



The 3rd ROK-IORA Partnership Seminar

9 June 2022

Exploring Opportunities for Sustainable Growth through Reinvention of Tourism and Cultural Exchanges in the Post-Pandemic Era

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Summary of the Seminar Outcomes

On June 9, 2022, the 3rd ROK-IORA Partnership Seminar was held in a hybrid online and offline format under the theme of “Exploring Opportunities for Sustainable Growth through Reinvention of Tourism and Cultural Exchanges in the Post-Pandemic Era”. The Republic of Korea annually hosts the ROK-IORA Partnership Seminar to deepen ties with IORA and to explore the possibility of mutual cooperation. This year, the seminar was held in Jeju island, Korea’s most appealing destination, focusing on Tourism and Cultural Exchanges, one of IORA’s priority and focus areas. To promote substantial and practical discussions, the ROK co-hosted the seminar with the Korea Culture and Tourism Institute (KCTI) and Jeju-do, a Special Self-governing Province of the ROK.

Twenty-eight (28) participants, including the IORA Member State’s diplomatic delegations based in Korea attended in-person, and thirty-nine (39) participants joined online. Mr. Sang-ryol Lee (Director-General of Asian and Pacific Affairs Bureau, Ministry of Foreign Affairs, ROK) opened the seminar by welcoming remarks and Mr. H.E. Salman Al Farisi (Secretary General of IORA Secretariat) delivered an online welcome message. Mr. Ashwin Kumar Seetaram (Director of Tourism, Ministry of Tourism, Mauritius and Chair of the IORA Core Group on Tourism) also delivered a keynote presentation highlighting the need for cooperation to rethink tourism for the future and to rebuild tourism in IORA post-COVID-19.

The seminar consisted of two sessions: Eco-friendly and Digital Tourism for Resilience and Transformation (Session 1) and Cooperation for the Sustainable Development on Tourism and Cultural Exchanges (Session 2). The policy-makers and experts from government agencies and related organizations on tourism and cultural exchanges of the ROK and IORA, as speakers, gave a presentation during each session. After the presentation of each session, there was a panel discussion and Q&A session.

Throughout the seminar, the participants discussed ways for eco-friendly and resilient tourism in the post-COVID-19 era. The speakers shared their experiences, best practices, and creative ideas and the participants also could build networks among relevant actors in the seminar. It was also



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reaffirmed that steady cooperation must be continued to reinvent tourism and cultural industries for long-term sustainable development in IORA post-COVID-19, and particularly through the identification of potential projects to be pursued with the IORA Core Group on Tourism (CGT). The seminar is also seen to have served as an opportunity to keep up the momentum to promote the ROK-IORA partnership on a deeper level.

Opening Session and Keynote Presentation

Mr. Sang-ryol Lee (Director-General of Asian and Pacific Affairs Bureau of MOFA, ROK) opened the seminar by welcoming all participants. He stated that as a dialogue partner of IORA since 2018, the ROK has contributed to the sustainable development and prosperity of the Indian Ocean region by strengthening cooperative network. And he expressed hope to discuss ways to promote substantive cooperation on tourism and cultural exchanges between the ROK and IORA.

Mr. H.E. Salman Al Farisi (Secretary General of IORA) delivered a welcome message, in which he sincerely thanked the Korean government for hosting the seminar. He stated that IORA, as a prominent organization in the Indian Ocean region, can make a significant contribution to the recovery of the tourism sector in IORA member states which is vital to their economy and sustainable development. Also, he stressed the importance of the IORA-ROK partnership to achieve the goals in key priority areas including Tourism and Cultural Exchanges.

Mr. Ashwin Kumar Seetaram (Director of Tourism, Ministry of Tourism, Mauritius, Chair of the IORA Core Group on Tourism) delivered his keynote presentation entitled “Reinventing tourism.” Given that the tourism industry is one of the sectors most damaged by COVID-19, it is an opportune moment to hold this seminar to discuss the way the tourism industry should develop. Under the theme of tourism recovery, Mauritius has established both short-term and long-term strategies for the tourism industry. The objectives of the Tourism Strategy 2020 are encouraging an increase in length of stay, focusing on bringing tourists inland to nature-based sites and cultural activities, and ensuring optimal conditions for travel and access to Mauritius. As the 10-year strategic plan, Mr. Seetaram suggested greening the destination, upgrading all natural and cultural sites with appropriate amenities, ensuring maximum safety and security, and developing and focusing on long term stay tourists.

