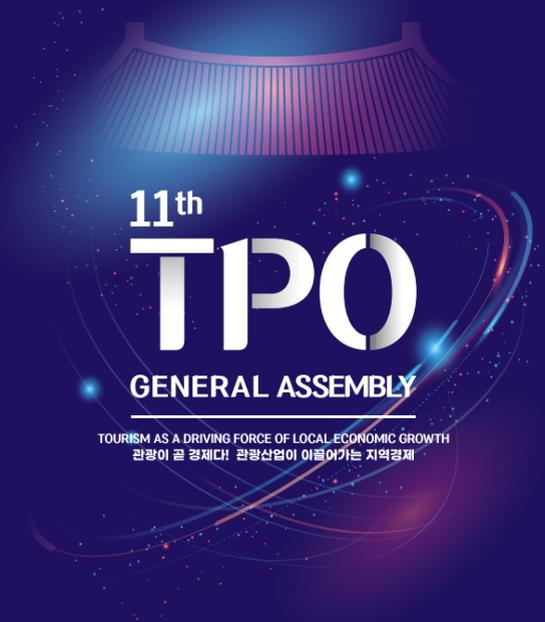


제11차 아시아태평양도시 관광진흥기구 총회  
SEPTEMBER 12-15, 2023  
JEONJU, KOREA

11th TPO GENERAL ASSEMBLY

제11차 아시아태평양도시 관광진흥기구 총회



11th  
TPO  
GENERAL ASSEMBLY

TOURISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROWTH  
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

11th  
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SEPTEMBER 12-15, 2023

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# CONTENTS

11<sup>th</sup> TPO General Assembly  
제11차 아시아태평양도시 관광진흥기구 총회

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# OUTLINE

11<sup>th</sup> TPO General Assembly  
제11차 아시아태평양도시 관광진흥기구 총회

## ▪ Title

11<sup>th</sup> TPO General Assembly

## ▪ Dates

September 12-15, 2023

## ▪ Venue

Lahan Hotel and areas of Jeonju, Korea

## ▪ Theme

Tourism as a driving force of local economic growth

## ▪ Participants

### TPO Members, TPO Secretariat, Invited guests

- TPO President and Co-Presidents, Executive Committee Members,  
Other members wishing to attend, TPO Secretariat, Tourism-related  
organizations, Business, Media, Students, etc



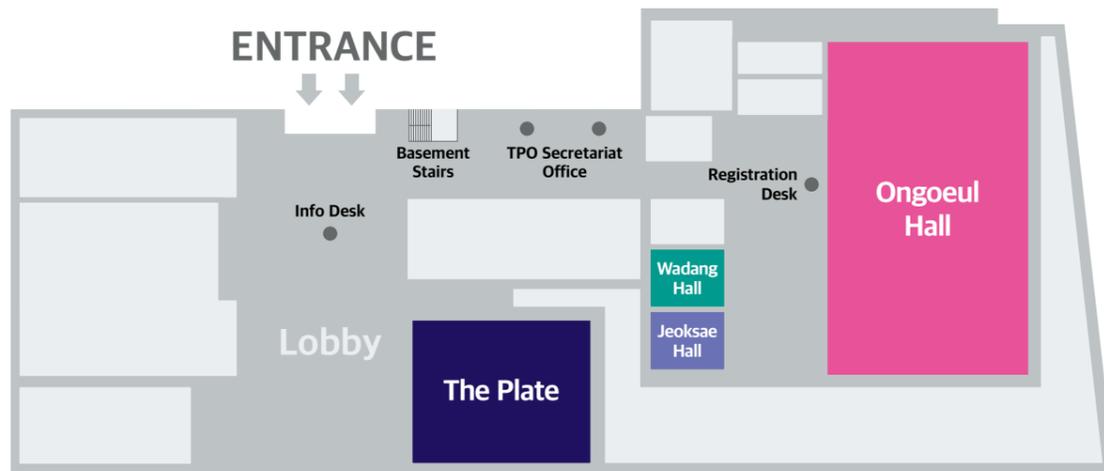
# 11<sup>th</sup> TPO General Assembly

| Time                         | Program  |                   | Venue  |   |
|------------------------------|--|-------------------|--|---|
| <b>Day 1 Sep. 12 (Tue.)</b>  |  |                   |  |   |
| 15:00                        | Registration   |                   | Chungmugong Hall(3F)<br>Wangyijimil Hotel      |   |
| 16:00                        | The 41 <sup>st</sup> TPO Executive Committee Meeting |                   |  |   |
| 19:00                        | Networking Dinner by TPO                             |                   | Outdoor Garden<br>Wangyijimil Hotel            |   |
| <b>Day 2 Sep. 13 (Wed.)</b>  |  |                   |  |   |
| 08:00 ~ 18:00                | Registration   |                   | Ongoeul Hall(1F)<br>Lahan Hotel                |   |
| 09:00                        | Opening Ceremony                                     |                   |  |   |
| 10:30                        | Mayors' Summit                                       |                   | Maru Hall(B1F)<br>Lahan Hotel                  |   |
| 12:00                        | VIP Luncheon   |                   | Kimchi Culture Center                          |   |
|                              | Luncheon   |                   | Jeonju Hanok Village                           |   |
| 13:30                        | Session I (TPO)                                      | Bilateral Meeting | Ongoeul Hall(1F)<br>Lahan Hotel                | Wadang/<br>Juksae Hall(1F)<br>Lahan Hotel |
| 15:10                        | Session II (Jeonju)                                  |                   | Ongoeul Hall(1F)<br>Lahan Hotel                |   |
| 18:00                        | Gala Dinner by Jeonju                                |                   | Ongoeul Hall(1F)<br>Lahan Hotel                |   |
| <b>Day 3 Sep. 14 (Thur.)</b> |  |                   |  |   |
| 09:30                        | Session III(TPO)                                     |                   | Ongoeul Hall(1F)<br>Lahan Hotel                |   |
| 12:00                        | VIP Luncheon   |                   | Maru Hall(B1F)<br>Lahan Hotel                  |   |
|                              | Luncheon   |                   | The Plate(1F)<br>Kiwa Hall(B1F)<br>Lahan Hotel |   |
| 13:30                        | Breakout Sessions<br>(TPO Regional Meeting)          | Bilateral Meeting | Wadang/<br>Juksae Hall(1F)<br>Lahan Hotel      | Maru Hall(B1F)<br>Lahan Hotel             |
| 16:00                        | Plenary Session                                      |                   | Ongoeul Hall(1F)<br>Lahan Hotel                |   |
| 19:00                        | Farewell Dinner by Jeonju                            |                   | Hanbyeok Culture Center                        |   |
| <b>Day 4 Sep. 15 (Fri.)</b>  |  |                   |  |   |
| 09:50                        | Tour of Jeonju                                       |                   | Jeonju   |   |
| 12:00                        | Luncheon   |                   |  |   |

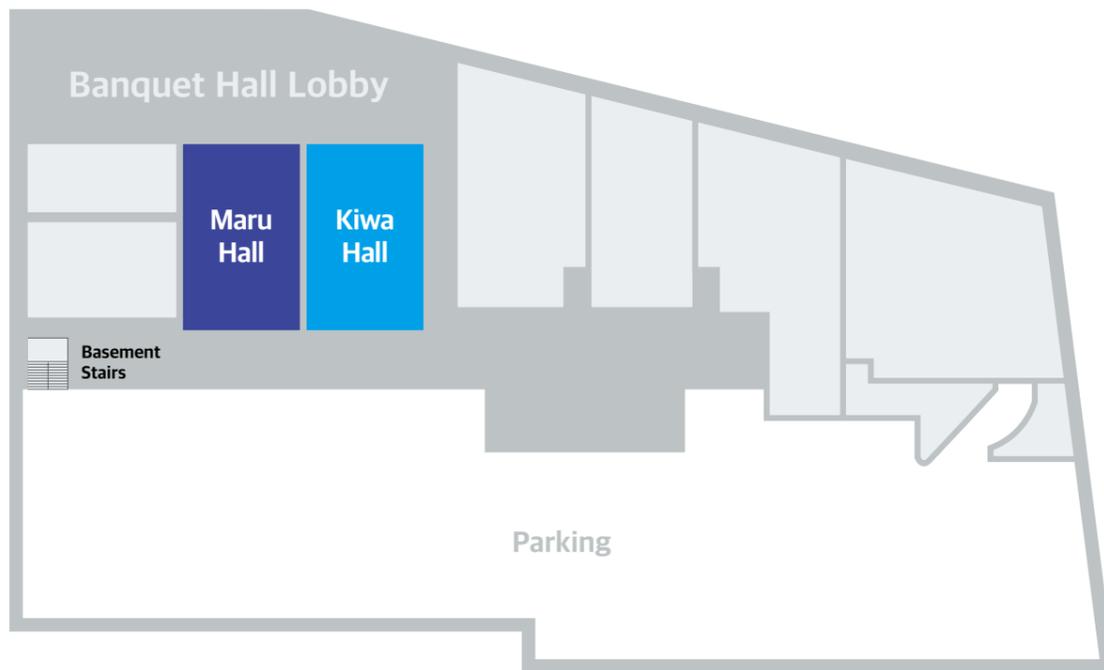
# FLOOR PLAN

11<sup>th</sup> TPO General Assembly  
제11차 아시아태평양도시 관광진흥기구 총회

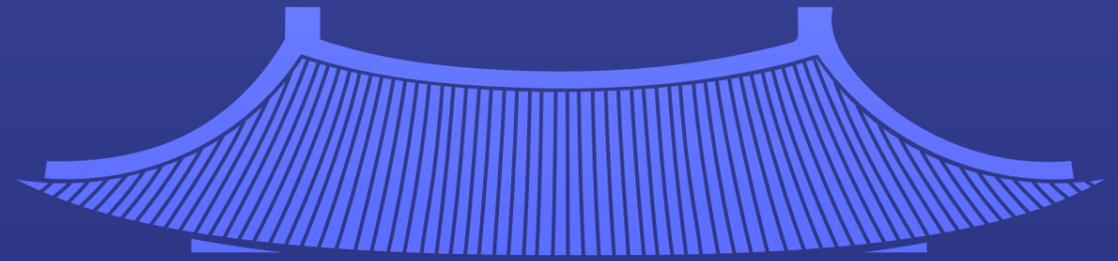
## | Lahan Hotel : Ground floor



## | Lahan Hotel : Basement floor



11<sup>th</sup> TPO General Assembly  
제11차 아시아태평양도시 관광진흥기구 총회



# KEYNOTE SESSION

## SPEAKERS

**Speech 1 : Changes and Innovations in Tourism Leading the Regional Economy: Local Government Leadership**

**Lee Youn-taek** ..... 06  
President of Korea Tourism Policy Research Association  
Emeritus Professor of Hanyang University, Korea

**Speech 2 : Tourism as a sustainable driving force of Local Economic Growth**

**Mario Hardy** ..... 14  
Envoy of Sustainability Tourism Global Center  
(Former CEO of Pacific Asia Travel Association), France

## Keynote Speaker 1

### : Changes and Innovations in Tourism Leading the Regional Economy: Local Government Leadership



Special Speaker 1

### Lee Youn-taek

President of Korea Tourism Policy Research Association  
Emeritus Professor of Hanyang University, Korea

### Career History

Dr. Youn Taek Lee is the president of the Korea Tourism Policy Research Association (TOPA), a research group of tourism policy experts, and serves as an emeritus professor at Hanyang University. He received a doctorate in tourism research from George Washington University in the United States and has since studied tourism policy and international tourism cooperation. He served as the head of the Korea Tourism Institute under the Ministry of Culture and Tourism of Korea, vice chairman of the OECD Tourism Committee, director of the Korea Pacific Economic Cooperation Committee, director of the Korea Tourism Organization, director of Gyeonggi Tourism Organization, and director of the Korea Broadcasting Advertising Corporation. In the private sector, he served as an outside director of Hotel Shilla, Lotte Tourism Development, and Korea United Pharmaceutical. His major books include Tourism Policy, International Tourism Cooperation, Policy Debate, and Tourism Industry in the Era of Globalization.



### Global Tourism Back to 1990 Levels

*" International tourist arrivals fell by 72% over the first ten months of 2020, with restrictions on travel, low consumer confidence and a global struggle to contain the COVID-19 virus, all contributing to the worst year on record in the history of tourism."*

*- World Tourism Organization (UNWTO)*

### New Normal Legacies in Tourism Industry



### The Principles of Sustainable Tourism



### The Unveiling Reality of Mass Tourism

- Overtourism
- Economic polarization
- Economic Leakage Effect
- Seasonality
- Social Conflict
- Environmental Problems

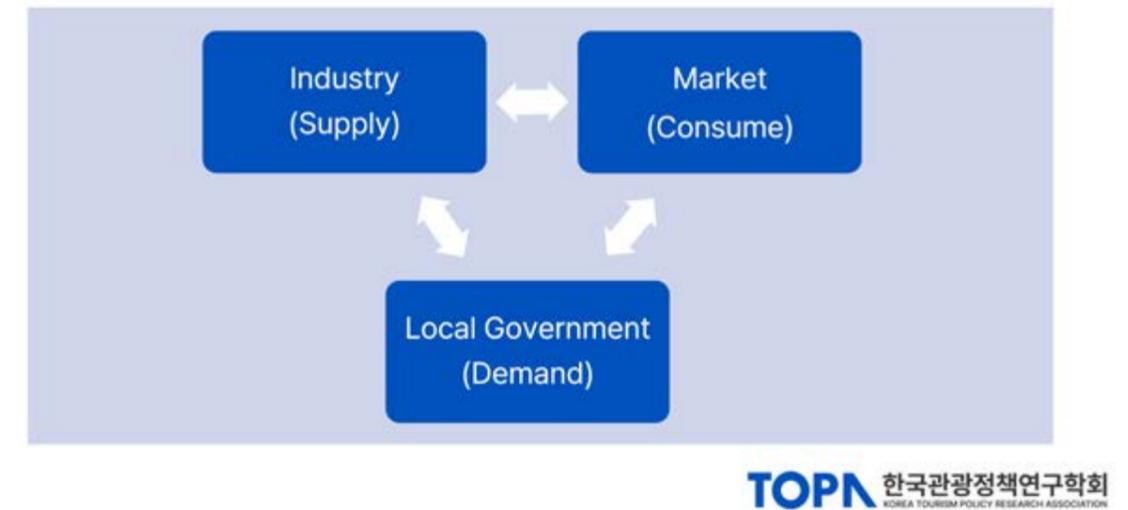
### A Paradigm Shift toward Sustainability



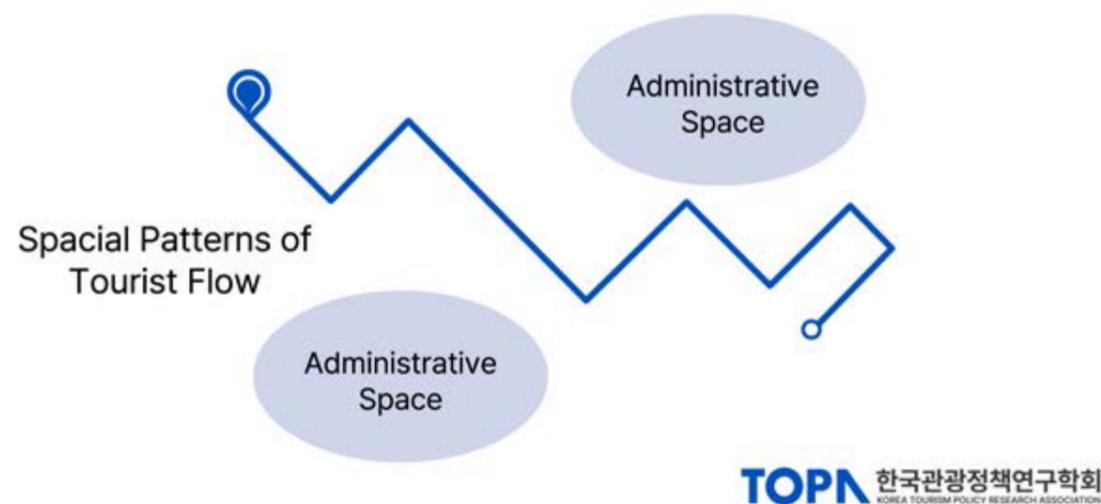
### Supporting the Tourism Industry Ecosystem



### Creating a Tourism Innovation Model



### Reorganizing the Cross-Boundary Spaces for Tourists



" The proposition that tourism leads to regional economic development is not always right. We need to prepare for the future of tourism from an ecological approach based on a sustainable tourism paradigm."



**TOPA**  
한국관광정책연구학회(TOPA)  
Korea Tourism Policy Research Association  
WEB [www.topa.kr](http://www.topa.kr)  
TEL 02-6339-9787  
MAIL [topa\\_kr@naver.com](mailto:topa_kr@naver.com)

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## Keynote Speaker 2

### : Tourism as a sustainable driving force of Local Economic Growth



Special Speaker 2

### Mario Hardy

Envoy of Sustainability Tourism Global Center  
(Former CEO of Pacific Asia Travel Association), France

#### Career History

Dr Hardy is the Managing Director of Private Family Office MAP2 | Ventures, an impact investment fund focusing on sustainable development. Envoy at the Saudi Arabia based Sustainability Tourism Global Center with a mission to decarbonise the tourism sector. A board member of the Global Chamber of Business Leaders and hold several advisory board positions with privately-owned technology companies. He is also the former CEO of the Pacific Asia Travel Association. He has over 35 years of experience in corporate development and investment in technology, coupled with several leadership roles with non-profit organisations.

He received an Honorary Doctorate of Letters from Capilano University in 2016. In 2017, Dr Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a “Global Peace Ambassador” by the International Institute for Peace Through Tourism.





Following are 12 ways Tourism can be a sustainable driver to local economic growth

### 1 - Job Creation

Tourism generates employment opportunities across various sectors such as hospitality, transportation, entertainment and beyond, providing jobs for locals.

It helps foster the development of small businesses and local entrepreneurs stimulating economic activities

### 2 - Infrastructure Development

Tourism often necessitates the improvement of transportation networks, roads, and public facilities, benefiting both tourists and residents

### 3- Diversified Income Streams

Tourism can diversify a region's income sources, reducing vulnerability to economic downturns in other sectors

#### 4 - Real Estate Demand

A thriving tourism industry can boost the demand for real estate, leading to property development and increased property values

#### 6 - Cultural Preservation

Tourism encourages the preservation and promotion of local culture, traditions, and heritage, leading to cultural enrichment and attracting visitors

#### 5 - Seasonal Stabilization

Tourism can help mitigate seasonal fluctuations in other industries by providing year-round economic activity

#### 7 - Local Involvement

Involving local communities in tourism planning and development ensures that economic benefits are distributed more equitably

### 8- Conservation Funding

Revenue from ecotourism can be used to fund conservation efforts and protect natural habitats, promoting environmental sustainability

### 10 - Education and Awareness

Tourism can promote cultural exchange and awareness about environmental issues, fostering a sense of global responsibility

### 9- Sustainable Practices

Encouraging eco-friendly practices in tourism, such as waste reduction, water conservation and energy efficiency, reduces environmental impact

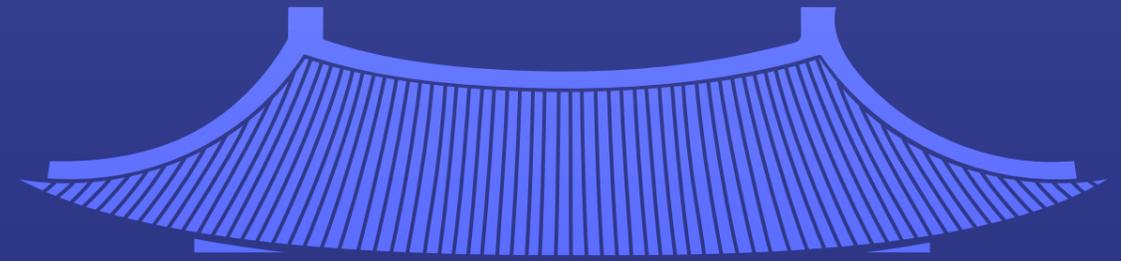
### 11 - Long-Term Planning

Sustainable tourism planning involves considering long-term impacts on the environment, economy, and society, ensuring benefits for future generations



MEMO

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# SESSION I

## 11<sup>th</sup> TPO GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROW  
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

### SPEAKERS

|   |    |
|---|----|
| <b>Speech 1 : Tourism as a driving force of local economic growth</b><br><b>Dr. Zulqarnain Bin Mohamad</b> .....  | 26 |
| Chief Executive Officer / Ipoh Doughnut Economic Center, Malaysia   |    |
| <b>Speech 2 : AI Transformation Tourism</b><br><b>Lee Keon-bok</b> .....  | 42 |
| Developer Lead,<br>Microsoft Korea  |    |
| <b>Speech 3 : Hainan FTP Policies and the Future of Tourism in Sanya</b><br><b>Albert Yip</b> .....   | 50 |
| Director General, Sanya Tourism Board, China  |    |
| <b>Speech 4 : Sustainable Tourism and Carbon Footprint Management:<br/>Balancing Economic Growth and Environmental Responsibility</b><br><b>Lee Mi-soon</b> ..... | 64 |
| Professor, Kyungsung University, Korea  |    |

## Speech 1

### : Tourism as a driving force of local economic growth



Moderator & Speaker 1

## Dr. Zulqarnain Bin Mohamad

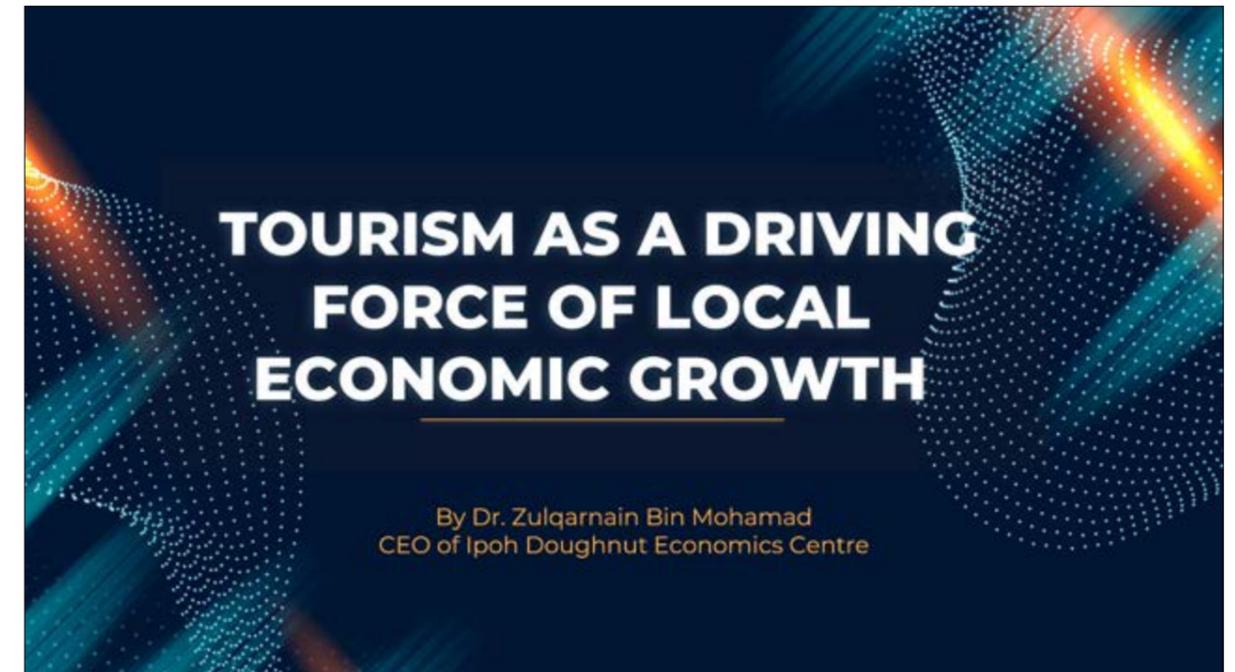
Chief Executive Officer  
Ipoh Doughnut Economic Center, Malaysia

### Career History

Dr. Zulqarnain Mohamad is the CEO of Ipoh Doughnut Economic Centre. He was served the Ipoh City Council as a Town Planner, Planning Director, Special Officer to the Mayor, and Senior Director at Ipoh City Council. In 2019, the Perak State Government appointed Dr. Zulqarnain as the Mayor of Kuala Kangsar Municipal Council until May 3, 2023.

Attended the prestigious Malay College Kuala Kangsar, Dr. Zulqarnain went on to further his studies in the United States. He received his degree from the University of Southwestern Louisiana and master's degree from the Georgia Institute of Technology. He later did his PhD at the International Islamic University of Malaysia.

He has presented several papers internationally, including at the 2014 TPO Forum in Sanya, China. In 2018, he presented a paper at the Asian-Pacific Cities Summit in Fukuoka, Japan and in 2020, he presented a paper at TPO Regional Conference which was held online. His current interests include applications of new concepts such doughnut economics to enhance city dynamics, private-public cooperation in tourism planning, low carbon city framework as a sustainable planning tool, car-free days as a venue for public engagement, and urban heritage as a sustainable tourism product.



### INTRODUCTION

- The term "tourism" refers to the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes.
- In the context of the local economy, tourism refers to the economic activities and interactions that occur when visitors, both from within the region and from other areas, spend money on goods and services within a specific local area or destination.
- In essence, tourism in the local economy involves the inflow of money from tourists, which supports local businesses and services, stimulates economic growth, and can lead to the development and enhancement of the destination's infrastructure and offerings.

## LITERATURE REVIEW

### TOURISM

- Fuster (1971) states that in 1800, *The Shorter Oxford English Dictionary* published for the first time the word 'tourist': 'One who makes a tour or tours, sp.'
- One who does this for recreation; one who travels for pleasure or culture, visiting a number of places for their objects of interest, scenery or the like'.
- In 1811, the word 'tourism' was defined as: 'The theory and practice of touring; travelling for pleasure. According to Haulot (in Fuster, 1971), the word tour comes from the Hebrew and has its origin in the Bible, in the book of Numbers (13:17) and it corresponds to the concept of discovering, trip, recognition and exploration.

– Philosophical Issues in Tourism by John Tribe



### LOCAL ECONOMY

- Several explanations have been proposed in relation to how 'local economy' can be conceptualised as part of a set of dispersed production systems.
- One explanation prominent in both academic and policy debates is that of complementarity, or related variety (Frenken, Van Oort, and Verburg Citation2007; Boschma and Frenken Citation2011). Related variety offers a foundation for defining local economy more sophisticated than historic administrative boundaries or associations, prioritising the interactions between specific firms and regionally situated knowledge institutions (Agrawal & Cockburn, Citation2003; Youtie and Shapira Citation2008).
- This interaction builds 'knowledge domains' (Foray, Citation2009), a defined spatial unit which contains distinctive sets of knowledge, aptitude, behaviour, and professional discourse (Cooke and Morgan Citation1998; Hall and Soskice Citation2001).

– Defining Local Economies Beyond Their Boundaries  
by Jacob Salder

### DRIVING FORCE OF LOCAL ECONOMIC GROWTH IN TOURISM

Tourism can indeed be a significant driving force for local economic growth in many regions. It has the potential to bring various positive impacts to a local economy, including job creation, increased revenue, improved infrastructure, and enhanced cultural exchange.

## Job Creation

The tourism industry encompasses a wide range of sectors, including accommodation, restaurants, transportation, entertainment, and more. As a result, it creates a diverse array of job opportunities, from hotel staff and tour guides to artisans and transportation operators. This can help reduce unemployment rates and provide income-generating opportunities for local residents.

