

2002- 03

Korea Culture & Tourism Policy Institute

KIM, Sung - Jin

Fostering Sustainable Ecotourism Development

Korea Culture & Tourism Policy Institute

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Abstract

Fostering Sustainable Ecotourism Development

The year 2002 is a special one for ecotourism not only because the UN Nations designated the year as the International Year of Ecotourism, but because of the World Summit on Sustainable Development. Ecotourism has the potential to create positive economic, environmental and social impacts, but if not properly planned, developed and managed, it will also threaten the very natural and accompanying cultural assets upon which it depends. Having the above-mentioned idea, this study aims to propose ecotourism policies to foster sustainable ecotourism development.

On the supply-side, it is suggested that the financial and technical support for ecotourism projects of local governments should be enlarged, while at the same time requiring them to plan, develop and manage their projects in a sustainable manner. The program for selection and designation of 'Best Ecotourism Region of Korea' is also suggested. On the demand-side, both the program to promote ethical and environmentally conscious behaviour of tourists and the program to promote more environmentally, socially and culturally responsible operation of tour operators are suggested. On the intermediate-side, ecotourism certification program, program to promote ecotourism messages and products, and program to provide technical and financial support for micro, small and medium ecotourism firms are suggested. The fundamental role of government is to consolidate the foundation for ecotourism development. In this respect, ecotourism guider program, education and training program, ecotourism research program and appropriate legislative frameworks are suggested. Finally, the establishment and functions of a Korea Ecotourism Society are suggested, because ecotourism is a complex activity involving a variety of stakeholders, it therefore needs collaborations amongst local communities, the private sector, NGOs and government.

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< 3-1>	가	46
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< 3-5>		58
< 3-6>		65
< 3-7>	67
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21(Agenda 21 for the Travel and Tourism Industry) .
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(ecotourism) (造語) 20

¹⁾ , ‘PRONATURA’

(Hector Ceballos-Lascurain)²⁾ 1983

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(Celestun)

1) Director General of Standards and Technology of SEDUE(the Mexican Ministry of Development and Ecology)

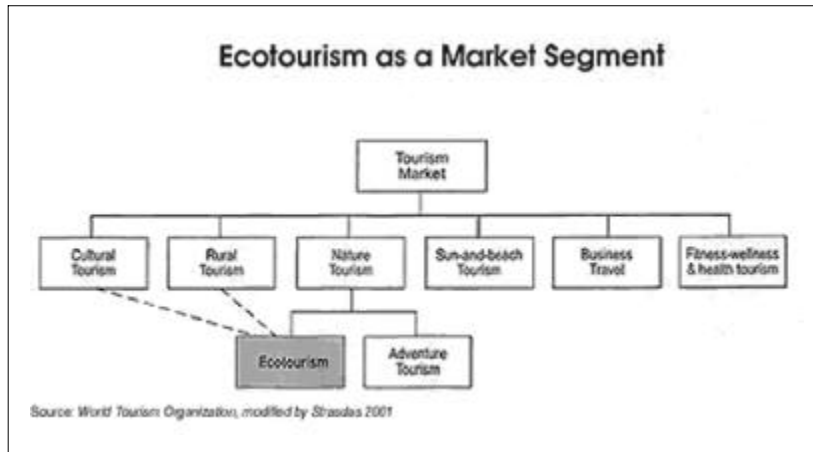
2) 가 , ,

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PICE(the Program of International Consultancy on Ecotourism)
(IUCN), (TIES), (WTO)

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4) Planeta.com
Yahoo group iye200271

(<http://www.planeta.com/ecotravel/tour/definitions.htm>
(<http://groups.yahoo.com/group/ie2002>).

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2) (TIES: The International Ecotourism Society)
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5) Megan Epler Wood, Frances Gatz, and Kreg Lindberg

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 ‘ (light tourism)’
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 村づくり塾, 1997). ‘ (見る), (食べる), (遊ぶ)’
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가 (, 2002).

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1998 7 46 2002 ‘ (IYE)’ 12 2002 IYE . IYE , , 가 , , , , , (, 2002c). WTO UNEP . WTO UNEP 가 , 가 , , 가 , , , .

