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? 1) 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 1 BY FLIGHT. NEW YORK CITY

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

http://www.nycandcompany.org/traveltrade/toolkits
TOUR 2 BY TRAIN. GUNSAN CITY
TOUR 3 ON FOOT. SEONGSU DONG, SEOUL
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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

Why great architecture should tell a story
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
THANK YOU