Human Capital Development in Tourism

based on the case of Jeju Olle Trail
Jeju Island, the most southern part of Korea

The most beloved place in Korea

UNESCO Natural Heritage, Geopark, Biosphere Reserve
Seongsan Ilchul-bong(sunrise peak)
Black Basalt Stone Walls
Rape Flowers
Oreum (small inactive volcano)
Oreum (small inactive volcano)
Mt.Halla
Seogwipo City (southern part of Jeju Island)
Jusangjeolli Cliff (columnar joint)
Winter
Local Market
Jeju Olle, connecting dots into lines

26 Courses 425km
3 PRINCIPALS

1. No use of artificial material.
2. Avoid roadway for cars if possible.
3. Link the local village to the starting and endpoint of every course.

3 RULES

1. Find forgotten path.
2. Connect broken path.
3. If there is no existing one, create a narrow pathway using local materials by human labors only.
Jeju Olle Trail work and communicate with global partners

Friendship Trails with Swiss, UK, Canada, Japan, Australia, Lebanon etc.
Sister Trail with Kyushu, Japan
World Trails Conference
Number of Jeju Olle Trail Visitors

More than 1 million people per year

More visitors, more economic benefits to local people
Economic Impact

Landscape Value 10 million Euro per year

Direct Impact (Amount of money the hikers spend while traveling Jeju Olle Trail)

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visitors</td>
<td>455,608</td>
<td>696,772</td>
<td>943,900</td>
<td>1,196,947</td>
<td>1,455,838</td>
<td>1,720,507</td>
</tr>
<tr>
<td>Expenditure in total</td>
<td>150,203,678</td>
<td>229,709,496</td>
<td>311,181,838</td>
<td>394,605,649</td>
<td>479,955,834</td>
<td>567,211,482</td>
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</tbody>
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Unit: PAX/EURO=KRW1,195.51

※ Amount of average expenditure in Jeju per one Olle hiker : KRW 298,188 (excl. airfare/ship fare)
※ Amount of average expenditure in Jeju per one general tourist : KRW 236,152 (excl. airfare)

<by Ministry of Culture Sports and Tourism>

Changing local economy

1. Traditional market sales : 30% increased
2. New accommodation 1000 places
3. Bus passengers 400% increased
4. Taxi ridership 300% increased
The most clear evidence of the economic effect is the traditional local market came more alive
Souvenirs create jobs

Appearances of new-typed work

Ganse doll workshop by middle-aged woman, the disabled using recycled fabrics
All these changes come from people

Jejuolle academy: Educational program that fosters Jeju Olle guides and volunteers
The launching of a JEJUOLLE WORKSHOP that works with local communities to develop and distribute products.

Selling naturally dyed fabric products made together by market traders and Jeju Olle.
Making herb Ganse dolls and aroma candles from locally-produced aroma oil
Producing green tea chocolate and ice cream with the green tea village
Opening up a channel for direct merchandise of sea products
Developing various products from left-over tangerines
Establishing a tourist center for merchandise of local products
People are making a difference with Jeju Olle

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<tbody>
<tr>
<td><strong>Stiffs</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Volunteers</strong></td>
<td>500</td>
</tr>
<tr>
<td><strong>Jeju Olle Academy Graduators</strong></td>
<td>1000</td>
</tr>
<tr>
<td><strong>Individual Donators</strong></td>
<td>1300</td>
</tr>
<tr>
<td><strong>Sponsoring Companies</strong></td>
<td>13</td>
</tr>
<tr>
<td><strong>Villages along the Jeju Olle Trail</strong></td>
<td>107</td>
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</tbody>
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Thank you