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	WTO Seminar on Planning, Development and Management of Ecotourism in Africa	Maputo Mozambique	2001. 3
	WTO/UNEP Conference on Sustainable Development and Management of Ecotourism in Small Island Developing States(SIDS) and other Small Islands	Mahe Seychelles	2001. 12
	WTO Seminar on Sustainable Development of Ecotourism in Desert Areas	Algiers Algeria	2002. 1
	UNEP/TIES Conference for East Africa	Nairobi Kenya	2002. 3
	UNEP/ETE International NGO Workshop Tourism Towards 2002	New Delhi India	2001. 9
	UNEP/TIES Conference for South Asia	Sikkim India	2002. 1
	WTO Asia-Pacific Ministerial Conference on Sustainable Development of Ecotourism	Male Maldives	2002. 2
	UNEP/TIES Conference for Southeast Asia	Chiang Mai Thailand	2002. 3
	WYO/APO Conference on Sustainable Development of Ecotourism in the South Pacific Island	Fiji	2002. 4
	WTO Conference on Sustainable Development and Management of Ecotourism in the Americas	Cuiaba Brazil	2001. 8
	UNEP/TIES Conference for Mesoamerica	Belize City Belize	2001. 11
	UNEP/TIES Conference for Andean South America	Lima Peru	2002. 2
	Oaxaca Declaration on Indigenous Tourism	Oaxaca Mexico	2002. 3
	UNEP/TIES Sustainable Development of Ecotourism Web Conference	Web	2002. 4
	WTO/UNEP Conference on Ecotourism in Mountain Areas : A Challenge to Sustainable Development	Salzburg Austria	2001. 9
	WTO Seminar on Ecotourism	Almaty Kazakhstan	2001. 10
	WTO Conference on the Development of Ecotourism: The International Experience and the Case of Greece	Theessaloniki Greece	2001. 11
	TIES Conference on Arctic Countries	Hemavan Sweden	2002. 4

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GTZ, SNV Netherlands, GEF/UNDP Small Grants Programme,
Inter-American Development Bank,
(, 2002b).

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. **(Quebec Declaration on Ecotourism)**

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(Sustainable Tourism Stewardship Council)

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4,500 , 2 5 (Cotterill, 1996). 2001 2,900 , 10,000 , 10 51% , 70%가 (Tourism Queensland, 1999).

1994 ‘ (the National Ecotourism Strategy; NES)’ . , 1992 가 , ‘ 가 (National Tourism Strategy; NTS)’ ‘ 가 (National Strategy for Ecologically Sustain Development)’ . , 1992 6 ‘ 가 ’ “ ” , ‘ 가 ’ ‘ 가 ’ . (Department of Tourism)⁷⁾ ‘ 가 ’ , (州) , , 가 , ‘ 가 ’ 1993 11 . .

7) 1991 (Department of Tourism) 가 . 1996 가 (Department of Industry, Science and Tourism) . 1998 (Department of Industry, Science and Resources) (Sport and T Division) . 2002 (Department of Indust Tourism & Resources) (www.industry.gov.au). DITR (Bureau of Tourism Research), (Australian Tourist Commission)

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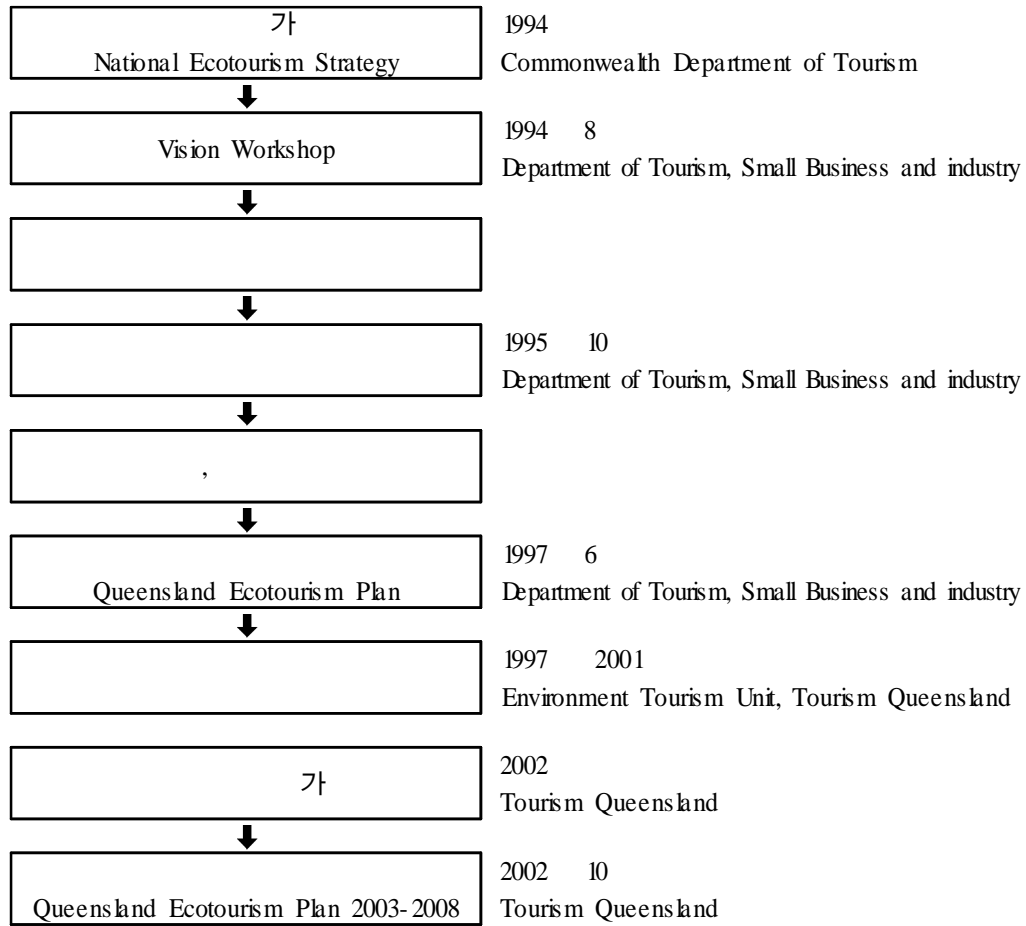
. 14 가 (The Great Barrier Reef)

