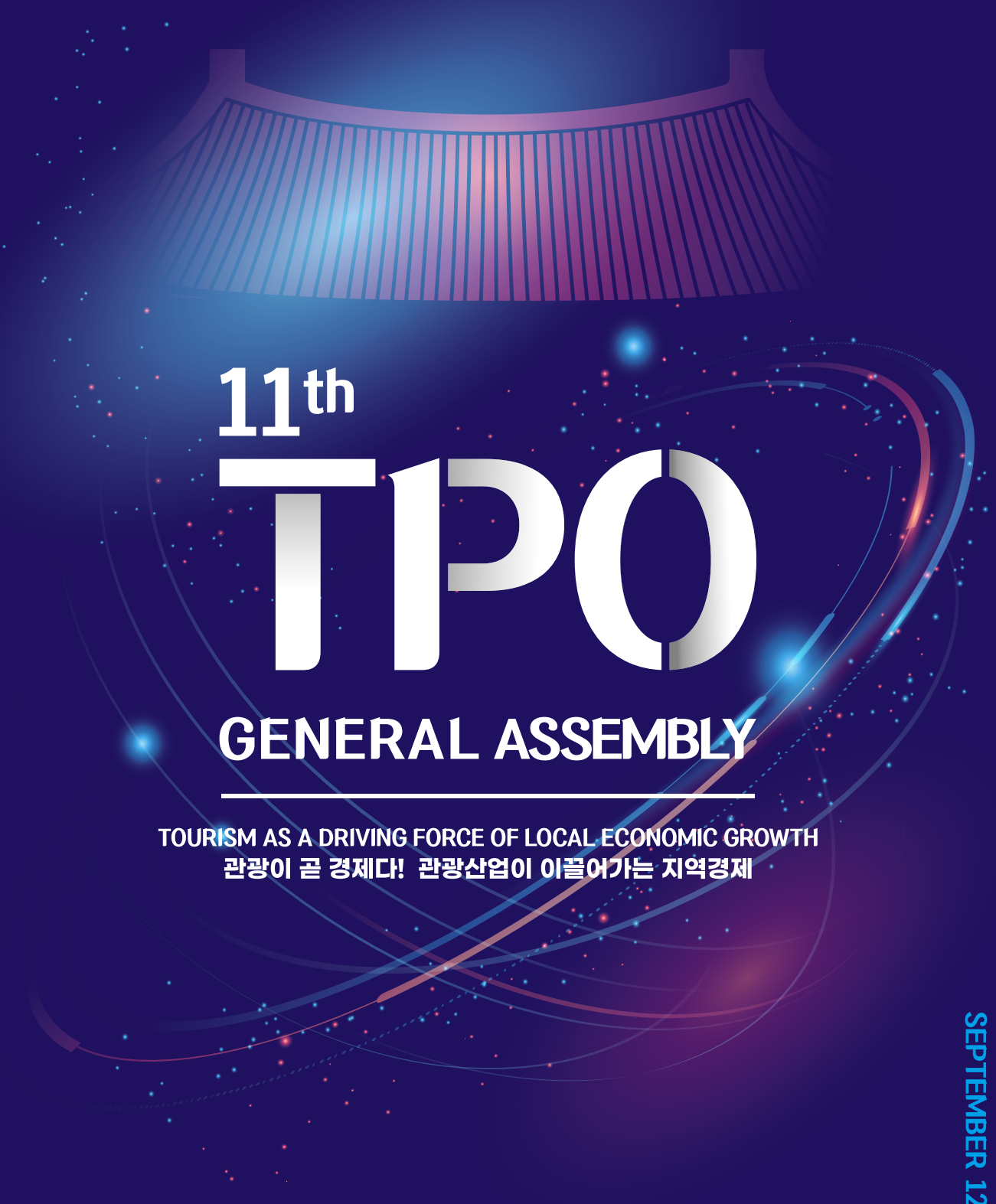


제11차 아시아태평양도시 관광진흥기구 총회
SEPTEMBER 12-15, 2023
JEONJU, KOREA



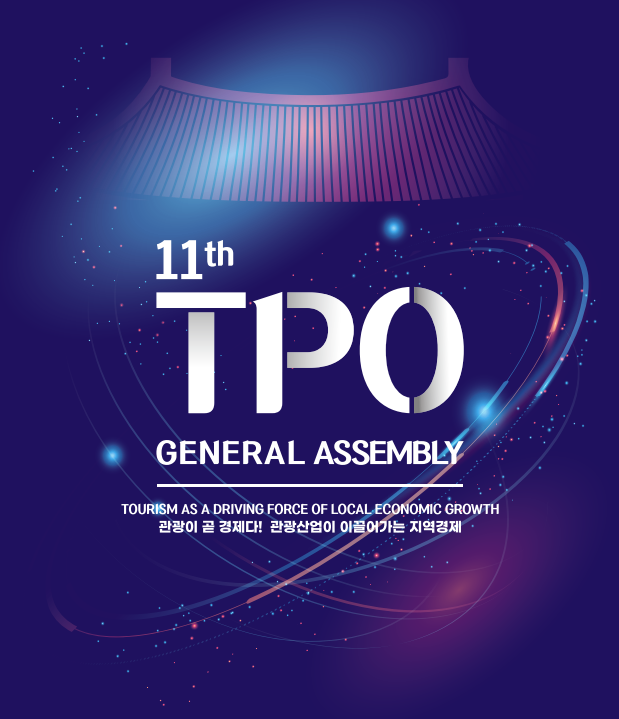
11th TPO

GENERAL ASSEMBLY

TOURISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROWTH
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

SEPTEMBER 12-15, 2023

11th TPO GENERAL ASSEMBLY 제11차 아시아태평양도시 관광진흥기구 총회



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CONTENTS

11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회

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OUTLINE

11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회

▪ **Title**

11th TPO General Assembly

▪ **Dates**

September 12-15, 2023

▪ **Venue**

Lahan Hotel and areas of Jeonju, Korea

▪ **Theme**

Tourism as a driving force of local economic growth

▪ **Participants**

TPO Members, TPO Secretariat, Invited guests

- TPO President and Co-Presidents, Executive Committee Members,
Other members wishing to attend, TPO Secretariat, Tourism-related
organizations, Business, Media, Students, etc



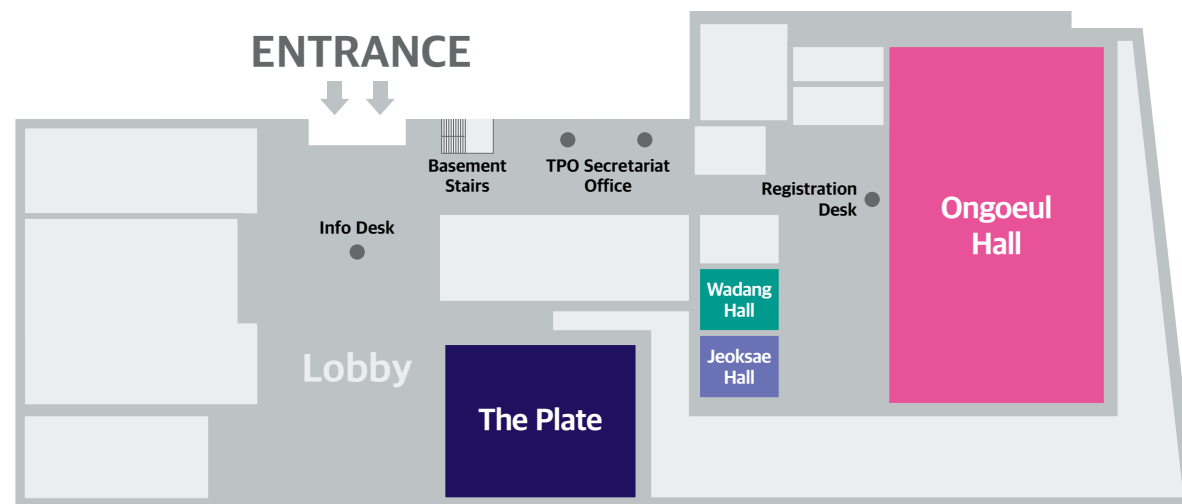
11th TPO General Assembly

Time	Program		Venue	
Day 1 Sep. 12 (Tue.)				
15:00	Registration		Chungmugong Hall(3F) Wangyijimil Hotel	
16:00	The 41 st TPO Executive Committee Meeting			
19:00	Networking Dinner by TPO		Outdoor Garden Wangyijimil Hotel	
Day 2 Sep. 13 (Wed.)				
08:00 ~ 18:00	Registration		Ongoeul Hall(1F) Lahan Hotel	
09:00	Opening Ceremony			
10:30	Mayors' Summit		Maru Hall(B1F) Lahan Hotel	
12:00	VIP Luncheon		Kimchi Culture Center	
	Luncheon		Jeonju Hanok Village	
13:30	Session I (TPO)	Bilateral Meeting	Ongoeul Hall(1F) Lahan Hotel	Wadang/ Juksae Hall(1F) Lahan Hotel
15:10	Session II (Jeonju)		Ongoeul Hall(1F) Lahan Hotel	
18:00	Gala Dinner by Jeonju		Ongoeul Hall(1F) Lahan Hotel	
Day 3 Sep. 14 (Thur.)				
09:30	Session III(TPO)		Ongoeul Hall(1F) Lahan Hotel	
12:00	VIP Luncheon		Maru Hall(B1F) Lahan Hotel	
	Luncheon		The Plate(1F) Kiwa Hall(B1F) Lahan Hotel	
13:30	Breakout Sessions (TPO Regional Meeting)	Bilateral Meeting	Wadang/ Juksae Hall(1F) Lahan Hotel	Maru Hall(B1F) Lahan Hotel
16:00	Plenary Session		Ongoeul Hall(1F) Lahan Hotel	
19:00	Farewell Dinner by Jeonju		Hanbyeok Culture Center	
Day 4 Sep. 15 (Fri.)				
09:50	Tour of Jeonju		Jeonju	
12:00	Luncheon			

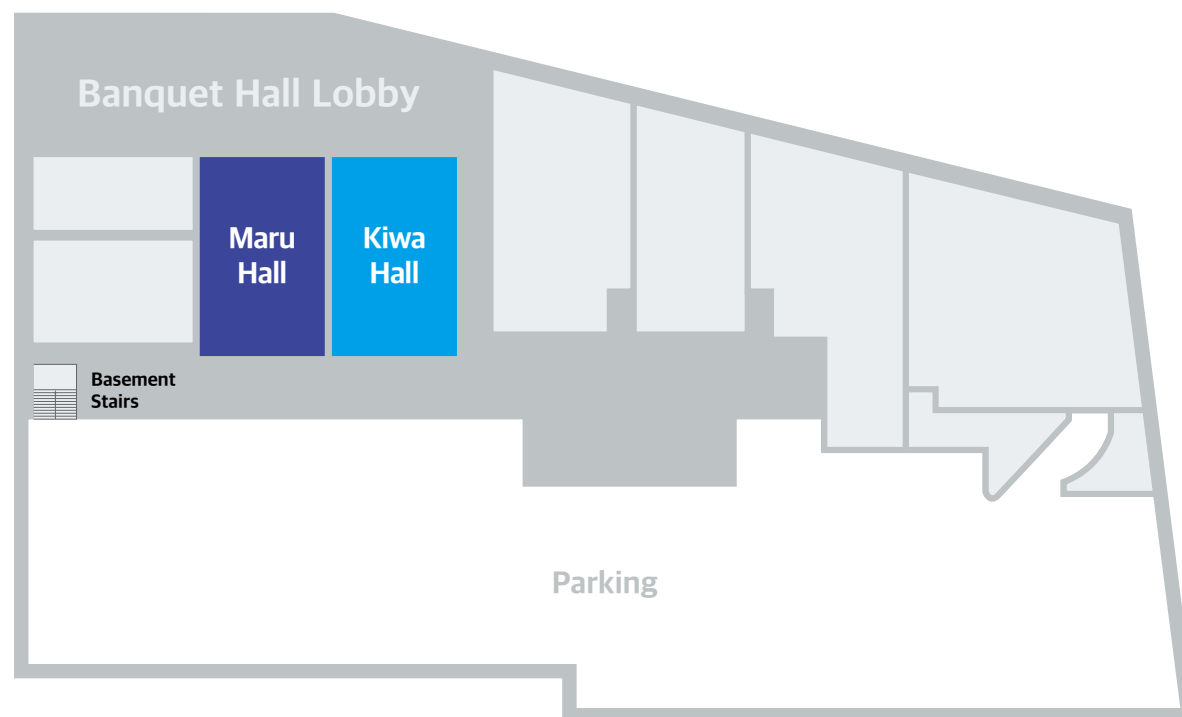
FLOOR PLAN

11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회

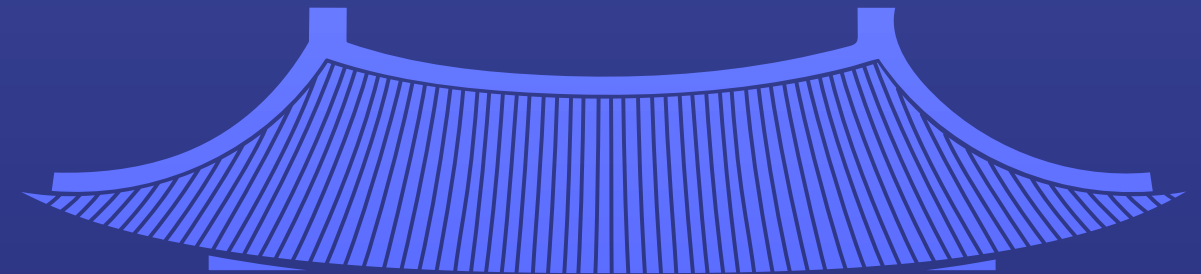
| Lahan Hotel : Ground floor



| Lahan Hotel : Basement floor



11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회



KEYNOTE SESSION

SPEAKERS

Speech 1 : Changes and Innovations in Tourism Leading the Regional Economy: Local Government Leadership	
Lee Youn-taek	06
President of Korea Tourism Policy Research Association Emeritus Professor of Hanyang University, Korea	
Speech 2 : Tourism as a sustainable driving force of Local Economic Growth	
Mario Hardy	14
Envoy of Sustainability Tourism Global Center (Former CEO of Pacific Asia Travel Association), France	

| Keynote Speaker 1

: Changes and Innovations in Tourism Leading the Regional Economy: Local Government Leadership



Special Speaker 1

Lee Youn-taek

President of Korea Tourism Policy Research Association
Emeritus Professor of Hanyang University, Korea

Career History

Dr. Youn Taek Lee is the president of the Korea Tourism Policy Research Association (TOPA), a research group of tourism policy experts, and serves as an emeritus professor at Hanyang University. He received a doctorate in tourism research from George Washington University in the United States and has since studied tourism policy and international tourism cooperation. He served as the head of the Korea Tourism Institute under the Ministry of Culture and Tourism of Korea, vice chairman of the OECD Tourism Committee, director of the Korea Pacific Economic Cooperation Committee, director of the Korea Tourism Organization, director of Gyeonggi Tourism Organization, and director of the Korea Broadcasting Advertising Corporation. In the private sector, he served as an outside director of Hotel Shilla, Lotte Tourism Development, and Korea United Pharmaceutical. His major books include Tourism Policy, International Tourism Cooperation, Policy Debate, and Tourism Industry in the Era of Globalization.



Global Tourism Back to 1990 Levels

"International tourist arrivals fell by 72% over the first ten months of 2020, with restrictions on travel, low consumer confidence and a global struggle to contain the COVID-19 virus, all contributing to the worst year on record in the history of tourism."

- World Tourism Organization (UNWTO)

New Normal Legacies in Tourism Industry



TOPN 한국관광정책연구학회
KOREA TOURISM POLICY RESEARCH ASSOCIATION

The Principles of Sustainable Tourism



TOPN 한국관광정책연구학회
KOREA TOURISM POLICY RESEARCH ASSOCIATION

The Unveiling Reality of Mass Tourism

- Overtourism
- Economic polarization
- Economic Leakage Effect
- Seasonality
- Social Conflict
- Environmental Problems

TOPN 한국관광정책연구학회
KOREA TOURISM POLICY RESEARCH ASSOCIATION

A Paradigm Shift toward Sustainability

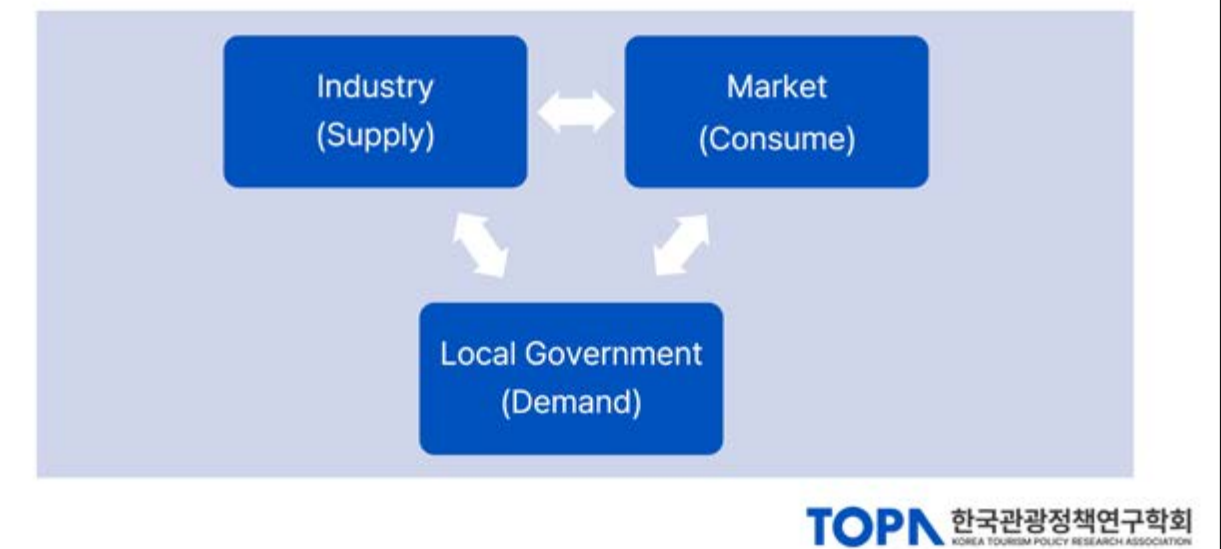


TOPN 한국관광정책연구학회
KOREA TOURISM POLICY RESEARCH ASSOCIATION

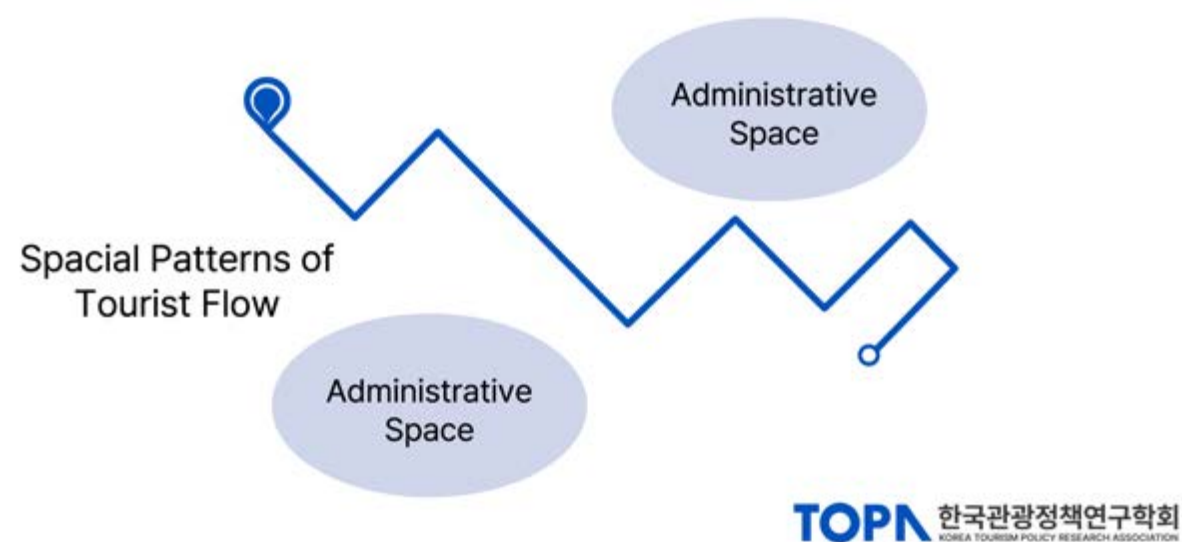
Supporting the Tourism Industry Ecosystem



Creating a Tourism Innovation Model



Reorganizing the Cross-Boundary Spaces for Tourists



" The proposition that tourism leads to regional economic development is not always right. We need to prepare for the future of tourism from an ecological approach based on a sustainable tourism paradigm."



TOPN

한국관광정책연구학회(TOPA)

Korea Tourism Policy Research Association

WEB www.topa.kr

TEL 02-6339-9787

MAIL topa_kr@naver.com

MEMO

| Keynote Speaker 2

: Tourism as a sustainable driving force of Local Economic Growth



Special Speaker 2

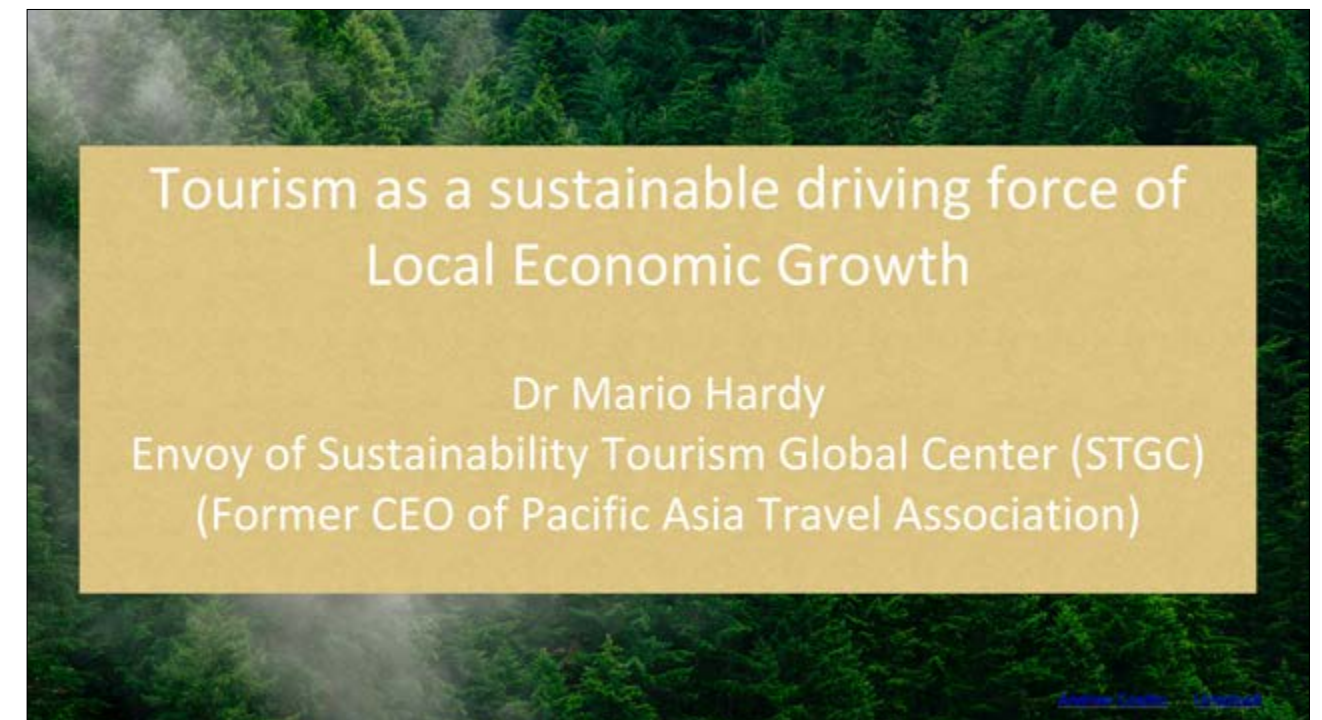
Mario Hardy

Envoy of Sustainability Tourism Global Center
(Former CEO of Pacific Asia Travel Association), France

Career History

Dr Hardy is the Managing Director of Private Family Office MAP2 | Ventures, an impact investment fund focusing on sustainable development. Envoy at the Saudi Arabia based Sustainability Tourism Global Center with a mission to decarbonise the tourism sector. A board member of the Global Chamber of Business Leaders and hold several advisory board positions with privately-owned technology companies. He is also the former CEO of the Pacific Asia Travel Association. He has over 35 years of experience in corporate development and investment in technology, coupled with several leadership roles with non-profit organisations.

He received an Honorary Doctorate of Letters from Capilano University in 2016. In 2017, Dr Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a “Global Peace Ambassador” by the International Institute for Peace Through Tourism.





Following are 12 ways Tourism can be a sustainable driver to local economic growth

1 - Job Creation

Tourism generates employment opportunities across various sectors such as hospitality, transportation, entertainment and beyond, providing jobs for locals.

It helps foster the development of small businesses and local entrepreneurs stimulating economic activities

2 - Infrastructure Development

Tourism often necessitates the improvement of transportation networks, roads, and public facilities, benefiting both tourists and residents

3- Diversified Income Streams

Tourism can diversify a region's income sources, reducing vulnerability to economic downturns in other sectors

4 - Real Estate Demand

A thriving tourism industry can boost the demand for real estate, leading to property development and increased property values

6 - Cultural Preservation

Tourism encourages the preservation and promotion of local culture, traditions, and heritage, leading to cultural enrichment and attracting visitors

5 - Seasonal Stabilization

Tourism can help mitigate seasonal fluctuations in other industries by providing year-round economic activity

7 - Local Involvement

Involving local communities in tourism planning and development ensures that economic benefits are distributed more equitably

8- Conservation Funding

Revenue from ecotourism can be used to fund conservation efforts and protect natural habitats, promoting environmental sustainability

10 - Education and Awareness

Tourism can promote cultural exchange and awareness about environmental issues, fostering a sense of global responsibility

9- Sustainable Practices

Encouraging eco-friendly practices in tourism, such as waste reduction, water conservation and energy efficiency, reduces environmental impact

11 - Long-Term Planning

Sustainable tourism planning involves considering long-term impacts on the environment, economy, and society, ensuring benefits for future generations

12 - Destination Management

Implementing responsible destination management strategies helps mitigate overcrowding and environmental degradation

Summary

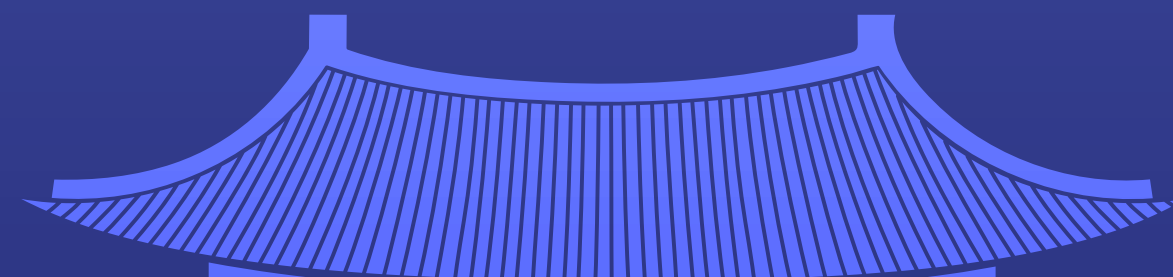
Overall, tourism can play a vital role in driving local economic growth by fostering employment, revenue generation, and community development. However, it's essential to manage tourism sustainably to minimize negative impacts on the environment and ensure the overall well-being of local communities

MEMO

11th
TPO
GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROWTH
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SESSION I

SPEAKERS

Speech 1 : Tourism as a driving force of local economic growth Dr. Zulqarnain Bin Mohamad	26
Chief Executive Officer / Ipoh Doughnut Economic Center, Malaysia	
Speech 2 : AI Transformation Tourism Lee Keon-bok	42
Developer Lead, Microsoft Korea	
Speech 3 : Hainan FTP Policies and the Future of Tourism in Sanya Albert Yip	50
Director General, Sanya Tourism Board, China	
Speech 4 : Sustainable Tourism and Carbon Footprint Management: Balancing Economic Growth and Environmental Responsibility Lee Mi-soon	64
Professor, Kyungsung University, Korea	

Speech 1

: Tourism as a driving force of local economic growth



Moderator & Speaker 1

Dr. Zulqarnain Bin Mohamad

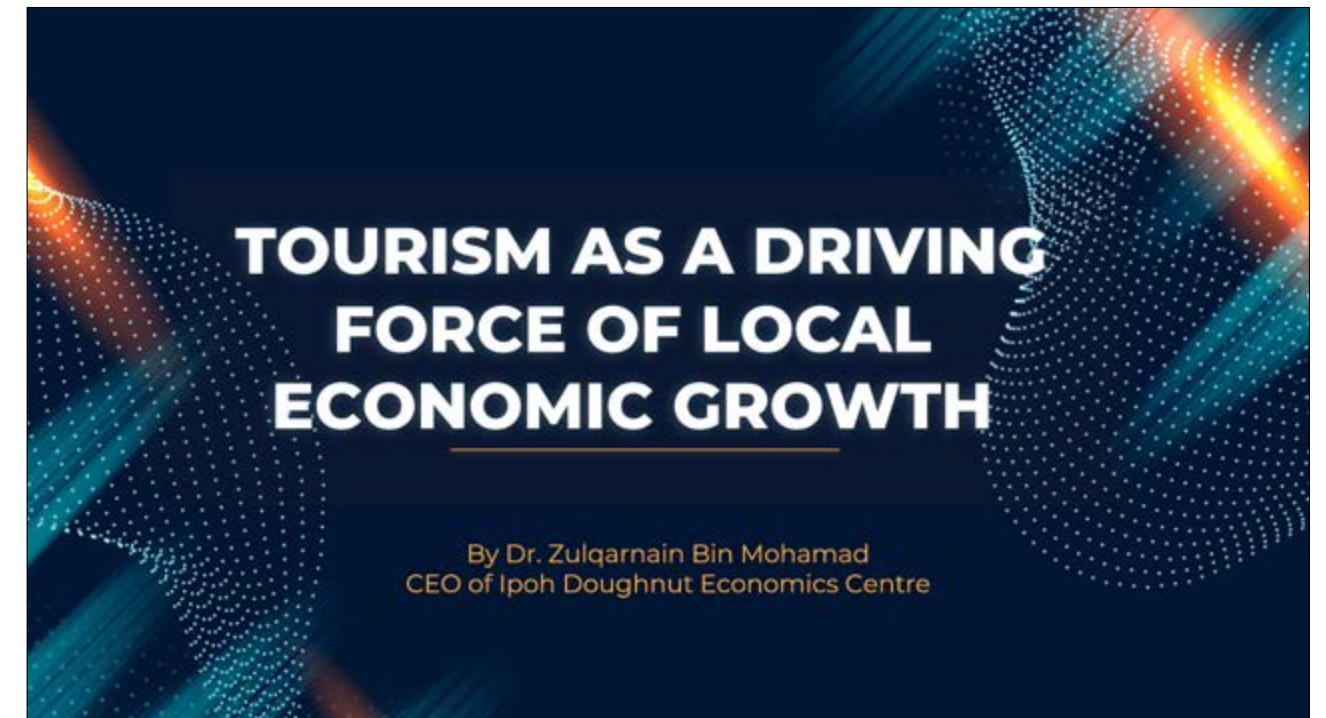
Chief Executive Officer
Ipoh Doughnut Economic Center, Malaysia

Career History

Dr. Zulqarnain Mohamad is the CEO of Ipoh Doughnut Economic Centre. He was served the Ipoh City Council as a Town Planner, Planning Director, Special Officer to the Mayor, and Senior Director at Ipoh City Council. In 2019, the Perak State Government appointed Dr. Zulqarnain as the Mayor of Kuala Kangsar Municipal Council until May 3, 2023.

