversary of Hiroshima – Nagasaki

Sister Cities
Hiroshima – Nagasaki – Nanjing – Berlin – Moscow
Honolulu - Hanoi - Saigon -- Srebrenica - Kigali -
Flanders

Goal – 1,000 Peace Parks



UCLG
United Cities
and Local Governments

IIPT 35th Anniversary Global Summit



Ideal Legacy - DMZ as International Peace Park





“ONE EARTH ONE FAMILY”
[HTTP://WWW.PEACETOURISM.ORG](http://www.peacetourism.org)

I IPT Credo of the Peaceful Traveler

Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- Journey with an open mind and gentle heart
- Accept with grace and gratitude the diversity I encounter
- Revere and protect the natural environment which sustains all life
 - Appreciate all cultures I discover
 - Respect and thank my hosts for their welcome
 - Offer my hand in friendship to everyone I meet
- Support travel services that share these views and act upon them and,
- By my spirit, words and actions, encourage others to travel the world in peace

Session 1

SDGs 실현을 위한 평화공정관광

Peace and Fair & Sustainable Tourism for achieving SDGs

Speaker 2

Andy RUTHERFORD

Fresh Eyes-People to People Travel 대표

Director, Fresh Eyes-People to People Travel

Peace and Fair and Sustainable Tourism for achieving the SDGs- New paths and principles

Andy Rutherford, **Fresh Eyes** – People to People Travel cic, United Kingdom

Seoul International Forum on Peace and Fair & Sustainable Tourism 2019

Across communities, countries and our world we stand at a crossroads. Through the internationally agreed UN Sustainable Development Goals the agreements of COP 21 in Paris, both in 2015, and the clear statements of the United Nations Framework Convention on Climate Change (UNFCCC), we have clear, unambiguous agreement that we must transform our social and economic practice and our fundamental relationships with our environments, Our Nature, Our Commons.

Tourism is one of the most important industries of today's world. It has to be a key part of this transformation. Tourism must Transform and we all need to be part of this transformation.

I will outline the importance of establishing a commitment by all of us here today and everyone else who is part of tourism who is not here today to actively embrace Transforming Tourism and so be part of contributing to the Just, Equal, Inclusive and Environmentally respectful social and economic practices. This is a major and vital change.

We are travellers, hosts, guests, communities, businesses, local and urban municipalities and governments. We are all citizens, Fair Travel Citizens.

I call on us all to be part of building **Just-Green Tourism** and will share some key suggestions on how we can do this.

~

Why is it vitally important for us to be part of transforming tourism to enable it to both be fair and sustainable and to be a key part of building more just, equal and environmentally respectful economies and societies?

You all know the answer.

"The world third-largest export sector, tourism is a fast growing industry which accounts for 10.4% of the global GDP through its direct, indirect and induced effects, and represents one in 10 jobs on the planet." SIFT 2018

Could Tourism be a Stepping Stone for a Peace Economy?

To do so it will need to commit to being at the heart of significantly more **just, equal and inclusive** economic and social relations.

More equal and inclusive societies are more peaceful.

◦

Following are the key challenges to achieving this and some **paths forward**.

Our **twin challenges**

1. **Climate and environmental change**

Response - the vital need for Climate Justice and Just Transitions

2. **Growing social and economic inequality, which is often linked to exclusion, within and between countries**

Response - the vital need for Just, equal and inclusive social and economic relations within communities and within and between countries.

To progress towards a '**Peace Economy**' we urgently and comprehensively need to change and transform our social relations and economies practices' and our respect for our environments.

Tourism could be at the heart of these changes and transformation.

However, currently tourism poses a number of fundamental challenges.

Mass and commercialised tourism is strongly linked to:-

- growing consumption
- Use of fossil fuels
- Relatively poorly paid and often insecure work
- Limited full-time, part-time and seasonal workers' rights
- Limited consultation with and governance by host communities

The Berlin Declaration on Transforming Tourism summarised the challenges.

"Currently, tourism's negative effects are felt, directly or indirectly, by the majority of the world's population. This raises questions about justice. Its unchecked growth is exacerbated by widespread poor management and inadequate regulation at international, national and local levels. This widens existing inequalities, exploits workforces, displaces communities, commodifies cultures, depletes natural resources and threatens future generations. The rights of women, children, minority and indigenous peoples are particularly vulnerable to the current tourism dynamic."ⁱ

In responding to these challenges priority must be given to poor, excluded and marginalised people. **More democratic and accountable institutions** must be in place to assure that processes and measures can lead to more just, equal, inclusive and sustainable countries and communities. These measures need to be based on respect for gender equality and the promotion and protection of human, economic and socio-cultural rights, environmental security and the protection of our Commons.

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When to start?

What does the World Meteorological Organisation say?ⁱⁱ



Put simply and straightforwardly that time for meaningful change to begin is ...now

The respected environmentalist Vandana Shiva has recently summarised the urgencyⁱⁱⁱ

“To make peace among people we need to make peace with the Earth.”

“To defend the human rights of people we need to recognize the rights of Mother Earth”

“The signs are loud and clear. From the Earth. From science. From women. From children. From indigenous communities. From our daily lives.”

“The life on this planet, and our own future, is under severe threat”

“An economy that destroys our home is no longer an economy. It is a war against the planet, the people and our future”

Vandana Shiva



Subsidies on Fossil Fuels – The IMF has stated in May 2019^{iv}

Globally, subsidies remained large at \$4.7 trillion (6.3 percent of global GDP) in 2015 and are projected at \$5.2 trillion (6.5 percent of GDP) in 2017.

About three quarters of global subsidies are due to domestic factors—energy pricing reform thus remains largely in countries’ own national interest—while coal and petroleum together account for 85 percent of global subsidies.

Efficient fossil fuel pricing in 2015 would have lowered global carbon emissions by 28 percent and fossil fuel air pollution deaths by 46 percent, and increased government revenue by 3.8 percent of GDP.^v

Challenge of Growing social and economic inequality and exclusion

UNCTAD confirm that “Overall, the gap between the rich and the poor is widening, and access to resources, livelihood opportunities and essential public services remains grossly unequal. Within countries absolute income inequality (as captured by the Absolute Gini co-efficient) has increased dramatically since the mid-1970s.”^{vi}

The OECD reported in 2015 that income **inequality** is higher than it has ever been within OECD member nations. Since 2008, the wealth of the richest 1% has been growing at an average of 6% a year – much faster than the 3% growth in wealth of the remaining 99% of the world’s population.

“Rising inequality is a blight on our development hopes” “Inequality is deepening. Instead of reducing, it’s getting worse. The gap between the haves and the have-nots is a now deep chasm. Today, the world’s 26 wealthiest people own the equivalent of the 3.8 billion people who make up the poorest half of humanity. Since the financial crisis in 2008, the number of billionaires has almost doubled. Meanwhile almost half of humanity barely escapes extreme poverty, living on less than \$5.50 a day. The situation is untenable and is a fundamental risk to achieving the sustainable development goals (SDGs)”

The 2018 World Inequality report has confirmed that

“Social inequalities also remain very significant in many countries and communities. One of the most significant is the Gender Gap. At the current rate of progress, it will take another 108 years to reach gender parity, according to the World Economic Forum’s most recent Global Gender Gap report. Across the 106 countries covered since the first edition of the report, the biggest gaps to close are in the economic and political empowerment dimensions, which will take 202 and 107 years to close, respectively.”^{vii}

There is a widespread and growing sense that the inequalities across Asia and Europe are creating, now more than ever, insiders and outsiders from concentrations of power and wealth. Fractured economies have consolidated divisive and polarising politics. The growth of racism and xenophobia is toxifying social relations and contributing to already pronounced democratic deficits. In a significant number of countries there is a perceived and dangerous shrinking of democratic and civic spaces.

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Our foundations moving forward

- UN Sustainable Development Goals
- United Nations Framework Convention on Climate Change (UNFCCC) agreement at the COP21 in Paris, 2015
- SIFT 2016, SIFT 2017 and SIFT 2018
- Seoul Declaration on Fair Tourism
- Berlin Declaration on “Transforming Tourism”

All agree that **“No one is left behind”**

UN Sustainable Development Goals



To achieve sustainable development, alleviating poverty is the number one goal in the 2030 Agenda. Ensuring that **“no one is left behind”** has been defined as a fundamental guiding principle. To contribute to reaching those furthest behind first, stakeholders in tourism must respond to the dynamics of poverty, marginalization and vulnerability in their country and place-specific contexts. It is imperative to involve the poor, the vulnerable and marginalised people in decisions on developments that affect their lives and livelihoods.

The Paris Agreement

At COP 21 in Paris, on 12 December 2015, Parties to the UNFCCC reached a landmark agreement to combat climate change and to accelerate and intensify the actions and investments needed for a sustainable low carbon future. The Paris Agreement’s central aim is to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius.^{viii}

How to address the climate emergency



Greenpeace have proposed ten major initiatives^{ix}

1. End new fossil fuel extraction and phase out existing production
2. Triple renewable power from wind and solar by 2030
3. Make sure the electricity grid is equipped to cope with a high percentage of renewables
4. Deliver zero carbon emissions from road transport
5. Shift away from car based travel, through major investment in public transport, walking and cycling
6. Ensure all buildings are zero carbon
7. Speed up decarbonisation of industry, and ensure sectors are zero carbon and circular before 2045
8. Significantly reduce meat and dairy consumption and reform our agricultural system
9. Restore nature to boost carbon storage
10. Constrain demand for aviation and shipping and reduce their carbon footprints

How could Tourism be a key part of these changes?

The **IPCC report** says solutions exist.

“Among the most important solutions is halting the destruction of forest, peatlands and wetlands, which store huge amounts of carbon and can absorb more if left undisturbed.” “Conserving what we have got is the first thing to do. It is also a quick win that delivers across a whole range of things we want to do to preserve a liveable planet, including halting the annihilation of wildlife, which some scientists think is the start of a new mass extinction.” “Enabling the restoration of forests is also important, as is using farming techniques that preserve rather than erode soils. Cutting the amount of meat and dairy products eaten in rich nations is a “major opportunity”, the IPCC report says, “due to the heavy environmental impact of intensively reared cattle. Drastically reducing food waste – 25-30% of all food is never eaten – is a priority as well.”^x

How could Tourism be a key part of these changes?

Seoul Declaration on Fair Tourism

“All forms of tourism can be fairer, benefiting local people, their culture and environment as well as creating meaningful and memorable experiences for our guests.”

“Fair Tourism is inclusive tourism ensuring that tourism is accessible to all.”^{xi}

This important declaration also highlights Power and consultation.

“Respect requires that local people have a significant say in how tourism is managed.”

“Policy makers must continue to seek and implement policies that ensure that all forms of tourism are fair. This requires that citizens are effectively engaged in the planning, decision-making, implementation and monitoring of tourism policy and practices in the city and in their neighborhoods.”^{xii}

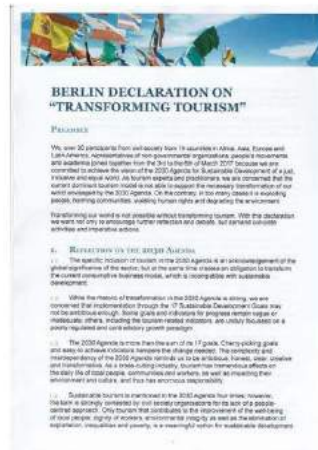
How could Tourism be a key part of these changes?

An end to the sense of entitlement

This requires including the role of governance for sustainable fair tourism, the rights of residents to participate based on democratic procedures, and importantly, access to information and decision making processes. It also requires a tourism policy based on the rights of the residents/host communities/citizens. At the heart of these changes is an end to the **sense of entitlement** and related problems of perceived power.

Berlin Declaration on “Transforming Tourism”

“The 2030 Agenda is more than the sum of the 17 Sustainable Development Goals. The reference to ‘sustainable tourism’ in the Agenda is an invitation to seriously reflect on the connections between tourism and sustainable development. Given the importance of the tourism and travel sector, the necessary transformation of our world is not possible without the transformation of tourism.”^{xiii}



Beyond Extractivism

We need to radically rethink our relationships with Nature and with each other. From relationships that are taking without returning - extractivism - to ones that are sustainable, based on restoring, renewing and replenishing. For **Just-Green** Tourism it will be essential to transition from what often is an **extractivist** approach to one based on sustainable economic and social activities. This would mean that tourism be part of more diversified economies that create good quality employment, that are equitable and respectful of cultures and Nature. To enable this, it is essential to put in place new and vigorous local and national state institutions and new ways of organising economies. These will require appropriate regulatory arrangements, laws and institutions.”^{xiv}

How could Tourism be a key part of these changes?

Participation of deprived and marginalized groups

The participation of local communities in planning and decision making, tourism business, destination management and monitoring of benefits and detrimental effects of tourism is **indispensable**.^{xv} Usually, the privileged sections of societies dominate in decisions and management of tourism. The involvement of the poor remains a major challenge. It requires empowerment and **pro-active supply chain management that involves them in a targeted manner**.

Our initiatives could be more based on developing **community-based tourism strategies** that prioritise **sustainability and community control** of tourism in a **proactive way**, in full partnership, cooperation and with inclusive consultation with local citizens and their communities.^{xvi}

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Paths Forward

Assumptions

We are all travellers, hosts, guests, workers, taxpayers (I hope).

We all breathe, wish to be healthy and enable better communities and countries for future generations.

We all want/wish to be **fair travel citizens**.

We want to contribute to **Peace Economies** based on more just, equal and inclusive social and economic relations.

We are all interlinked.

We should all be Active Citizens

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Foundations for Social and Environmental Peace...

Need to be based on Just, Equal, Inclusive and Environmentally respectful Tourism

For more **Just** Tourism and Travel we need to develop tourism that is:-

- Fairly Traded
- Transparently and Accountably Priced
- Providing Decent, Fairly paid work
- Recognising and supporting workers' rights to organise and associate
- Transparency about workers' pay and conditions with guests and host communities
- Correct, full and timely payment of local, national and employment taxes
- Develop and be part of a 'Fair Tax Mark'
- Working with as many local suppliers as possible^{xvii}
- Using organically produced and processed food
- Using ethical fabrics and clothing^{xviii}
- Using environmentally friendly materials

Just Price and Fair Tax Mark – Fresh Eyes

Fresh Eyes – People to People Travel is committed to just, fair and responsible travel that is transparent and accountable.

We believe that for travellers, tour operators, host communities and suppliers, everyone simply knowing who pays what and who receives what, throughout the supply chain, is an essential foundation to fairer and more sustainable travel. This directly contributes to fairer and more sustainable host communities in Asia and Europe.

Fresh Eyes operates a **Just Price** policy. We work directly with local producers and suppliers to build fair, transparent prices **upwards**.

A key part of this is everyone in the supply chain knowing our commitment to paying our taxes fairly and correctly.

We are proud to be holders of the **Fair Tax Mark** and for this to be reaffirmed for 2019. It is an integral part of our commitment to a transparent, fair and accountably managed supply chain including our clear and visible pricing policy.

This we feel is ambitious, honest, clear, creative and transformative and part of the Transforming Tourism Agenda that we are committed to.

For more **Environmentally respectful** Tourism and Travel we need to develop tourism that is:-

- Carbon Neutral
- Decreasing use of fossil fuels year on year to end by 2030
- Increasing use of Renewable energy sources
- Commitment to ending of using 'single-use' plastic by 2025
- No illegal or forced land acquisitions
- Strengthening and contributing to Food Sovereignty in host communities^{xix}

For more **Equal** Tourism and Travel we need to develop tourism that contributes to SDG 8 which commits to **Promote inclusive and sustainable economic growth, employment and decent work for all**. A tourism that is:-

- Providing Decent, Fairly paid work^{xx}
- Actively committing to closing and making obsolete the gender pay gap.
- Actively committing to enabling people with disabilities to have decent and fairly paid work
- Inclusive tourism necessarily involves the improvement of the labour conditions of both female and male workers.
- Positive action for training programmes for women and people from marginalised and excluded groups including people with disabilities

For more **Inclusive** Tourism and Travel we need to develop tourism that is:-

- Developing and enabling accommodation, transport, services and related information which are accessible and affordable for
 - People with disabilities
 - Accessible for people of all incomes
 - People with caring responsibilities
 - People of all sexual orientations
 - People in both urban and rural communities

“Leave no one behind”

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Community Tourism

Community tourism is a management model in which the local population (especially indigenous peoples and farming families) of a particular rural area and through their different collective

organisational structures play a predominant role in the control of the design, implementation and management of tourism and in the distribution of its benefits.^{xxi}

One of the main benefits has been the creation of non-traditional employment in rural settings. This has especially benefitted women and young people, enabling them to remain in their communities.^{xxii}

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Green growth in action: Korea

Korea has been at the forefront of green growth initiatives. The [National Strategy for Green Growth](#) (2009-2050) and the [Five-Year Plan](#) (2009-2013) of Korea provide a comprehensive policy framework for green growth in both the short and long term.

In the long term, the **National Strategy for Green Growth** aims to:

- promote eco-friendly new growth engines
- enhance peoples' quality of life and
- contribute to international efforts to fight climate change.

To facilitate its realisation, a Presidential Commission on Green Growth was established in 2009 and a Framework Act on Low Carbon Green Growth was enacted in 2010.

Korea was the third country to issue a report using the proposed [OECD green growth indicators](#).^{xxiii}

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Core Proposal

Seoul Metropolitan Government has shown a visionary commitment in the 2016 Seoul Declaration:-

“We stand at a turning point where it is now essential to ensure the Seoul Metropolitan Government more pro-actively manages tourism in the city.

This will require a whole of government approach including the tourism department, planning, building control, transport, environment and waste management.

Only through a whole of government approach can Seoul Metropolitan Government effectively manage tourism to benefit, rather than harm, local communities and their environment.^{xxiv}

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A Just-Green Deal for Tourism

Building on the experiences of other initiatives, some of the priority initiatives that might be part of a **Just-Green Deal for Tourism** could be:-

1. Developing **Just-Green** Tourism transition multi-year plans at community, municipal and regional levels. Combined they can become national **Just-Green** Tourism plans. These should be based on and informed by community/local/host community inclusive, participatory consultations and discussions.
2. A consolidation of initiatives that have been generated by this planning process into a range of **Just-Green** activities and initiatives.
3. Establishment of regular municipal level **Just-Green** Tourism committees to take forward and monitor progress and be accountable to local citizens.
4. A **Just-Green** jobs transition initiative to identify and implement programmes to develop and expand effective dialogue bridging host communities, tourism providers and local authorities;
5. A **Just-Green** approach to addressing economic inequalities and future employment and income opportunities which provides and encourages Decent, Fairly paid and safe full-time, part-time and seasonal paid work;
6. Linked programmes of training with positive access to training programmes and education for women and people from marginalised and excluded groups including people with disabilities;
7. A programme to support education and training initiatives that will facilitate the development of the skills necessary for the creation of **Just-Green** jobs and to facilitate the transition for workers and service providers who will lose their “old” jobs;^{xxv}
8. Creating and training workers and service providers in **Just-Green** Tourism to be part of the human resources for a significant environmental reconstruction programme as part of a

wider shift to an economy that is an engine of environmental transformation. This could be a programme of support for the creation of **Just-Green** employment in tourism linked to a series of other priority sectors, such as renewable energy sources, energy conservation, new low carbon technologies, carbon neutral construction, public transport and waste disposal; (Tourism is rarely a 'monocrop' industry and dependence on one source of income is always dangerous)

9. Contributing to and improving local and regional food sovereignty, including by working with as many local suppliers as possible;
10. Using organically produced and processed food;
11. No illegal or forced land acquisitions;
12. Using ethical fabrics and clothing and using environmentally friendly materials;
13. **Just-Green** tourism would have a fully integrated waste management, recycling, reusing and use reducing system. (No more single use plastic water bottles!)
14. Support households and the economy to save money by insulating homes, guest houses and hotels and bringing the latest micro-energy generation, saving and storage technologies within everyone's grasp;
15. Any new construction should be zero carbon;
16. Executing a bold **Just-Green** tourism low-carbon energy system that will include making 'every building home/guest house/hotel a 'power station'. Their energy efficiency could be maximised, as could be the use of renewables to generate electricity and energy; the science and technology needed to power an energy-and-transport revolution are already in place. But at present the funds to propel the latest advances into full-scale development are not. **Just-Green** Tourism can be a key sector to take this forward;
17. Ease congestion and significantly decrease transport emissions by being part of local and regional integrated public transport networks;
18. Transform and rebuild communities through the implementation of **Just-Green** Tourism at the local authority and city region level, unlocking the potential of places that have been branded as 'left behind';
19. A **Just-Green** research agenda on the consequences of different scenarios for climate change and mitigation and adaption measures that can be integrated into community based tourism initiatives;
20. Supporting finance can be predominantly through mutual, cooperative and social enterprise mechanisms. Municipalities can be catalysts and engines for innovation and development;
21. Fair and transparent pricing and payment of fair taxes are at the heart of **Just-Green** Tourism finance;

22. The participation of local communities in planning and decision making, tourism businesses, destination management and monitoring of benefits and detrimental effects of tourism is **indispensable** to **Just-Green** Tourism ;
23. Underpinning **Just-Green** Tourism should be measures to strengthen the institutional capacity of municipalities and urban authorities to deal more effectively with the employment, income effects of sustainable development initiatives and their related planning requirements;
24. Working with local citizens to develop **Just-Green** Tourism that can promote more exchanges while respecting the lives and cultures of both the tourists and the local residents. Measures on **Just-Green** tourism consumption patterns, and attitudes including highlighting the ‘sense of entitlement’ and its effect on host/guest relations.