## Infrastructure Development

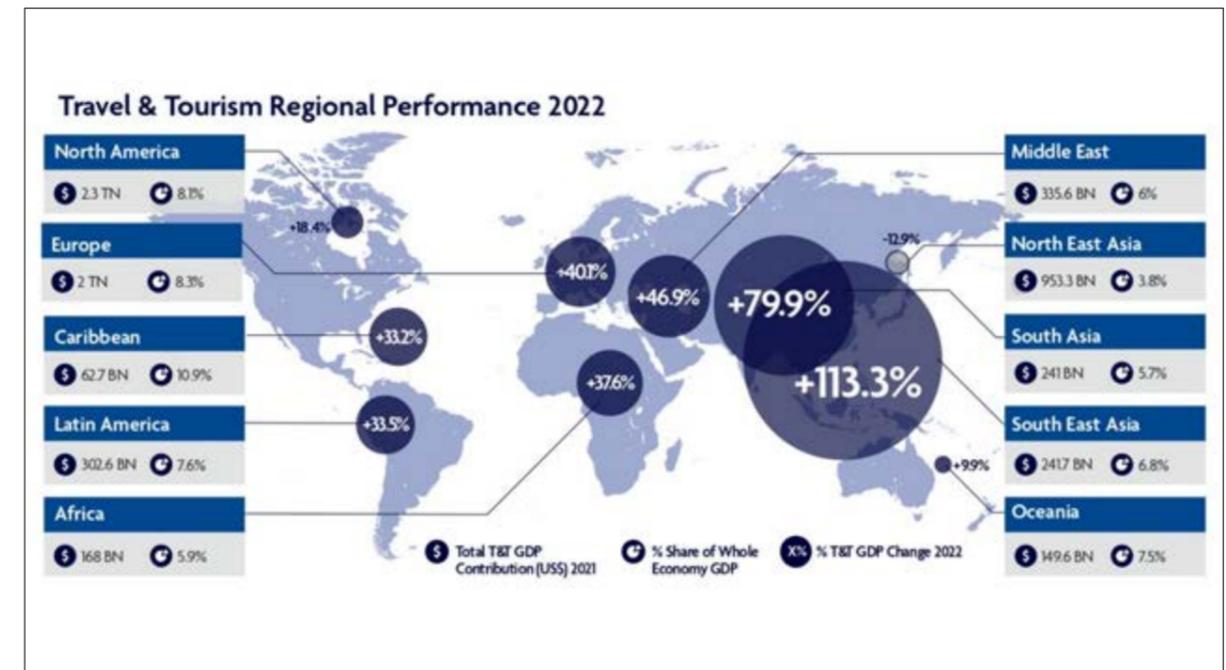
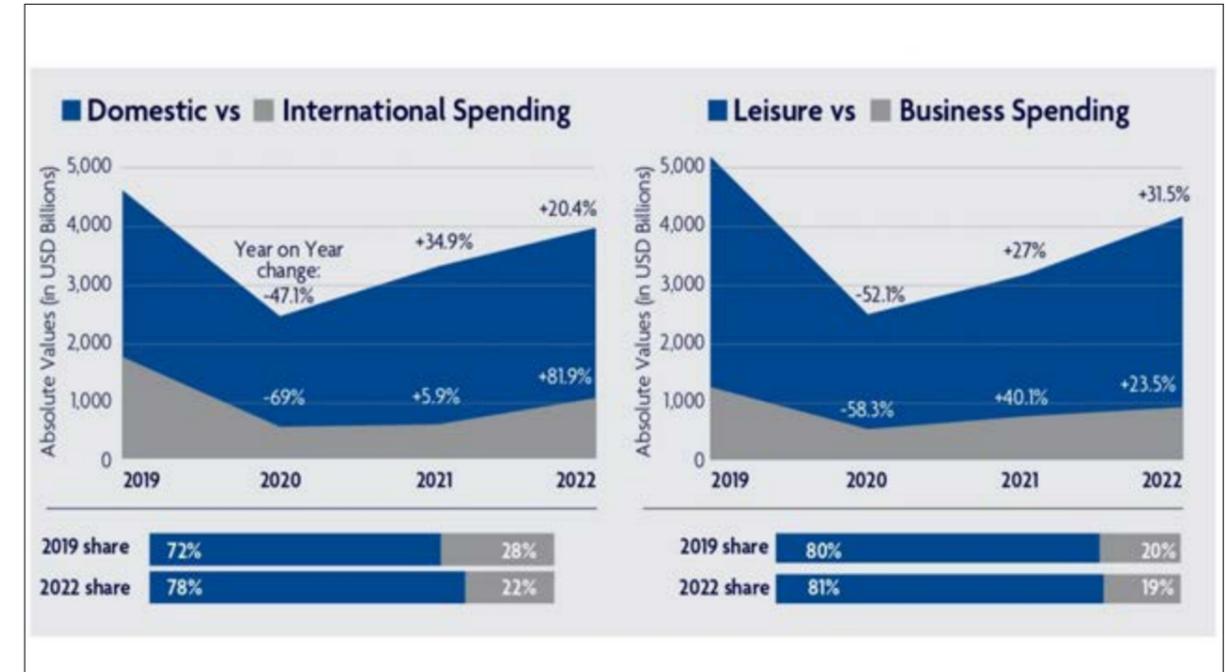
To cater to the needs of tourists, destinations often need to develop or improve their infrastructure, including roads, airports, public transportation, and utilities. These improvements benefit both tourists and locals by enhancing overall quality of life and making the region more accessible and attractive.

## Increase Revenue

Tourism can infuse significant amounts of money into the local economy through various channels. Tourists spend money on accommodations, dining, shopping, transportation, and attractions, contributing to local businesses and generating tax revenue for the government. This revenue can be reinvested in the community to fund public services, infrastructure, and development projects.

## Cultural Preservation and Exchange

Tourists often seek authentic cultural experiences, leading to the preservation and promotion of local traditions, arts, crafts, and heritage. This not only adds value to the local culture but also creates opportunities for cultural exchange and understanding between tourists and locals.



A CLOSER LOOK

G20 Countries: Select Travel & Tourism Indicators

|                  | T&T contribution to GDP 2022 (US\$ BN) | T&T % of GDP 2022 | T&T GDP change 2022 (% YOY) | Share of Total T&T Spending 2022 |               | T&T Spending Change 2022 (% year on year) |               |
|------------------|--|-------------------|-----------------------------|----------------------------------|---------------|---|---------------|
|                  |  |                   |                             | Domestic                         | International | Domestic                                  | International |
| 1 United States  | 2,018.3                                | 7.9%              | 16.9%                       | 91.1%                            | 8.9%          | 12.8%                                     | 158.2%        |
| 2 China          | 582.8                                  | 3.3%              | -29.5%                      | 90.9%                            | 9.1%          | -33.1%                                    | -8.5%         |
| 3 Germany        | 353.1                                  | 8.8%              | 43.4%                       | 90.9%                            | 9.1%          | 49.7%                                     | 60.9%         |
| 4 United Kingdom | 290.8                                  | 9.5%              | 65.2%                       | 84.7%                            | 15.3%         | 55.1%                                     | 307.0%        |
| 5 Japan          | 257.3                                  | 6.2%              | 50.5%                       | 98.6%                            | 1.4%          | 61.6%                                     | -31.3%        |
| 6 France         | 225.7                                  | 8.2%              | 36.9%                       | 68.1%                            | 31.9%         | 26.7%                                     | 75.9%         |
| 7 Mexico         | 214.6                                  | 14.7%             | 23.0%                       | 84.8%                            | 15.2%         | 22.2%                                     | 31.2%         |
| 8 Italy          | 202.7                                  | 10.2%             | 33.4%                       | 77.7%                            | 22.3%         | 19.6%                                     | 99.3%         |
| 9 India          | 199.6                                  | 5.9%              | 89.2%                       | 88.4%                            | 11.6%         | 85.5%                                     | 125.1%        |
| 10 Spain*        | 186.6                                  | 13.6%             | 44.7%                       | 46.6%                            | 53.4%         | 9.2%                                      | 122.6%        |
| 11 Brazil        | 140.9                                  | 7.6%              | 22.7%                       | 95.1%                            | 4.9%          | 25.0%                                     | 50.5%         |
| 12 Australia     | 115.5                                  | 6.9%              | 8.6%                        | 95.7%                            | 4.3%          | 12.9%                                     | 29.9%         |
| 13 Canada        | 106.2                                  | 5.0%              | 41.4%                       | 78.4%                            | 21.6%         | 45.1%                                     | 63.7%         |
| 14 Türkiye       | 102.5                                  | 11.5%             | 50.5%                       | 31.3%                            | 68.7%         | 39.0%                                     | 64.8%         |
| 15 Saudi Arabia  | 85.0                                   | 8.4%              | 58.2%                       | 48.6%                            | 51.4%         | 38.8%                                     | 526.1%        |
| 16 Russia        | 75.0                                   | 3.6%              | -1.8%                       | 87.6%                            | 12.4%         | 1.0%                                      | -2.7%         |
| 17 South Korea   | 59.4                                   | 3.6%              | 30.0%                       | 66.3%                            | 33.7%         | 33.3%                                     | 47.6%         |
| 18 Indonesia     | 52.0                                   | 3.9%              | 59.0%                       | 74.3%                            | 25.7%         | 50.0%                                     | 1125.3%       |
| 19 Argentina     | 50.0                                   | 8.0%              | 39.0%                       | 90.3%                            | 9.7%          | 31.2%                                     | 898.6%        |
| 20 South Africa  | 25.8                                   | 6.3%              | 48.7%                       | 76.9%                            | 23.1%         | 37.6%                                     | 166.8%        |

\* Spain is included here as it is invited to G20 events as a permanent guest



LARGEST T&T ECONOMIES - 2022 VS. 2019 RANKINGS

Total contribution to GDP 2022:  
(US\$, real 2022 prices and exchange rates, billions)

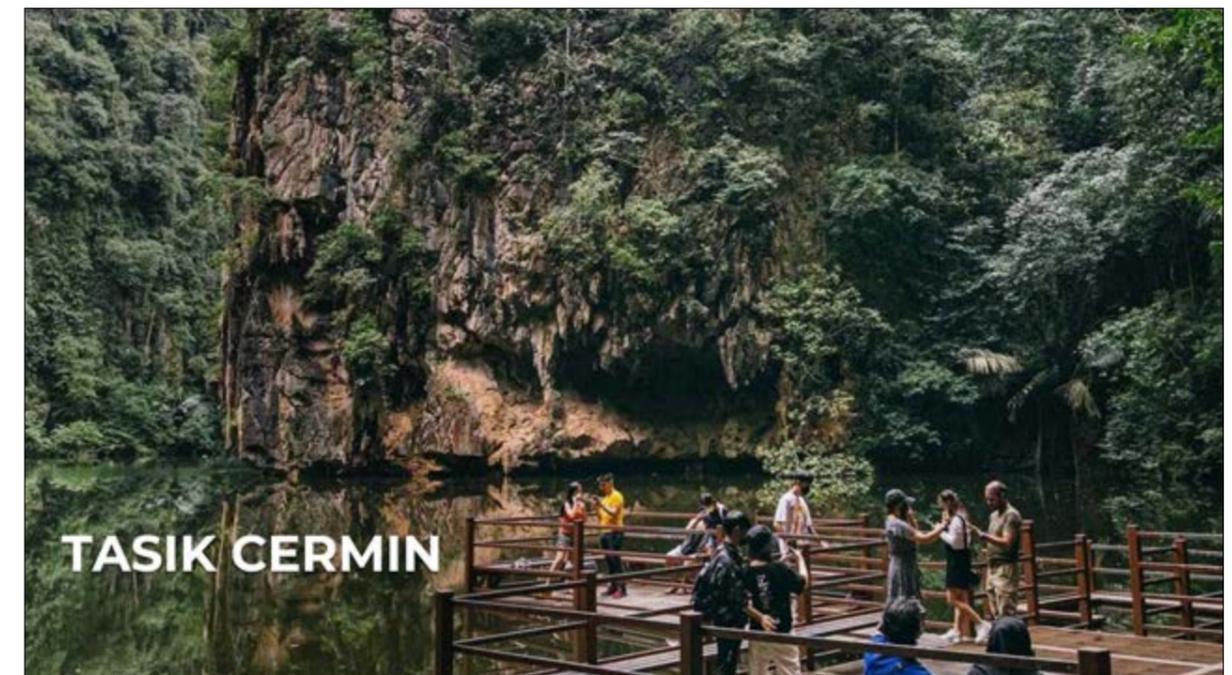
|                  |         |
|------------------|---------|
| 1 United States  | 2,018.3 |
| 2 China          | 582.8   |
| 3 Germany        | 353.1   |
| 4 United Kingdom | 290.8   |
| 5 Japan          | 257.3   |
| 6 France         | 225.7   |
| 7 Mexico         | 214.6   |
| 8 Italy          | 202.7   |
| 9 India          | 199.6   |
| 10 Spain         | 186.6   |
| 11 Brazil        | 140.9   |
| 12 Australia     | 115.5   |
| 13 Iran          | 108.2   |
| 14 Canada        | 106.2   |
| 15 Türkiye       | 102.5   |
| 16 Netherlands   | 92.4    |
| 17 Saudi Arabia  | 85.0    |
| 18 Russia        | 75.0    |
| 19 Philippines   | 69.3    |
| 20 South Korea   | 59.4    |

Total contribution to GDP 2019:  
(US\$, real 2022 prices and exchange rates, billions)

|                  |         |
|------------------|---------|
| 1 United States  | 2,172.4 |
| 2 China          | 1,824.1 |
| 3 Germany        | 390.4   |
| 4 Japan          | 306.5   |
| 5 United Kingdom | 304.8   |
| 6 France         | 228.9   |
| 7 Mexico         | 219.2   |
| 8 India          | 217.3   |
| 9 Italy          | 209.1   |
| 10 Spain         | 196.0   |
| 11 Australia     | 144.9   |
| 12 Brazil        | 138.8   |
| 13 Canada        | 133.6   |
| 14 Iran          | 119.0   |
| 15 Russia        | 104.8   |
| 16 Netherlands   | 101.0   |
| 17 Thailand      | 95.8    |
| 18 Philippines   | 88.0    |
| 19 Saudi Arabia  | 88.0    |
| 20 Türkiye       | 86.3    |

\* Lebanon is excluded from the rankings due to its high economic and exchange rate volatility

1 The data includes the direct, indirect, and induced impact of Travel & Tourism. Source: WTTC and Oxford Economics. All values are in constant 2022 prices & exchange rates, as reported in March 2023.  
2 Where countries or regions have implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known).  
3 WTTC Forecast Annual Growth Rate







## CONCLUSION

In conclusion, the symbiotic relationship between tourism and local economic growth is a dynamic phenomenon that has been proven to bring about substantial benefits to communities and regions worldwide. As we've explored, tourism serves as a driving force that propels local economies forward, fostering a range of positive impacts that extend far beyond the boundaries of mere leisure and recreation.



THANK YOU



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## Speech 2 : AI Transformation Tourism



Speaker 2

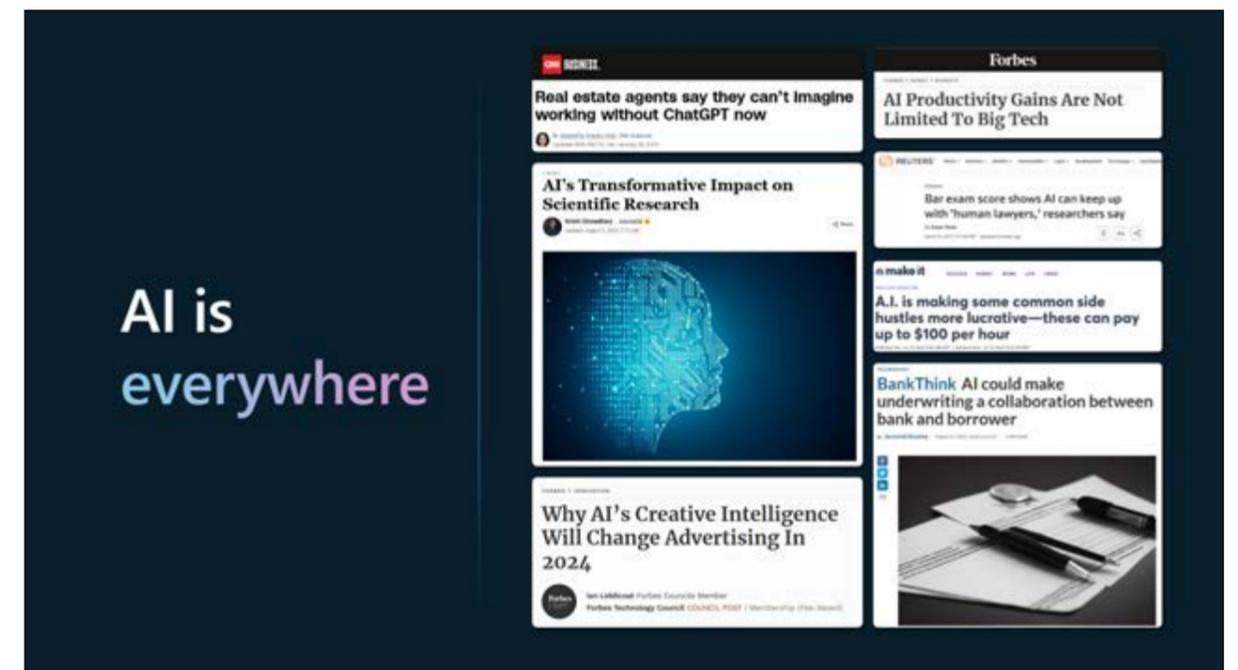
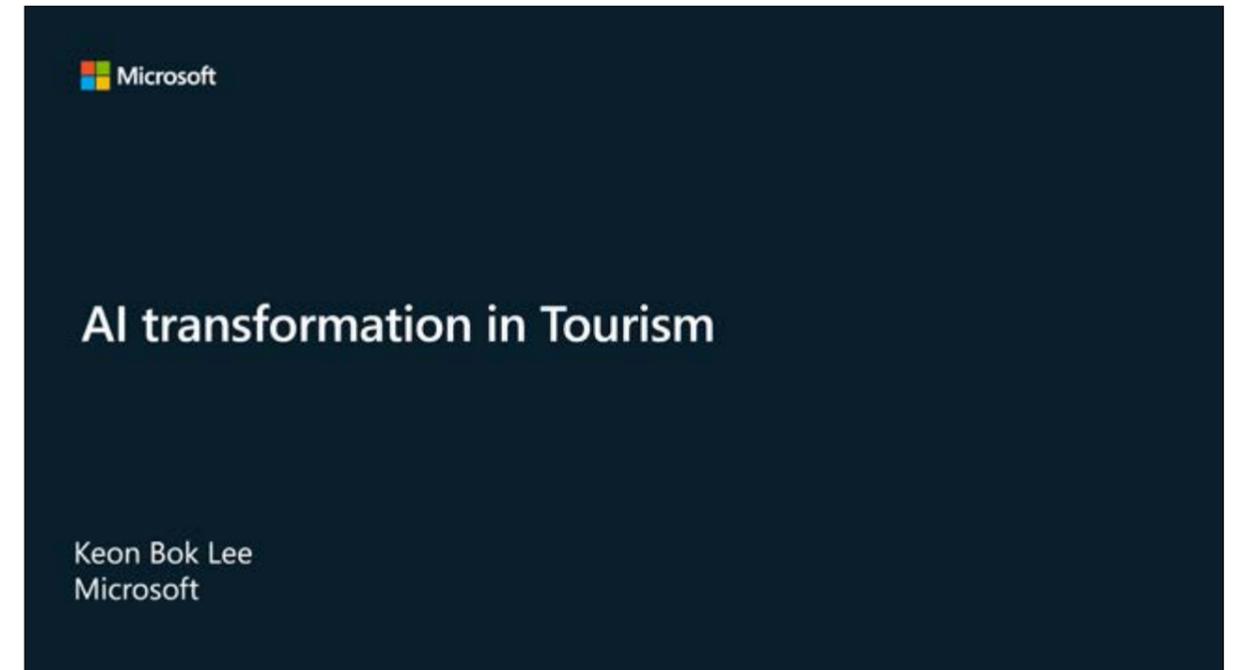
### Lee Keon-bok

Developer Lead,  
Microsoft Korea

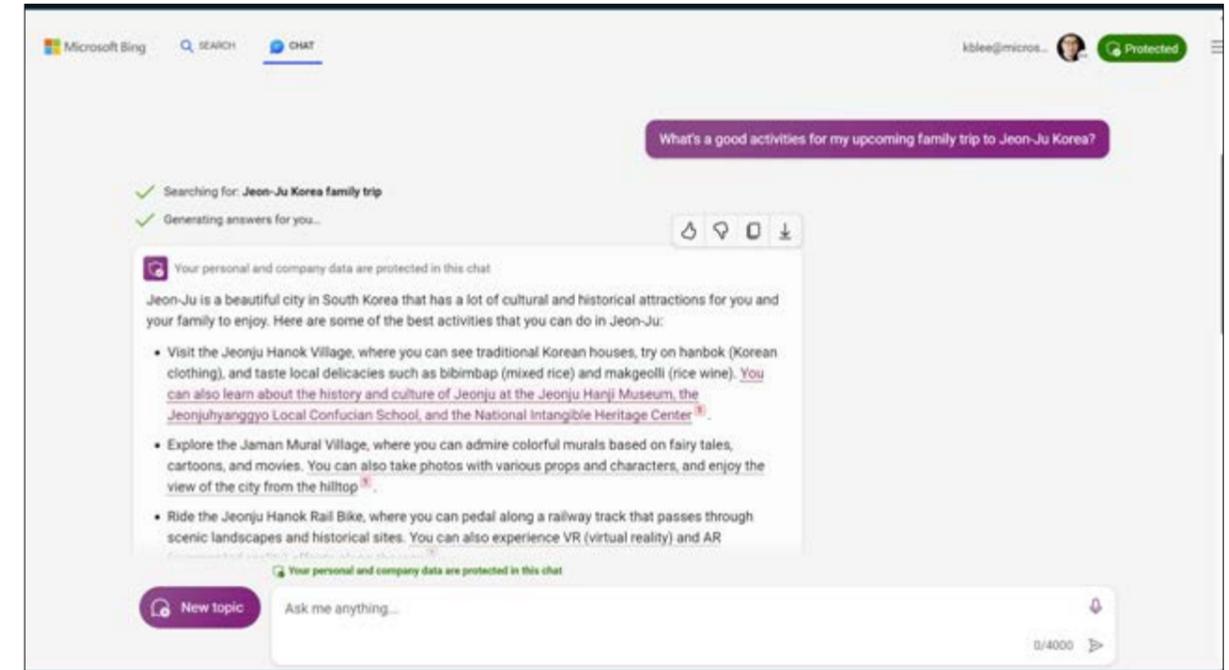
### Career History

|                  |  |
|------------------|--|
| 2018.1 - present | Microsoft Solution Business (Dev Lead - Managing Director) |
| 2017.8 - 2018.1  | Microsoft, National Technology Officer (CTO)               |
| 2012.10 - 2017.7 | Microsoft, ISV Team Lead                                   |
| 2007.7 - 2012.9  | CEO of .NETXPRT  |
| 1997.7 - 2007.6  | Program Manager, Microsoft Corp                            |
| 1996.1 - 1997.6  | S/W Developer, Daelim INS (DL Group)                       |

Keon Bok Lee, who is leads of for Azure Developer and AI solution at Microsoft. He is responsible for driving the go-to-market strategy and execution for Azure AI services, IoT devices, and edge computing. He has over 20 years of experience in the technology industry, working in various roles such as engineering, product management, business development, and marketing. He is passionate about empowering customers and partners to build innovative AI solutions that can transform their businesses and industries.



## What can AI do for you?



## What can AI do for Travel business?

Increase customer satisfaction

AI assistance for Travel Agent

Data Analytics and Prediction

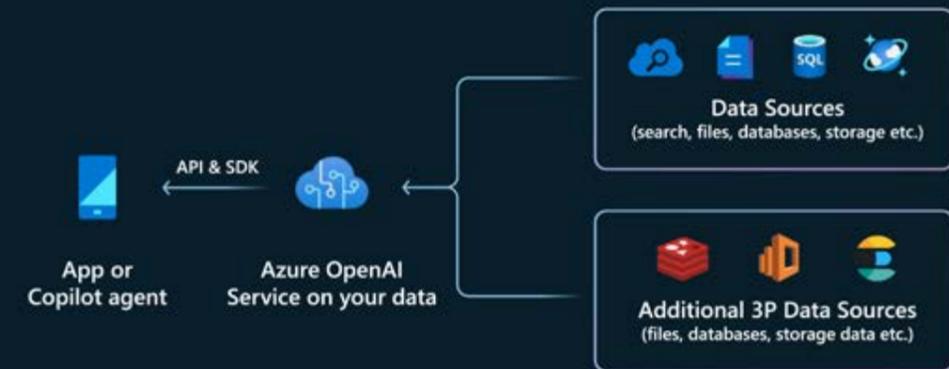
**87%** of organizations believe AI will give them a competitive edge

Source: MIT Sloan Management Review

## What travel seller want from AI



## Building intelligent apps on your data



## Top use cases for

### Generative AI

- ChatGPT**  
Better knowledge & information mining
- Intelligent Call Centers**  
Better analytics and service
- Build your own copilot**  
Your data. Your apps. Your people
- Content Generation**  
New products and services
- Hyper-personalization**  
Better sales and marketing

## Microsoft's Responsible AI principles



AI will reinvent every industry

Thank you

The opportunity is yours to  
lead the AI transformation

## Speech 3

### : Hainan FTP Policies and the Future of Tourism in Sanya



Speaker 3

## Albert Yip

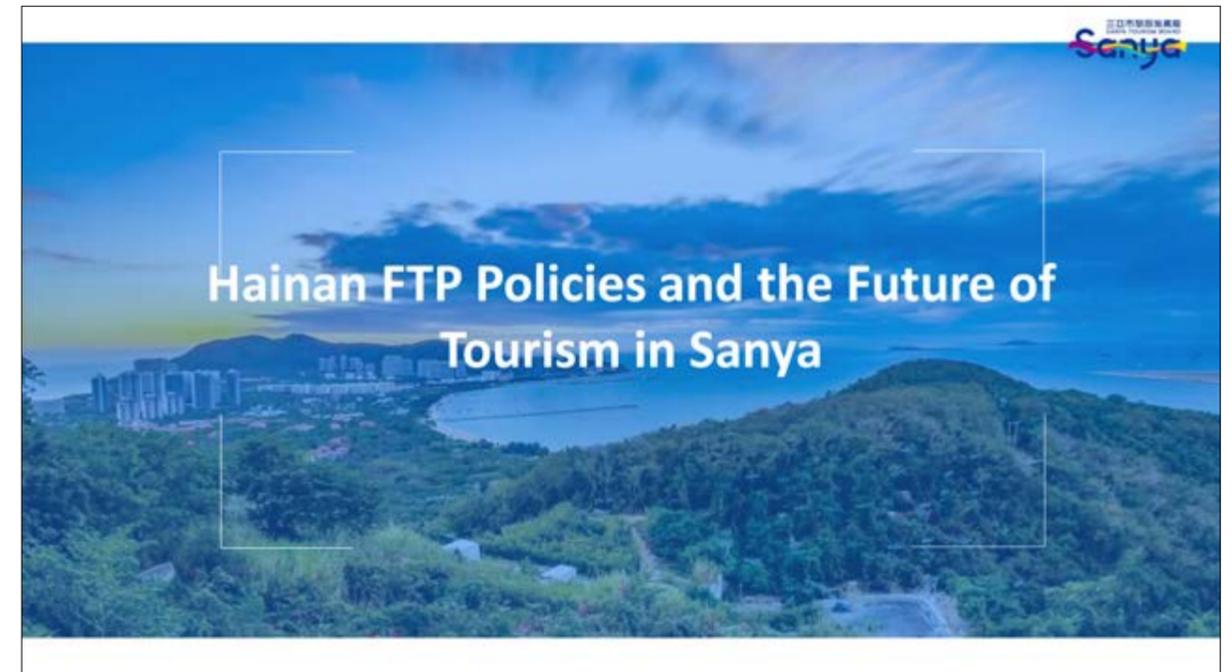
Director General  
Sanya Tourism Board, China

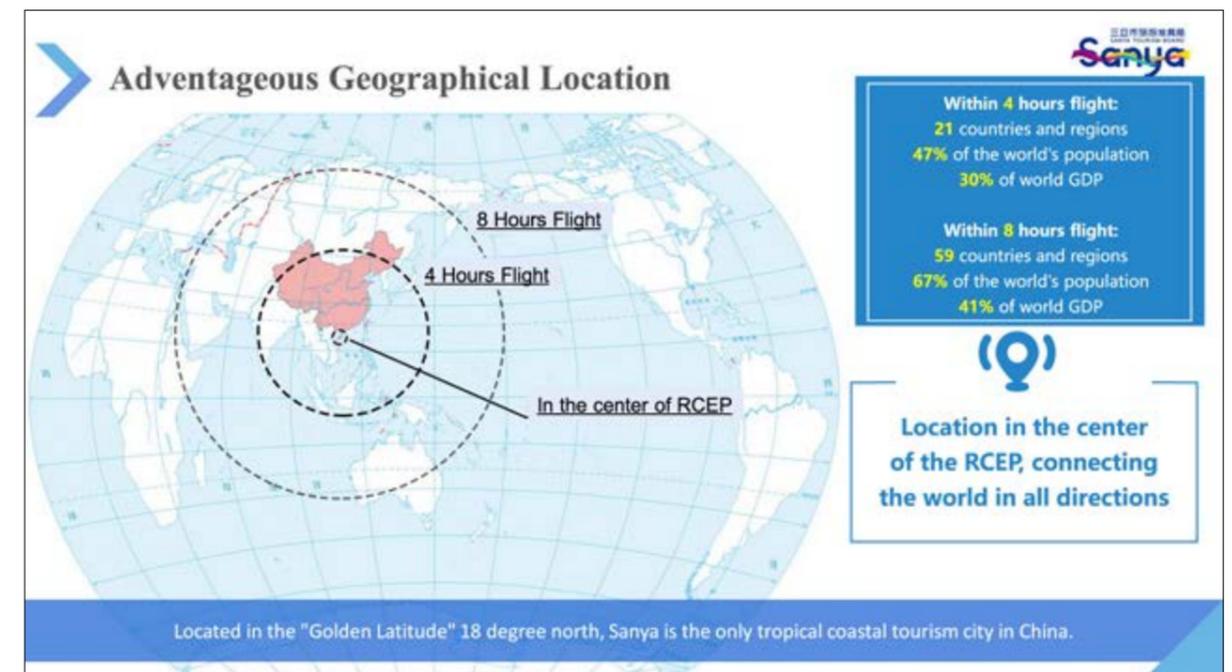
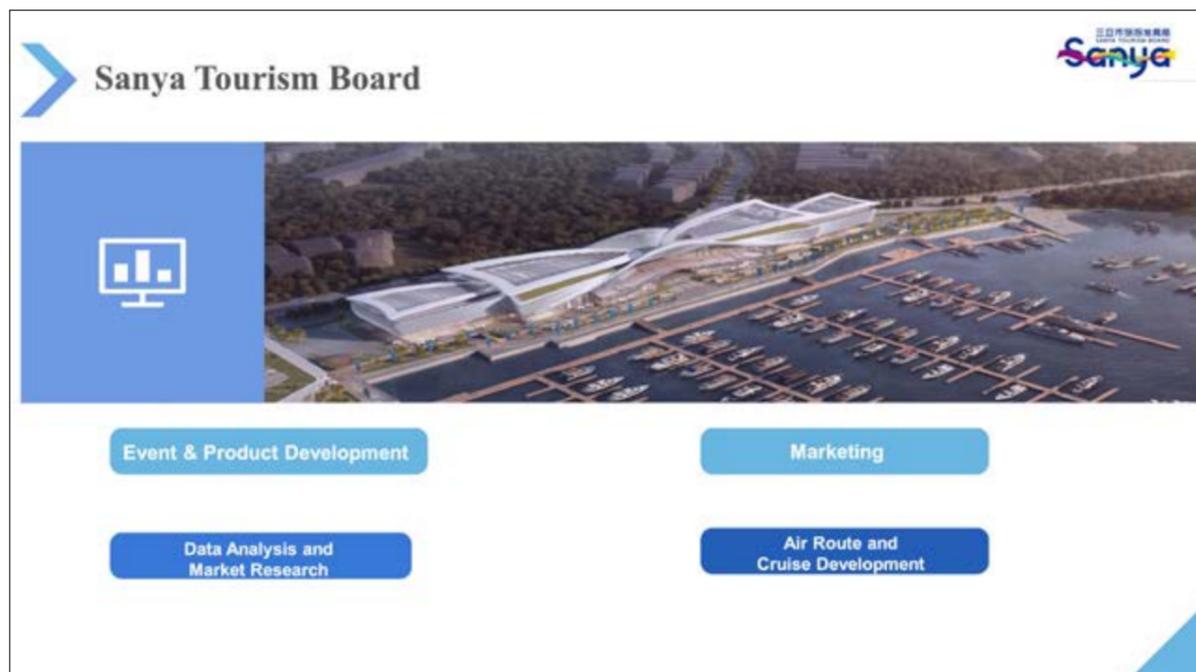
### Career History

|                |   |
|----------------|---|
| 2021 - Present | Director General, Sanya Tourism Board                     |
| 2017 - 2021    | Chief Executive Officer, Aero Link                        |
| 2013 - 2016    | General Manager, Wing Hing Group                          |
| 2011 - 2013    | Business Development Officer, Sino Jet Management Limited |

Mr. Yip was born and raised in a business family and graduated from the UK with degrees in biochemistry and English law. During his time in the family business, he came across the fields of business aviation, property development, F&B, and investment. Mr. Yip has comprehensive insights and comes up with innovative ideas concerning the development of tourism and related industries.