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 52% 가 (Dowling & Charters, 2000).
 가 1997
 ‘ (Queensland Ecotourism Plan; QEP)’ .⁸⁾
 ‘Department of Tourism, Small Business and industry’ ‘
 (Department of Environment)’ ‘ (Department of Natural
 Resources)’ 1994 1997 3
 . 1994 8 ‘vision workshop’ ,
 1995 10
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 1997 6 , 5 (1997 2001) ‘
 (QEP)’ . ‘ (Tourism
 Queensland)’ , ‘ , 1997
 10 ‘ (Environment Tourism Unit)’ .⁹⁾ ‘
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8) ‘ 가 ’ 1993 , 1994 ,
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9) 가 (Sustainable Tourism Department) .

2003- 2008’



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‘ (QEP)’ 36 ,
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2-1		TQ, QPWS
2-2		TQ, RTOs, DLGP,
2-3	, , ,	, ,
2-4		EPA, TQ
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2-6	가 가	QPWS, TQ
2-7		DSD, TQ
2-8		TQ ,
2-9	가	TQ
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3-1	, , ,	TTQ, ATSC,
3-2		TQ,
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7-2	‘ (QEP)’	TQ 0 2
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) QPWS: Queensland Parks and Wildlife Service, TQ: Tourism Queensland, RTOs: Regional Tourism Organizations, DLGP: Department of Local Government and Planning, EPA: Environmental Protection Agency, DSD: Department of State Development, DATSIP : Department of Aboriginal and Torres Strait Islander Policy

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Tourism Unit: ETU) 1997 10 .

(Schluter & Morgans, 2000),
가 (ECORAM: ECOtourism Rapid Assessment Model)
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(Schluter & Morgans, 2000).

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1994 ‘ 가 (NES)’

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(EAA)

(Australian Tour Operators Network: ATON)가

1996 1 . ‘ 가

(The National Ecotourism Accreditation Program: NEAP)’ , 1997

. 1 1997 1999 3 260

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‘ (Nature and Ecotouris

Accreditation Program)’ , 2000

2000 (EAA) (ATON)가

, 2001 (EAA)가

2)

NEAP , , 가

(accommodation)

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(tours) 1 가 가

,

(attractions)

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3)

NEAP 8가 .

가

4)

NEAP 1996 .

가 .

2000 3

가

100%

100%

100%

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1.	✓	✓	✓
2.			
3. 가	✓	✓	✓
4.	-	✓	✓
5.	-	✓	✓
6.	-	✓	✓
7.	✓	✓	✓
8.	✓	✓	✓

가

6)

NEAP

, , / , , / , , , , , / , 가 . / . , , , (NEAP, 2000). NEAP 가 , . , . , 가 , 가 . Green Globe 21 NEAP . 가 가 가 , 2001 1 가 , 가 , (EAA)가 . 가 가 , 가 12 , , . 가

가 가
 3 가 .
 가 가 가 ‘ 가
 , , 3 . NEAP 가
 가
 . 2003 NEAP 3
 가 가 가 가
 (Crabtree & Black, 2000).

. Kingfisher Bay Resort and Village (KBRV)

(Fraser Island) 가 1992
 (Environment Australia, 1999). KBRV
 1992 , (152), (100), (,
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 KBRV , , , , 4
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 , 8 10
 가 . KBRV 20
 . 1994 (PATA)
 , (NEAP)
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가 .
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. 1992 가
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2
. 6
. KBRV 가

(Environment Australia, 1997).