These recommendations build on those of the ILO^{xxvi} and New Economics Foundation^{xxvii}

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Where does peace come from?

We all have the responsibility to future generations to embrace this opportunity.

We know we must change and with urgency.

Let us do it together, to build a more just, equal and inclusive world.

One where we respect our shared environment. Our Commons.

Thank you

고맙습니다

ⁱ http://www.transforming-tourism.org/fileadmin/baukaesten/sdg/downloads/Berlin_Declaration.pdf

ⁱⁱ <https://public.wmo.int/en/media/press-release/state-of-climate-2018-shows-accelerating-climate-change-impacts>

ⁱⁱⁱ <http://www.navdanya.org/site/>

^{iv} <https://www.imf.org/en/Publications/WP/Issues/2019/05/02/Global-Fossil-Fuel-Subsidies-Remain-Large-An-Update-Based-on-Country-Level-Estimates-46509>

^v IMF May 2019

^{vi} <https://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=2138>

^{vii} <https://win2018.wid.world/>

^{viii} <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

^{ix} https://www.greenpeace.org.uk/wp-content/uploads/2019/08/0861_GP_ClimateEmergency_Report_Pages.pdf

^x <https://www.ipcc.ch/report/srcc/>

^{xi} http://www.seoulfairtourismforum.net/download/Seoul%20Declaration_FINALeng.pdf

^{xii} http://www.seoulfairtourismforum.net/download/Seoul%20Declaration_FINALeng.pdf

^{xiii} <http://www.transforming-tourism.org/towards-the-transformation-of-tourism.html>

^{xiv} https://www.tni.org/files/download/beyonddevelopment_extractivism.pdf

^{xv} Loop Head Peninsula Community Tourism, Ireland

^{xvi} Homestays with Kabani in Kerala, India

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- ^{xvii} Organic rice farmer and homestay owner, Kerala, India
- ^{xviii}^{xviii} Hand spun cotton spinning – Khadi, Madhya Pradesh, India
- ^{xix} Vengery Eco community and community tourism, Kerala, India
- ^{xx} The four pillars of the ‘Decent Work Agenda’ of the International Labour Organization (ILO) – employment creation, social protection, rights at work, and social dialogue – are integral elements of the 2030 Agenda for Sustainable Development. In quantitative terms, the positive contribution of tourism to job creation is undeniable.
- ^{xxi} Loop Head Peninsula Community Tourism, Ireland
- ^{xxii} Community Homestay, Dhur, Uttarakhand, India
- ^{xxiii} <https://www.oecd.org/korea/greengrowthinactionkorea.htm>
- ^{xxiv} http://www.seoulfairtourismforum.net/download/Seoul%20Declaration_FINALeng.pdf
- ^{xxv} Electric Cycles, Lunigiana, Italy
- ^{xxvi} <https://www.ilo.org/public/english/standards/relm/ilc/ilc96/pdf/rep-i-a.pdf>
- ^{xxvii} https://neweconomics.org/uploads/files/8f737ea195fe56db2f_xbm6ihwb1.pdf

Session 2-1

스포츠를 활용한 평화관광

Promoting peace tourism through sports

좌장 / Moderator

진홍석 / Hong-Seok JIN

(사)한국마이스융합리더스포럼 회장 / Chairman, Korea MICE Convergence Leaders Forum

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Executive Vice President for National Tourism, Korea Tourism Organization

오익근 / Ickkeun OH

계명대학교 교수 / Professor, Keimyung University



진홍석 ((사)한국마이스융합리더스포럼 회장)

Hong-Seok JIN (Chairman, Korea MICE Convergence Leaders Forum)

진홍석박사는 (사)한국마이스융합리더스포럼의 회장, BT&MICE뉴스의 발행인 겸 편집장을 맡고 있으며, 평화관광 관련 통일부 등록 협회인 남북평화관광협회의 수석부회장을 맡고 있다. 아리랑TV에서 IMC를 담당하고 연세대, 경희대 등 다양한 대학에 출강을 했고, 문화부 정책자문위원, 서울시 관광발전위원, 아시아전시컨벤션협의회 임원, 스킨서울클럽 수석부회장 등의 역할을 담당하고 있다. 대고구려전을 기획, 총감독하여 영국의 대영박물관에 올렸으며, 이 전시를 통해 남북한의 공통의 웅장한 역사 동질성 회복으로 한반도의 화해와 평화를 꾀하기도 했다. 2002년 부산아시아게임에서는 스포츠마케팅 전문가로 활동을 했었다.

Dr. Jin is the Chairman of Korea MICE Convergence Leaders Forum and the Editor-in-Chief of 〈The BT & MICE News〉. He is also the Senior Vice President of Inter-Korea Peace Tourism Association and has been in charge of Arirang TV media business department whose main function is to oversee Integrated Marketing Communication. Dr. Jin has lectured at numerous universities in Korea including Yonsei and Kyunghee univ. etc, and served as a member of Policy Advisory Committee for Ministry of Culture, Sports and Tourism, Council for Tourism Development for Seoul Metropolitan City, a Board member of AFECA (Asian Federation of Exhibition & Convention Associations) and the senior vice-president of Skal International Seoul Club, etc. His career started as an exhibition organizer of “Koguryo Special Exhibition” which was brought to the British Museum in 1997 while he was aiming a reconciliation between South and North Korea through the common grand history. He also acted as a sports marketing specialist for Busan Asian Games 2002.



Ion VILCU (UNWTO 찬조회원국 국장)

Ion VILCU (Director of Affiliate Member Department, UNWTO)

-
- 유엔세계관광기구 찬조회원국 국장 (2018.8-현재)
 - 멕시코 주재 루마니아 특명 전권 대사 (엘 살바도르, 과테말라, 온두라스, 니카라과 동시 관할) (2016-2018)
 - 스페인 주재 루마니아 특명 전권 대사 / 유엔세계관광기구 주재 루마니아 대표 대사 (2011-2016)
 - 아르헨티나 주재 루마니아 특명 전권 대사 (파라과이 동시 관할) (2007-2011)
 - 루마니아 정부 의전부 국무상 (2005-2007)
 - 칠레 주재 루마니아 특명 전권 대사 (2000-2005)

 - Director for Affiliate Members Department of United Nations World Tourism Organization (UNWTO) (August 2018-Present)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Mexico (2016-2018)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, concurrent from Mexico City (2016- 2018)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Spain (2011-2016)
 - Permanent Representative of Romania to the U.N. World Tourism Organization (UNWTO) (2011-2016)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Argentina (2007-2011)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Paraguay, concurrent from Buenos Aires (2007-2011)
 - Secretary of State, Chief of Protocol of the Romanian Government (2005-2007)
 - Ambassador Extraordinary and Plenipotentiary of Romania to Chile (2000-2005)



Harry Connolly (West Belfast 대표)
Harry Connolly (Executive Director, West Belfast)

Harry Connolly는 지역 관광 개발 기관인 Failte Feirste Thiar의 책임자다. Failte Feirste Thiar는 북 아일랜드 웨스트 벨파스트의 관광을 개발하고, 지속가능한 관광 인프라를 제공 및 구축하는 책임을 지고 있다. 관광 개발에 종사하기 전에는 수년 간 벨파스트 전역에서 청소년, 스포츠 및 지역 사회 개발을 위해 일했다. Harry는 웨스트 벨파스트 지구 치안 및 지역사회 안전 파트너십(DPCSP)의 전임 부회장이자, DPCSP는 북아일랜드의 정치과정 발전 및 치안과 정의가 수행한 매우 중요한 역할의 결과로 설립됐다. 벨파스트를 관광 명소로 마케팅 하는 공공/민간 기관인 Visit Belfast의 이사회 일원인 Harry는 아일랜드에서 최대 규모인 지역사회 예술 축제 Feile an Phobail의 위원장이다. 그는 벨파스트의 최근 관광 명소인 Aras Ui Chonghaile의 공동 창립자로서 개발을 이끌었고 아일랜드 섬의 국립 마케팅 기관인 Tourism Ireland의 이사회 일원이다. Harry는 중소기업의 개발을 통해 사회와 경제의 회생을 촉진하고 평화와 화해를 구현하기 위한 모델로서 관광과 스포츠를 증진할 기회를 평화를 통해 포착했다.

Harry Connolly is the Director of Failte Feirste Thiar a local tourism development agency tasked with the responsibility of developing West Belfast's Tourism offering and building sustainable tourism infrastructure. Previous to working in tourism development, he worked for a number of years in youth, sport and community development across the greater Belfast area. Harry is the former vice chairperson of the West Belfast District Policing & Community Safety Partnership (DPCSP) the body established as a result of the developing political process and the critical role of policing and justice in the North of Ireland. A board member with Visit Belfast, the public/private body tasked with marketing Belfast as a tourism destination. He is the chairperson of Feile an Phobail, Irelands largest community arts festival. He has led the development as the co - founder of Aras Ui Chonghaile, Belfast's latest visitor attraction and is a board member with Tourism Ireland, the national marketing body for the island of Ireland. Harry has taken the opportunity arising from peace to promote social and economic regeneration via small business development and promote tourism and sport as a model for delivering peace and reconciliation.



김형우 (스포츠조선 관광전문기자 / 관광경영학 박사)
Hyung Woo KIM (Professional Travel Editor, The Sportschosun
(Daily Newspaper) / Ph.D. Tourism Management)

-
- 스포츠조선 헬스케어& 라이프팀장 / 남북교류 TF팀장 (2018~현재)
 - 경희대학교 관광대학원 겸임교수 (2019~현재)
 - 한양대학교 국제관광대학원 겸임교수 (2017~현재)
 - 청와대 사랑채 전시 운영위원 (2017~현재)
 - GKL사회공헌재단이사 (2014~2015)
 - 서울시 관광스토리텔링 정책자문위원 (2013~2015)
 - 청와대관광정책자문위원 (2011~2012)
 - 한국방문의해 위원 (2010~2011)
 - 한국관광기자협회회장 (2008~2009)
 - 조선일보사 기자 - 스포츠조선 관광전문 기자 (1994~2001 / 2001~현재)
-
- Leader of the health care & life team of the Sports Chosun / Inter-korean exchange TF team leader (2018~present)
 - Adjunct professor at Kyung Hee University Graduate School of Tourism (2019~present)
 - Adjunct professor at Graduate School of International Tourism, Hanyang University (2017~present)
 - Member of the exhibition steering committee of Cheongwadae Sarangchae (2017~present)
 - Director of GKL Foundation (2014~2015)
 - Member of the Seoul Metropolitan Government's tourism storytelling policy advisory committee (2013~2015)
 - Member of the tourism policy advisory committee to the Blue House (2011~2012)
 - Member of the Visit Korea Year Committee (2010~2011)
 - Chairman of the Korea tourism journalists association (2008~2009)
 - Reporter of the Chosun Ilbo - Travel reporter of the Sports Chosun (1994~2001/ 2001~prnt)



민경석 (한국관광공사 국민관광본부장)
 Gyeongsuk MIN (Executive Vice President for National
 Tourism, Korea Tourism Organization)

-
- 한국관광공사 국민관광본부장 (상임이사) (2017.11-현재)
 - 인천도시공사 관광사업본부장 (상임이사) (2011-2014)
 - 인천관광공사 관광사업본부장(상임이사) (2010-2011)
 - (사)지역관광네트워크 지역협력센터 소장 (2008-2010)
 - 국무총리(한덕수) 정무1 및 정무2 비서관 (2007-2008)
 - 대통령직속 한미 FTA체결지원위원회 협력2팀장 (2006-2007)
 - 국회의원 송영길 보좌관 (2000-2006)
-
- Head of Domestic Tourism Division of Korea Tourism Organization (KTO) (executive director) (November 2017-Present)
 - Head of Tourism Division of Incheon Metropolitan City Development Corporation (IMCD) (executive director) (2011-2014)
 - Head of Tourism Division of Incheon Tourism Organization (ITO) (executive director) (2010-2011)
 - Director of Center for Regional Cooperation of Regional Tourism Network (an incorporated association) (2008-2010)
 - 1st and 2nd Secretary of Political Affairs to Prime Minister Han Duk-soo (2007-2008)
 - Head of Cooperation Team 2 of the Presidential Commission on KORUS FTA Conclusion Support (2006-2007)
 - Aide to Democratic Party Rep. Song Young-gil (2000-2006)



오익근 (계명대학교 교수)
Ickkeun OH (Professor, Keimyung University)

- 서강대 사학과 졸
- 美 미시간주립대학교 여가관광자원학 박사
- 美 Georgia Southern University 조교수
- 前 (사)한국관광학회 회장
- 前 (재)한국문화관광연구원 이사
- 現 산림청 정책자문위원
- 現 농수산식품공사 자문위원
- 現 대구관광뷰로 및 대구컨벤션뷰로 이사
- 現 계명대학교 관광경영학과 교수

Dr. Ick Keun Oh is Professor of Tourism Management at Keimyung University, Daegu, Korea. He earned a doctoral degree in Park & Recreation Resources from the Michigan State University, USA and served as Assistant Professor at Georgia Southern University, USA. Dr. Oh was editor-in-chief of Journal of Tourism Sciences published by the Tourism Sciences Society of Korea (TOSOK), tourism scholars' association. He served as President of TOSOK for two years (2011-2013). He is editorial board member of both Information Technology & Tourism and International Tourism Review.

As tourism specialist, he has been advising to central and local governments, and international organization such as APEC, PATA, WTO (Trade). Dr. Oh has been writing more than 150 articles for academic journals, trade journals, and newspapers and serving as panelist for national and local TV and radio programs more than 30 times. He has also delivered more than 80 special lectures to public servants and organization members. His interest areas include tourism PR, senior tourism, rural tourism, and MICE.

Session 2-1

스포츠를 활용한 평화관광

Promoting peace tourism through sports

Speaker 1

Ion VILCU

UNWTO 찬조회원국 국장

Director of Affiliate Member Department, UNWTO



Tourism & Sport

- Sports Tourism is one of the fastest growing sectors in tourism
- Mega sport events (e.g. Olympics and World Cups) can be catalyst for tourism development



UNWTO & Sports Tourism



Affiliate Members Department



What is Sports Tourism?

*“All forms of **active and passive** involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons that necessitates travel away from home and work locality.”*

(Standeven & De Knop, 1999)

Affiliate Members Department



Tourism & Sustainable Development Goals



Affiliate Members Department



Promoting Peace through Sports Tourism

- Sport is a universal language
- Encounters between diverse people
- Foster friendship, mutual understanding and foundation for peaceful societies
- Relationship between locals and tourists through sports

Affiliate Members Department



Promoting Peace through Sports Tourism



Affiliate Members Department



Promoting Peace through Sports Tourism



Affiliate Members Department



UNWTO and Peace through Sports Tourism



Private sector:
+500 Affiliate Members

UNWTO is the only United Nations Agency that includes as members
both Member States and entities from the private sector

3 UNWTO Enhancing Tourism Development



Thank You!



Ion Vilcu
Director
Affiliate Members Department
ivilcu@unwto.org

World Tourism Organization (UNWTO)
A Specialized Agency of the United Nations
C/ Poeta Joan Maragall 42, 28020 Madrid, Spain
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unwto.org

Session 2-1

스포츠를 활용한 평화관광


Promoting peace tourism through sports


Speaker 2

Harry CONNOLLY

West Belfast 대표

Executive Director, West Belfast

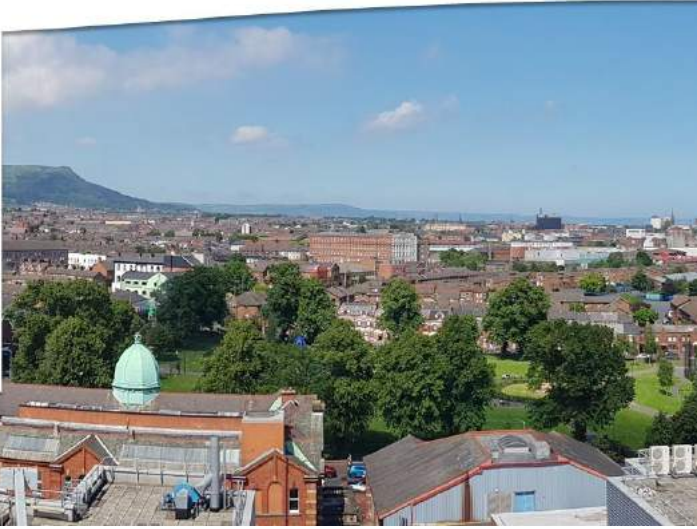




Fáilte Feirste Thiar
PROMOTING WEST BELFAST TOURISM
www.visitwestbelfast.com

**Seoul International Peace and
Fair & Sustainable Tourism Forum**
South Korea,
September 2019

HOME - Belfast

- The resident population of WB is 94,000 representing 27 per cent of the total population of Belfast.
- The area is bordered by the Belfast Hills to the North West and the M1 motorway to the South East and spans a total of 3,358 hectares.
- People living in the area are mostly from a catholic, nationalist and republican community background, representing 96 percent of the population.
- The conflict had a far reaching impact on the residents of West Belfast. Five hundred political deaths between 1969 and 1999 were located in the West of the city, representing 31 per cent of the total deaths across Belfast.




Fáilte Feirste Thiar
PROMOTING WEST BELFAST TOURISM
www.visitwestbelfast.com

LEGACY



"West Belfast is known throughout the world as a hotbed of political invention and a platform for social progress. The legacy of the recent conflict is a confident community that attracts interest from actors, writers, politicians and an ever increasing number of tourists from every continent."

(www.visitwestbelfast.com)



'Tourism brings peace ... Peace brings tourism'



- 1998 - Peace Arrived
- Influx of tourists
- Political and community representatives came together
- How do we harness this social and economic potential?
- What began as an element of a sub group is now a confident, award winning and vibrant organisation working across and attempting to marry the public, private and community sectors.



Good Friday Agreement
April 10th 1998

SPORT

- Ireland has hosted the Giro d'Italia in 2014 and recently The 148th Open Golf Championship in July 2019
- World Class golfers and household names
- In June 2020 Dublin will be a host city for Euro 2020 - UEFA Football Championship
- This presentation focuses on two examples of the role of sport tourism as a peace builder as well as an economic driver.



Rio Olympics 2016

- Michael Conlan shocks the world
- 3 years later...



August 2019: Falls Park, Belfast



FACTS & FIGURES



- ESPN – 5 million viewers
- BT SPORT – 2 million viewers
- 10,000 People in attendance of which 30% were tourists
- Much more significant than a championship bout – a historic community homecoming
- To understand how and why we must go back to 1988 ...



WEST BELFAST: 1988



Féile An Phobail



- August 1988 Féile was born
- Every programme from then to now - sport was central and key
- Snooker, GAA, boxing and soccer featured and feature strongly



Féile An Phobail 2019



"Féile An Phobail is at the heart of modern Belfast, where our communities are increasingly multi lingual and multi cultural. During the last 30 years Féile has enabled our resilient and creative spirit to flourish and unlocked new opportunities for proud residents. It allowed us to see what determined, innovative, entrepreneurial people can do when given the opportunity"

August 2019

- Over 300 Events across the city
- Welcomed over 100,000 visitors to events
- World class boxing event at the heart of this years programme



Fr. Alec Reid Cup



A Festival of Hurling

January 2017 - We welcomed All Ireland Hurling Champions to west Belfast to feature in a festival of hurling in honour of Fr Alec Reid.