In October 2021, Mr. Yip joined the Sanya Municipal Government and became the Director General of the Sanya Tourism Board with the mission to promote Sanya. Mr. Yip is the first non-local mainland Chinese to become a legal representative of a statutory body in mainland China, and this is one of the significant innovation steps under the framework of the Hainan FTP. Mr. Yip's aviation field background facilitates the opening of new direct flights to Sanya from all over the world. Under Mr. Yip's leadership, the Sanya Tourism Board expanded the scope of its responsibilities, focusing on the organization of large-scale international events and the introduction of world-famous brands to Sanya, thus attracting high-end tourists to the city.





### VISA free for 59 countries

- Hold a valid passport from one of the 59 visa-free countries.
- Arrive directly to Hainan via overseas.
- Fill in the entry application as required at Hainan's opening-up ports.
- Enjoy 30-day visa-free stay in Hainan after entry.

### Tourism Resources Highlights

1. Yalong Bay Golf Club
2. Luhuitou Golf Club
3. Haitang Bay Peninsula Golf Club
4. Dragon Valley Golf Club

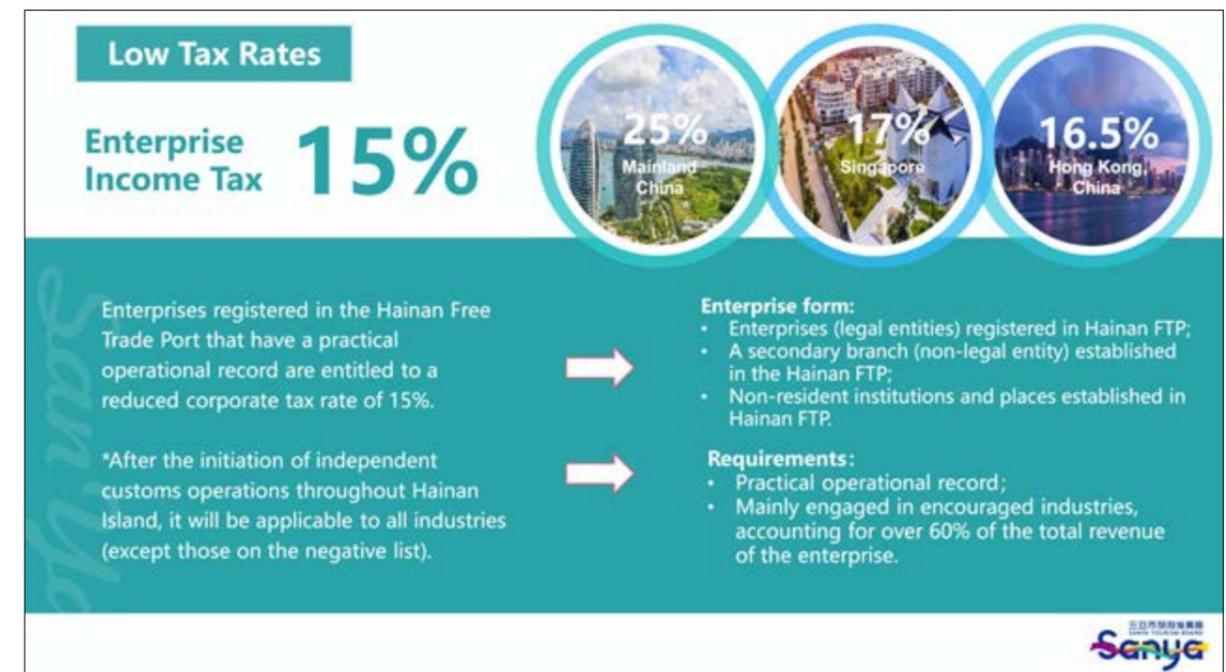
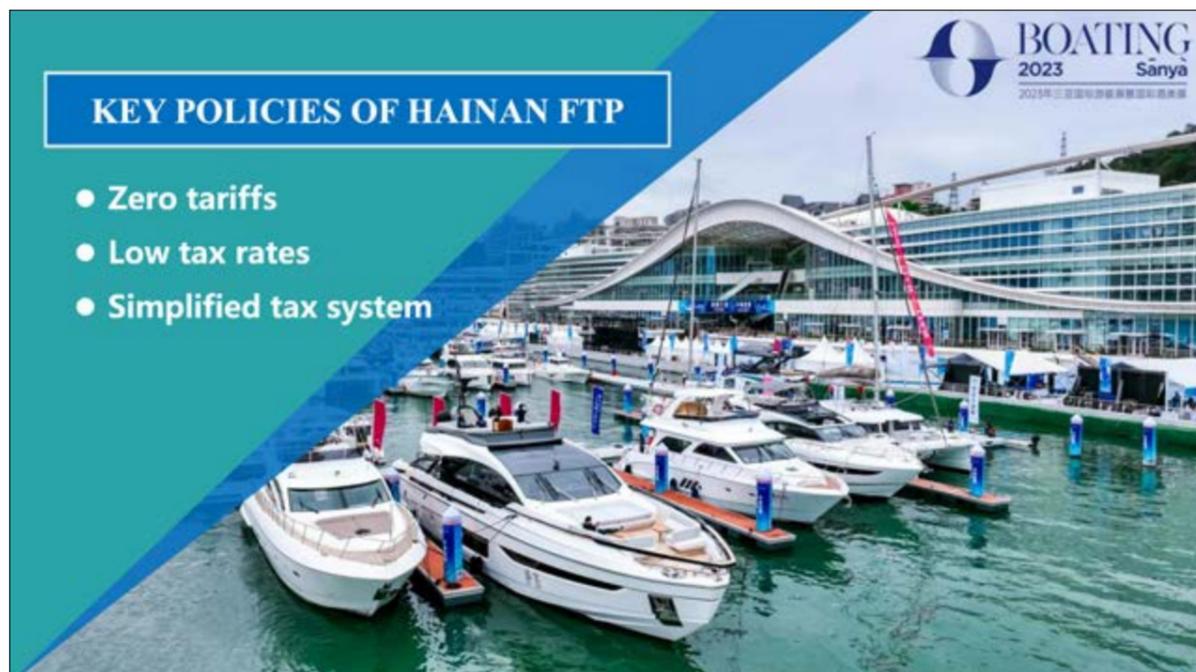
### Sanya Resources

**20 million+**  
Overnight visitors

- Coastline: 263 km
- 300 sunny days per year
- Average temperature: 25.7°C
- Land area: 1921 km<sup>2</sup>
- Massive International Brand Hotels and Resorts Cluster
- Duty-free Shopping Paradise

### Sanya Yacht Industry Data

- 1249 registered yachts TOP 1 in China
- 82.54% (Hainan Province)
- 93.99% (Number of yachts going to sea in 2022)
- 90.39% (Yacht tourists received)



**Low Tax Rates**

Personal Income Tax **15%**

| Region           | Personal Income Tax Rate |
|------------------|--------------------------|
| Mainland China   | 45%                      |
| Singapore        | 22%                      |
| Hong Kong, China | 15-17%                   |

**“Notice on the Individual Income Tax Policy for High-end Talents in Hainan Free Trade Port”**

High-end talents and highly-demanded talents employed in Hainan FTP are entitled to the personal income tax rate of 15 %.

*Sanya*

**04 / Sanya Highlights**

**Liberalization and Facilitation**

- Trade
- Investment
- Cross-border capital flow
- People access
- Transportation

**Create an International Tourist Destination**

Develop the economy of:

- First launches
- First shows
- First exhibitions
- First stores

### MICE Events

Hainan International Exhibition and Auction of Cultural Relics and Artworks

2023 Strawberry Music Festival

Hainan International Film Festival

2023 Boating Sanya  
2023 Sanya International Wine & Spirits Fair

### Upcoming Large-scale Events in Sanya

AJGA (September, 2023)  
2023 China Mermaid Competition  
Atlantis Round (September, 2023)  
China Night Economy Forum (October, 2023)  
China National Sports Meeting for  
Minority Ethnic Groups (November, 2023)  
Sanya China Chic Carnival (December, 2023)  
...

### Dior Pop-up Store at Sanya EDITION

### Business Development

Hainan FTP Presentation

Emperor Group

Hong Kong Singapore Business Association

Sotheby's

Swire Properties

Scoot Airlines

**Sanya Development Strategies**

Adjust tourist structure



Adjust off- and peak seasons



Extend average stay of tourists



Increase per capita expenses



**Sanya**

**Thank you and wish to see you in Sanya**



**Sanya**

MEMO

A large rectangular area with horizontal dashed lines for taking notes.

## Speech 4

### : Sustainable Tourism and Carbon Footprint Management: Balancing Economic Growth and Environmental Responsibility



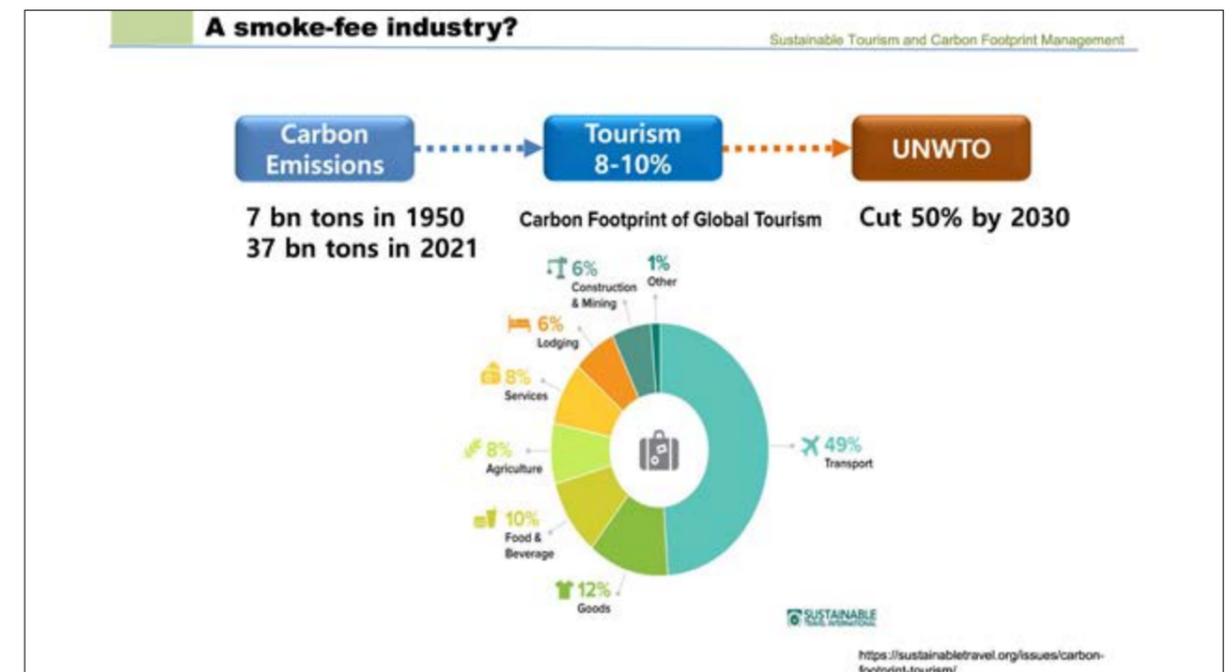
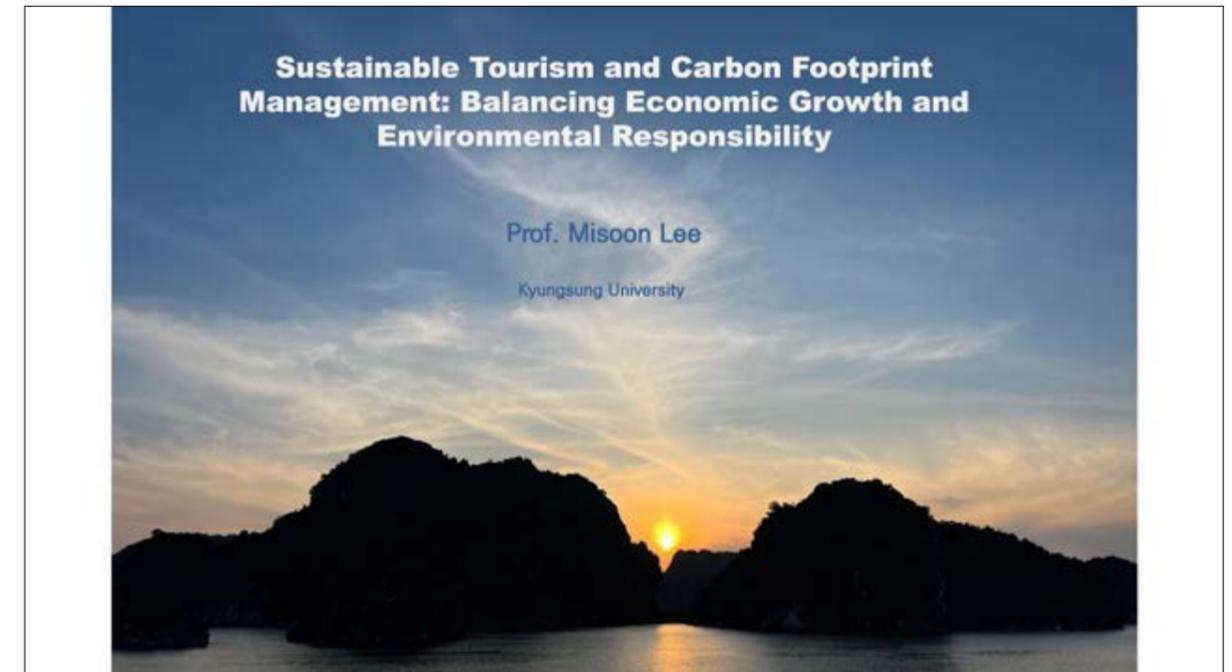
Speaker 4

## Lee Mi-soon

Professor  
Kyungsoong University, Korea

### Career History

|                  |  |
|------------------|--|
| 2023.2 – Now     | Consultant, Busan Culture & Tourism Festival Organizing Committee    |
| 2023.2 – Now     | Vice Chairman, Korea Academic Society of Tourism and Leisure         |
| 2012 – 2014      | Secretary General, APTA(Asia Pacific Tourism Association)            |
| 2005.3 – Now     | Professor, Hospitality and Tourism Management, Kyungsoong University |
| 1998.9 – 2000.9  | Instructor, HTMi (Hotel and Tourism Management Institution)          |
| 1998.9 – 1999.12 | Researcher, WTTC(World Travel and Tourism Council)                   |



### 1. What is sustainability in tourism?

Sustainable Tourism and Carbon Footprint Management

The World Tourism Organization defines sustainable tourism as

"tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."



tourism-driven growth **should not be achieved** at the expense of the well-being of people and the planet

### 2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Asia?

Boracay was shut down for 6 months to be rehabilitated in 2018



Maya Bay was closed to restore pristine beach and destructed coral



Bali is suffering from over crowded tourists and environmental damage  
Resulted to impose a \$10 tourist tax on foreign visitors



### 2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

ASEAN is a beloved tourist destination from all over the world.

In 2019 (before Covid-19), 133 million tourists visited ASEAN  
(7% increased compare to 2018)



WTO estimates 152 million by 2025



187 million by 2030

### 2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Europe?



2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Europe?

- Venice is locked in a love-hate relationship with its tourists

(tourists outnumber residents in Venice 140 to 1, with peak days seeing cruise ships dropping upward of 44,000 onto the city's narrow, cobbled streets.)



2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

What is happening now in Korea?

“Please support us not coming to our village. We’re suffering from tourists” (from Bukchon Hanok Village residents)



17.8% of residents moved out from Hanok Village in 2018 compared to 2017.

2. Why it is important?

Sustainable Tourism and Carbon Footprint Management

- How tourism is killing Barcelona (essay from the guardian)



The saddest thing about all this is the city is rapidly losing its identity and becoming like everywhere else. A new word has been coined to describe this apparently unstoppable process: *parquetematización* – the act of becoming a theme park. Barcelona has become an imitation of itself  
(<https://www.theguardian.com/travel/2018/aug/30/why-tourism-is-killing-barcelona-overtourism-photo-essay>)

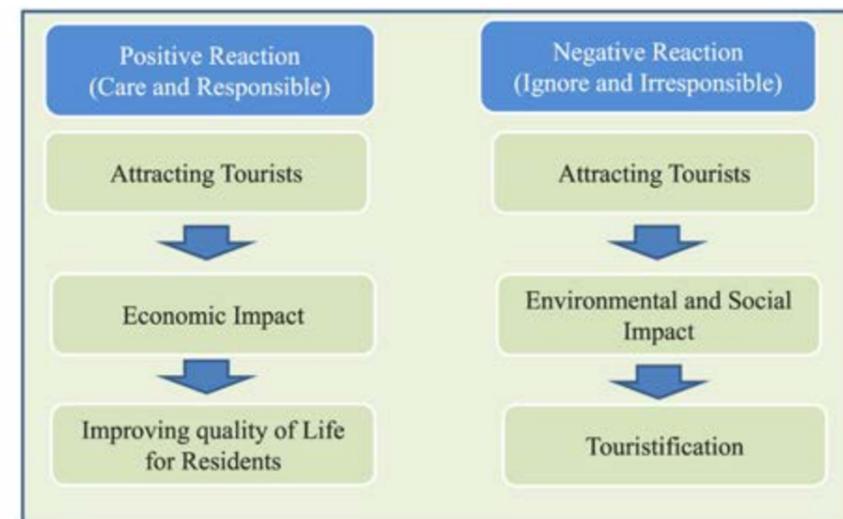


The beach district of Barceloneta has become a virtual no-go zone for local residents

3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

Overtourism? or Overreacted?



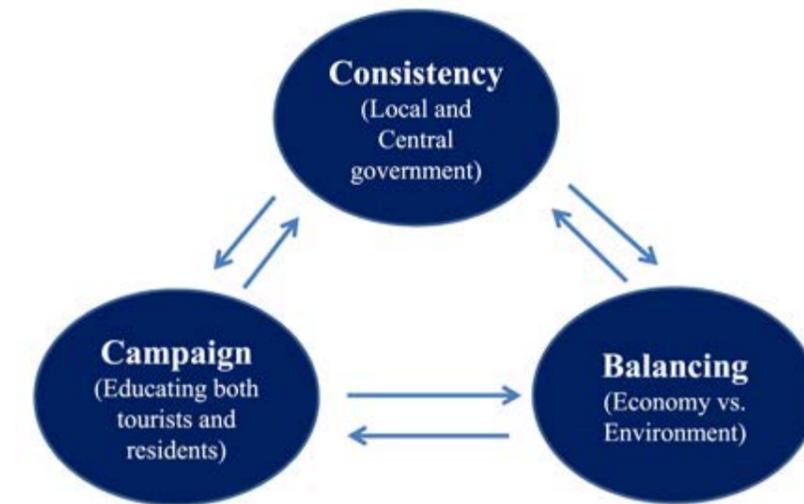
### 3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

| ProE Behavior   | At Home | At Destination        |           | χ <sup>2</sup> |
|---|---------|-----------------------|-----------|----------------|
|   |         | No                    | Yes       |                |
| I turned down the AC and heat as much as possible to save energy.   | No      | 14 (0.9) <sup>b</sup> | 7 (-0.9)  | 1.96           |
|   | Yes     | 66 (-0.4)             | 65 (0.4)  |                |
| I ate local cuisine and shop at local stores to support the destination community.                        | No      | 11 (2.6)              | 16 (-1.3) | 9.98**         |
|   | Yes     | 18 (-1.2)             | 107 (0.6) |                |
| I reduced food waste.   | No      | 22 (2.3)              | 6 (-2.2)  | 12.83**        |
|   | Yes     | 51 (-1.1)             | 73 (1.1)  |                |
| I stayed at an eco-friendly hotel.  | No      | 82 (0.9)              | 8 (-1.4)  | 10.51**        |
|   | Yes     | 44 (-1.0)             | 18 (2.3)  |                |
| I minimized my carbon footprint whenever possible.  | No      | 45 (2.1)              | 3 (-3.1)  | 19.99**        |
|   | Yes     | 60 (-1.4)             | 44 (2.1)  |                |
| I participated in behaviors supporting the destination's sustainable environment efforts.                 | No      | 29 (1.5)              | 10 (-1.7) | 6.75**         |
|   | Yes     | 57 (-0.9)             | 56 (1.0)  |                |
| I requested my travel documents and receipts be sent to me electronically rather than printed and mailed. | No      | 24 (3.7)              | 0 (-3.5)  | 30.84**        |
|   | Yes     | 49 (-1.6)             | 79 (1.5)  |                |

### 4. What are the government needs to do?

Sustainable Tourism and Carbon Footprint Management



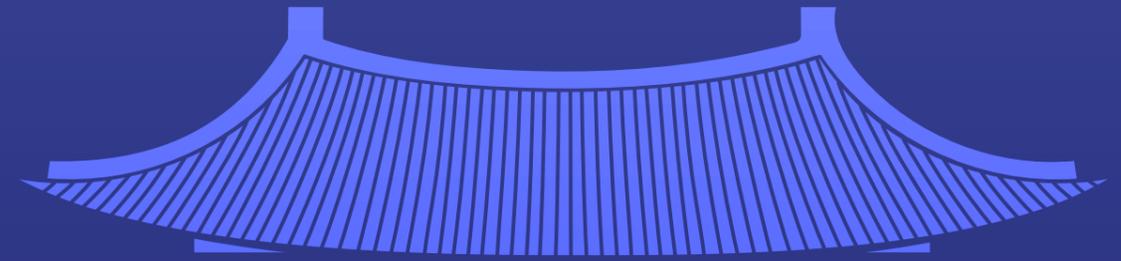
### 3. What things we need to do?