. Skyrail Rainforest Cableway

1988 . (Smithfield) (Kuranda)
가 7.5km 가 , 1995 8

가
 . 1997 ‘ (Australian Tourism Awards)’ 가
 , 1997 1999 3 ‘
 (Queensland Tourism Awards)’ .
 “Tourism for Tomorrow” 가
 . , (NEAP)
 ‘ , .
 ISO- 14000 .
 가 ,
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 ISO 9001:2000
 . , CSIRO
 ‘TropEco’ . TropEco
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 7 , 1 .
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 가 가 . ,
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 (www.skyrail.com.au).

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 46 2000
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 4 18
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 7 , 2002 95
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		98 02	,
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		01 03	, ,
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(5)	.	02 06	,
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(4)		97 01	,
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: (2002),

(, 2000).

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가 , 가

(가 , 2002).

가

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931.8km² ,

103.8km² , 1,962.5km²

가

가

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< 3-8>

		(km ²)	(%)
		899.5	100.0
		21.2	2.4
		170.9	19.0
		739.7	82.2
		130.8	14.5
		0.4	0.0
		1,962.5	218.2

: 899.5km²

: (1999); 가 (2002)

2)

가,

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(Biosphere Reserve)

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(, 2001).

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(Ramsar Site)

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(Biosphere Reser

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 1999 12 ,
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 (www.geumgangbird.com).
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가가

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‘Kingfisher Bay Resort and Village(KBR

‘Skyrail Rainforest Cableway’

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1983 (Hector Ceballos-Lascurain)
(造語) , 가, ,
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가 가
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2002 ‘ (IYE)’ WTO UNEP .

가 ,

가 .

(, 2000).

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2.

가 ,¹³⁾ WTO(2000)

21 . 4%

10%

(TIES, 2000).¹⁴⁾ WTO(1998) 1998

20% . 1999 663 20

4.1% 2010 10 , 2020 16 가

가 2010 2

, 2020 3 2 가 .

2000 , ,

가 . , 10 1

(11.7%) 1999 , ,

가 , 2005 5 , 2010

5 8 가 (, 2001),

2005 5 9 , 2010 6 8 가 .

가

가 (

. , 2002).

가 가 가

, 5 가

(. , 2001).

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13)

(prescriptive definition)가 . ,

14) Luzar 10 15%, (WRI) 10 30% . Lew
10 25%
(TIES, 2000).

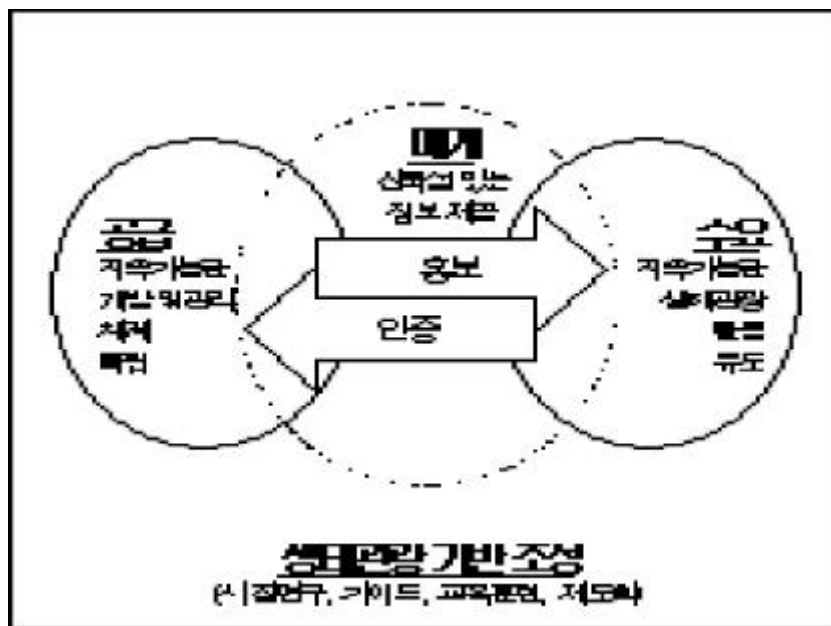
. 가 (CBET : community-based ecotourism)

(lose-lose)

(win-win)

가

가



< 4-1 >

1) : 가

가

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(best practice)

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2) : 가

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3) :

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4)

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(eco-museum)

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가 (1995).

