

SUSTAINABLE TOURISM & TRAVELING AROUND

JULY 18, 2017

SUNMOON JANG (ROOT IMPACT)



AGENDA

- What's Sustainable Tourism?
- Tour 1 by flight – New York City, USA
- Tour 2 by train – Gunsan City, Jeollabukdo, Korea
- Tour 3 on foot – Seongsu Social Venture Valley, Seoul, Korea
- Mini Work Shop: “What if I am a Chief of Tourism in Tongyoung City”
- Tools & Activities
- Wrap up

WHAT'S TOURISM? I) MEANINGFUL LOCATION



Location

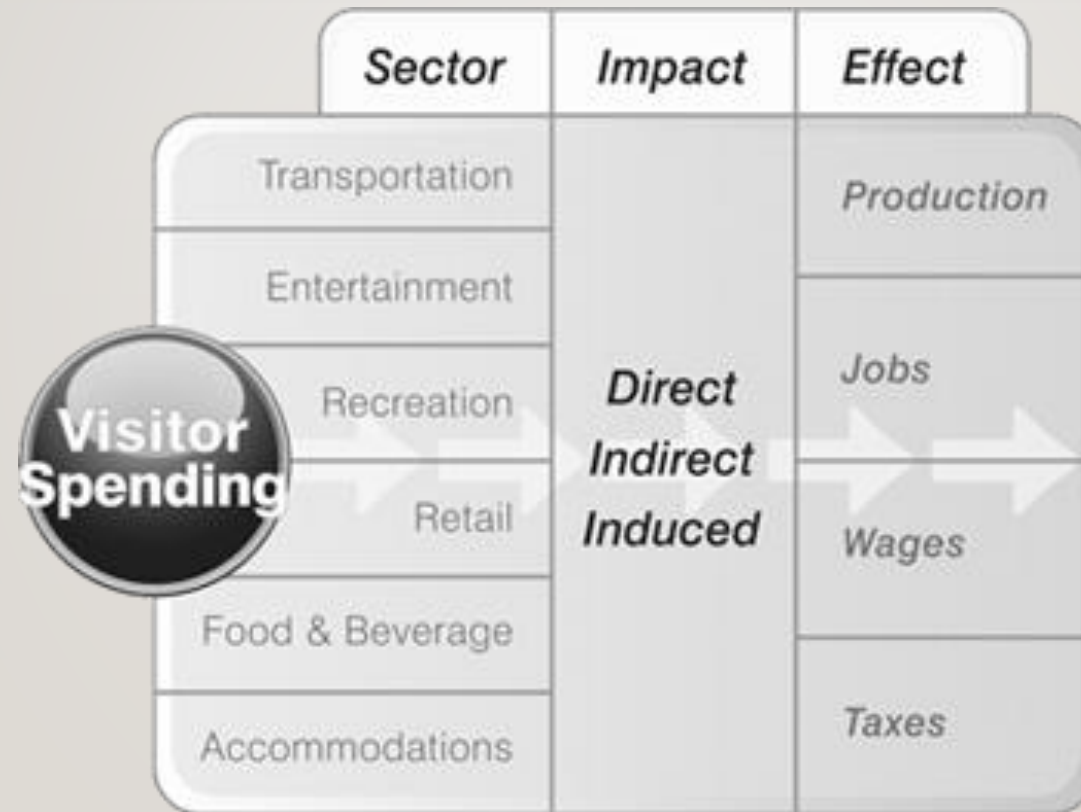
Sense of
Place

Locale

Tim Cresswell, <PLACE>



WHAT'S TOURISM? 2) ECONOMICS



<http://www.tourismeconomics.com/>

WHAT'S TOURISM? 3) SUSTAINABLE TOURISM

- Tourism that respects both local people and the traveler, cultural heritage and the environment

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OBJECTIVES

- To appreciate the benefits and problems arising from various forms of tourism, especially in terms of social equity and the environment
- To develop a critical awareness of the ways in which tourism can enhance the welfare of people and protect our natural and cultural heritage
- To promote a personal commitment to forms of tourism that maximize rather than detract from sustainable human development and environmental quality

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LET'S TRAVEL!