Attended the prestigious Malay College Kuala Kangsar, Dr. Zulqarnain went on to further his studies in the United States. He received his degree from the University of Southwestern Louisiana and master's degree from the Georgia Institute of Technology. He later did his PhD at the International Islamic University of Malaysia.

He has presented several papers internationally, including at the 2014 TPO Forum in Sanya, China. In 2018, he presented a paper at the Asian-Pacific Cities Summit in Fukuoka, Japan and in 2020, he presented a paper at TPO Regional Conference which was held online. His current interests include applications of new concepts such doughnut economics to enhance city dynamics, private-public cooperation in tourism planning, low carbon city framework as a sustainable planning tool, car-free days as a venue for public engagement, and urban heritage as a sustainable tourism product.



INTRODUCTION

- The term "tourism" refers to the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes.
- In the context of the local economy, tourism refers to the economic activities and interactions that occur when visitors, both from within the region and from other areas, spend money on goods and services within a specific local area or destination.
- In essence, tourism in the local economy involves the inflow of money from tourists, which supports local businesses and services, stimulates economic growth, and can lead to the development and enhancement of the destination's infrastructure and offerings.

LITERATURE REVIEW

TOURISM

- Fuster (1971) states that in 1800, *The Shorter Oxford English Dictionary* published for the first time the word 'tourist': 'One who makes a tour or tours, sp.'
- One who does this for recreation; one who travels for pleasure or culture, visiting a number of places for their objects of interest, scenery or the like'.
- In 1811, the word 'tourism' was defined as: 'The theory and practice of touring; travelling for pleasure. According to Haulot (in Fuster, 1971), the word tour comes from the Hebrew and has its origin in the Bible, in the book of Numbers (13:17) and it corresponds to the concept of discovering, trip, recognition and exploration.

– Philosophical Issues in Tourism by John Tribe

“The travel and tourism industry, it's just a huge part of our economy.”

—Karen Hughes

LOCAL ECONOMY

- Several explanations have been proposed in relation to how 'local economy' can be conceptualised as part of a set of dispersed production systems.
- One explanation prominent in both academic and policy debates is that of complementarity, or related variety (Frenken, Van Oort, and Verburg Citation2007; Boschma and Frenken Citation2011). Related variety offers a foundation for defining local economy more sophisticated than historic administrative boundaries or associations, prioritising the interactions between specific firms and regionally situated knowledge institutions (Agrawal & Cockburn, Citation2003; Youtie and Shapira Citation2008).
- This interaction builds 'knowledge domains' (Foray, Citation2009), a defined spatial unit which contains distinctive sets of knowledge, aptitude, behaviour, and professional discourse (Cooke and Morgan Citation1998; Hall and Soskice Citation2001).

– Defining Local Economies Beyond Their Boundaries
by Jacob Salder

DRIVING FORCE OF LOCAL ECONOMIC GROWTH IN TOURISM

Tourism can indeed be a significant driving force for local economic growth in many regions. It has the potential to bring various positive impacts to a local economy, including job creation, increased revenue, improved infrastructure, and enhanced cultural exchange.

Job Creation

The tourism industry encompasses a wide range of sectors, including accommodation, restaurants, transportation, entertainment, and more. As a result, it creates a diverse array of job opportunities, from hotel staff and tour guides to artisans and transportation operators. This can help reduce unemployment rates and provide income-generating opportunities for local residents.

Infrastructure Development

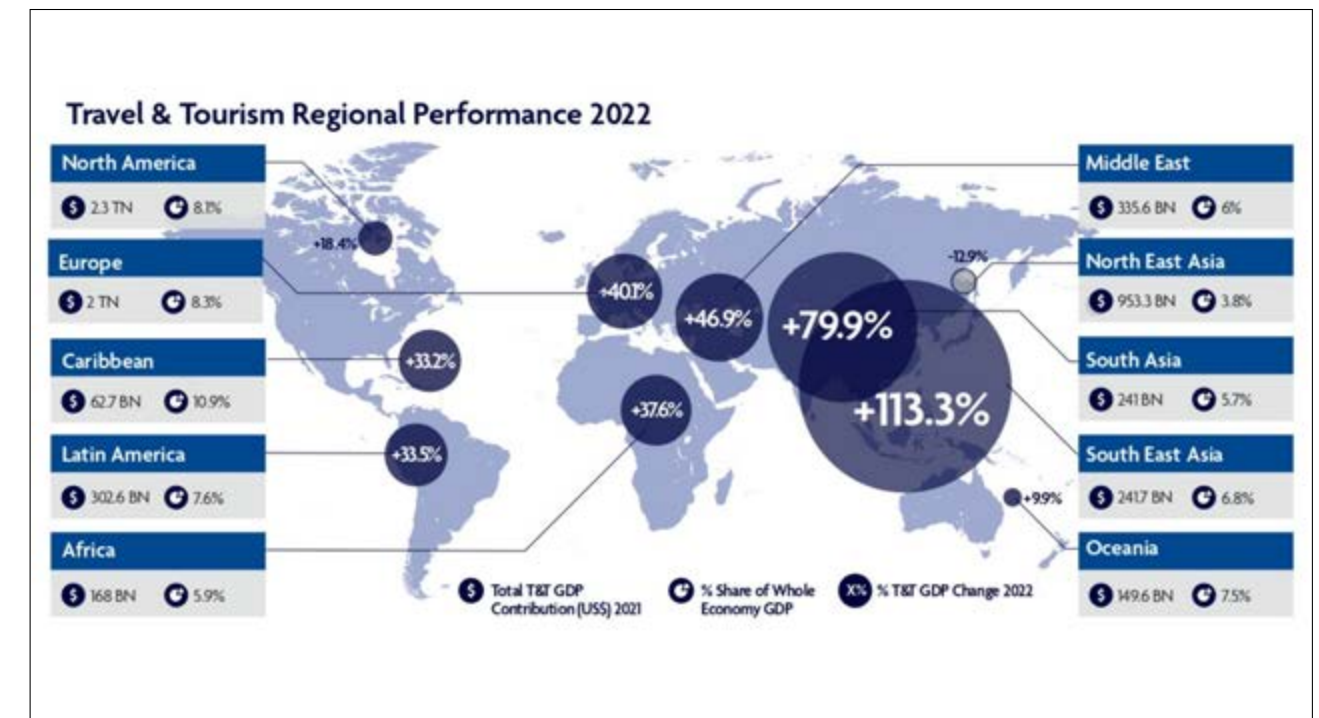
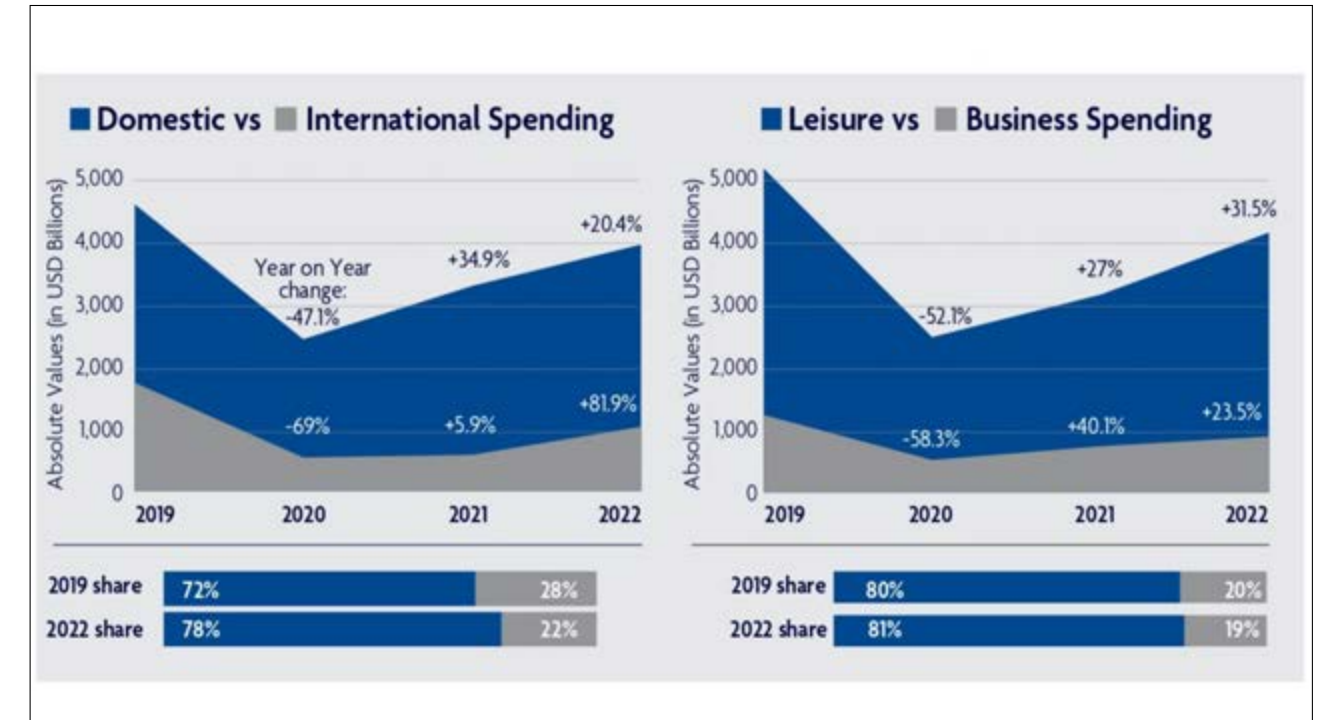
To cater to the needs of tourists, destinations often need to develop or improve their infrastructure, including roads, airports, public transportation, and utilities. These improvements benefit both tourists and locals by enhancing overall quality of life and making the region more accessible and attractive.

Increase Revenue

Tourism can infuse significant amounts of money into the local economy through various channels. Tourists spend money on accommodations, dining, shopping, transportation, and attractions, contributing to local businesses and generating tax revenue for the government. This revenue can be reinvested in the community to fund public services, infrastructure, and development projects.

Cultural Preservation and Exchange

Tourists often seek authentic cultural experiences, leading to the preservation and promotion of local traditions, arts, crafts, and heritage. This not only adds value to the local culture but also creates opportunities for cultural exchange and understanding between tourists and locals.



A CLOSER LOOK

G20 Countries: Select Travel & Tourism Indicators

	T&T contribution to GDP 2022 (US\$ BN)	T&T % of GDP 2022	T&T GDP change 2022 (% YOY)	Share of Total T&T Spending 2022		T&T Spending Change 2022 (% year on year)	
				Domestic	International	Domestic	International
1 United States	2,018.3	7.9%	16.9%	91.1%	8.9%	12.8%	158.2%
2 China	582.8	3.3%	-29.5%	90.9%	9.1%	-33.1%	-8.5%
3 Germany	353.1	8.8%	43.4%	90.9%	9.1%	49.2%	60.9%
4 United Kingdom	290.8	9.5%	65.2%	84.7%	15.3%	55.1%	307.0%
5 Japan	257.3	6.2%	50.5%	98.6%	1.4%	61.6%	-31.3%
6 France	225.7	8.2%	36.9%	68.1%	31.9%	26.7%	75.9%
7 Mexico	214.6	14.7%	23.0%	84.8%	15.2%	22.2%	31.2%
8 Italy	202.7	10.2%	33.4%	77.7%	22.3%	19.6%	99.3%
9 India	199.6	5.9%	89.2%	88.4%	11.6%	85.5%	125.1%
10 Spain*	186.6	13.6%	44.7%	46.6%	53.4%	9.2%	122.6%
11 Brazil	140.9	7.6%	22.7%	95.1%	4.9%	25.0%	50.5%
12 Australia	115.5	6.9%	8.6%	95.7%	4.3%	12.9%	29.9%
13 Canada	106.2	5.0%	41.4%	78.4%	21.6%	45.1%	63.7%
14 Türkiye	102.5	11.5%	50.5%	31.3%	68.7%	39.0%	64.8%
15 Saudi Arabia	85.0	8.4%	58.2%	48.6%	51.4%	38.8%	526.1%
16 Russia	75.0	3.6%	-1.8%	87.6%	12.4%	1.0%	-2.7%
17 South Korea	59.4	3.6%	30.0%	66.3%	33.7%	33.3%	47.6%
18 Indonesia	52.0	3.9%	59.0%	74.3%	25.7%	50.0%	125.3%
19 Argentina	50.0	8.0%	39.0%	90.3%	9.7%	31.2%	898.6%
20 South Africa	25.8	6.3%	48.7%	76.9%	23.1%	37.6%	166.8%

* Spain is included here as it is invited to G20 events as a permanent guest



LARGEST T&T ECONOMIES - 2022 VS. 2019 RANKINGS

Total contribution to GDP 2022: (US\$, real 2022 prices and exchange rates, billions)

1 United States	2,018.3
2 China	582.8
3 Germany	353.1
4 United Kingdom	290.8
5 Japan	257.3
6 France	225.7
7 Mexico	214.6
8 Italy	202.7
9 India	199.6
10 Spain	186.6
11 Brazil	140.9
12 Australia	115.5
13 Iran	108.2
14 Canada	106.2
15 Türkiye	102.5
16 Netherlands	92.4
17 Saudi Arabia	85.0
18 Russia	75.0
19 Philippines	69.3
20 South Korea	59.4

Total contribution to GDP 2019: (US\$, real 2022 prices and exchange rates, billions)

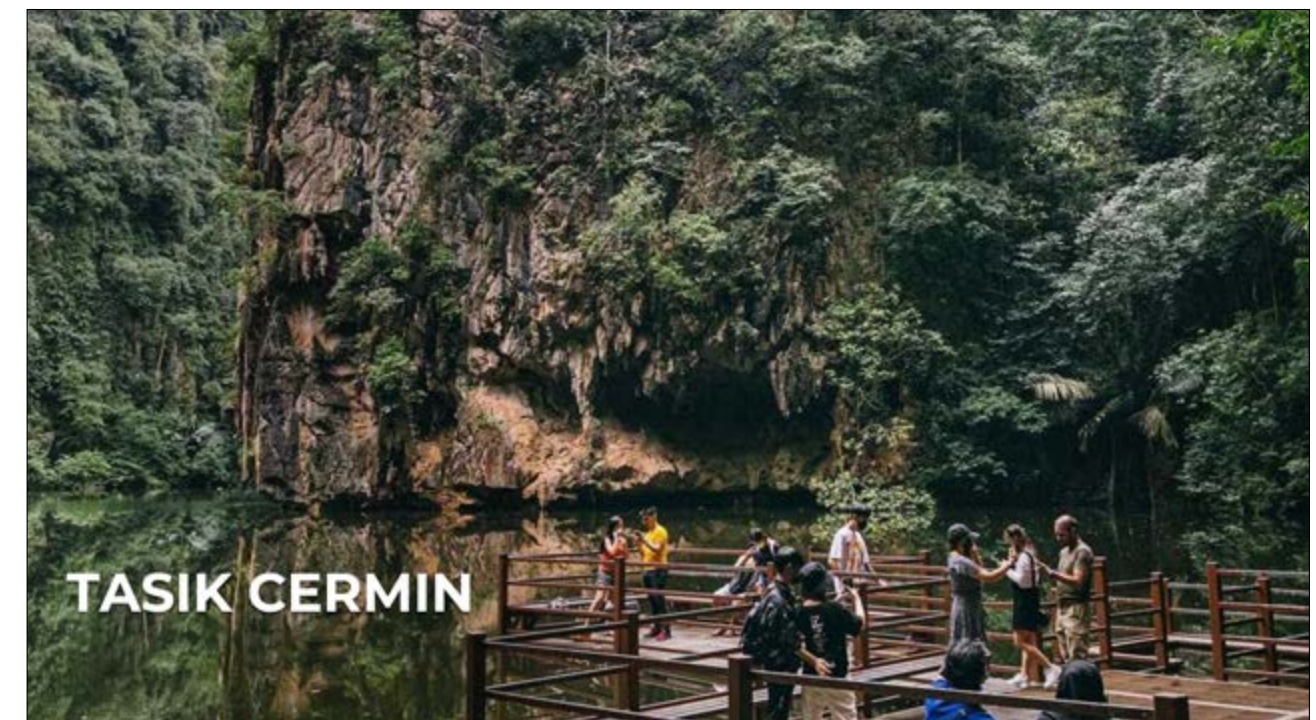
1 United States	2,172.4
2 China	1,824.1
3 Germany	390.4
4 Japan	306.5
5 United Kingdom	304.8
6 France	228.9
7 Mexico	219.2
8 India	217.3
9 Italy	209.1
10 Spain	196.0
11 Australia	144.9
12 Brazil	138.8
13 Canada	133.6
14 Iran	119.0
15 Russia	104.8
16 Netherlands	101.0
17 Thailand	95.8
18 Philippines	88.0
19 Saudi Arabia	88.0
20 Türkiye	86.3

* Lebanon is excluded from the rankings due to its high economic and exchange rate volatility

1 The data includes the direct, indirect, and induced impact of Travel & Tourism. Source: WTTC and Oxford Economics. All values are in constant 2022 prices & exchange rates, as reported in March 2023.

2 Where countries or regions have implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known).

3 WTTC's Forecast Annual Growth Rate







CONCLUSION

In conclusion, the symbiotic relationship between tourism and local economic growth is a dynamic phenomenon that has been proven to bring about substantial benefits to communities and regions worldwide. As we've explored, tourism serves as a driving force that propels local economies forward, fostering a range of positive impacts that extend far beyond the boundaries of mere leisure and recreation.

THANK YOU

MEMO

Speech 2 : AI Transformation Tourism



Speaker 2

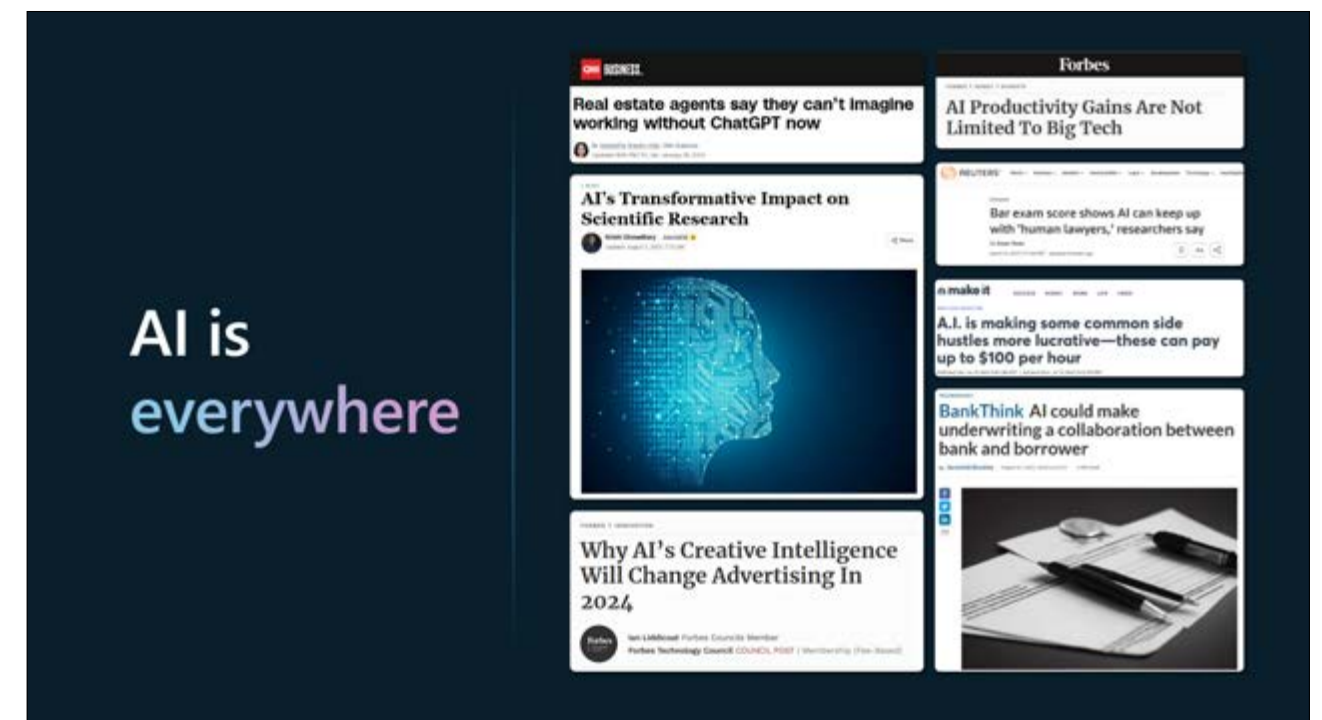
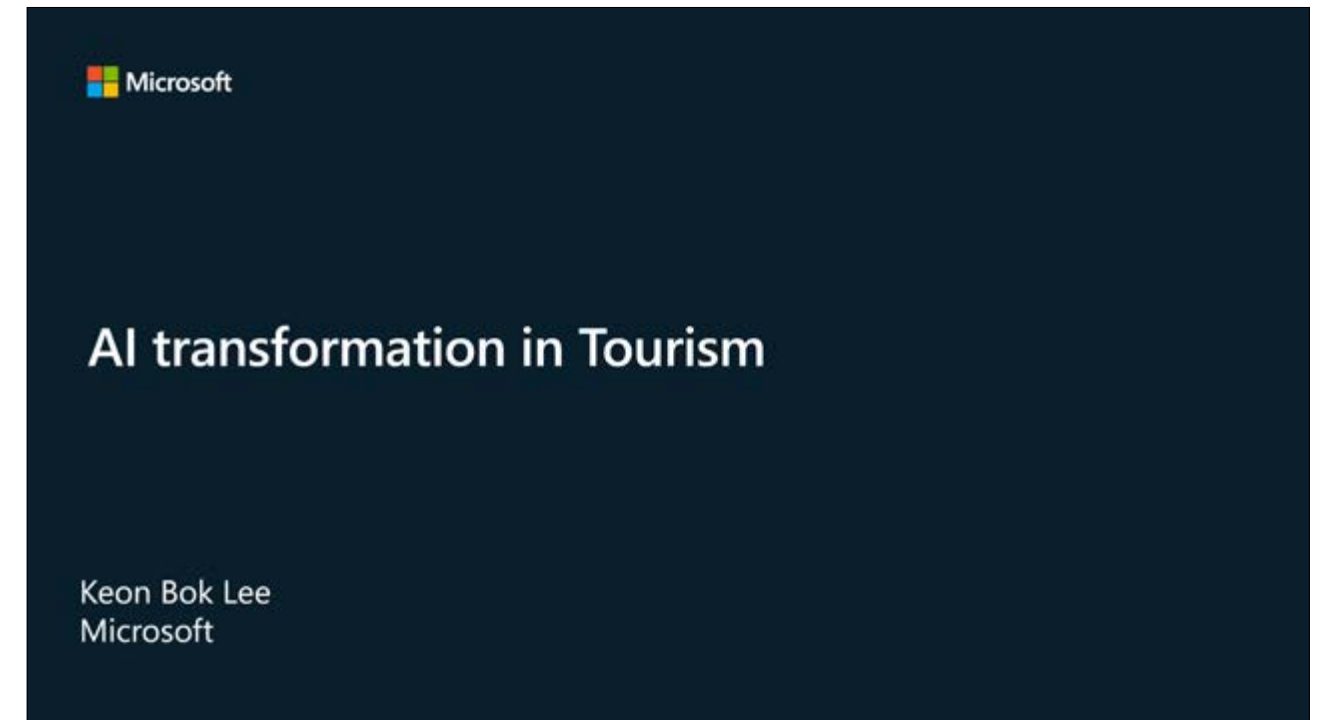
Lee Keon-bok

Developer Lead,
Microsoft Korea

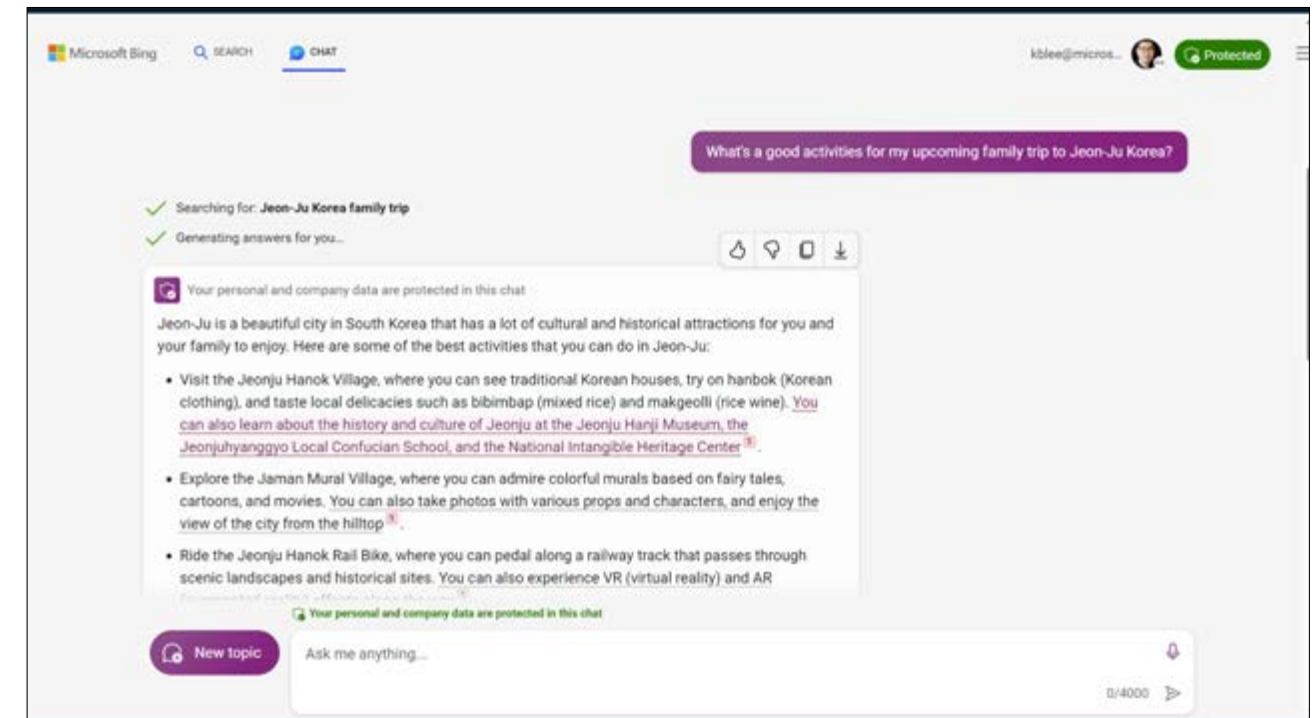
Career History

2018.1 - present	Microsoft Solution Business (Dev Lead - Managing Director)
2017.8 - 2018.1	Microsoft, National Technology Officer (CTO)
2012.10 - 2017.7	Microsoft, ISV Team Lead
2007.7 - 2012.9	CEO of .NETXPERT
1997.7 - 2007.6	Program Manager, Microsoft Corp
1996.1 - 1997.6	S/W Developer, Daelim INS (DL Group)

Keon Bok Lee, who is leads of for Azure Developer and AI solution at Microsoft. He is responsible for driving the go-to-market strategy and execution for Azure AI services, IoT devices, and edge computing. He has over 20 years of experience in the technology industry, working in various roles such as engineering, product management, business development, and marketing. He is passionate about empowering customers and partners to build innovative AI solutions that can transform their businesses and industries.



What can AI do for *you*?



What can AI do for Travel business?