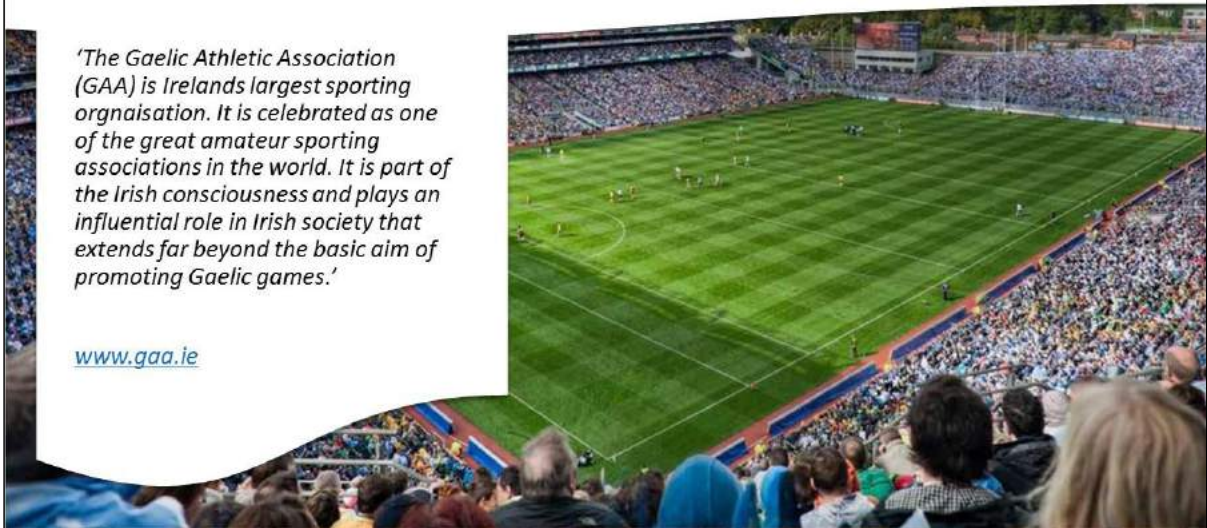
Tipperary vs Antrim



GAA

'The Gaelic Athletic Association (GAA) is Ireland's largest sporting organisation. It is celebrated as one of the great amateur sporting associations in the world. It is part of the Irish consciousness and plays an influential role in Irish society that extends far beyond the basic aim of promoting Gaelic games.'

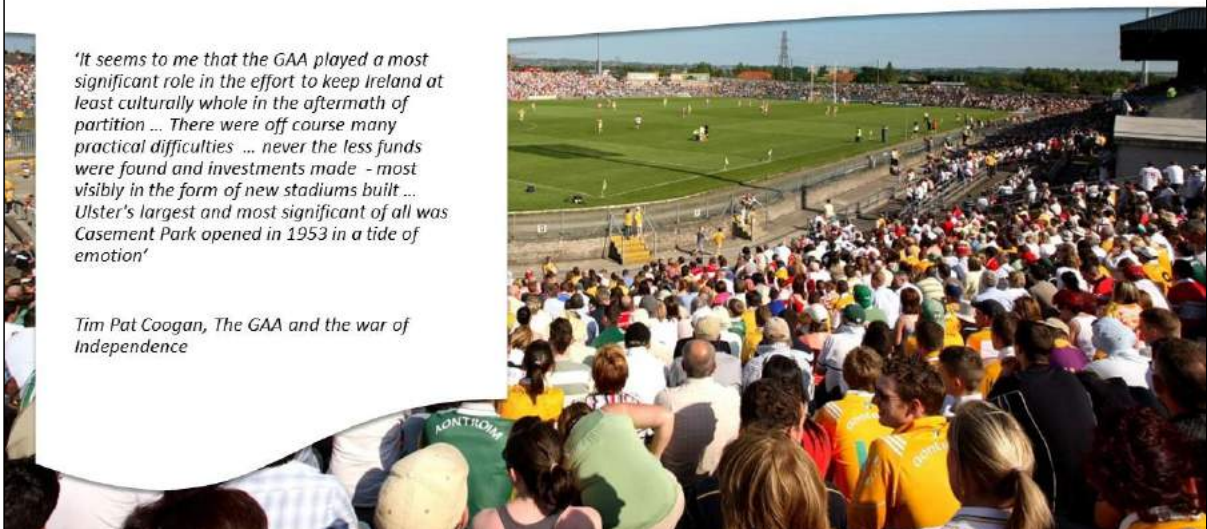
www.gaa.ie



Casement Park

'It seems to me that the GAA played a most significant role in the effort to keep Ireland at least culturally whole in the aftermath of partition ... There were of course many practical difficulties ... never the less funds were found and investments made - most visibly in the form of new stadiums built ... Ulster's largest and most significant of all was Casement Park opened in 1953 in a tide of emotion'

Tim Pat Coogan, The GAA and the war of Independence



Casement Park – Partition & Occupation (1972)



A New Beginning

- Sport driving change in a new Belfast
- 3 new modern stadia catering for Rugby, Soccer and GAA
- Driving a new identity for Belfast as a 'Sports Tourism' destination
- Attracting fans and visitors from across the world



KingSpan Stadium:
Home of Ulster Rugby



Windsor Park:
Home of NI soccer

Almost there...

'GAA members, supporters as well as people across the local community are looking forward to an exciting new beginning for Antrim and a Provincial Stadium for Ulster. We want to create a positive sporting legacy and iconic stadium that will be a beacon to inspire young GAA players throughout, West Belfast, Antrim and across Ulster.'

Michael Hasson, Ulster GAA President

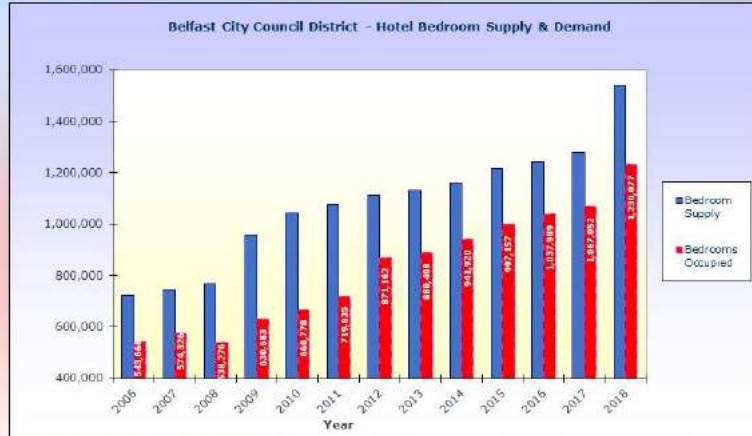


Impact

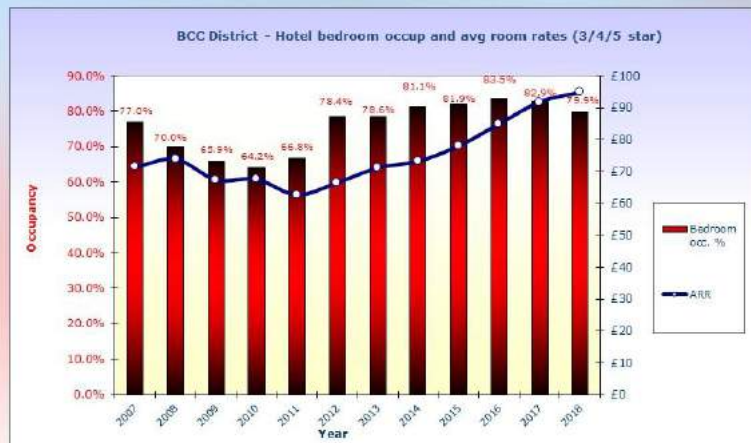




Belfast hotel supply & demand



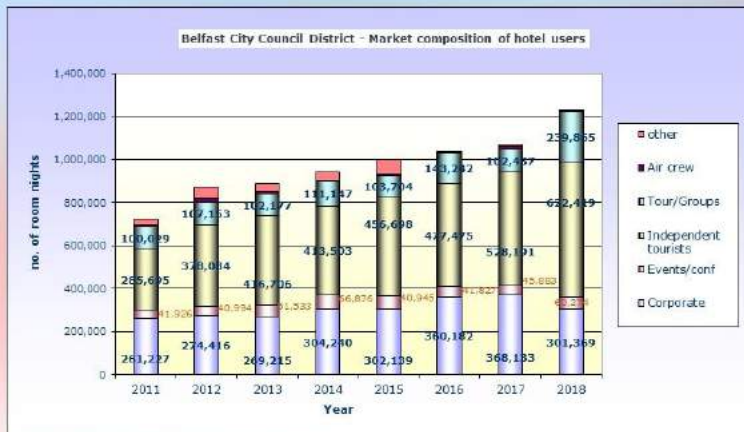
Belfast hotels Occ % and ARR





Fáilte Feirste Thiar
PRO-OTING WEST BILFAST TOURISM
www.bccid Belfast.com

Room demand by user type



Fáilte Feirste Thiar
PRO-OTING WEST BILFAST TOURISM
www.bccid Belfast.com



Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.

— Nelson Mandela —

'Mol an óige tiocfaidh sí – Praise the youth and they will prosper'

Ancient Irish proverb



Session 3-1

평화관광을 위한 서울의 역할과 과제

The roles and challenges of Seoul in promoting peace tourism

좌장 / Moderator

나효우 / Hyowoo NA

착한여행 대표 / CEO, Good Travel

발제 / Speakers

Anita MENDIRATTA

ANITA MENDIRATTA & Associates 창립자 및 대표 /
Founder & President, ANITA MENDIRATTA & Associates

Simon COCKERELL

고려투어 대표 / General Manager, Koryo Tours

패널 / Panels

김상태 / Sang Tae KIM

한국문화관광연구원 선임연구위원 / Senior Research Fellow, Korea Culture & Tourism Institute

박현선 / Hyun-Sun PARK

이화여자대학교 북한학과 교수 / Professor, North Korean Studies, Ewha Womans University

Anton SCHOLZ

코리아컨설트 대표, 프리랜서 저널리스트 /CEO, Korea-Consult, Freelancer Journalist



나효우 (착한여행 대표)
 Hyo-woo NA (CEO, Good Travel)

나효우 대표는 서울공정관광 국제포럼 조직위원이며, 공정여행 상품과 콘텐츠를 생산하는 사회적 기업 "착한여행"의 대표이다. 1990년대 초반부터 국제개발협력 관련 다양한 활동을 하였으며, 국내외 주민주도형 도시재생과 마을관광(CBT: Community Based Tourism)과 관련된 조사연구, 컨설팅 등 활동을 하고 있다. 한국 지속가능한 사회적기업 네트워크 이사장, 서울관광재단의 이사, (사)남북평화관광협회 부회장, 여행 칼럼니스트로도 활발히 활동하고 있다.

Mr. Na Hyo-woo is a member of the Organizing Committee for Seoul International Fair & Sustainable Tourism Forum hosted by the Seoul Metropolitan Government. He is also CEO of "Good Travel", a social enterprise producing fair travel products and content. Mr. Na has engaged in numerous activities on international development cooperation since the early 1990s, and has been working on research and consulting over the resident-led urban regeneration at home and abroad and the CBT(Community Based Tourism). He now serves as Chairman of The Korea Association for Sustainable Tourism, Director of Seoul Tourism Organization, and Vice Chair of Association for Inter-Korea Peace Tourism. He also actively works as a travel columnist.



Anita MENDIRATTA (ANITA MENDIRATTA & Associates 창립자 및 대표)
 Anita MENDIRATTA (Founder & President, ANITA MENDIRATTA & Associates)

열성적인 관광 및 개발 실무자인 Anita Mendiratta는 처음에는 캐시컨설팅(CACHET CONSULTING)으로 시작된 아니타멘디라타 앤드 어소시에이츠(ANITA MENDIRATTA & Associates)의 창업자이자 대표다. 아니타멘디라타 앤드 어소시에이츠는 런던에 본사를 둔 국제 컨설팅업체다. 그는 세계 관광 기구 (UNWTO) 사무총장 특별 자문역도 수행하고 있다. Anita는 관광, 항공 및 개발 부문에 걸쳐 정부, 재계 및 국제기구 지도자들과 긴밀하게 협력하는 전략 자문역이자 여섯 차례 출간한 저자로서 전 세계적인 인정을 받고 있다. Anita는 일류 기업에서 근무하면서 전문적인 경력을 쌓기 시작했다. 많은 포춘 (Fortune) 500 대 기업과 영국 런던에 위치한 글로벌 미디어 커뮤니케이션 서비스 기업인 WPP의 글로벌 컨설팅 회사 한 곳에서 리더십 직책을 맡고 있다. 20년 이상의 전문적 글로벌 업무 경험 및 생활 경험, 공공 및 민간 부문에서 쌓은 실무 경험과 각기 다른 문화 간, 산업간 경험을 통해 Anita는 사회의 '심장 박동'을 느끼는 타고난 능력을 키웠다. 도전 등 변화에 직면한 국가에 영향을 미치고 영감을 불어넣는 경제적, 사회적, 정치적, 문화적 그리고 환경적 역학이 바로 그 심장 박동이다. 외교, 정부 및 비즈니스 분야 전반에 걸쳐 영향력을 동원하는 이미 입증된 민첩성과 통찰력을 바탕으로 Anita는 국가의 성장, 개발 및 부흥 분야의 전략가이자 자문역으로서 매우 인기 있는 인사다. Anita에게 정부와 기업을 연결하는 가교 역할이 점점 더 요구되고 있다. 그는 지도자들이 공동의 포부를 실현하기 위해 갈등을 해결하고 공동 의제 발전을 가능하게 하는 공통 분모를 찾는데 일조하면서, 그들이 공동의 염원을 실현하도록 도전해야 할 영역을 돌파하는데 지원을 한다. Anita는 최고 수준의 자문역이라는 국제적 명성 덕분에 인기있는 강연자, 사회자, 진행자, 이사회 회원 및 전 세계 지도자와 국가의 코치가 됐다.

A committed Tourism & Development practitioner, Anita Mendiratta is the Founder and President of ANITA MENDIRATTA & Associates (first launched as CACHET CONSULTING), a London-based international consulting firm. She is also honoured to serve as Special Advisor to the Secretary General of the United Nations World Tourism Organisation (UNWTO). Working closely with leaders in governments, businesses, and international organisations across the Tourism, Aviation and Development sectors, Anita is globally respected as a strategic advisor and six-time published author. Anita began her professional career along a blue chip corporate path, working in leadership positions in a number of Fortune 500 companies and within one of WPP's global consulting firms. Today, with over two decades of global professional working and living experience, Anita's hands-on, cross-cultural, cross-industry experience in both public and private sectors has created an innate ability to feel the 'heartbeat' of societies - the economic, social, political, cultural and environmental dynamics impacting and inspiring nations facing change, including confronting challenge. Importantly, with proven agility and acumen in mobilising impact across diplomatic, governmental and business spheres, Anita is highly sought after as both a strategist & advisor in the areas of national growth, development, and often, recovery. Anita is increasingly called upon to be the bridge between government and business, assisting leaders to address conflict and find common ground to enable advancement of common agendas, breaking through areas of challenges to realise shared aspirations. Anita's international reputation as a confidante at the highest levels, has become a sought after speaker, moderator, facilitator, Board member and coach for leaders and nations across the globe.



Simon COCKERELL (고려투어 대표)
Simon COCKERELL (General Manager, Koryo Tours)

Simon Cockerell은 베이징에 본사를 둔 영국의 여행 및 문화교류 회사인 고려관광의 대표다. 고려관광은 북한과의 거래를 전문으로 한다. Simon은 지난 17년간 북한을 170차례 이상 방문했고 그곳에서 다양한 여행, 스포츠 교류, 학교 방문 및 문화 행사를 주선했다. 또한 북한의 다양한 측면을 다룬 여러 영화와 책 출판에 참여해왔다. Simon이 마련한 최근 프로젝트의 일부로는 영국 TV프로그램인 "북한에서 마이클 페일린 (Michael Palin in North Korea)", 영국 가수 Joss Stone의 평양 방문과 작은 콘서트, 그리고 진행 중인 두어 개의 흥미로운 맥주 관련 프로젝트 등이 있다. 고려관광은 외국인 관광객의 북한 관광 프로그램을 운영하는 대표적인 여행사로 1993년부터 해당 사업을 해오고 있다. (Simon 본인은 2002년부터 참여했다.) 고려관광은 북한과 관련해 가장 광범위한 여행 프로그램을 운영하고 있으며, 북한의 가장 큰 행사 중 하나인 평양 마라톤의 독점적 파트너로서, 이 분야에서 독보적이다.

Simon Cockerell is the General Manager of Koryo Tours, a Beijing-based British-run travel and cultural exchange company specialising in dealing with North Korea. Simon has made more than 170 trips to North Korea over the last 17 years and has arranged a wide range of tours, sports exchanges, school visits, and cultural events in the country. As well as been involved in several films and books published about various aspects of North Korea. Some of the recent projects Simon has arranged include the British TV program Michael Palin in North Korea, the visit and small concert in Pyongyang by UK singer Joss Stone, and a couple of exciting beer-related projects that are in the works. Koryo Tours is the leading travel company engaged in taking foreign visitors to North Korea and has been doing so since 1993 (Simon himself since 2002). Koryo Tours operates the widest range of tours and is the only innovative force in this field including being the exclusive partner of the Pyongyang Marathon, these days the largest event of its kind in the DPRK.



김상태 (한국문화관광연구원 선임연구위원)
Sang Tae KIM (Senior Research Fellow, Korea Culture & Tourism Institute)

-
- 현 한국문화관광연구원 선임연구위원 (2004~현재)
 - 현 한국문화관광연구원 남북관광협력TF 팀장 (2018~현재)
 - 전 한국문화관광연구원 관광연구본부장, 관광정책실장, 관광서비스 R&D 센터장, 통일문화관광연구 단장, 기획팀장
 - 전 한국관광연구원 연구위원 (1996~2002)
 - 전 교통개발연구원 책임연구원 (1987~1996)
 - 현 기획재정부 면세점제도 운영위원 (2019~현재)
 - 현 서울시 평화관광 자문단 (2019~현재)
 - 현 태권도진흥재단 비상임이사 (2018~현재)
 - 현 문화관광서비스포럼 감사 (2014~현재)
 - 현 한국불교문화사업단 전문위원 (2014~현재)
 - 현 한국관광공사 남북관광개선위원 (2005~현재)
-
- Korea Culture & Tourism Institute, Tourism Research Planning, Senior Research Fellow (2004~Present)
 - Korea Culture & Tourism Institute, the North-South Tourism Cooperation TF, Team Leader (2018~Present)
 - Fmr. Korea Culture & Tourism Institute, Direct of Tourism Research Planning, Direct of Tourism Policy Research Division, Direct of Tourism Service R&D Center, Planning Team Leader
 - Fmr. Korea Culture & Tourism Institute, Research Fellow (1996~2002)
 - Fmr. The Korea Transport Institute, Researcher (1987~1996)
 - Ministry of Economy and Finance, Duty Free System, Steering Committee (2019~Present)
 - Seoul Peace tourism, advisory group (2019~Present)
 - Taekwondo Promotion Foundation, Non-executive Director (2018~Present)
 - Cultural Tourism Service Forum, Auditor (2014~Present)
 - The Cultural Corps of Korean Buddhism, Specialist (2014~Present)
 - Korea Tourism Organization, member of the North-South Tourism Improvement Committee (2005~Present)



박현선 (이화여자대학교 북한학과 교수)

Hyun-Sun PARK (Professor, North Korean Studies, Ewha Womans University)

-
- 이화여자대학교 북한학과 교수: 2014. 3. ~ 현재.
 - 통일부 자체평가위원: 2018. 6. ~ 현재, 2004. 3. ~ 2006. 2.
 - 남북정상회담 대통령 자문단: 2018. 3. ~ 현재.
 - 정부 남북관계발전위원회 위원: 2017. 8. ~ 현재, 2008. 12. ~ 2010. 12.
 - 북한이탈주민지원재단(남북하나재단) 자문위원: 2016. 3. ~ 현재.
 - 민족화해협력범국민협의회 통일교육위원회 위원장: 2013. 1. ~ 현재.
 - 평화를 만드는 여성회 이사: 2014. 2. ~ 현재.
 - 한국관광공사 남북관광자문위원회 자문위원: 2005. 1. ~ 2016. 7.
 - (사)미래전략연구원 평화통일전략센터 연구위원: 2003. 3. ~ 현재.
 - 이화여자대학교 사회학과 졸업(사회학박사): 1999. 8.
-
- Professor, Ewha Womans University: Mar. 2014. ~ present.
 - Member, Self-evaluation committee, Ministry of Unification: Jun. 2018. ~ present, Mar. 2004. ~ Feb. 2006.
 - Advisor, Group for Inter-Korean summit, Presidential Office: Mar. 2018 ~ present.
 - Member, Inter-Korean Relations Development Committee: Aug. 2017. ~ present, Dec. 2008. ~ Dec. 2010.
 - Member, Advisor Group, North Korean Refugees Foundation: Mar. 2016. ~ present.
 - President, Committee of Unification Education, Korean Council for Reconciliation and Cooperation: Jan. 2013. ~ present.
 - Board member, Women Making Peace: Feb. 2014. ~ present.
 - Advisor, Committee for North Korea Tour, Korea Tourism Organization: Jan. 2005. ~ July. 2016.
 - Fellow, for Unification Strategy, Korea Institute for Future Strategies: Mar. 2003. ~ present.
 - Graduated from Ewha Womans University, PhD in Sociology: Aug. 1999.