Mauritius, as a chair of the IORA Core Group on Tourism, is coordinating the main sustainable tourism-related projects and activities of IORA. The projects emphasize the importance of sharing experiences and building capacities for sustainable tourism. Mr. Seetaram concluded his speech by expressing his expectations to further expand cooperation among countries on the reinvention of



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tourism and sustainable tourism.

Session 1

Eco-friendly and Digital Tourism Policy for Resilience and Transformation

Presentation 1: Sustainable Tourism and Pro-Environmental Policy

Prof. Nam-jo Kim (Professor, Division of Tourism, Hanyang University, ROK) commenced the first session with a presentation focusing on Sustainable Tourism and Pro-environmental Policy. The trend of mass tourism after the Industrial revolution has caused adverse effects on the environment and cultural heritage. Amid the growing interest in climate change since the 1970s, the concepts of Alternative Tourism, Sustainable Tourism, and Low-Carbon Tourism has emerged as elements of Post-modern Tourism. Prof. Kim noted the Community-Based Tourism Development as an example of Sustainable Tourism.

The fourth industrial revolution, carbon-neutral tourism, and tourism recovery in the Post-COVID-19 era are changing the tourism industry environment. According to the IPCC report in 2019, tourism accounts for 8-11% of the world's greenhouse gases. As the tourism industry's share in global greenhouse gas emissions is expected to increase, it becomes more important to improve cooperation and solidarity among all stakeholders around the world to implement responsibility and obligation for achieving carbon neutrality. Furthermore, COVID-19 has brought about a new trend in the travel industry such as virtual travel and traveling for healing or health. Also, new technology triggered by the fourth industrial revolution has been incorporated into tourism, which can invigorate online travel, virtual tourism, etc.

Prof. Kim highlighted the establishment of a sustainable tourism ecosystem based on cooperation and co-prosperity. He suggested strategies for international cooperation in the tourism sector: gathering and sharing of tourism information among countries and international organizations, establishment of monitoring and reporting systems, establishment of a certification system for promoting eco-friendly tourism in the region, and raising awareness of all stakeholders in the tourism value chain.



Presentation 2: Eco-friendly and Sustainable Tourism

Mr. Pascal Viroleau (CEO, Vanilla Islands, France) began his presentation by reiterating the importance of sustainable tourism and cooperation in line with SDG 13 climate action and SDG 17 partnerships for the goals. The Vanilla Islands, a tourism group of six island nations in the Indian ocean, is developing tourism programs for eco-tourism such as an inter-island tour package for visiting at least two islands or two destinations at the same time. This package could reduce carbon emissions compared to when traveling to two destinations separately.

To achieve eco-friendly tourism and sustainability, the Vanilla Islands is trying to make an eco-tourism activity database and to gather information of the destination management companies. To raise awareness among travelers that the Indian ocean islands are sustainable destinations, they publish articles and post on social media to meet the information needs of travelers. They also create packages, disseminate words, and work on the institution organized for carbon neutrality. Furthermore, over the past two years, COVID-19 has changed the entire strategies of the Cruise industry. With a focus on smaller and cleaner cruises, they want to run the industry in the greenest possible way.

As one of the stakeholders in tourism, the Vanilla Islands became signatories of the Glasgow Declaration. Under the principles of the Glasgow Declaration, Mr. Viroleau argued that every stakeholder needs to align and make every conceivable effort to fulfill carbon neutrality as soon as possible before 2050.