Sustainable Tourism and Carbon Footprint Management

|  |     |                      |                       |         |
|--|-----|----------------------|-----------------------|---------|
| I packed and used a reusable water bottle or personal water filter.                  | No  | 43 (0.9)             | 0 (-2.3)              | 8.57**  |
|  | Yes | 90 (-0.6)            | 19 (1.5)              |         |
| I packed and used a reusable bag for shopping at stores.                             | No  | 49 (1.8)             | 4 (-2.9)              | 18.12** |
|  | Yes | 59 (-1.4)            | 40 (2.1)              |         |
| I refused using single-use plastic and recycled when this could not be avoided.      | No  | 49 (2.1)             | 4 (-3.1)              | 21.75** |
|  | Yes | 55 (-1.5)            | 44 (2.3)              |         |
| I avoided purchasing any wildlife animal products such as ivory and fur.             | No  | 4 (2.4) <sup>c</sup> | 9 (-0.8)              | 6.98**  |
|  | Yes | 11 (-0.7)            | 128 (0.2)             |         |
| I avoided riding animals that ought not be ridden.                                   | No  | 5 (7.3) <sup>c</sup> | 1 (-1.9)              | 59.88** |
|  | Yes | 5 (-1.5)             | 141 (0.4)             |         |
| I reused bed sheets and towels at the place I stayed before requesting replacements. | No  | 15 (-0.1)            | 12 (0.1)              | 0.01    |
|  | Yes | 71 (0.0)             | 54 (0.0)              |         |
| I saved water by taking shorter showers or avoiding bath.                            | No  | 72 (2.2)             | 7 (-3.4)              | 33.97** |
|  | Yes | 35 (-2.3)            | 38 (3.5)              |         |
| I turned off lights and TV when I left my room.                                      | No  | 2 (2.8) <sup>c</sup> | 2 (-0.9) <sup>c</sup> | 9.02**  |
|  | Yes | 11 (-0.5)            | 137 (0.1)             |         |

Thank You





# SESSION II

11<sup>th</sup>  
**TPO**  
GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROW  
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

## SPEAKERS

**Speech 1 : Tourism Industry, A New Engine for Regional Economy in the Era of Local Extinction**

**Jo Deok-hyun** ..... 74

Board of Directors

Daejeon Tourism Organization, Korea

**Speech 2 : Yanolja's Efforts to Attract Inbound Travelers**

**Song Min-kyu** ..... 98

Director of Yanolja, Korea

**Speech 3 : Regional Tourism and Authenticity in the UK:Lessons for Korea**

**Sean Blakeley** ..... 112

Chairman, British Chamber of Commerce in Korea / Partner of PwC

## Speech 1

### : Tourism Industry, A New Engine for Regional Economy in the Era of Local Extinction



Moderator & Speaker 1

## Jo Deok-hyun

Board of Directors  
Daejeon Tourism Organization, Korea

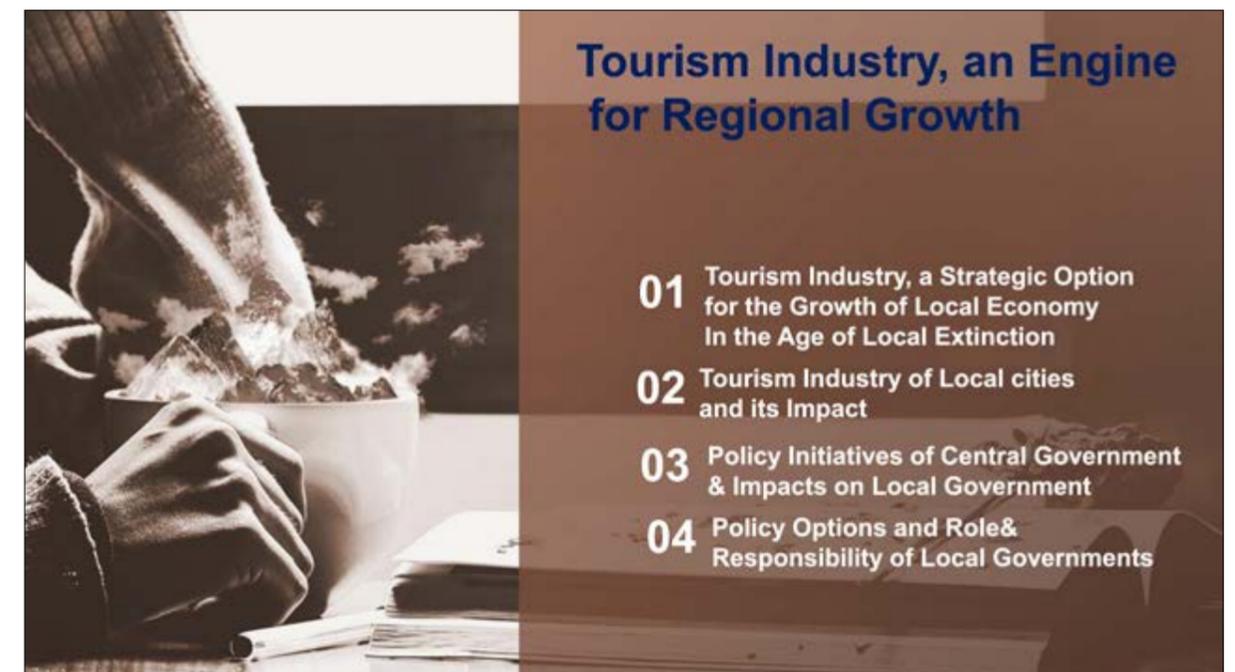
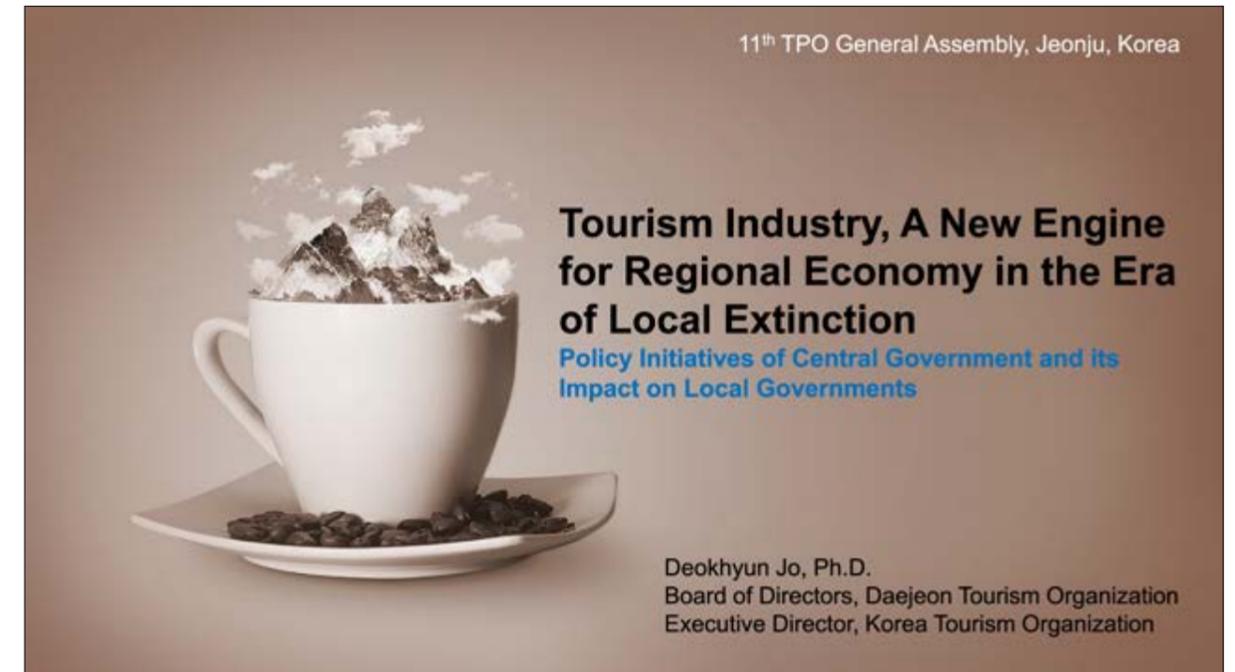
### Career History

Deokhyun Jo has been working for more than 3 decades to promote Korea as a leading tourism destination. His appointment as Commissioner of the Korea Pavilion at the Milan Expo provided him with a unique opportunity to represent Korea's rich cultural heritage and technological development on the global stage. Under Jo's guidance, the Korea Pavilion became a beacon of creativity and cross-cultural dialogue.

His appointment as Executive Director of the Korea Tourism Organization brought about a transformative era in Korea's tourism industry. In charge of meetings, conventions, and overseas promotions, Jo showcased his strategic acumen in positioning Korea as a premier global destination. Jo's efforts led to a flourishing landscape of international meetings and conventions hosted in Korea. His dedication to providing world-class infrastructure, promoting cultural immersion, and ensuring exceptional hospitality elevated Korea's profile as a leading destination for global gatherings.

Deok-hyun Jo's impact on the tourism sector extended to his involvement on the boards of various organizations. His service on the boards of Daejeon Tourism Organization, Gangwon Tourism Organization, and Ulsan Tourism Organization demonstrated his commitment to regional tourism development and collaboration.

Beyond his professional engagements, as a holder of a Ph.D. in hospitality and tourism, he imparted his expertise to students at renowned institutions such as Kyunghee University, Sangji University and Korea Student Aid Foundation. His passion for education and mentorship contributed to grooming the next generation of leaders and tourism professionals.



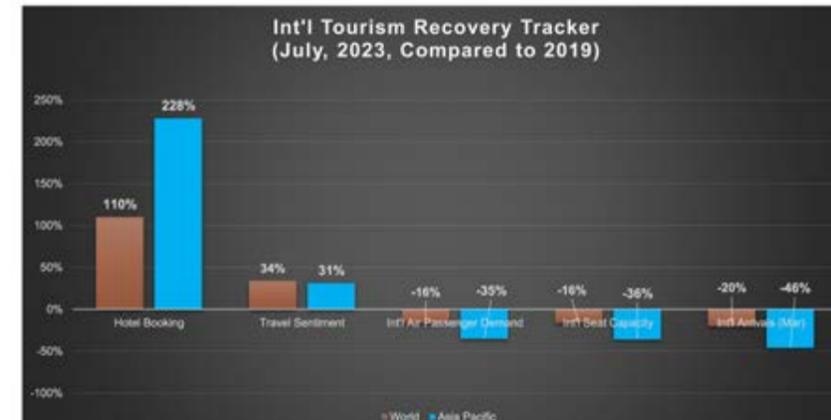


## Tourism Industry, a Strategic Option for the Growth of Local Economy in the Era of Local Extinction

## World Tourism Trends

Tourism Industry expected to return to Pre-Covid 19 Level

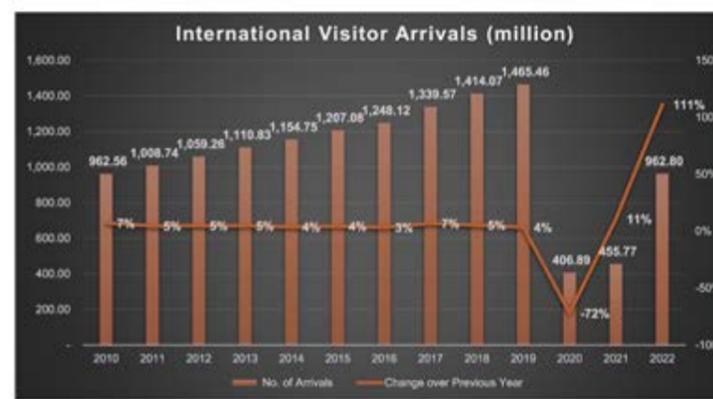
Int'l Tourism Recovery Tracker (July, 2023, Compared to 2019)



| Metric                     | World (%) | Asia Pacific (%) |
|----------------------------|-----------|------------------|
| Hotel Booking              | 110%      | 228%             |
| Travel Sentiment           | 34%       | 31%              |
| Int'l Air Passenger Demand | -16%      | -35%             |
| Int'l Seat Capacity        | -16%      | -36%             |
| Int'l Arrivals (Mn)        | -20%      | -46%             |

## World Tourism Trends

International Visitor Arrivals (million)



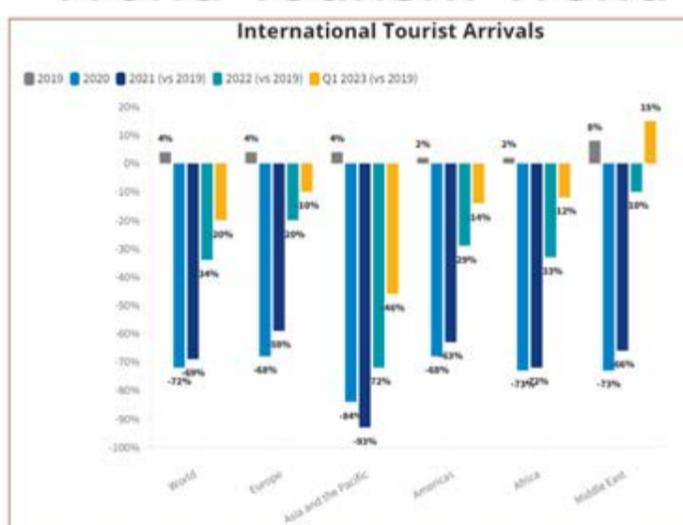
| Year | No. of Arrivals (million) | Change over Previous Year (%) |
|------|---------------------------|-------------------------------|
| 2010 | 962.56                    | 7%                            |
| 2011 | 1,008.74                  | 5%                            |
| 2012 | 1,059.28                  | 5%                            |
| 2013 | 1,110.83                  | 5%                            |
| 2014 | 1,154.75                  | 4%                            |
| 2015 | 1,207.08                  | 4%                            |
| 2016 | 1,248.12                  | 3%                            |
| 2017 | 1,339.57                  | 7%                            |
| 2018 | 1,414.07                  | 5%                            |
| 2019 | 1,465.46                  | 4%                            |
| 2020 | 406.89                    | -72%                          |
| 2021 | 465.77                    | -11%                          |
| 2022 | 962.89                    | 111%                          |

Regional share (%)

- Europe: 62%
- Americas: 16%
- Asia and the Pacific: 10%
- Middle East: 7%
- Africa: 5%

## World Tourism Trend

International Tourist Arrivals



| Region               | 2019 (%) | 2020 (%) | 2021 (vs 2019) (%) | 2022 (vs 2019) (%) | Q1 2023 (vs 2019) (%) |
|----------------------|----------|----------|--------------------|--------------------|-----------------------|
| World                | 4%       | -72%     | -34%               | -20%               | 13%                   |
| Europe               | 4%       | -68%     | -20%               | -10%               | 10%                   |
| Asia and the Pacific | 4%       | -81%     | -72%               | -68%               | 4%                    |
| Americas             | 2%       | -62%     | -23%               | -14%               | 2%                    |
| Africa               | 2%       | -72%     | -72%               | -72%               | 12%                   |
| Middle East          | 8%       | -73%     | -73%               | -73%               | 13%                   |

## World Tourism Trend

International tourism receipts:  
Percentage of 2019 levels recovered  
in 2022(%)\*

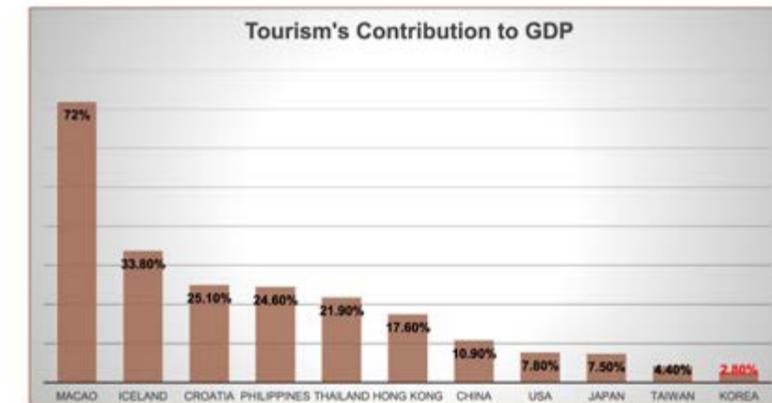


International tourist arrivals:  
Percentage of 2019 levels recovered  
in Q1 2023 (%)\*

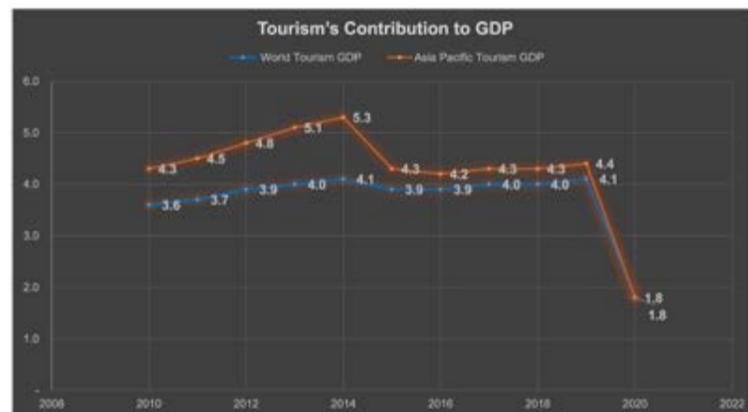


## Tourism Industry, A Driving Force of Economic Growth

One out of 10 jobs created are from Tourism Industry



## Tourism Industry, A Driving Force of Economic Growth



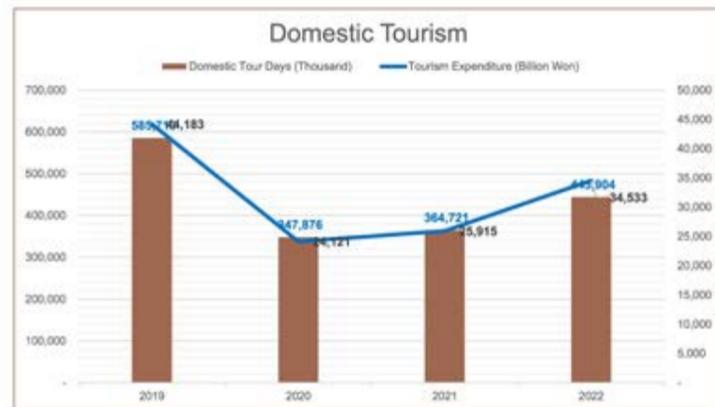
## Korea Tourism Trends

55% Recovery of Tourist Arrivals over 2019



## Korea Tourism Trends

78% Recovery of Domestic Tourist Arrivals over 2019



## Local Extinction and Tourism Industry

89 out of 229 Cities faced with Local Extinction (2021, MOIS)



Tourism Industry of Local cities and its Economic, Socio-Cultural Impacts

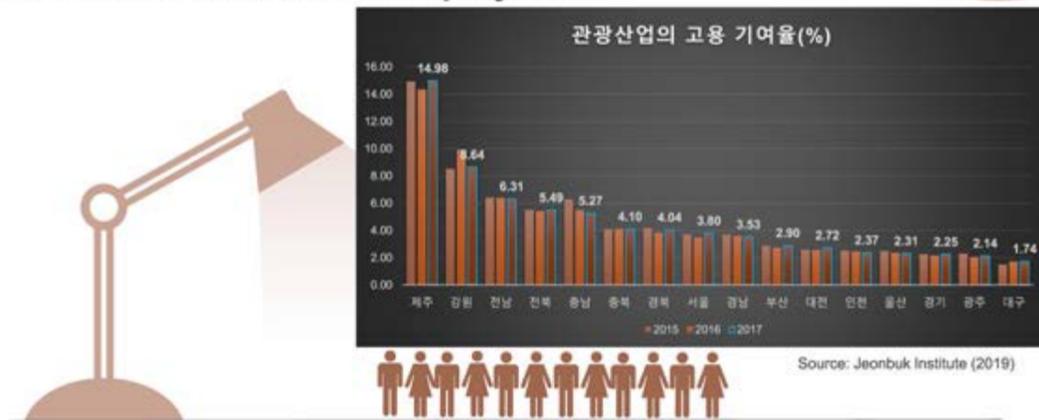
## Local Extinction and Tourism Industry

Tourism's Contribution to GRDP



## Local Extinction and Tourism Industry

### Tourism's Contribution to Employment



### Case study

## Jeonju Hanok Village



## Tourism as a Strategic Option for Revitalizing Local Economy

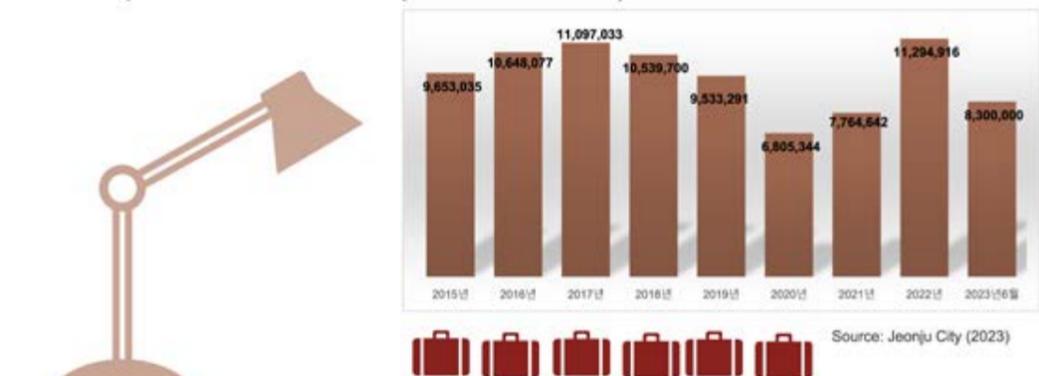
Additional Tourists Required to Compensate for Economic Loss caused by Population Decline

|                  | Annual Spending Per Capita           | Annual Spending in Resident Area |
|------------------|--------------------------------------|----------------------------------|
| Nationwide       | 16,286,000 won                       | 7,401,000 won                    |
| Jeonbuk Province | 14,323,000 won                       | 8,249,000 won                    |
|                  | Overnight Visitor Spending           | Daily Visitor Spending           |
| Nationwide       | 192,000 won                          | 59,000 won                       |
| Jeonbuk Province | 127,000 won                          | 67,000 won                       |
|                  | No. of Additional Overnight Visitors | No. of Additional Daily Visitors |
| Nationwide       | 14                                   | 81                               |
| Jeonbuk Province | 26                                   | 73                               |

Source: Korea Tourism Organization (2022)

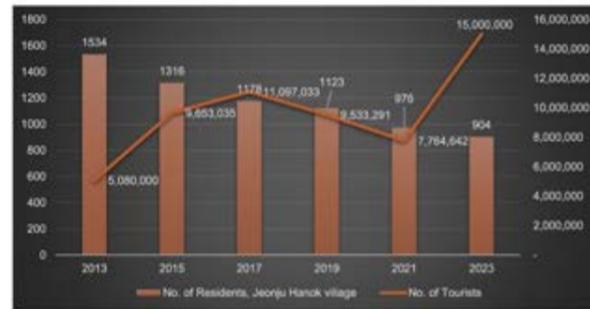
## Local Extinction and Tourism Industry

No. of Tourists to Jeonju Hanok Village  
Economic Impact: 123.4 billion won (10 million visitors)



## Local Extinction and Tourism Industry

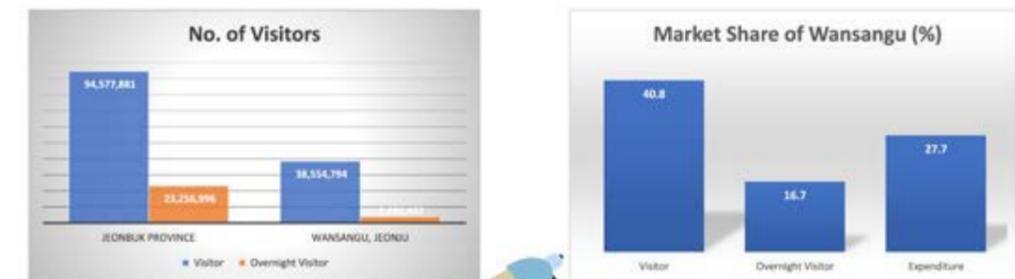
No. of Tourists to Jeonju Hanok Village & No. of Residents



Source: Jeonju City (2023)

## Light and Shadow of Jeonju Tourism Industry

Quantity vs. Quality in Jeonju Tourism



## Local Extinction and Tourism Industry

Two Events: Stepping Stones for Jeonju Tourism

Local Bakery Tour Phenomenon in 2010's  
3 Most Popular Bakeries: Gunsan, Daejeon, Jeonju



PNB CHOCO-PIE

20 Billion won Project, 2023-2025

50:50 Fund Matching

Hanbok Days and Festival by Hanboknam  
New Cultural Phenomenon, sweeping the travel industry



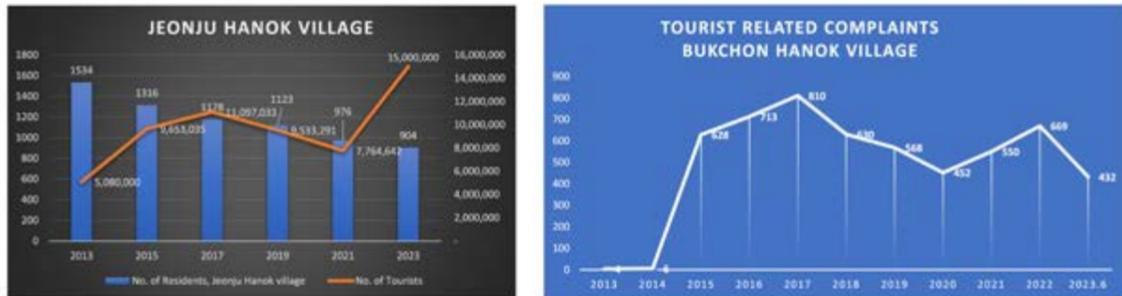
## Light and Shadow of Jeonju Tourism Industry

Quantity vs. Quality in Jeonju Tourism





## Increasing Tourists & Declining Population



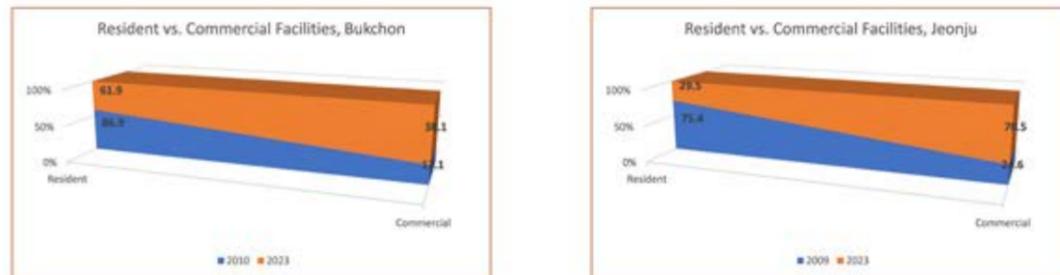
## Culture (contents) vs. Commerce

Cultural Contents are key driving force for growing local economy  
Event Impacts last temporarily



## Increasing Tourists & Declining Population

Touristification of Hanok Villages  
Identification Crisis: Traditional Culture District vs. Commercial Area



Policy Initiatives of Central Government and Impact on Local Government

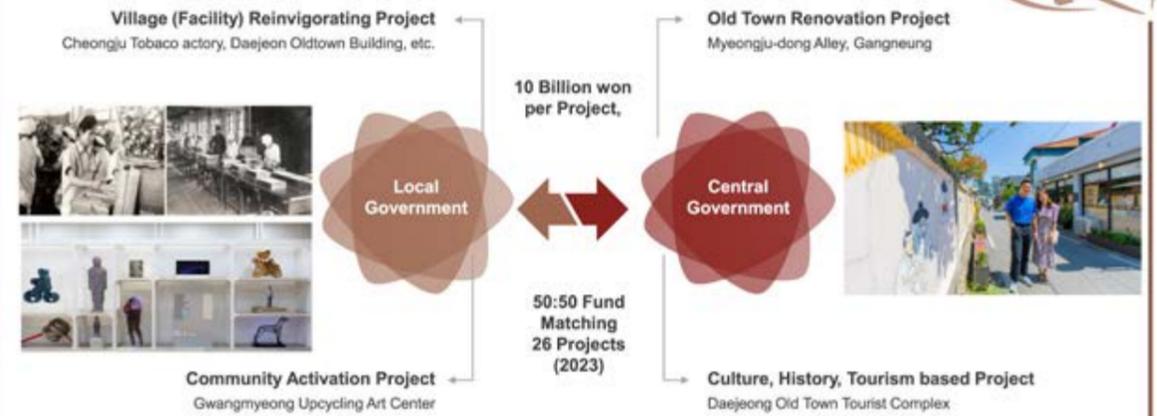
## Strategies to Reinvigorate Local Economy

### 1. Specialization of Local Cities, Ministry of Interior and Safety



## Strategies to Reinvigorate Local Economy

### 3. Urban Regeneration, Ministry of Land, Infrastructure and Transport



## Strategies to Reinvigorate Local Economy

### 2. Next Generation Village, Ministry of Interior and Safety



#### Young Generation-led community building programs

- A total of 27 villages are designated and financially supported.
- Every year, 12 villages are selected and supported . 600 million won for 3 years
- 3 types of community programs:
  - . Vacation focused
  - . Local Creator
  - . Long Stay programs

- ◆ Ibagu Village, Busan: One-month stay program, village tour guide
- ◆ Ganghwa Universe Village, Incheon: Island stay, Island tour programs
- ◆ Juseom Juseom Village, Shinan: One-week stay, Workation programs
- ◆ Walk Village, Yeongdeok: Walking tours



## Strategies to Reinvigorate Local Economy

### 4. Ministry of Culture and Tourism and Korea Tourism Organization



### Strategies to Reinvigorate Local Economy

4. Ministry of Culture and Tourism, and Korea Tourism Organization

- Destination Marketing Organization**  
21 DMOs in 21 cities  
Financial aid of 300 million won for local tourism product development, contents creation, and marketing
- Smart Tourism Destination**  
12 districts in 12 Cities  
Financial aid of 4.5 billion won for 3 years (matching fund)
- Pet Friendly Destination**  
Taeon, Chungnam  
Financial aid of 2 billion won

*Coffee*

### Impact of Tourism on Local Economy

Tourists, Local Economy and Community

Carrying Capacity

Community Participation & Lead

Honey

Poison

Balance between Development & Preservation

Authenticity & Uniqueness

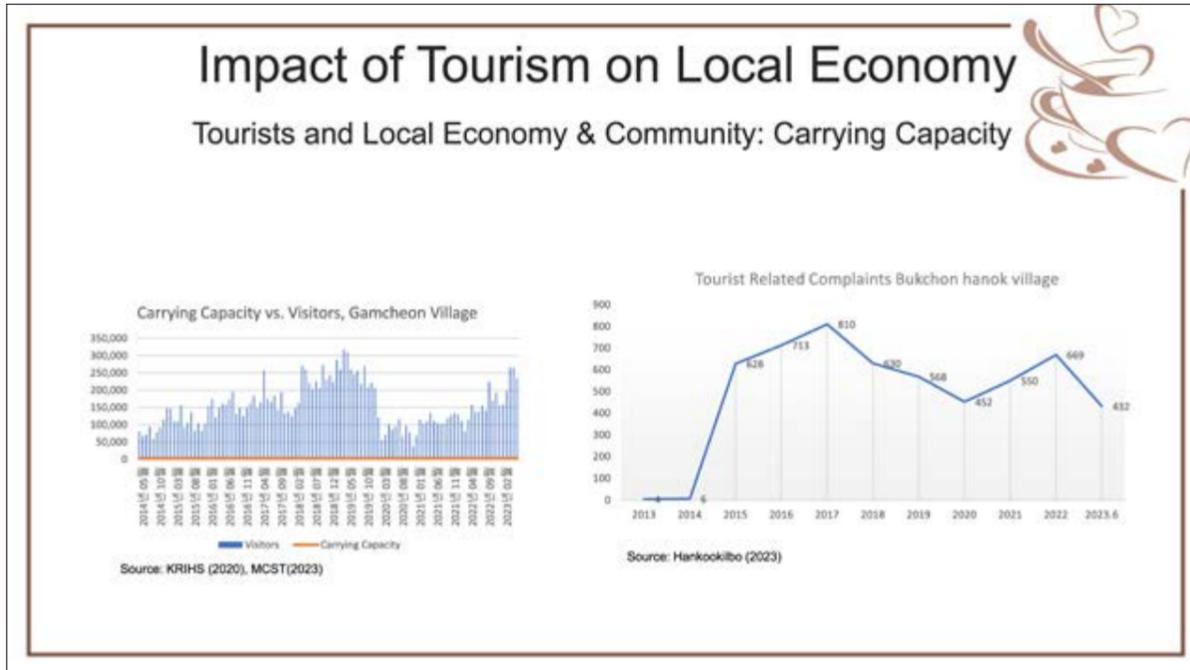
### Impacts of Tourists on Local Economy, The Other Side of Coin

### Impact of Tourism on Local Economy

Tourists, Local Economy and Community

Above the carrying capacity

carrying capacity is just right.



