

Education opportunities with and about geoparks are to provide and organize support, tools and activities to communicate scientific knowledge and environmental concepts to the visitors (e.g. through museums, interpretive and educational centers, trails, guided tours, popular literature and maps, modern communication media and so on). They also allow and foster scientific research and cooperation with universities, and between geoscientists and local people. All educational activities should reflect the ethical considerations around holistic environmental protection and sustainable development. One of the main issues is to link education in a local context with all stakeholders. As an example of the importance of Jeju Island as an educational destination, one third of all Korean school excursion students visit Jeju (about 603,000 students in 2011).

The success of geopark educational activities depends on: the content of programs, competent, knowledgeable staff to interpret the geosites and their significance, efficient logistic support and access for the visitors, effective experiential activities, and personal interactions with the local population, experts and decision-makers.

Desired outcomes include: better geological knowledge and awareness, environmental consciousness and understanding the cultural setting of geosites, elevated visitors' satisfaction and interests, better conserved geoheritage while at the same reinforcing local awareness, pride and self-identity, and support for the development of sustainable regional economies.

Methods of conveying the geoheritage knowledge and awareness include: (1) brochures, other written material, multi-media presentations and so on, (2) information panels, (3) models, (4) hands-on activities, (5) indoor classes, (6) excursions, (7) seminars and workshops, and (8) scientific lectures.

A number of organizations have been heavily involved in facilitating environmental education for local groups and for those visiting from other areas outside Jeju Island. These organizations have provided a wealth of environmental education activities which have taken place in the area for the following groups such as nurseries and preschools, primary

and secondary schools, youth groups, colleges and universities, adult education groups, retired groups, professional organizations, tour groups, and local residents.

These will continue to be the target audiences but with a special emphasis on improving the educational outcomes for school groups and by providing better, more sophisticated geosite interpretation for domestic and international tourists.

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## 8.1 Education Facilities

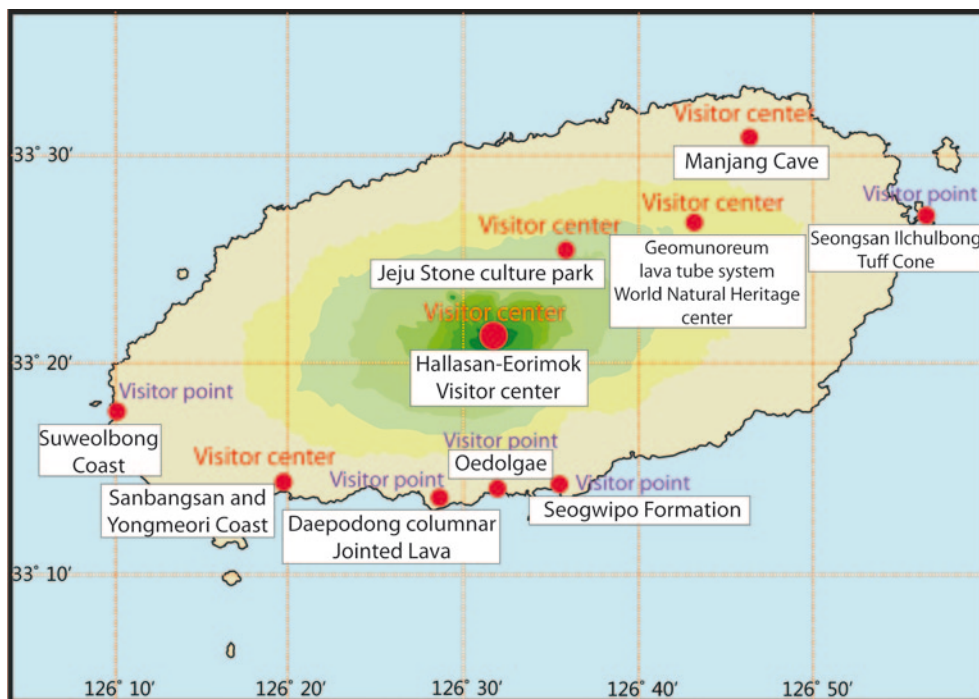
There are a very large number of existing facilities on the island related to nature-based tourism as well as plans for others. The Jeju Special Self-Governing Province, through institutions such as the Jeju National Museum and the World Heritage management office, has a comprehensive program of training for heritage interpreters and guides.

These facilities include Folklore and Natural History Museum with 30 year tradition, Jeju Stone Culture Park combining Jeju stone culture and natural history and a few visitor centers located in geosites. World Heritage Center was established in 2012 near the Geomunoreum (the source of the lava flows that formed several lava tube caves) which is a part of Natural Heritage in the World Heritage List. This center includes scientific displays and carries various functions such as education, promotion and scientific activity.