Presentation 3: The Next Wave of Travel Industry

Mr. Ji-ha Jung (CEO, Tripbtoz Co., ROK) noted three characteristics of travel after COVID-19: Big Blur, Metaverse, and Sustainability. First, the boundary of the travel industry is getting blurred. Travelers are hindered by the presence of various brands at each stage of travel such as searching, booking, preparing, and recaling. Mr. Jung claimed that a one-stop travel platform needs to be built, which is yet to happen.

Second, the travel industry revolution is all about redefining the term "Tourism." Due to digitalization and the acceleration of mobile internet penetration, the travel industry is focusing more on cultural



content and virtual travel using digital technologies such as AR(Augmented Reality) and the metaverse. The MZ generation, who has emerged as the main consumer group in the travel industry, values unique experiences and tends to enjoy virtual travel. Travel is becoming something that you can enjoy in your daily life without having to physically go to the destinations. This change contributes to the sustainability of tourism.

Third, customers nowadays demand sustainable products and services. According to the Cone CSR survey (2015), about 80% of customers agreed that businesses should support more social or environmental issues, and 31% of customers thought that businesses should change the way they operate in line with the greater social and environmental needs. In order to meet these customer needs and make profits, companies in the travel industry must pursue sustainable development.

Presentation 4: Digital Transformation in Tourism

Mr. H.E. Ibrahim Rasheed Aboobakuru (Minister of State for Tourism, Maldives) said that digital transformation is bringing about many changes in the tourism industry such as wiping away challenges in terms of geography. The tourism industry is the largest sector of the Maldives' economy, and they need to adapt quickly to the changing industrial environment.

Utilizing modern digital technologies is creating new opportunities and values for the Maldivian tourism sector. Digitalization of public services such as health, medical care, and education is essential to improve the delivery of services across hundreds of islands and to facilitate tourism in the Maldives. Digital technologies can strengthen climate resilience by analyzing data to help forecast and adapt to climate change and manage disaster risks, which is critical for the Maldives. Also, the Maldivian government is taking an active approach to introducing mobile applications, AI and chatbots, virtual reality tours, and digital travel exhibitions into the tourism industry.



Panel Discussion and Q&A

Dr. Sung-jin Kim (Director of Policy Information Center, Korea Culture and Tourism Institution, ROK), as a moderator, noted that sustainability and digital transformation are an inevitable trend in modern society. Mr. Sribhongse Bunnag (First secretary, Embassy of Thailand) noted that the Thailand government seeks to promote eco-tourism by making policies that balance environment and tourism. Thailand is going to focus on promoting green tourism at the 2022 Seoul-Thailand Festival.

Mr. Bunnag asked how the metaverse can help the travel industry in the Post-COVID-19 era. Mr. Jung noted that due to the COVID-19 pandemic, the travel trend that emphasize safety and trust has been spread. Along with the high speed of the Internet and the spread of smartphones, this travel trend has increased the demand for virtual travel. Mr. Viruleau added that it is necessary to be aware that carbon is generated from the spread of digital devices and the establishment of digital infrastructure in the process of converting from offline travel to online travel.

Mr. Dae-Kwan Kim (President of the Korea Culture and Tourism Institute, ROK) asked Prof. Nam-jo Kim about how community-based tourism could be sustainable in the face of digital transformation and local population decline. Prof. Kim answered that even if the local sedentary population decreases, tourists coming in through the development of community-based tourism program can lead to an increase in the associated population. An increase in the associated population brings benefits to the local economy and enables sustainable community-based tourism. Prof. Kim also noted that he was skeptical of whether virtual experiences like the metaverse could completely replace the real travel experience in the short term.

Dr. Sung-jin Kim concluded the first panel discussion by mentioning two points. First, he stressed the significance of data by referring to the greenhouse gas emission generated by the tourism industry. And he expects the tourism industry to set a direction for development, considering the negative effects of digital transformation, such as polarization caused by digital competency gap between countries, companies, and individuals.