## Role & Responsibility of Local Governments

- 01 New Governance Structure**  
Change of policy making and implementation attitude toward tourism and Community First Policy. By the Community, For the Community and of the Community  
Formation of inclusive governance, incorporating all stakeholders of travel and tourism industry.
- 02 Specialization by Authenticity & Uniqueness**  
Creation of city's own specialized tourism market and long-term investment.  
Secure governmental matching fund and non-financial assistance.
- 03 Quality Tourism before Quantity Tourism**  
Change of tourism policy from the number of tourists to Economic, Socio-cultural Impacts.  
Nurturing local business and supply chains to prevent economic leakage.
- 04 Sustainability and UN SDGs**  
promotion of responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

Thank You

11<sup>th</sup> TPO General Assembly, Jeonju, Korea



Deokhyun Jo, Ph.D.  
Board of Directors, Daejeon Tourism Organization  
Former Executive Director, Korea Tourism Organization  
deokhyun@hanmail.net

MEMO

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## Speech 2 : Yanolja's Efforts to Attract Inbound Travelers



Speaker 2

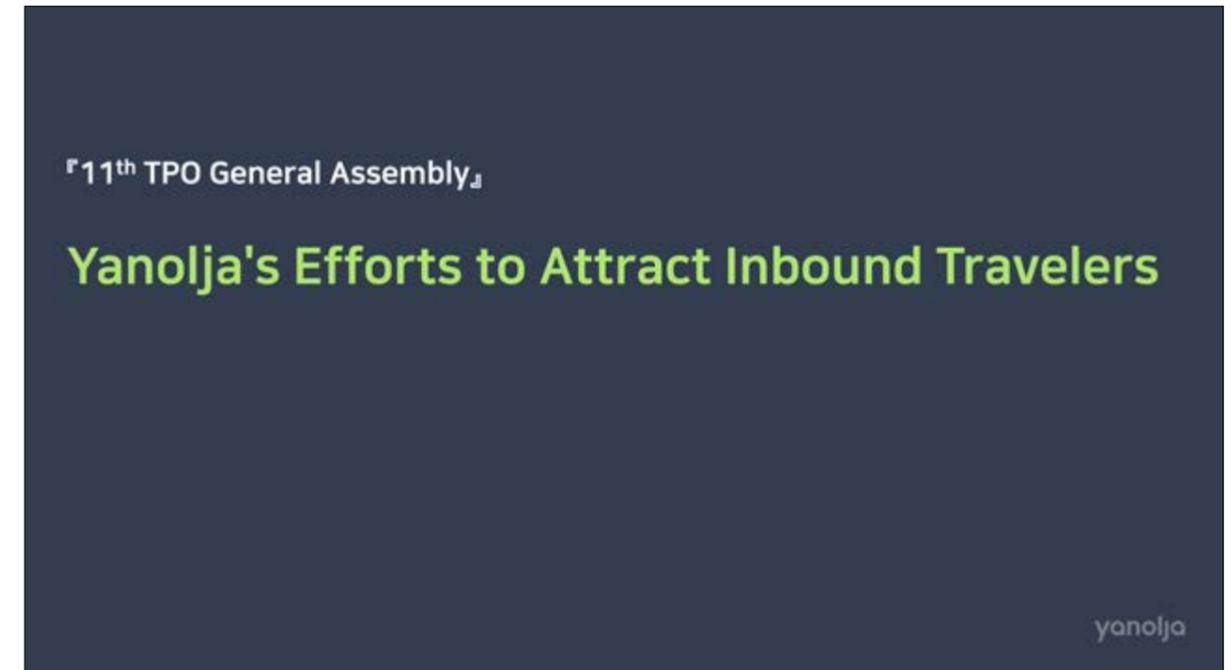
### Song Min-kyu

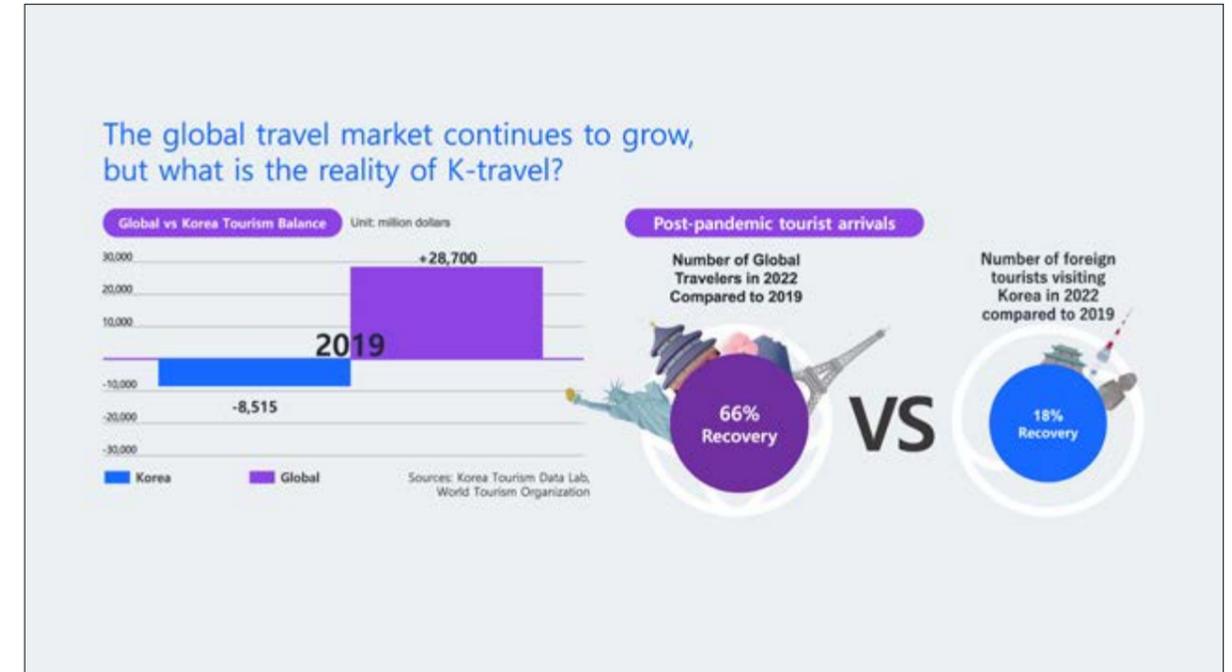
Director of Yanolja, Korea

### Career History

|         |   |
|---------|---|
| Present | Director of Yanolja (Whole Communications)  |
| Present | Team Leader of Communication Dept., Smilegate Group   |
| 2020~   | 'local creator' judge of Korea Institute of Startup & Entrepreneurship Development, Ministry of SMEs and Startups |
| 2021~   | Member of Tourism Brand, Gwangju Tourism Development Forum  |
| 2020~   | Consultant · Judge of several projects, Korea MICE Association  |
| 2021~   | Judge of Tourism Start-up(Ventures) enterprises, Korea Tourism Organization                                       |

Song Min-kyu, director of yanolja, is an expert in establishing and implementing communication strategies. From improving overall brand image of yanolja and establishing messages both internally and externally under its business direction to establishing and implementing a wide range of communication strategies, he takes charge of all communication business which maximizes company value. He has accumulated his abilities in communication business, by working consulting companies, global corporations, etc. Now he manages communication department in Yanolja, global leisure platform company.





## Net ZERO & eliminating polarization

“...Tourism is one of the best solutions for bridging regional divisions and addressing rural communalization...”

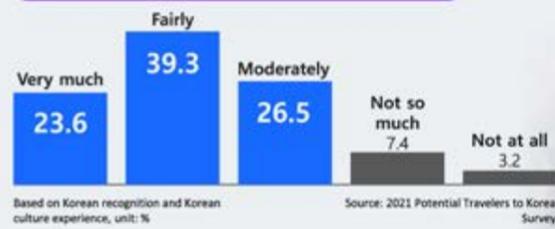
“...Tourism is a highly emotional human service and high-tech industry that creates little pollution and little environmental damage...”

“...Developed countries recognize and nurture tourism as a high value-added industry...”



The biggest hope and possibility is that the positive potential of K-content for the travel industry has already been proven.

How Korean cultural experiences affect willingness to visit Korea



63.3% of individual tourists say 'K-Wave' is the reason for visiting Korea  
Tourists going on a 'K-Wave Pilgrimage' following K-content  
Return of tourists, flocking to 'K-pop shrines' such as shopping malls and MV film sites

1st step toward a tourism powerhouse is to develop **tour packages** combining K-content and K-travel

Advance and diversify tourism products for tourists worldwide

Strengthen global distribution network

K-travel tour packages including entertainment, food and other K-content



Tour packages related to local airports in each region



Tailored tour programs for inbound tourists considering the nationality

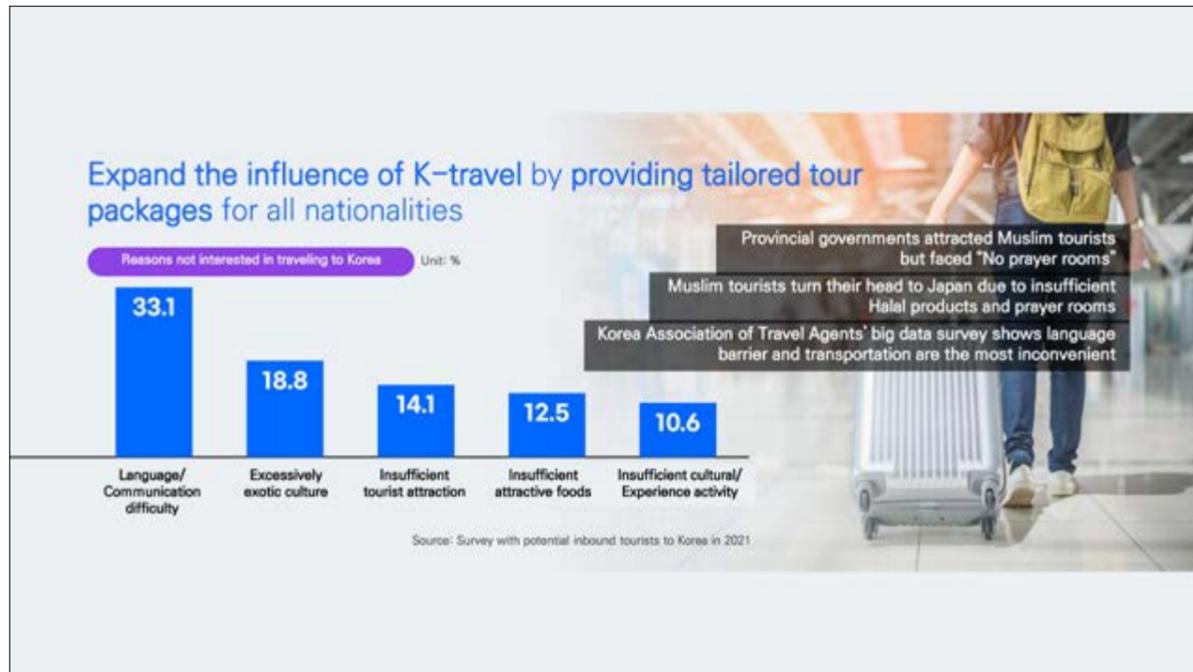


Tourism has more compelling potential for export growth than semiconductor industry



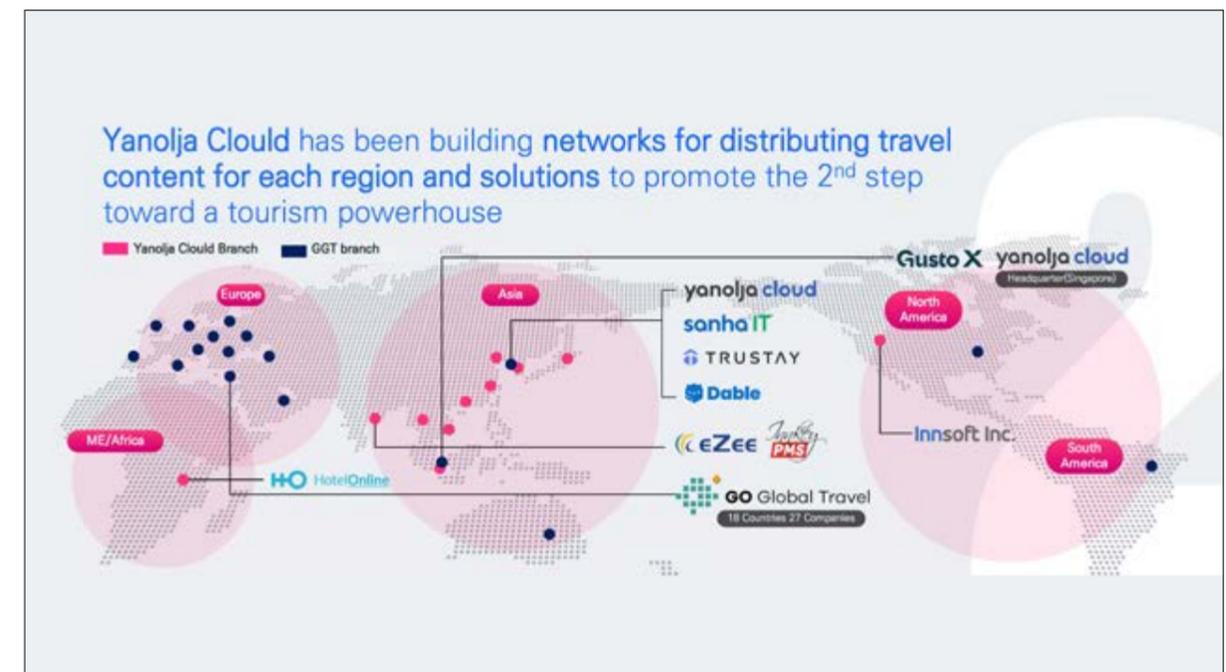
Diversify tour packages including K-content in travel content of each region in connection with the **local international airports**

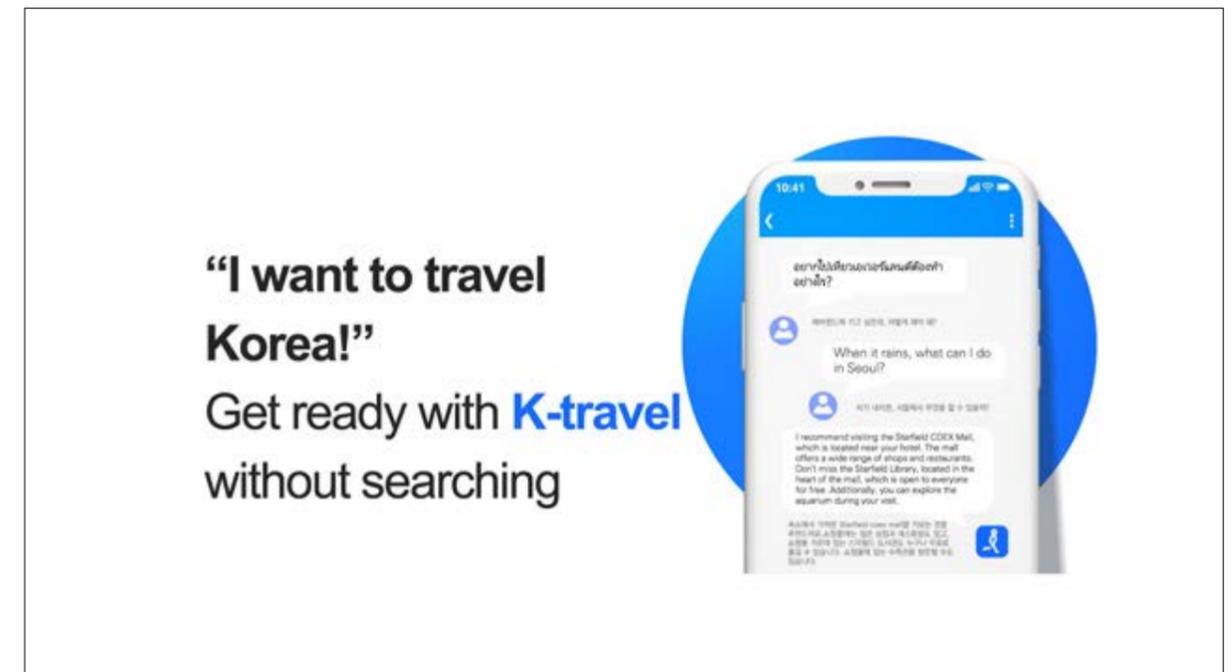
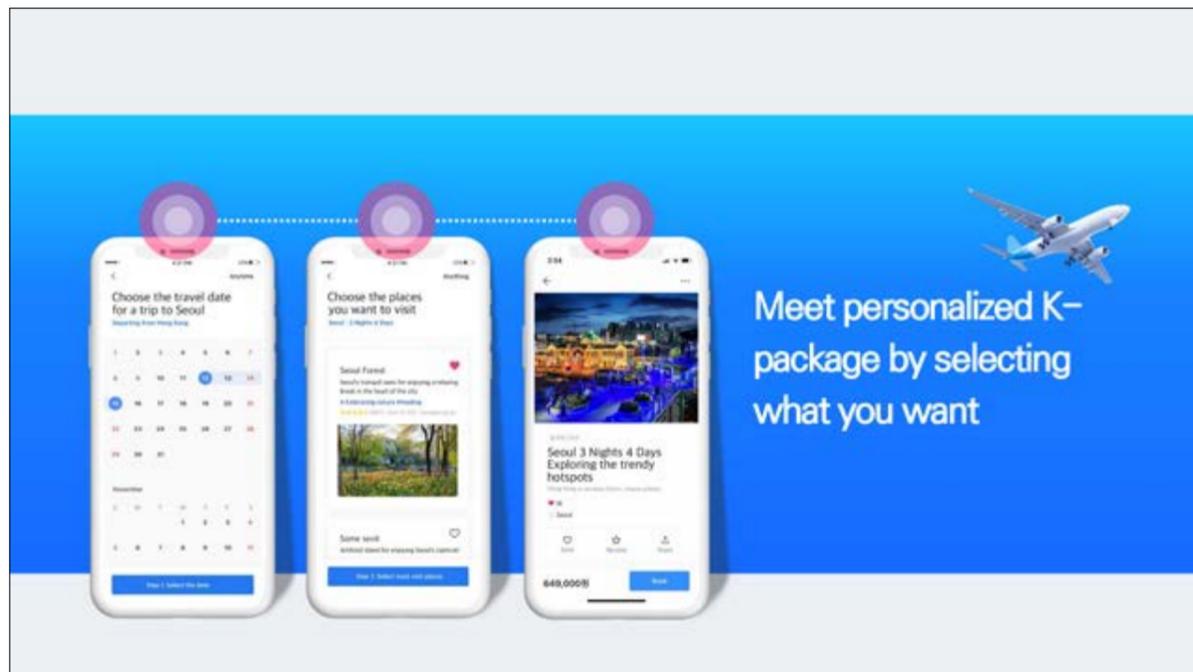
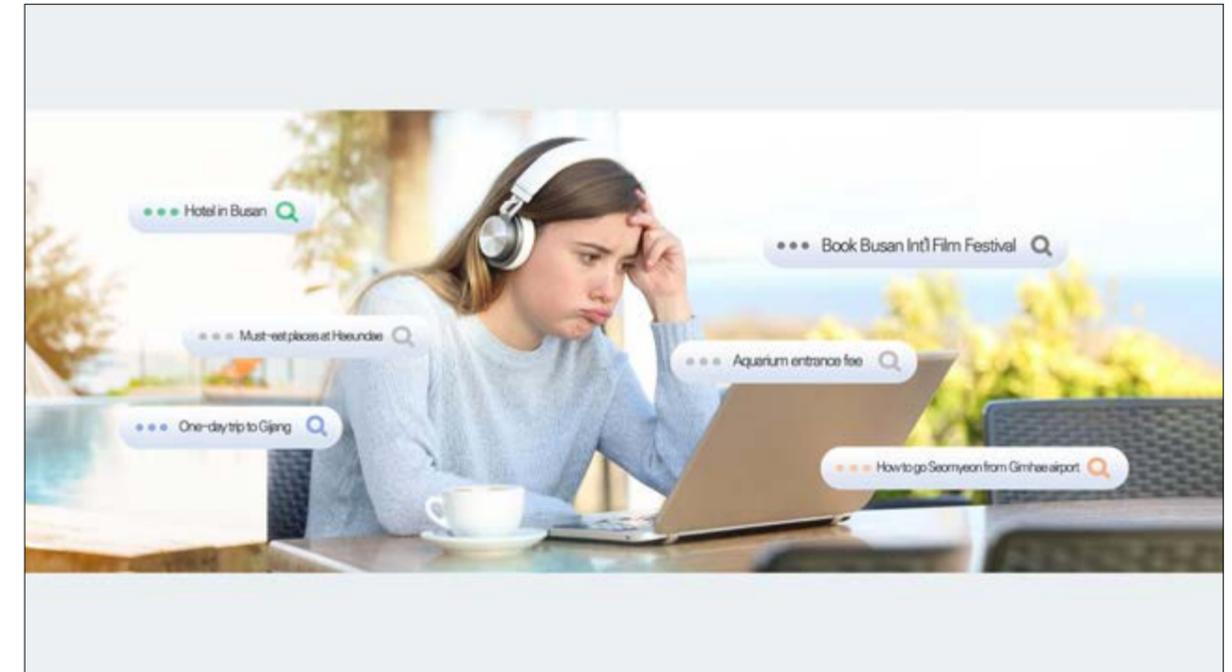
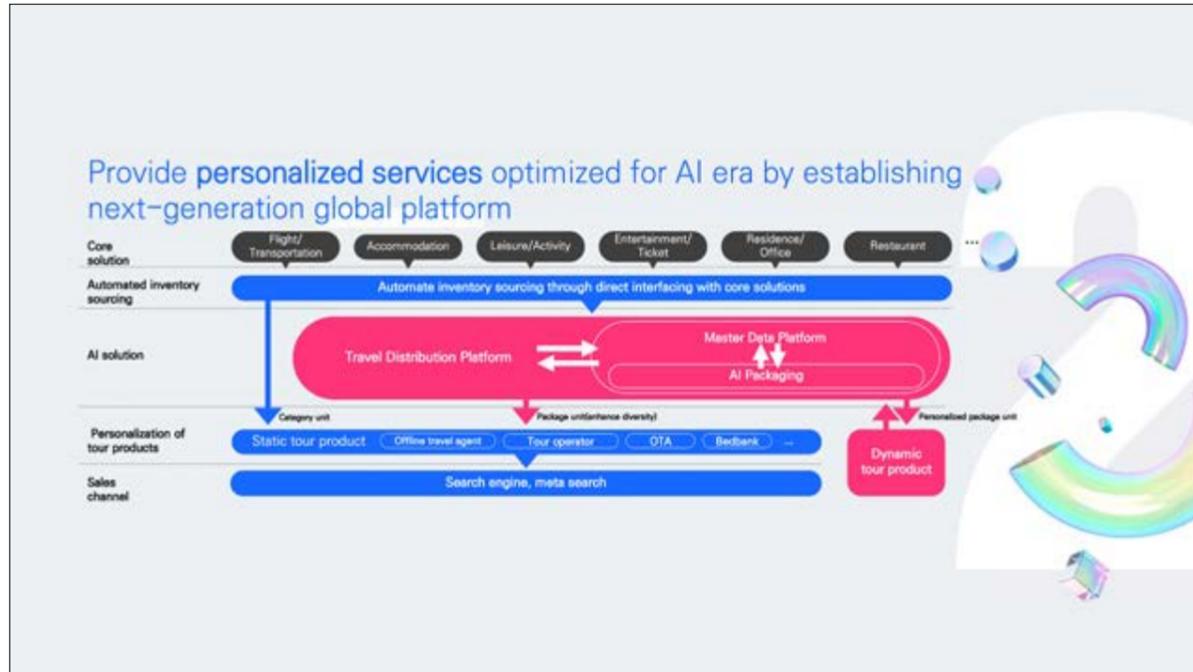