### 8.1.1 Visitor Centers and Visitor Points

A number of contact points exist or are planned for the Jeju Island Geopark as shown in Fig. 8.1. Four Geopark Visitor Centers will be supplemented by Visitor Points. The Geopark Visitor Centers will be established to provide better service to visitors and to protect and make use of geosites effectively. They are to provide information, such as geological knowledge, trail maps, camp sites, staff contact, lodging facilities, restaurants and other items relevant to tourism. They will offer in-depth educational exhibits and artifact displays on, for example, geological history, volcanic activity, land-

**Fig. 8.1** Existing and proposed visitor centers and visitor points in Jeju Island Geopark



scape development and natural history. Often film or other media display is used. If the site has permit requirements or guided tours, the visitor center is often the place where these are coordinated.

In addition to these contact points at the geosites, two Jeju Island Geopark information centers will be established in Jeju and Seogwipo cities. This will allow inbound visitors and city residents to obtain information about the geopark and the individual geosites and allow them to plan their visits effectively.

The Global Geoparks Network suggests that a geopark should achieve its goals through a three-pronged approach of Conservation, Education and Tourism. Visitor centers are an essential facility supporting this approach. The roles and functions of the geopark visitor centers will be: (1) to provide basic information by informing visitors and the local community about the geopark and its geosites and by giving objective information on geology, history, culture, and scientific knowledge generally, (2) to provide educational and experiences using exhibits and artifact displays with multi-media, educational and experience program focused on target group, and guided programs, (3) to protect, supervise and monitor the geosites by taking the initiative to protect and supervising the geosites, by monitoring geological and other environmental changes, and by raising environmental awareness, and (4) enhance the network with local community by providing networking programs with the local tourism industry, by providing educational programs to local residents by guides and volunteer georangers, by displaying and sel-

ling appropriate local products and crafts, and by creating and revitalizing socio-economic opportunities.

In Fig. 8.1 four visitor centers will be supplemented by visitor points. The visitor centers will be multi-function visitor center in which the distinctive features of geosites are emphasized. They will provide information on the Jeju Island Geopark, specific information on all nine geosites but with emphasis on the geosites in their locality, exhibition, educational and experience programs, guided tours, protection, supervision and monitoring of the geosites, and display and sell appropriate local products and crafts.

The five Visitor Points will provide more specific and will concentrate on the local geosites. They will provide simple exhibitions, guided tours, and display and sell appropriate local products.

The various features and functions of the visitor centers and points respectively are set out in Table 8.1. They are intended to implement a qualitative improvement of services to the visitors. They will provide not just simple consumptive geotourism but will emphasize discovering the importance and values of geosites. They will try to change geosites from passive tour places to active geoheritage experiences. Visitor centers will be well-organized and will enhance the systematic administration and management of the geosites. Hopefully, they will raise geological and environmental consciousness through the educational activities and publicities through investing geosites with new value and meaning and elevating visitor satisfaction by active management to suit various interests and needs. Visitor centers may be able to strengthen connections with local community by involving local people as a most important factor for the successful

**Table 8.1** Features and functions of geopark visitor centers and visitor points

Feature	Function	Visitor center	Visitor point
Exhibition hall	Displays	Yes	Yes
Multi-media room	Information and exhibitions using multi-media	Yes	Yes
Conference room/ auditorium	Educational programs	Yes	No
	Guide and volunteer programs	Yes	No
	Experiential programs	Yes	No
	Seminars and special lectures	Yes	No
Learning room(s)	Guided tours	Yes	Yes
	Guide and volunteer facilities	Yes	Yes
	Educational programs	Yes	Yes
Lobby/shop	Special events	Yes	No
	Geopark-appropriate souvenirs and local products	Yes	Yes

establishment and maintenance of a Geopark and by revitalizing local economy through tourism based on local resources.

Some of the geosites, other than the World Heritage sites, have small tourist information kiosks on site. The role of these will be expanded to enhance the geopark concept. The three World Heritage sites, the Hallasan Geosite Cluster, Manjang Cave and the Seongsan Ilchulbong Tuff Cone have guided tours, more comprehensive information and enhanced visitor facilities. Those at the Hallasan National Park headquarters at Eorimok are particularly well developed and include a new visitor center to interpret the World Heritage values of Jeju Island particularly of Hallasan.

#### 8.1.1.1 Mt. Hallasan National Park Visitor Center

The visitor center at Mt. Hallasan was established in April 2008 at the elevation of 980 m to provide natural and cultural values of the mountain. The center increases visitors' satisfaction by introducing Mt. Hallasan properly and aims to educate the scientific and cultural significance as a geoheritage.