Increase
customer
satisfaction

AI assistance for
Travel Agent

Data Analytics
and Prediction

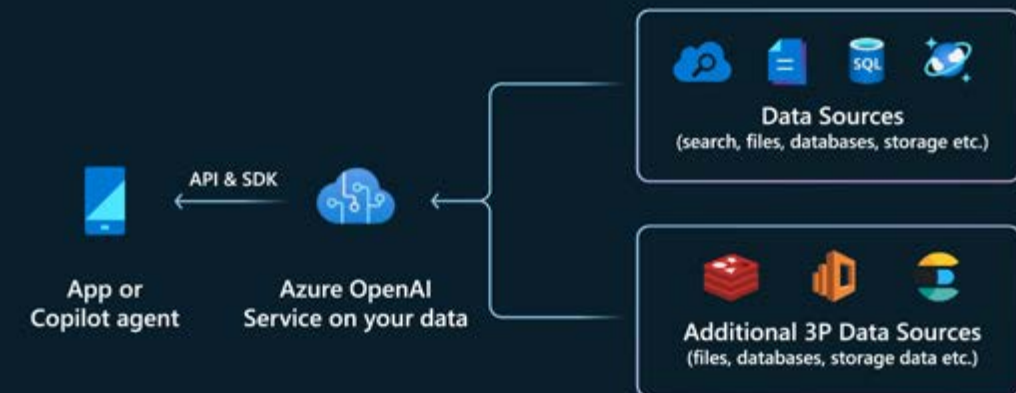
87% of organizations believe AI will give
them a **competitive edge**

Source: MIT Sloan Management Review

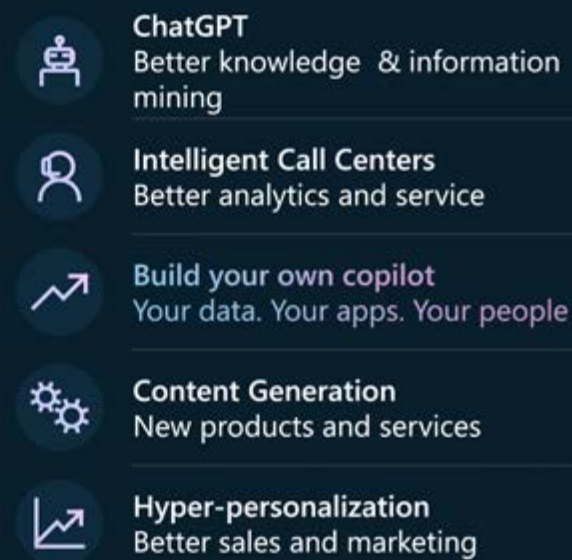
What travel seller want from AI



Building intelligent apps on your data



Top use cases for Generative AI



Microsoft's Responsible AI principles



AI will reinvent **every** industry

Thank **you**

The opportunity is yours to
lead the AI transformation

Speech 3

: Hainan FTP Policies and the Future of Tourism in Sanya



Speaker 3

Albert Yip

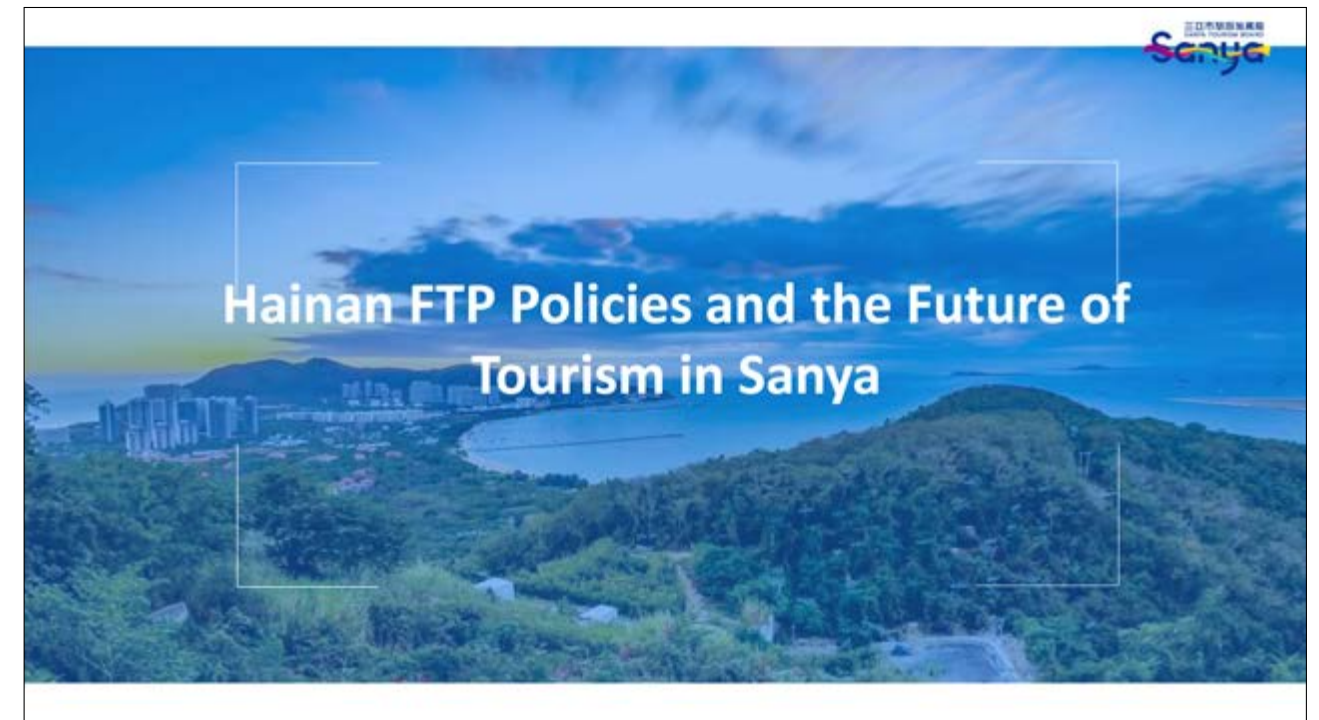
Director General
Sanya Tourism Board, China

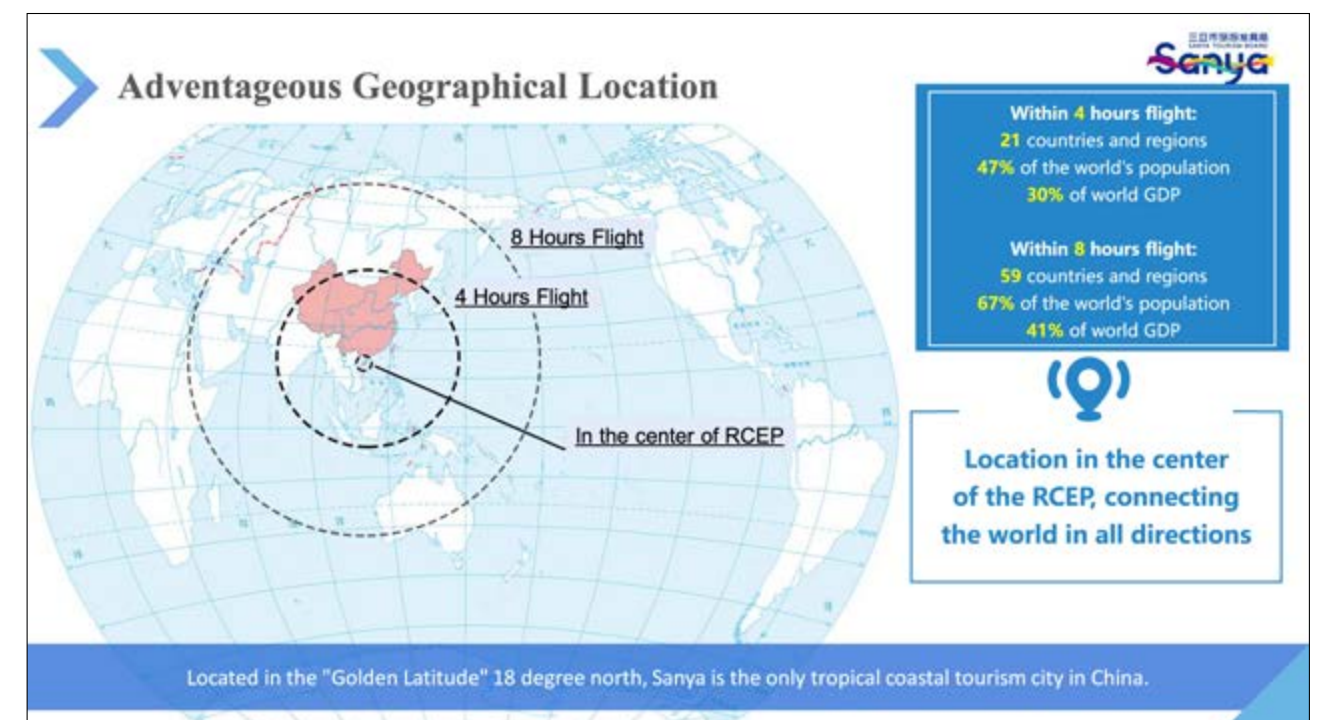
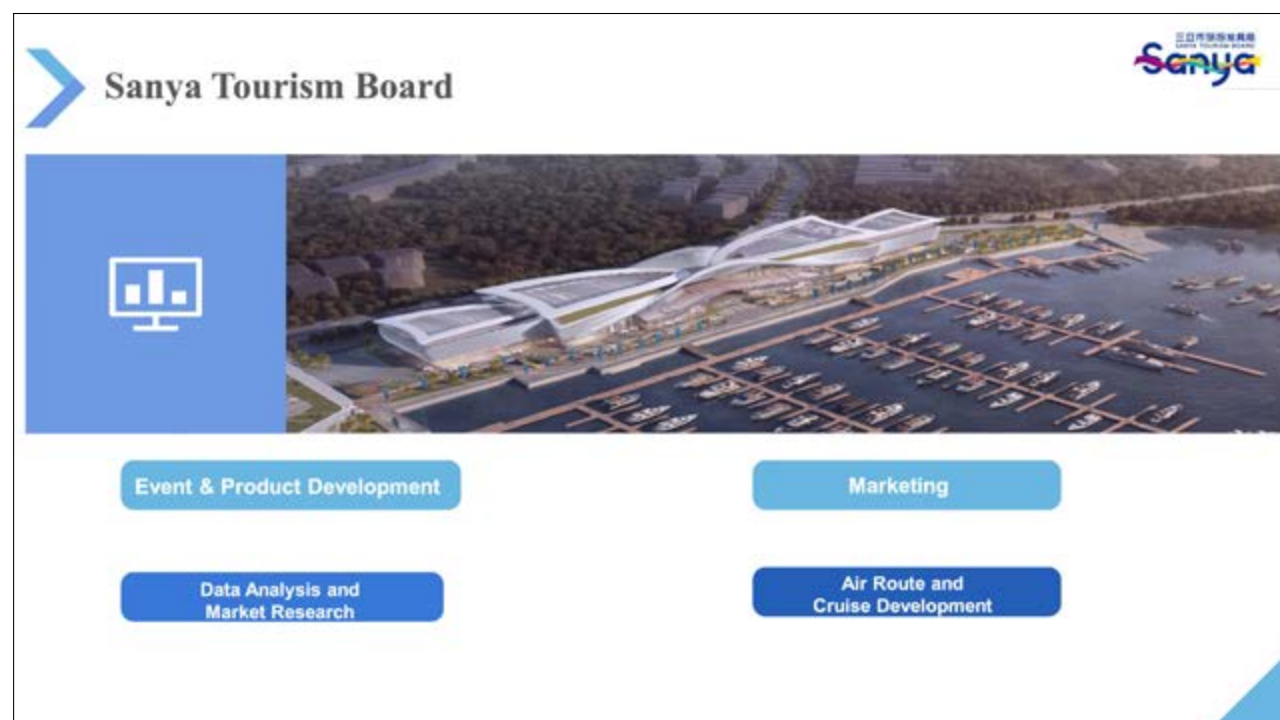
Career History

2021 - Present	Director General, Sanya Tourism Board
2017 - 2021	Chief Executive Officer, Aero Link
2013 - 2016	General Manager, Wing Hing Group
2011 - 2013	Business Development Officer, Sino Jet Management Limited

Mr. Yip was born and raised in a business family and graduated from the UK with degrees in biochemistry and English law. During his time in the family business, he came across the fields of business aviation, property development, F&B, and investment. Mr. Yip has comprehensive insights and comes up with innovative ideas concerning the development of tourism and related industries.

In October 2021, Mr. Yip joined the Sanya Municipal Government and became the Director General of the Sanya Tourism Board with the mission to promote Sanya. Mr. Yip is the first non-local mainland Chinese to become a legal representative of a statutory body in mainland China, and this is one of the significant innovation steps under the framework of the Hainan FTP. Mr. Yip's aviation field background facilitates the opening of new direct flights to Sanya from all over the world. Under Mr. Yip's leadership, the Sanya Tourism Board expanded the scope of its responsibilities, focusing on the organization of large-scale international events and the introduction of world-famous brands to Sanya, thus attracting high-end tourists to the city.





VISA free for 59 countries

- Hold a valid passport from one of the 59 visa-free countries.
- Arrive directly to Hainan via overseas.
- Fill in the entry application as required at Hainan's opening-up ports.
- Enjoy 30-day visa-free stay in Hainan after entry.

Europe 40

Asia & Oceania 13

America 6

Tourism Resources Highlights

- Yalong Bay Golf Club
- Luhuitou Golf Club
- Haitang Bay Peninsula Golf Club
- Dragon Valley Golf Club

Sanya Resources

20 million+ Overnight visitors

Coastline: 263 km

300 sunny days per year

Average temperature: 25.7°C

Land area: 1921 km²

Massive International Brand Hotels and Resorts Cluster

Duty-free Shopping Paradise

Sanya Yacht Industry Data

Number of yachts going to sea in 2022: 93.99%

1249 registered yachts TOP 1 in China: 82.54%

Yacht tourists received: 90.39%

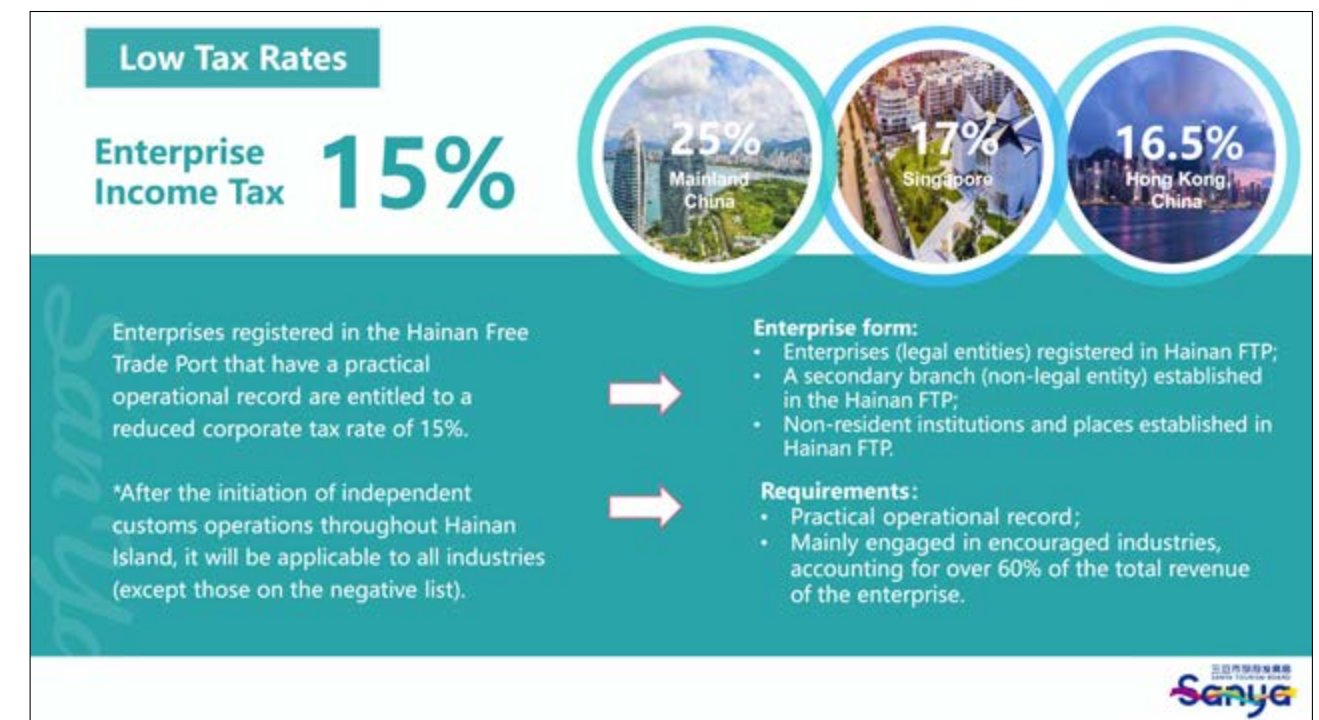
OMNiA 欧尼尔游艇

FRANK 法蘭克游艇

YAKU YACHT 雅酷游艇

YACHT 雅酷游艇

YACHT 雅酷游艇



Low Tax Rates

Personal Income Tax **15%**

45% Mainland China
22% Singapore
15-17% Hong Kong, China

"Notice on the Individual Income Tax Policy for High-end Talents in Hainan Free Trade Port"

High-end talents and highly-demanded talents employed in Hainan FTP are entitled to the personal income tax rate of 15 %.

Sanya

04 / Sanya Highlights

Sanya

Liberalization and Facilitation

- Trade
- Investment
- Cross-border capital flow
- People access
- Transportation

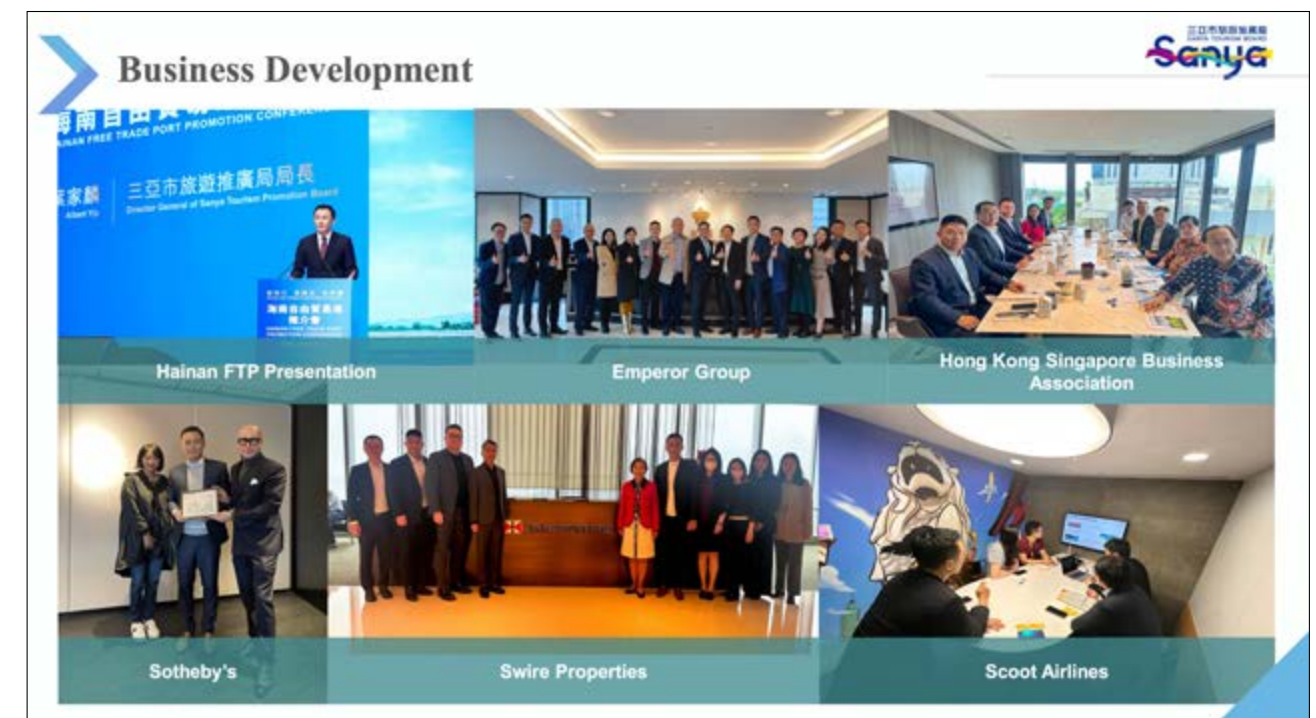
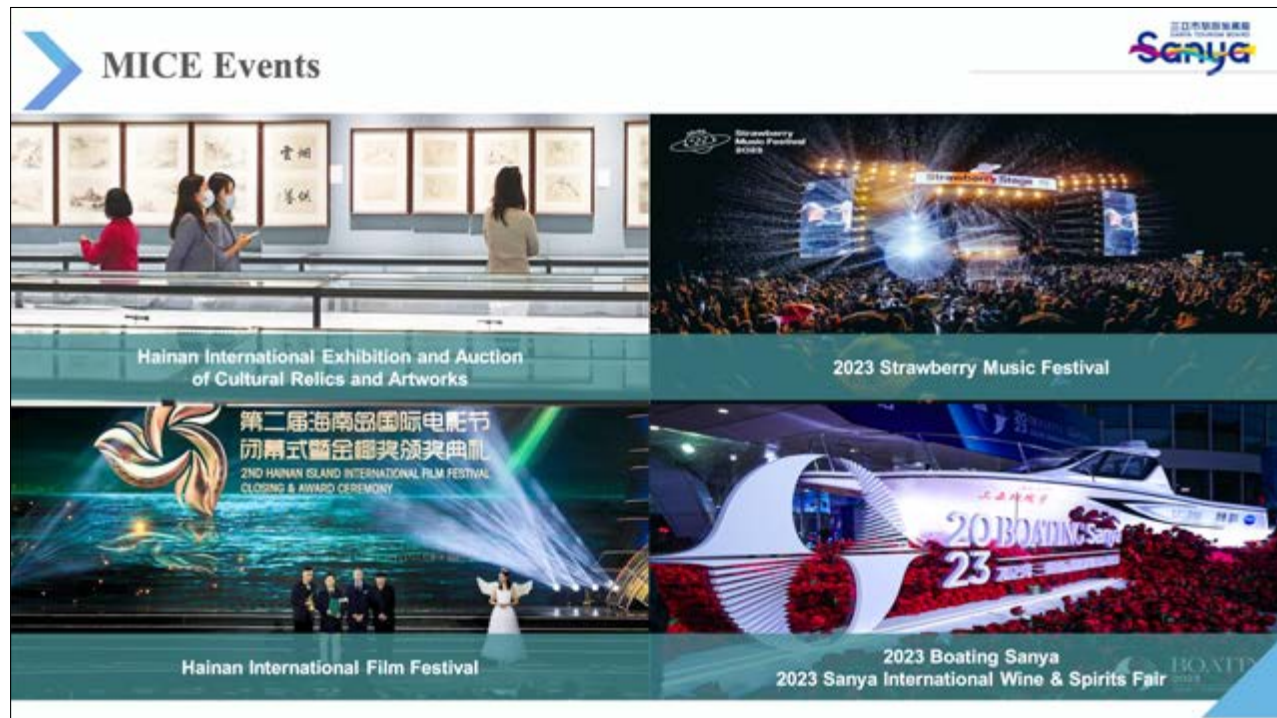
Sanya

Create an International Tourist Destination

Develop the economy of:


- First launches
- First shows
- First exhibitions
- First stores

Sanya




Sanya Development Strategies

Adjust tourist structure




Adjust off- and peak seasons



Extend average stay of tourists



Increase per capita expenses



三亚市旅游发展委员会 Sanya TOURISM BOARD

Thank you and wish to see you in Sanya



三亚市旅游发展委员会 Sanya TOURISM BOARD

MEMO

Speech 4

: Sustainable Tourism and Carbon Footprint Management: Balancing Economic Growth and Environmental Responsibility



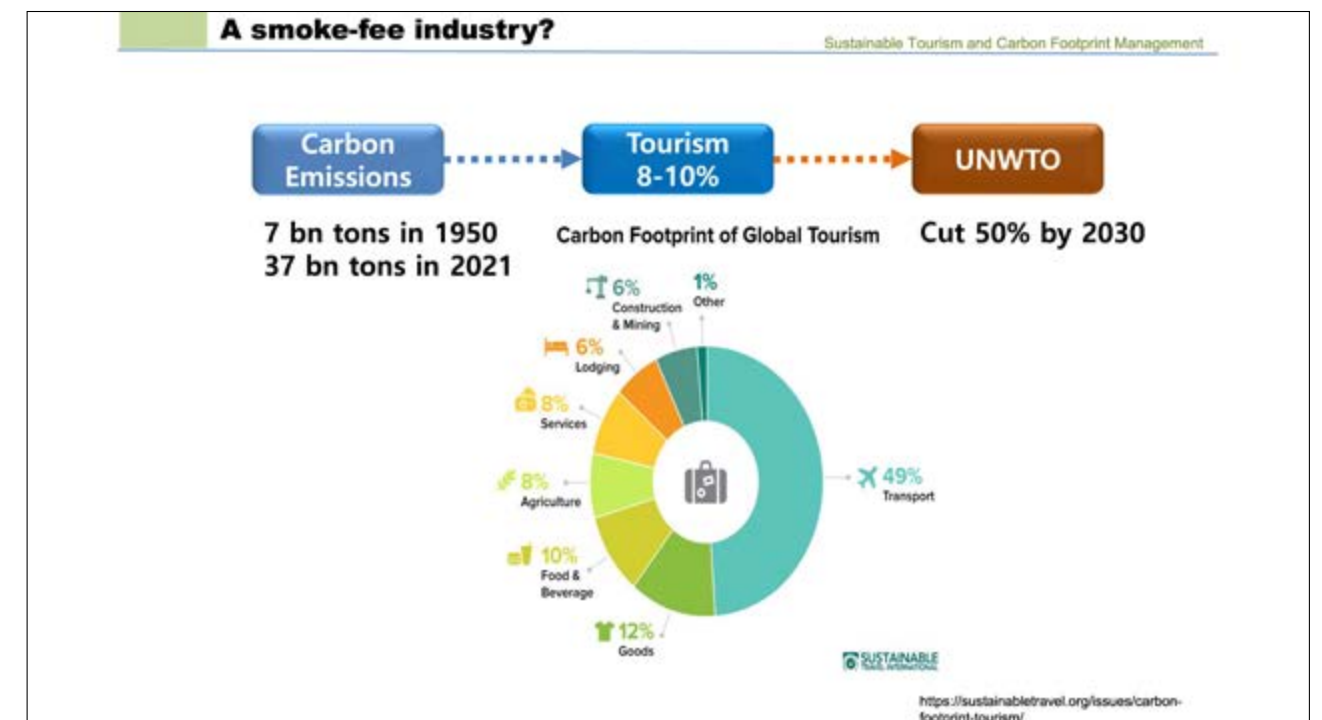
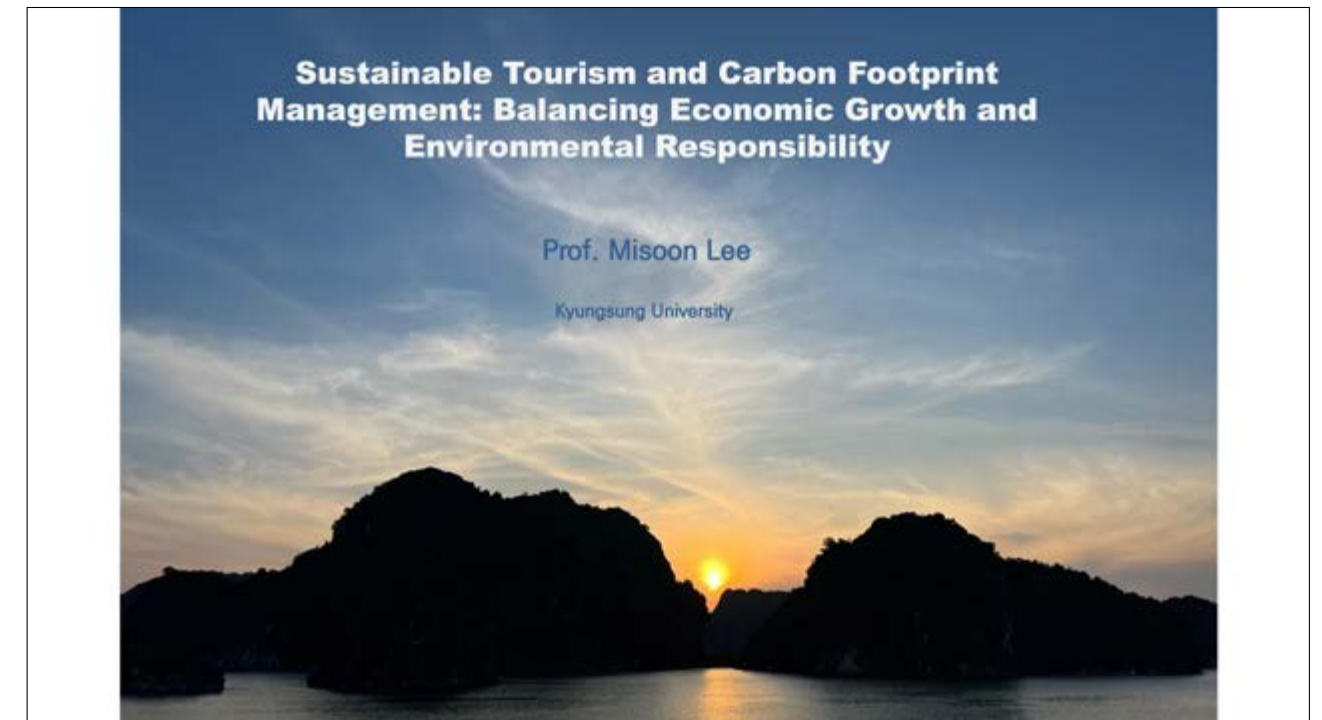
Speaker 4

Lee Mi-soon

Professor
Kyung Sung University, Korea

Career History

2023.2 – Now	Consultant, Busan Culture & Tourism Festival Organizing Committee
2023.2 – Now	Vice Chairman, Korea Academic Society of Tourism and Leisure
2012 – 2014	Secretary General, APTA(Asia Pacific Tourism Association)
2005.3 – Now	Professor, Hospitality and Tourism Management, Kyung Sung University
1998.9 – 2000.9	Instructor, HTMi (Hotel and Tourism Management Institution)
1998.9 – 1999.12	Researcher, WTTC(World Travel and Tourism Council)



1. What is sustainability in tourism?

Sustainable Tourism and Carbon Footprint Management

The World Tourism Organization defines sustainable tourism as

"tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."



tourism-driven growth **should not be achieved** at the expense of the well-being of people and the planet

2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Asia?

Boracay was shut down for 6 months to be rehabilitated in 2018



Maya Bay was closed to restore pristine beach and destructed coral



Bali is suffering from over crowded tourists and environmental damage
Resulted to impose a \$10 tourist tax on foreign visitors



2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

ASEAN is a beloved tourist destination from all over the world.

In 2019 (before Covid-19), 133 million tourists visited ASEAN
(7% increased compare to 2018)



WTO estimates 152 million by 2025



187 million by 2030

2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Europe?



2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Europe?

- Venice is locked in a love-hate relationship with its tourists

(tourists outnumber residents in Venice 140 to 1,
with peak days seeing cruise ships dropping upward of 44,000
onto the city's narrow, cobbled streets.)



2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Korea?

“Please support us not coming to our village. We’re suffering from
tourists” (from Bukchon Hanok Village residents)



17.8% of residents moved out from
Hanok Village in 2018 compared to 2017.

2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

- How tourism is killing Barcelona (essay from the guardian)



The saddest thing about all this is the city is rapidly losing its identity and
becoming like everywhere else. A new word has been coined to describe
this apparently unstoppable process: *parquetematización* – the act of
becoming a theme park. Barcelona has become an imitation of itself
(<https://www.theguardian.com/travel/2018/aug/30/why-tourism-is-killing-barcelona-overtourism-photo-essay>)

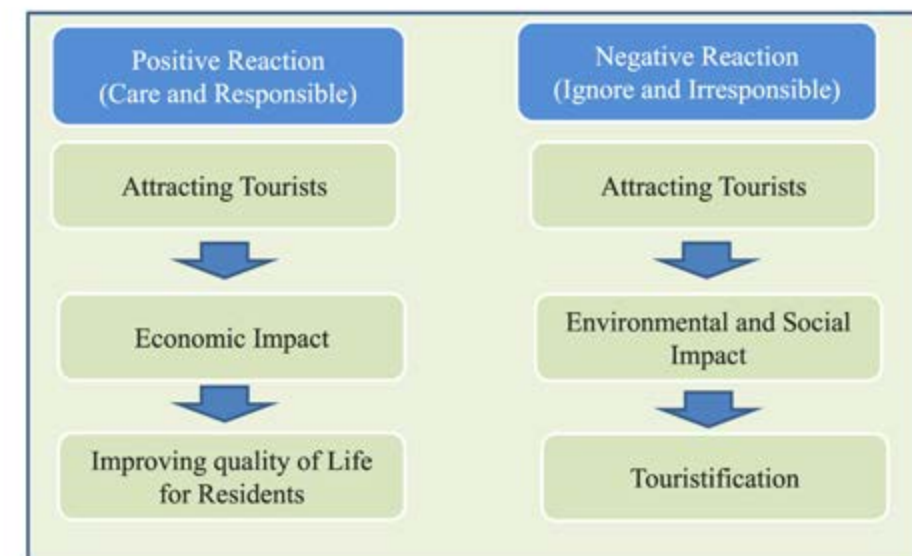


The beach district of Barceloneta has
become a virtual no-go zone for local
residents

3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

Overtourism? or Overreacted?