Session 2

Cooperation for the Sustainable Development on Tourism and Cultural Exchanges

Presentation 1 : Connecting Islands Project

Ms. Daisy Park (Representative for Pacific Tourism Organization(SPTO), ROK) kicked off the second session with a presentation on the Connecting Island Project. With the purpose of promoting the uniqueness of the Pacific culture, the SPTO encourages people-to-people exchanges, trade, and tourism between the ROK and the Pacific islands with the support from the ROK Ministry of Foreign Affairs. The SPTO is building websites, disseminating information through social media, publishing a newsletter, and developing travel products. The SPTO is also selling Pacific local products through the e-commerce channel and enhancing understanding and empathy for the region by explaining not only the excellence of product quality but also the story of the producer.

The SPTO signed an MOU with the local government of Shinan, Korea, to connect the 1004 islands of Shinan with the Pacific islands. They are discussing plans to establish the Island College, for aquaculture technology transfer, and the Island Village, to give an opportunity for the people in the Pacific islands to reside short-term in Shinan. These projects can be a viable alternative for potential climate refugees that may arise from the Pacific Islands as they are actually sinking as a consequence of climate change.

Presentation 2 : Sustainable Cooperation on Tourism Development

Mr. Palakorn Buppatanakorn (Director of Corporate Communication Office of Designated Areas for Sustainable Tourism Administration(DASTA), Ministry of Tourism and Sports, Thailand) introduced the Designated Areas for Sustainable Tourism Administration (DASTA) in Thailand whose task is developing designated areas as sustainable tourism models, developing community-based tourism management, and promoting creative tourism and strengthening community economy. At present, Thailand has six areas designated for sustainable tourism and two areas to be announced in 2022. Mr. Buppatanakorn believed that co-creation and co-ownership among responsible stakeholders is an appropriate approach to making progress in sustainable tourism development.



Mr. Buppatanakorn gave three examples for international cooperation on sustainable tourism development. First, DASTA is working to promote sustainable tourism in ASEAN World Heritage Sites with Visitor Management Assessment and Strategy Tool (VMAST). VMAST developed by UNESCO is designed as a voluntary self-assessment and strategy development tool to support adaptive tourism planning and visitor management. By using VMAST, the current state of tourism management in ASEAN World Heritage Sites can be better understood. The tool can be applied to further identify and implement solutions to address issues that are currently faced by the ASEAN World Heritage Sites.

The second example is TOURLINK. The main objective is to promote inclusive sustainable growth through a business-led supply chain approach to contribute to the economic prosperity in Thailand and the development of green economy and the transition towards a low-carbon, resource-efficient economy. The last example is Mekong Destinations Standard for Sustainable Tourism Development of which target is promoting environmental and cultural conservation via appropriate tourism activities in destinations such as ecotourism or voluntary tourism in a sustainable way.

Presentation 3 : Changes of Cultural Policy and Balanced Regional Development through Designation of Cities of Culture

Mr. Jae-kun Cha (CEO, Regional Culture and Development Agency, ROK) presented the concept of the Designation of Cities of Culture (DCC) meaning the social organism that evolves organically based on the values and possibilities of culture. Cultural democracy, decentralization of local culture, and local cultural diversity are principles for operating the DCC. The DCC could increase interest in the designated city, reconfirm the importance of local culture, expand cultural hub space, and create more jobs related to culture. The DCC has produced several unexpected effects. More cities think about cultural policies than before when establishing their urban policies. Public demand for constitutional protection of cultural rights and the cultural safety net is also growing.

As new urban paradigm highlighting culture has been spreading, 147 local governments, which account for more than 60% of all local governments, are progressing designation of the city of culture. Mr. Cha noted the case of Pohang(Korea)-Iwaki(Japan) as an international cultural exchange between cities. Both cities have experienced disasters from an earthquake and through

international solidarity from cultural exchange, people could more easily overcome the experience of disaster.

Presentation 4: Best Practices of Jeju Tourism Using New Local Contents

Ms. Eun-sook Koh (CEO of Jeju Tourism Organization, ROK) started the presentation by explaining the current status of Jeju tourism. With the increase in domestic tourists, tourism demand in Jeju has recovered to the pre-COVID-19 level. However, considering that more than half of the visitors responded that they visited Jeju because of overseas travel restrictions, Jeju must develop a differentiated strategy for Jeju tourism in the Post-COVID era. Ms. Koh proposed strategies to supplement Jeju Tourism with locality, eco-friendliness, and usage of Big Data: developing creative content, Jeju-specialized tourism product and program, eco-friendly tourism, and village tourism.

