



Reframing Culture

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1. General Information

- Location: southernmost of Korean Peninsula
- Area: 1,848 km²
- Population: 640,000





Jeju Wind Energy



Toward a carbon-neutral island



2. Nature of Jeju



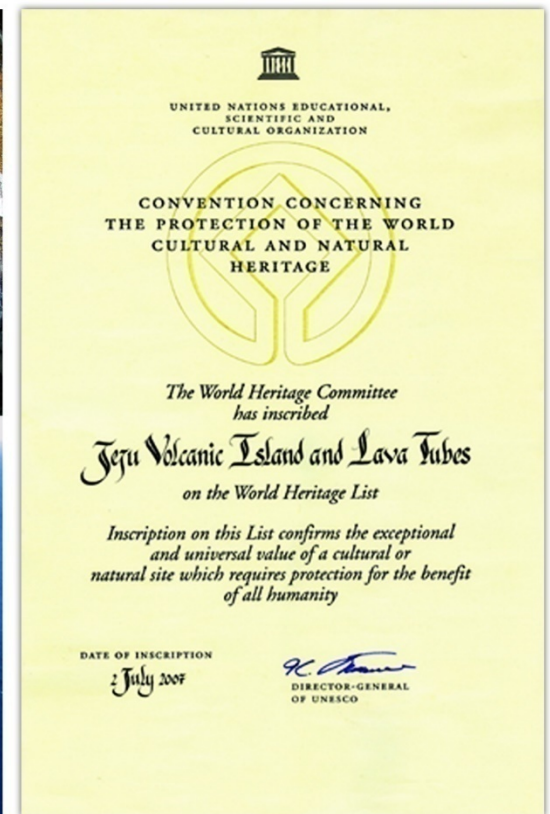


Nature of Jeju

UNESCO World Heritage Site

UNESCO Biosphere Reserve

UNESCO Global Geopark





3. Haenyeo

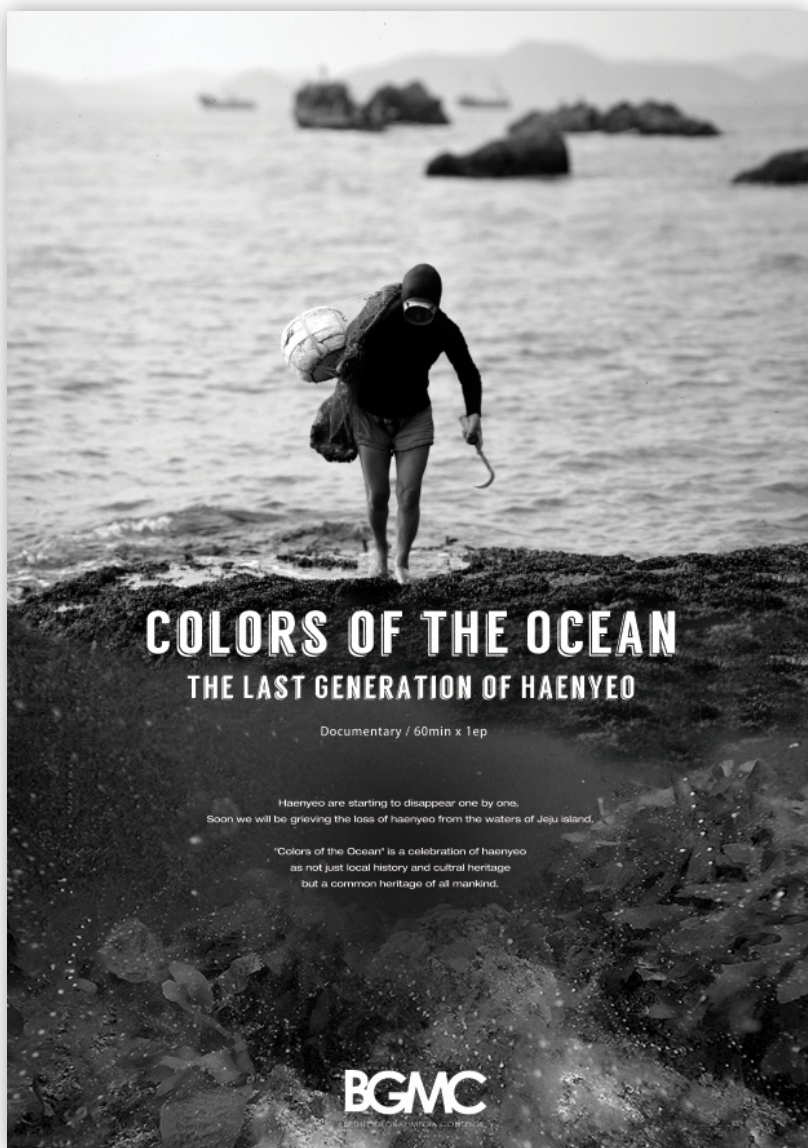
The core concepts of cultural preservation are relevance, reframing, and replicability. To retain a traditional practice, it must remain relevant to the modern era.





Changes of Haenyeo life with the times





4. Jeju Olle Walking Trail

- Jeju Olle Trail is the most popular and beloved walking trail in Korea.
- More than a million people visit every year.
- Every year, about 300 individual donators support Jeju Olle.
- 13 companies sponsor our trail monthly.
- The Olle hikers pass through 100 small villages while walking.
- Every year more than one million people visit Jeju Olle Trail.



■ Olle Courses



Kyushu 'Olle'



Reframing refers to viewing something familiar in a new way. And replicability ensures that the practice can be duplicated -- and, sustained indefinitely.



6. Youth and Culture



- A place to relax and support youth self-development and healing as well as youth community activities.
- 3-month training courses for barista and cooking as a mandatory subject.
- Makeup art, woodworking, and business club are optional



6. UCLG ASPAC Culture Committee



Capacity Building on Cultural Tourism Development in the Asia-Pacific Region
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Themes of UCLG Culture

- Cultural rights
- Culture, diversity, and creativity
- Culture and education
- Culture and ecology
- Culture and economy
- Culture, equality, and social inclusion
- Culture, urban planning, and public space
- Culture, information, and knowledge
- Governance of culture





Thank you
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