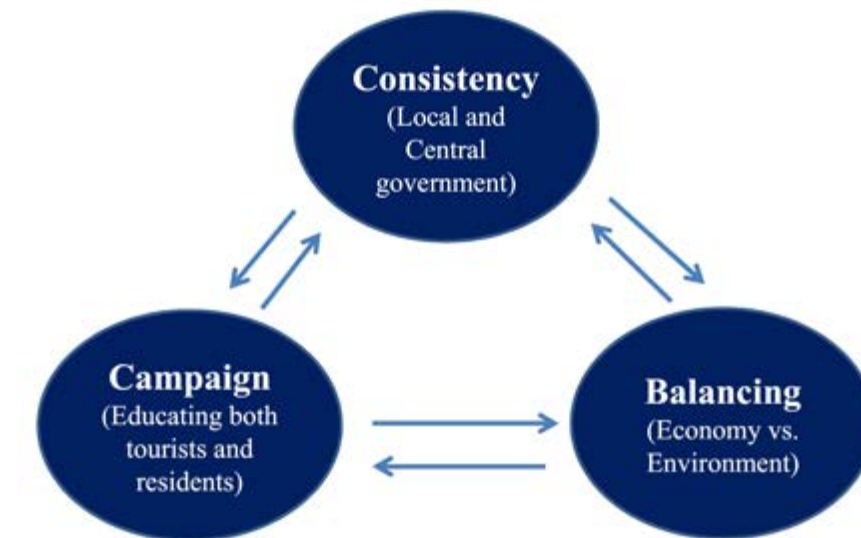
3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

ProE Behavior	At Home	At Destination		χ^2
		No	Yes	
I turned down the AC and heat as much as possible to save energy.	No	14 (0.9) ^b	7 (-0.9)	1.96
	Yes	66 (-0.4)	65 (0.4)	
I ate local cuisine and shop at local stores to support the destination community.	No	11 (2.6)	16 (-1.3)	9.98**
	Yes	18 (-1.2)	107 (0.6)	
I reduced food waste.	No	22 (2.3)	6 (-2.2)	12.83**
	Yes	51 (-1.1)	73 (1.1)	
I stayed at an eco-friendly hotel.	No	82 (0.9)	8 (-1.4)	10.51**
	Yes	44 (-1.0)	18 (2.3)	
I minimized my carbon footprint whenever possible.	No	45 (2.1)	3 (-3.1)	19.99**
	Yes	60 (-1.4)	44 (2.1)	
I participated in behaviors supporting the destination's sustainable environment efforts.	No	29 (1.5)	10 (-1.7)	6.75**
	Yes	57 (-0.9)	56 (1.0)	
I requested my travel documents and receipts be sent to me electronically rather than printed and mailed.	No	24 (3.7)	0 (-3.5)	30.84**
	Yes	49 (-1.6)	79 (1.5)	

4. What are the government needs to do?

Sustainable Tourism and Carbon Footprint Management



3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

I packed and used a reusable water bottle or personal water filter.	No	43 (0.9)	0 (-2.3)	8.57**
	Yes	90 (-0.6)	19 (1.5)	
I packed and used a reusable bag for shopping at stores.	No	49 (1.8)	4 (-2.9)	18.12**
	Yes	59 (-1.4)	40 (2.1)	
I refused using single-use plastic and recycled when this could not be avoided.	No	49 (2.1)	4 (-3.1)	21.75**
	Yes	55 (-1.5)	44 (2.3)	
I avoided purchasing any wildlife animal products such as ivory and fur.	No	4 (2.4) ^c	9 (-0.8)	6.98**
	Yes	11 (-0.7)	128 (0.2)	
I avoided riding animals that ought not be ridden.	No	5 (7.3) ^c	1 (-1.9)	59.88**
	Yes	5 (-1.5)	141 (0.4)	
I reused bed sheets and towels at the place I stayed before requesting replacements.	No	15 (-0.1)	12 (0.1)	0.01
	Yes	71 (0.0)	54 (0.0)	
I saved water by taking shorter showers or avoiding bath.	No	72 (2.2)	7 (-3.4)	33.97**
	Yes	35 (-2.3)	38 (3.5)	
I turned off lights and TV when I left my room.	No	2 (2.8) ^c	2 (-0.9) ^c	9.02**
	Yes	11 (-0.5)	137 (0.1)	

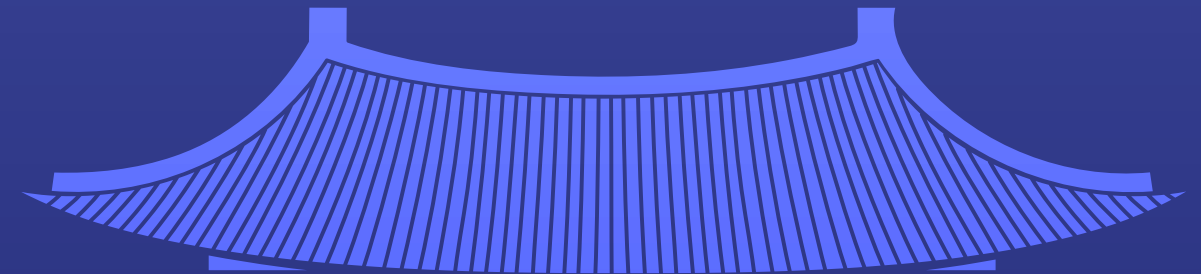
Thank You



11th
TPO
GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROW
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회



SESSION II

SPEAKERS

Speech 1 : Tourism Industry, A New Engine for Regional Economy in the Era of Local Extinction

Jo Deok-hyun 74

Board of Directors

Daejeon Tourism Organization, Korea

Speech 2 : Yanolja's Efforts to Attract Inbound Travelers

Song Min-kyu 98

Director of Yanolja, Korea

Speech 3 : Regional Tourism and Authenticity in the UK:Lessons for Korea

Sean Blakeley 112

Chairman, British Chamber of Commerce in Korea / Partner of PwC

Speech 1

: Tourism Industry, A New Engine for Regional Economy in the Era of Local Extinction



Moderator & Speaker 1

Jo Deok-hyun

Board of Directors
Daejeon Tourism Organization, Korea

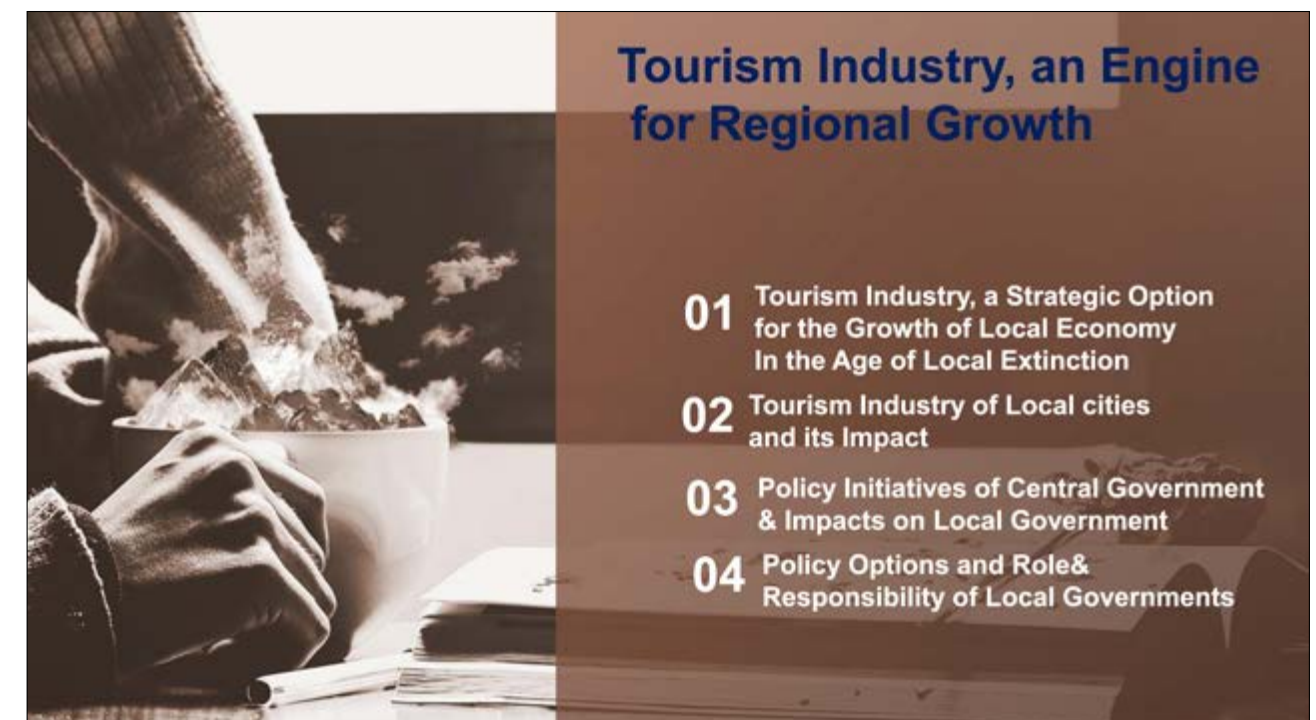
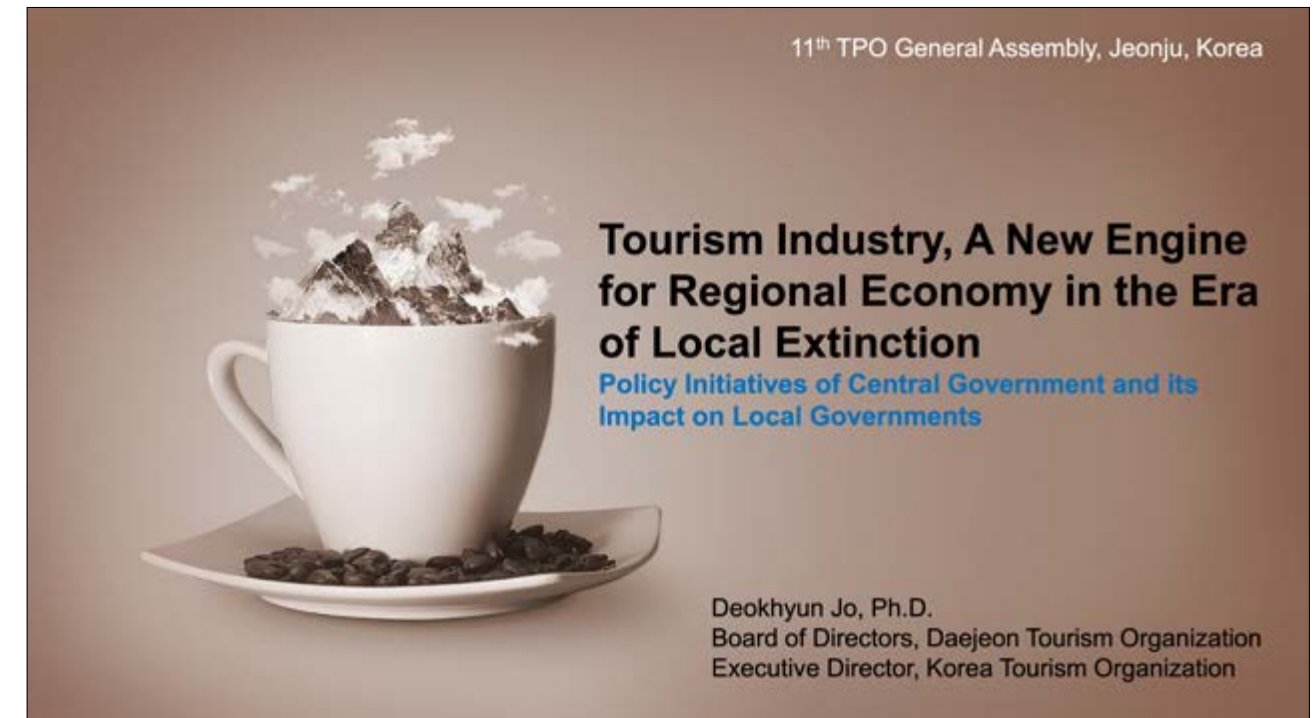
Career History

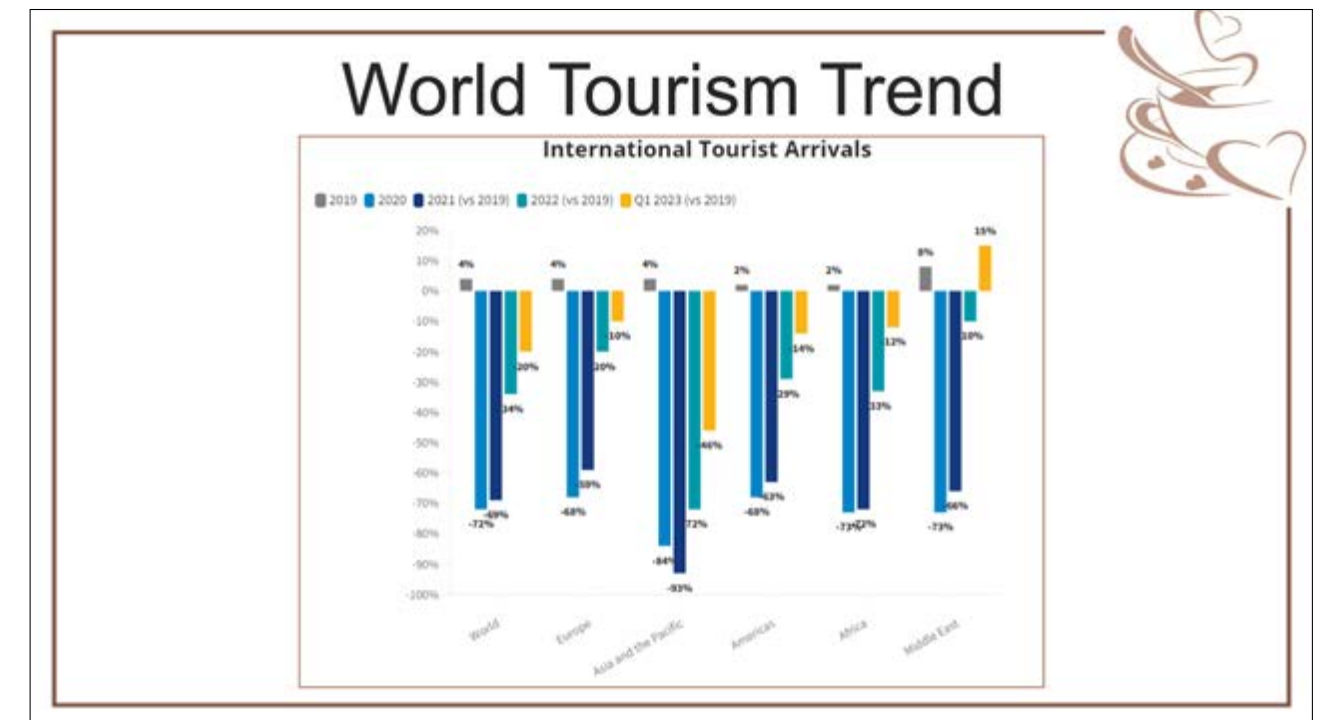
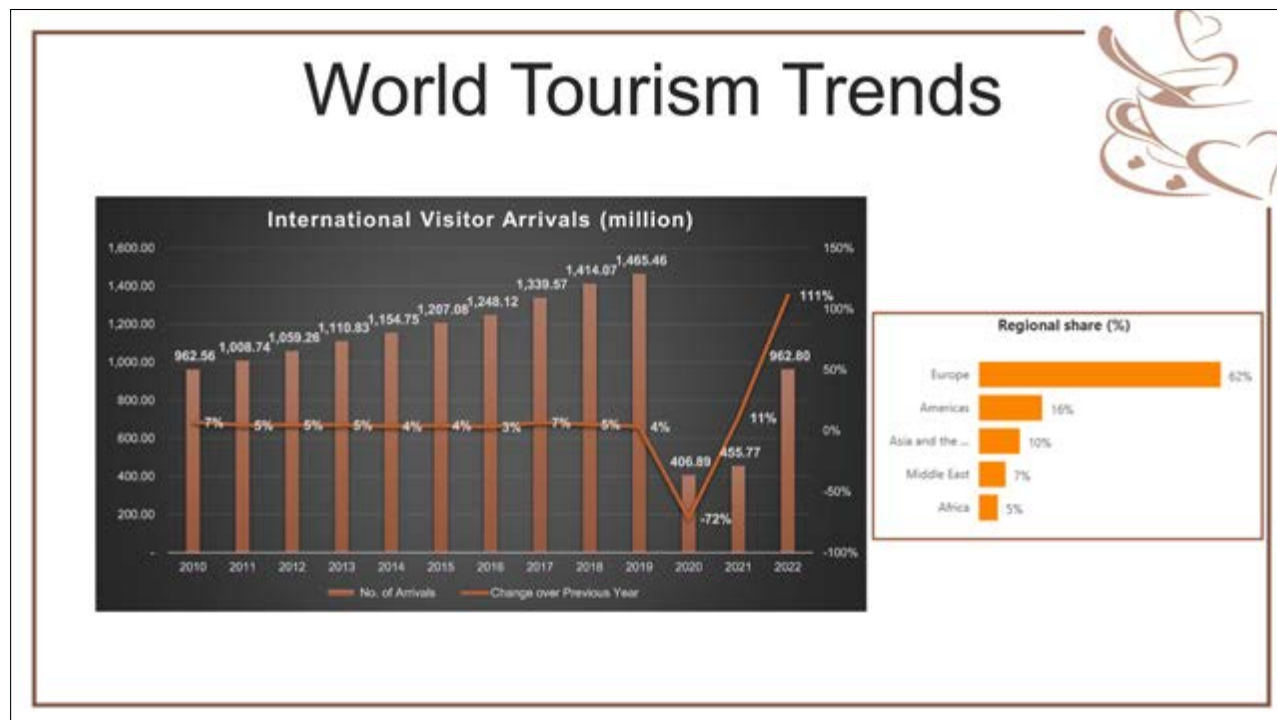
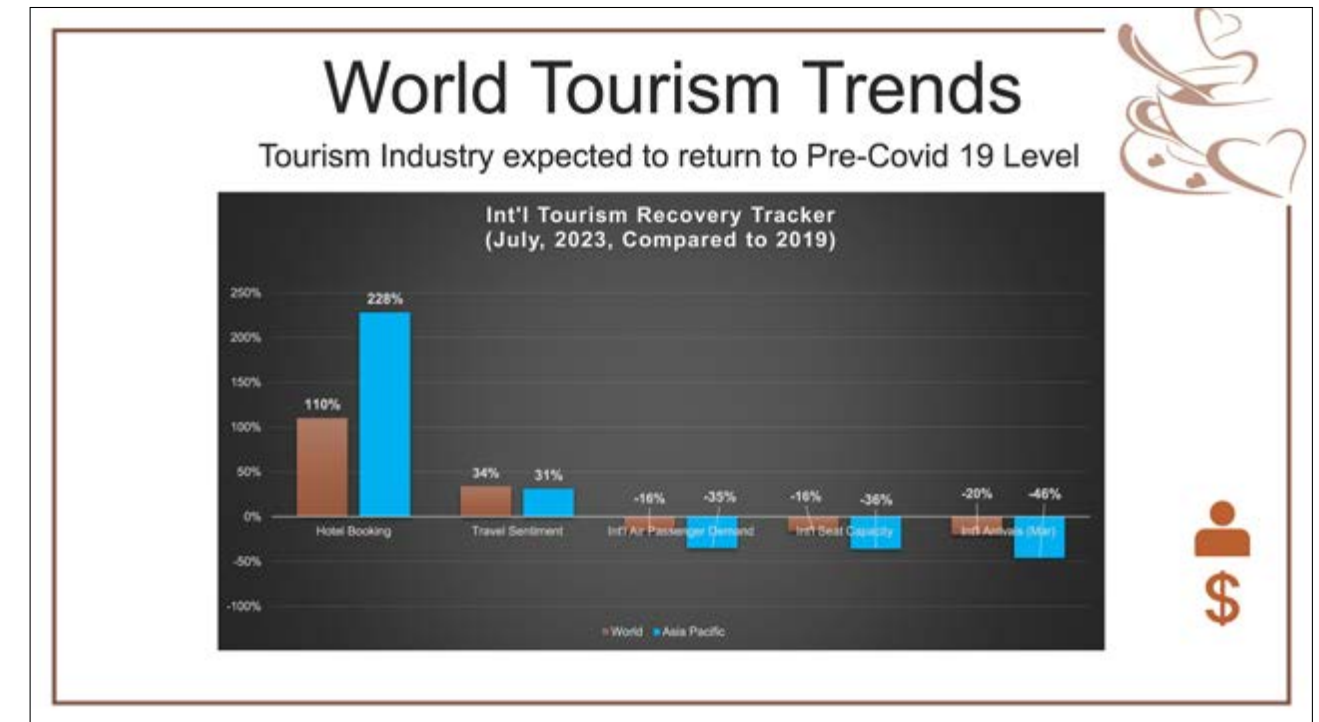
Deokhyun Jo has been working for more than 3 decades to promote Korea as a leading tourism destination. His appointment as Commissioner of the Korea Pavilion at the Milan Expo provided him with a unique opportunity to represent Korea's rich cultural heritage and technological development on the global stage. Under Jo's guidance, the Korea Pavilion became a beacon of creativity and cross-cultural dialogue.

His appointment as Executive Director of the Korea Tourism Organization brought about a transformative era in Korea's tourism industry. In charge of meetings, conventions, and overseas promotions, Jo showcased his strategic acumen in positioning Korea as a premier global destination. Jo's efforts led to a flourishing landscape of international meetings and conventions hosted in Korea. His dedication to providing world-class infrastructure, promoting cultural immersion, and ensuring exceptional hospitality elevated Korea's profile as a leading destination for global gatherings.

Deok-hyun Jo's impact on the tourism sector extended to his involvement on the boards of various organizations. His service on the boards of Daejeon Tourism Organization, Gangwon Tourism Organization, and Ulsan Tourism Organization demonstrated his commitment to regional tourism development and collaboration.

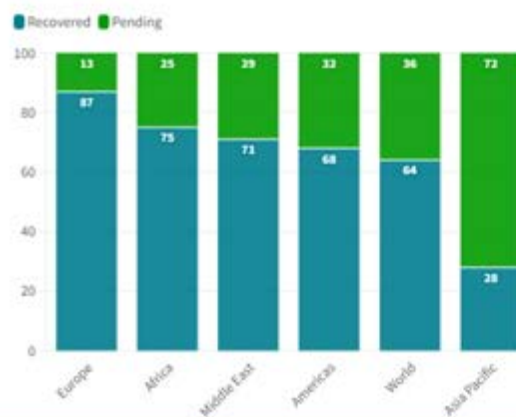
Beyond his professional engagements, as a holder of a Ph.D. in hospitality and tourism, he imparted his expertise to students at renowned institutions such as Kyunghee University, Sangji University and Korea Student Aid Foundation. His passion for education and mentorship contributed to grooming the next generation of leaders and tourism professionals.



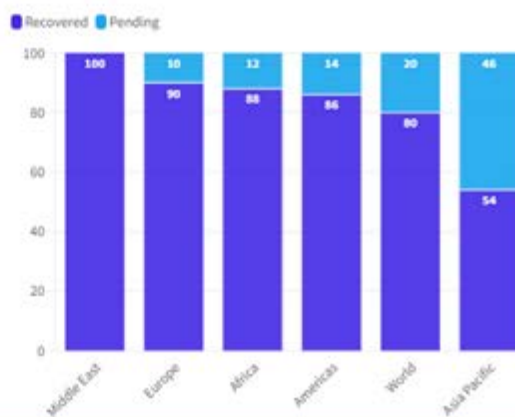


World Tourism Trend

International tourism receipts:
Percentage of 2019 levels recovered
in 2022(%)*

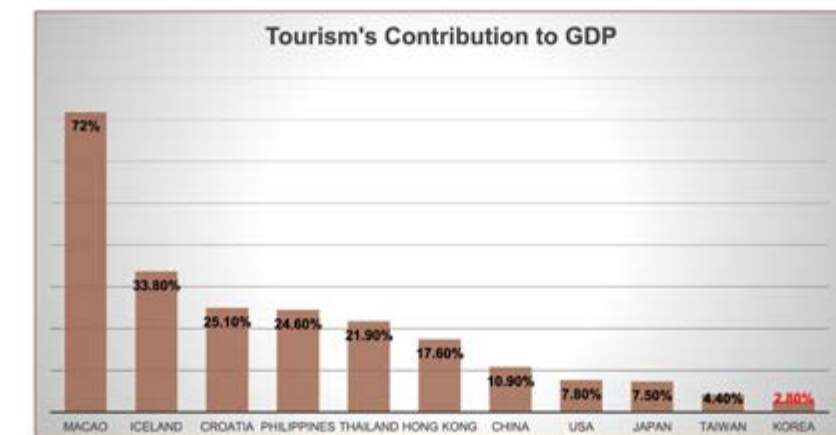


International tourist arrivals:
Percentage of 2019 levels recovered
in Q1 2023 (%)*

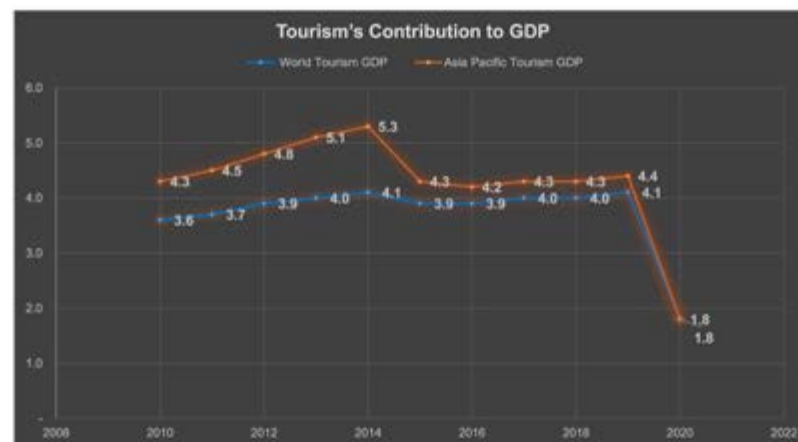


Tourism Industry, A Driving Force of Economic Growth

One out of 10 jobs created are from Tourism Industry



Tourism Industry, A Driving Force of Economic Growth



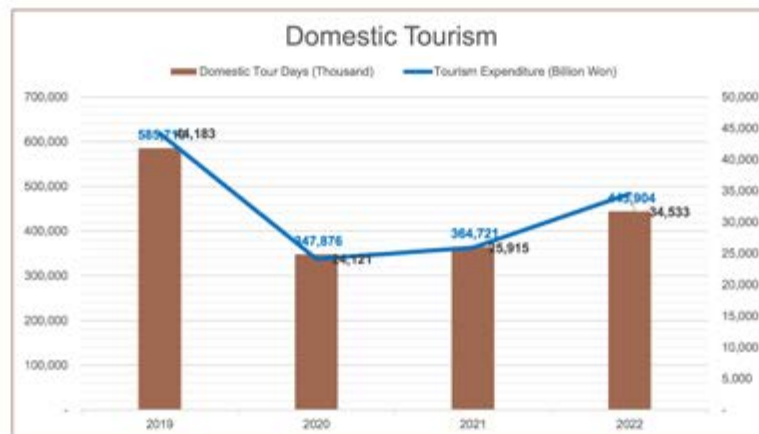
Korea Tourism Trends

55% Recovery of Tourist Arrivals over 2019



Korea Tourism Trends

78% Recovery of Domestic Tourist Arrivals over 2019



Local Extinction and Tourism Industry

89 out of 229 Cities faced with
Local Extinction (2021, MOIS)



Tourism Industry of Local cities and its Economic, Socio- Cultural Impacts



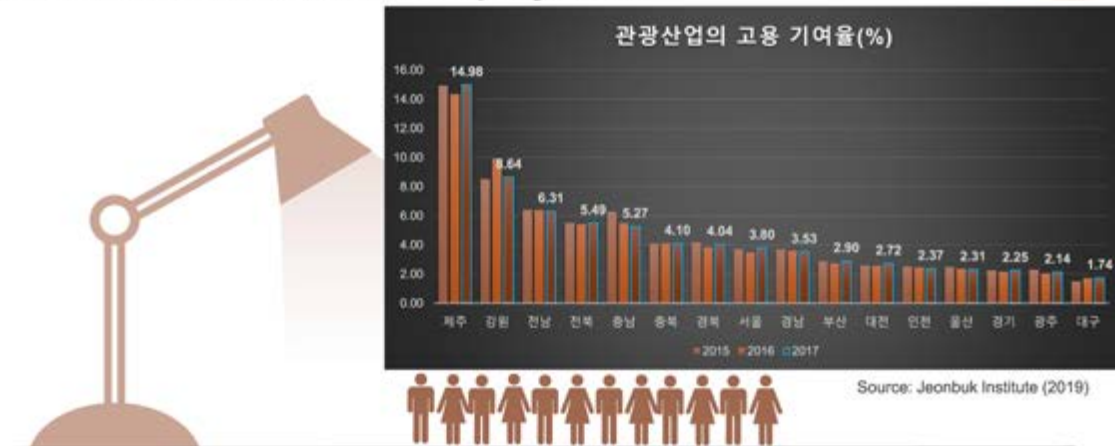
Local Extinction and Tourism Industry

Tourism's Contribution to GRDP



Local Extinction and Tourism Industry

Tourism's Contribution to Employment



Case study

Jeonju Hanok Village

Tourism as a Strategic Option for Revitalizing Local Economy

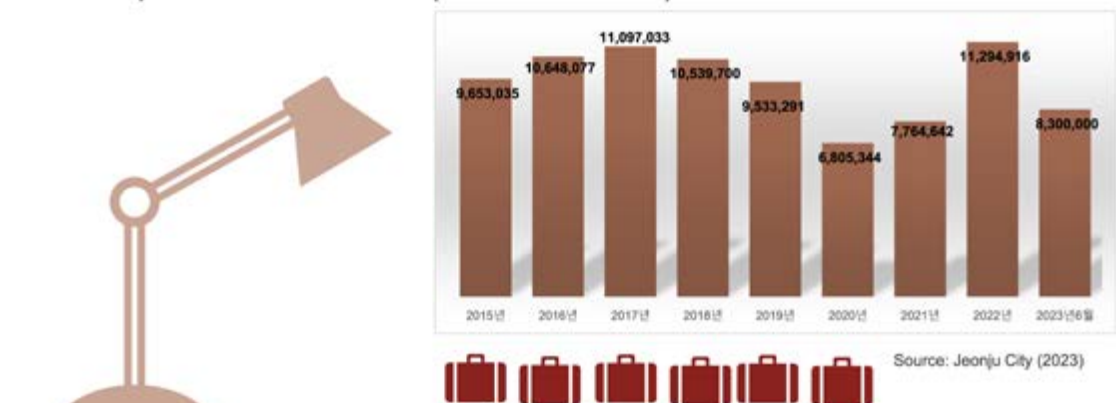
Additional Tourists Required to Compensate for Economic Loss caused by Population Decline

	Annual Spending Per Capita	Annual Spending in Resident Area
Nationwide	16,286,000 won	7,401,000 won
Jeonbuk Province	14,323,000 won	8,249,000 won
	Overnight Visitor Spending	Daily Visitor Spending
Nationwide	192,000 won	59,000 won
Jeonbuk Province	127,000 won	67,000 won
	No. of Additional Overnight Visitors	No. of Additional Daily Visitors
Nationwide	14	81
Jeonbuk Province	26	73

Source: Korea Tourism Organization (2022)

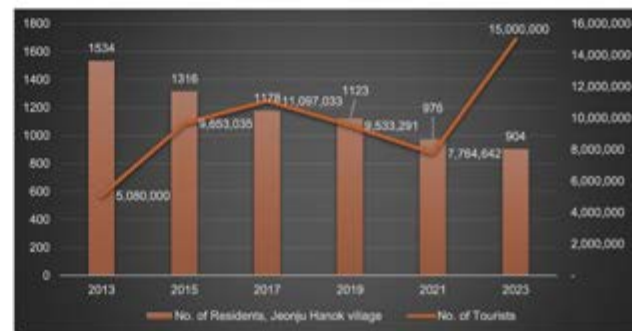
Local Extinction and Tourism Industry

No. of Tourists to Jeonju Hanok Village
Economic Impact: 123.4 billion won (10 million visitors)



Local Extinction and Tourism Industry

No. of Tourists to Jeonju Hanok Village &
No. of Residents



Source: Jeonju City (2023)

Light and Shadow of Jeonju Tourism Industry

Quantity vs. Quality in Jeonju Tourism



Local Extinction and Tourism Industry

Two Events: Stepping Stones for Jeonju Tourism

Local Bakery Tour Phenomenon in 2010's
3 Most Popular Bakeries: Gunsan, Daejeon, Jeonju



PNB CHOCO-PIE

20 Billion won
Project,
2023~2025

50:50 Fund
Matching

Hanbok Days and Festival by Hanboknam
New Cultural Phenomenon, sweeping the travel industry



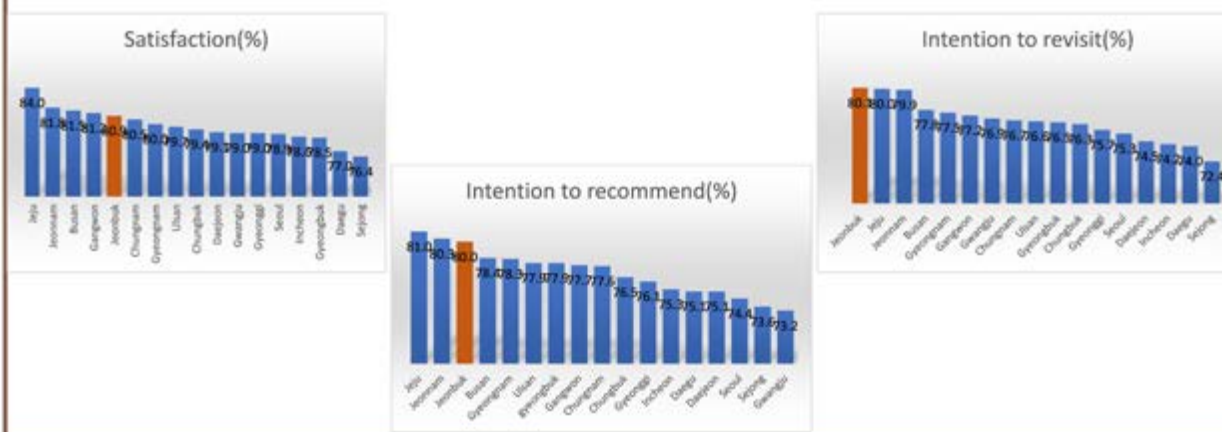
Light and Shadow of Jeonju Tourism Industry