Anton SCHOLZ (코리아컨설팅 대표 / 프리랜서 저널리스트)
Anton SCHOLZ (CEO, Korea-Consult / Freelance Journalist)

- 22년 이상 아시아 생활 경험 기간 중 19년 동안 한국 생활 경험.
 - 2001년 부터 프리랜스 저널리스트 활동 시작, 전 세계적으로 발행되는 매거진에 100개 이상의 기사 문 발행 경력.
 - 독일방송국(ARD/ZDF) 외 다수 글로벌미디어 회사의 한국프로젝트 관련 15년 이상 협업 (2002년도 FIFA 한일 월드컵에서부터 2018년도 평창 동계 올림픽까지 진행).
 - 한국은행, 한국전력, 현대건설 외 다수의 주요 한국기업을 대상으로 "이종문화 프로젝트와 직장 문화", "독일 재통일", "한반도 평화" 와 같은 주제로 강연 진행 .
 - 한국-독일 기업간의 다양한 이종문화프로젝트 관련 수석프로젝트 관리자.
 - 한국 정부로부터의 "장관상" 수상으로 다양한 국제 프로젝트 분야 업무능력의 탁월함 증명.
 - 글로벌 "Hamburg Ambassador" 프로그램의 자유 한자 도시 함부르크 (Free and Hanseatic city of Hamburg) 한국 명예 대사 위촉.
 - 한국 및 이종 문화 커뮤니케이션 전문가로 인기있는 한국 TV 토크쇼에서 정규 게스트 및 패널 멤버 로 활동 중
- More than 22 years of Asia experience, 19 of those years in Korea.
 - Freelance journalist since 2001. Working for magazines all around the world and publishing more than 100 articles.
 - More than 15 years of work for German TV (ARD/ZDF) and many other global media companies during their projects in Korea. From 2002 FIFA Korea-Japan World-Cup up to 2018 Pyeongchang Winter Olympics.
 - Giving lectures and work-shops about topics like "Intercultural Projects and work culture", "German Reunification" "Peace process on the Korean Peninsula" etc. for major Korean companies like KEPCO, Hyundai E&C and many others.
 - Senior Project Manager for various intercultural projects with a special focus on Korean-German ventures.
 - Awarded with the "Ministerial Award" by the Korean government for exceptional support during various international projects.
 - Official ambassador to Korea of the Free and Hanseatic city of Hamburg in the global "Hamburg Ambassador" program.
 - Regular guest and panel member in popular Korean TV talk shows as expert on Korea and intercultural communication.

Session 3-1

평화관광을 위한 서울의 역할과 과제

The roles and challenges of Seoul in promoting peace tourism

Speaker 1

Anita MENDIRATTA

ANITA MENDIRATTA & Associates 창립자 및 대표

Founder & President, ANITA MENDIRATTA & Associates

THE ROLES AND CHALLENGES OF SEOUL IN PROMOTING PEACE TOURISM

SEOUL INTERNATIONAL PEACE AND FAIR & SUSTAINABLE TOURISM FORUM 2019

19 SEPTEMBER 2019

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ANITA MENDIRATTA ASSOCIATES

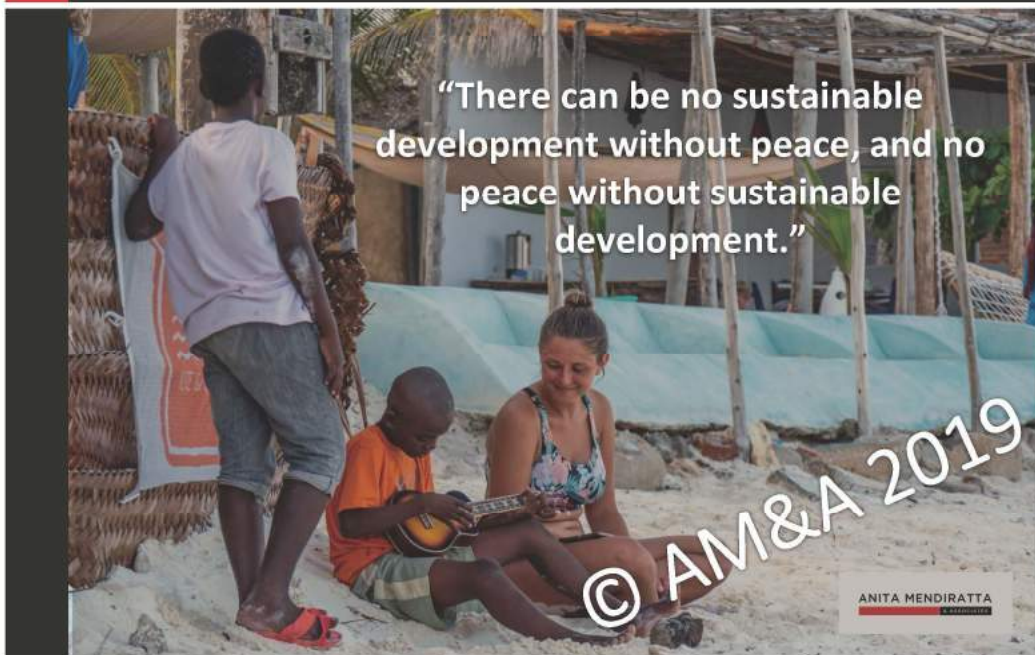
WHAT IS PEACE TOURISM?



WHAT IS PEACE TOURISM? (CNTD)



AT THE HEART OF PEACE TOURISM



GLOBAL TOURISM CHALLENGES

- International tourist arrivals have increased across the world to reach a total of 1.4 billion in 2018. (UNWTO).
- Tourism strategies have historically been focused on quantitative objectives.
- Many destinations facing huge increase of tourism arrivals, with no plans or strategies in place to deal with visitors.
- A rising middle-class, more travellers, means larger impact.
- 'Overtourism' as a term is misleading and missing the point.
- **The issue is not too many tourists - it is too little management of tourism activity.**

ANITA MENDIRATTA

THE CENTRAL ISSUES

Tourism overflows can make the experience feel manufactured, mass, stripped of meaning.

"While the city was warm and hospitable throughout, the real Rio was hiding somewhere out of view - for better or for worse"

- CNN International

ANITA MENDIRATTA

THE CENTRAL ISSUES (CNTD)



Problems such as tourist overcrowding create a feeling of invasion, irritation and disregard among locals.

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ANITA MENDIRATTA

THE CENTRAL ISSUES (CNTD)



Loss of peacefulness of a place locals call home can cause locals to find home elsewhere:

In 2018 Bukchon village saw 10,000 daily visitors, 70% foreign tourists. This contributed to a 24% decrease in residents over a five-year period (2017)

© AM&A 2019

ANITA MENDIRATTA

THE CENTRAL ISSUES (CNTD)

Ultimately, it is about Tourism growth, the responsible way, for both the destination and its visitors.

The capital of the Netherlands - attracting over 14 million visitors each year - has moved from Destination Marketing to Destination Management.

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ANITA MENDIRATTA

Image © Plastic Whales

PEACE TOURISM IS NOT A NICHE

'PEACE' is part of the DNA of Tourism. Locals must be invited and empowered to embrace Tourism as their opportunity.

© AMBA 2019

ANITA MENDIRATTA

CASE STUDY - LONDON 2012

“The **70,000** Olympic volunteers who have given their time and energy have been the key to the Games' success. They are the unsung - and unpaid - heroes and heroines who will take home priceless memories.”

London Independent - Aug. 2012

© AM&A 2019

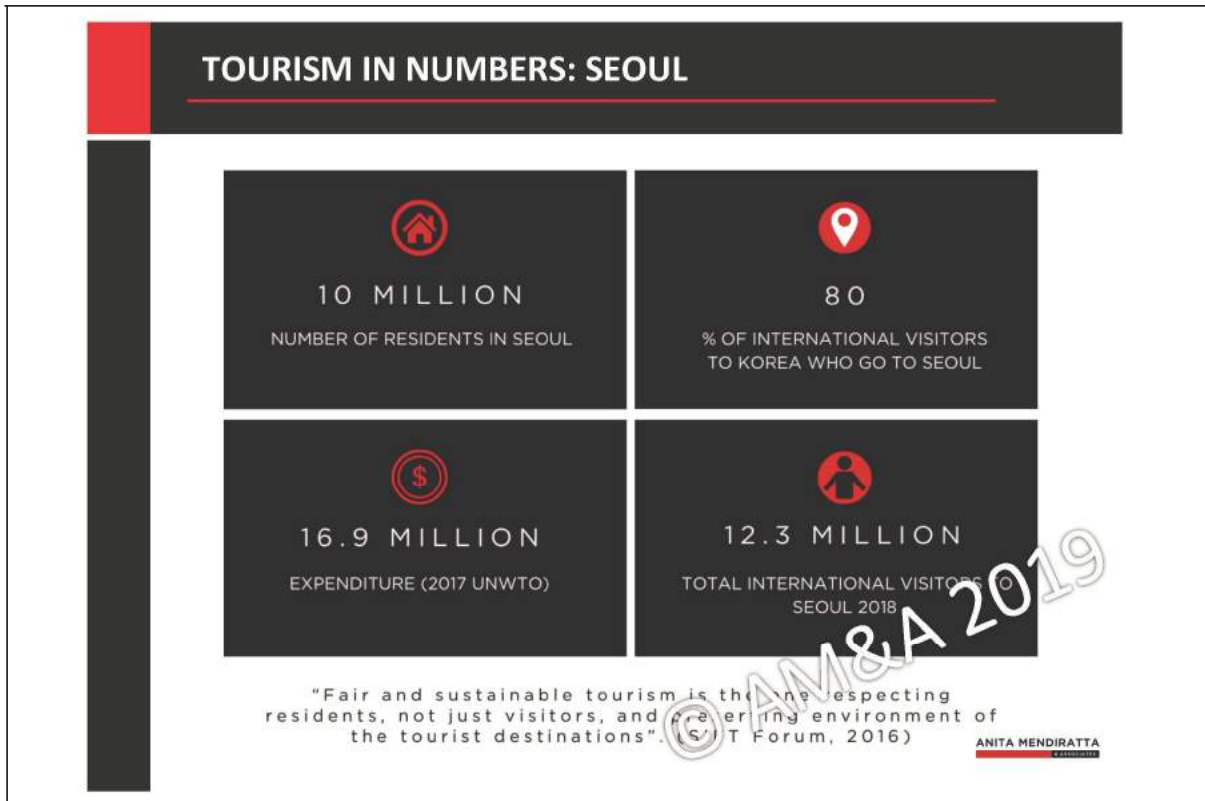
ANITA MENDIRATTA

HERE AT HOME



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ANITA MENDIRATTA



UNIQUELY SEOUL

Embracing a destination's uniqueness - building tourism's future beyond the main historical / cultural attractions.

Bravely & beautifully, Seoul has achieved multi-generational and multi-national appeal.

- Seoul is the only destination in the world where one can authentically experience K-Pop.
- 30% of visitors visit to learn to dance, a result of the "Korean Wave".
- Seoul's Urban Tourism model that promotes compassionate and responsible tourists.
- It's all about being uniquely, proudly Seoul!

ANITA MENDIRATTA
Executive Director

UNIQUELY SEOUL - CULTURAL, HISTORICAL, HOSPITABLE



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ANITA MENDIRATTA
CONSULTANT

UNIQUELY SEOUL - ...AND YOUNG, EXCITING, INVITING!



HRI predicted that BTS's 10-year economic impact will reach ₩ 56.2 trillion (\$49.8 billion).

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ANITA MENDIRATTA
CONSULTANT

SO, HOW DO YOU ACHIEVE PEACE(FUL) TOURISM?

How do the SDGs achieve peaceful tourism?

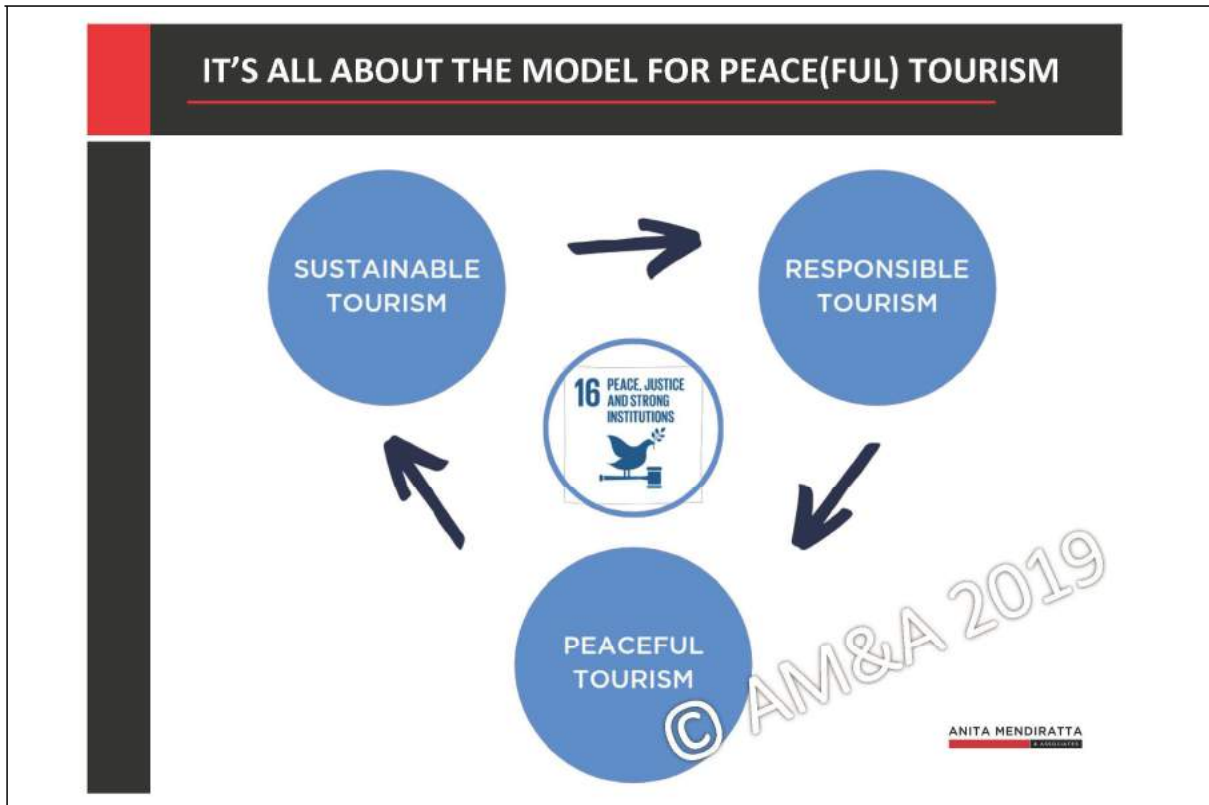
- The **SDGs set the framework** for improving human rights, stability, working with the community and effective governance while reducing violence, exploitation, and crime.
- When all of these components work together, peaceful tourism is achieved.
- **Sustainable Tourism = Responsible Tourism = Peaceful Tourism**
- A clear strategy anchored in **locals and community first** is the roadmap to peaceful tourism.

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HOW DO YOU ACHIEVE PEACEFUL TOURISM?

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PEACE TOURISM = BEING AT PEACE WITH TOURISM



고맙습니다
THANK YOU

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ANITA MENDIRATTA

Session 3-1

평화관광을 위한 서울의 역할과 과제

The roles and challenges of Seoul in promoting peace tourism

Speaker 2

Simon COCKERELL

고려투어 대표

General Manager, Koryo Tours





















Photo Credit: Austin Andrews

Wrap-up Session (Peace Tourism)

종합 세션 (평화 관광)

좌장 / Moderator

김철원 / Chulwon KIM

경희대학교 교수 / Professor, Kyung Hee University

패널 / Panels

나효우 / Hyowoo NA

착한여행 대표 / CEO, Good Travel

진홍석 / Hong-Seok JIN

(사)한국마이스융합리더스포럼 회장 / Chairman, Korea MICE Convergence Leaders Forum



김철원 (경희대학교 교수)

Chulwon KIM (Professor, Kyung Hee University)

김철원 교수는 경희대학교 호텔관광대학 교수로 국제 및 지역관광경쟁력, 지속가능한 관광, 문화관광, 국제관광 정책, MICE 분야 및 남북평화관광에서 연구 및 교육을 수행하고 있는 전문가이다. 호텔관광대학 학장 및 대학원장, 한국컨벤션학회 회장, 한국지식경영학회 회장을 역임하였고 현재 2019 서울 평화 공정관광포럼 조직위원장을 맡고 있다.

Chulwon Kim is a professor from College of Hotel & Tourism Management at Kyung Hee University. Professor Kim is an expert on regional tourism competitiveness, competitive edges and policies of sustainable, cultural and international tourism, MICE sectors, and peace tourism which are the main focus of his research and activities. He served as dean of College, president of the Knowledge Management Society of Korea and he has now served as committee chairs of 2019 Seoul International Forum on Peace and Fair & Sustainable Tourism.



나효우 (착한여행 대표)
Hyo-woo NA (CEO, Good Travel)

나효우 대표는 서울공정관광 국제포럼 조직위원이며, 공정여행 상품과 콘텐츠를 생산하는 사회적 기업 "착한여행"의 대표이다. 1990년대 초반부터 국제개발협력 관련 다양한 활동을 하였으며, 국내외 주민주도형 도시재생과 마을관광(CBT: Community Based Tourism)과 관련된 조사연구, 컨설팅 등 활동을 하고 있다. 한국 지속가능한 사회적기업 네트워크 이사장, 서울관광재단의 이사, (사)남북평화관광협회 부회장, 여행 칼럼니스트로도 활발히 활동하고 있다.

Mr. Na Hyo-woo is a member of the Organizing Committee for Seoul International Fair & Sustainable Tourism Forum hosted by the Seoul Metropolitan Government. He is also CEO of "Good Travel", a social enterprise producing fair travel products and content. Mr. Na has engaged in numerous activities on international development cooperation since the early 1990s, and has been working on research and consulting over the resident-led urban regeneration at home and abroad and the CBT(Community Based Tourism). He now serves as Chairman of The Korea Association for Sustainable Tourism, Director of Seoul Tourism Organization, and Vice Chair of Association for Inter-Korea Peace Tourism. He also actively works as a travel columnist.



진홍석 ((사)한국마이스융합리더스포럼 회장)

Hong-Seok JIN (Chairman, Korea MICE Convergence Leaders Forum)

진홍석박사는 (사)한국마이스융합리더스포럼의 회장, BT&MICE뉴스의 발행인 겸 편집장을 맡고 있으며, 평화관광 관련 통일부 등록 협회인 남북평화관광협회의 수석부회장을 맡고 있다. 아리랑TV에서 IMC를 담당하고 연세대, 경희대 등 다양한 대학에 출강을 했고, 문화부 정책자문위원, 서울시 관광발전위원, 아시아전시컨벤션협의회 임원, 스킨서울클럽 수석부회장 등의 역할을 담당하고 있다. 대고구려전을 기획, 총감독하여 영국의 대영박물관에 올렸으며, 이 전시를 통해 남북한의 공통의 웅장한 역사 동질성 회복으로 한반도의 화해와 평화를 꾀하기도 했다. 2002년 부산아시아게임에서는 스포츠마케팅 전문가로 활동을 했었다.

Dr. Jin is the Chairman of Korea MICE Convergence Leaders Forum and the Editor-in-Chief of 〈The BT & MICE News〉. He is also the Senior Vice President of Inter-Korea Peace Tourism Association and has been in charge of Arirang TV media business department whose main function is to oversee Integrated Marketing Communication. Dr. Jin has lectured at numerous universities in Korea including Yonsei and Kyunghee univ. etc, and served as a member of Policy Advisory Committee for Ministry of Culture, Sports and Tourism, Council for Tourism Development for Seoul Metropolitan City, a Board member of AFECA (Asian Federation of Exhibition & Convention Associations) and the senior vice-president of Skal International Seoul Club, etc. His career started as an exhibition organizer of “Koguryo Special Exhibition” which was brought to the British Museum in 1997 while he was aiming a reconciliation between South and North Korea through the common grand history. He also acted as a sports marketing specialist for Busan Asian Games 2002.