TO DISCOVER ELEMENTS OF SUSTAINABLE TOURISM



TOUR | BY FLIGHT. NEW YORK CITY

- Toolkits provided by NYC & Company, a destination marketing organization (DMO)

Manhattan

Lower Manhattan



01:49 HD

- ▶ Neighborhood Fact Sheet
- ▶ Photography
- ▶ Press Releases
- ▶ Questions?
- ▶ Neighborhood Guide

Brooklyn

Downtown and Nearby Neighborhoods



01:49 HD

- ▶ Neighborhood Fact Sheet
- ▶ Photography
- ▶ Press Releases
- ▶ Questions?
- ▶ Brooklyn Neighborhood Guide

Queens

Long Island City



01:46 HD

- ▶ Neighborhood Fact Sheet
- ▶ Photography
- ▶ Press Releases
- ▶ Questions?
- ▶ Must-See Long Island City

<http://www.nycandcompany.org/traveltrade/toolkits>

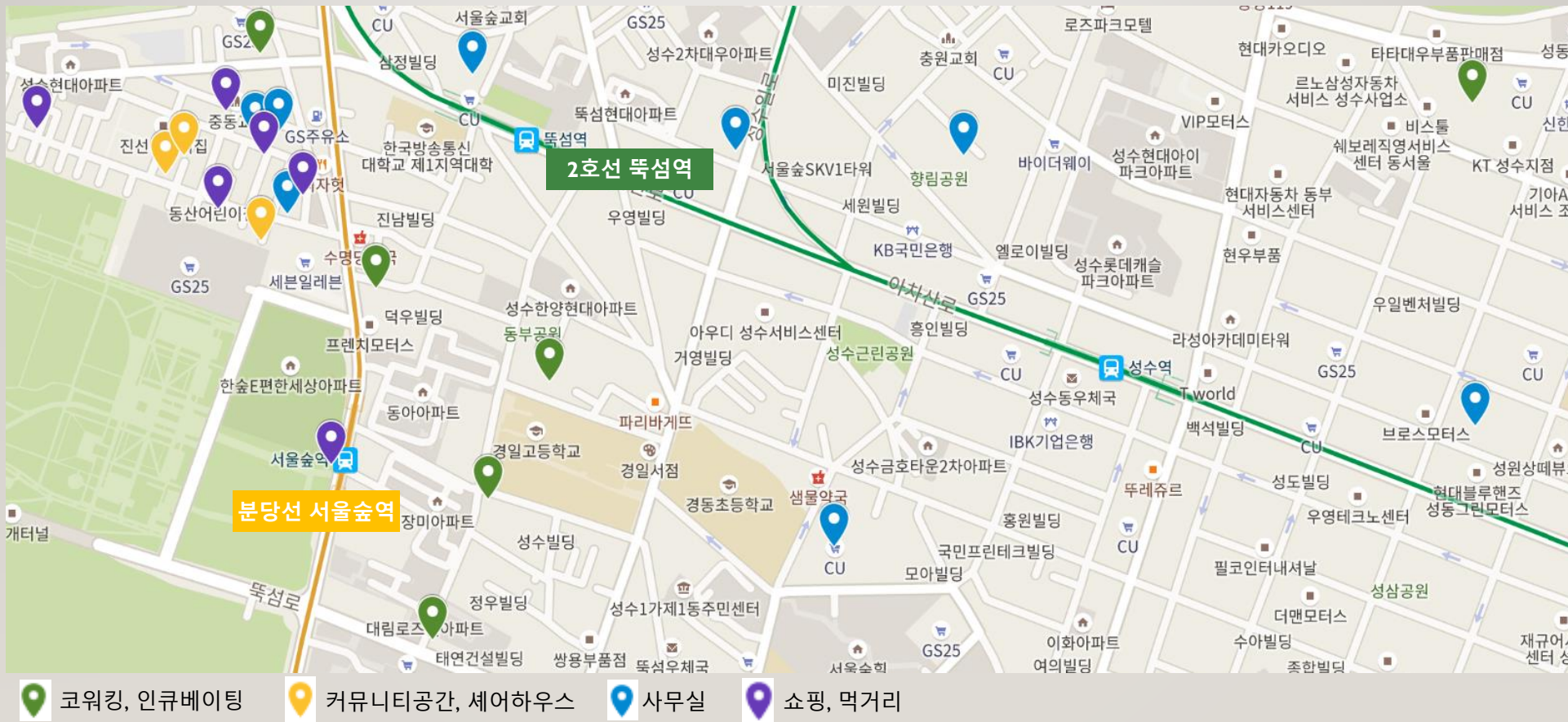
TOUR 2 BY TRAIN. GUNSAN CITY



TOUR 3 ON FOOT. SEONGSU DONG, SEOUL



TOUR 3 ON FOOT. SEONGSU DONG, SEOUL



APPENDIX. ROOT IMPACT IN SEONGSU-DONG

WORK : HEYGROUND



‘Changemaker-friendly work environment’ for them to create sustainable impacts.

LIFE : D-WELL HOUSE



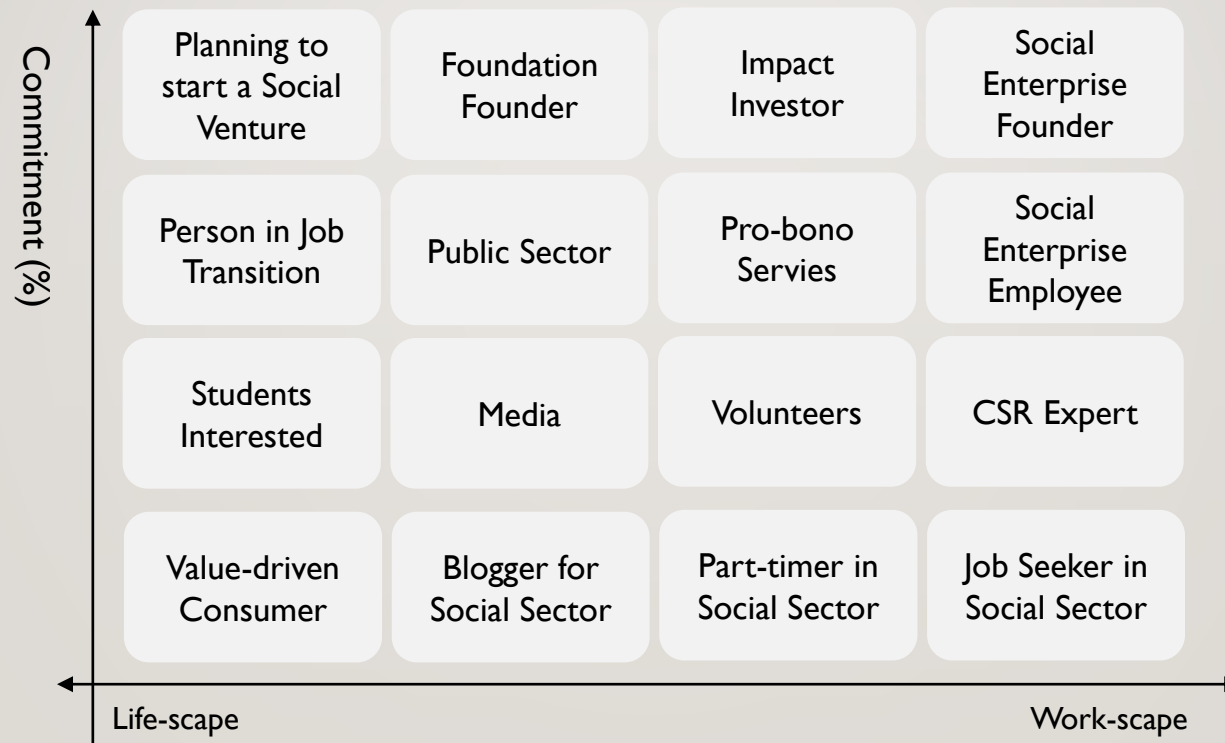
‘Empowering living environment’ for Changemakers to pursue quality of life.

LEARN : IMPACT BASECAMP



‘Best alternative education environment’ for Changemakers to maximize their potential.