KaReum Stay, for example, is the village tourism brand that provides special experiences for travelers by exchanging experiences with residents. This program is launched to stimulate not a simple short trip, but a longer and more relaxed stay by connecting travelers with the villagers. Also, for low-carbon and eco-friendly travel, Jeju implemented programs where tourists can participate in environmental issues such as zero-waste, plastic-free, and Eco-Run Trip. In addition, Jeju has been providing tourism services using Big Data for tourists' convenience. This service offers vehicle and population congestion analysis and mobile real-time information.

Panel Discussion and Q&A

As for Session 2, Dr. Kyu-won Kim (Senior Researcher, Korea Culture and Tourism Institute, ROK), as a moderator, conducted the panel discussion regarding cooperation for the sustainable development on tourism and cultural exchanges.

Ms. Sachini Dias (Charge d' Affaires, Embassy of Sri Lanka) confirmed that Sri Lanka is focusing on developing tourism and cultural resources in an eco-friendly and sustainable way. Ms. Dias said that she expects the ROK to pass on its experience and know-how in fostering a sustainable and climate-resilient tourism industry. She said this seminar also can provide a platform for the IORA partners to share their experiences and to activate cultural exchanges with inside and outside of IORA. Mr. Buppatanakorn agreed that inter-region cooperation in the Indian Ocean is very important and cultural exchanges could help promote cultural tourism.

Ms. Park suggested strengthening the Indian Ocean brand, creating an integrated Indian Ocean tourism organization such as the Pacific Tourism Organization, and developing travel products and programs. Many Koreans have visited a famous destination in the Indian Ocean, such as the Maldives and Mauritius, but not many people perceive it as part of the Indian Ocean. It is also useful to extend the existing tourism route to tourism to other Indian Ocean countries which are not yet famous. These measures could change the perception of tourists and facilitate the Indian Ocean tourism.

Mr. Dae-Kwan Kim asked the Jeju Tourism Organization about the issue of internal capability and external support as well as experiences of partnership with the private sector in the process of establishing and implementing Jeju's new tourism policies. Mr. Kang-il Rhee from Jeju Tourism Organization answered that they are making up for the lack of internal capability through cooperation with the external actors. For instance, in the case of providing traffic information using big data, they have been cooperating with private companies such as a credit card company and a telecommunication company to collect information. In the case of the Eco-Run Trip, they cooperated with the Korea Coast Guard.



Annex I - CONCEPT NOTE & PROGRAM

I . Background

Given the significance of the Indian Ocean region in the peace and prosperity of the world, the Indian Ocean Rim Association (IORA) is a partner of great importance to the Republic of Korea (ROK). Since joining IORA as a Dialogue Partner in November 2018, the ROK has been actively participating in IORA's high-level meetings and diverse consultative groups on IORA's priorities and focus areas.

On the occasion of the 19th meeting of IORA Council of Ministers in 2019, the ROK government had announced its plan to host the ROK-IORA Track 1.5 seminar to discuss a wide range of issues with government officials and experts from IORA Member States. In the hopes of creating a special platform for the ROK-IORA partnership, the ROK successfully launched the 1st ROK-IORA Partnership Seminar on October 29, 2020, during which discussions were held on the linkage of the regional vision, blue economy, and digital transformation. The 2nd ROK-IORA Partnership Seminar was held on July 8-9, 2021. It focused on a more specific topic, Blue Economy, to elevate substantive cooperation between the ROK and IORA. The ROK annually hosts the ROK-IORA Partnership Seminar to deepen ties with IORA on its priority areas.