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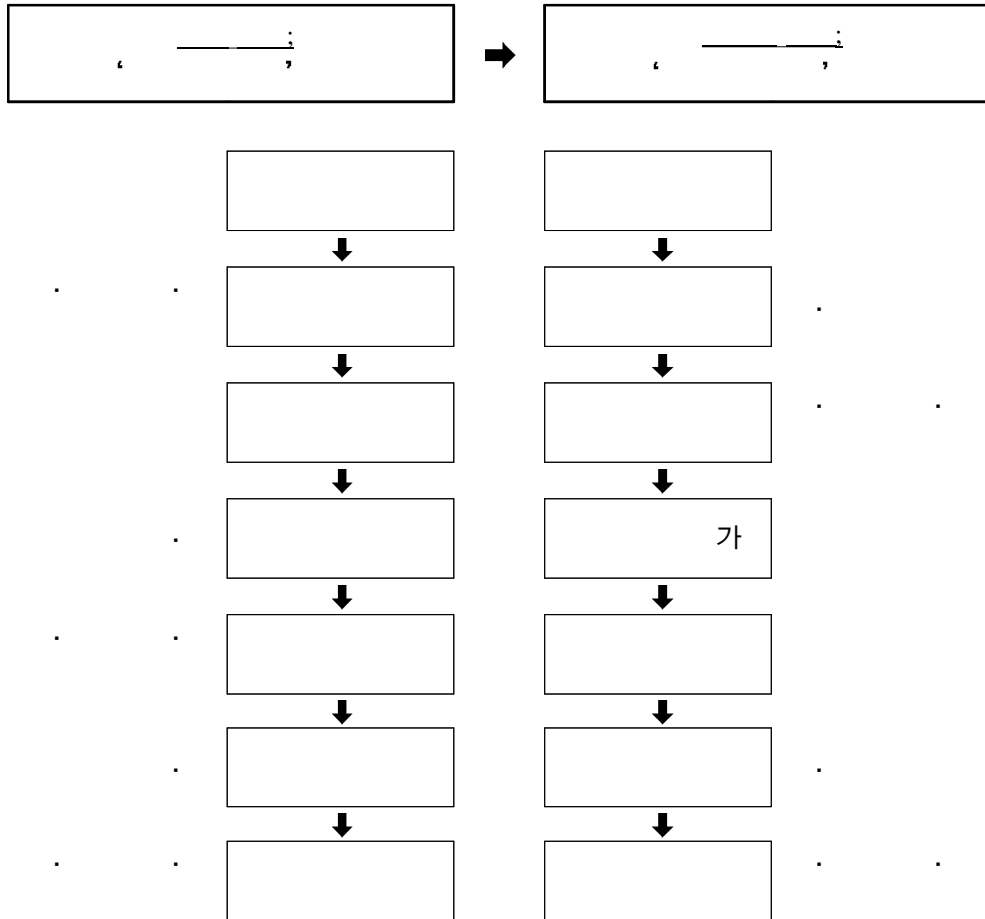
2)

가 가

가 , ,

2002

가 (4-3).



< 4.3 >

, , 가 , , , , , 가 (, 1995). , 가 , 가

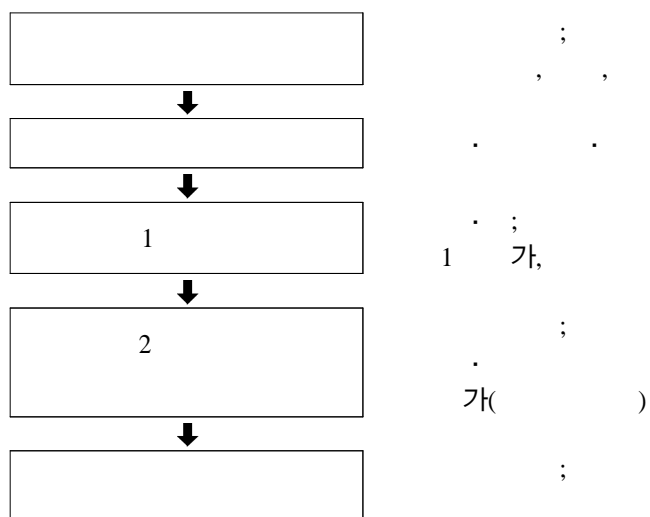
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15) , , (MAB: Man and Biosphere Programme)
 (Biosphere Reserve) .
 가 ,
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 가 (1999), 가 ,
 , pp. 6 10 .

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125

18 (14.4%)

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 ‘Blue Flag’,
 ‘International Ecolabel’
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 1990 100 가 .¹⁸⁾
 (Audubon Cooperative
 Sanctuary System), (Blue Flag), (PAN Parks),
 (Smart Voyager), 가 (NEAP) (5).
 가
 . (IPS: Institute for Policy Studies)
 ‘ 가
 (Ecotourism and Sustainable Development Project)’
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 2000 11 Mohonk Mountain House
 가 가 ‘ 가
 (International workshop on sustain
 tourism and ecotourism certification programs)’ . ‘

18)
 . ISO 14001, Green Globe 21, ECOTEL, International Ho
 Environment Initiatives(IHEI)
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 , 가 , Peten ,
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 . ISO 14001, Green Globe
 , CST(Certification for sustainable Tourism), Blue
 ECOTEL 가 , NEAP
 ISO 14001 (EMS) (proces
 based) CST, Blue Flag , ,
 (performance based) (Honey & Rome, 2001).