APPENDIX. SOCIAL INNOVATORS IN SEONGSU-DONG

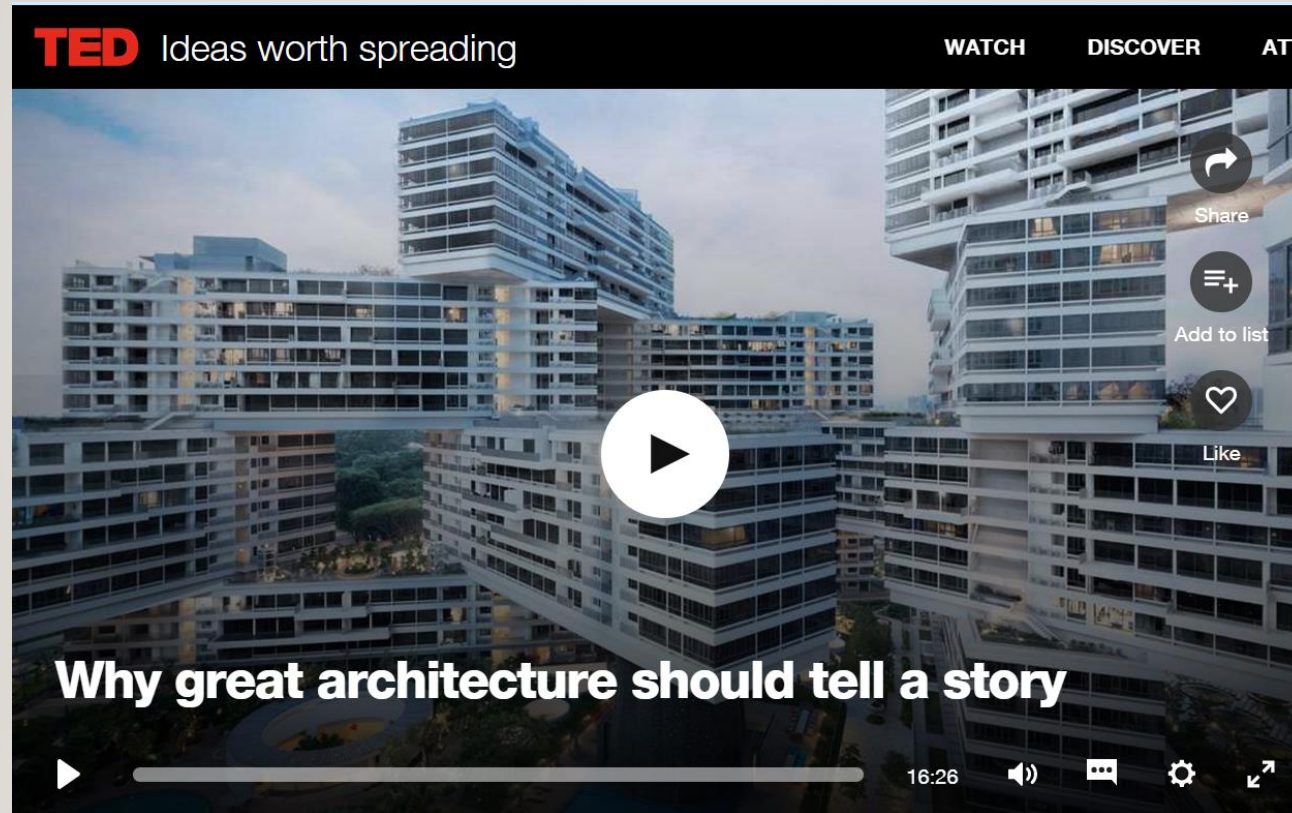


LET'S PRACTICE!

“WHAT IF I AM A CHIEF OF TOURISM IN TONGYOUNG CITY”



IMPORTANCE OF STORYTELLING



HOW TO PROMOTE “SUSTAINABLE TOURISM” FOR TONGYOUNG CITY?



ACTIVITIES (CHOOSE 1-2)

- The rise of tourism
- The benefits and problems of mass tourism
- The benefits and problems of ecotourism
- Being an enlightened traveler
- Teaching about ecotourism
- Reflection

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TOOLS

- Will be provided in person
- Fact sheets

WRAP-UP

- Where's your city/neighborhood?
- Who's going to visit you in the city/neighborhood?
- What's the major element that you want to keep and/or improve? And why?
- What's the major points that you don't want to keep? And why?
- How can you contribute to promote the city/neighborhood?
- Who are the main stakeholders in the city/neighborhood?
- What's the story that you would like to archive?
- Others

Q&A



THANK YOU