II. Proposal

This year, the ROK would like to focus on Tourism and Cultural Exchanges, one of IORA's priority areas. The ROK has participated in the 1st meeting of the Core Group on Tourism (CGT) on August 31, 2020, and the 2nd meeting of the CGT on January 10, 2022, to explore the possibility of mutual cooperation. In the past two years, tourism and cultural industries have been particularly challenged by COVID-19. Besides, preparations must be made for the post-pandemic era facing green and digital transformation. Tourism and cultural industries need to reinvent themselves for long-term sustainable development. To achieve this, it is essential to cooperate and share experiences with each other. In this regard, the ROK would like to propose **the 3rd ROK-IORA Partnership Seminar to be held on June 9-10, 2022, under the theme of “Exploring Opportunities for Sustainable Growth through Reinvention of Tourism and Cultural Exchanges in the Post-Pandemic Era.”**

In order to promote substantial and practical discussions, the ROK will co-host the seminar with **the Korea Culture and Tourism Institute (KCTI)**, an institution with ample expertise and experience in the area. The ROK will also co-host the seminar with **Jeju-do, a Special Self-governing Province of the ROK**, that has jurisdiction over Jeju island, the most



appealing destination in Korea.

The Seminar will be in hybrid format, integrating virtual (recorded video and real-time) and offline. The entire seminar will be recorded and live-streamed for IORA Member States and Dialogue Partners. **Approximately 30 participants are expected to attend in-person, about half of whom are from the IORA Member State's diplomatic delegation in Korea, one person per Member State in principle.** After the presentation of each session, there will be a panel discussion, and diplomatic delegations of IORA Member States are welcome to participate in the panel discussion.

The ROK would like to invite **policy-makers and experts from government agencies or national research institutes on tourism and cultural exchanges of the IORA and Member States as presenters.** The seminar will consist of two sessions: Eco-friendly and Digital Tourism for Resilience and Transformation (Session 1) and Cooperation for the Sustainable Development on Tourism and Cultural Exchanges (Session 2). The presenters are required **either to submit a 15 minute-long video footage or to give a real-time presentation.** It would be of great help if the ROK can have a list of contact points of agencies or institutes related to tourism and cultural exchanges.

Considering the topic of the Seminar and the availability of having additional events such as visits to relevant institutions and local tourist attractions, **the event will be hosted in Jeju island.** Jeju is the most attractive destination in Korea, and its tourism industry is very developed. Also, Jeju is a famous venue for many national and international events. **The event will be scheduled for two days,** keeping in line with the strict quarantine regulations against the spread of COVID-19.

III. Objectives and Expected Outcomes

- Keep up the momentum to promote the ROK-IORA partnership on a deeper level
- Provide a platform to share experiences, best practices and creative ideas with each other in tourism and cultural exchanges
- Stimulate policy recommendations for joint projects and guide its course to facilitate sustainable economic growth and practical innovation
- Provide an opportunity to build networks between relevant individuals from government organizations and academia by fostering an environment where they can exchange contacts and interact with each other



IV. Program

Date/Time(GMT+9)		Schedule	
June 9 (Thurs)	13:15-13:30	Arrival at Suites Hotel	
	13:30-14:30	Lunch	
	14:30-15:00	Opening Session	
		Opening Remarks: Sang-ryol Lee, Director-General for Asian and Pacific Affairs, MOFA, ROK	
		Welcome Message: H.E. Salman Al Farisi, Secretary General, IORA	
		Welcome Remarks	Soo-suk Lim, Ambassador for International Relations, Jeju Special Self-governing Province, ROK
			Dae-kwan Kim, President, Korea Culture and Tourism Institute (KCTI), ROK
	15:00-15:10	Photo Time	
	15:10-15:20	Keynote Presentation (Ashwin Kumar Seetaram, Director of Tourism, Ministry of Tourism, Mauritius, Chair of the IORA Core Group on Tourism(CGT))	
		Session 1: Eco-friendly and Digital Tourism Policy for Resilience and Transformation	
		Chair (Sung-jin Kim, Director of Policy Information Center, KCTI, ROK)	
	15:20-15:35	Presentation 1: Sustainable Tourism and Pro-Environmental Policy (Nam-jo Kim, Professor, Division of Tourism, Hanyang Univ., ROK)	
15:35-15:50	Presentation 2: Eco-friendly and Sustainable Tourism (Pascal Viroleau, CEO, Vanilla Islands, France)		
15:50-16:05	Presentation 3: The Next Wave of Travel Industry (Ji-ha Jung, CEO, Tripbtoz Co., ROK)		