(Mohonk Agreement: Framework and principles for the Certification of Ecotourism and Sustainable Tourism)’ , 가

(6).

‘ (Rainforest Alliance)’

‘ 가 (STSC: Sustainable Tourism Stewardship Council)’ . WTO 2002 STSC

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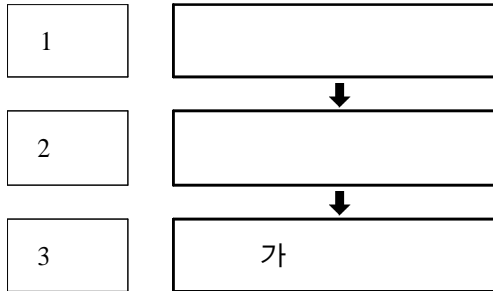
3

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3 가

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< 4-5>

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.19)

가 ,

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19) (certification) 3 가
(accreditation)

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(certifiers)

(certify)

(Honey & Rome, 2001;

www.kab.or.kr).

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(, 1997).

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가 ,

‘ 10가 ’,

‘ Conservation International ‘Golden Rules of Ecotourism’, WWF ‘

1999 가

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‘ 10가 ’

1998 가

‘ , 1999 2000

< 1000 > , Conservation International ‘Golden Rules of Ecotourism’ , WWF ,

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10가 ()

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(: www.kyonggi.ac.kr/~tcm)

Golden Rules of Ecotourism(Conservation International)

As a traveler, you will have an impact on the environment and culture of the place you are visiting. Here are some rules of thumb to make this impact positive!

Keep these Golden Rules in mind when you travel:

- **Learn about your destination before you get there.** Read guidebooks, travel articles, histories, and/or novels by local authors and pay particular attention to customs such as greetings, appropriate dress, eating behaviors, etc. Being sensitive to these customs will increase local acceptance of you as a tourist and enrich your trip.
- **Follow established guidelines.** Ask your ecotour operator, guide and/or the local authorities what their guidelines are for limiting tourism's impact on the environment and local culture. Staying on trails, packing up your trash, and remaining set distances away from wildlife are a few ways to minimize your impact in sensitive areas.
- **Seek out and support locally-owned businesses.** Support local businesses during your ecotravels to ensure maximum community and conservation benefit from your tourist dollars.

(: www.conservation.org)

Code of conduct for tour operators and tourists(WWF Russian Far East)

Code of conduct for tour operators

1. Make Tourism and Conservation Compatible
2. Support the Preservation of Wilderness and Biodiversity
3. Use Natural Resources in a Sustainable Way
4. Minimise Consumption, Waste and Pollution.
5. Respect Local Cultures
6. Respect Historic and Scientific Sites
7. Russian Far East Communities Should Benefit from Tourism
8. Educate Staff
9. Make Your Trip an Opportunity to Learn About the Russian Far East
10. Follow Safety Rules

Code of conduct for tourists

1. Make Tourism and Conservation Compatible
2. Support the Preservation of Wilderness and Biodiversity
3. Use Natural Resources in a Sustainable Way
4. Minimise Consumption, Waste and Pollution
5. Respect Local Cultures
6. Respect Historic and Scientific Sites
7. Russian Far East Communities Should Benefit from Tourism
8. Choose Tours With Trained, Professional Staff
9. Make Your Trip an Opportunity to Learn About the Russian Far East
10. Follow Safety Rules

(: www.wwf.ru/dvo/eng/eco_1.html)

4.

가. 가

1)

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가 , .

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가, , 가

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1998 ‘ ’가 2002 , ‘ 가 ’ 가

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가

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(1997)

(2001)

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(1999), 21

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23) (2002)

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70% 가 가 , 가

(, 2000).

가 가

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(WES)' 가 , 가

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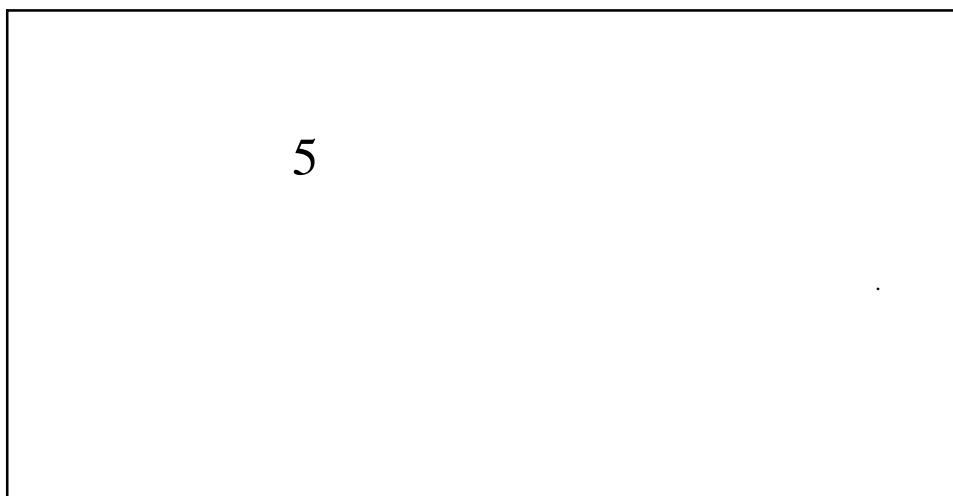
< 4-1>

