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United Nations Institute for Training and Research

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CIFAL Jeju- Sustainable Convergence of Cultural Policy and Tourism

People

Deadline: 12 May 2019

Type:	Workshop
Location:	Jeju, Republic of Korea
Date:	10 Jun 2019 to 13 Jun 2019
Duration:	4 Days
Programme Area:	Decentralize Cooperation Programme
Website:	http://cifaljeju.org
Price:	\$0.00
Event Focal Point Email:	culture.jitc@gmail.com
Partnership:	Jeju Special Self-Governing Province, Jeju Tourism Organization

BACKGROUND

The concept of cultural tourism has gained popularity in the early 2000s. The exact definition of cultural tourism is still being debated upon due to the inclusion of a broad concept of culture, which could be synonymous to archaeological sites and museums, architecture, art, music and dance, drama, language and literature, religion, festival, folk or primitive cultures and sub-cultures .

Regardless, such a broad definition of culture enables differentiation and enhances the attractiveness of tourism 'product', aiding "competitiveness and effectiveness of tourism destinations" .

In the present, the largest percentage of travelers in the Asia-Pacific are 'explorers', who enjoy discovery and self-actualization via traveling to novel and unique places . As a result, people are focusing on ways to bring together culture and tourism through sustainable preservation and management of both tangible and intangible heritage. The abundance of and uniqueness of culture in different Asia-Pacific localities make it a region of strong potential to achieve sustainable, balanced tourism via cultural attractions.

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

EVENT OBJECTIVES

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

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

LEARNING OBJECTIVES

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

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

CONTENT AND STRUCTURE

The workshop is comprised of the following sessions:

- Convergence of Tourism and Culture in the Asia-Pacific
- Intangible Heritage Management
- Urban Cultural Policy
- Public-Private Partnership to support Cultural Tourism Policy
- Cultural Tourism: Governance and Financing

** Sessions are flexible to changes. **

METHODOLOGY

Methodology includes:

- Lectures and presentations by experts (English and Korean)
- Self-assessment exercise
- Group work and discussion
- Field visit to touristic spots related to sustainable tourism and culture.

TARGETED AUDIENCE

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

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