	16:05-16:20	Presentation 4: Digital Transformation in Tourism (H.E. Ibrahim Rasheed Aboobakuru, Minister of State for Tourism, Maldives)
	16:20-16:35	Panel Discussion and Q&A
	16:35-16:55	Coffee Break
		Session 2: Cooperation for the Sustainable Development on Tourism and Cultural Exchanges
		Chair (Kyu-won Kim, Senior Researcher, KCTI, ROK)
	16:55-17:10	Presentation 1: Connecting Islands Project (Daisy Park, Representative for Pacific Tourism Organization(SPTO), ROK)
	17:10-17:25	Presentation 2: Sustainable Cooperation on Tourism Development(Palakorn Buppatanakorn, Director of Corporate Communication Office, Designated Areas for Sustainable Tourism Administration(DASTA), Ministry of Tourism and Sports, Thailand)
	17:25-17:40	Presentation 3: Changes of Cultural Policy and Balanced Regional Development through Designation of Cities of Culture (Jae-kun Cha, CEO, Regional Culture and Development Agency, ROK)
	17:40-17:55	Presentation 4: Best Practices of Jeju Tourism Using New Local Contents(Eun-sook Koh, CEO, Jeju Tourism Organization, ROK)
	17:55-18:10	Panel Discussion and Q&A



Annex 2 – Speakers Profiles

Keynote presentation



Mr. Ashwin Kumar SEETARAM is the director of Tourism at the Ministry of Tourism. He has obtained his degree in tourism and also owns a MBA in tourism along with other qualifications. He has spent 20 years in the tourism sector, working in marketing, lecturing and event management in the private sector and destination marketing, tourism planning for the public sector. Since 2019, he was appointed to the actual post.

Session 1



Prof. Nam-jo KIM is a Professor in the Division of Tourism. He holds a B.A. and M.A. in Architecture and Urban Planning from Korea University and obtained a Ph.D. in Leisure Studies from the Pennsylvania State University, USA. He was a visiting faculty at Michigan State University in 2006. He served as the Dean of College of Social Sciences(2020-2021) and the Dean of Graduate School of International Tourism(2011-2015), Hanyang University and the President of TOSOK(the Tourism Sciences Society of Korea) and a public interest member of Tourism Industries Committee, Economic Social and Labour Council(2020-2021) and was an advisory member of the Territorial Policy Committee of the Office for Government Policy Coordination, Prime Minister's Secretariat(2018-2020). He serves as Chairman of the Advisory Committee on Quality Certification of Korea Tourism. His research interests include sustainable tourism, climate change and low-carbon tourism, environmental psychology, tourism resource management, and tourism geography. His recent research projects include "A Study on the Methodology of Carbon Emission Estimation in Tourism"(MCST, 2021), "A Study on the Strategies for Establishing Global Carbon Neutrality Tourism Policy" (KTO, in pressing).



Mr. Pascal VIROLEAU studied Master in General Management & Strategies of Organization, University Paris X Nanterre. He is a renowned public speaker, presenting at conferences including United Nations World Tourism Organization UNWTO; Least Developed Countries; Landlocked Developing Countries & Small Island Developing States OHRLLS; Organisation for Economic Co-operation & Development (OECD) etc. Also he is known as a seasoned, versatile, and enthusiastic leader with 20+ years' experience spanning general management, strategy & operations, executive leadership, sustainable tourism, development, and financial controls. Proud native and ambassador for Réunion with great respect for different religions & cultures.



