

## Capacity Building on Cultural Tourism Development in Asia and the Pacific Region

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28 June -1 July 2016 (Jeju, Republic of Korea)

### Background

*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 principle of cultural diversity (UNESCO, 2016)*<sup>1</sup>. Culture which refers to values, beliefs, languages, knowledge and wisdom<sup>2</sup> has become recognized as a powerful source of sustainable development. It is a means to an intellectual and reciprocal development based on the understanding of traditions, customs, lifestyles and the landscape of one's living. As such, culture is indispensable for sustainable development with its careful considerations on people's satisfaction before and after the development implementation as a flexible on-going process.

Culture and tourism can complementarily interact when it comes to sustainable development. As tourism destinations inevitably involve the interface of the rich diversity of cultures and civilizations, culture is a good resource of development. Culture is commonly exposed in our daily life and provides easier access to the tourists, local groups and individuals to be involved in. Its familiarity to our life reduces barriers to entry into the tourism sector and increases people's motivation to develop their own cultural products using creativity rather than massive investment finance. Therefore, it is regarded that tourism is a cost effective measure of economic development with its less invested infrastructure than that of manufacturing industry. 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*<sup>3</sup>.

Moreover, many countries experienced the magic of trickledown effect that possibly promised the benefits for the local people through community transformation didn't necessarily come true. In retrospect of the negative consequences including heritage degradation, therefore, there has been a widespread awareness raising on preserving and conserving a destination's way of life, in/tangible heritage and nature. That is to say, cultural tourism development with quality through the community's participation has gained more importance when it comes to the projects' longevity for sustainable development.

In this sense, the workshop will offer lectures and group activities for participants to understand the complex relation of 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 visiting 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.

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<sup>1</sup> [Online] Available at <http://www.unesco.org/new/en/culture/themes/culture-and-development> (first sentence cited)

<sup>2</sup> UCLG (2015), *Culture 21: Agenda 21 for Culture*, Committee on Culture UCLG, Barcelona

<sup>3</sup> UNCTAD (2004), *World Investment Report 2004. The Shift Towards Services*. United Nations Conference on Trade and Development, Geneva.

## Event Objectives

The capacity building workshop, whilst promoting awareness and recognition on the importance of cultural tourism and sustainable development, will:

- Provide an opportunity for local governments and cities in the Asia-Pacific region to exchange tourism policies and best practices throughout city-to-city cooperation.
- Promote a learning atmosphere between cities and establish a strong network that they can utilize after the workshop.
- Offer a venue of knowledge transfer and discussion and inspire participants' motivation to implement sustainable tourism policies in relation to culture.

## Learning Objectives

At the end of the workshop, through the action plan session, the participants will be able to:

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

## Content and Structure

The training will include the following:

- [Session 1-1] Overview of cultural tourism
- [Session 1-2] Introduction to cultural tourism policies driven by local governments
- [Session 1-3] Economic impact of cultural tourism on the regional development
- [Session 2-1] Cultural heritage and sustainable tourism development (1)
- [Session 2-2] Cultural heritage and sustainable tourism development (2)
- [Session 3-1] Tourism projects driven by local people and artists
- [Session 3-2] Tourism revitalization through local resources
- [Session 4-1] Culture 21: consideration for local governments
- [Session 4-2] Culture21: a case study of Culture 21

\*\* Sessions are on process and flexible to changes \*\*

## Methodology

The training will be comprised of:

- Lectures by experts
- Case study presentation by local governments
- Self-assessment exercise
- Group work and discussion
- Action plan presentation
- Field visit to cultural tourism sites

## Target Audience

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

**\*\* Participants should be expected to work in the related field for at least one year after the Workshop**

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

## Event Details

- Event type: workshop (training program)
- Date: 28<sup>st</sup> June – 1<sup>st</sup> July 2016
- Venue: UNITAR Jeju International Training Center (JITC), Jeju-do, ROK
- Organizers: UNITAR CIFAL Jeju/JITC, UNITAR, Jeju Special Self-Governing Province, and United Cities and Local Governments-Asia and Pacific (UCLG-ASPAC)
- Collaboration: Jeju Tourism Organization
- Certificate: UNITAR and UNITAR CIFAL Jeju/JITC will jointly issue a certificate upon completion of the training

