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United Nations Institute for Training and Research

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CIFAL Jeju - Cultural Tourism Development: Public Space and Cultural Landscape Management in the Asia-Pacific Region

□□ :	Workshop
□□ :	Jeju, Republic of Korea
□□ :	26 9□ 2016 to 29 9□ 2016
□□ :	4 Days
□□□□ :	Decentralize Cooperation Programme
□□ :	http://cifaljeju.org
□□ :	US\$0.00
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□□ :	Jeju Special Self-Governing Province, UCLG-ASPAC, Jeju Tourism Organization



Placing culture at the heart of development policy constitutes an essential investment in the world's future and a pre-condition to successful globalization processes that take into account the principles of cultural diversity (UNESCO, 2016). Culture which refers to values, beliefs, languages, knowledge and wisdom has become recognized as a powerful source of sustainable development. It is an essential means to an intellectual development based on

the understanding of traditions, customs, lifestyles and the landscape of one's living. As such, considerations for culture in sustainable development are indispensable for respecting and satisfying people before and after policy development and implementation processes.

Culture and tourism can complementarily interact with each other as tourist destinations inevitably involve the interface of rich and diverse cultures, civilizations as well as our daily lives. The culture surrounding our everyday life reduces barriers to entry into the tourism sector for local groups and also provides easier access to the understanding of cultural differences for tourists. To this end, managing public spaces and cultural landscapes, which are the great resources of tourism and the ground of our living, should be designed and managed with careful consideration of culture.

Cultural tourism is also a cost-effective measure of economic development with its less invested infrastructure compared to other industries. In 2004, UNCTAD read this trend stating *if the 49 Least Developed Countries (LDCs) are taken together, tourism is the single most important source of foreign exchange earnings*. Many countries experienced failure in achieving the magic of trickle-down effect which possibly promised the benefits of local people through mass community transformation. In retrospect of the negative consequences including heritage degradation, therefore, there has been widespread awareness on well-managed in/tangible heritages, nature and public spaces. That is to say, cultural tourism development with quality through the community's participation has gained more importance for the projects' longevity for sustainable development.

This workshop will offer lectures and group activities for participants to understand the complex relation between culture and tourism. Also, some best practices of cultural tourism will be presented through the case studies in Asia and Europe. There will be sessions to discuss some policies and cultural project sites in practice in line with SDGs that could provide some inspirations. Finally, the workshop will help local actors effectively develop relevant policies to conserve and promote their cultural advantages and enhance diversification for the social, environmental and economic benefits for the peoples involved.



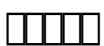
The capacity building workshop aims to raise awareness and increase recognition of the importance of culture and sustainable tourism development. It will:

- Provide an opportunity for local governments and cities in the Asia-Pacific region to exchange cultural tourism policies and best practices, while facilitating city-to-city cooperation
- Offer a learning environment in which cities can develop a strong network of peers that they can utilize after the workshop
- Serve as a venue for knowledge transfer and discussion and to inspire participants to implement sustainable cultural tourism policies



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

- Recognize cultural tourism trends in the context of the 2030 Agenda for Sustainable Development
- Utilize lessons learned on cultural tourism policy implementation from various regions to develop action plans
- Describe cultural tourism and identify sustainable practices for regional/city/local development with local community's participation
- Pinpoint best practices from the community and innovative tourism projects from local governments
- Recognize the economic impacts of cultural tourism on regional development
- Develop partnerships with civil societies, government and local entrepreneurs to effectively promote the benefits of cultural tourism policies



The workshop will address the following key topics in different sessions:

- Session 1-1: Overview of cultural tourism development
- Session 1-2: Introduction to Culture 21 - Considerations for local people
- Session 2: Challenges and opportunities of cultural tourism development
- Session 3: Cultural tourism finance and investment
- Session 4-1: Culture 21- A case study of Culture 21 and the committee on culture
- Session 4-2: Culture in sustainable cities - Creative public space making
- Session 5-1: Cultural tourism development and environmental protection
- Session 5-2: Cultural tourism development for inclusive and equal society

- Session 5-3: Planning for cultural tourism: preserving cultural heritage while maximizing economic benefits
- Session 6: Monitoring and evaluation of cultural tourism development projects
- Session 7: Cultural tourism development - A case study from Jeju



The workshop will be delivered through:

- Lectures and presentations by experts
- Self-assessment exercise
- Group work and discussion
- Action plan development and presentation
- Field visit to cultural tourism sites



The targeted audience includes:

- High-level authorities and experts from central and local/city governments
- Representatives from NGOs, regional & community-based organizations, academic and training institutions, and other local actors within the Asia-Pacific Region



- *Participants are expected to work in the related field for at least one year after the workshop*
- *Participants should be proficient in both written and spoken English*