Session 2-2

SDGs 달성을 위한 도시관광 전략과 방법 (Goal 11, 12, 16을 중심으로)

Urban tourism strategies and options for achieving SDGs
(Goals 11, 12, and 16)

좌장 / Moderator

한범수/ Beom Soo HAN

경기대학교 교수, 서울관광발전협의회 위원장 /
Professor, Kyonggi University, Chairman, Seoul City Tourism Industry Committee

발제 / Speakers

Ricardo VALENTE

포르투 관광청 이사회 의장 /
Chairman of the Board, Porto and North Tourism Association

패널 / Panels

김정식 / Jung Sic KIM

세상에 없는 여행 대표이사 / CEO, ONLYTOUR

변재문 / Jaemun BYUN

세종대학교 호텔관광대학 조교수 /
Assistant Professor, College of Hospitality and Tourism, Sejong University

Sri MUJIYATI

ViaVia Jogja 책임자 / Director, ViaVia Jogja

황해국 / Harry Hae-Guk HWANG

UNWTO 아시아 태평양 지역국 부국장 /
Deputy Director of Regional Department for Asia and the Pacific, UNWTO



한범수 (경기대학교 교수 / 서울시관광발전위원회 위원장)
 Beom Soo HAN (Professor, Kyonggi University / Chairman,
 Seoul City Tourism Industry Committee)

한범수 교수는 경기대학교 관광문화대학 학장, (사)한국관광학회 20대 회장, UNWTO 세계도시관광총회 기획위원장을 역임했으며, 중앙정부 및 지방정부의 관광정책 수립에 필요한 다양한 정책 자문을 많이 하고 있다. 2015년 메르스의 여파로 외국인 관광객이 대폭 감소하던 무렵, 서울시와 관광업계는 서울 관광 선언대회를 개최하고, 서울시 관광을 새롭게 혁신하기 위한 서울 관광선언문을 채택했다. 한범수 교수가 초안을 잡은 "서울시민이 행복해야 관광객도 행복하다."라는 선언문의 핵심 내용은, 이후 서울시 관광정책의 주요 기조가 되었다. 한 교수는 서울시 관광산업발전협의회 위원장, 서울시 관광혁신 TF 공동위원장으로 서울시 관광발전에 깊이 관여하고 있다. 서울시 관광정책을 실행할 전담기관인 서울 관광재단(STO)을 설립하는 준비위원장과 발기인 대표를 맡기도 했다. 남산 예정자락, 동묘 등 서울시 도시 재생 관련 정책 자문위원, 서울시 문화정책 자문위원, 광화문 시민위원회 위원으로 참여하고 있고, 2019년 처음 실시하는 서울관광대상 기획위원장, 지속가능발전위원회 분과위원장을 맡고 있다.

Professor Han Beom-Soo was the chairperson of the Planning Committee of the 7th UNWTO Global Summit on Urban Tourism. He was the dean of the College of Tourism & Culture at Kyonggi University in South Korea. Professor Han was also the 20th President of the Tourism Sciences Society of Korea(TOSOK). He has served as the lead tourism policy advisor for development projects in Seoul as well as for central and local governments. When Professor Han headlined the 2015 Declaration on Reforming Tourism Policy, his central message - "Seoul Tourists will be happy if the citizens of Seoul are happy" - became the leading philosophy behind Seoul's tourism policies. Professor Han also contributed to the establishment of the Seoul Tourism Organization (STO) as chairperson of the preparatory committee. In order to successfully combine the unique cultural heritage of Seoul's past and the innovative modernization of Seoul's present, Professor Han became deeply involved with sustainable tourism and urban regeneration projects. He also currently leads as Division Chairperson of the Seoul City Sustainable Development Committee.



Ricardo VALENTE (포르투 관광청 이사회 의장)

Ricardo VALENTE (Chairman of the Board, Porto and North Tourism)

Ricardo Valente는 경제, 관광 및 상업을 위한 시의회의원 겸 유럽기금을 위한 시의회의원이다. 그는 인베스트포르투 (InvestPorto, 투자유치과) 및 관광 개발과 외부 홍보를 위한 포르투 컨벤션 뷰로 (CVB)를 담당하고 있다. 그는 포르투 비보 (Porto Vivo) - 포르투 도시재생협회의 비상임 이사이기도 하다.

Valente는 또한 포르투갈 포르투 대학교의 경제 경영 학부와 포르투 비즈니스 스쿨의 교수다. Valente는 1992년부터 2016년까지 증권사 이사로 자본시장의 위험관리 컨설팅 분야에서 일했다. 같은 기간 자산 관리(포르투갈의 최대 독립 자산 관리회사 CEO), 투자 은행(은행 이사)에서 근무했고, 또한 투자 컨설턴트였다. Valente은 포르투갈의 리스본 가톨릭대학교에서 재무학 석사 학위 및 재무 경영학석사 (MBA) 학위를 취득했고, 포르투 대학교에서 경제학 학사 학위를 취득했다. Valente은 위험 관리와 관련된 여러 서적의 저자다.

Ricardo Valente is City Councilor for Economy, Tourism and Commerce and City Councilor for European Funds. He is in charge of InvestPorto (Investment Attraction Division) and Porto Convention & Visitors Bureau (for tourism development and external promotion). He is also a non-executive board member of Porto Vivo - Porto Urban Rehabilitation Society. Mr. Valente is also a professor at the School of Economics and Management of the University of Porto and at PBS - Porto Business School. From 1992 to 2016, Mr. Valente worked in risk management consulting, capital markets (as director and board member of brokerage firms), asset management (as CEO of one of the largest independent asset management firms in Portugal), investment banking (as member of the board of a bank), and was also an investment consultant. Mr. Valente has a Master's degree in finance and a MBA in finance from the Catholic University of Lisbon, and a degree in Economics from the University of Porto. Mr. Valente is the author of several books on risk management.



김정식 ((주)세상에 없는 여행 대표이사)
Jung Sic KIM (CEO, ONLYTOUR)

-
- 2003년-2014년: 간디고등학교 교사, 대표교사 역임 (2012년)
 - 2015년: 사회적기업가 육성사업 이수, 노동부 장관상 수상
 - 2015년 5월: 트래블스토리 창업 (개인사업자)
 - 2015년 11월: (주)세상에없는여행 법인 전환 창업, 예비사회적기업 지정
 - 전: (사)숲속마을작은학교 이사, 군인권센터 정책위원
 - 현: 한국여행업협동조합 이사, 열매나눔재단 운영위원, 서울시50+ 재단 멘토
-
- Year 2003-2014: Served as a teacher and representative tutor at Gandhi High School (2012)
 - Year 2015: Completed the project course for nurturing social entrepreneurs & received the award from the Minister of Labor, Republic of Korea
 - May 2015: Established Travel Story (an individual business)
 - November 2015: Founded Only Tour Inc. which was designates as a preliminary social enterprise
 - Former: Director of Forest Village Small School (an incorporated association) & a member of the policy committee of the Center for Military Human Rights Korea (CMHRK)
 - Current: Director of Korea Travel & Transportation Tour Agency, a member of the steering committee of Merry Year Foundation, and a mentor of Seoul50Plus Foundation.



변재문 (세종대학교 호텔관광대학 조교수)

Jaemun BYUN (Assistant Professor, College of Hospitality and Tourism, Sejong University)

Professional Experience

- 現 세종대학교 호텔관광대학 호텔관광경영학과 교수 (2017 - 현재)
- 現 세종대학교 호텔관광대학 Global HTM Programs 주임교수 (2018 - 현재)
- 삼성경제연구소 수석연구원 (2016 - 2017)
- A.T. Kearney 컨설턴트/팀장 (2009 - 2013)
- 한국수출입은행 행원/대리 (2004 - 2007)

Education

- 서울대학교 경영학 학사 (1996 - 2004)
- 美 시카고 대학교 경영학 석사 (2007 - 2009)
- 美 퍼듀 대학교 관광경영학 박사 (2013 - 2016)

Professional Experience

- Assistant Professor, College of HTM, Sejong University (2017 - Present)
- Director of Global HTM Program, Sejong University (2018 - Present)
- Research Fellow, Samsung Economic Research Institute, (2016 - 2017)
- Manager, A.T. Kearney (2009 - 2013)
- Loan Officer, The Export-Import Bank of Korea (2004 - 2007)

Education

- Seoul National University, Bachelor of Business Administration (1996 - 2004)
- The University of Chicago, Master of Business Administration (2007 - 2009)
- Purdue University, Ph.D. of Hospitality and Tourism Management (2013 - 2016)



Sri MUJIYATI (ViaVia Jogja 책임자)
Sri MUJIYATI (Director, ViaVia Jogja)

Sri Mujiyati는 인도네시아의 가자 마다 대학교에서 관광학 석사 과정을 졸업했다. 그는 2003년부터 관광에 종사해왔고, 호텔 및 관광 관련 프로젝트를 수행하고 참여하면서 16년 간 경험을 쌓았다. 비아 비아 족자(Via Via Jogja)는 그와 함께 잘 성장하고 있는 관광 사업이다. 그의 주요 책임은 지속가능 관광의 정신으로 여행과 코스를 개발하고 조직하는 것이다. Sri Mujiyati는 프로젝트를 준비하고 진행하면서 사회 및 문화 프로젝트에 참여하고, 지방정부, 지역사회 및 이해관계자와의 네트워크 및 관계를 구축한다. 그는 프리랜서 가이드를 위해 이중 문화간 의사소통과 가이드 기술 교육을 매년 조직하고, 여러 부처가 관련된 회의의 조정자로서 역할을 수행한다. 그는 지난 2년 동안 인도네시아 전문 인증기관의 평가자로 활동하면서 통찰력과 지식을 넓혔다. 또한 인도네시아 욕야카르타 특별 주, 인도네시아여행업협회 (ASITA)의 일원으로 활발하게 활동하고 있다.

I Graduated from Master Program of Gajah Mada University majoring Tourism Studies. I have worked in tourism since 2003 and now it's been 16 years of experiences in practicing and involve some projects related to Tourism and hospitality. ViaVia Jogja is well growing tourism business where I grow with. My main responsibilities are developing and organizing tours and courses in the spirit of sustainable tourism. Involve in social and cultural projects by preparing and staging the project. Build network and relation to the local government, community and stake holders. Organize yearly training for freelance guides on intercultural communication and guiding skills. Coordinator for interdepartmental meeting. This last two years I broaden my insights and expanding knowledge through become an assessors under The Indonesian Professional Certification Authority. I am also an active committee for ASITA (Association of The Indonesian Tours and Travel Agencies, Province of Yogyakarta).



황해국 (UNWTO 아시아 태평양 지역국 부국장)
Harry Hae-Guk Hwang (Deputy Director of Regional Department for Asia and the Pacific, UNWTO)

황해국 (Hae Guk Hwang)은 2008년 2월부터 유엔세계관광기구 아시아 태평양 지역국 부국장으로 일하고 있습니다. 아시아 태평양 지역 회원국의 관광발전과 각국 관광 담당 정부부처간의 협력 및 이해 증진을 위해 프로젝트 진행 및 연구 활동, 기술 지원등의 업무를 수행하고 있습니다. 2005년에는 유엔세계관광기구 STEP Foundation 설립을 위한 한국정부 연락담당관으로 활약했습니다. 유엔세계관광기구 입사 전에는 한국관광공사에서 17년 동안 근무하면서 관광 마케팅 및 MICE 분야 (2002 FIFA World Cup, PATA Annual Conferences, UN ESCAP Seminar등) 전문가로 활약했습니다.

His main responsibilities are providing the maximum benefits to UNWTO Member States by maintaining close contacts with member countries for the implementation of the UNWTO General Programme of Work in the Region through project plan, document analysis and evaluation, market studies publication and technical assistance. He assumed his current position on February 2008. Since he started working for UNWTO in 2005, he has served as a liaison officer by supporting Korean government for the establishment of UNWTO STEP Foundation which is now in full operation in Seoul. Before Harry joined UNWTO, he worked for the Korea Tourism Organization which is Korea's National Tourist Office. In the past 17 years at KTO, most of his work experiences were associated with marketing and promotion by attracting mega events, international meetings and conferences into Korea and hosted those important events: such as 2002 FIFA World Cup, PATA Annual Conferences and UN ESCAP Seminar to name a few.

Session 2-2

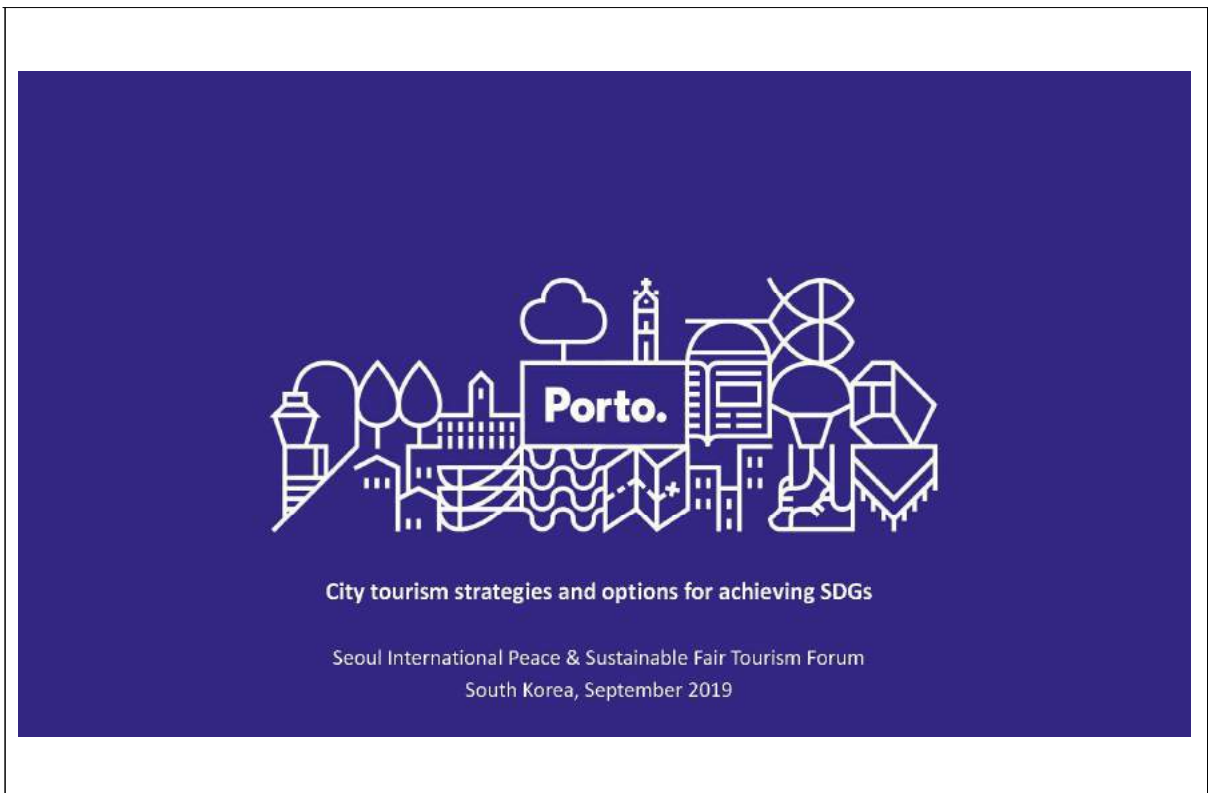
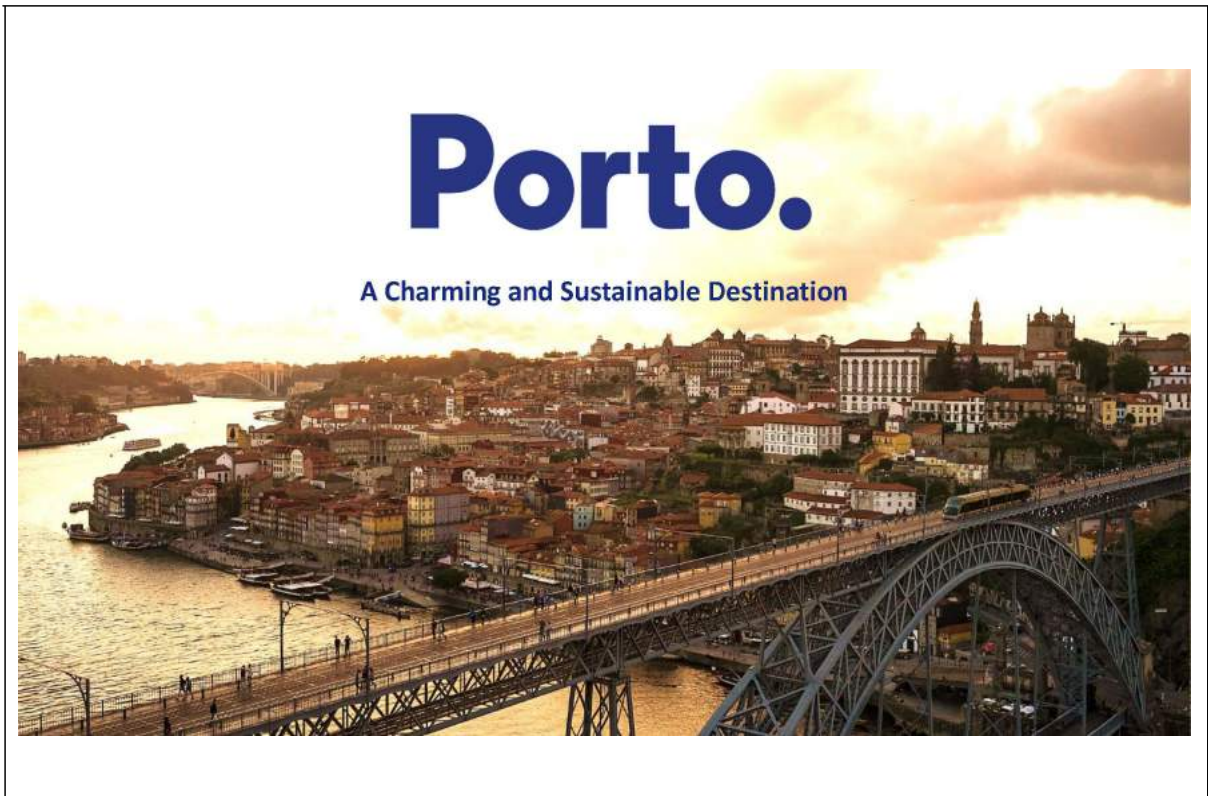
SDGs 달성을 위한 도시관광 전략과 방법 (Goal 11, 12, 16을 중심으로)
Urban tourism strategies and options for achieving SDGs
(Goals 11, 12, and 16)

Speaker


Ricardo VALENTE

포르투 관광청 이사회 의장


Chairman of the Board, Porto and North Tourism Association



Porto.



- 1. Who we are**
Identity, authenticity and innovation
- 2. What we do**
Destination Marketing - Growing a destination of excellence
- 3. How we do it**
Strategic and integrated management
- 4. Why we do it**
Purpose and vision - sustainable development and growth



1. Who we are

- Proud, hardworking and hospitable people
- City with a perfect harmony between:
 - identity and modernity
 - authenticity and innovation
- Privileged geostrategic location between Europe, Africa and Americas
- City recognized for its quality of life

Porto's key awards & distinctions



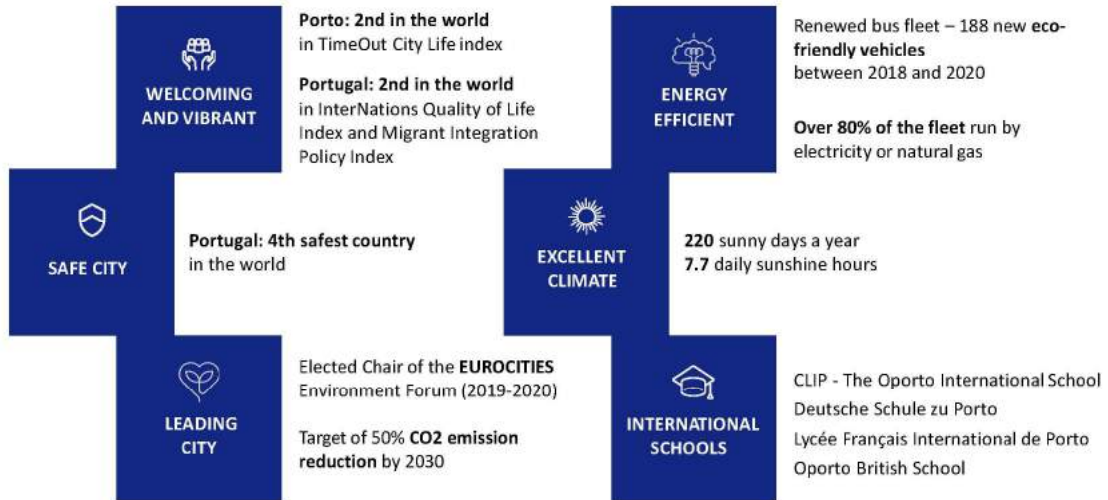
  BEST START-UP FRIENDLY CITY OF EUROPE World Excellence Award 2018	  ALFÂNDEGA, THE BEST CONGRESS CENTER IN EUROPE Business Destination Travel Awards 2017	  UNESCO WORLD HERITAGE SITE Historic Centre of Porto Since 1999	  3rd BEST CITY TO INVEST IN SOUTHERN EUROPE fDi Intelligence 2014/15	  8th MEDIUM-SIZED EUROPEAN CITY IN FDI STRATEGY fDi Intelligence 2018/19
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What makes Porto so special?