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‘ 가 (不可逆)
가

< 4-2>

가 (1)	가	
(3)		
가 (6)	.	()
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가 (8, 10, 12)		()
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(13)		,
가 (16)	, 가	,
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(WSSD)’가 .
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(共滅) 가 .
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- , 1999. .
- , 1997. .
- , 2001. .
- . , 2002. . p. 12.
- , 2002. 21 (www.mct.go.kr).
- , 2002a. 가 , 4(3) : 63 69.
- , 2002b. , 119 . :
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- , 2002c. , 3(4) : 60 64.
- , 2002d. 2002 . ,
- 552 . p.3
- . , 1999. 가 .
- . , 2000. ().
- , 2(1) : 21 30.
- , 2001. .
- , 2002. .
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- : 67 89.
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- , 2002. . , 119 .
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- , 2002. 가 .
- 2002 . pp. 329 339.

- , 2001. 5 .
- , 1995. - . (
- 10), . p. 327.
- , 1999. . , 11 :
- 197 252.
- , 2002. . , 2002 가 .
- : 39 48.
- , 2002. - , ,
- . 2002 .
- . pp. 250 251.
- , 1995. . (
- 10), . p.137.
- , 2001. 2 ().
- , 2001.
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- . 가 , 2002.
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- , 2000. .
- , 2002. .
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6. Mohonk Agreement

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. **(Protecting and managing the natural resource base of economic and social development)**

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	Audubon Cooperative Signature Program ()	Audubon International	NGO		1991
	Ecotel ()	HVS Eco Service		()	1994
	Green Globe ()	World Travel & Tourism Council (WTTC)			1994
	Blue Flag ()	Foundation for Environmental Education in Europe (FEEE)	NGO	() ()	1985
	Committed to Green ()	European Golf Association Ecology Unit		()	1997
	European Charter for Sustainable Tourism in Protected Areas ()	Federation des Parcs naturels regionaux de France, Federation Europarc	NGO	()	1997
	PATA Green leaf ()	Pacific Asia Travel Association (PATA)			1995

	Tyrolean Environmental Seal of Quality () , ()	Tirol Werburg and Sudtirol Werburg		(,)	1994
	Austrian Ecolabel for Tourism ()	Ministries of Economic Affairs and Environment		(,)	1997
	David Bellamy Award ()	Mr D. Bellamy, British Hotel & Holiday Parks Association		(,)	1996
	Gîtes Panda ()	World Wildlife Fund Gîtes de France, Federation des Parcs Naturels Regionaux de France	NGO	()	1993
	Green Key ()	Hotel, Restaurant and Tourist Association (HORESTA), Danish Outdoor Council, Danish Tourist Information Managers	NGO	()	1994
	Green Leaf ()	Board of Environmental Promotion of Tourism Activities		()	1997
	Green Suitcase ()	Ökologischer Tourismus in Europa (OTE)	NGO	(, , (, , ()	×

	National Ecotourism Accreditation Program ()	The Ecotourism Association of Australia (EAA)		, , (, ,)	1996
	Seaside Award ()	Tidy Britain Group	NGO	()	1992
	We Are an Environmentally-friendly Operation ()	Deutscher Hotel und Gaststätten Verbans DEHOGA (Hotel and Restaurant Association of Germany)		(,)	1993
	Distinctive Ecoturístico ()	Ayuntamiento de Alcudia		()	1994
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	Scottish Golf Course Wildlife Initiative ()	Scottish Golf Union, Scottish National Heritage, Royal & Ancient Golf Club of St Andrews, Scottish Greenbelt Foundation	NGO	()	1996

6. Mohonk Agreement;

Mohonk Agreement;

A framework and principles for the certification
of ecotourism and sustainable tourism.

Background

This document contains a set of general principles and elements that should be part of any sound ecotourism and sustainable tourism certification programs. This framework was unanimously adopted at the conclusion of an international workshop convened by the Institute for Policy Studies with support from the Ford Foundation. It was held at Mohonk Mountain House, New Paltz, New York on November 17- 19, 2000.