Quantity vs. Quality in Jeonju Tourism



Light and Shadow of Jeonju Tourism Industry

Quantity vs. Quality in Jeonju Tourism



Increasing Tourists & Declining Population



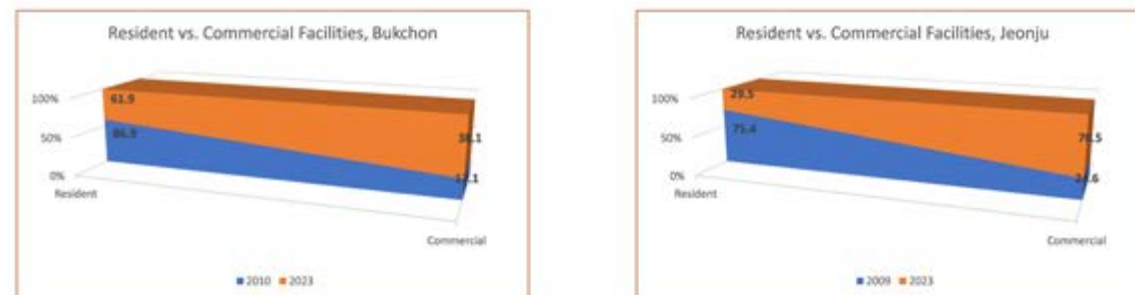
Culture (contents) vs. Commerce

Cultural Contents are key driving force for growing local economy
Event Impacts last temporarily



Increasing Tourists & Declining Population

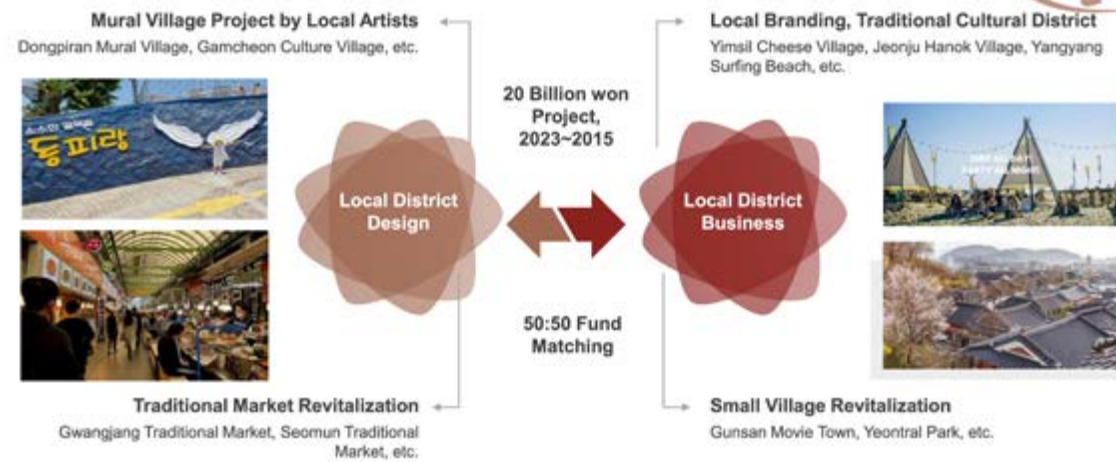
Touristification of Hanok Villages
Identification Crisis: Traditional Culture District vs. Commercial Area



Policy Initiatives of Central Government and Impact on Local Government

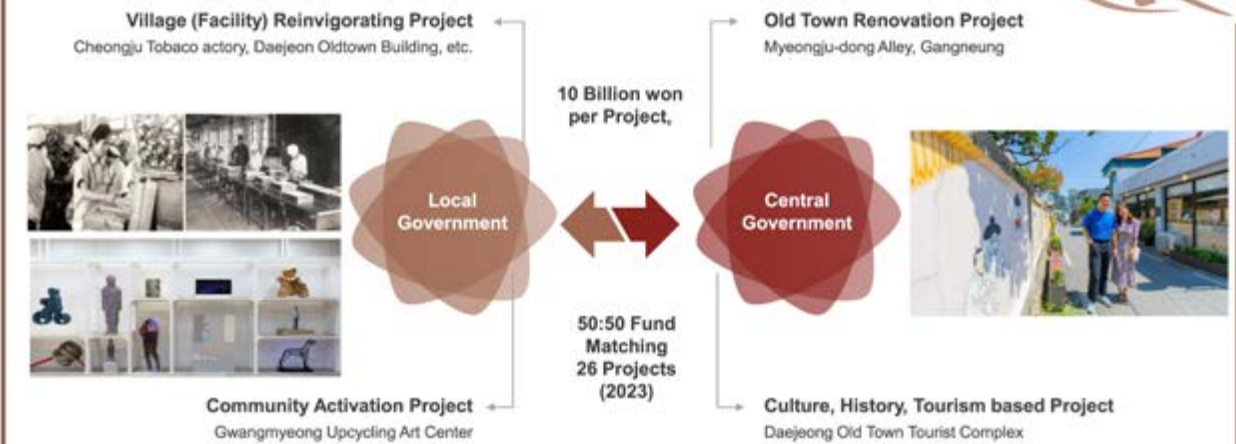
Strategies to Reinvigorate Local Economy

1. Specialization of Local Cities, Ministry of Interior and Safety



Strategies to Reinvigorate Local Economy

3. Urban Regeneration, Ministry of Land, Infrastructure and Transport



Strategies to Reinvigorate Local Economy

2. Next Generation Village, Ministry of Interior and Safety



Young Generation-led community building programs

- A total of 27 villages are designated and financially supported.
- Every year, 12 villages are selected and supported . 600 million won for 3 years
- 3 types of community programs:
 - . Vacation focused
 - . Local Creator
 - . Long Stay programs

- ◆ Ibagu Village, Busan: One-month stay program, village tour guide
- ◆ Ganghwa Universe Village, Incheon: Island stay, Island tour programs
- ◆ Juseom Juseom Village, Shinan: One-week stay, Workation programs
- ◆ Walk Village, Yeongdeok: Walking tours



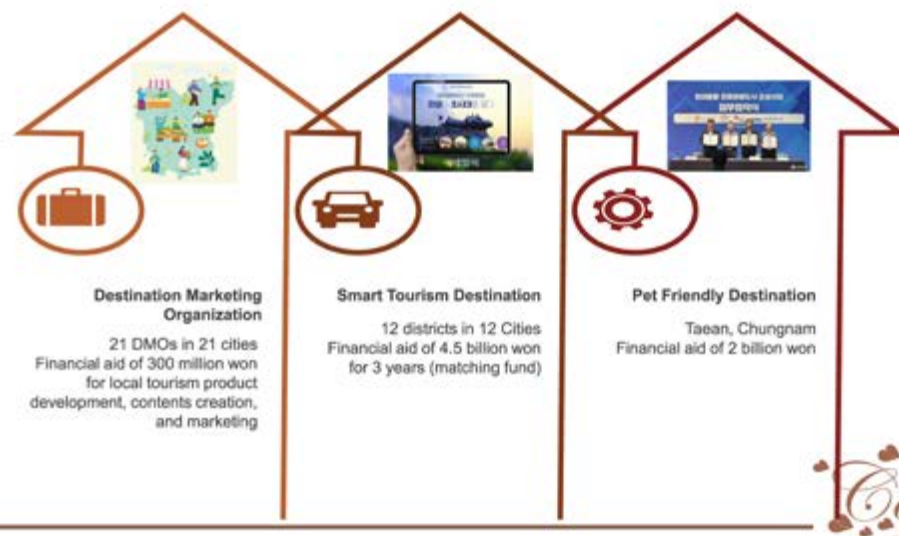
Strategies to Reinvigorate Local Economy

4. Ministry of Culture and Tourism and Korea Tourism Organization



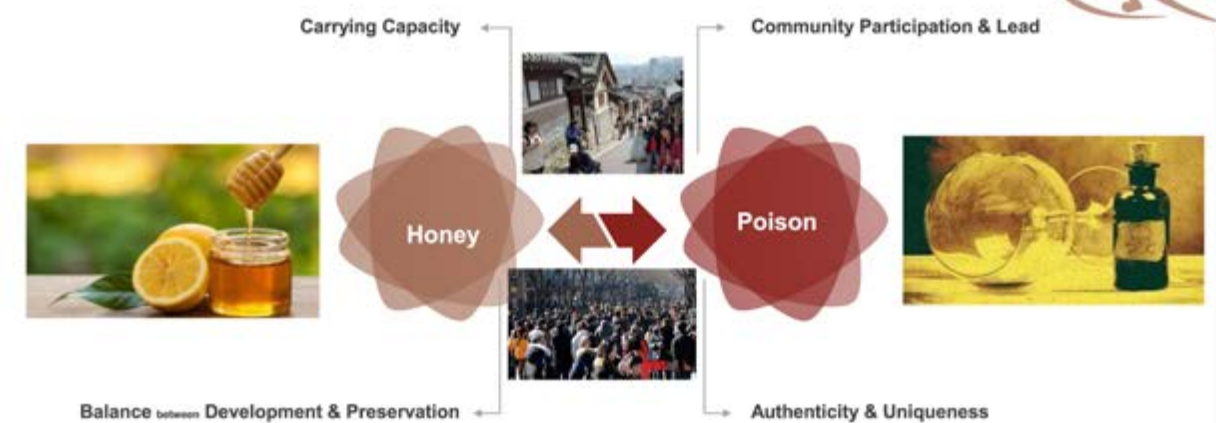
Strategies to Reinvigorate Local Economy

4. Ministry of Culture and Tourism, and Korea Tourism Organization



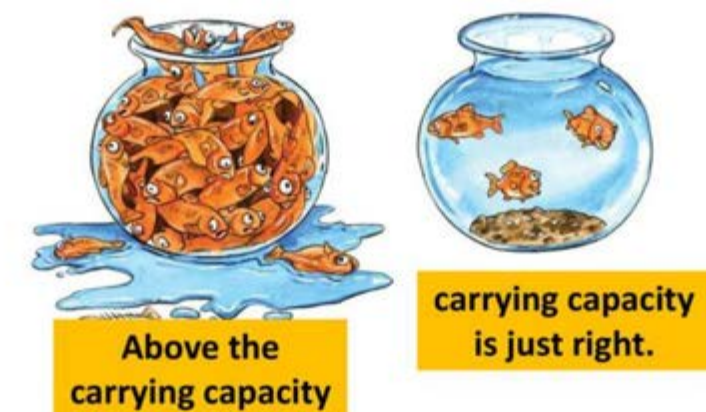
Impact of Tourism on Local Economy

Tourists, Local Economy and Community



Impact of Tourism on Local Economy

Tourists, Local Economy and Community

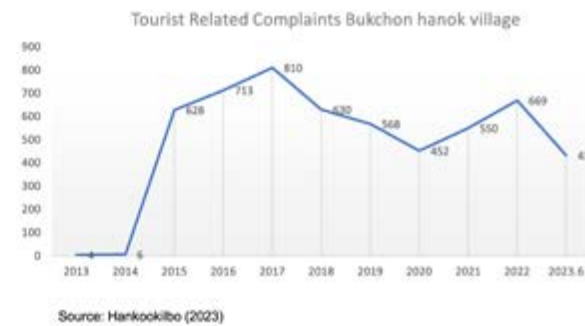


Impacts of Tourists on
Local Economy,
The Other Side of Coin



Impact of Tourism on Local Economy

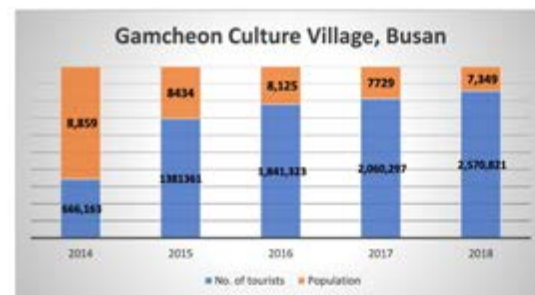
Tourists and Local Economy & Community: Carrying Capacity



Role & Responsibility of Local Governments

Impact of Tourism on Local Economy

Tourists and Local Economy & Community: Resident Population



Role & Responsibility of Local Governments

01 New Governance Structure

Change of policy making and implementation attitude toward tourism and Community First Policy. By the Community, For the Community and of the Community
Formation of inclusive governance, incorporating all stakeholders of travel and tourism industry.

02 Specialization by Authenticity & Uniqueness

Creation of city's own specialized tourism market and long-term investment.
Secure governmental matching fund and non-financial assistance.

03 Quality Tourism before Quantity Tourism

Change of tourism policy from the number of tourists to Economic, Socio-cultural Impacts.
Nurturing local business and supply chains to prevent economic leakage.

04 Sustainability and UN SDGs

promotion of responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

Thank You

11th TPO General Assembly, Jeonju, Korea



Deokhyun Jo, Ph.D.
Board of Directors, Daejeon Tourism Organization
Former Executive Director, Korea Tourism Organization
deokhyun@hanmail.net

MEMO

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Speech 2

: Yanolja's Efforts to Attract Inbound Travelers



Speaker 2

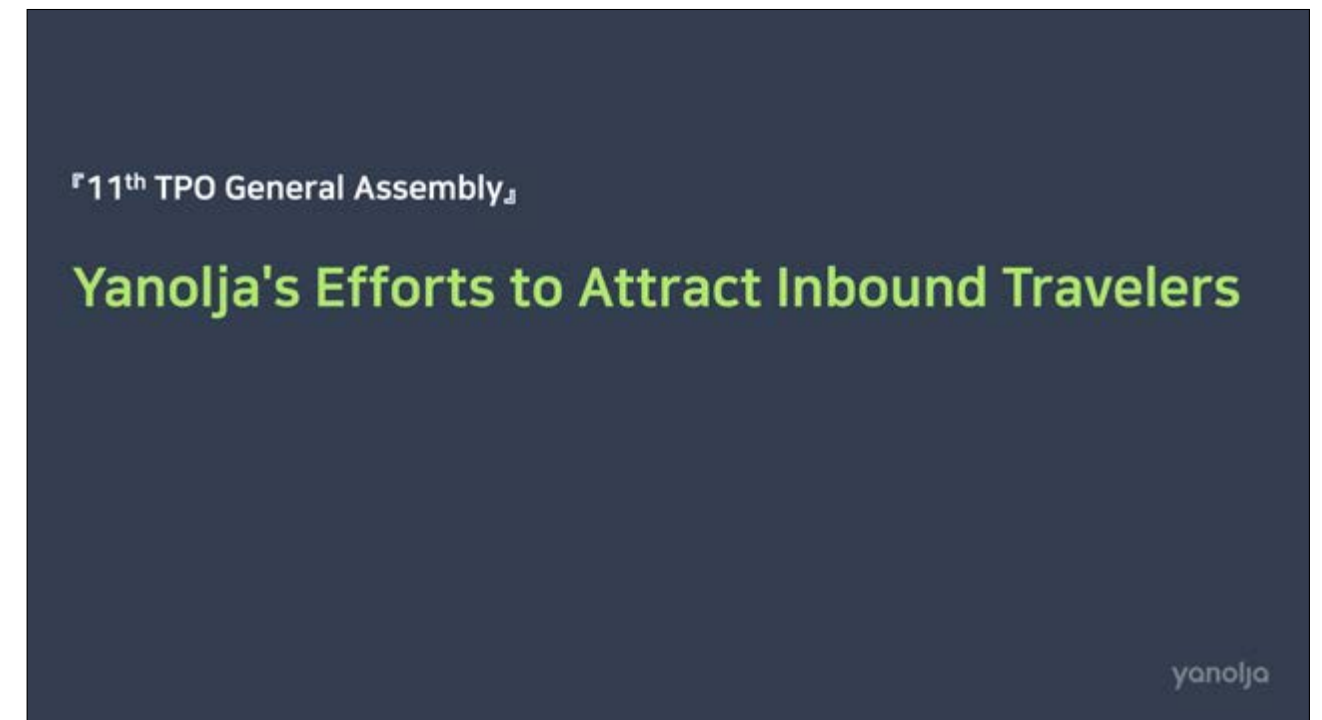
Song Min-kyu

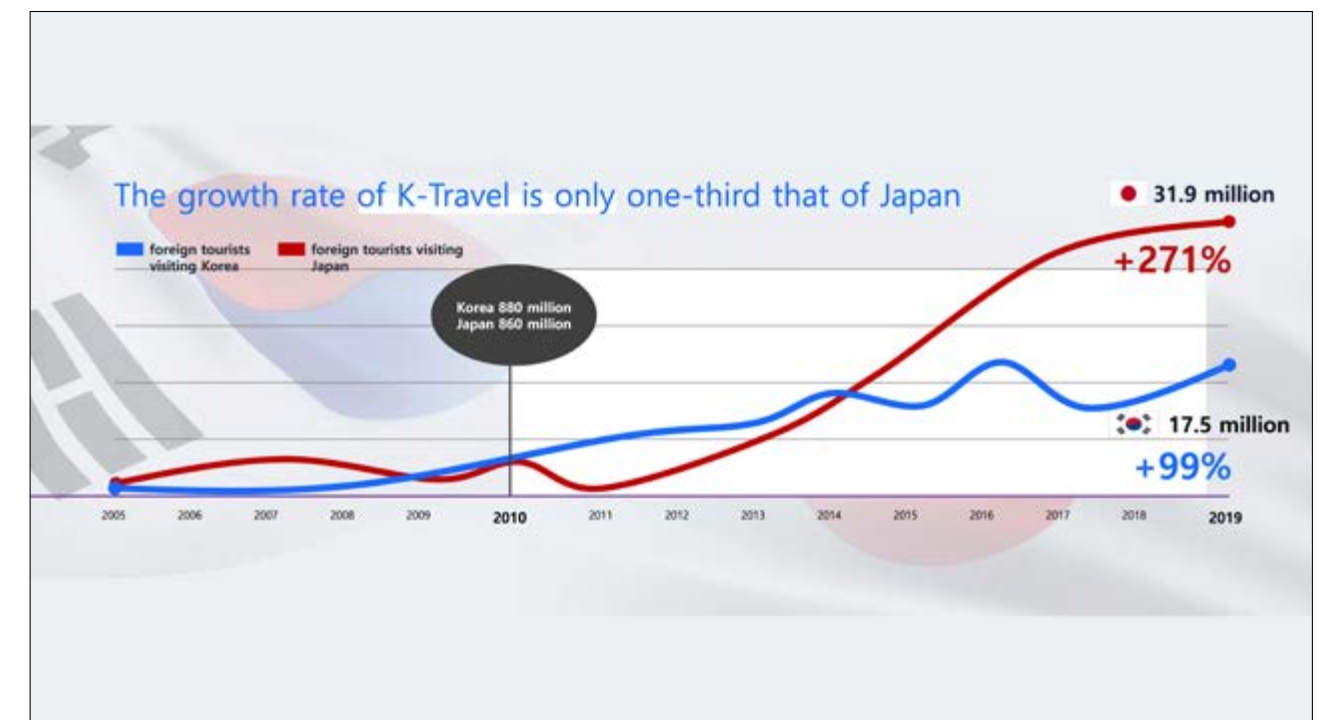
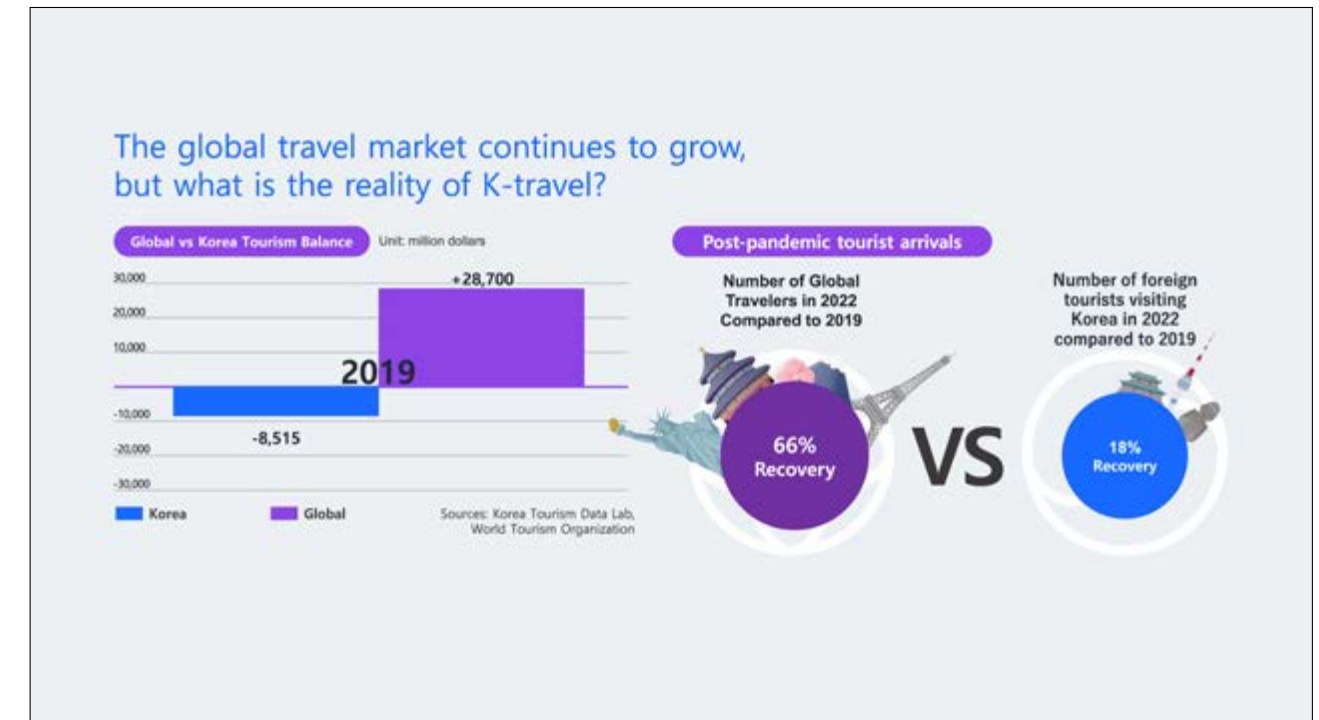
Director of Yanolja, Korea

Career History

Present	Director of Yanolja (Whole Communications)
Present	Team Leader of Communication Dept., Smilegate Group
2020~	'local creator' judge of Korea Institute of Startup & Entrepreneurship Development, Ministry of SMEs and Startups
2021~	Member of Tourism Brand, Gwangju Tourism Development Forum
2020~	Consultant · Judge of several projects, Korea MICE Association
2021~	Judge of Tourism Start-up(Ventures) enterprises, Korea Tourism Organization

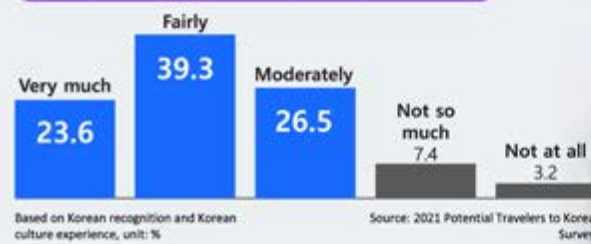
Song Min-kyu, director of yanolja, is an expert in establishing and implementing communication strategies. From improving overall brand image of yanolja and establishing messages both internally and externally under its business direction to establishing and implementing a wide range of communication strategies, he takes charge of all communication business which maximizes company value. He has accumulated his abilities in communication business, by working consulting companies, global corporations, etc. Now he manages communication department in Yanolja, global leisure platform company.





The biggest hope and possibility is that the positive potential of K-content for the travel industry has already been proven.

How Korean cultural experiences affect willingness to visit Korea



63.3% of individual tourists say 'K-Wave' is the reason for visiting Korea

Tourists going on a 'K-Wave Pilgrimage' following K-content

Return of tourists, flocking to 'K-pop shrines' such as shopping malls and MV film sites

1st step toward a tourism powerhouse is to develop **tour packages combining K-content and K-travel**

Advance and diversify tourism products for tourists worldwide

Strengthen global distribution network

K-travel tour packages including entertainment, food and other K-content



Tour packages related to local airports in each region



Tailored tour programs for inbound tourists considering the nationality



Tourism has more compelling potential for export growth than semiconductor industry



Diversify tour packages including K-content in travel content of each region in connection with the **local international airports**



Expand the influence of K-travel by providing tailored tour packages for all nationalities



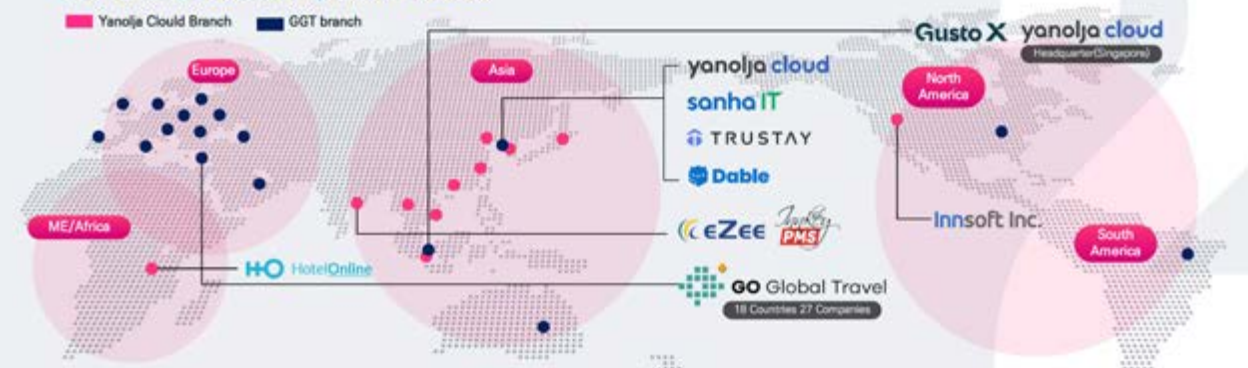
The 2nd Step toward a tourism powerhouse is to establish a global platform that provides travel content for each country



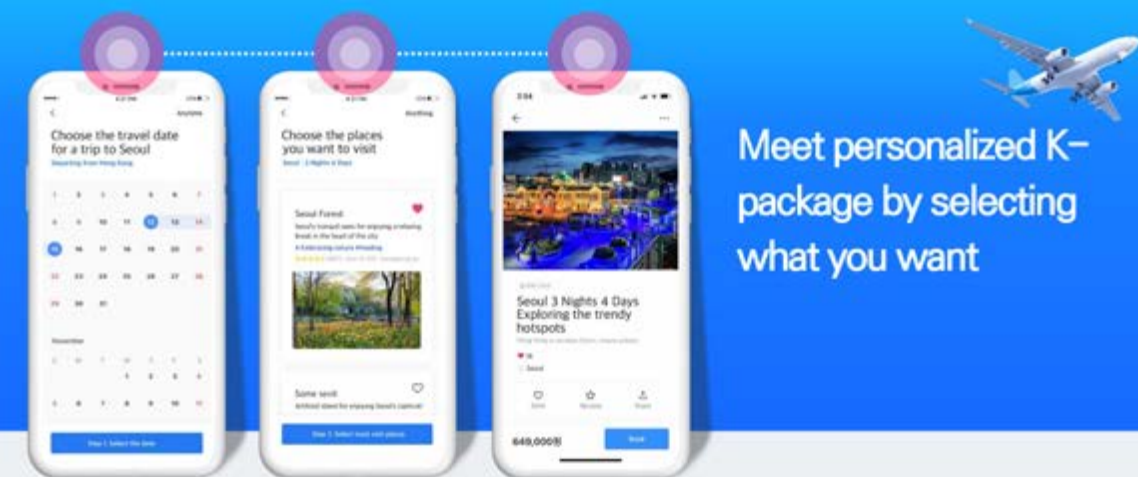
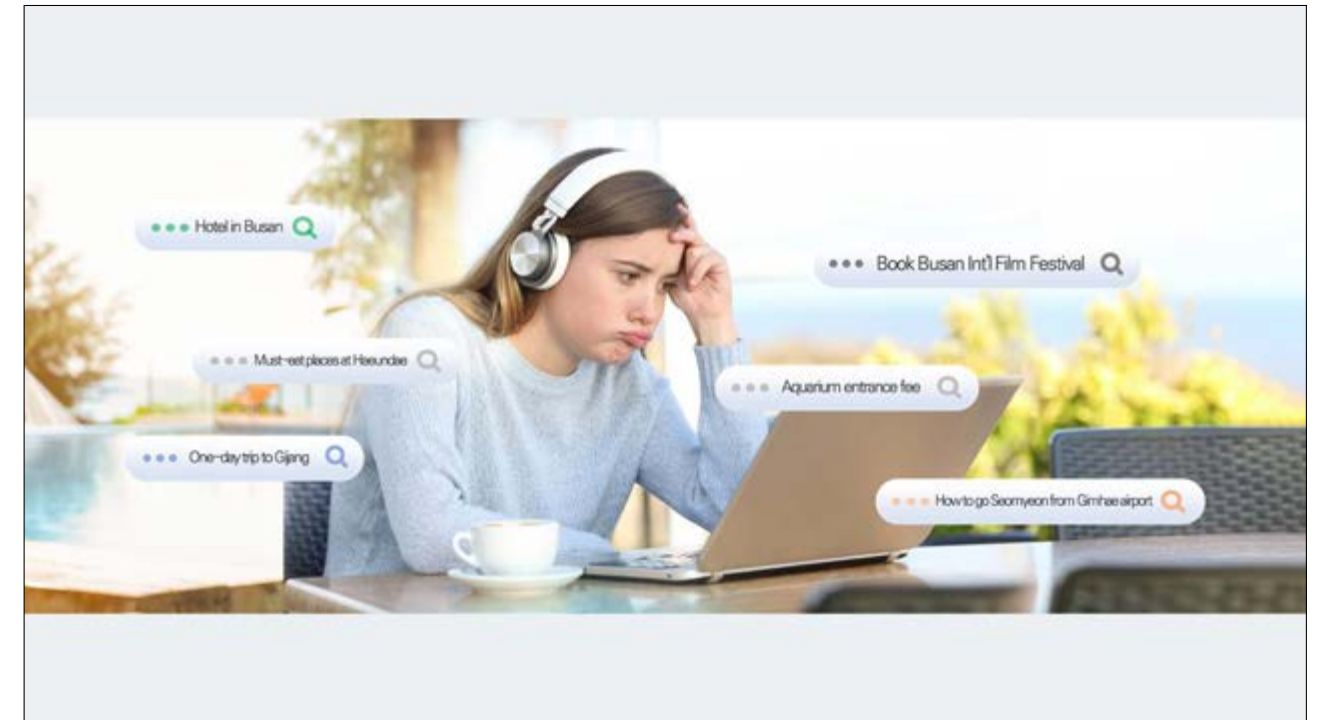
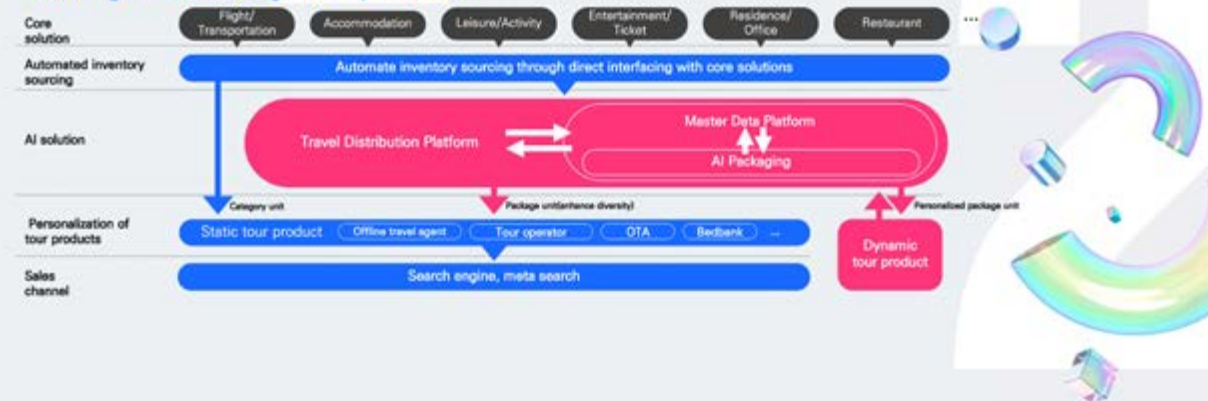
Maximize inbound tourists by providing diversified tour products for various tourists and regions to every corner of the world