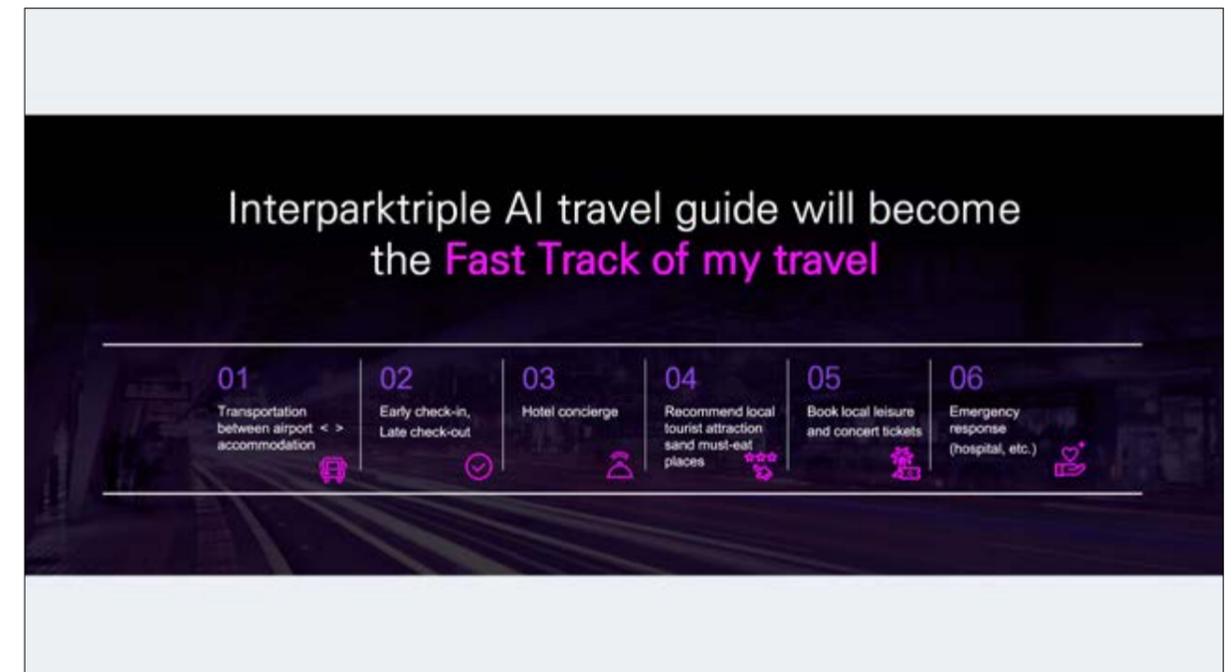
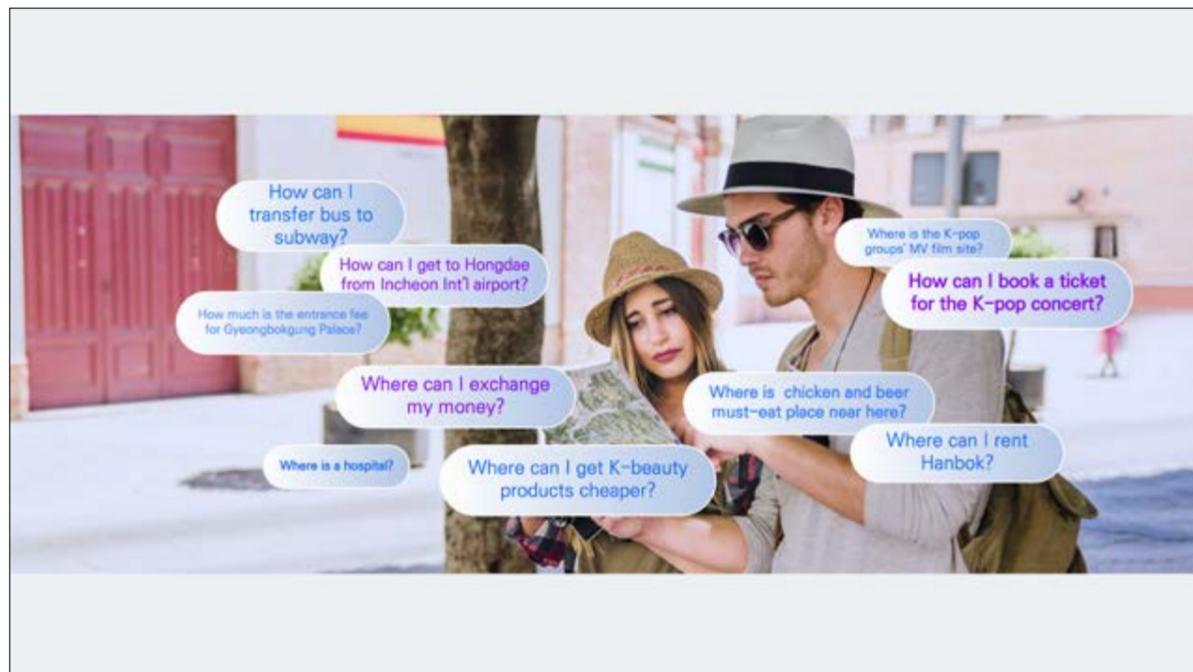
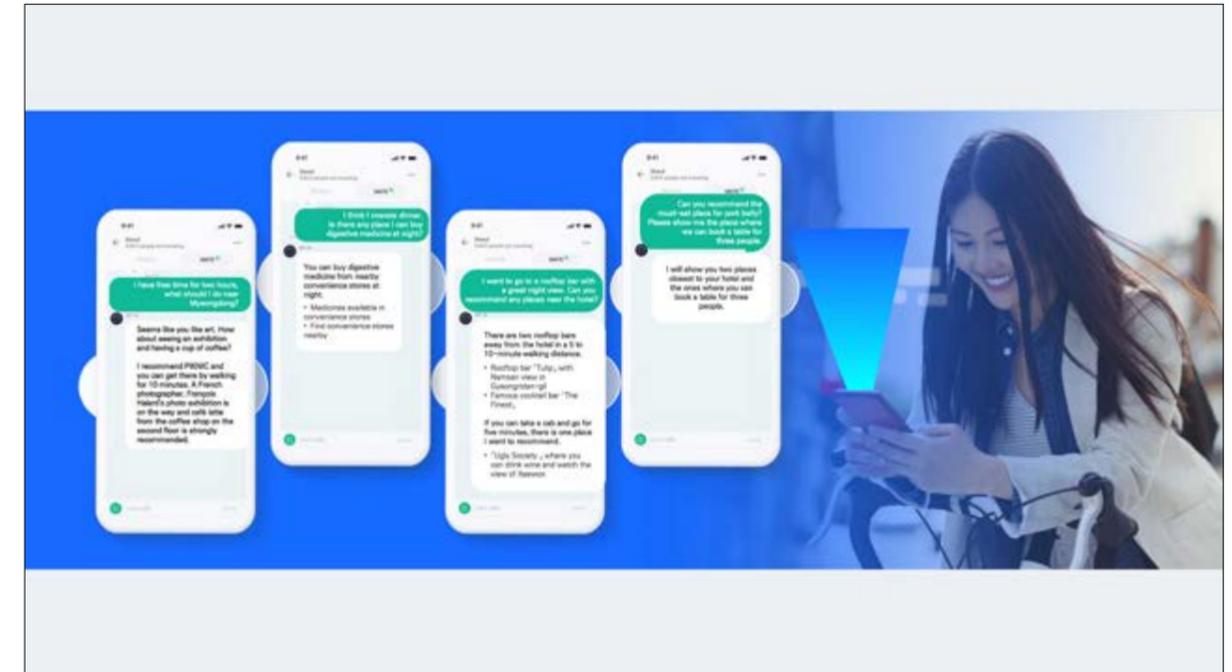
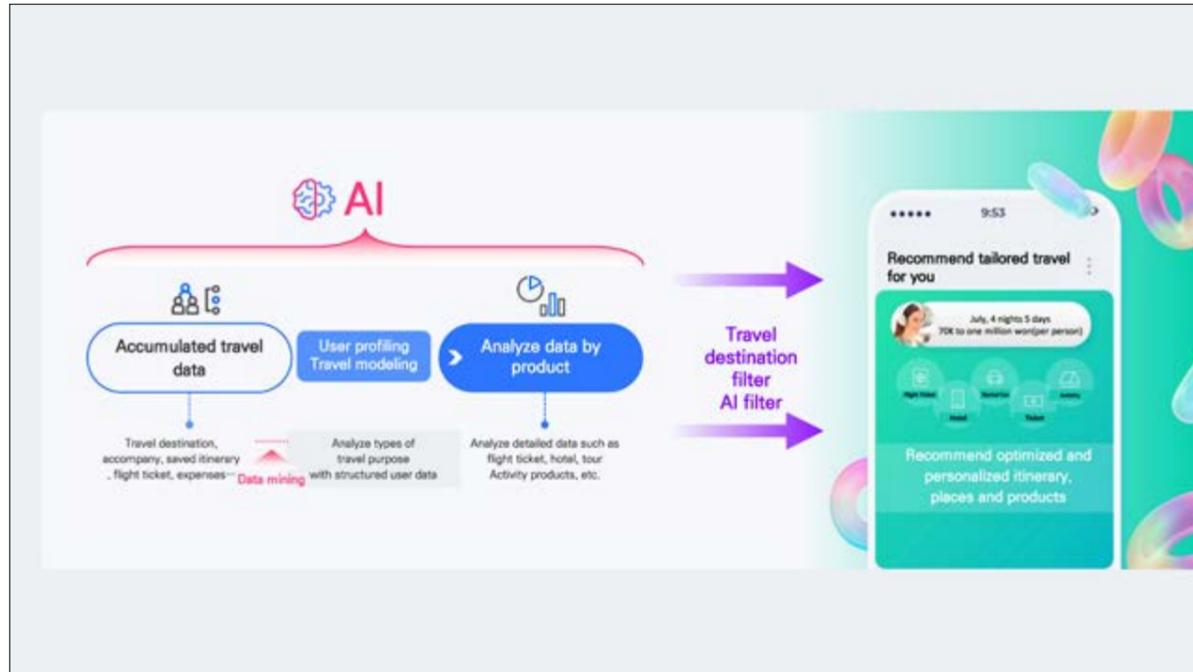


### The 2<sup>nd</sup> Step toward a tourism powerhouse is to establish a global platform that provides travel content for each country

Netflix reaps what K-content sows?  
 All profits from the 'Squid Game' goes to Netflix  
 "Domestic content providers" should own IP as an appropriate compensation  
 "Investment from Netflix could make you a minor subcontractor if you don't secure IP"







Thank you

MK Song, Director of Yanolja  
mksong@yanolja.com

MEMO

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## Speech 3

### : Regional Tourism and Authenticity in the UK: Lessons for Korea



Speaker 3

## Sean Blakeley

Chairman, British Chamber of Commerce in Korea  
Partner of PwC

### Career History

Sean Blakeley is a Partner at Samil PwC Korea. A 15-year resident of Korea, he is well known to BCKK members have held the position of Chief Executive Officer of the BCKK for six years and was a Senior Consultant for Google. Prior to joining the Chamber, he was a director of business development with a Korean publishing company and was managing director of a British consulting company prior to joining the Chamber in 2015. Sean has also completed a master's program at Seoul National University in International Relations as a government scholar and speaks Korean fluently. During his career, Sean has consulted for companies across a broad range of sectors including travel, tourism, and trade but has focused on technology.



## Tourism is an economic, social and cultural asset in the UK

**The UK's tourism industry is a national asset.**  
In 2019, tourism represented 4% of UK's total gross value added. Approximately 4m people were employed in jobs serving tourists.

**The UK is a world-leading tourism destination.**  
41 million visitors came to the UK for business or leisure. The UK was in the top 5 countries globally for inbound visitor spending.

**Business tourism is a key component of the UK's offer.**  
Exhibitions, trade fairs, business meetings, conferences provide a super-marketing platform for leading UK sectors. The UK business events industry was worth over £31.2B annually prior to COVID-19.

**Tourism connects people to the UK's culture, heritage and nature.**  
Experiencing the UK first hand as an international visitor adds to the UK's soft power and building its global reputation.

## COVID-19 hit the UK tourism industry hard

**Restricted domestic tourism**  
Many tourism businesses closed and major sporting, cultural, outdoor and business events prohibited from taking place

**Highlighted barriers in the UK tourism industry**  
Seasonality and market fragmentation were big barriers that impacted businesses to retain staff year round and inhibit coordination

**Major new developments had been underway**  
Consumers were starting to consider more sustainable experiences and countries were looking to offer to cater for aging populations

**Government action mitigated further damage**  
The UK government provided £25B to the tourism sector through tax cuts, grants, loans to provide relief and paved the way for consumers to return safely with confidence

## Regional tourism particularly contributes to boosting a country's tourism industry

**Promotes sustainability**

An increasing focus on sustainable and responsible tourism

Responsible tourism initiatives reduced carbon emissions by 25% in participating regions

**Economic impact**

Benefits local communities by creating jobs in various sectors and supporting small businesses

Regional tourism accounts for 46% of all tourism-related spending in the UK

**Infrastructure development**

Regions invest in transportation networks, accommodation options, recreational facilities to enhance tourist experiences and benefit local residents

**Year-round appeal**

Regional tourism reduces seasonality since different regions offer year-round attractions, ensuring a steady flow of visitors

## The UK government aims to build on its position as the most desirable tourist destination

- 01 / Share benefits across nations and regions**  
Address the balance of trade deficit and encourage more locals to holiday domestically. Develop customer segments for the domestic markets to reach the right customers.
- 02 / Build back better with productive, innovative tourism**  
Make full use of digital, technology and data to engage new audiences and enhance visitors experiences to continue to met consumer expectations.
- 03 / Contributes to conservation of the UK's heritage**  
Boost visitor numbers in a safe and manageable way for local areas, allowing them to reap benefits of tourism while preserving built and natural assets
- 04 / Provide an inclusive and accessible offer**  
Make the UK tourism offer to be considered the most accessible of any in the world and maximise the spending power of people with access needs.
- 05 / Be a leading European nation for hosting business events**  
Improve attractiveness of the UK's already strong offer and become the World Meeting Place, with the UK creating more business events

## Travelers increasingly seek real, unfiltered, meaningful experiences

**Cultural connection**  
Travelers want to immerse themselves in local culture and traditions of a destination, allowing them to gain insights beyond surface level experiences.

**Unique encounters**  
Authenticity offers travelers one-of-a-kind experiences and hidden gems that create a sense of discovery and adventure.

**Escape from stereotypes**  
Many travelers seek to move beyond stereotypes associated with a destination and aim to understand its complexities and nuances.

**Memorable experiences**  
Authentic experiences tend to be more memorable and emotionally rewarding, leaving a lasting impact associated with the place.

**78%** of travelers prioritize authenticity in their travel experiences

## The UK's Approach to Authentic Regional Travel Experiences



### Preserving cultural authenticity

Heritage preservation laws safeguard historical sites and traditions that are integral to the identity of each region



### Sustainability initiatives

Eco-tourism initiatives (i.e. Green Tourism Business Scheme) to certify environmentally responsible businesses



### Funding and support

Collaboration among public/private stakeholders is common and funding is available for initiatives that align with authentic regional tourism goals (i.e. Discover England Fund)



### Community engagement

Local communities are involved in preserving cultural traditions, hosting events, and offering unique accommodations

## Capital is vital to maintaining a unique visitor offer all year round

The government has a long track record of UK wide investment in tourism through the City Region and Growth Deals

Since 2016, the £45m Discover England Fund has supported the development of innovative English tourism products and experiences, encouraging people to explore the regions and reduce seasonality.

### Peterborough Towns Fund Case Study

- Peterborough received £22.9m the Towns Fund to create:
- A new library and community Vine Culture Hub
  - Extension of the Flag Fen and Whittlesey Heritage Centre to become a 'must see' UK tourist trail
  - Welcoming entrance through a Station Quarter
  - Improvements to Peterborough's river frontage to River Nene

## UK case studies highlight authentic regional experiences

### Royal Edinburgh Military Tattoo, Scotland

- Description: World-famous event showcasing Scottish and military bands and dance troupes
  - Authentic experiences: Attendees can watch authentic representation of Scottish military and cultural traditions against the backdrop of the historic Edinburgh Castle.
- This event is testament to Scotland's commitment to preserving cultural authenticity.

### The Giant's Causeway, Northern Ireland

- Description: Natural wonder renowned for its basalt columns formed by volcanic activity
- Authentic experiences: The site is a designated UNESCO World Heritage Site and a National Natural Reserve. Preservation efforts ensure the natural wonder remains authentic and interpretive centers are available for visitors.

### Cornish Pastry Making Workshops, Cornwall

- Description: Cornwall is known for its culinary heritage, including the savory Cornish pastry
- Authentic experiences: Local bakeries offer workshops for visitors to gain insights into Cornish culture and cuisine while interacting with locals.

### Stratford-upon-Avon, England

- Description: Historic market town in Warwickshire famously known as the birthplace of William Shakespeare
- Authentic experiences: Visitors can immerse themselves in Shakespeare's life and works, attend live theater performances, explore well-maintained Tudor-era architecture and gardens.

## The UK government recognizes that remaining globally competitive requires embracing digital technology



### New technologies

- Virtual experiences available at Buckingham Palace, Tower of London, British Museum
- AR/VR time-travel experiences at Roman Baths
- Semi-autonomous transport for visitors with accessibility issues at Sherwood Forest



### Collate data

- Public/private sector engagement to collate, combine, analyse and disseminate consumer behaviour data
- Tourist Accommodation Registration Scheme to gauge national picture of accommodation landscape



### Border strategy

- Introduce Electronic Travel Authorisations scheme for visitors
- Increase digitization and automation at the border to improve journeys through UK ports

## Protecting and enhancing the environment is key

- 
**Investment in natural assets and historic environment**  
 2020 Spending Review committed 7m to complete the England Coast Path (longest managed and way-marked coastal path in the world)
- 
**Transport Decarbonisation Plan**  
 Government announced 950m investment to provide EV charging hubs at every service station and established Jet Zero Council to achieve zero-emission flight within a generation
- 
**Sustainable Tourism Plan**  
 Government will work with industry and British Tourist Authority to identify achievable ways to reduce travel industry's impact and respect local communities, putting UK at the forefront of the global discussion on sustainable travel

## Understanding your markets

|  Greater China   |  US & EU  |  Korea Domestic   |  Southeast Asia   |
|---|--|--|--|
| <ul style="list-style-type: none"> <li>Group travel is popular – work with the trade to encourage regional dispersal and extend the season</li> <li>Focus on extending the season for holiday visits, particularly for premium (high value) travellers</li> <li>China is one of our most important student markets – work to address visa perception issues and inform Government policy discussions</li> </ul> | <ul style="list-style-type: none"> <li>Greater emphasis on the older holiday segment,</li> <li>Building contacts with buyers to win business events</li> <li>Increased focus on the West Coast and the top ten performing states</li> <li>Sustaining key routes working with airlines</li> </ul> | <ul style="list-style-type: none"> <li>Continued focus on Free and Easy Mini Break segment (millennials 18-34)</li> <li>Develop a campaign focused on the family audience</li> <li>Engage with the industry</li> </ul> | <ul style="list-style-type: none"> <li>Primary focus on holiday travellers to Seoul with easy trips from Seoul to grow dispersal and repeat visits</li> <li>Stretching seasonal travel where Indians embrace the cooler climate of Korea</li> <li>Protecting new routes</li> </ul> |

## Lessons for Korea: Segment customers and drive regional dispersal with experiences tailored to each segment

- 
**Buzz seekers**  
 Younger, free-spirited and spontaneous, they like holidays full of action and excitement
- 
**Explorers**  
 Older, they enjoy the outdoors, sightseeing and embracing local culture at a more relaxed pace
- 
**Culture buffs**  
 Image and brand-conscious, travel is seen as a status symbol; they like well-known safe destinations
- 
**Free and easy mini-breakers**  
 Similar to buzz seekers, this younger domestic audience love the opportunity to take short breaks where they can either let loose or unwind, often with family and friends

## Thought Starters: Lessons for Korea based on the UK's authentic regional tourism strategy

- 
**Government funding**
  - Invest in accessible infrastructure and guides to make attractions inclusive for all visitors
  - Offer incentives for community-led tourism initiatives to showcase local traditions, implement service training
- 
**Utilise technology**
  - Use official Instagram accounts, encourage user-generated content to share experiences, collaborate with local influencers
  - Implement AI-driven recommendations for personalised suggestions, predictive analysis of trends, language translation services
- 
**Responsible tourism**
  - Promote eco-tourism initiatives (i.e. Dulle Hiking Trail, DMZ Peace Trail)
  - Preserve national parks and natural landscapes and create well-maintained trail with signage
- 
**Develop 'product'**
  - Develop and embrace Korea's unique product that appeals to best prospect visitors and extends seasons (i.e. cultural content like K-pop)



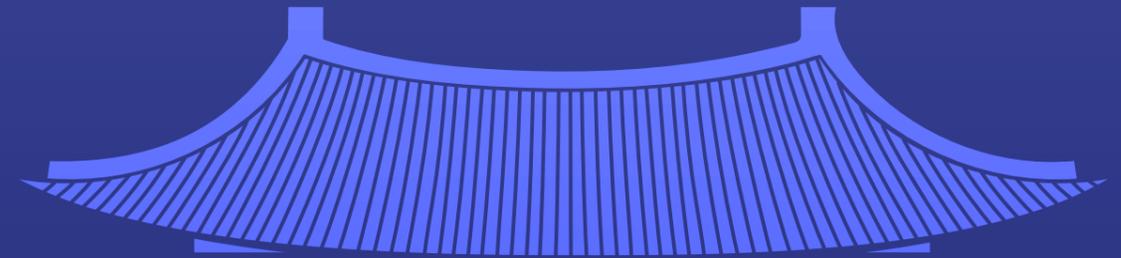
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11<sup>th</sup>  
**TPO**  
GENERAL ASSEMBLY

URISM AS A DRIVING FORCE OF LOCAL ECONOMIC GROW  
관광이 곧 경제다! 관광산업이 이끌어가는 지역경제

11<sup>th</sup> TPO General Assembly  
제11차 아시아태평양도시 관광진흥기구 총회



# SESSION III

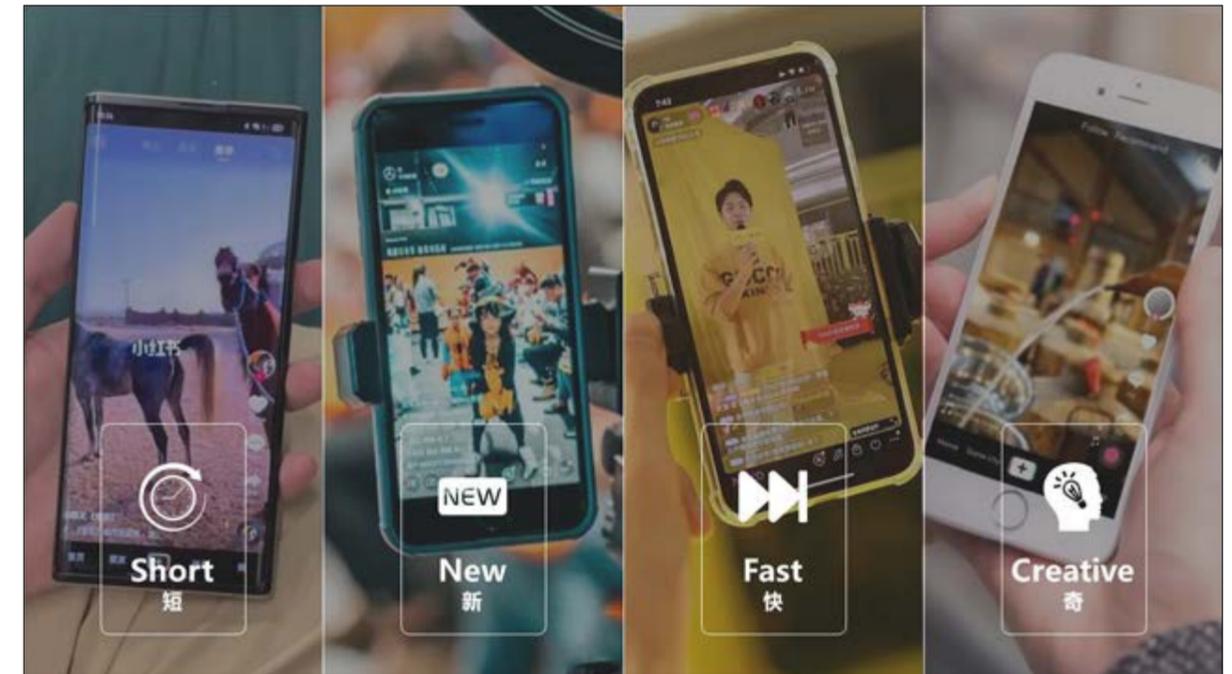
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|   |     |
|---|-----|
| <b>Case Presentation 1: Leveraging Short Videos to Boost Cultural Tourism Marketing</b><br>Guangzhou, China ..... | 124 |
| <b>Case Presentation 2: Introduction about Ho Chi Minh City Tourism</b><br>Ho Chi Minh City, Vietnam .....        | 132 |
| <b>Case Presentation 3: Tourism as a driving force of local economic growth</b><br>Ipoh, Malaysia .....           | 136 |
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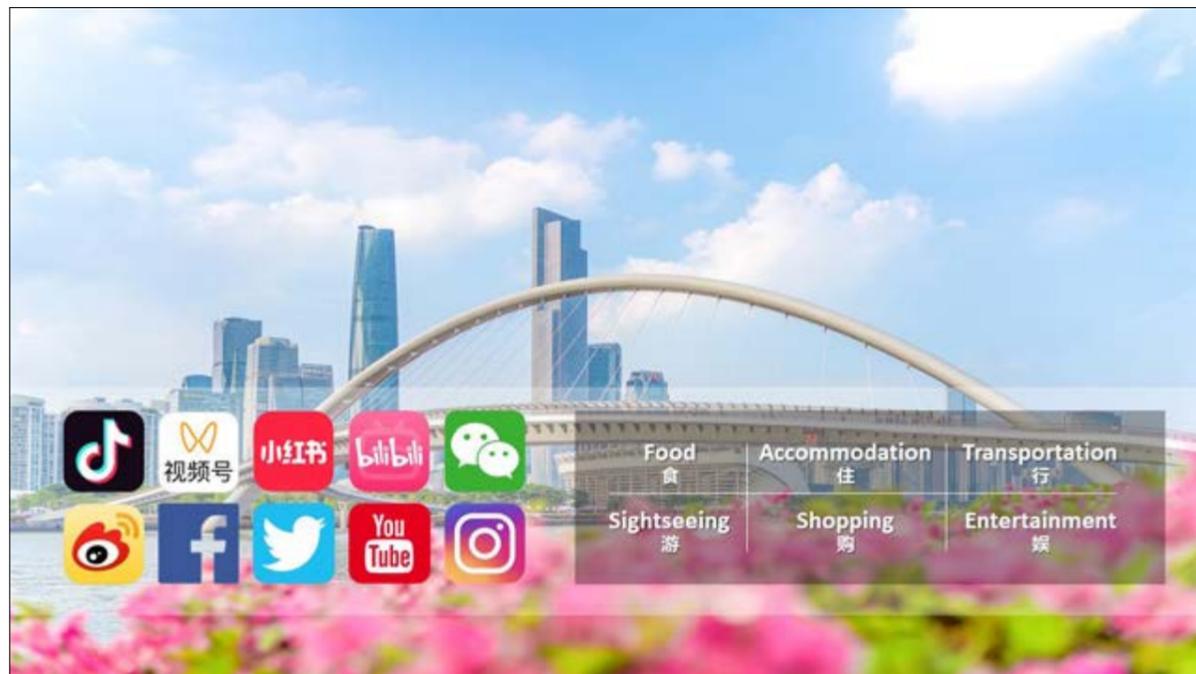
## Case Presentation 1

### : Leveraging Short Videos to Boost Cultural Tourism Marketing

Guangzhou, China







**Culture and tourism are inseparable**  
Short videos have become the primary platform for spreading cultural knowledge, arts, intangible cultural heritage

文化和旅游密不可分  
短视频成为最大的文化知识、艺术和非遗传播平台

**Short videos went viral, boosting**  
短视频出圈助推

|                    |                                    |
|--------------------|------------------------------------|
| Culture<br>文化      | Intangible Cultural Heritage<br>非遗 |
| Cuisine<br>美食      | Arts<br>艺术                         |
| Fashion<br>时尚      | Crossover<br>跨界                    |
| Storytelling<br>故事 | Cities<br>城市                       |
| Icons<br>标志        | ...                                |

**Continuously improving quality content output, interaction, and innovation**  
完善输出高质量内容、保持互动、持续创新

**Constructing a rich atmosphere, scenes, activities, and business formats for Guangzhou cultural and tourism sector**  
构建出广州文旅丰富的氛围、场景、玩法、业态

**As of now, the 10 major new-media platforms have**  
截至目前十大矩阵平台共累计

**Published 30,000+ posts**  
发布推文 30000+ 篇

**Released 1,000+ videos**  
发布视频 1000+ 条

**Achieved 500 million+ views**  
阅读量 5亿+ 人次

**Creating a vibrant, multi-dimensional brand image for Guangzhou urban tourism**  
打造鲜活多维度的广州城市旅游品牌形象

**Thanks**  
谢谢!

**Exploration on the Building of Cultural Brand and Development of Cultural Tourism Industry in Guangzhou**  
广州文化品牌建设与文旅产业发展探索

## Case Presentation 2

### : Introduction about Ho Chi Minh City Tourism

Ho Chi Minh City, Vietnam





September 2023  
Ho Chi Minh City, Vietnam

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Tel: +84 28 3927.7372  
Website: [www.visithcmc.vn](http://www.visithcmc.vn)



MEMO

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## Case Presentation 3

### : Tourism as a driving force of local economic growth

Ipoh, Malaysia



**11<sup>TH</sup> SESSION OF THE  
TPO GENERAL ASSEMBLY  
&  
RELATED MEETINGS**

**12 – 15 SEPTEMBER 2023  
JEONJU, KOREA**



**Mr Ahmad Munir Ishak**  
Secretary of Ipoh City Council

*“Tourism as a driving force  
of local economic growth”*

### INTRODUCTION

Ipoh the fourth largest city in Malaysia,  
is the capital city of Perak State.

It is strategically located about 208  
kilometres north of Kuala Lumpur and  
170 kilometres south of Georgetown,  
Penang.

Ipoh covers an area of 643 sq kilometres  
with a population of approximately  
800,000 people.

It has diverse race, religion and culture  
comprising of Malays, Chinese, Indians,  
Indigenous People and others.

Administration of the city  
is run by Ipoh City Council



### ACCESSIBILITY

Ipoh is well connected to other major towns and cities in  
the peninsular of Malaysia by comprehensive network of  
expressway, road, railway and air.



By Rail



By Air



By Road

# ROLE & FUNCTION

1. To promote Ipoh as well as Perak State, locally and internationally as a tourist destination.
2. To plan and implement the action to develop tourism product effectively and efficiently.
3. To showcase Ipoh as the third best tourist destination by 2025.
4. To stimulate economy activities through tourism industry.

- ❖ Ipoh City was well known as the City That Tin Built in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries.
- ❖ It lost its glory and shine when the tin business collapsed in 1980s.
- ❖ Likewise, the pandemic crisis in 2020 also proved to be a downfall for the economy especially the tourism industry.