Workshop participants recognized that tourism certification programs need to be tailored to fit particular geographical reasons and sectors of the tourism industry, but agreed that the following are the universal components that must frame any ecotourism and sustainable certification program.

1. Certification Scheme Overall Framework

Basis of Scheme

The objectives of the scheme should be clearly stated. The development of a certification scheme should be a participatory, multistakeholder and multisectoral process (including representatives from local communities, tourism businesses, non-governmental organizations, community-based organizations, government, and others).

- The scheme should provide tangible benefits to tourism providers and a means for tourists to choose wisely.
- The scheme should provide tangible benefits to local communities and to conservation.

- The scheme should set minimum standards while encouraging and rewarding best practice.
- There is a process to withdraw certification in the event of non-compliance.
- The scheme should establish control of existing/new seals/logos in terms of appropriate use, an expiration date and, in the event of loss of certification that it is withdrawn.
- The scheme should include provisions for technical assistance.
- The scheme should be designed such that there is motivation for continual improvement -- both of the scheme and of the products/companies to be certified.

Criteria Framework

- Criteria should provide the mechanism(s) to meet the stated objective(s).
- Criteria used should meet and preferably exceed regulatory compliance.
- Criteria should embody global best practice environmental, social and economic management.
- Criteria should be adapted to recognizing local/regional ecological, social and economic conditions and local sustainable development efforts.
- Criteria should be subject to a periodic review.
- Criteria should be principally performance based and include environmental, social and economic management process elements.

Scheme Integrity

- The certification program should be transparent and involve an appeals process.
- The certification body should be independent of the parties being certified and of technical assistance and assessment bodies (i.e., administrative structures for technical assistance, assessment and auditing should avoid conflicts of interest).
- The scheme should require audits by suitably trained auditors.
- The scheme should require consumer and local community feedback mechanisms.

2. Sustainable Tourism Criteria

Sustainable tourism is tourism that seeks to minimize ecological and socio-cultural impacts while providing economic benefits to local communities and host countries. In any certification scheme, the criteria used to define sustainable tourism should address at least minimum standards in the following aspects (as appropriate):

Overall

- Environmental planning and impact assessment has been undertaken and considered social, cultural, ecological and economic impacts (including cumulative impacts and mitigation strategies);
- Environmental management commitment by tourism business;
- Staff training, education, responsibility, knowledge and awareness in environmental, social and cultural management;
- Mechanisms for monitoring and reporting environmental performance;
- Accurate, responsible marketing leading to realistic expectations; and
- Consumer feedback.

Social/ Cultural

- Impacts upon social structures, culture and economy (on both local and national levels);
- Appropriateness of land acquisition/access processes and land tenure;
- Measures to protect the integrity of local community 's social structure;
- Mechanisms to ensure rights and aspirations of local and/or indigenous people are recognized.

Ecological

- Appropriateness of location and sense of place;
- Biodiversity conservation and integrity of ecosystem processes;
- Site disturbance, landscaping and rehabilitation;
- Drainage, soils and stormwater management;
- Sustainability of energy supply and minimization of use;
- Sustainability of water supply and minimization of use;
- Sustainability of wastewater treatment and disposal;
- Noise and air quality (including greenhouse emissions);

- Waste minimization and sustainability of disposal;
- Visual impacts and light;
- Sustainability of materials and supplies (recyclable and recycled materials, locally produced, certified timber products, etc.); and
- Minimal environmental impacts of activities.

Economic

- Requirements for ethical business practice;
- Mechanisms to ensure labor arrangements and industrial relations procedures are not exploitative, and conform to local laws and international labor standards (whichever are higher);
- Mechanisms to ensure negative economic impacts on local communities are minimized and preferably there are substantial economic benefits to local communities; and
- Requirements to ensure contributions to the development/ maintenance of local community infrastructure.

3. Ecotourism Criteria

Ecotourism is sustainable tourism with a natural area focus, which benefits the environment and communities visited, and fosters environmental and cultural understanding, appreciation, and awareness. In any ecotourism certification scheme, the criteria should address standards (preferably mostly best practice) for sustainable tourism (as per above) and at least minimum standards for:

- Focus on personal experiences of nature to lead to greater understanding and appreciation;
- Interpretation and environmental awareness of nature, local society, and culture;
- Positive and active contributions to conservation of natural areas or biodiversity;
- Economic, social, and cultural benefits for local communities;
- Fostering of community involvement, where appropriate;
- Locally appropriate scale and design for lodging, tours and attractions; and
- Minimal impact on and presentation of local (indigenous) culture.

(金成珍)

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Fostering Sustainable Ecotourism Development

KIM, Sung-Jin, Ph. D

Introduction

Review of Related Concepts and International Trends

Review of Related Policies and Cases

Policies to Foster Sustainable Ecotourism Development

Conclusions

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