## Requirement

Applicants are required to:

- Submit necessary documents on time, i.e., application forms etc.
- Complete and submit pre-training assignment, i.e., case study description etc.
- Actively participate in the training program
- Be fluent in written and spoken English

## How to apply

Send the following documents to [cifaljeju.tdev@gmail.com](mailto:cifaljeju.tdev@gmail.com) by **1<sup>st</sup> May 2016 (Sunday)**:

<ol style="list-style-type: none"> <li>1. Application form</li> <li>2. Case study description</li> <li>3. Letter of nomination</li> <li>4. Letter of commitment</li> <li>5. Acknowledgement, waiver and release of liability</li> <li>6. Consent to collection, usage, and disclosure of personal information</li> </ol>	Download from <a href="http://www.cifaljeju.org/">http://www.cifaljeju.org/</a>
<ol style="list-style-type: none"> <li>7. Curriculum vitae (CV)</li> </ol>	Your own form

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

## Note

- Applicants are subject to the selection process by UNITAR CIFAL Jeju/JITC
- **Selected participants will be informed individually**

## Assistance with Travel Expenses

- UNITAR CIFAL Jeju/JITC provides a LIMITED financial assistance with the airfare to Jeju-do, ROK.
- Expenses in Korea (transportation, accommodation and meals during the workshop) will be covered by CIFAL Jeju/JITC.
- All other expenses are the responsibility of the participants.
- Expenses will be reimbursed in cash on the last day of the workshop (1<sup>st</sup>, July)

Point of Departure	Airfare Assistant Limit
Eastern Asia <sup>4</sup>	US\$ 300 (from Mongolia US\$ 400)
South-Eastern Asia <sup>5</sup>	US\$ 450 (from Cambodia, Lao PDR and Myanmar US\$ 650)
Southern Asia <sup>6</sup>	US\$ 800 (from Sri Lanka US\$ 700, and from Nepal US\$ 950)
Pacific Islands <sup>7</sup>	US\$ 1200

\*\* other points of departure : please contact UNITAR CIFAL Jeju/JITC

\*\* the table represents the maximum amount of financial assistant for a round-trip international air travel

<sup>4</sup> China, Hong Kong, Macao, Japan, Taiwan

<sup>5</sup> Brunei Darussalam, Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam

<sup>6</sup> Afghanistan, Bangladesh, Bhutan, India, Pakistan, Maldives, Nepal, Sri Lanka

<sup>7</sup> Kiribati, Papua New Guinea, Samoa, Tuvalu, Vanuatu

## Capacity Building on Cultural Tourism Development in Asia and the Pacific Region

28 June - 1 July 2016 ( Seogwipo-si, Jeju-do, Korea)

Date	Time	Program (tentative)	Note	
28 June (Tues)	<b>UNITAR CIFAL Jeju/JITC opening</b>			
	08:40 - 08:50	Registration		
	08:50 - 09:50	<b>Opening ceremony</b> - Opening remarks : SHIN Hyun-suk, director of CIFAL Jeju/JITC - Self-introduction of participants - Introduction of UNITAR CIFAL Jeju/JITC - Official photos		
	<b>[Session I]</b>			
	10:00 - 11:15	<b>[Session I-I]</b> <b>Overview of cultural tourism</b> - United Nations World Tourism Organization (UNWTO) <i>*** Short coffee break (5')</i>		
	11:20 - 12:30	<b>[Session I-II]</b> <b>Introduction to cultural tourism policies driven by local governments</b> - Cases of Solo City, Indonesia/ Wuhan, China/ Jeju, Korea		
	12:30 - 13:40	Lunch	The Seaes Hotel	
	13:40 - 15:00	<b>[Session I-III]</b> <b>Economic impact of cultural tourism on the regional development</b> - United Nations World Tourism Organization (UNWTO)		
	15:00 - 15:10	Coffee break		
	<b>[Session II]</b>			
	15:10 - 16:30	<b>[Session II-I]</b> <b>Cultural heritage and sustainable tourism development (1)</b> - United Nations Educational, Scientific and Cultural Organization (UNESCO)		
	16:30 - 16:40	Coffee break		
	16:40 - 18:00	<b>[Session II-II]</b> <b>Cultural heritage and sustainable tourism development (2)</b> - United Nations Educational, Scientific and Cultural Organization (UNESCO)		
	18:00 - 19:50	Welcome Dinner (hosted by UNITAR CIFAL Jeju)	ICC, Ocean View (5F)	