Source : Images from Google

Limestone hills



Colonial buildings

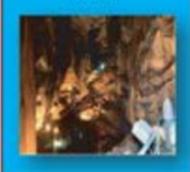


Diverse Culture

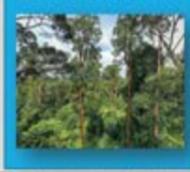


Ipoh City has various products to offer such as

Caves



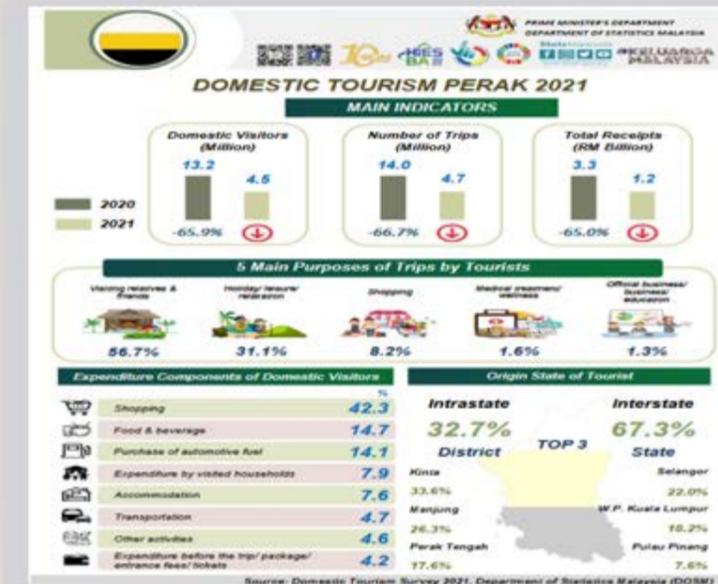
Forest



Lakes



Rapids





### The second H : Heritage

- Relates to the buildings and monuments that can be found along the heritage trail which portrays distinctive structure characterizing the British colonial era in the late 19<sup>th</sup> century.
- The strong, bold, majestic British architecture will amaze visitors walking along the trail.

### The first H : Hipster

- This concept is considered as an urban bohemian alternative lifestyle that comprises of fashion, art, culture, music and philosophy.
- This style has been applied in contemporary cafes, boutique hotels and music from the local youth community.

### MOSQUES

## TEMPLES & CHURCHES



### The third H : Health

•Various sports stadiums are strategically located in one area that caters for national and international events.



Aquatic



Badminton & Squash



Tennis



Lawn Bowl



Soccer



Indoor



Rugby



Hockey

### The third H : Health

•This concept serves not only for domestic patients but also foreign patients who seek for treatment, rehabilitation and recuperation facilities.

•It also refers to fitness and wellness whereby these type of centers are fast expanding in the city.



## SUMMARY

### Heritage Trail

27 buildings / monuments along the heritage trail

### Hipster Cafes & Restaurants

- Ipoh Padang Curry House
- Restoran Haji Shahrin Law Grand
- Restoran Pakeeza
- Foh San Dim Sum
- Greentown Dim Sum
- Ipoh Central Kitchen
- Tandoor Grill
- Thumbs Café
- Miker Pizza
- Durbar at FMS
- STG Ipoh Old Town
- PLAN B
- Rajak N Cendal Padang Ipoh
- Medan Selera Dato Sagor
- Restoran Ipoh Kong Heng
- Chang Jiang White Coffee
- Kedai Makan Nam Heong
- Kedai kopi Sin Yoon Loang
- Mee Daud Mat Jasak
- Restoran Ayam Taugeh Lou Wong
- Funny Mountain Soya Beancurd
- Kanda Kondi Kafe
- Restoran Nasi Ayam Fauziah
- Kedai Biskut Sin Eng Heong
- Chocodak Reggae House
- Nasi Ganja Yang Suan
- Warteg Ipoh Café
- Ipoh Hainan Chicken Rice

### Small Business

- Gerbang Malam
- Memory Lane
- Concubine Lane
- Lorong Seni@Lorong Panglima

### Medical Service

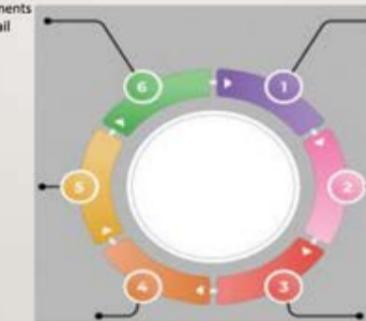
- KPJ Ipoh Specialist Hospital
- Pantai Hospital Ipoh
- Hospital Fatimah Ipoh
- Perak Community Specialist Hospital
- KMC Medical Centre
- Ar Ridzuan Hospital Ipoh
- Seri Medical Botani Medical Centre

### Recreation Parks

- Taman D.R. Seenivasagam
- Taman Jepun
- Taman Rekreasi Gunung Lang
- Taman Rekreasi Sultan Abdul Aziz
- Ipoh Padang (Light& Sound)
- Petting Zoo@Gunung Lang

### Geoparks

- Tasek Cermin
- Gua Masoorat
- Qin Xing Ling
- Gua Tambun





**RECOGNITION**

LONELY PLANET 2016 : SIXTH BEST DESTINATION TO VISIT

LONELY PLANET 2018 : THIRD BEST COFFEE CITY

THE NEW YORK TIMES' TRAVEL 2018 : IPOH SHOULD BE ON THE TOURISTS' TRAVEL RADAR

CNN TRAVEL 2022 LISTED IPOH CITY AS THE NO. 1 ASIA'S MOST UNDERRATED PLACES.

Before I end my session, I would like to invite everyone to watch the Visit Ipoh 2023 video.

Thank you so much for your kind attention.

Looking forward to seeing you in Ipoh City.

Thank you. Gamsahamnida

## Case Presentation 4

### : Urban Tourism as A Tourism Destination in Dki Jakarta

Jakarta, Indonesia



| JAKARTA'S TOURISM POTENTIAL |   |  |
|-----------------------------|---|--|
| Dimensi                     | Description   | Activity   |
| Airport                     | An international airport with connectivity (direct flights) to 64 cities and 45 airline names.                        | Shopping, sightseeing, kuliner, entertainment                    |
| Accommodation.              | Hundreds of star-rated hotels and hotel chains with business suites, VIP lounges, ballrooms, and strategic locations. | Luxury and privileged workcation at top-class hotels.            |
| Meeting                     | International standard meeting venues with a capacity of ≥ 5,000 people.  | Corporate event, workshop, semina, masterclass                   |
| Conference                  | Complete with teleconferencing technology, audio-visual equipment, LED screens, and catering services.                | U20 Mayors Summit 2022, Presidensi G20 2022, Indonesia AI Summit |
| Exhibition                  | An expo area that can accommodate 15,000 to 20,000 people with several multifunctional halls.                         | Jakarta Fair, IIBF, Islamic Book Fair, Java Jazz Festival        |
| Amenities                   | Jakarta provides facilities for security, cleanliness, health, telecommunications, and entertainment                  | Jakarta Fair, IIBF, Islamic Book Fair, Java Jazz Festival        |

| TOURISM OUTLOOK IN JAKARTA |   |  |
|----------------------------|---|--|
| Dimensi                    | Description   | Activity   |
| Nature                     | The concept of "Nature and Adventure Tourism" in the development of the Thousand Islands and Green Open Spaces. | Outdoor sports, camping, picnicking, playgrounds, cafes, open-air cinemas, and dining venues that offer a garden concept.      |
| Heritage                   | Museums as digital-based "edutainment" spaces in line with the Tourism 4.0 trend.                               | Vibrant Kota Tua, AR Museum, hologram, interactive table   |
| Urban                      | Tourism with the concept of "fun tourism" that offers a "one-stop experience" concept.                          | Ancol as a Fun Paradise, providing a thematic shopping experience, and TMII as the gateway to the richness of the archipelago. |
| Culinary                   | The concept of tourism through exploring the uniqueness and diversity of Jakarta's distinctive offerings.       | Jakarta's Street Food (Distrik Kuliner CoffeeC "Cipete", Distrik Kuliner Jepang "Blok M")                                      |
| Youth Culture              | Tourism that offers a "pop culture" concept.  | Street Art Jakarta "mural", Drive in Concert & Cinemas   |
| Attraction                 | Introduction to Jakarta's culture that offers a theme of festivals and arts.                                    | Karnaval & Festival, Street Art Musik, Do it the Locals  |

### JAKARTA'S TOURISM POTENTIAL

**Historical buildings that can be optimized for tourism activities**

**Expanding investment opportunities in developing Jakarta as a business and tourism city.**



**VISION**  
To create Jakarta as an attractive and competitive urban tourism destination

**MISION**

- Building Jakarta's image as an appealing urban tourism destination to visit.
- Creating Jakarta as an urban tourism destination through collaboration with all tourism stakeholders.
- Enhancing the marketing of Jakarta as an attractive city for both residents and tourists

**Urban Tourism Legal Basis.**

- ✓ Minister of Tourism Regulation of the Republic of Indonesia Number 14 of 2016 on Guidelines for Sustainable Tourism Destinations.
- ✓ Regional Regulation Number 6 of 2015 on Tourism (Provincial Gazette of the Special Capital Region of Jakarta Year 2015 Number 106, Additional Provincial Gazette of the Special Capital Region of Jakarta Number 1022).
- ✓ Governor's Decree Number 588 of 2022 on Guidelines for the Implementation of Urban Tourism
- ✓ Head of the Jakarta Provincial Tourism and Creative Economy Office Decree Number e-0031 of 2022 on the Designation of Urban Tourism Areas in the Jakarta Province.

**WHY URBAN TOURISM ?**

**Attraction (Daya Tarik Wisata)**  
Historical Buildings: 14 new buildings designated as cultural heritage sites (2020-2021) include Rawamangun Golf Field, Proclamation Monument, and Matraman Raya Railway Bridge.  
Parks, besides being green open spaces, have become new tourist attractions. There are 2166 parks scattered throughout Jakarta, including Tebet Eco Park, Christina Martha Tjahjahu Reading Park, and Langsat Park.  
Bridges and Pedestrians: Those that have been beautified to become tourist attractions, for example: MRT Asean Skybridge, Kendal Tunnel, Phinisi Karet Sudirman Pedestrian Overpass, Kendal Tunnel.

**Amenities (Fasilitas)**  
Souvenir shops are built in several tourist areas such as Gedung Mula (Kota Tua area) and Lenggang Jakarta (Monas area). Emergency service facilities, prayer rooms (mushola), and well-maintained public toilets are also available.

**Accesability (Aksesibilitas)**  
Transjakarta buses have 13 integrated routes with Jaklingko, MRT, and KRL (commuter trains), with over 3,000 buses available for transportation to various tourist destinations in the city.

**Ancillary (Kelembagaan menyediakan layanan tambahan)**  
Collaboration with strategic partners for travel services includes partnering with Jakarta Good Guide and ASITA (Association of Indonesian Tours and Travel Agencies). Accommodation options such as hotels are available, and there has been an increase in the number of new restaurants offering culinary tourism experiences.

## GOALS AND OBJECTIVES OF URBAN TOURISM

| GOALS  | OBJECTIVES   |
|--|--|
| <ul style="list-style-type: none"> <li>Increasing the number of tourist visits in Jakarta.</li> <li>Raising awareness among tourists about urban tourism products in Jakarta.</li> </ul> | <ul style="list-style-type: none"> <li>Increasing regional revenue through Entertainment, Hotel, and Restaurant Taxes.</li> <li>Boosting economic activities.</li> <li>Restoring and preserving natural, cultural, and historical heritage.</li> </ul> |

### POTENTIAL OF URBAN TOURISM IN JAKARTA.



Historical buildings and areas.



Cultural diversity.



Modern transportation.



Art performances.



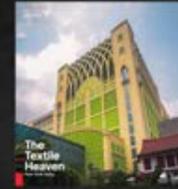
Culinary variety.



Shopping centers.



### CATEGORIES OF URBAN TOURISM IN JAKARTA.

|   |   |   |  |   |
|---|---|---|--|---|
| Wisata Sejarah  | Wisata Budaya   | Wisata Belanja  | Wisata Religi dan Ziarah   |   |
|  |  |  |  |   |
| Wisata Rekreasi   | Wisata Olahraga   | Wisata Alam   | Wisata MICE  | Wisata Kuliner  |
|  |  |  |  |  |

### PENETAPAN WISATA URBAN



|                          |   |
|--------------------------|---|
| <b>PASAR BARU</b>        | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>GLODOK</b>            | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>TEBET</b>             | WISATA KULINER, WISATA BELANJA  |
| <b>BARAT</b>             | WISATA GEDUNG BERSEJARAH, WISATA KULINER, WISATA ZIARAH, WISATA ALAM. |
| <b>PUSAT</b>             | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>SELATAN</b>           | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>UTARA</b>             | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>TIMUR</b>             | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |
| <b>PLUIT MUARA-ANGKE</b> | WISATA GEDUNG BERSEJARAH, WISATA KULINER, WISATA ZIARAH, WISATA ALAM. |
| <b>JATINEGARA</b>        | WISATA GEDUNG BERSEJARAH, WISATA BELANJA, WISATA ZIARAH               |

### THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

**WISATA BELANJA**

**WISATA KULINER**

**WISATA REKRASI**

**WISATA ZIARAH**

**WISATA BUDAYA**

**Jakarta Pusat**  
(Pasar Baru)

### THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

**WISATA BELANJA**

**WISATA KULINER**

**WISATA ZIARAH**

**WISATA REKRASI**

**Jakarta Barat**  
(Glodok)

### THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

**WISATA BELANJA**

**WISATA KULINER**

**WISATA ZIARAH**

**WISATA REKRASI**

**Jakarta Utara**  
(Pluit-Muara Angke)

### THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

**WISATA BELANJA**

**WISATA KULINER**

**WISATA ZIARAH**

**WISATA REKRASI**

**Jakarta Selatan**  
(Tebet)

### THE POTENTIAL OF URBAN TOURISM IN JAKARTA.

**WISATA BELANJA**

**WISATA ZIARAH**

**WISATA SEJARAH**

**Jakarta Timur (Jatinegara)**

### CREATIVE ECONOMY IN JAKARTA

**INACRAFT**  
23 - 27 March 2022

There were a total of 722 participants from all over Indonesia showcasing interesting and high-quality craft products. Inacraft 2022 not only exhibited products but also featured craft forum webinars, craftpreneur talk shows, online workshops, business matching, and the Inacraft and Emerging Award.

**INDONESIA COMICON**  
1-2 October, 2022

Jakarta Tourism and Creative Economy Agency (Parekraf) facilitated 16 local IP (Intellectual Property) at the Indonesia Comic Con 2022

**MUSIK TEPI BARAT**  
29 May - 26 June 2022

In the spirit of #JakartaHajatan, Disparekraf DKI Jakarta contributed to the festivities by hosting "Musik Tepi Barat" at various locations in Jakarta. This event took place at Pulau Untung Jawa, Pulau Bidadari, Pulau Dolpin, Pulau Tidung Besar, Pocket Park Taman Rasuna, and CFD Sudirman-Thamrin.

**JAKARTA FILM WEEK**  
13-16 October 2022

Jakarta Film Week is an internationally-scaled film festival initiated by the Jakarta Tourism and Creative Economy Agency in 2021. This festival aims to support the revival of the creative industry, particularly the film industry, in Indonesia after the Covid-19 pandemic.

### EFFORTS IN DEVELOPING URBAN TOURISM IN DKI JAKARTA.

Making Jakarta competitive as an urban tourism destination, through:

1. Strengthening supporting elements of tourism such as hotels and culinary
2. Collaboration with stakeholders to beautify the city and enhance tourism-supporting facilities.

### CREATIVE ECONOMY IN JAKARTA

**POPART JAKARTA**  
August 12 to September 4, 2022

Jakarta Tourism and Creative Economy Agency (Disparekraf DKI Jakarta) and the Indonesian Intellectual Property Association (AIPi) presented Pop Art Jakarta, an exhibition showcasing local intellectual properties (IPs).

**TOKYO GAME SHOW**  
September 15 to 18, 2022

Jakarta Provincial Government, through Disparekraf DKI Jakarta, provided full support to creative economy practitioners participating in the Tokyo Game Show event.

**ICAD**  
November 19 to 27, 2022

the Indonesian Contemporary Art and Design (ICAD) event took place. ICAD was first organized in 2009, and Disparekraf DKI Jakarta became one of the Strategic Partners for this event. The exhibition served as a celebration and activation of the Kemang area as one of the creative hubs in Jakarta

**IPA CONGRESS**  
November 10 to 12, 2022

Jakarta Provincial Government, through Disparekraf DKI Jakarta, acted as a facilitator for the 33rd International Publishers Association (IPA) World Congress. This event brought together publishers from around the world to discuss and address key issues in the publishing industry.

**CREATIVE ECONOMY IN JAKARTA**



### IDEAFEST

November 24 to 27, 2022, the Jakarta Tourism and Creative Economy Agency (Parekraf) facilitated IDEAFEST 2022. This event is the largest annual creative festival in Indonesia. IDEAFEST serves as a platform for creative individuals, entrepreneurs, and industry professionals to showcase their ideas, innovations, and creative works. It features various activities such as exhibitions, workshops, conferences, and performances, providing opportunities for networking, learning, and collaboration within the creative industry.



JAKARTA CITY OF COLLABORATION

# THANK YOU



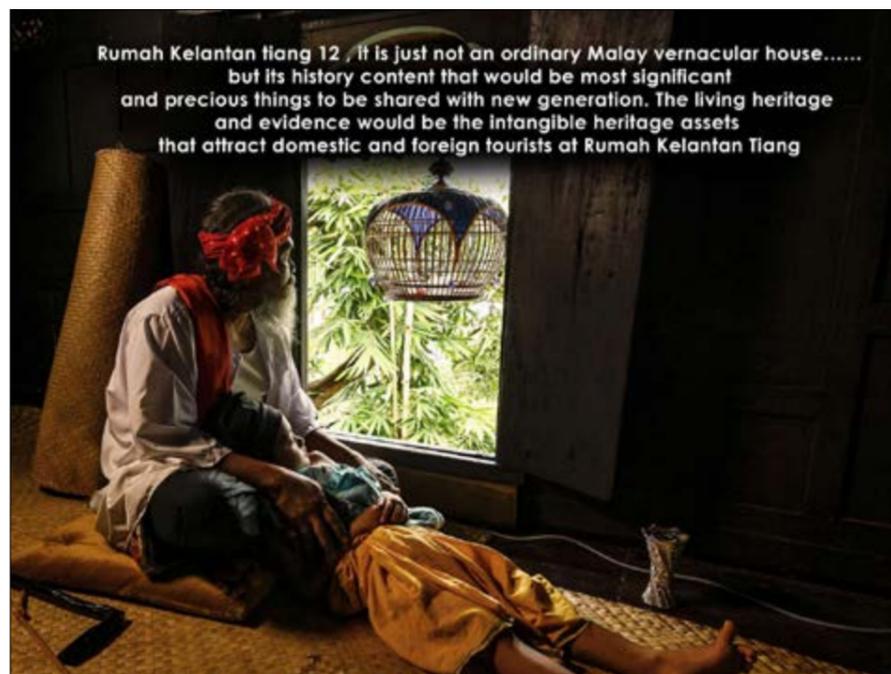
MEMO

A large rectangular area with horizontal dashed lines, intended for taking notes or a memo.

## Case Presentation 5 : Kelantan is well as The Cradle Of Malay Culture

Kota Bharu, Malaysia





**Government Agencies that direct and indirectly related to the HOUSE.**

Tourism Malaysia      Jabatan Kesenian dan Kebudayaan Negara      Jabatan Kraftangan Negeri Kelantan (Craft Agency)

Jabatan Warisan Negara Malaysia      Local Council (Majlis Perbandaran Kota Bharu Islamic City)      The Antiquities and Museum

The Government of Negeri Kelantan under the Chairman of Tourism, Culture, Art and Heritage Secretariate      The Association of Tourist Guide Kelantan

We believe that the Economy of Kota Bharu City commonly Kelantan state, will be more dynamically progressing closely in the near future boosted by new coming up ECRL (East Coast Railway Line) from Kuala Lumpur to Kota Bharu that will takes 4 hours travelling hour , and also 7 new terminals Airport that expected bringing in 4 million travelers to Kelantan.

Rumah Kelantan Tiang 12 is only 3 Kilometers from ECRL Terminal and 4 Kilometers from the Airport.....The Tourist my made their mind wisely and they wont miss to witness themselves the artifacts of 154 years oleh house before leaving the Country..... they may bring along the merchandise sold that cant be found from any other places.

Rumah Kelantan Tiang 12 surely triggers the effects of local economy not just for its owner but to the community and to the state as well. To ensure the sustainability of the house, a company was formed to manage the house especially receiving the guests and visitors and all sort of activities that automatically generate its economy accordingly.

Patah Tumbuh...Hilang Berganti..... Broken Growing...Lost Replaced

## Case Presentation 6 : Tourism Growth Kuantan Transformative Actions

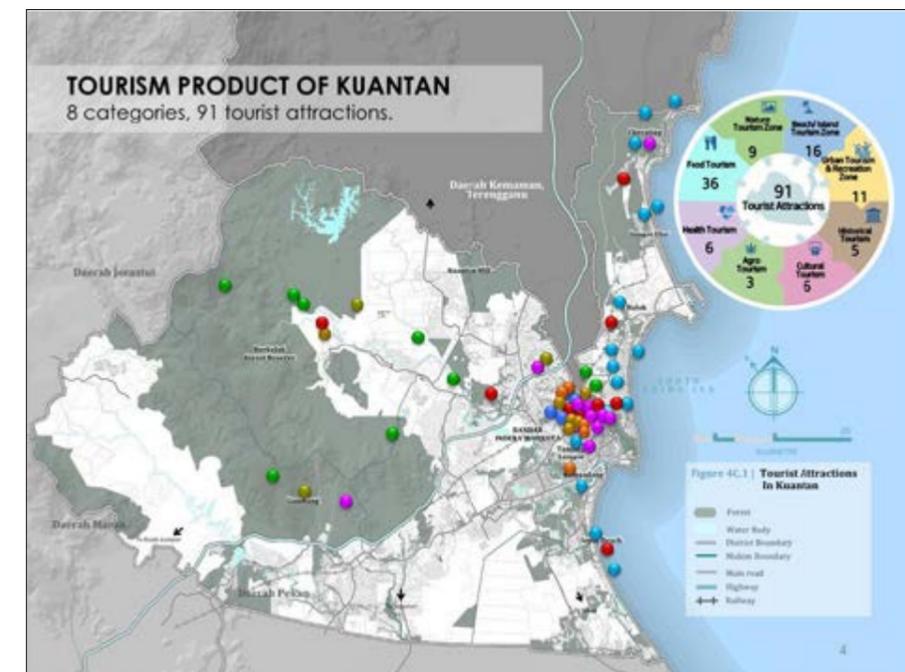
Kuantan, Malaysia

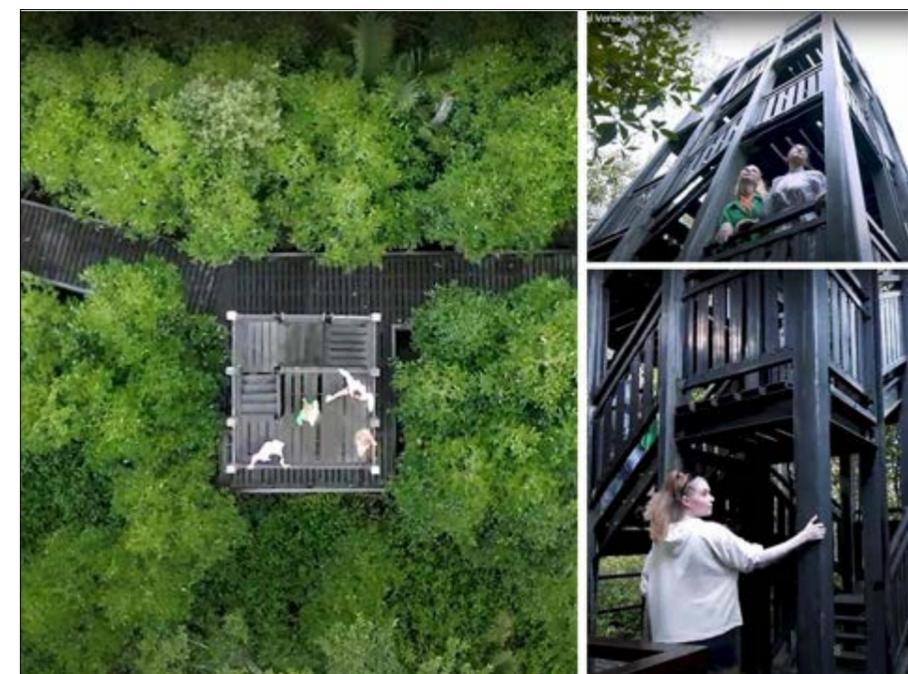
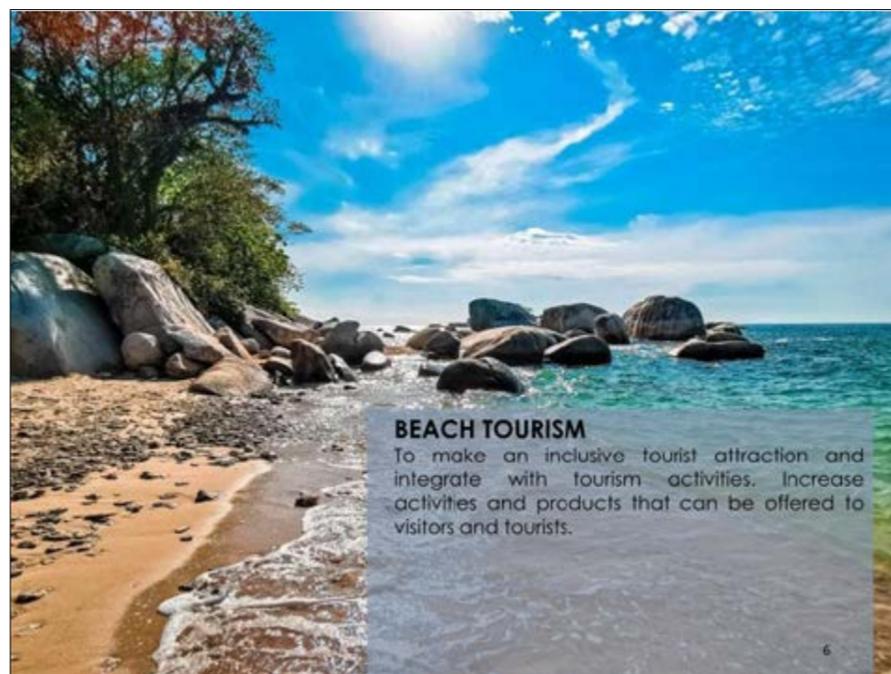
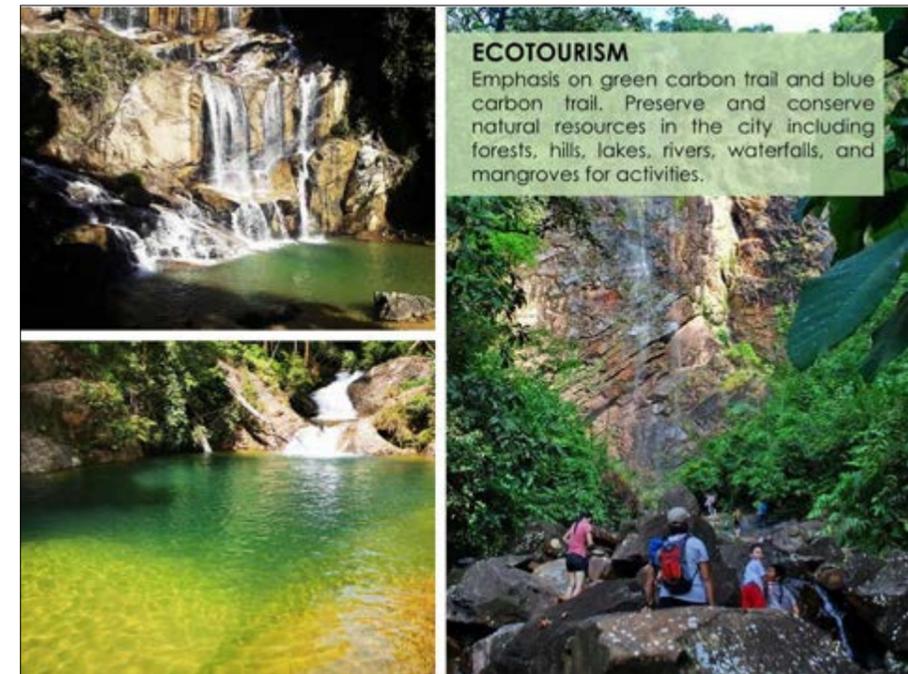


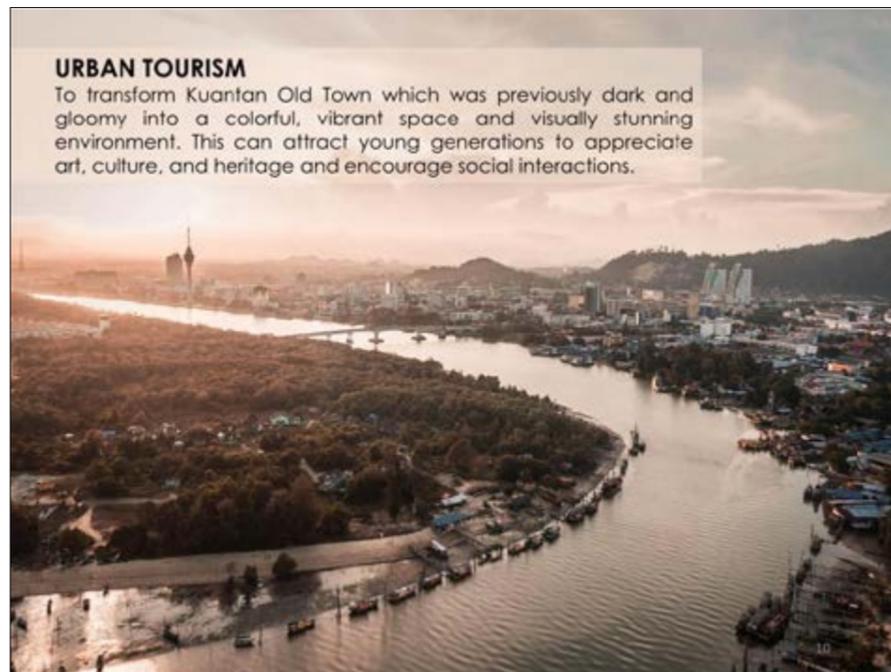
### Kuantan City Profile

Kuantan is the capital city of Pahang State located on the East Coast of Peninsular Malaysia. The administrative area of 2,453 square kilometers. The population of Kuantan is 558,551 with a 3.3% annual growth rate.