- Locals – Sense of hospitality people
- Natural beauty and weather conditions
- Rising economy
- Diversified and embracing tourist offer
- Leisure and business friendly
- Cinematic, photogenic and picturesque landscapes and buildings
- Price competitiveness
- Peculiarity of their culture
- Multiple award-winning city

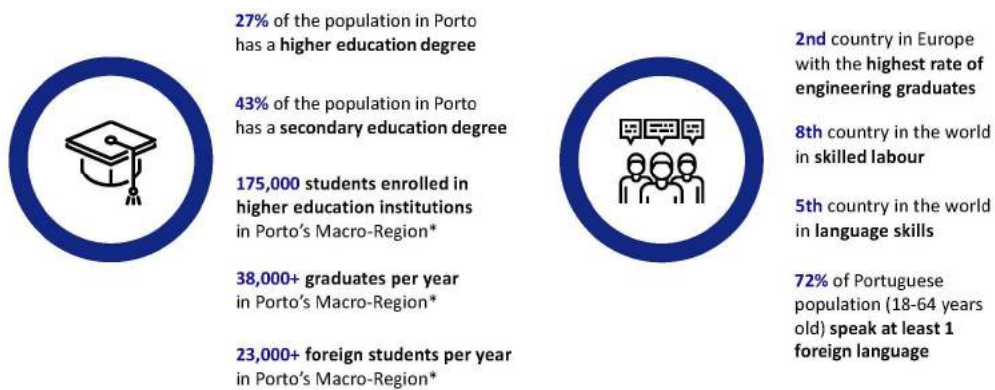


Safe, tolerant, open, culturally diverse, pleasant and environment friendly



Fonte: InvestPorto (2017); Global Peace Index (2018); Migrant Integration Policy Index (2015); InterNations (2018)

Highly Qualified & Multilingual



Source: DGEEC (2016), MD (2018)
 *Northern Region plus a part of the Center Region (comprising Aveiro, Coimbra and Viseu districts)

Infrastructures & Connectivity



Best European Airport in Europe (5 to 10M passengers)
by Airport Council International (ACI)

12 M passengers (2018)
3-hour average distance
from major EU cities
+110 regular destinations
15km from the city centre

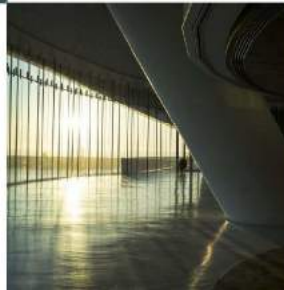


Metro of Porto

67 km of total railroad
extension
82 metro stations
81% clients global
satisfaction level

**New cruise terminal and
logistics platform**

20% of Portuguese
international trade
+18 million tons of cargo
per year
2km from the airport
10km from the city centre



**Best fiber optic network
in Europe** at FTTH 2011

Largest network of buses
with wi-fi in the world
4th in Europe in ultrafast
broadband coverage (IMD 2017)
6th in the world in
communication technology
(IMD 2018)



Luxury options

- ✓ Michelin star restaurants
- ✓ Pritzker awarded architecture
- ✓ Market for manors and old houses
- ✓ Aged Tawnies and Vintage Porto
- ✓ Private experiences
- ✓ Thermal SPA's
- ✓ Deluxe accommodation
- ✓ Craft and traditional shops
- ✓ Golfing courses
- ✓ Helicopter rides
- ✓ Cultural events
- ✓ MICE industry



Gastronomy & wine

Porto and Northern Portugal offer a rich and unique gastronomy in the world.

Porto is one of the Portuguese destinations where tourists can sample the best traditional cuisine.

The city provides all traditional flavours, aromas and the finest and more exquisite delicacies one can find, always paired with Douro wines and Porto, of course, a product that makes the city famous worldwide.

Accommodation

Porto has excellent hotels of different types: chain, charming, design or trendy.

These units are complemented by a wide range of support services, always with the guarantee of a proven experience and a rigorous professionalism.

The hotel offer makes Porto a very appealing and competitive destination.

Events and venues

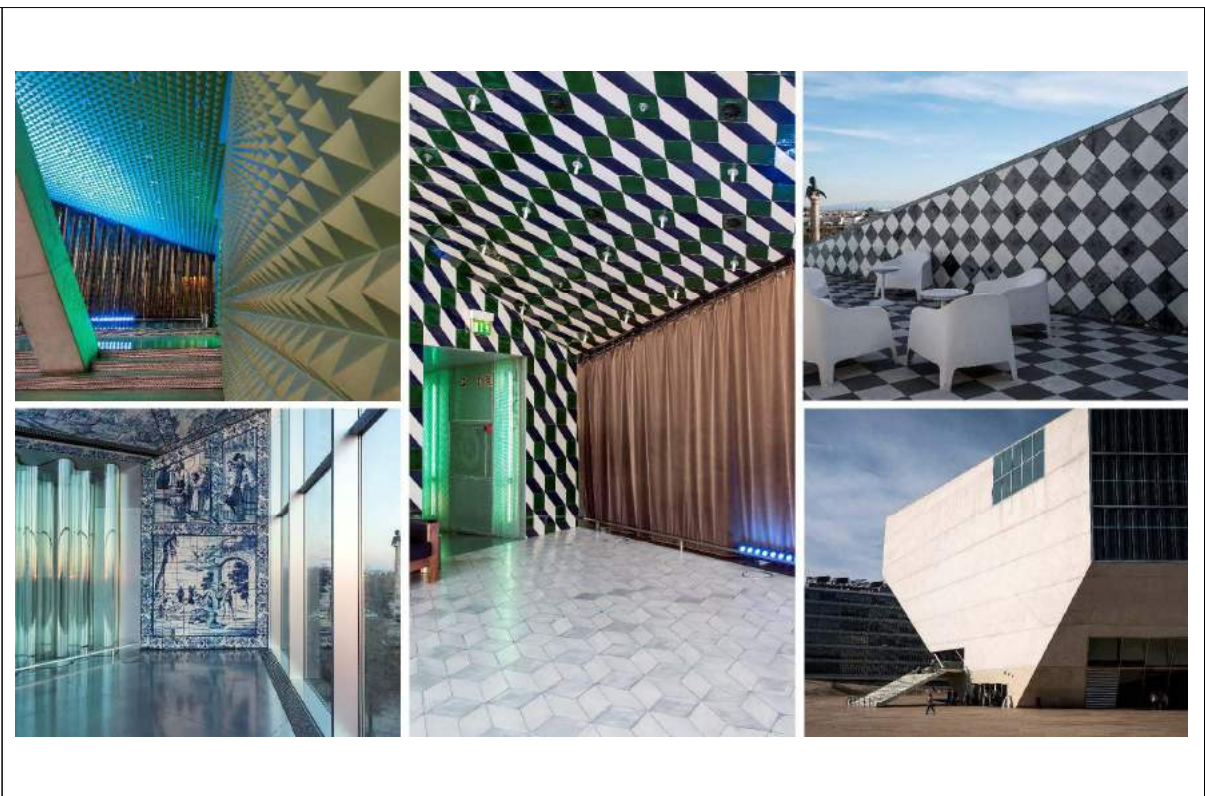
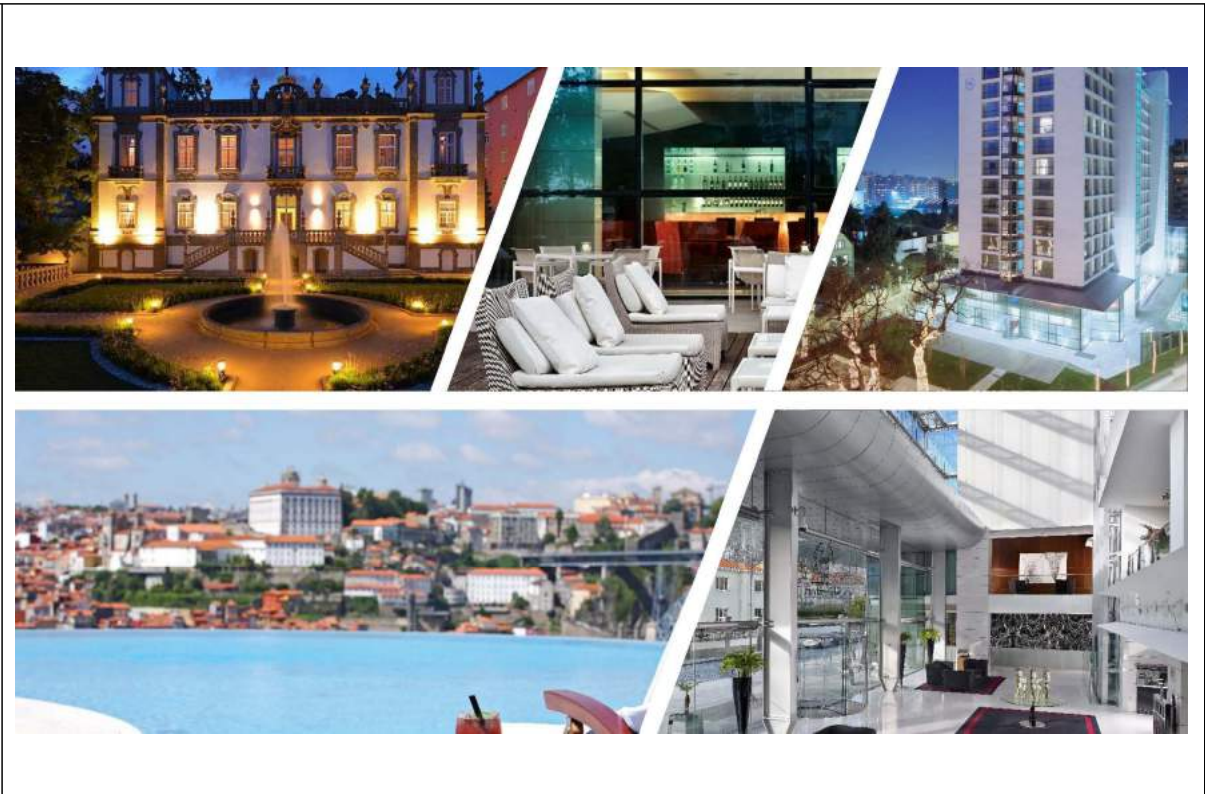
Porto is a world class event destination, offering a number of exclusive venues with highly professional teams.

The true mix between modern and traditional is perfect for events, meetings or congresses.

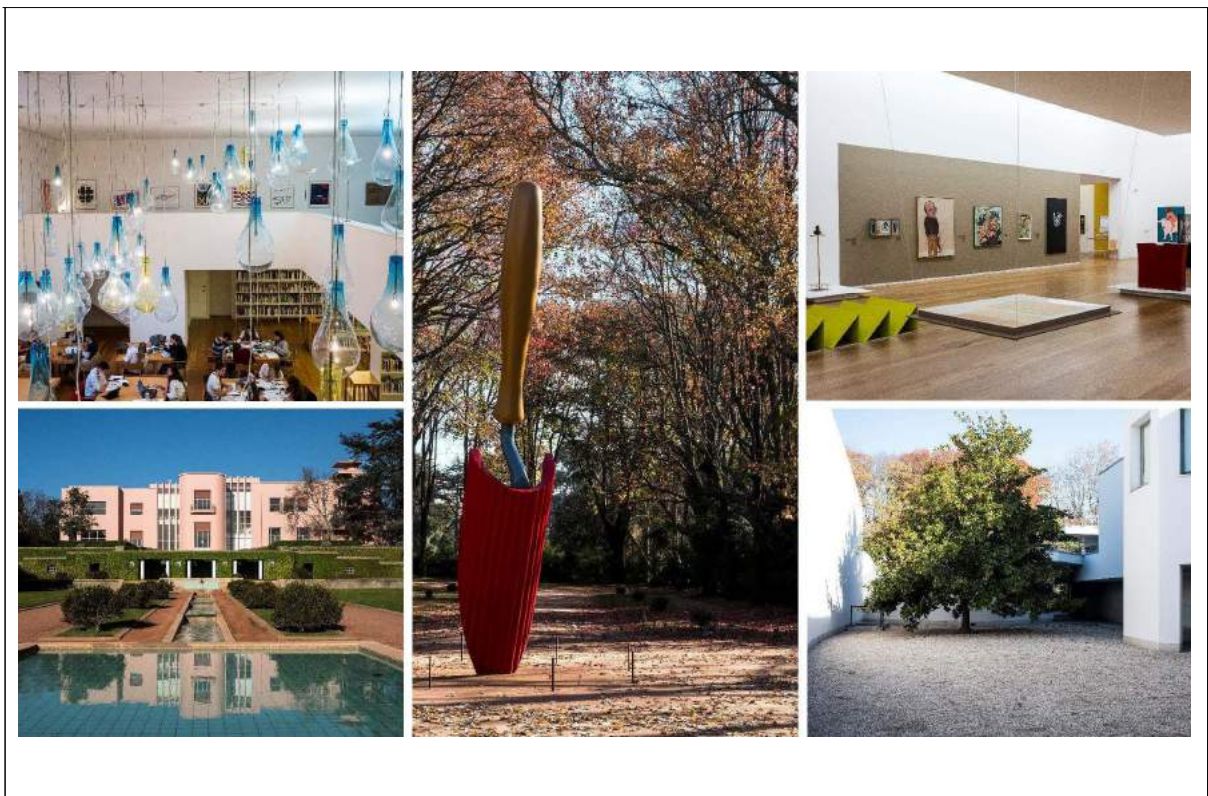
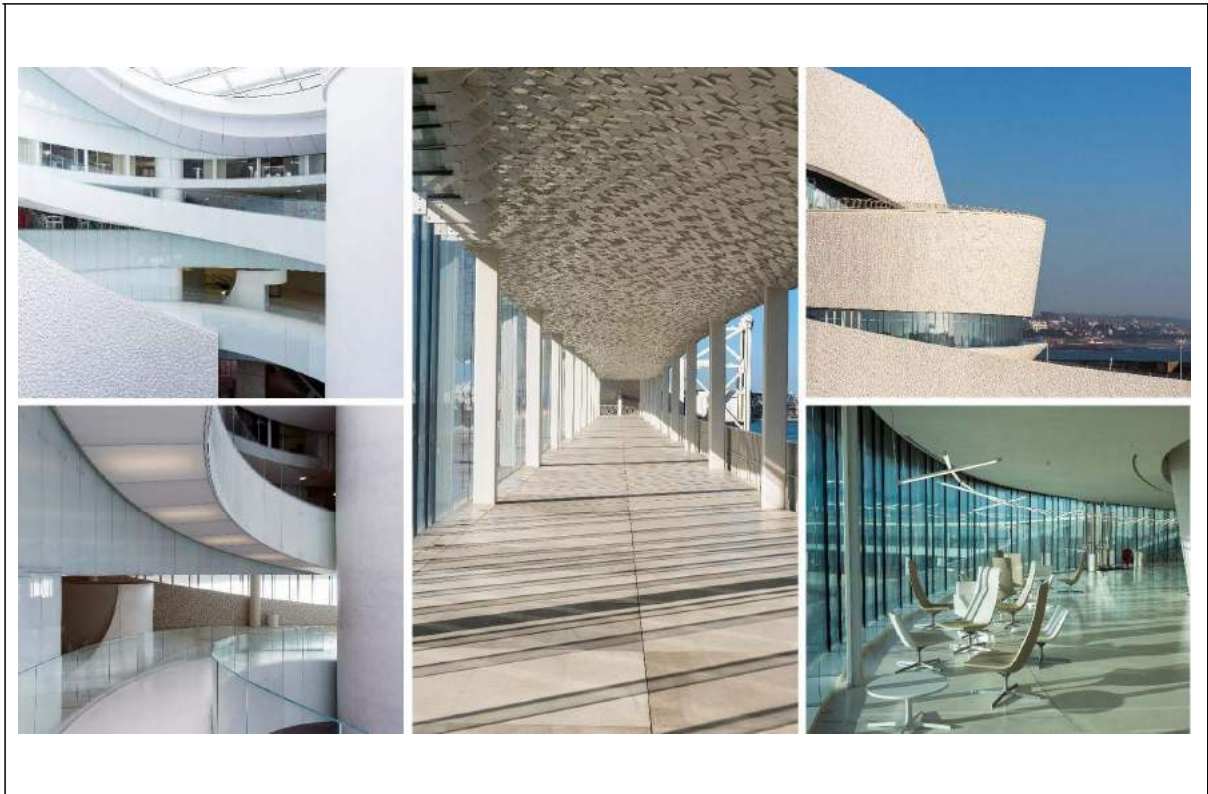
The city gathers impeccable settings, unique and emblematic places to make an unforgettable event.

Porto often hosts and organizes large-scale international events and festivals.











2. What we do

- Tourism as a factor of economic growth
- Destination marketing
- Positioning and Differentiation
- Ensure and improve the attractiveness and competitiveness of the destination
- Innovative branding strategies to tourism and hospitality

Tourism as a factor of economic growth

The tourism industry is currently the fastest growing sector of activity in the world, and Porto is no exception.

The rise of sustainable tourism helps cities, regions and countries to reach new levels of development.

Porto has experienced this in the last few years, being a role model city.



Destination marketing in Porto

Destination Marketing is a fundamental activity to make the city even more competitive in the market (internal and external) and to develop a quality structured tourism product, **providing value**.

Objectives

- Ensure and improve the attractiveness of the destination.
- Positioning the destination and associated tourism products (city breaks, touring, gastronomy & wine, business tourism...)

It isn't just about promotion!

Organize a combination of features / products / services that can deliver real value to segmented customers in order to market tourism products according to the tourist motivations.




Destination marketing in Porto

What influences the competitiveness of the destination:

Attractions	Accessibility	Services	Accommodation	Tourist Animation	Experiment Packs
<ul style="list-style-type: none"> Heritage, culture, diverse resources, events, gastronomy and wine, etc ... 	<ul style="list-style-type: none"> Airport (routes), train and roads 	<ul style="list-style-type: none"> Commercial activities, internet access and other services 	<ul style="list-style-type: none"> Tourist resorts and local accommodation 	<ul style="list-style-type: none"> Tours and activities: heritage, culture, adventure, sport, etc ... 	<ul style="list-style-type: none"> Combination of memorable experiences

❖ Activities and experiences drive travel decisions

Differentiation – Promotion Tool

- Unique and genuine assets:

People | History and Culture | Heritage | Gastronomy and Wine | Events | Welfare | River and Sea | Climate and Light



Creating the Destination Experience Official Branding

“Visit Porto.” is a brand created to build and grow an appealing destination. It follows the same visual and strategic line of “Porto.” brand. With new consumer rating mechanisms, the brand represents a quality assurance seal.

The brand helps to develop new value propositions for tourists and to develop new city promotion tools.



The goal is to enhance the destination through the official destination brand, which is an asset for the promotion of the destination Porto, valuing the experience of visitors.

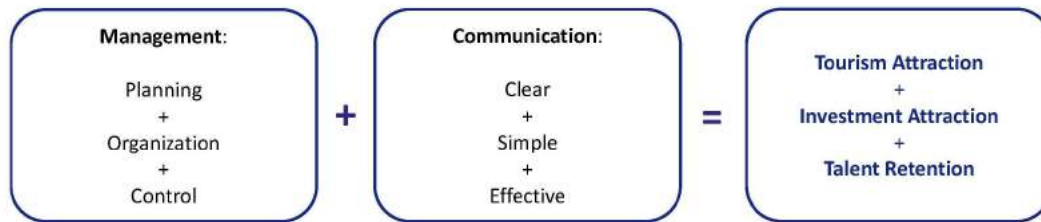
The brand becomes an editorial seal that promotes a better experience of the destination and a sense of sharing among the visitors.



3. How we do it

- Strategic and integrated management & communication
- Focus on residents, visitors, tourists, investors
- Create conditions for quality tourist experiences
- Always responding to the daily challenges of tourism development
- Various municipal projects and initiatives – dynamism

Strategic and integrated management & communication



- The rise of sustainable tourism in Porto is due to the combination of these key-factors.
- To be successful and a role model, the city builds the strategic and operational foundations to fulfill the vision of the future.