Mr. Ji-ha JUNG is an international travel market expert who has built his career in different industries over the last 13 years, ranging from IT to travel. He started his career as an ERP IT consultant at Hyundai. At Expedia, he cultivated relationships with local travel associations and tourism boards to increase the affinity for the brand, and managed a portfolio of top partners to build sustainable market growth. He now owns and operates the online travel agency Tripbtoz Inc. based in Seoul, Republic of Korea. The platform is well-known under the age 35, where tech-savvy travelers upload their short form travel videos and make a reservation instantly. Jiha holds a master of management in hospitality degree from Cornell University



H.E. Ibrahim Rasheed ABOOBAKURU was appointed as State Minister for Tourism on 16th March 2022. Ibrahim Rasheed Aboobakuru holds a Master of Business Administration from Bolton University, United Kingdom. Ibrahim Rasheed Aboobakuru previously served as the Managing Director of the Greater Malé Industrial Zone Ltd. He also held the positions of Deputy to the Minister of State for Home Affairs and State Secretary to the Secretariat of the North Central Province. State Minister also worked in Villa Hotels as Marketing Manager. Furthermore, he worked in several resort development projects as Director Consultant.



Dr. Sung-jin KIM is a Senior Research Fellow and Director of Policy and Information Center at the Korea Culture and Tourism Institute(KCTI). He obtained a Ph.D. in Landscape Architecture from Seoul National University. He is serving as an advisor at the Korea National Park Service and the Kangwon Land, Inc. His research interests include sustainable tourism development, local residents' participation in tourism development, and data and analytics in culture and tourism sector. His recent publications include "Policy Agendas to Facilitate Sustainable Tourism Development", "Case study on the local resident-driven tourism businesses" and "Analysis on Economic Impact of the Lee Kun-Hee collection Visits."



Session 2



Ms. Daisy PARK (Park JAE-A) has been working with governments or international organizations of island countries or islands region for last 20 years including Indonesia, Pacific islands, Fiji, Samoa, Mauritius, Tasmania, as a Country manager or Regional Director for building destination branding, promoting sustainable tourism and locally designed/made products and targeting Korean responsible travelers. Ms. Park also has been closely cooperated with Korean government for implementing people-to-people exchange programs targeting the Pacific island countries, Mekong-sub regional countries and Indonesia. She is also handling several projects with local governments to share the wisdom and knowledge of islanders such as 'Island Resilience College', 'Islands Culture Center', 'Islands Culture Diversity Network' and Pacific-ROK SDG Forum, etc. Daisy herself is a professional journalist and columnist to +20 media channels and topics are not limited to tourism but culture, business, environment, technology, etc. "Diversity a Key for unlocking sustainability" has been the core tagline and philosophy in her personal life and career



Mr. Palakorn BUPPATANAKORN is the Director of Corporate Communication, the Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA, Thailand. He holds a Master's Degree in Public Policy and Management from Carnegie Mellon University, USA. He had experiences in serving prominent government agencies in various fields, such as Marco policy researches (Digital Government Transformation, Creative Economy and National Innovation Policy), formulation of the National Economic and Social Development Plans, Government budgeting, Project management, and Community network development. He joined the sustainable tourism work with task force of DASTA Area 2 in the Northeast to cultivate Community-Based Tourism in the Southern Isan Tourism Cluster. In the current position of the Director of Corporate Communication, his responsibility covered public relations and international relations. He had a publication in the Knowledge Series of Heedful Travel (Sai Jai Pai Tiew, in Thai) with DASTA.



Mr. Jae-kun CHA is CEO of the Regional Culture & Development Agency which an organization dedicated to implementing local culture-related policy tasks of the Ministry of Culture, Sports and Tourism of Korea. He is also an expert committeeman of the Presidential Committee for Balanced National Development.



Ms. Eun-sook KOH is the CEO of Jeju Tourism Organization. She holds a B.A. in Journalism and Broadcasting from Yonsei University and obtained M.A. in Journalism from Chung-Ang University. She worked for Cheil Worldwide, the biggest advertisement company in Korea, from 1995 to 2020. She was a vice president of Omni-channel Business and BE Business. She also led several departments/teams such as Experience Business, Experience Campaign, Cheil Industries, and Fashion Group. She's been designated as CEO of Jeju Tourism Organization from October 2020.



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