Recently, Kuantan has experienced rapid changes in socioeconomic and physical development and has become one of the most growing cities in Malaysia. Major economic activities are industry, trade, commerce, and tourism.









**DIGITALIZING TOURISM SECTOR**

Kuantan is using digital channels to promote tourism products or services. The goal is to connect with tourists online, the place where they spend time seeking information and entertainment.

Facilitating information through various platforms including social media, websites, applications, systems, sites, and QR Codes. Collecting data for tourism management, especially for conducting projects, events, and programs. Recently, digitalization on operational, accessibility, and attractions.

promote places of interest



14



**KUANTAN FOOD TRAIL**

The popularity of gastronomy tourism in Kuantan is growing via digital marketing and social media by visitors. Provide incentives and recognition to all food operators to comply with the food quality, taste, hygiene, and facilities.

13

## Case Presentation 7

### : Explore the Fun and Splendid Taichung

Taichung, Chinese Taipei



**Fun & Marvelous TAICHUNG 玩美台中**  
Annual Tourism Events / 年活動動向

January: The Seven Heroes of Guguan Hiking Event (台中七英雄古官山健行活動)  
February: Wuling Farm Cherry Blossom Season (武陵農場櫻花季)  
March: Taichung Children's Arts Festival (臺中兒童藝術節)  
April: Didiang Butterfly and Firefly Watching Carnival (大坑螢火蟲季)  
May: Houli Cherry Blossom Festival (后里櫻花季觀光活動)  
June: Central Taiwan Lantern Festival (中臺海元霄燈會)  
July: Taichung Mazu International Festival (臺中媽祖國際觀光文化節)  
August: Taichung Dongzhi Sidingban Festival (臺中東引冬至祭)  
September: Taichung Shopping Festival (臺中購物節)  
October: Taichung Comic Arts Festival (臺中國際動漫博覽會)  
November: Taichung Christmas Carnival (臺中聖誕節)  
December: Lishan Guguan Light Art Festival (山仔頂光節)

Have a perfect weekend!

**Taichung Annual Tourism Event**  
臺中觀光盛會

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Taichung International Dance Carnival (臺中國際踩舞嘉年華)  
Xinshe Sea of Flowers and Taichung International Flower Carpet Festival (新社花海暨臺中國際花毯節)  
Taichung Hot Spring Festival (臺中好湯溫泉季)  
Taichung Parent-Child Music Festival (臺中親子音樂季)

**Taichung Annual Tourism Event**  
臺中觀光盛會

Central Taiwan Lantern Festival (中臺海元霄燈會)  
World Bicycle Day - Taichung Bicycle Carnival (世界自行車日·臺中自行車嘉年華)

**Diverse Tourism Themes for All**  
各式觀光主題·滿足各種客群

- Flower Viewing (季節賞花)
- Hot Spring (溫泉養生)
- Hiking (登山健行)
- Cycling (鐵馬風采)
- Shopping (休閒購物)
- Ecology Tour (生態之旅)
- 美食之都 (Great Food)
- 休閒之都 (Leisure Activities)
- 文藝之都 (Culture & Arts)
- MICHELIN Gourmet (米其林美食)
- Popular Products (精緻名產)
- Street Food (特色小吃)
- 臺中經典遊程 (Classic Tour) - 從推薦景點中·組合專屬3天2夜/2天1夜行程
- Cultural Experience (文化體驗)
- Educational Travel (教育旅行)
- Aesthetic of Life (生活美學)
- Heritage (古蹟漫遊)



**Gaomei Wetlands**  
高美濕地

Stroll along the wooden plank trail,  
See the most beautiful sunset in Taiwan.  
步行在木棧道上，欣賞臺灣最美的夕陽

**休閒之都**  
Leisure activities  
Ecology Tour 生態之旅

Sunset 落日餘暉

Wooden plank trail 木棧道

Scenic Bridge 景觀橋

**休閒之都**  
Leisure activities  
Flower Viewing 季節賞花



Maple leaves in Fushoushan Farm  
福壽山農場賞楓



Cherry Blossoms in Wuling Farm  
武陵農場賞櫻花



Xinshe Sea of Flowers and  
Taichung International Flower Carpet Festival  
新社花海暨臺中國際花毯節

**休閒之都** Hiking 登山健行  
Leisure activities — For Families and Hikers 從親子健行到登山客，一次滿足

**Dakeng Hiking Trails**  
大坑風景區  
13 hiking trails in total,  
suitable for all ages  
建有13條登山步道，休閒健走、挑戰全能適合

▼ The Seven Heroes of Guguan  
谷關七雄



Basianshan 八仙山



Mt. Malun 馬崙山

**休閒之都**  
Leisure activities  
Shopping 休閒購物 Cycling 鐵馬風采  
Hot Spring 溫泉養生

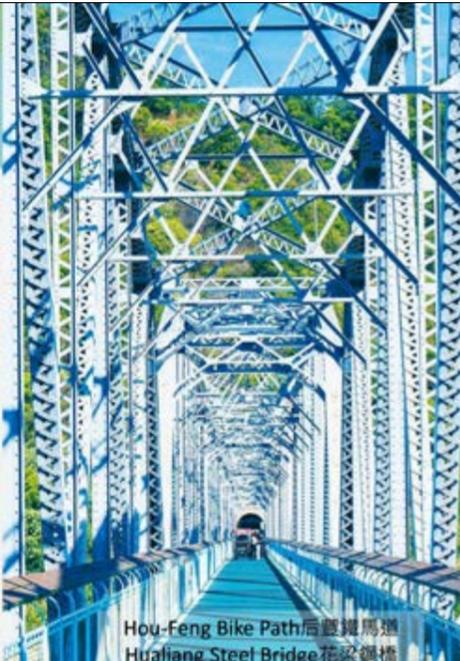
▲ Mitsui LaLaport



Lipao Land 龍寶樂園



Guguan Hot Spring 谷關溫泉



Hou-Feng Bike Path 后豐鐵馬道  
Hualiang Steel Bridge 花梁鐵橋

**美食之都** MICHELIN Restaurants 米其林·臺日法各國佳餚  
Great Food Taiwanese, Japanese, French Gourmets from the world  
— 64 restaurants has been given the honor  
— 已有64家餐廳獲國際殊榮

6 MICHELIN Star Restaurants 米其林星級6家  
31 Bib Gourmand Restaurants 米其林必比登31家



27 MICHELIN Guide Selected Restaurants 米其林入選27家

**美食之都** Street Food 特色小吃  
Great Food —Local delicacies, stand the test of time  
—庶民美食·歷久不衰



**Feng Chia Night Market**  
逢甲夜市  
The most famous night market in Taiwan,  
creative street foods amaze the Asia  
全臺人氣第1名的夜市·創意美食·驚豔亞洲

**美食之都** Popular Products  
Great Food 精緻名產

**茶與餅**  
Tea & Pastry

清酒 Sake  
葡萄酒 Wine  
Sun Cake 太陽餅  
Taro cake 芋頭酥  
Pineapple cake 鳳梨酥  
Lisha Colong TEA 梨山龍茶



**文藝之都**  
Culture & Arts Aesthetic of Life 生活美學

**Rainbow Village**  
彩虹村  
Nominated as a "Secret Wonder of the World" by Lonely Planet  
(Lonely Planet) 旅遊指南評選「世界秘密奇蹟」

**National Taichung Theater**  
臺中國家歌劇院  
The Extreme of curve wall,  
nominated as one of "the World's Nine Architectural Wonders" by Reuters  
曲牆的極致·《路透社》列名「世界9大新地標建築」



### 文藝之都 Culture & Arts Heritage 古蹟漫遊



**Taichung Park Twin Pavilions**  
◀臺中公園湖心亭  
The first century-old park, the first Taichung Centennial Landmark.  
唯一百年公園、臺中市地標建築



**Wufeng Lin Family Garden (Gong-Bao-di)**  
霧峰林家宮保第▶  
The first Minnan-style residence  
台灣第一閩式建築、台灣五大家族之一的絕代風華

### The Core of Center Taiwan Tourism

臺中樞紐—串聯中臺灣觀光資源



**Taichung 臺中市 :**  
PARK2  
Miyahara ice cream 宮原眼科



**Central Taiwan Regional Governance Platform**  
中臺灣區域治理平台

**Tourism Committee of Taichung City Government**  
臺中市政府觀光委員會

Engaging experts from the fields of culture, economy, urban development, and tourism to communicate tourism issues and conduct on-site visits  
由文化、經濟、都發、觀光專業產官學界委員，進行各項觀光議題交流與實地訪視

**Miaoli 苗栗縣 :**  
Railway bike 舊山線自行車道、Shengxing Station 勝興車站



**Changhua 彰化縣 :**  
Baguashan 八卦山、Lukang 鹿港



**Nantou 南投縣 :**  
Skywalk 天空步道  
Sun Moon Lake 日月潭



**Yunlin 雲林縣 :** Beigang 北港、Palm Muppet 虎尾布袋戲



**Chiayi (City and Couter) 嘉義縣(市) :**  
Hinoki Village 檜意森活村  
Alishan 阿里山



### 文藝之都 Educational Travel 教育旅行 Culture & Arts Cultural Experience 文化體驗

**Dajia Jenn Lann Temple**  
大甲鎮瀾宮



**Natioanl Museum of Natural Science**  
國立自然科學博物館



**National Taiwan Museum of Fine Arts**  
國立臺灣美術館



**Saxophone 薩克斯風 Industry and Guiding**  
產業導覽、樂器教學



**Bubble Milk Tea DIY**  
珍珠奶茶DIY



**Sun Cake DIY**  
太陽餅DIY



### Developing international flight routes in Taichung, A future for Inbound and outbound tourism in Taiwan

臺中國際航線—中進中出·前景可期

- 5 Airline Routes (including a resumed route)  
5條定期航班(包含復航)
- 4 Charter Flight Routes  
4條不定期包機

Actively developing routes to other main cities in South Korea, China, Japan, Thailand, Malaysia, Singapore, Cambodia, and other areas.  
積極開拓韓國/中國大陸城市、以及日本、泰國、馬來西亞、新加坡、柬埔寨等地航線

**中國東方航空 CHINA EASTERN** Nanjing 南京 (9/23復航)

**CATHAY PACIFIC** Hong Kong 香港

**HKexpress** Hong Kong 香港

**華信航空 MANDARIN AIRLINES** Ho Chi Minh 胡志明市

**越捷航空 vietjet air.com** Hanoi 河內  
Ho Chi Minh 胡志明市  
Da Nang 峴港

**tigerair 台灣虎航** Macau 澳門  
Jizhou 濟州  
Busan 釜山

**royalair** Manila 馬尼拉



Scheduled Route 定航  
Charter Flight 不定期包機  
Resumed Route 定航復航



MEMO

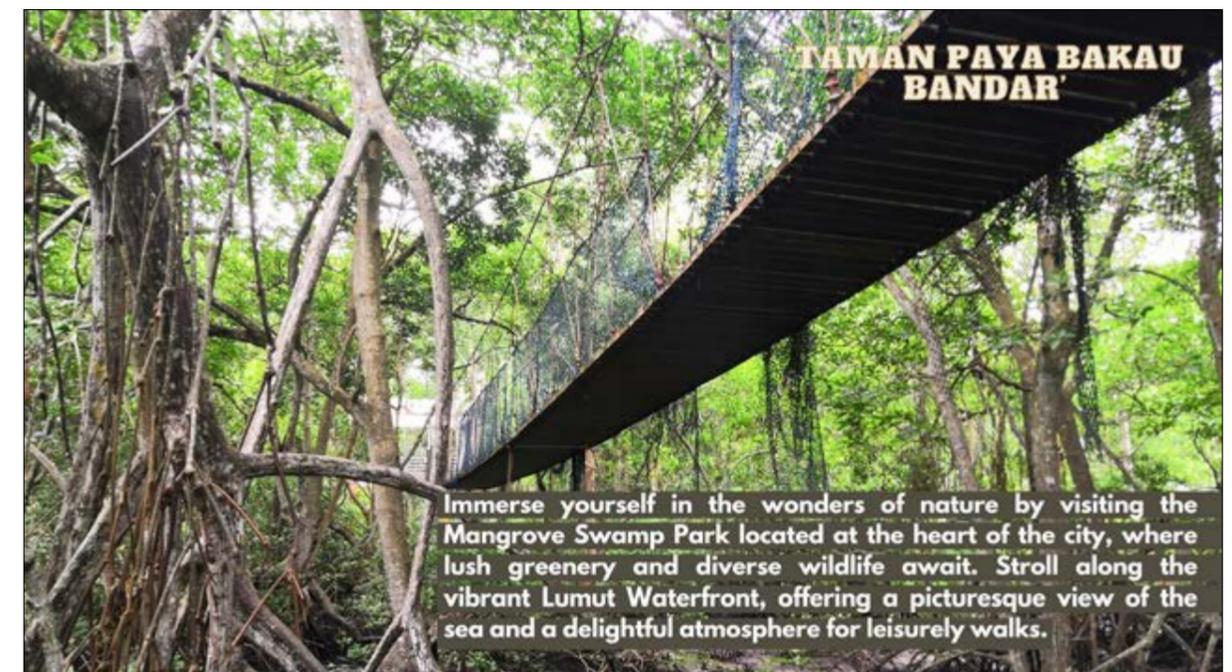
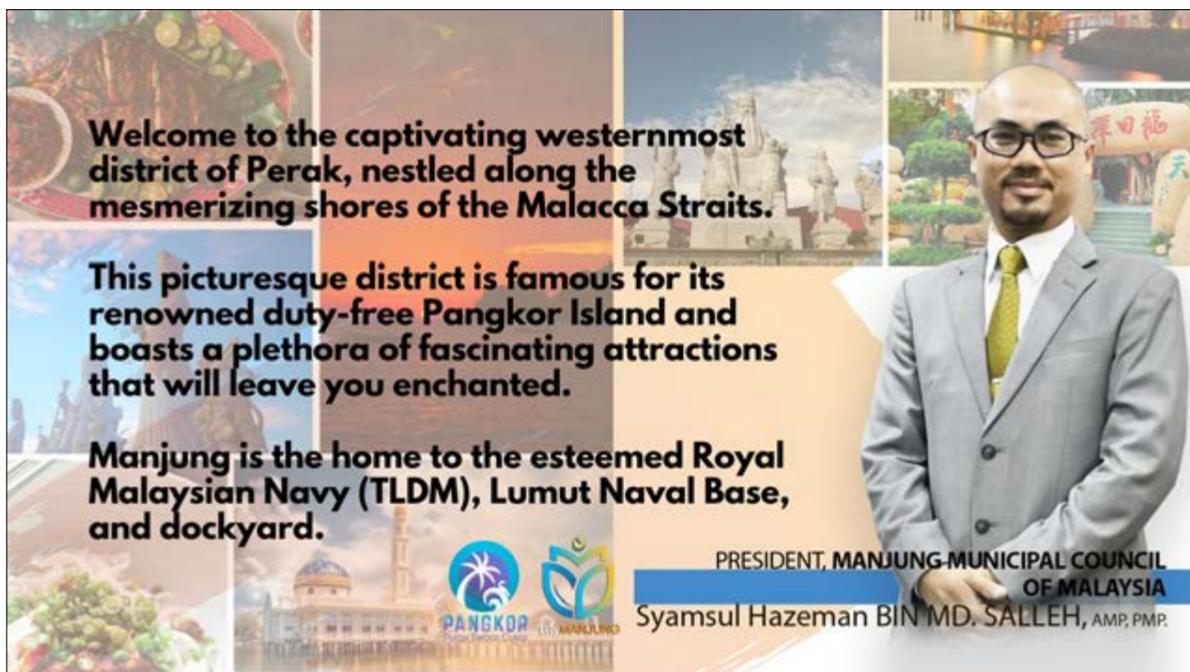
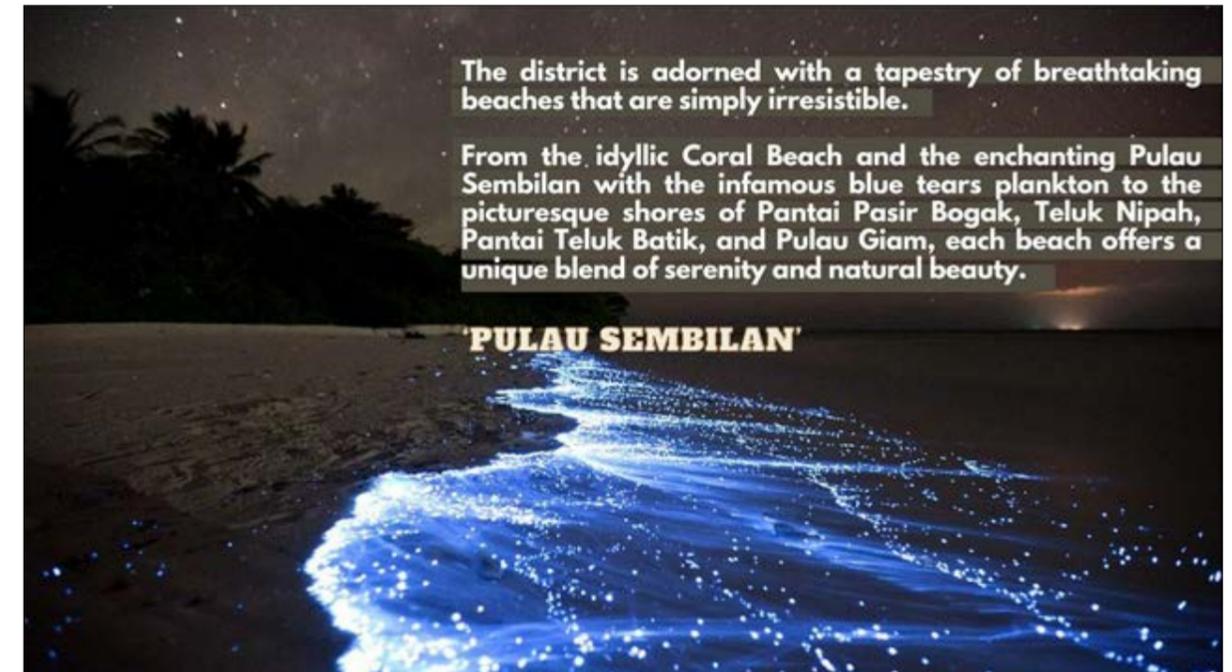
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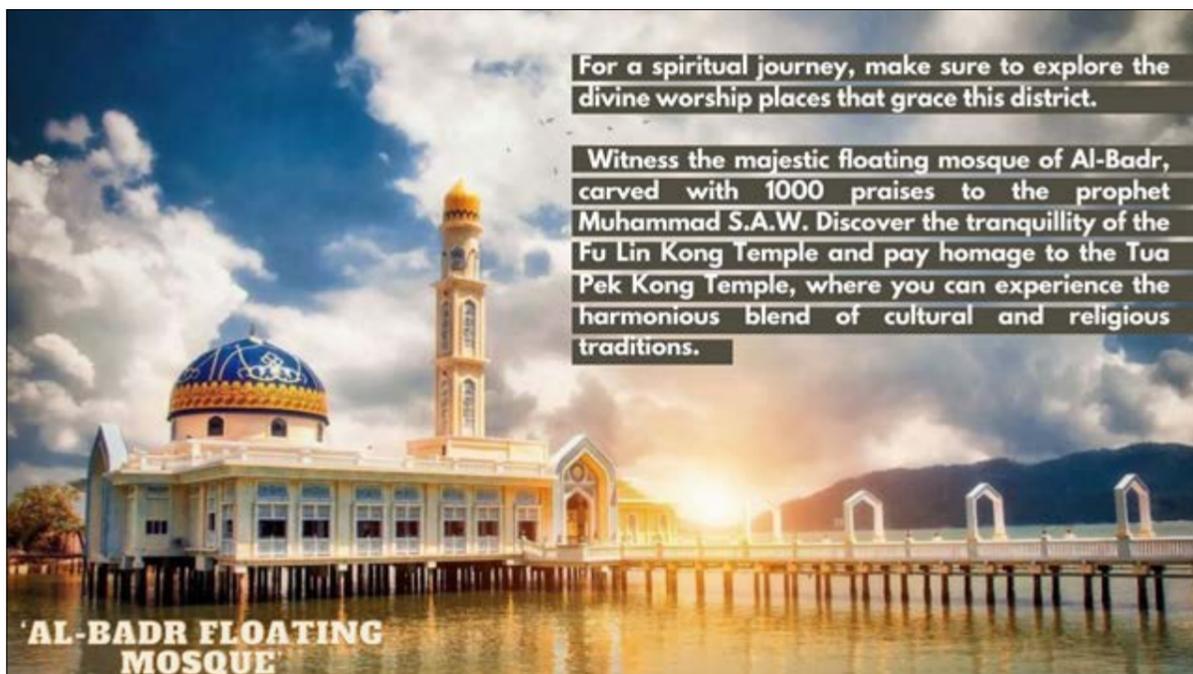
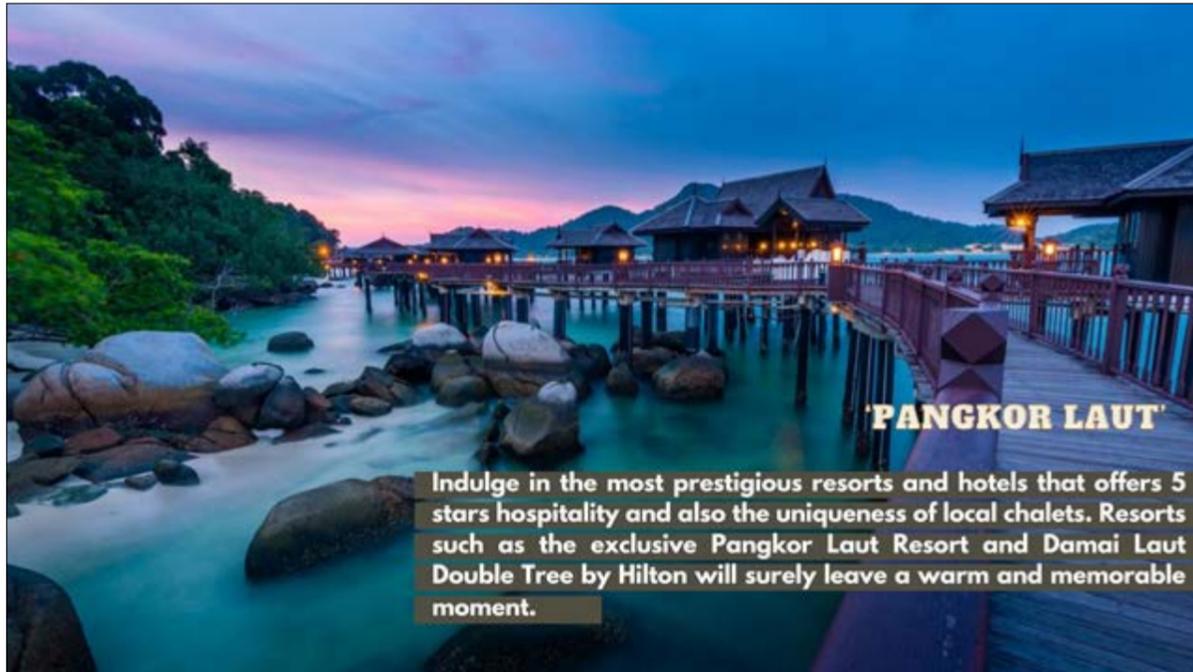
## Case Presentation 8

### : Tourism as a driving force of local economic growth

Manjung, Malaysia







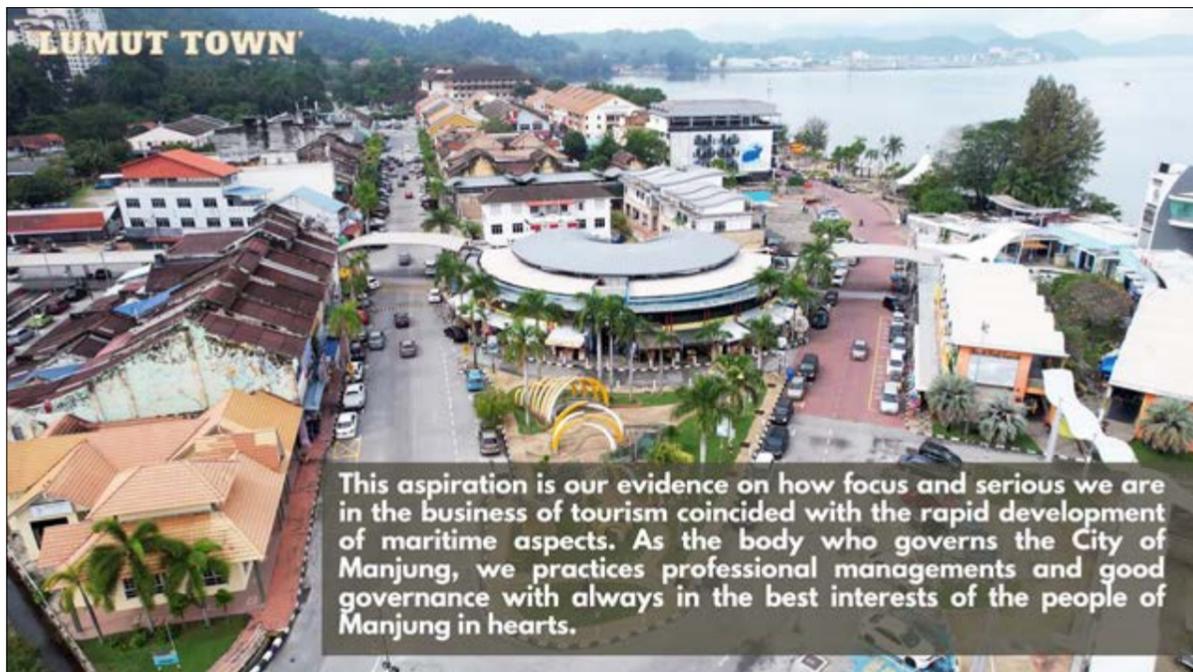
Manjung is blessed with abundance of nature located in the state of Perak, Malaysia. The tourism industry in Manjung primarily revolves around its natural attractions, historical sites, and cultural experiences as well as symbiotically compliments with the development of the city in maritime industry. Aspiration brought by Manjung municipal Council fit the tagline "Towards tourism and maritime city".



It is proven that with the tourism as the crucial aspects that have been focused throughout the years, the city of Manjung has been expanded with such developments and mass flowing of visitors. In the last ten years, Manjung had recorded more than 1 million visitors each year domestically and international, creating job opportunities, businesses and economic growth for the people of Manjung.



**'LUMUT TOWN'**



**'TELUK BATIK BEACH'**





MEMO

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