Daily Challenges of Tourism Development



Strategic positioning – setting up the tourist perception



Engage the community in city discussion

- Promote a sense of community and belonging to the city
- Ensure that Porto City Hall is an accountable and responsible institution
- Discuss important issues about the city with the objective of adding value, promoting synergies and enhancing integrated development, especially for tourism and commerce



Municipal Tourist Tax – creation and application

- This tourist tax* intends to consolidate Porto as an attractive and sustainable city
- The revenue from this tax is all used to decrease and control the ecological footprint in the city, and to improve cleaning and safety conditions on the streets
- This measure is good for both tourists and inhabitants

*Rates: 2€ per overnight stay and per person, up to a maximum total value of 14€ (seven straight nights per person), with some exceptions.

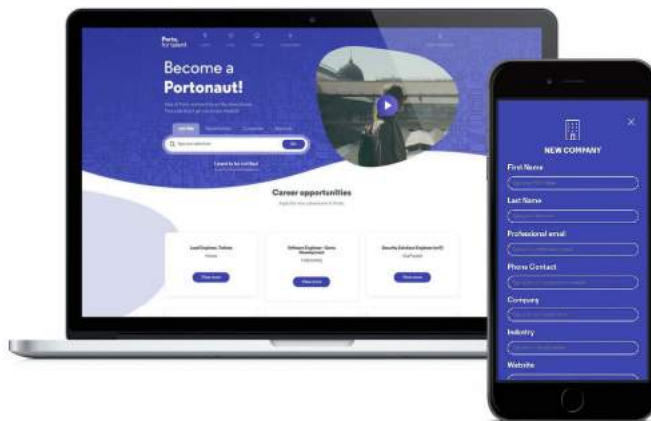




Great Wine Capitals – global network

- This network of wine regions spans old and new world tastes and offers an exceptional guide to international wine tourism travel experiences
- Porto is, of course, a worldwide famous wine destination and one of the 10 Great Wine Capitals, with an important role in it
- This role, based on the excellence of our wine tourism, contributes to the segmentation, positioning and differentiation of Porto as a unique destination

Porto. for talent



- A platform for promoting the talent pool of the city and supporting the attraction and retention of qualified professionals.
- Job postings and information for soft landing in three areas - "Land", "Live" and "Work".
- 50+ companies supported



4. Why we do it

- Achieve strategic tourism goals for the city
- Purpose - sustainable development and growth
 - Addressing the Sustainable Development Goals
- Integrated governance – coordinated efforts
- Vision of the future – new projects ahead to build a “better tomorrow”

Strategic tourism goals in Porto



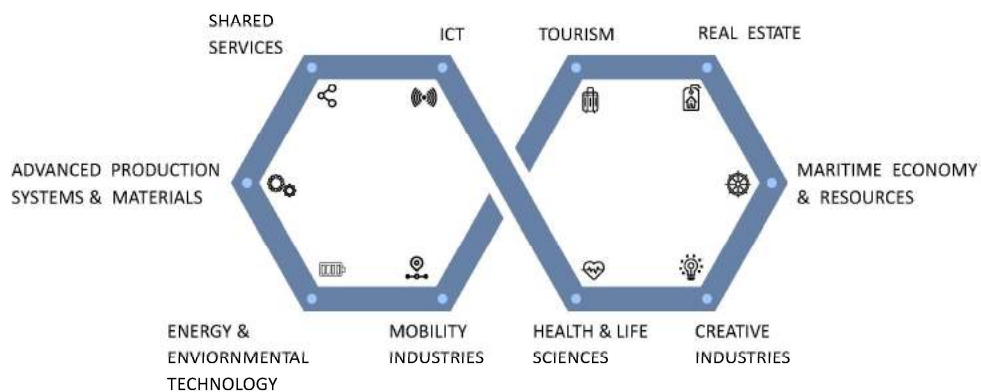


Addressing the Sustainable Development Goals (SDGs)

- [The 2030 Agenda for Sustainable Development](#), adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.
- The municipality of Porto has a major concern to guarantee that all sustainability goals related to the city and all the stakeholders are achieved by adopting effective policies and measures, taking the European lead in some areas.

Strategic Sectors for Sustainable Development

Porto and Northern Portugal





Rehabilitation of the Bolhão Market



27 M€ investment
construction started
in 2018 and finishes
in 2020

MAIN GOALS

- Anchor project for **urban regeneration**
- Buy local** & healthy lifestyle promotion
- Heritage** protection
- Branding** as a place of tradition, culture & healthy lifestyle
- Experience improvement
- Better **mobility** & accessibility
- Energy** efficiency & waste management
- Better **working** conditions & employment
- Promotion as major tourist attraction
- Product variety **marketing**



Rehabilitation of Pavilhão Rosa Mota (Arena)



MAIN GOALS

Multi-functional centre for large events

8M€ of investment

Capacity:

Congresses – up to 6100 people

Sport events – up to 6200 people

Concerts – up to 8000 people

Trade fairs – area of 2370 m²

New metro stations to be constructed nearby and soft transport links to the Alfândega congress centre to create synergy

Grand opening in September 2019

Porto Innovation District



MAIN GOALS

- 50,000 talented people in one square kilometre
- 66,500 daily users (including students, researchers, staff, patients and hospital visitors) = 31% of Porto 's population
- 23 education, research & health institutions
- 32% of all the students in the Northern region of Portugal
- 53 R&D centres
- 5000 researchers

Slaughter House conversion / Matadouro





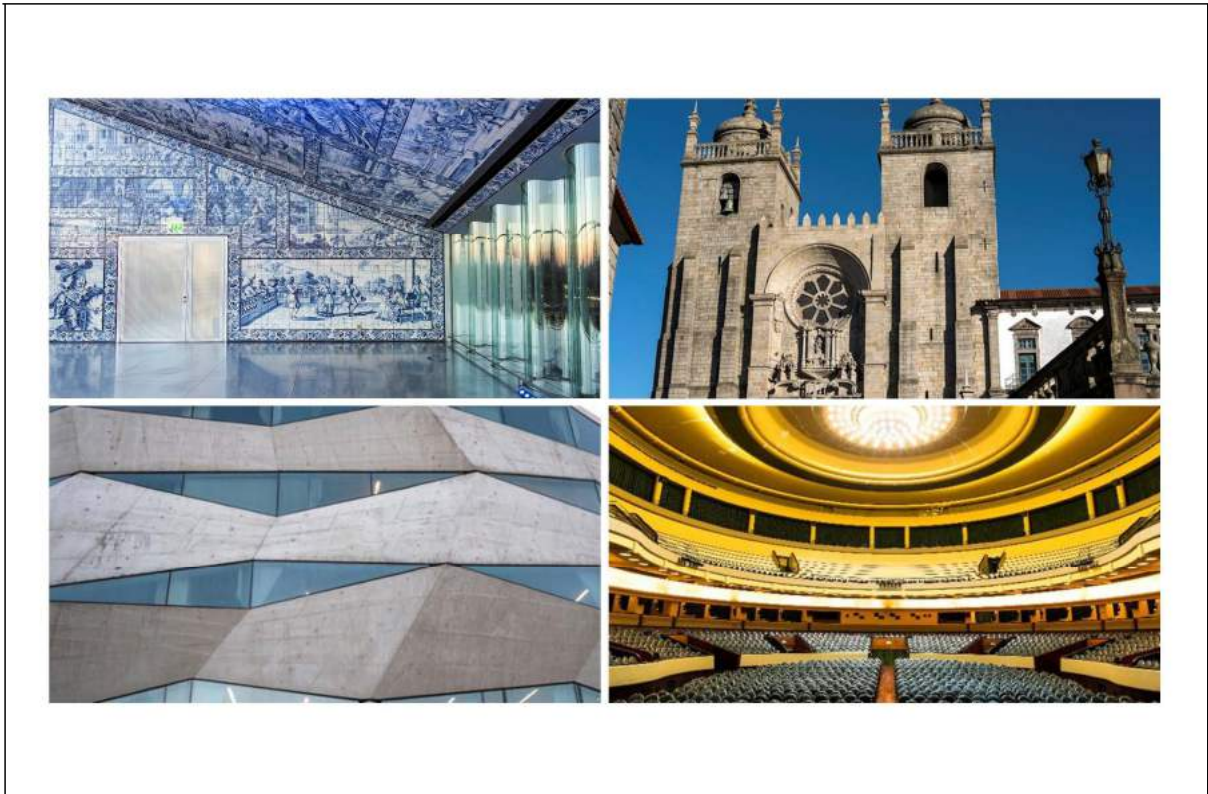
South Korea as an outbound market



South Korea as an outbound market

- **South Korea is an emerging source market of tourists to Portugal**
- In 2018 the market accounted for 165,000 guests (+ 11.0%), 250,000 overnight stays (+ 13.2%) and € 19.7 million in tourist revenues (+ 10.7%)
- South Korea ranks 19th in global foreign demand for Portugal with a 1.1% share (Source: INE)
- Market average annual growth forecasts by 2021 for Portugal:
 - + 3.2% in South Korean tourist demand
 - + 3.1% in tourist expenses





Session 3-2

관광의 전환 _ 지역과 삶을 지키는 관광

Transforming tourism for Localhood and sustainable life

좌장 / Moderator

임영신 / Maria Youngsin LIM

이매진피스 대표 / Co representative, Imagine peace

발제 / Speakers

Sri MUJIYATI

ViaVia Jogja 책임자 / Director, ViaVia Jogja

패널 / Panels

고두환 / Doohwan KO

(주)공감만세 대표이사 / CEO, FAIR TRAVEL KOREA

Andy RUTHERFORD

Fresh Eyes-People to People Travel 대표 / Director, Fresh Eyes-People to People Travel

이한호 / Han Ho LEE

쥬스컴퍼니 대표이사 / CEO, Juce Comefunny Inc.

정란수 / Ransoo JEONG

한양대학교 겸임교수, 프로젝트수 대표 /

Adjunct Professor, Hanyang University, Representative Consultant, Project Soo



임영신 (이매진피스 공동대표)

Maria Youngsin LIM (Co representative, Imagine peace)

1994년 시민사회에서 활동을 시작한 임영신은 2003년 이라크 반전평화운동을 위해 전쟁 직전의 바그다드로 떠나는 먼 길을 통해 평화의 여정을 시작했다. 2003년 이후 세계 분쟁지역 지도를 들고 국경을 넘는 여행, 경계를 넘는 만남을 화두로 팔레스타인에서 민다나오, 아체, 티벳에 이르기까지 아시아의 분쟁지역 곳곳에서 평화활동과 평화 도서관 프로젝트를 함께 해 왔다. 또한 여행을 통해 세상을 바꿀 수 있다는 희망으로 2006년 이매진피스를 창립, 가치와 대안의 키워드로 세상의 지도를 그려가는 새로운 여행자들과 함께하는 공정여행 축제, 2009년 최초의 공정여행 가이드 북 등을 통해 새로운 여행의 가능성을 열어왔다. 2015년 베를린, 베니스, 바르셀로나 등 오버투어리즘 현장 리서치를 시작으로 SDGs in Tourism 네트워크에 참여해 지속가능한 관광의 변환을 위한 실험과 실천에 함께 참여하고 있다. 2016년부터는 서울시와 함께하는 서울국제공정관광 컨퍼런스 조직위원으로 관광의 공공성, 시민의 삶에 중심에 둔 지속가능한 관광의 대안을 민관 거버넌스의 과정 속에서 모색해 가고 있다.

Maria Youngsin Lim started her activities in civil societies in 1994. For anti-war and peace campaigns in Iraq in 2003, she kicked off her long journey of peace, leaving for Baghdad, which was at the brink of war. Since 2003, under the theme of traveling across borders and meeting people beyond boundaries, she has worked on peace activities and peace library projects in every corner of the conflict regions ranging from Palestine to Mindanao, Aceh and Tibet. Furthermore, in the hope that travel can change the world, Maria Youngsin Lim founded Imagine Peace in 2006. Since then she has opened the possibilities of new travel through her first fair travel guidebook published in 2009 and fair travel festivals with new travelers who are creating a map of the world with keywords of value and alternatives. Since starting research on over-tourism sites, including Berlin, Venice, and Barcelona in 2015, she has engaged in the network for the sustainable development goals (SDGs) in tourism and participated in experiments and practices for a transformation towards sustainable tourism. As a member of the Organizing Committee for Seoul International Fair & Sustainable Tourism Forum hosted by the Seoul Metropolitan City Government since 2016, Maria Youngsin Lim has been looking for the alternative of sustainable tourism centered on the publicness of tourism and the citizens' lives in the process of the public and private governance.



Sri MUJIYATI (ViaVia Jogja 책임자)
Sri MUJIYATI (Director, ViaVia Jogja)

Sri Mujiyati는 인도네시아의 가자 마다 대학교에서 관광학 석사 과정을 졸업했다. 그는 2003년부터 관광에 종사해왔고, 호텔 및 관광 관련 프로젝트를 수행하고 참여하면서 16년 간 경험을 쌓았다. 비아 비아 족자(Via Via Jogja)는 그와 함께 잘 성장하고 있는 관광 사업이다. 그의 주요 책임은 지속가능 관광의 정신으로 여행과 코스를 개발하고 조직하는 것이다. Sri Mujiyati는 프로젝트를 준비하고 진행하면서 사회 및 문화 프로젝트에 참여하고, 지방정부, 지역사회 및 이해관계자와의 네트워크 및 관계를 구축한다. 그는 프리랜서 가이드를 위해 이중 문화간 의사소통과 가이드 기술 교육을 매년 조직하고, 여러 부처가 관련된 회의의 조정자로서 역할을 수행한다. 그는 지난 2년 동안 인도네시아 전문 인증기관의 평가자로 활동하면서 통찰력과 지식을 넓혔다. 또한 인도네시아 욕야카르타 특별 주, 인도네시아여행업협회 (ASITA)의 일원으로 활발하게 활동하고 있다.

I Graduated from Master Program of Gajah Mada University majoring Tourism Studies. I have worked in tourism since 2003 and now it's been 16 years of experiences in practicing and involve some projects related to Tourism and hospitality. ViaVia Jogja is well growing tourism business where I grow with. My main responsibilities are developing and organizing tours and courses in the spirit of sustainable tourism. Involve in social and cultural projects by preparing and staging the project. Build network and relation to the local government, community and stake holders. Organize yearly training for freelance guides on intercultural communication and guiding skills. Coordinator for interdepartmental meeting. This last two years I broaden my insights and expanding knowledge through become an assessors under The Indonesian Professional Certification Authority. I am also an active committee for ASITA (Association of The Indonesian Tours and Travel Agencies, Province of Yogyakarta).



고두환 (주)공감만세 대표이사
Doohwan KO (CEO, FAIR TRAVEL KOREA)

고두환은 1984년 한국에서 태어나 공주대학교에서 경제학사, 목원대학교에서 공공행정석사를 전공했습니다. 2009년 공정여행 사회적기업 (주)공감만세를 창업하였고, 서울에서 대전으로 내려가 활동을 이어갔습니다. 2017년 민간에서 주도하여 대전광역시 공정관광 조례를 전국 최초로 제정하는데 일조하였고, 현재 5개 자치구로 조례 제정 활동이 확산되고 있습니다. 공감만세는 지역의 문제를 공정여행이란 혁신적인 방법을 통해 해결하는 일을 하고 있으며, 국내에서는 창업과 지역경제 활성화 측면에서, 국외에서는 빈민지원과 국제개발 측면에서 활동을 이어가고 있습니다.

Ko Doo Hwan, born in Republic of Korea 1984, has a bechelar degree in Economics from Kongju University, and Masters degree in Public Administration from Mokwon University. Being in love with fair travel his whole life, He established social enterprise, "FAIR TRAVEL KOREA" in Seoul 2009. He has participated in the working group for legislation of "Daejeon Fair Travel Municipal ordinances". Now, the legislation movement spreads to other 5 local districts.

FAIR TRAVEL KOREA(FTK) has developed a sustainable way of traveling which is helping to solve global issues. In Korea, the activities are focused on job creation and revitalization of the local economy. In abroad, FTK is dealing with the International Development Cooperation project to support children in poverty.



Andy RUTHERFORD (Fresh Eyes-People to People Travel 대표)
Andy RUTHERFORD (Director, Fresh Eyes-People to People Travel)

Andy는 영국에 본부를 둔 개발정책단체인 원월드액션(One World Action)의 국제 파트너십 책임자였다. 그는 지난30년 동안 아시아, 아프리카 및 중앙 아메리카에서 지역사회에 기반을 두고 민족 단체와 협력해왔다. 그는 개발연구 학위를 바탕으로 두고 녹색 혁명의 사회 경제적 효과에 관한 영국-인도 공동연구 프로그램에서 시작해 아시아, 아프리카 및 라틴 아메리카 전역에 걸친 풀뿌리 조직과 여성 조직과의 협업으로 경력을 발전시켜 나갔다. 그는 인도에 있는 단체에서 처음으로 일을 시작했고, 그 후 영국에 본부를 둔 두 단체, 워온원트(War on Want, 1985년-1990년) 및 원월드액션(One World Action, 1990년- 2011년)과 함께 일했다. Andy는 현재 영국 최초의 비영리 관광 회사인 "새로운 시각- 사람 대 사람의 여행(Fresh Eyes - People to People Travel)"을 설립 중이다. 이 회사는 사려 깊고 사회적으로 책임 있는 여행을 장려하고, 연대감과 여행을 연결한다.

그는 '변화하는 관광 아젠다(<http://www.transforming-tourism.org/>)'를 개발했던 조직들 간 네트워크의 일원이다. 그는 1996년부터 아시아-유럽민중포럼(AEPF) 국제조직위원회의 핵심 회원으로 활동하고 있고, 2000년 서울에서 열린 제 3차 AEPF의 공동 주최자였다.

Andy was the Head of International Partnerships of the UK based development and policy agency One World Action. He has worked with community based and peoples organisations in Asia, Africa and Central America over the last 30 years. Building on his degree in Development Studies, his career evolved from being a member of a joint UK-India research programme on the social and economic effects of the Green Revolution to working with grassroots and women's organisations across Asia, Africa and Latin America. He worked first with organisations in India and then with two UK based organisations, War on Want (1985-1990) and One World Action (1990 to 2011). Currently Andy is establishing what is said to be the UK's first not-for-profit tour company, Fresh Eyes - People to People Travel.

This is encouraging thoughtful, socially responsible travel and linking solidarity and travel together. He was part of the network of organisations that developed the Transforming Tourism Agenda(<http://www.transforming-tourism.org/>). Since 1996 he has been a core member of the International Organising Committee of the Asia Europe People's Forum (AEPF). He was a co-organiser of AEPF3 in Seoul in 2000.



이한호 (㈜쥬스컴퍼니 대표이사)
Han Ho LEE (CEO, Juice Comefunny Inc.)

〈지역 문화와 새로운 여행 기반의 문화적 도시재생 전문 기업〉 (주)쥬스컴퍼니 대표. 지역문화기획자로서 정부 부처 및 지자체의 공공 문화, 관광, 도시재생 프로젝트 컨설팅 및 기획, 운영 파트너로 활동 중입니다.

- 서울시 남산골한옥마을 & 남산국악당 기획 및 운영 (2017.2-현재)
- 광주광역시테마형시티투어버스 (광주100년이야기) 디렉터 (2018.7-현재)
- 지역 기반 복합문화축제 〈1930 양림살롱〉 디렉터 (2016.3-현재)
- 2019 한국관광공사 광주광역시 가을예술여행주간 디렉터 (2019.7-현재)
- 문화체육관광부 문화적 도시재생 컨설팅단 컨설턴트 (2018.5-현재)
- 양림살롱 여행자라운지 (광주광역시 남구 양림동 166-8) 직영 (2018.1-현재)
- 문화체육관광부 2018 문화적 지역 재생 국제 컨퍼런스 총괄 디렉터 (2018.8-10)
- 2019 세계수영선수권대회 문화행사 마스터플랜 수립 책임 연구원 (2018.5-8)
- 문화체육관광부 2017 여행주간 총괄 디렉터 (2017.4-2018.2)
- 서울 밤도깨비 야시장 기획 운영 책임 (2015.8-2016.12)
- 국립아시아문화전당 트래블라운지 기획 운영 책임 (2016.10-2017.2)
- (주)쥬스컴퍼니 창업 및 대표이사 (2006.7-현재)
- 〈기분좋은 QX〉 공동 창업 및 기획 실장 (2003.11-2007.6)
- 중앙대학교 광고홍보학&신문방송학 전공 (1998.2-2006.2)

Lee Han-ho is President of Juice Comefunny Inc., a company specialized in cultural urban regeneration on the basis of local culture and new travel. As a local culture planner and a partner, he has been active in consulting, planning and operating projects for public culture, tourism and urban regeneration of government ministries and local governments.