Yanolja Cloud has been building networks for distributing travel content for each region and solutions to promote the 2nd step toward a tourism powerhouse



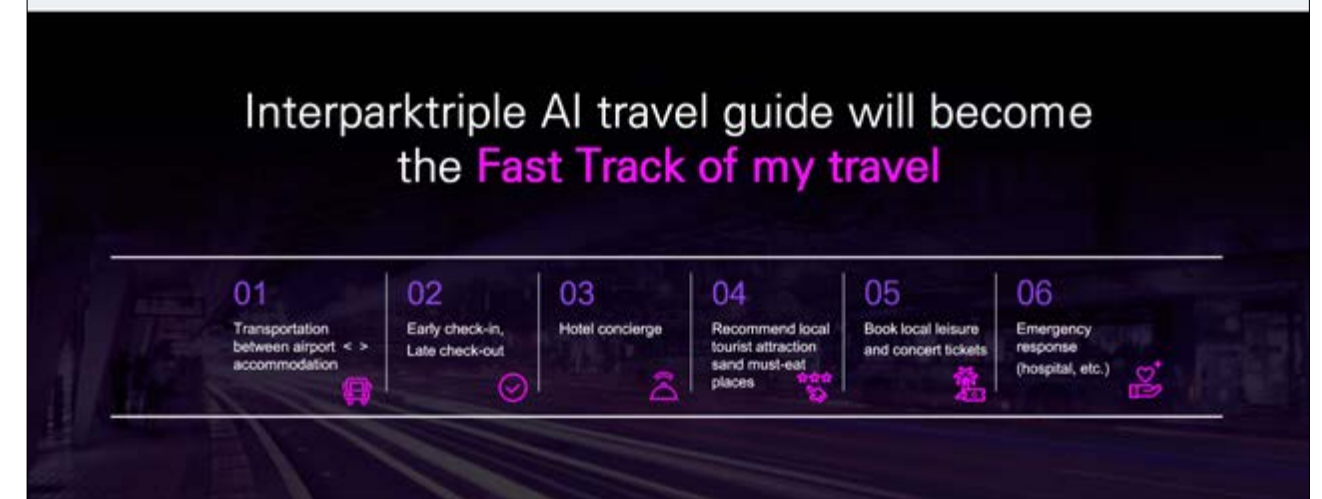
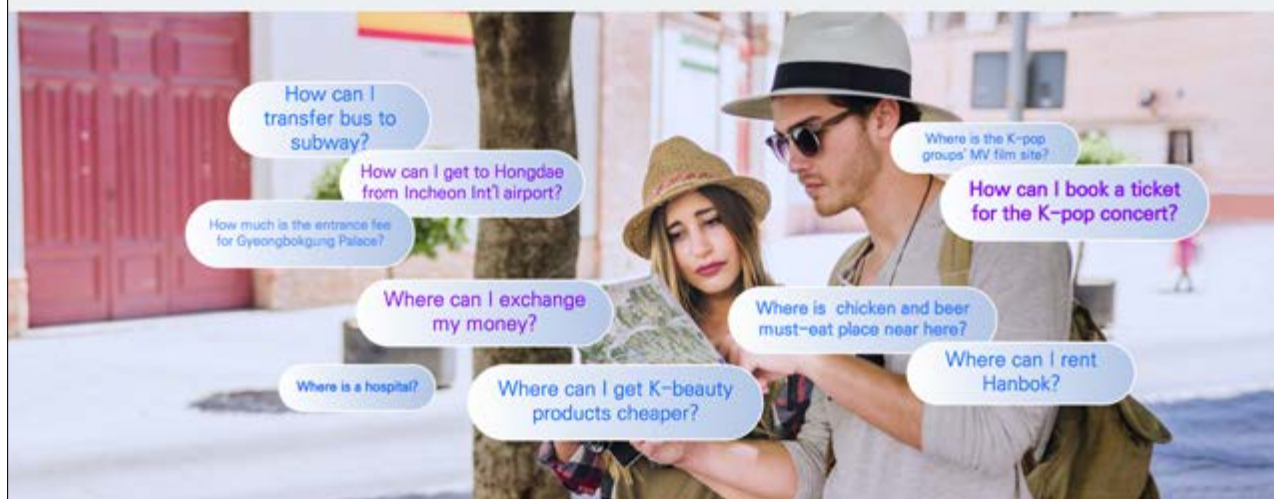
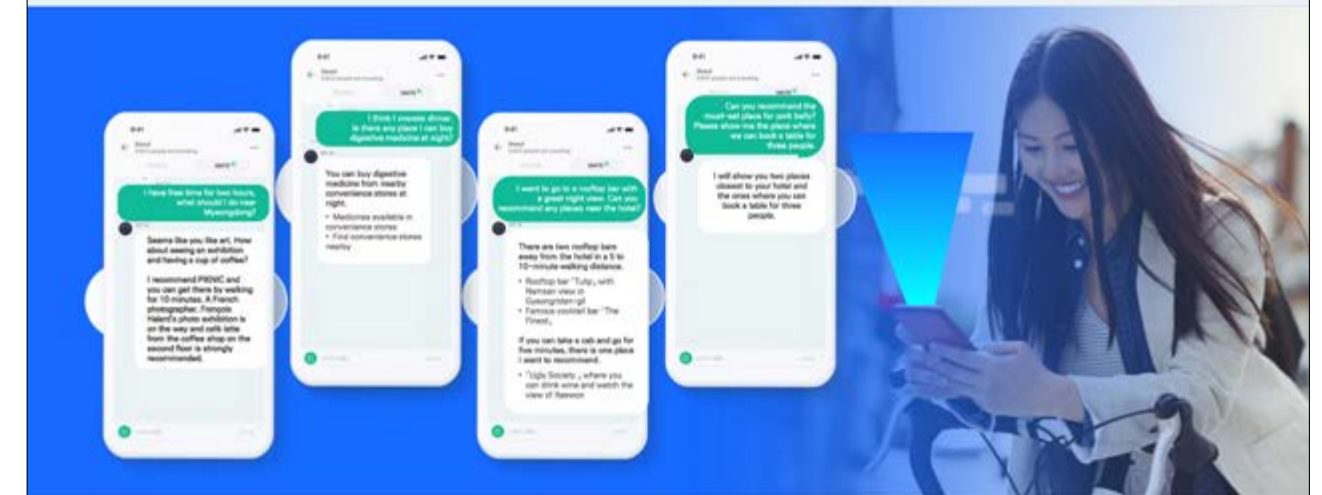
Provide **personalized services** optimized for AI era by establishing next-generation global platform



Meet personalized K-package by selecting what you want

“I want to travel Korea!”
Get ready with **K-travel** without searching





Thank you

MK Song, Director of Yanolja
mksong@yanolja.com

MEMO

Speech 3

: Regional Tourism and Authenticity in the UK: Lessons for Korea



Speaker 3

Sean Blakeley

Chairman, British Chamber of Commerce in Korea
Partner of PwC

Career History

Sean Blakeley is a Partner at Samil PwC Korea. A 15-year resident of Korea, he is well known to BCCK members have held the position of Chief Executive Officer of the BCCK for six years and was a Senior Consultant for Google. Prior to joining the Chamber, he was a director of business development with a Korean publishing company and was managing director of a British consulting company prior to joining the Chamber in 2015. Sean has also completed a master's program at Seoul National University in International Relations as a government scholar and speaks Korean fluently. During his career, Sean has consulted for companies across a broad range of sectors including travel, tourism, and trade but has focused on technology.



Tourism is an economic, social and cultural asset in the UK

The UK's tourism industry is a national asset.
In 2019, tourism represented 4% of UK's total gross value added. Approximately 4m people were employed in jobs serving tourists.

The UK is a world-leading tourism destination.
41 million visitors came to the UK for business or leisure. The UK was in the top 5 countries globally for inbound visitor spending.



Business tourism is a key component of the UK's offer.
Exhibitions, trade fairs, business meetings, conferences provide a super-marketing platform for leading UK sectors. The UK business events industry was worth over £31.2B annually prior to COVID-19.

Tourism connects people to the UK's culture, heritage and nature.
Experiencing the UK first hand as an international visitors adds to the UK's soft power and building its global reputation.

COVID-19 hit the UK tourism industry hard

Restricted domestic tourism

Many tourism businesses closed and major sporting, cultural, outdoor and business events prohibited from taking place

Highlighted barriers in the UK tourism industry

Seasonality and market fragmentation were big barriers that impacted businesses to retain staff year round and inhibit coordination

Major new developments had been underway

Consumers were starting to consider more sustainable experiences and countries were looking to offer to cater for aging populations

Government action mitigated further damage

The UK government provided £25B to the tourism sector through tax cuts, grants, loans to provide relief and paved the way for consumers to return safely with confidence

Regional tourism particularly contributes to boosting a country's tourism industry

Promotes sustainability

An increasing focus on sustainable and responsible tourism

Responsible tourism initiatives reduced carbon emissions by 25% in participating regions

Economic impact

Benefits local communities by creating jobs in various sectors and supporting small businesses

Regional tourism accounts for 46% of all tourism-related spending in the UK

Infrastructure development

Regions invest in transportation networks, accommodation options, recreational facilities to enhance tourist experiences and benefit local residents

Year-round appeal

Regional tourism reduces seasonality since different regions offer year-round attractions, ensuring a steady flow of visitors

The UK government aims to build on its position as the most desirable tourist destination

01 / Share benefits across nations and regions

Address the balance of trade deficit and encourage more locals to holiday domestically. Develop customer segments for the domestic markets to reach the right customers.

02 / Build back better with productive, innovative tourism

Make full use of digital, technology and data to engage new audiences and enhance visitors experiences to continue to meet consumer expectations.

03 / Contributes to conservation of the UK's heritage

Boost visitor numbers in a safe and manageable way for local areas, allowing them to reap benefits of tourism while preserving built and natural assets

04 / Provide an inclusive and accessible offer

Make the UK tourism offer to be considered the most accessible of any in the world and maximise the spending power of people with access needs.

05 / Be a leading European nation for hosting business events

Improve attractiveness of the UK's already strong offer and become the World Meeting Place, with the UK creating more business events

Travelers increasingly seek real, unfiltered, meaningful experiences



Cultural connection

Travelers want to immerse themselves in local culture and traditions of a destination, allowing them to gain insights beyond surface level experiences.



Unique encounters

Authenticity offers travelers one-of-a-kind experiences and hidden gems that create a sense of discovery and adventure.



Escape from stereotypes

Many travelers seek to move beyond stereotypes associated with a destination and aim to understand its complexities and nuances.



Memorable experiences

Authentic experiences tend to be more memorable and emotionally rewarding, leaving a lasting impact associated with the place.

78% of travelers prioritize authenticity in their travel experiences

The UK's Approach to Authentic Regional Travel Experiences



Preserving cultural authenticity

Heritage preservation laws safeguard historical sites and traditions that are integral to the identity of each region



Sustainability initiatives

Eco-tourism initiatives (i.e. Green Tourism Business Scheme) to certify environmentally responsible businesses



Funding and support

Collaboration among public/private stakeholders is common and funding is available for initiatives that align with authentic regional tourism goals (i.e. Discover England Fund)



Community engagement

Local communities are involved in preserving cultural traditions, hosting events, and offering unique accommodations

Capital is vital to maintaining a unique visitor offer all year round

The government has a long track record of UK wide investment in tourism through the City Region and Growth Deals

Since 2016, the £45m Discover England Fund has supported the development of innovative English tourism products and experiences, encouraging people to explore the regions and reduce seasonality.

Peterborough Towns Fund Case Study

Peterborough received £22.9m the Towns Fund to create:

- A new library and community Vine Culture Hub
- Extension of the Flag Fen and Whittlesey Heritage Centre to become a 'must see' UK tourist trail
- Welcoming entrance through a Station Quarter
- Improvements to Peterborough's river frontage to River Nene

UK case studies highlight authentic regional experiences

Royal Edinburgh Military Tattoo, Scotland

- Description: World-famous event showcasing Scottish and military bands and dance troupes
 - Authentic experiences: Attendees can watch authentic representation of Scottish military and cultural traditions against the backdrop of the historic Edinburgh Castle.
- This event is testament to Scotland's commitment to preserving cultural authenticity.

The Giant's Causeway, Northern Ireland

- Description: Natural wonder renowned for its basalt columns formed by volcanic activity
- Authentic experiences: The site is a designated UNESCO World Heritage Site and a National Natural Reserve. Preservation efforts ensure the natural wonder remains authentic and interpretive centers are available for visitors.

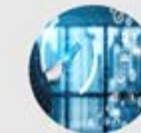
Cornish Pastry Making Workshops, Cornwall

- Description: Cornwall is known for its culinary heritage, including the savory Cornish pastry
- Authentic experiences: Local bakeries offer workshops for visitors to gain insights into Cornish culture and cuisine while interacting with locals.

Stratford-upon-Avon, England

- Description: Historic market town in Warwickshire famously known as the birthplace of William Shakespeare
- Authentic experiences: Visitors can immerse themselves in Shakespeare's life and works, attend live theater performances, explore well-maintained Tudor-era architecture and gardens.

The UK government recognizes that remaining globally competitive requires embracing digital technology



New technologies

- Virtual experiences available at Buckingham Palace, Tower of London, British Museum
- AR/VR time-travel experiences at Roman Baths
- Semi-autonomous transport for visitors with accessibility issues at Sherwood Forest



Collate data

- Public/private sector engagement to collate, combine, analyse and disseminate consumer behaviour data
- Tourist Accommodation Registration Scheme to gauge national picture of accommodation landscape



Border strategy

- Introduce Electronic Travel Authorisations scheme for visitors
- Increase digitization and automation at the border to improve journeys through UK ports

Protecting and enhancing the environment is key



Investment in natural assets and historic environment
2020 Spending Review committed 7m to complete the England Coast Path (longest managed and way-marked coastal path in the world)



Transport Decarbonisation Plan
Government announced 950m investment to provide EV charging hubs at every service station and established Jet Zero Council to achieve zero-emission flight within a generation



Sustainable Tourism Plan
Government will work with industry and British Tourist Authority to identify achievable ways to reduce travel industry's impact and respect local communities, putting UK at the forefront of the global discussion on sustainable travel

Understanding your markets

 Greater China	 US & EU	 Korea Domestic	 Southeast Asia
<ul style="list-style-type: none"> Group travel is popular – work with the trade to encourage regional dispersal and extend the season Focus on extending the season for holiday visits, particularly for premium (high value) travellers China is one of our most important student markets – work to address visa perception issues and inform Government policy discussions 	<ul style="list-style-type: none"> Greater emphasis on the older holiday segment, Building contacts with buyers to win business events Increased focus on the West Coast and the top ten performing states Sustaining key routes working with airlines 	<ul style="list-style-type: none"> Continued focus on Free and Easy Mini Break segment (millennials 18-34) Develop a campaign focused on the family audience Engage with the industry 	<ul style="list-style-type: none"> Primary focus on holiday travellers to Seoul with easy trips from Seoul to grow dispersal and repeat visits Stretching seasonal travel where Indians embrace the cooler climate of Korea Protecting new routes

Lessons for Korea: Segment customers and drive regional dispersal with experiences tailored to each segment



Buzz seekers
Younger, free-spirited and spontaneous, they like holidays full of action and excitement



Explorers
Older, they enjoy the outdoors, sightseeing and embracing local culture at a more relaxed pace



Culture buffs
Image and brand-conscious, travel is seen as a status symbol; they like well-known safe destinations



Free and easy mini-breakers
Similar to buzz seekers, this younger domestic audience love the opportunity to take short breaks where they can either let loose or unwind, often with family and friends

Thought Starters: Lessons for Korea based on the UK's authentic regional tourism strategy



Government funding

- Invest in accessible infrastructure and guides to make attractions inclusive for all visitors
- Offer incentives for community-led tourism initiatives to showcase local traditions, implement service training



Utilise technology

- Use official Instagram accounts, encourage user-generated content to share experiences, collaborate with local influencers
- Implement AI-driven recommendations for personalised suggestions, predictive analysis of trends, language translation services



Responsible tourism

- Promote eco-tourism initiatives (i.e. Dulle Hiking Trail, DMZ Peace Trail)
- Preserve national parks and natural landscapes and create well-maintained trail with signage



Develop 'product'

- Develop and embrace Korea's unique product that appeals to best prospect visitors and extends seasons (i.e. cultural content like K-pop)



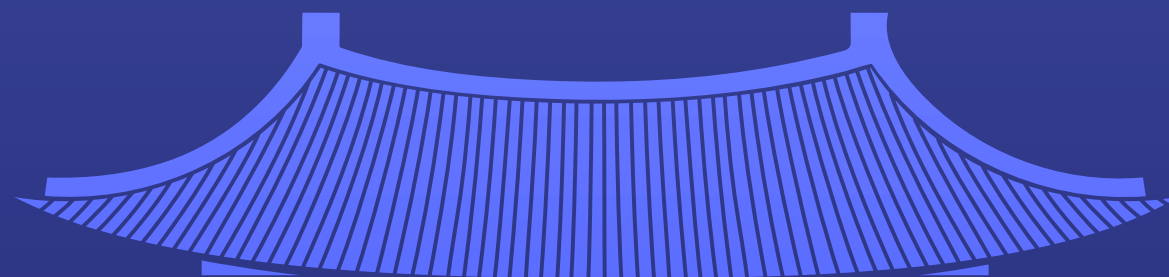
MEMO

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11th
TPO
GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROW
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

11th TPO General Assembly
제11차 아시아태평양도시 관광진흥기구 총회



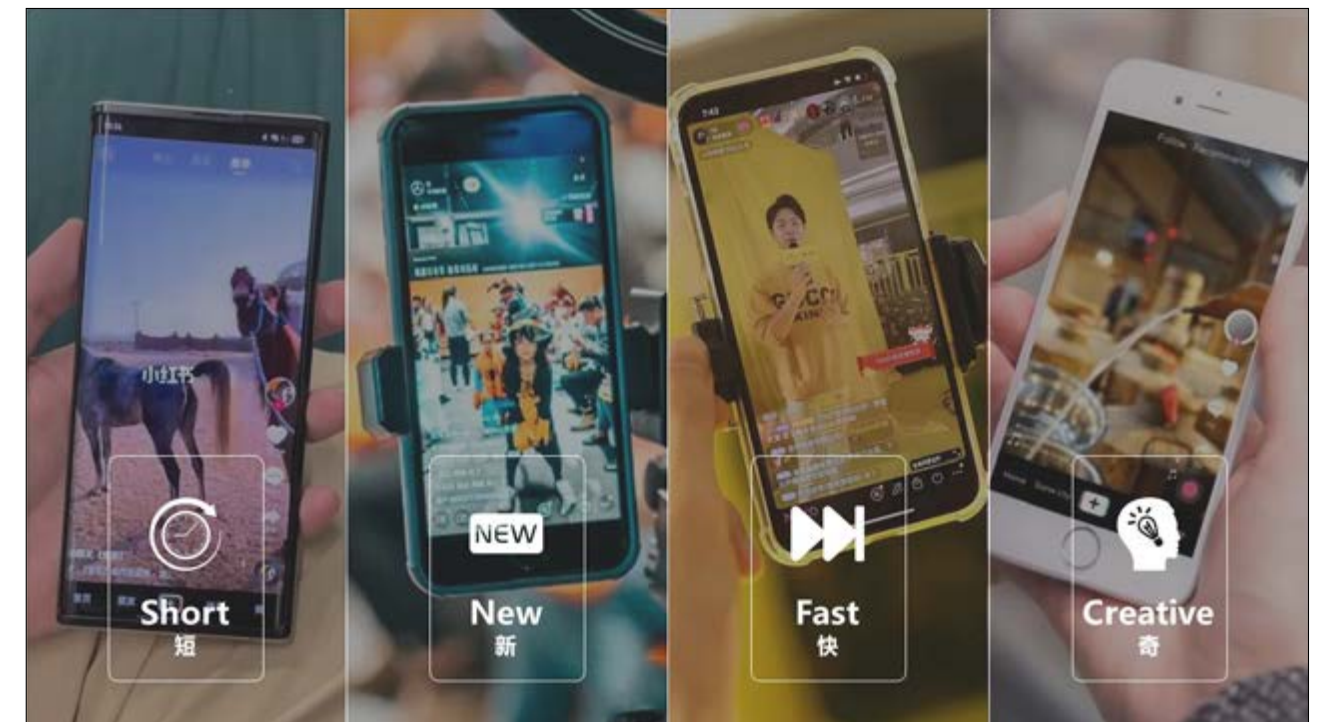
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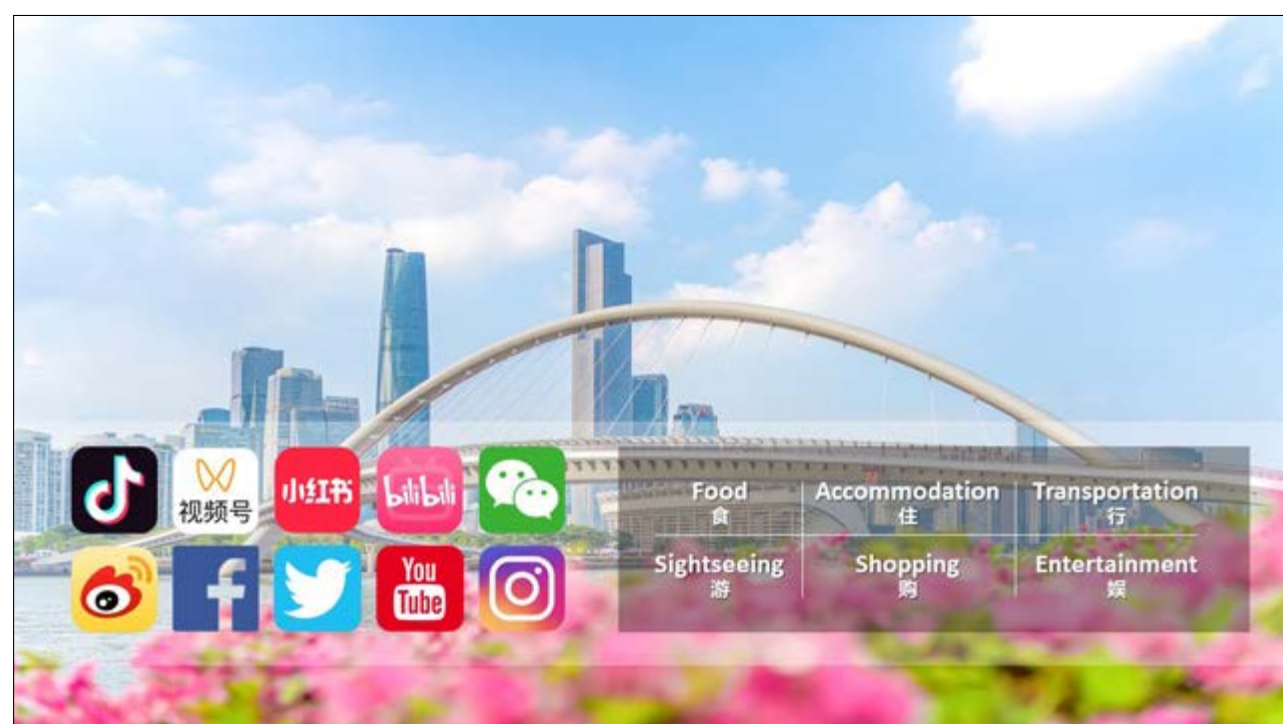
Case Presentation 1

: Leveraging Short Videos to Boost Cultural Tourism Marketing

Guangzhou, China








Culture and tourism are inseparable
Short videos have become the primary platform for spreading cultural knowledge, arts, intangible cultural heritage

文化和旅遊密不可分
短视频成为最大的文化知识、艺术和非遗传播平台

Short videos went viral, boosting
短视频出圈助推

Culture 文化	Intangible Cultural Heritage 非遗
Cuisine 美食	Arts 艺术
Fashion 时尚	Crossover 跨界
Storytelling 故事	Cities 城市
Icons 标志	...



Continuously improving quality content output, interaction, and innovation
完善输出高质量内容、保持互动、持续创新

Constructing a rich atmosphere, scenes, activities, and business formats for Guangzhou cultural and tourism sector
构建出广州文旅丰富的氛围、场景、玩法、业态



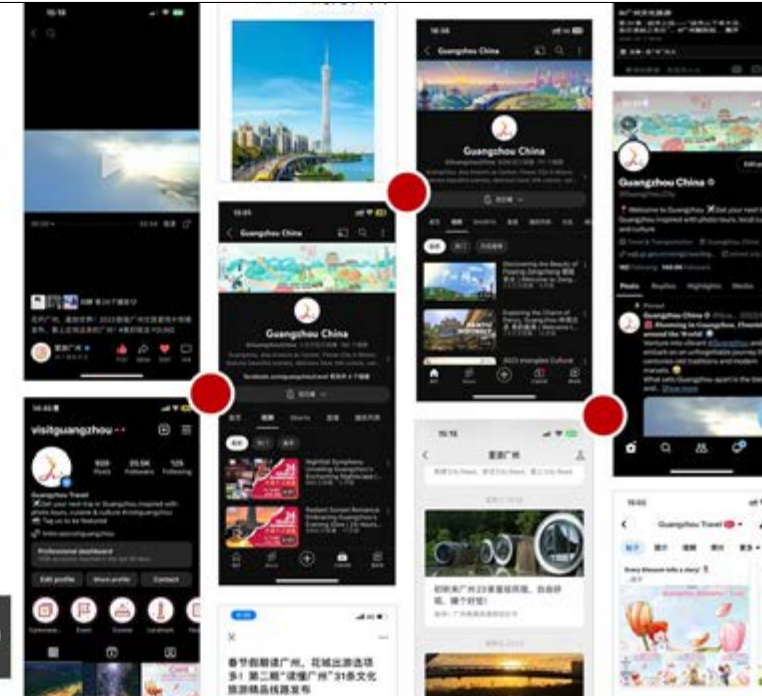
As of now, the 10 major new-media platforms have
截至目前十大矩阵平台共累计

Published **30,000+** posts
发布推文 30000+ 篇

Released **1,000+** videos
发布视频 1000+ 条

Achieved **500 million+** views
阅读量 5亿+ 人次

Creating a vibrant, multi-dimensional brand image for Guangzhou urban tourism
打造鲜活多维度的广州城市旅游品牌形象



Thanks
谢谢!

Exploration on the Building of Cultural Brand and Development of Cultural Tourism Industry in Guangzhou
广州文化品牌建设与文旅产业发展探索



Case Presentation 2

: Introduction about Ho Chi Minh City Tourism

Ho Chi Minh City, Vietnam





September 2023
Ho Chi Minh City, Vietnam

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more travel inspiration!**

 **Ho Chi Minh City Department of Tourism**
Address: 140 Nguyen Dinh Chieu Street, District 3, Ho Chi Minh City
Tel: +84 28 3927.7372
Website: www.visithcmc.vn



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Case Presentation 3


: Tourism as a driving force of local economic growth

Ipoh, Malaysia



**11TH SESSION OF THE
TPO GENERAL ASSEMBLY
&
RELATED MEETINGS**

**12 – 15 SEPTEMBER 2023
JEONJU, KOREA**



Mr Ahmad Munir Ishak
Secretary of Ipoh City Council

*“Tourism as a driving force
of local economic growth”*

INTRODUCTION

- Ipoh the fourth largest city in Malaysia, is the capital city of Perak State.
- It is strategically located about 208 kilometres north of Kuala Lumpur and 170 kilometres south of Georgetown, Penang.
- Ipoh covers an area of 643 sq kilometres with a population of approximately 800,000 people.
- It has diverse race, religion and culture comprising of Malays, Chinese, Indians, Indigenous People and others.
- Administration of the city is run by Ipoh City Council




ACCESSIBILITY


Ipoh is well connected to other major towns and cities in the peninsular of Malaysia by comprehensive network of expressway, road, railway and air.



By Rail



By Air



By Road

ROLE & FUNCTION

1. To promote Ipoh as well as Perak State, locally and internationally as a tourist destination.
2. To plan and implement the action to develop tourism product effectively and efficiently.
3. To showcase Ipoh as the third best tourist destination by 2025.
4. To stimulate economy activities through tourism industry.

- ❖ Ipoh City was well known as the City That Tin Built in the late 19th and early 20th centuries.
- ❖ It lost its glory and shine when the tin business collapsed in 1980s.
- ❖ Likewise, the pandemic crisis in 2020 also proved to be a downfall for the economy especially the tourism industry.



Source : Images from Google

Limestone hills



Colonial buildings



Diverse Culture



Ipoh City has various products to offer such as

Caves



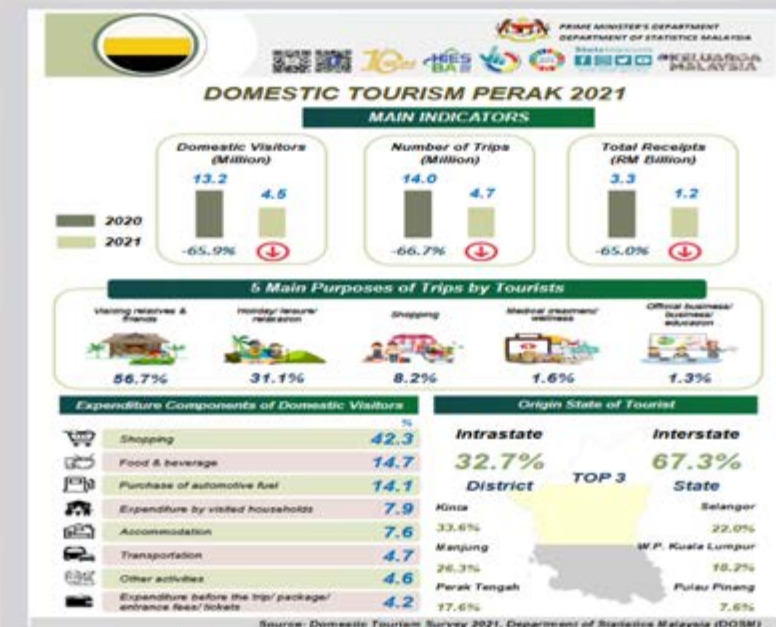
Forest

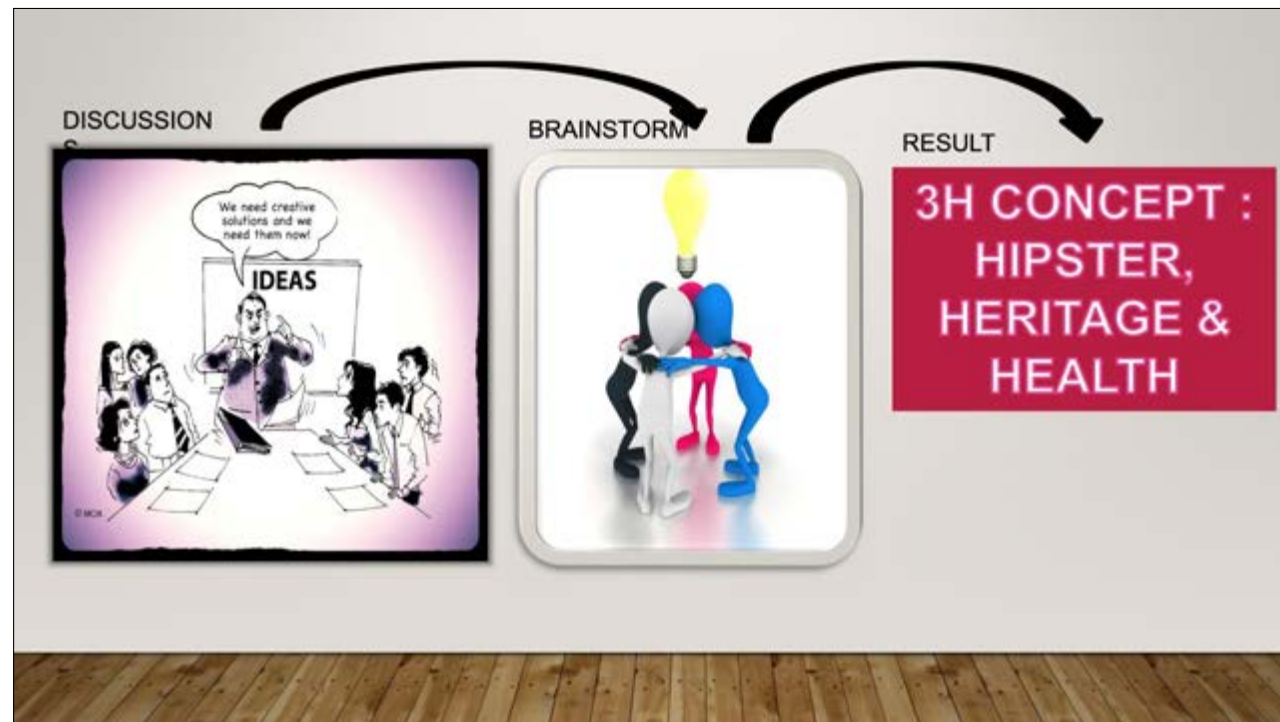


Lakes



Rapids





TEMPLES & CHURCHES



The third H : Health

•Various sports stadiums are strategically located in one area that caters for national and international events.