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Date	Time	Program (tentative)	Note
29 June (Wed)	<b>Day Report</b>		
	09:00 - 09:10	Report of day 1	
	<b>[Session III]</b>		
	09:10 - 10:20	[session III-I] Tourism projects driven by local people and artists - Tiwan	
	10:20 - 10:30	Coffee break	
	10:30 - 11:55	[session III-II] Tourism revitalization through local resources: considerations for culture branding - Bilbao, Spain <i>*** Short coffee break (5')</i>	
	12:00 - 12:30	Case study presentation (by participants)	
	12:30 - 13:40	Lunch	Delizia
	<b>[Field visit activities]</b>		
	13:40 - 17:20	Field visit Activities experiencing cultral tourism development - Places will be discussed with Jeju Special Self-Governing Province	
	17:20 - 18:00	Discussion by participants regarding the filed visit	
18:00 - 19:00	Dinner	Mojeong Soban	

## Capacity Building on Cultural Tourism Development in Asia and the Pacific Region

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Date	Time	Program (tentative)	Note
30 June (Thurs)	<b>Day Report</b>		
	09:00 - 09:10	Report of day 2	
	<b>[Session IV]</b>		
	09:10 - 10:20	[session IV-I] Culture 21: considerations for local governments - TBC: will be developed with Jeju Special Self-Governing Province and UCLG-ASPAC	
	10:20 - 10:30	Coffee break	
	10:30 - 11:55	[session IV-II] Culture21: a case study of Culture 21 - TBC: will be developed with Jeju Special Self-Governing Province and UCLG-ASPAC *** <i>Short coffee break (5')</i>	
	12:00 - 12:30	Case study presentation (by participants)	
	12:30 - 13:30	Lunch	Dumjang
	<b>[Action Plan]</b>		
	13:40 - 14:00	Introduction to UNITAR City-share methodology	
	14:00 - 14:50	Knowledge asset	
	14:50 - 15:30	Knowledge fair	
	15:30 - 16:30	Group presentation	
	16:30 - 17:20	Making Action plans (individual)	
<b>[Closing Ceremony]</b>			
17:20 - 18:00	Awarding Certificate Closing remarks : SHIN Hyun-suk, director of CIFAL Jeju/JITC		
18:10 - 19:30	Farewell dinner	Oclus	

Date	Time	Program (tentative)	Note
1 July (Fri)	<b>Field Trip</b>		
	09:00 - 09:40	- Move to Geo trail (Mt. Sanbang)	
	09:40 - 11:30	- Geo trail at Mt. SanBang, Certified as UNESCO Global Geoparks - Introduction to GEO contents (house, cafe, food, and accommodation)	
	11:30 - 13:30	- Lunch (Jeju Aero Space Hotel)	
	13:30 - 14:30	- Move to O'sullok, green tea farming	
	14:30 - 16:00	- Jeju art street (Lee Jung-seop Gallery)	
	16:00 - 17:00	- Move to Booyoung Hotel	
※ Evaluation and reimbursement after the field visit ※ Dinner Will NOT be provided			