- Planning and operation of Namsangol Hanok Village & Namsan Gukakdangin in Seoul Metropolitan City (February 2017-Present)
- Director of Themed City Tour Bus in Gwangju Metropolitan City (Story of 100 Years of Gwangju) (July 2018-Present)
- Director of 〈1930 Salon de Yangnim〉, a multicultural festival based on local communities (March 2016-Present)
- Director for 2019 Autumn Art Travel Week in Gwangju Metropolitan City by Korea Tourism Organization (KTO) (July 2019-Present)
- Consultant of Cultural Urban Regeneration Group, Ministry of Culture, Sports and Tourism(MCST), Republic of Korea (May 2018-Present)
- Direct managing of Yangnim Travel Lounge (#166-8, Yangnim-dong Nam-gu, Gwangju Metropolitan City) (January 2018-Present)
- General director of 2018 International Conference on Cultural & Local Regeneration by Ministry of Culture, Sports and Tourism (MCST), Republic of Korea (August 2018-October 2018)
- Senior researcher for establishing the master plan for cultural events of the 18th FINA World Championships Gwangju 2019 (May 2018-August 2019)

- General director for 2019 Travel Week by Ministry of Culture, Sports and Tourism (MCST), Republic of Korea (April 2017-February 2018)
- Planning & operation of Seoul Bamdokkaebi Night Market (August 2015-December 2016)
- Planning & operation of Travel Lounge at Asia Culture Center (ACC) (October 2016-February 2017)
- Founder & president of Juice Comefunny Inc. (July 2006-Present)
- Co-founder & planning director of <given zone QX> (November 2003-June 2007)
- Majored in public relations and mass communication & journalism at Chung-Ang University (February 1998-February 2006)



정란수 (한양대학교 겸임교수 / 프로젝트수 대표)

Ransoo JEONG (Adjunct Professor, Hanyang University / Representative Consultant, Project Soo)

정란수는 대안관광을 연구하는 프로젝트수 대표로 있으며, 한양대학교 관광학부 겸임교수로 재직하고 있다. 한양대학교 관광학부 및 동대학원 관광학과 석사를 졸업하였다. 현대백화점 금강산관광사업부, 한국관광정보센터, 한국관광개발연구원 등에서 관광기획 및 컨설팅 업무를 진행하였으며, 대학교뿐만 아니라 전국의 공무원 교육원, 한국금융연수원 등에서 여행 및 관광 관련 강의를 하고 있다. 주요 저서로는 <개념여행>, <여행을 가다, 희망을 보다>, <문화관광론> 등을 출간한 바 있으며, 주요 논문으로는 <여가 제약모형의 비판적 재구성>이 있다. 주 관심사는 공정여행, 평화관광, 체류형 관광 등을 연구하고 있다.

Mr. Ransoo Jeong, a representative of <Project Soo> where conducts study on alternative tourism, is currently an adjunct professor in Dept. of Tourism in Hanyang University. He majored the tourism and received his Master's degree in the tourism from Hanyang University. He has planned tour program and offered consulting service in Mt. Geumgang Tour Project Dept. in Hyundai Department Store, Korea Tourism Information Center and TDI(Tourism Development Institute) etc. Also, he has delivered lectures regarding the travel and tourism in the universities, Korea Banking Institute and Officials Training Institute over the country. He published <Fair Travel>, <Travel & Look for hope> and <Culture Tourism> and wrote a thesis titled <The Critical Remodeling Leisure Constraints>. He has carried out his study on fair travel, peaceful tourism and long-stay tourism.

Session 3-2

관광의 전환 _ 지역과 삶을 지키는 관광

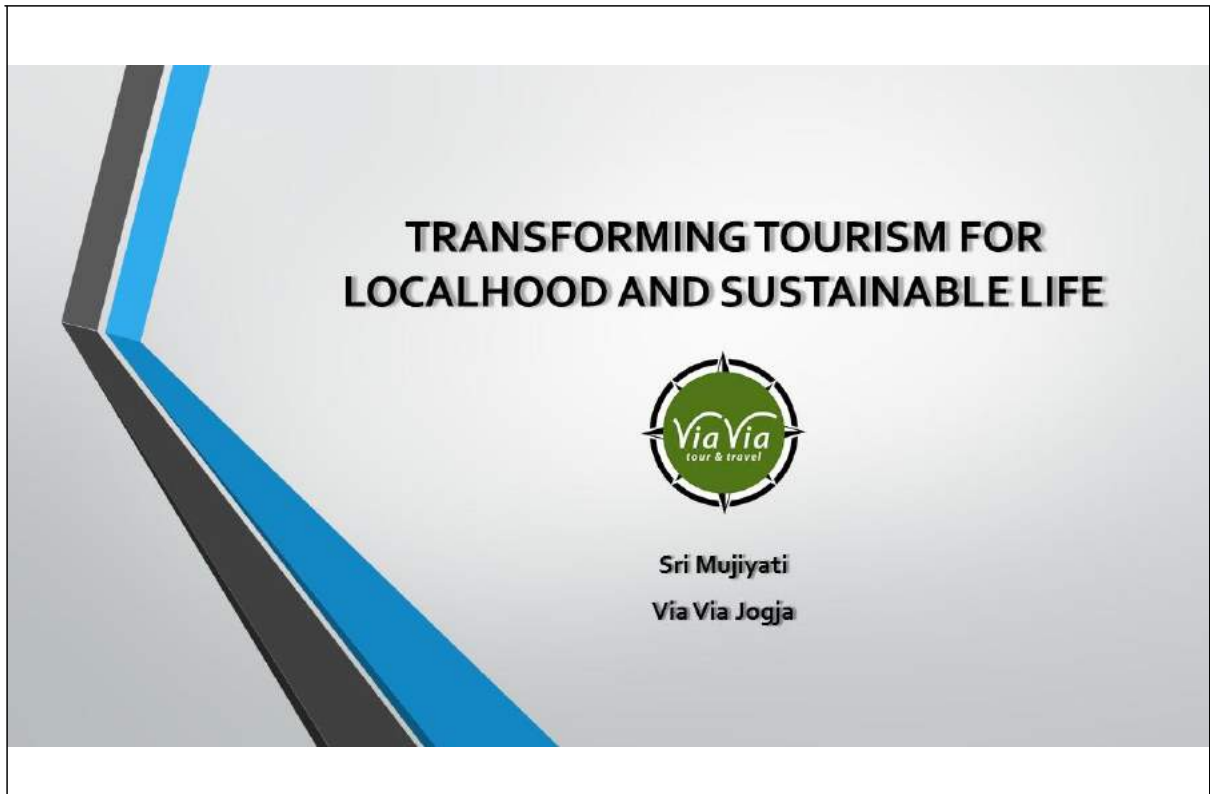
Transforming tourism for Localhood and sustainable life

Speaker

Sri MUJIYATI

ViaVia Jogja 책임자

Director, ViaVia Jogja



TOURISM IN INDONESIA

Jogja: The Emerging Destination



Bali: The Favorite Destination



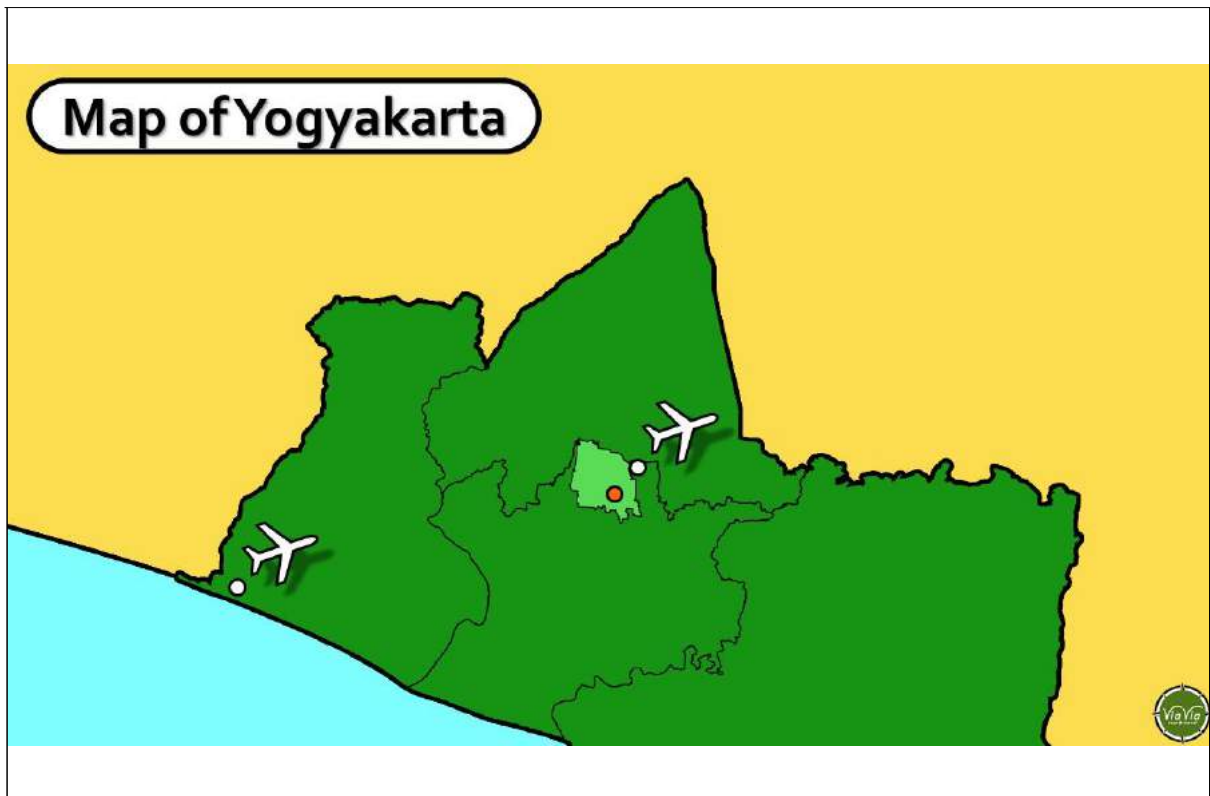
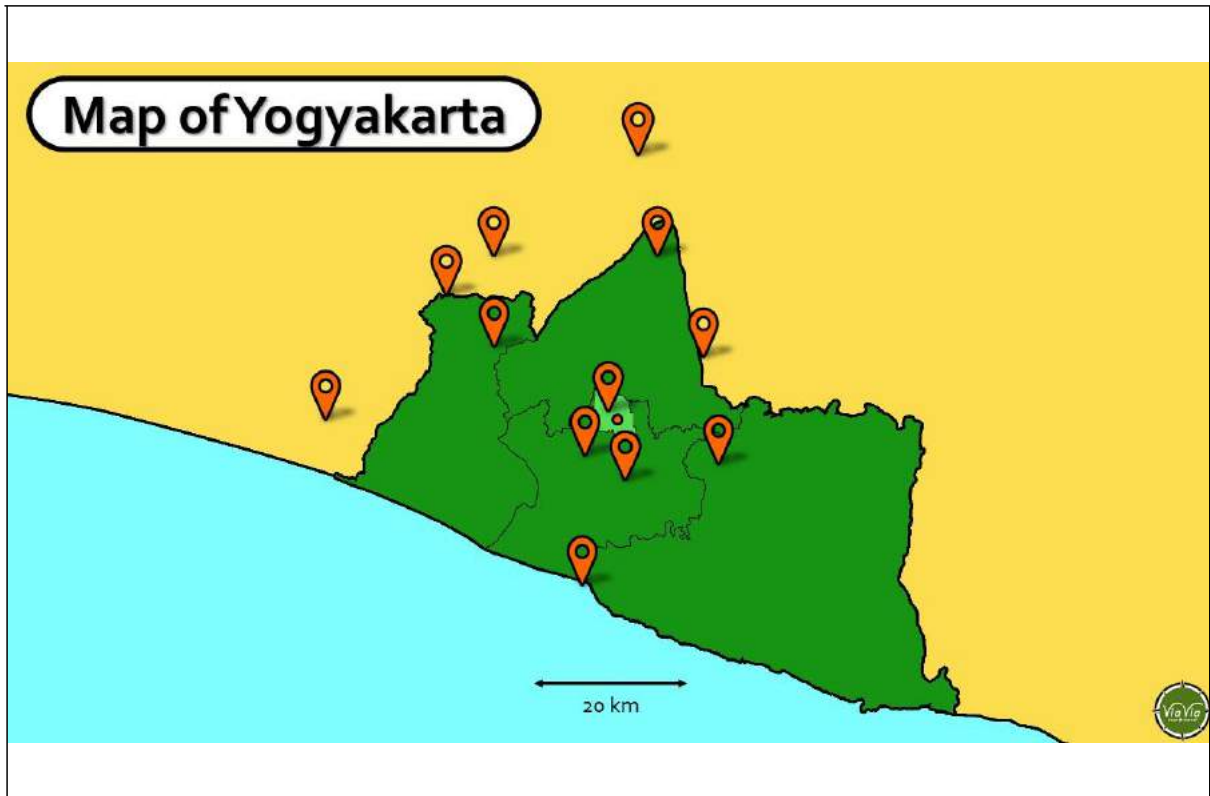
Tourism in Jogja and Bali

Positive

- ❖ Employment / Job opportunity
- ❖ Economic improvement
- ❖ Cross-cultural understanding
- ❖ Raising environmental awareness
- ❖ Cultural and natural preservation

Negative

- ❖ Economic leakage
- ❖ Cultural suppression
- ❖ Excessive exploitation of nature
- ❖ Pollution (land, air, water, noise)
- ❖ Child exploitation



What ViaVia Does

- Create tours based on local involvement
- Offers more alternative tours
- Strengthen human capitals
- Positive discrimination for women
- Respect all multibackground staff



PENTAHELIX COLLABORATION SCHEME INDONESIA TOURISM DEVELOPMENT



"Indonesia tourism development becomes the responsibility of all elements, especially the government, academics, business sector, media and the community."





Wrap-up Session (Fair & Sustainable Tourism)

종합 세션 (공정 관광)

좌장 / Moderator

이훈 / Hoon LEE

한양대학교 교수, 한국관광학회 수석 부회장 /
Professor, Hanyang University, Senior Vice President, Korean Society of Tourism

패널 / Panels

임영신 / Maria Youngsin LIM

이매진피스 대표 / Co representative, Imagine peace

한범수/ Beom Soo HAN

경기대학교 교수, 서울관광발전협의회 위원장 /
Professor, Kyonggi University, Chairman, Seoul City Tourism Industry Committee



이훈 (한양대학교 교수 / 한국관광학회 수석 부회장)
Hoon LEE (Professor, Hanyang University / Senior Vice President, Korean Society of Tourism)

한양대학교 관광학부 정교수

한양대학교 관광연구소 소장 겸 편집위원장 (KCI 등재지)

- 한국관광학회 수석부회장 (2019.1-현재)
- 서울시 관광정책 자문위원 (2005.2-현재)
- (재) 서울관광재단 이사 (2018.4-현재)
- 외교부 한일문화인적 교류활성화 TF (위원장) (2018.5-2018.7)

Professor, School of Tourism, HYU

Director of Tourism Research Institute, HYU

Director, Graduate School of International Tourism

Chief Editor, Journal of Tourism Studies, Korea

- Senior Vice President, Korean Society of Tourism (2019-Present)
- A Policy Consultant on Tourism, Seoul Metropolitan Government (2005-Present)
- A Member of Board of Directors, Seoul Tourism Organization (2018-Present)



임영신 (이매진피스 공동대표)

Maria Youngsin LIM (Co representative, Imagine peace)

1994년 시민사회에서 활동을 시작한 임영신은 2003년 이라크 반전평화운동을 위해 전쟁 직전의 바그다드로 떠나는 먼 길을 통해 평화의 여정을 시작했다. 2003년 이후 세계 분쟁지역 지도를 들고 국경을 넘는 여행, 경계를 넘는 만남을 화두로 팔레스타인에서 민다나오, 아체, 티벳에 이르기까지 아시아의 분쟁지역 곳곳에서 평화활동과 평화 도서관 프로젝트를 함께 해 왔다. 또한 여행을 통해 세상을 바꿀 수 있다는 희망으로 2006년 이매진피스를 창립, 가치와 대안의 키워드로 세상의 지도를 그려가는 새로운 여행자들과 함께하는 공정여행 축제, 2009년 최초의 공정여행 가이드 북 등을 통해 새로운 여행의 가능성을 열어왔다. 2015년 베를린, 베니스, 바르셀로나 등 오버투어리즘 현장 리서치를 시작으로 SDGs in Tourism 네트워크에 참여해 지속가능한 관광의 변환을 위한 실험과 실천에 함께 참여하고 있다. 2016년부터는 서울시와 함께하는 서울국제공정관광 컨퍼런스 조직위원으로 관광의 공공성, 시민의 삶을 중심에 둔 지속가능한 관광의 대안을 민관 거버넌스의 과정 속에서 모색해 가고 있다.

Maria Youngsin Lim started her activities in civil societies in 1994. For anti-war and peace campaigns in Iraq in 2003, she kicked off her long journey of peace, leaving for Baghdad, which was at the brink of war. Since 2003, under the theme of traveling across borders and meeting people beyond boundaries, she has worked on peace activities and peace library projects in every corner of the conflict regions ranging from Palestine to Mindanao, Aceh and Tibet. Furthermore, in the hope that travel can change the world, Maria Youngsin Lim founded Imagine Peace in 2006. Since then she has opened the possibilities of new travel through her first fair travel guidebook published in 2009 and fair travel festivals with new travelers who are creating a map of the world with keywords of value and alternatives. Since starting research on over-tourism sites, including Berlin, Venice, and Barcelona in 2015, she has engaged in the network for the sustainable development goals (SDGs) in tourism and participated in experiments and practices for a transformation towards sustainable tourism. As a member of the Organizing Committee for Seoul International Fair & Sustainable Tourism Forum hosted by the Seoul Metropolitan City Government since 2016, Maria Youngsin Lim has been looking for the alternative of sustainable tourism centered on the publicness of tourism and the citizens' lives in the process of the public and private governance.



한범수 (경기대학교 교수 / 서울시관광발전위원회 위원장)
 Beom Soo HAN (Professor, Kyonggi University / Chairman,
 Seoul City Tourism Industry Committee)

한범수 교수는 경기대학교 관광문화대학 학장, (사)한국관광학회 20대 회장, UNWTO 세계도시관광총회 기획위원장을 역임했으며, 중앙정부 및 지방정부의 관광정책 수립에 필요한 다양한 정책 자문을 많이 하고 있다. 2015년 메르스의 여파로 외국인 관광객이 대폭 감소하던 무렵, 서울시와 관광업계는 서울 관광 선언대회를 개최하고, 서울시 관광을 새롭게 혁신하기 위한 서울 관광선언문을 채택했다. 한범수 교수가 초안을 잡은 "서울시민이 행복해야 관광객도 행복하다."라는 선언문의 핵심 내용은, 이후 서울시 관광정책의 주요 기조가 되었다. 한 교수는 서울시 관광산업발전협의회 위원장, 서울시 관광혁신 TF 공동위원장으로 서울시 관광발전에 깊이 관여하고 있다. 서울시 관광정책을 실행할 전담기관인 서울관광재단(STO)을 설립하는 준비위원장과 발기인 대표를 맡기도 했다. 남산 예정자락, 동묘 등 서울시 도시 재생 관련 정책 자문위원, 서울시 문화정책 자문위원, 광화문 시민위원회 위원으로 참여하고 있고, 2019년 처음 실시하는 서울관광대상 기획위원장, 지속가능발전위원회 분과위원장을 맡고 있다.

Professor Han Beom-Soo was the chairperson of the Planning Committee of the 7th UNWTO Global Summit on Urban Tourism. He was the dean of the College of Tourism & Culture at Kyonggi University in South Korea. Professor Han was also the 20th President of the Tourism Sciences Society of Korea(TOSOK). He has served as the lead tourism policy advisor for development projects in Seoul as well as for central and local governments. When Professor Han headlined the 2015 Declaration on Reforming Tourism Policy, his central message - "Seoul Tourists will be happy if the citizens of Seoul are happy" - became the leading philosophy behind Seoul's tourism policies. Professor Han also contributed to the establishment of the Seoul Tourism Organization (STO) as chairperson of the preparatory committee. In order to successfully combine the unique cultural heritage of Seoul's past and the innovative modernization of Seoul's present, Professor Han became deeply involved with sustainable tourism and urban regeneration projects. He also currently leads as Division Chairperson of the Seoul City Sustainable Development Committee.