Aquatic



Badminton & Squash



Tennis



Lawn Bowl



Soccer



Indoor



Rugby



Hockey

The third H : Health

•This concept serves not only for domestic patients but also foreign patients who seek for treatment, rehabilitation and recuperation facilities.

•It also refers to fitness and wellness whereby these type of centers are fast expanding in the city.



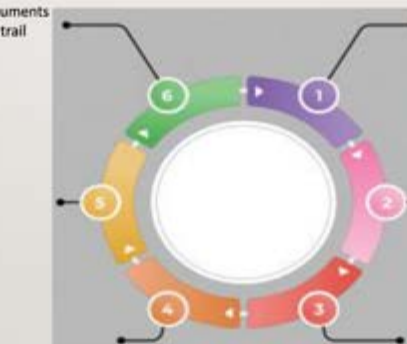
SUMMARY

Heritage Trail

27 buildings / monuments along the heritage trail

Hipster Cafes & Restaurants

- Ipoh Padang Curry House
- Restoran Haji Shahrin Low Grand
- Restoran Pakieza
- Foh San Dim Sum
- Greentown Dim Sum
- Ipoh Central Kitchen
- Tandoor Grill
- Thumbs Café
- Miker Pizza
- Durbar at FMS
- STG Ipoh Old Town
- PLAN B
- Rajak N Cendal Padang Ipoh
- Medan Selera Dato Sagor
- Restoran Ipoh Kong Heng
- Chang Jiang White Coffee
- Kedai Makan Nam Heong
- Kedai kopi Sin Yoon Loong
- Mee Daud Mat Jasak
- Restoran Ayam Taugeh
- Lou Wong
- Funny Mountain Soya Beancurd
- Kanda Kondi Kafe
- Restoran Nasi Ayam Fauziah
- Kedai Biskut Sin Eng Heong
- Chocodak Reggae House
- Nasi Ganja Yang Suan
- Warteg Ipoh Café
- Ipoh Hainan Chicken Rice



Small Business

- Gerbang Malam
- Memory Lane
- Concubine Lane
- Lorong Seni@Lorong Panglima

Medical Service

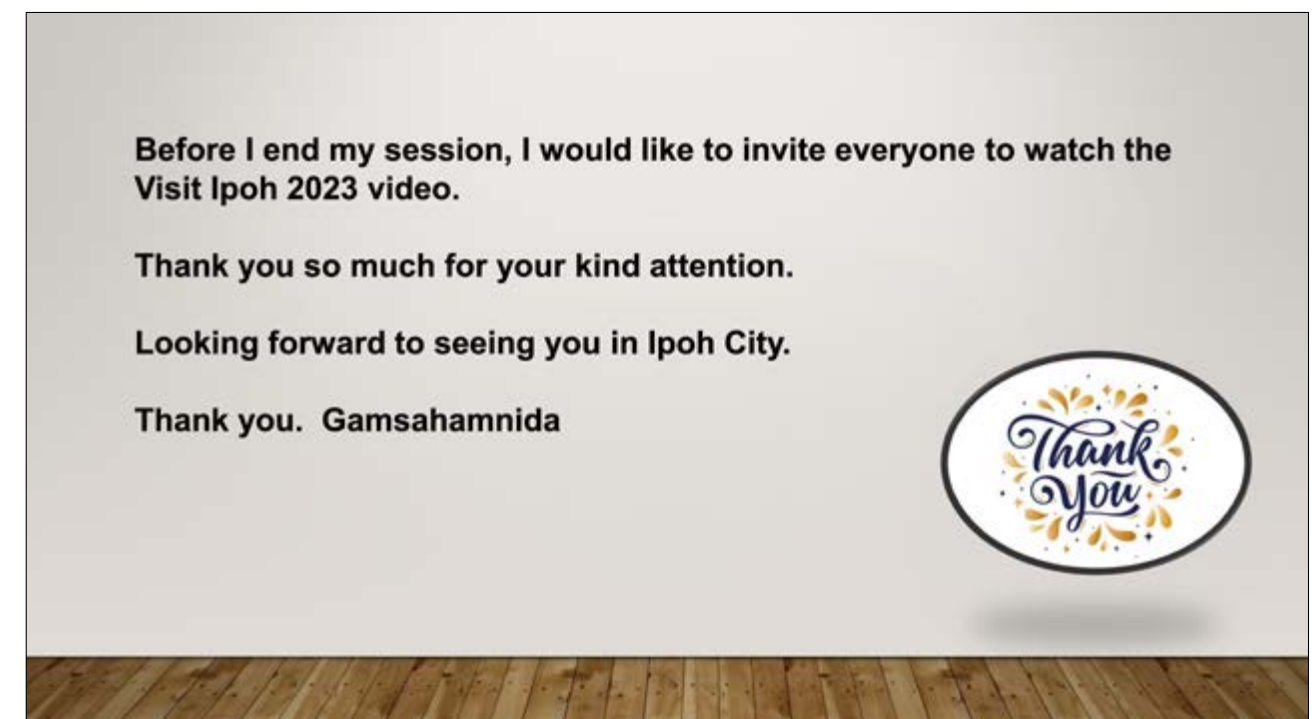
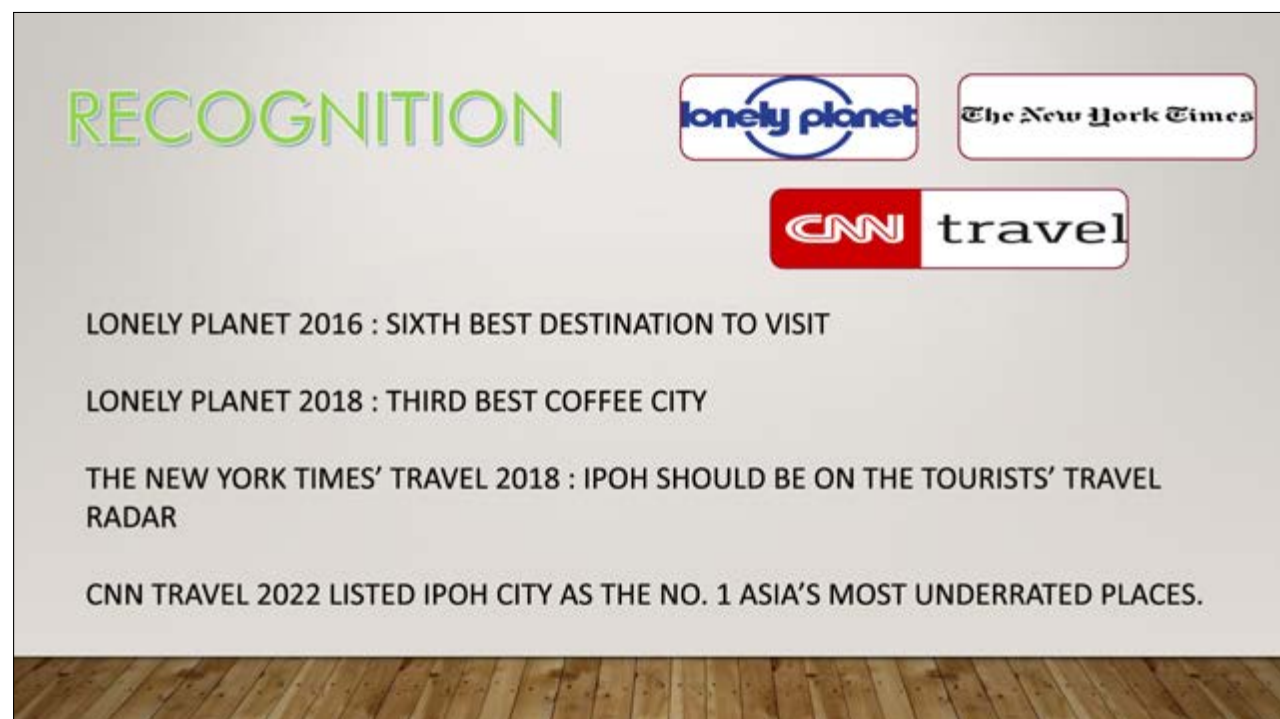
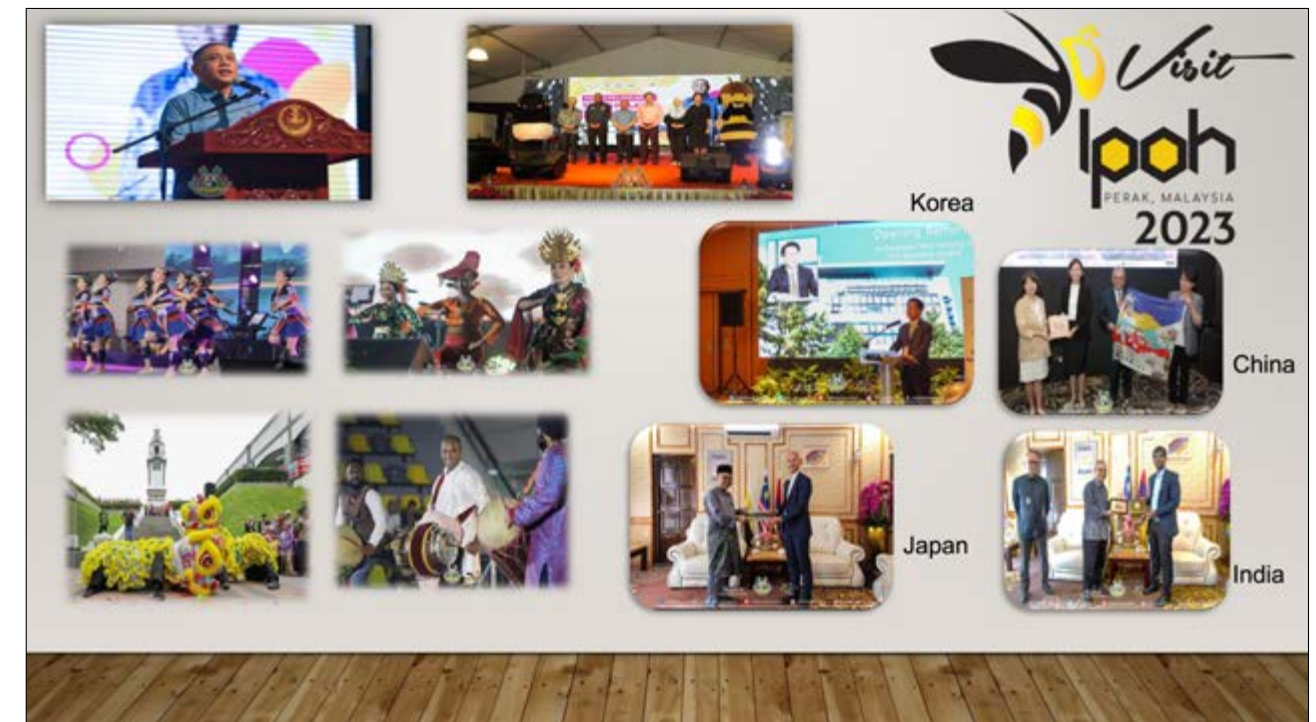
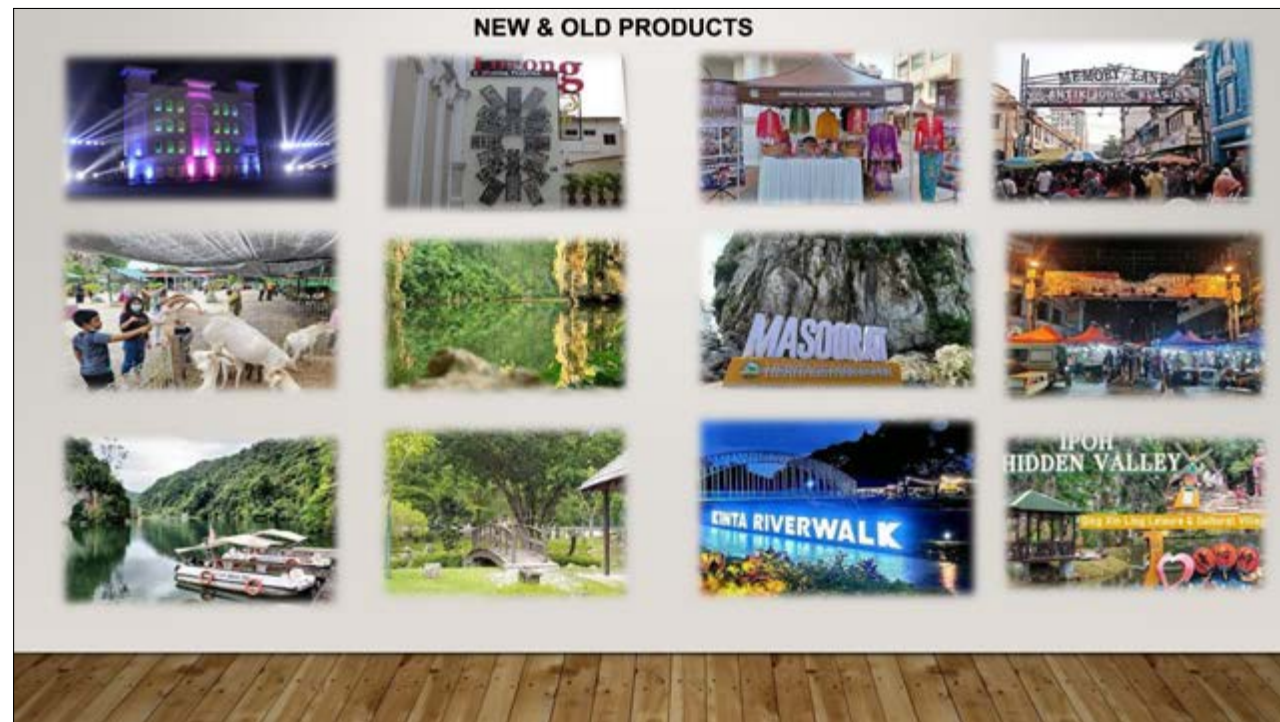
- KPJ Ipoh Specialist Hospital
- Pantai Hospital Ipoh
- Hospital Fatimah Ipoh
- Perak Community Specialist Hospital
- KMC Medical Centre
- Ar Ridzuan Hospital Ipoh
- Seri Medical Botani Medical Centre

Recreation Parks

- Taman D.R. Seenivasagam
- Taman Jepun
- Taman Rekreasi Gunung Lang
- Taman Rekreasi Sultan Abdul Aziz
- Ipoh Padang (Light& Sound)
- Petting Zoo@Gunung Lang

Geoparks

- Tasek Cermin
- Gua Masoorat
- Qin Xing Ling
- Gua Tambun



Case Presentation 4

: Urban Tourism as A Tourism Destination in Dki Jakarta

Jakarta, Indonesia



JAKARTA'S TOURISM POTENTIAL

International standard infrastructure to support tourism activities.

Dimensi	Description	Activity
 Airport	An international airport with connectivity (direct flights) to 64 cities and 45 airline names.	<i>Shopping, sightseeing, kuliner, entertainment</i>
 Accommodation.	Hundreds of star-rated hotels and hotel chains with business suites, VIP lounges, ballrooms, and strategic locations.	<i>Luxury and privileged workcation at top-class hotels.</i>
 Meeting	International standard meeting venues with a capacity of $\geq 5,000$ people.	<i>Corporate event, workshop, semina, masterclass</i>
 Conference	Complete with teleconferencing technology, audio-visual equipment, LED screens, and catering services.	<i>U20 Mayors Summit 2022, Presidensi G20 2022, Indonesia AI Summit</i>
 Exhibition	An expo area that can accommodate 15,000 to 20,000 people with several multifunctional halls.	<i>Jakarta Fair, IIBF, Islamic Book Fair, Java Jazz Festival</i>
 Amenities	Jakarta provides facilities for security, cleanliness, health, telecommunications, and	<i>Jakarta Fair, IIBF, Islamic Book Fair, Java Jazz Festival</i>

TOURISM OUTLOOK IN JAKARTA		
Dimensi	Description	Activity
Nature	The concept of "Nature and Adventure Tourism" in the development of the Thousand Islands and Green Open Spaces.	Outdoor sports, camping, picnicking, playgrounds, cafes, open-air cinemas, and dining venues that offer a garden concept.
Heritage	Museums as digital-based "edutainment" spaces in line with the Tourism 4.0 trend.	Vibrant Kota Tua, AR Museum, hologram, interactive table
Urban	Tourism with the concept of "fun tourism" that offers a "one-stop experience" concept.	Ancol as a Fun Paradise, providing a thematic shopping experience, and TMII as the gateway to the richness of the archipelago.
Culinary	The concept of tourism through exploring the uniqueness and diversity of Jakarta's distinctive offerings.	Jakarta's Street Food (Distrik Kuliner CoffeeC "Cipete", Distrik Kuliner Jepang "Blok M")
Youth Culture	Tourism that offers a "pop culture" concept.	Street Art Jakarta "mural", Drive in Concert & Cinemas
Attraction	Introduction to Jakarta's culture that offers a theme of festivals and arts.	Karnaval & Festival, Street Art Musik, Do it the Locals

JAKARTA'S TOURISM POTENTIAL

Historical buildings that can be optimized for tourism activities

Expanding investment opportunities in developing Jakarta as a business and tourism city.



VISION

To create Jakarta as an attractive and competitive urban tourism destination

MISION

- Building Jakarta's image as an appealing urban tourism destination to visit.
- Creating Jakarta as an urban tourism destination through collaboration with all tourism stakeholders.
- Enhancing the marketing of Jakarta as an attractive city for both residents and tourists

Urban Tourism Legal Basis.

- ✓ Minister of Tourism Regulation of the Republic of Indonesia Number 14 of 2016 on Guidelines for Sustainable Tourism Destinations.
- ✓ Regional Regulation Number 6 of 2015 on Tourism (Provincial Gazette of the Special Capital Region of Jakarta Year 2015 Number 106, Additional Provincial Gazette of the Special Capital Region of Jakarta Number 1022).
- ✓ Governor's Decree Number 588 of 2022 on Guidelines for the Implementation of Urban Tourism
- ✓ Head of the Jakarta Provincial Tourism and Creative Economy Office Decree Number e-0031 of 2022 on the Designation of Urban Tourism Areas in the Jakarta Province.

Attraction (Daya Tarik Wisata)

Historical Buildings: 14 new buildings designated as cultural heritage sites (2020-2021) include Rawamangun Golf Field, Proclamation Monument, and Matraman Raya Railway Bridge.

Parks, besides being green open spaces, have become new tourist attractions. There are 2166 parks scattered throughout Jakarta, including Tebet Eco Park, Christina Martha Tjahjahu Reading Park, and Langsat Park.

Bridges and Pedestrians: Those that have been beautified to become tourist attractions, for example: MRT Asean Skybridge, Kendal Tunnel, Phinisi Karet Sudirman Pedestrian Overpass, Kendal Tunnel.

Amenities (Fasilitas)

Souvenir shops are built in several tourist areas such as Gedung Mula (Kota Tua area) and Lenggeng Jakarta (Monas area). Emergency service facilities, prayer rooms (mushola), and well-maintained public toilets are also available.

Accesability (Aksesibilitas)

Transjakarta buses have 13 integrated routes with Jaklingko, MRT, and KRL (commuter trains), with over 3,000 buses available for transportation to various tourist destinations in the city.

Ancillary (Kelembagaan menyediakan layanan tambahan)

Collaboration with strategic partners for travel services includes partnering with Jakarta Good Guide and ASITA (Association of Indonesian Tours and Travel Agencies). Accommodation options such as hotels are available, and there has been an increase in the number of new restaurants offering culinary tourism experiences.

WHY URBAN TOURISM ?

GOALS AND OBJECTIVES OF URBAN TOURISM

GOALS

- Increasing the number of tourist visits in Jakarta.
- Raising awareness among tourists about urban tourism products in Jakarta.

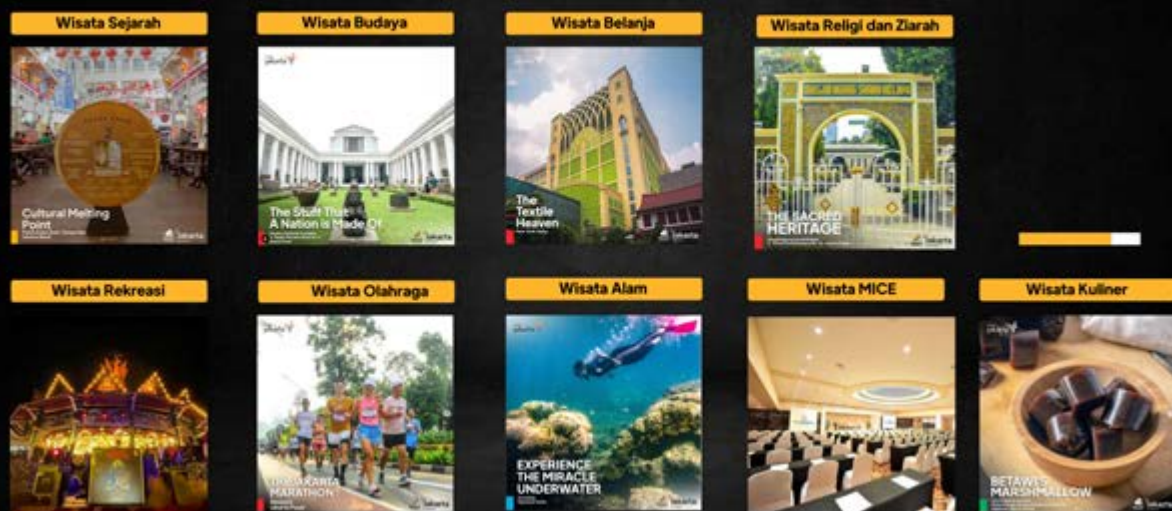
OBJECTIVES

- Increasing regional revenue through Entertainment, Hotel, and Restaurant Taxes.
- Boosting economic activities.
- Restoring and preserving natural, cultural, and historical heritage.

POTENTIAL OF URBAN TOURISM IN JAKARTA.



CATEGORIES OF URBAN TOURISM IN JAKARTA.



PENETAPAN WISATA URBAN



THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

Logo: 

WISATA BELANJA	WISATA KULINER	WISATA REKRASI
		
WISATA ZIARAH	WISATA BUDAYA	
		

 **Jakarta Pusat**
(Pasar Baru)

THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

Logo: 

WISATA BELANJA	WISATA KULINER
	
WISATA ZIARAH	WISATA REKRASI
	

 **Jakarta Barat**
(Glodok)

THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

Logo: 

WISATA BELANJA	WISATA KULINER
	
WISATA ZIARAH	WISATA REKRASI
	

 **Jakarta Utara**
(Pluit-Muara Angke)

THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

Logo: 

WISATA BELANJA	WISATA KULINER
	
WISATA ZIARAH	WISATA REKRASI
	

 **Jakarta Selatan**
(Tebet)

THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

WISATA BELANJA



WISATA ZIARAH



WISATA SEJARAH



Jakarta Timur
(Jatinegara)



CREATIVE ECONOMY IN JAKARTA



INACRAFT

23 - 27 March 2022

There were a total of 722 participants from all over Indonesia showcasing interesting and high-quality craft products. Inacraft 2022 not only exhibited products but also featured craft forum webinars, craftpreneur talk shows, online workshops, business matching, and the Inacraft and Emerging Award.



INDONESIA COMICON

1-2 October, 2022

Jakarta Tourism and Creative Economy Agency (Parekraf) facilitated 16 local IP (Intellectual Property) at the Indonesia Comic Con 2022



MUSIK TEPI BARAT

29 May - 26 June 2022

In the spirit of #JakartaHajatan, Disparekraf DKI Jakarta contributed to the festivities by hosting "Musik Tepi Barat" at various locations in Jakarta. This event took place at Pulau Untung Jawa, Pulau Bidari, Pulau Dolpin, Pulau Tidung Besar, Pocket Park Taman Rasuna, and CFD Sudirman-Thamrin.



JAKARTA FILM WEEK

13-16 October 2022

Jakarta Film Week is an internationally-scaled film festival initiated by the Jakarta Tourism and Creative Economy Agency in 2021. This festival aims to support the revival of the creative industry, particularly the film industry, in Indonesia after the Covid-19 pandemic.



EFFORTS IN DEVELOPING URBAN TOURISM IN DKI JAKARTA.

Making Jakarta competitive as an urban tourism destination, through:

1. Strengthening supporting elements of tourism such as hotels and culinary
2. Collaboration with stakeholders to beautify the city and enhance tourism-supporting facilities.



CREATIVE ECONOMY IN JAKARTA



POPART JAKARTA

August 12 to September 4, 2022

Jakarta Tourism and Creative Economy Agency (Disparekraf DKI Jakarta) and the Indonesian Intellectual Property Association (AIPI) presented Pop Art Jakarta, an exhibition showcasing local intellectual properties (IPs).



TOKYO GAME SHOW

September 15 to 18, 2022

Jakarta Provincial Government, through Disparekraf DKI Jakarta, provided full support to creative economy practitioners participating in the Tokyo Game Show event.



ICAD

November 19 to 27, 2022

the Indonesian Contemporary Art and Design (ICAD) event took place. ICAD was first organized in 2009, and Disparekraf DKI Jakarta became one of the Strategic Partners for this event. The exhibition served as a celebration and activation of the Kemang area as one of the creative hubs in Jakarta



IPA CONGRESS

November 10 to 12, 2022

Jakarta Provincial Government, through Disparekraf DKI Jakarta, acted as a facilitator for the 33rd International Publishers Association (IPA) World Congress. This event brought together publishers from around the world to discuss and address key issues in the publishing industry.



CREATIVE ECONOMY IN JAKARTA



IDEAFEST



November 24 to 27, 2022, the Jakarta Tourism and Creative Economy Agency (Parekraf) facilitated IDEAFEST 2022. This event is the largest annual creative festival in Indonesia. IDEAFEST serves as a platform for creative individuals, entrepreneurs, and industry professionals to showcase their ideas, innovations, and creative works. It features various activities such as exhibitions, workshops, conferences, and performances, providing opportunities for networking, learning, and collaboration within the creative industry.

