Community Development through Tourism – “Country” Experience

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Introduction

Community-based Tourism

Economic Growth of local communities

Cultural Development of local communities

Environmental Improvement of local communities
Benefits

- Increase in revenues
- Increase in employment
- Improvement of transportation system
- Expansion of infrastructure facilities

- Increase community awareness
- Preserve cultural heritage
- Confidence and pride in local residents

High Quality Tourism Resources

Well-developed Tourism Products

Highly Effective Tourism Festivals

Uniquely Differentiated Tourist Spots
Stakeholders

- Central government bodies
- National tourist organizations (NTO)
- Regional tourist organizations (RTO)
- Employees
- Local government tourism marketers
- End users
- Transport providers
- Hoteliers
- Local and national attractions
- Travel agents
- Pressure groups
- Media

Community-based Tourism
Assets

- Use of cultural and natural resources
- Community innovation through self-sustainable development strategy
- Big effectiveness through small capital, short time and investment
Planning & Strategy

10-year Basic Tourism Development Plan (Central Government)

Wide-range Tourism Zone Development Plan (Central Government)

5-year Regional Development Plan (Community)

Global Standard Strategy

Tourism Cluster Strategy

Tourism Convergence Strategy

Tourism Network Strategy

Tourism Partnership Strategy
Case Studies / Examples

Gwangwang Dure Cooperative Tourism Group (Nationwide)

Jeju Olle Trail (Jejudo Island)
Issues

- Lack of understanding of tourism industry
- Stakeholders' ineffective communication
- Infrastructure concentrated in capital city
- Competition between regions
Lessons Learned / Recommendation

- Trend-setting
  - Tourism Development

- Global Level
  - Tourism Development

- Leading Role
  - Tourism Development

- Only One
  - Tourism Development

- Civil Movement
  - Tourism Development
Thank You

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