MEMO

THANK
YOU

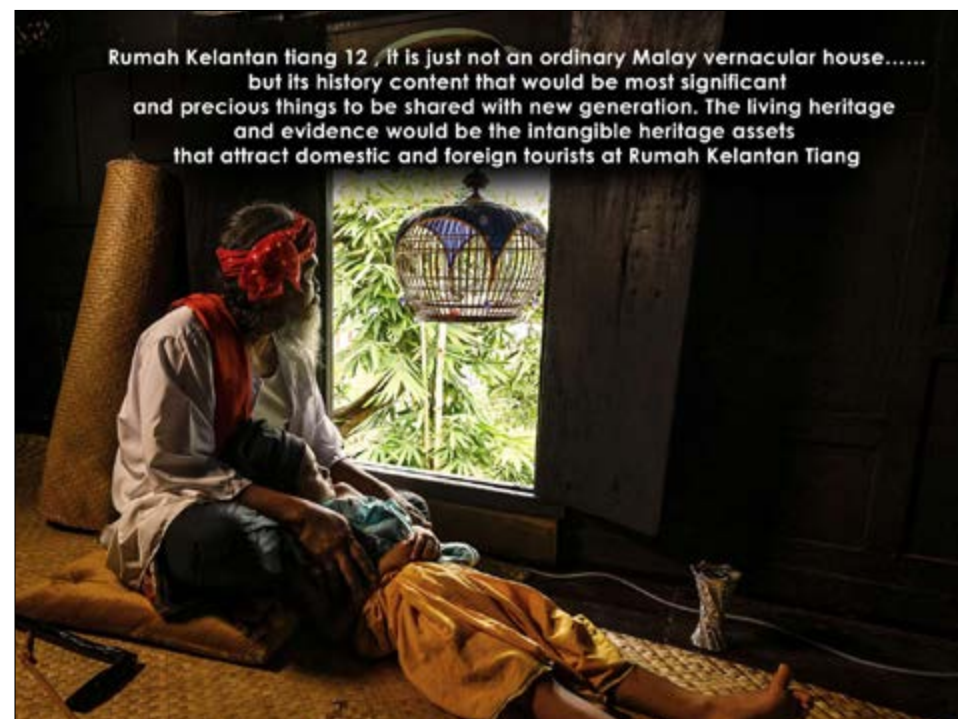


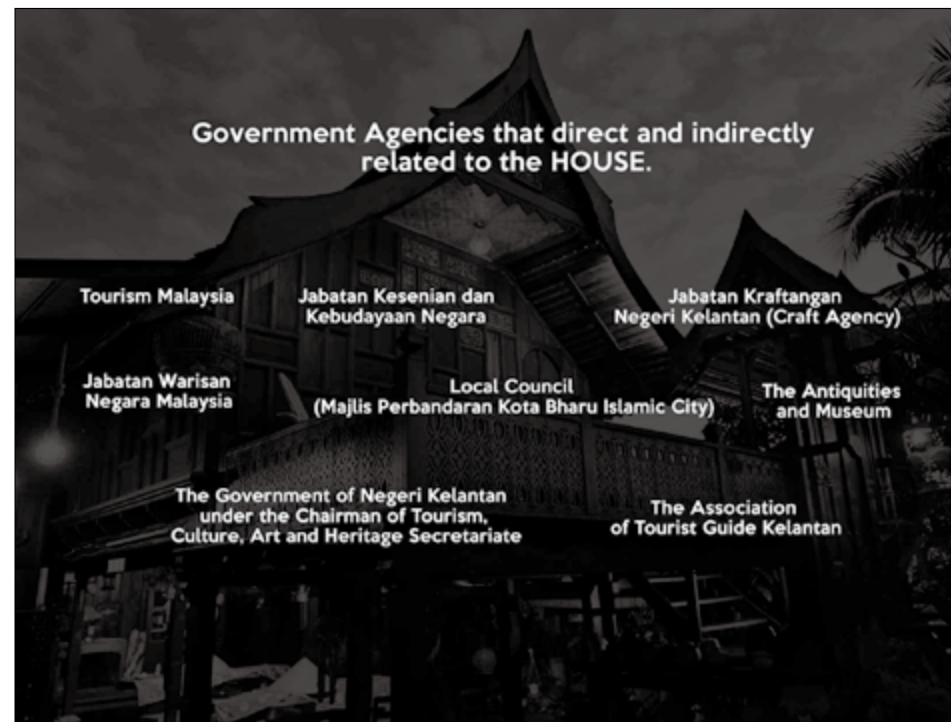
Case Presentation 5

: Kelantan is well as The Cradle Of Malay Culture

Kota Bharu, Malaysia



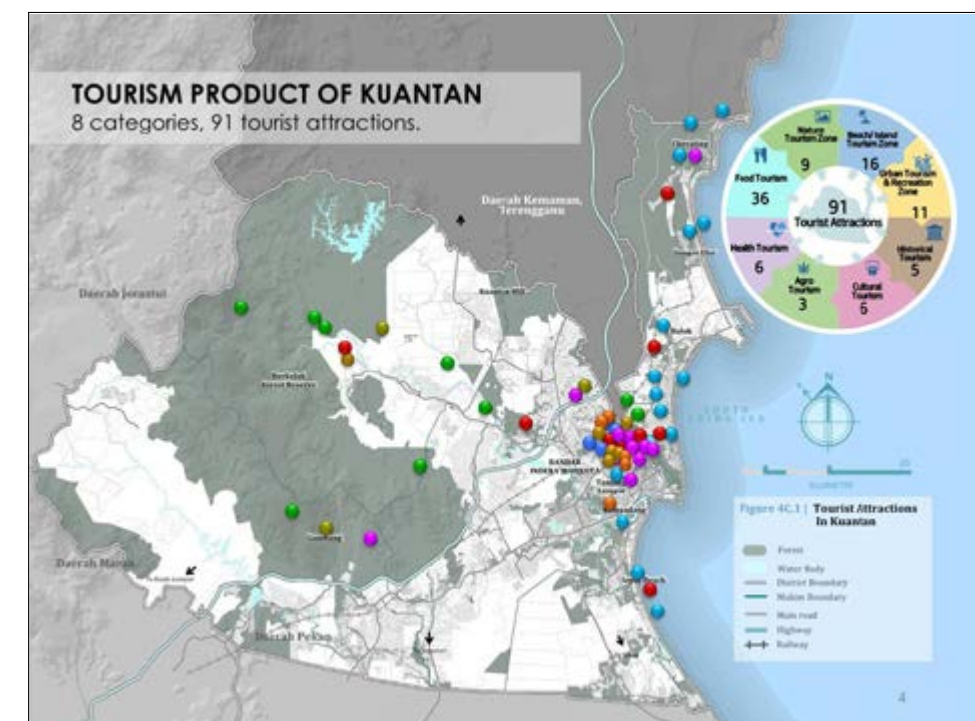
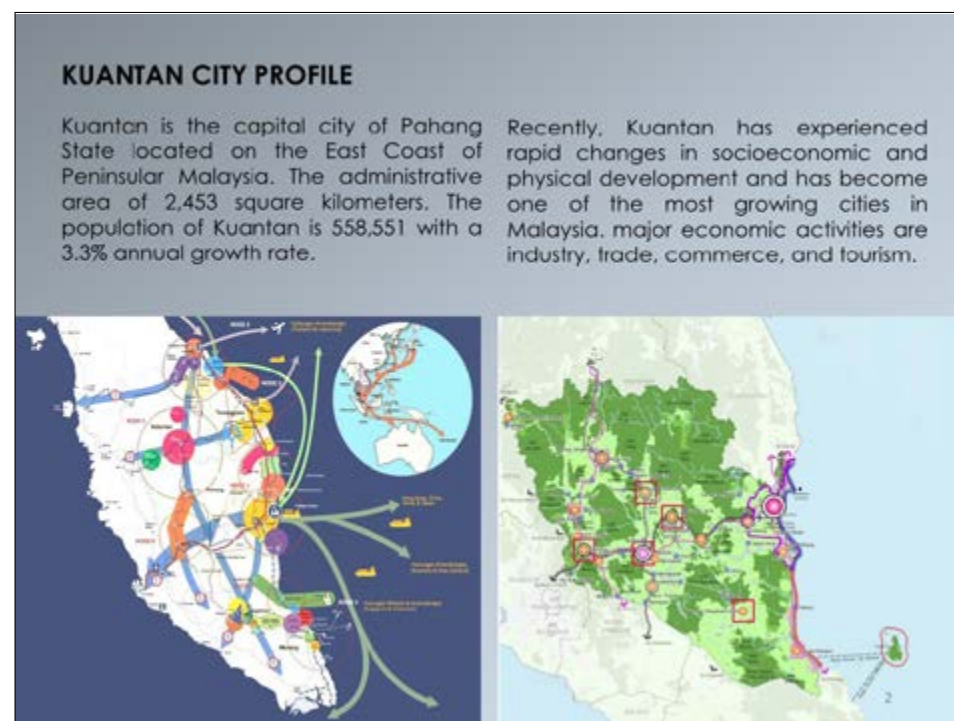


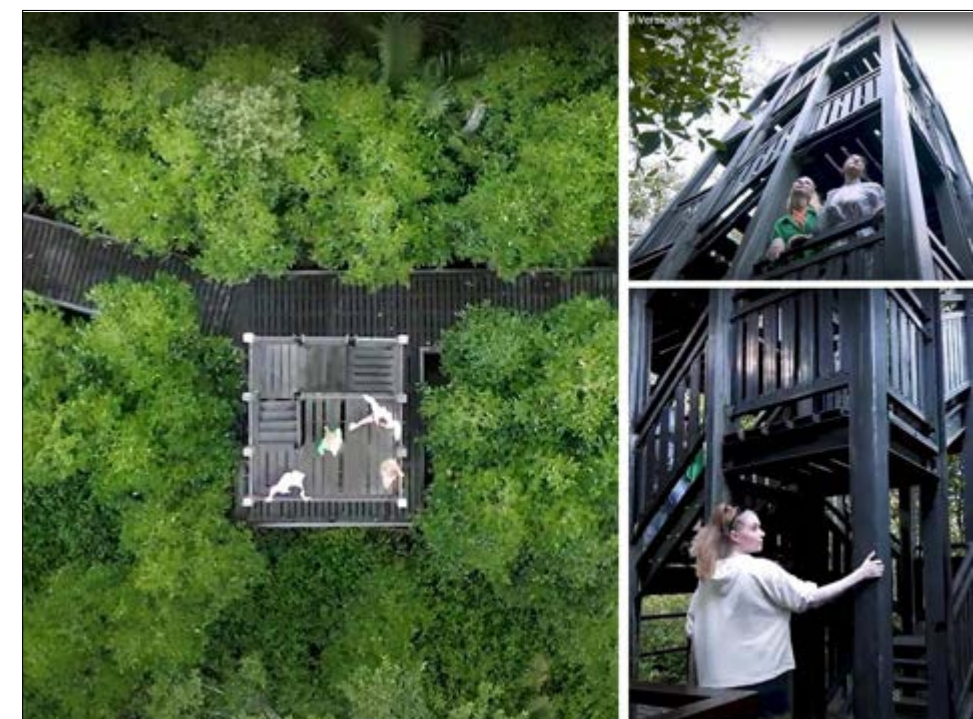
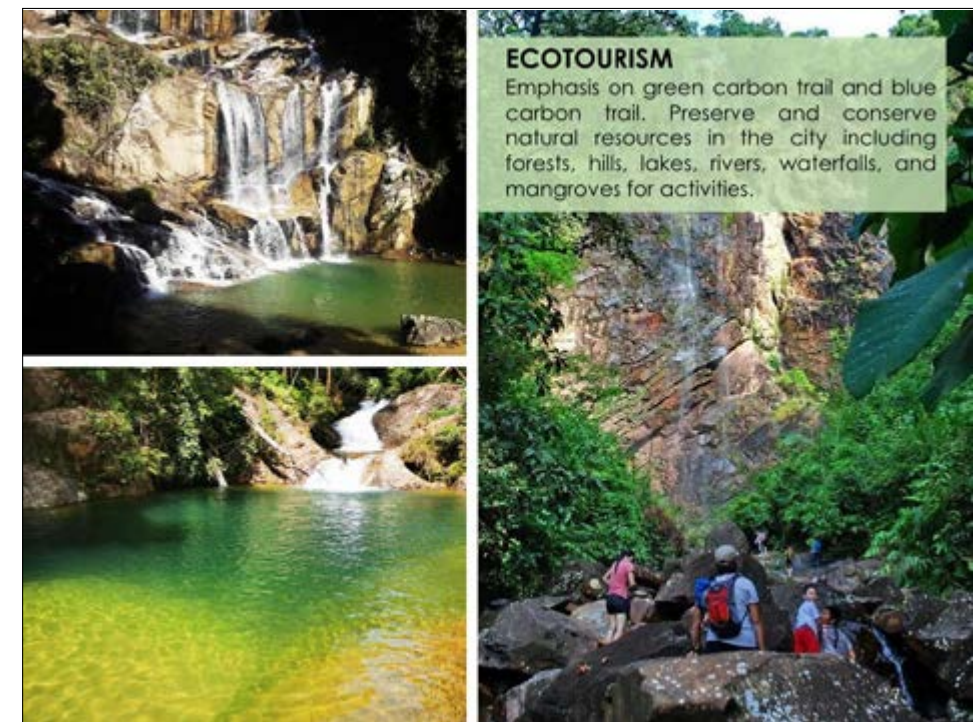
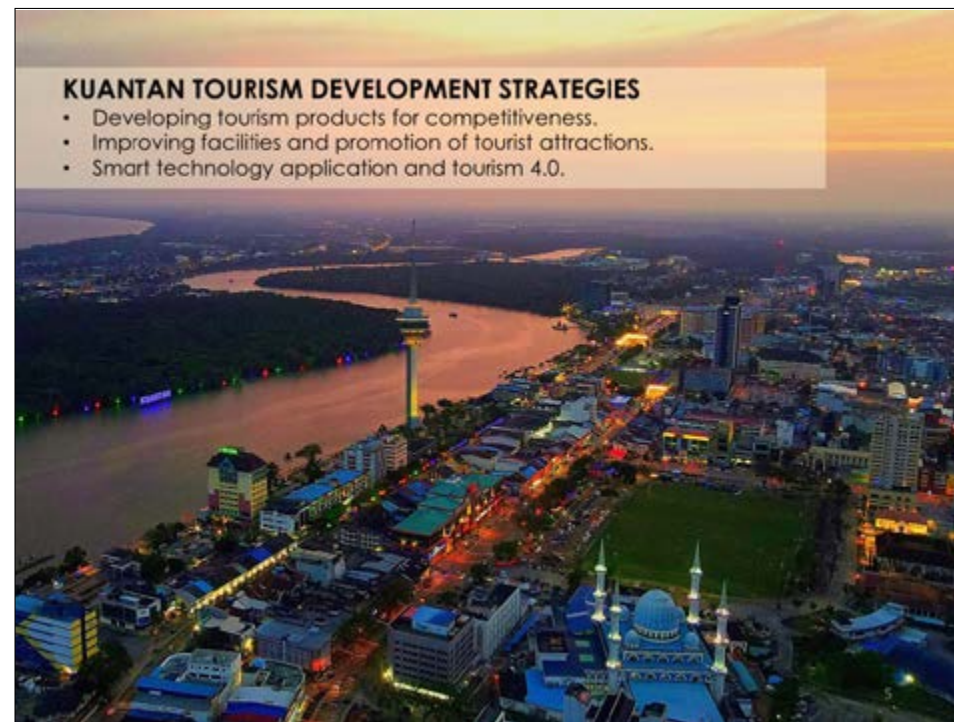


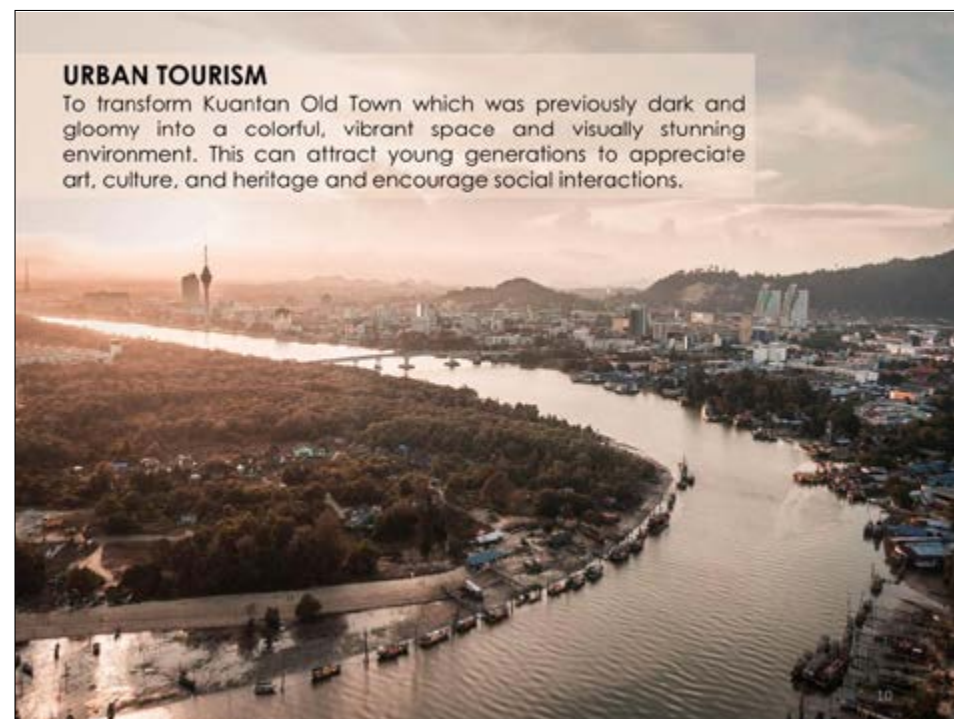
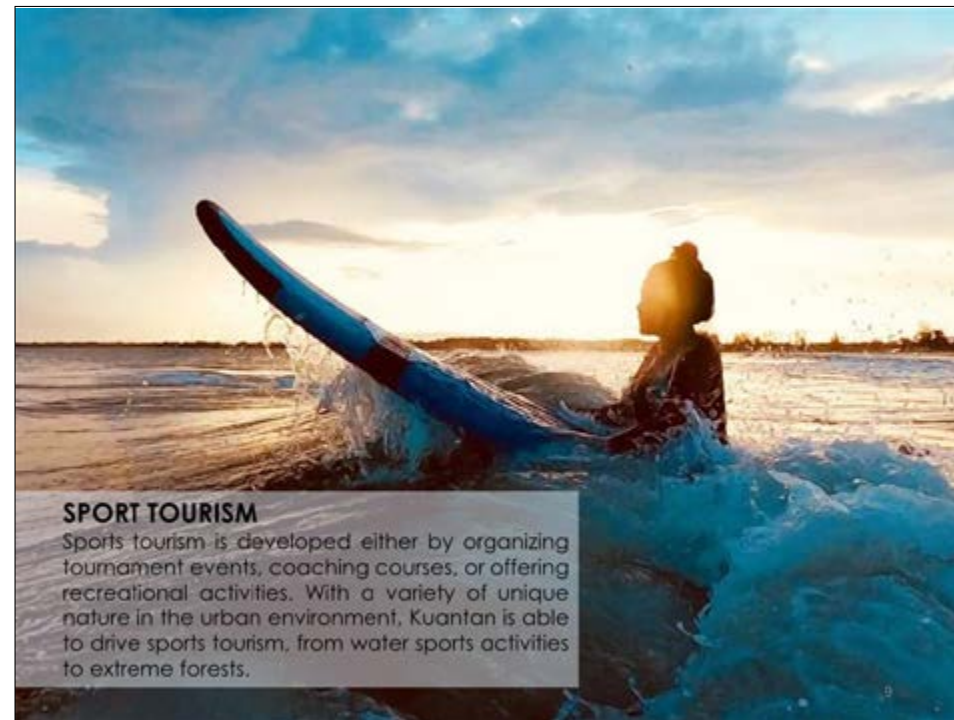
Case Presentation 6

: Tourism Growth Kuantan Transformative Actions

Kuantan, Malaysia









promote places of interest



Makassar Tibet

DIGITALIZING TOURISM SECTOR

Kuantan is using digital channels to promote tourism products or services. The goal is to connect with tourists online, the place where they spend time seeking information and entertainment.

Facilitating information through various platforms including social media, websites, applications, systems, sites, and QR Codes. Collecting data for tourism management, especially for conducting projects, events, and programs. Recently, digitalization on operational, accessibility, and attractions.

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KUANTAN FOOD TRAIL

The popularity of gastronomy tourism in Kuantan is growing via digital marketing and social media by visitors. Provide incentives and recognition to all food operators to comply with the food quality, taste, hygiene, and facilities.

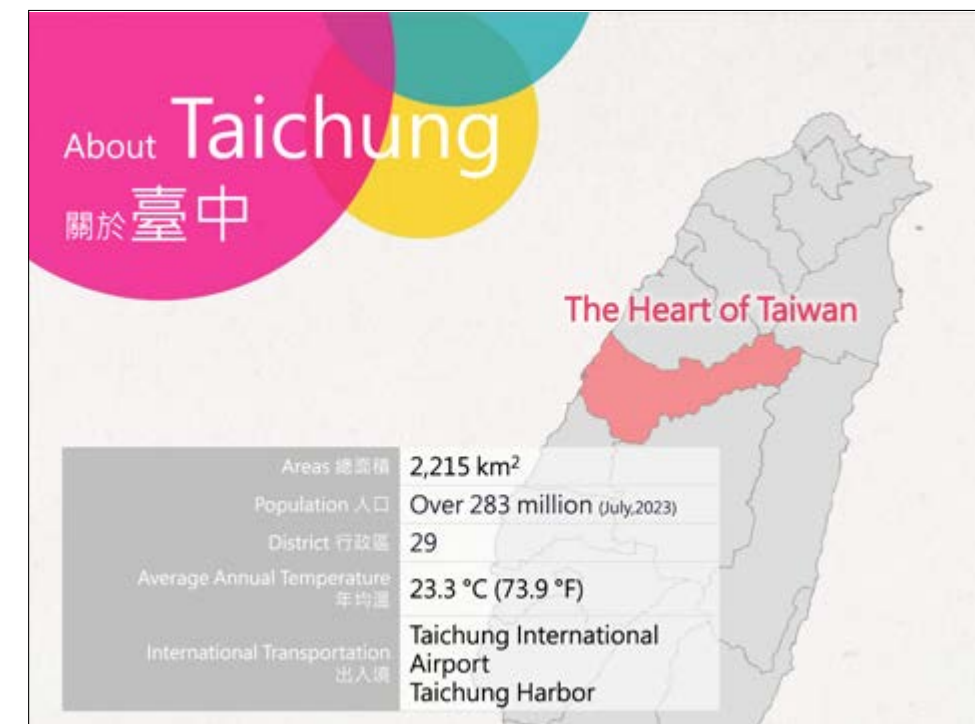


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Case Presentation 7

: Explore the Fun and Splendid Taichung

Taichung, Chinese Taipei







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美食之都

Great Food

Street Food 特色小吃

- Local delicacies, stand the test of time
- 庶民美食・歷久不衰





Feng Chia Night Market
逢甲夜市

The most famous night market in Taiwan,
creative street foods amaze the Asia
全臺人氣第1名的夜市・創意美食・驚艷亞洲

文藝之都
Culture & Arts Aesthetic of Life 生活美學

Rainbow Village 彩虹村
Nominated as a "Secret Wonder of the World" by Lonely Planet
《Lonely Planet》原選指南中「世界秘密奇蹟」

National Taichung Theater 臺中國家歌劇院
The Extreme of curve wall, nominated as one of the World's Nine Architectural Wonders by Reuters
曲牆的極致，《路透社》命名「世界九大新地標建築」

登五六巷
春安路
518 虎山

文藝之都 Culture & Arts Heritage 古蹟漫遊



Taichung Park Twin Pavilions
◀臺中公園湖心亭
The first century-old park, the first Taichung Centennial Landmark.
唯一百年公園・臺中市地標建築



Wufeng Lin Family Garden (Gong-Bao-di)
霧峰林家宮保第▶
The first Minnan-style residence
台灣第一閩式建築・台灣五大家族之一的絕代風華

The Core of Center Taiwan Tourism

臺中樞紐—串聯中臺灣觀光資源

Taichung 臺中市 :
PARK2
Miyahara ice cream 高源眼科



Changhua 彰化縣 :
Baguashan 八卦山・Lukang 鹿港



Yunlin 雲林縣 : Beigang 北港・Palm Muppet 虎尾布袋戲



Central Taiwan Regional Governance Platform
中臺灣區域治理平台

Tourism Committee of Taichung City Government
臺中市政府觀光委員會

Engaging experts from the fields of culture, economy, urban development, and tourism to communicate tourism issues and conduct on-site visits
由文化、經濟、都發、觀光等長官與學界委員，進行各項觀光議題交流與實地訪視

Miaoli 苗栗縣 :
Railway bike 舊山線自行車道・Shengxing Station 勝興車站



Nantou 南投縣 :
Skywalk 天空步道
Sun Moon Lake 日月潭



Chiayi (City and Couter) 嘉義縣(市) :
Hinoki Village 檜意森活村
Alishan 阿里山



文藝之都 Educational Travel 教育旅行

Culture & Arts Cultural Experience 文化體驗

Dajia Jenn Lann Temple
大甲鎮瀾宮



Natioanl Museum of Natural Science
國立自然科學博物館



National Taiwan Museum of Fine Arts
國立臺灣美術館



Saxophone 薩克斯風
Industry and Guiding 產業導覽・樂器教學



Bubble Milk Tea DIY
珍珠奶茶DIY



Sun Cake DIY
太陽餅DIY



Developing international flight routes in Taichung, A future for Inbound and outbound tourism in Taiwan

臺中國際航線—中進中出・前景可期

- 5 Airline Routes (including a resumed route)
5條定期航班(包含復航)
- 4 Charter Flight Routes
4條不定期包機

Actively developing routes to other main cities in South Korea, China, Japan, Thailand, Malaysia, Singapore, Cambodia, and other areas.
積極開拓韓國/中國大陸城市，以及日本、泰國、馬來西亞、新加坡、柬埔寨等地航線

Airline	Route
中國東方航空 CHINA EASTERN	Nanjing 南京 (9/23 復航)
CATHAY PACIFIC	Hong Kong 香港
HK express	Hong Kong 香港
華信航空 MANDARIN AIRLINES	Ho Chi Minh 胡志明市
vietjet air.com	Hanoi 河內 Ho Chi Minh 胡志明市 Da Nang 峴港
tigerair 台灣虎航	Macau 澳門 Jizhou 濟州 Busan 釜山
royalair	Manila 馬尼拉



Legend:
Scheduled Route 定航 (Orange)
Charter Flight 不定期包機 (Green)
Resumed Route 定航復航 (Blue)



MEMO

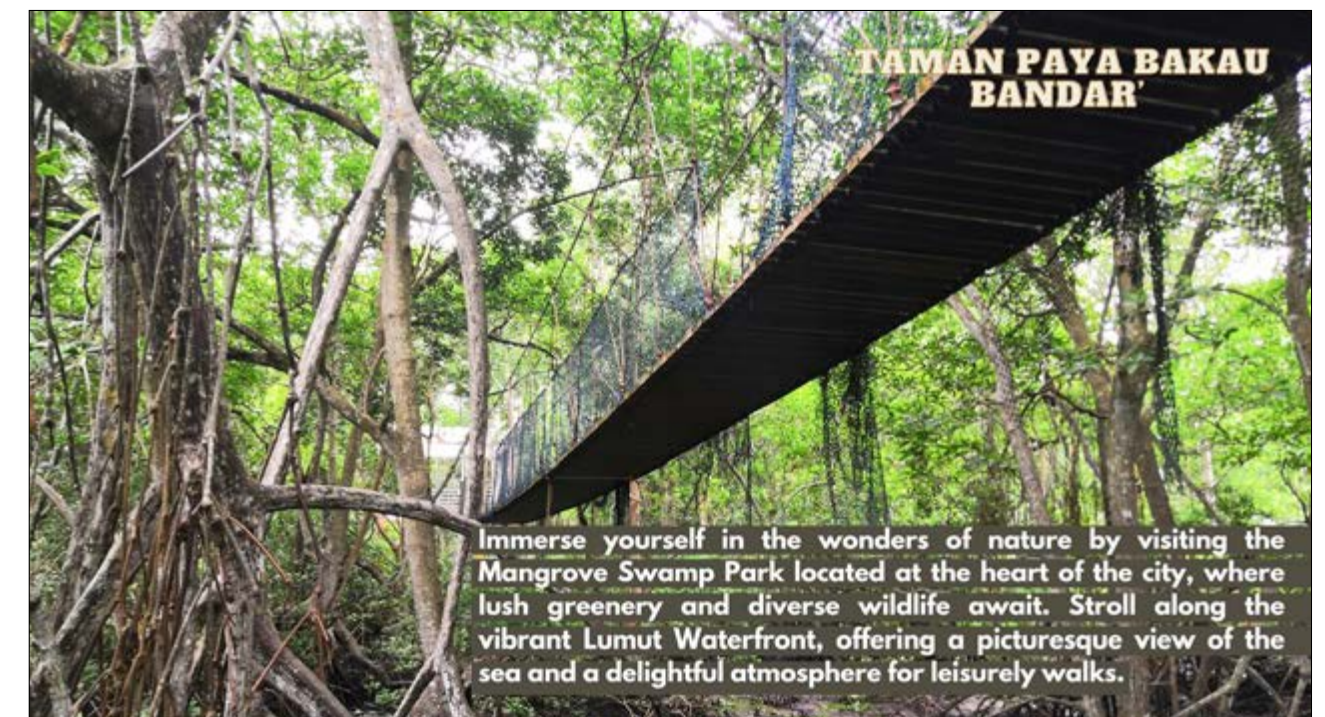
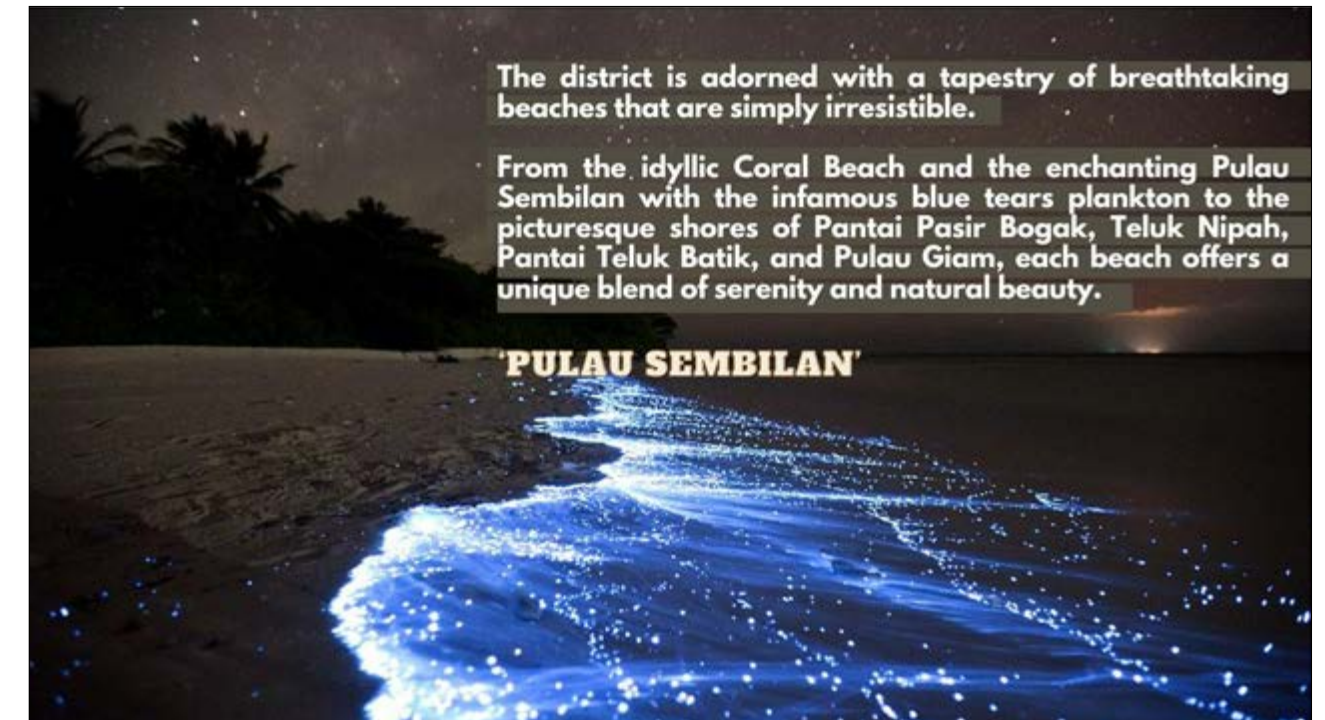
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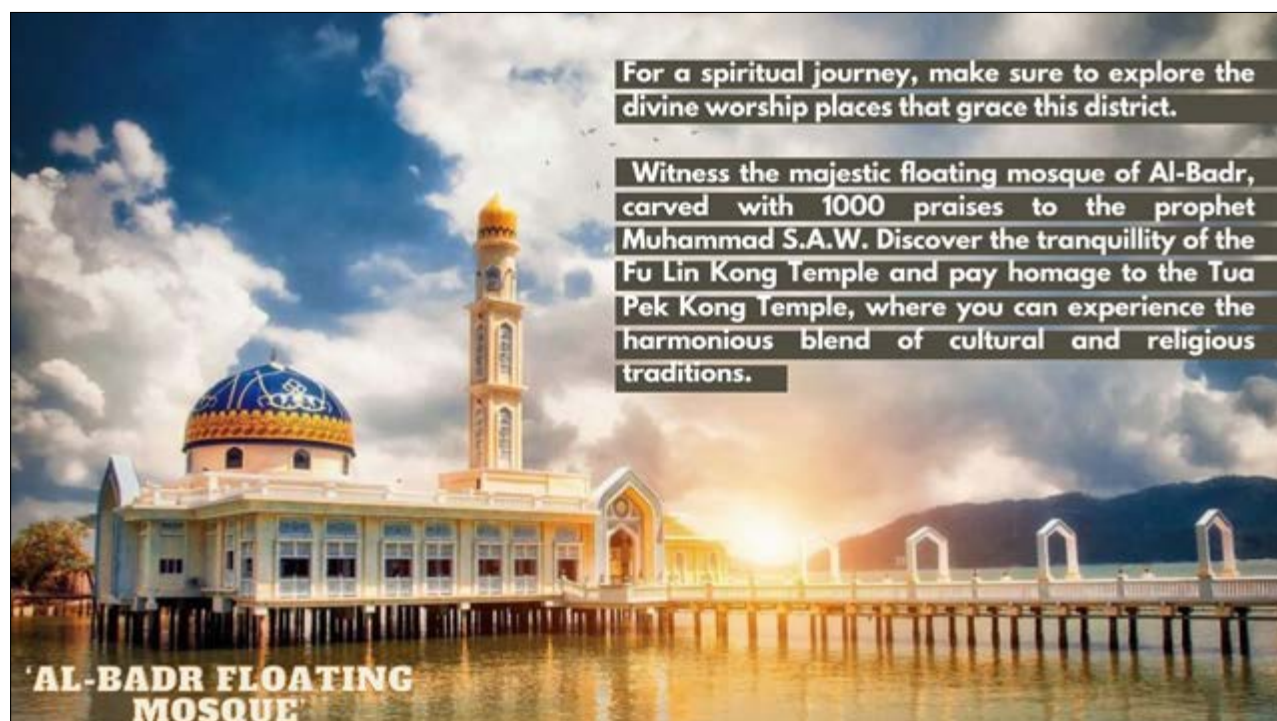
Case Presentation 8

: Tourism as a driving force of local economic growth

Manjung, Malaysia







Manjung is blessed with abundance of nature located in the state of Perak, Malaysia. The tourism industry in Manjung primarily revolves around its natural attractions, historical sites, and cultural experiences as well as symbiotically compliments with the development of the city in maritime industry. Aspiration brought by Manjung municipal Council fit the tagline "Towards tourism and maritime city".



It is proven that with the tourism as the crucial aspects that have been focused throughout the years, the city of Manjung has been expanded with such developments and mass flowing of visitors. In the last ten years, Manjung had recorded more than 1 million visitors each year domestically and international, creating job opportunities, businesses and economic growth for the people of Manjung.