The visitor center provides information desk and scientific displays including volcanic landforms and geology, legends and history related to the mountain, and ecological aspects through specimen, photographs and films. Also, multi-purposed media room and creative educational programs provide various educational opportunities. Mt. Hallasan meteorological station and art gallery are provided outside. Full time heritage interpreters (geoparkians) run educational programs or run guided tour programs (Figs. 8.2, 8.3, 8.4 and 8.5).

**Fig. 8.2** Eorimok visitor center at Mt. Hallasan**Fig. 8.3** Geological display at the Eorimok visitor center**Fig. 8.4** Biological display at the Eorimok visitor center

#### 8.1.1.2 Folklore and Natural History Museum

Folklore and Natural History Museum was established in 1984 and is visited by more than 1 million people annually. The museum exhibits more than 4,000 specimens of geology, terrestrial and marine ecosystems, and Jeju culture. Especially, the museum runs socio-educational programs such as museum education for children, eco-education, science edu-





**Fig. 8.5** Education program for elementary school students at the Eorimok visitor center



**Fig. 8.6** Folklore and Natural History Museum

cation, experience education for marine life, cultural events, traditional culture lectures. These programs are aimed for a variety of age levels from pre-school children to retired old people (Fig. 8.6).

### 8.1.1.3 Jeju Stone Culture Park

Jeju Stone Culture Park is all about stones in geography and geology, stones in history, stones in religion, stones in art, stones in sculpture, stones in houses and importance of stones in every sphere of life of the islanders of Jeju. The park (see the Box below) is a joint creation of the Jeju Island government and a local businessman. This truly remarkable creation is an integral part of the Jeju Island Geopark concept and again will be used to promote the Geopark. It will be a major education and information point for the Geopark.



**Fig. 8.7** Stone display at the Jeju Stone Culture Park



**Fig. 8.8** Jeju Stone Culture Park surrounded by natural forests and cinder cones

The exhibition center in the park provides thorough displays dealing with the formation of Jeju Island related to volcanic activities and other geological aspects. Together with well prepared scientific exhibitions, stone galleries consisting of the wonderful display of erratic natural stones (volcanic rocks) deserve to be called as a 'artistic museum in perfect harmony with scientific information'. In the outside, evolutionary patterns about stone culture from prehistoric artifacts are well displayed surrounded by well preserved natural environments. Educational program for geology and stone culture are regularly carried out for elementary students and general public in the park (Figs. 8.7 and 8.8).



**Fig. 8.9** World Heritage Center established in 2012



**Fig. 8.11** Guided tourism in Hallasan



**Fig. 8.10** Experience corner for a lava tube cave at the Promotion Hall in the World Heritage Center

#### Jeju Stone Culture Park

- Work with the environment as our priority
- Work with Jeju's identity, local character, and artistry in our mind.
- Work with the past, present and future of stone culture of Jeju in our mind.

#### 8.1.1.4 World Heritage Center

The Jeju Island World Heritage property, which was inscribed by UNESCO in 2007, is constructing a major visitor center at Geomunoreum (the source of the lava flow that created the Manjang Cave Geosite). The provincial government of the Jeju Special Self-Governing Province will seek to ensure that the role and features of the Jeju Island Geopark are adequately presented in this centre.

The center will provide all the necessary information on ecological values (Man and Biosphere) as well as world heritage values of the inscribed sites for educational purpose. The center will provide educational experience in some inscribed wild caves, education for the conservation of natural environments, scientific research, management and monitoring of the inscribed sites, and international corporation programs (Figs. 8.9 and 8.10).

## 8.2 Educational Tourism

Heritage interpreters and guides ('geoparkians') are a vital part of any geopark to assist visitors with information, to promote the geopark and to assist in the conservation of sites by monitoring visitor behavior and providing a regulatory presence if needed.

Since 2001 the Jeju Special Self-Governing Province has been training staff and volunteers to interpret Jeju's heritage for domestic and international visitors. Some 230 volunteer workers have been trained to give professional, informed explanations about geology, ecology, history and culture for visitors. In 2009, there are over 200 heritage interpreters and they are deployed to 26 sites throughout the Jeju Island Geopark. In addition, there are over 1,200 travel guides including general tour guides (ca. 350), cultural heritage interpreters (ca. 24), interpreters for international travelers (ca. 250), and Olle guides. These guides are regularly provided for educational programs by museums, local universities and colleges, and research institutes.

In addition, the organization was made by heritage interpreters since 2005 and more than 170 members are actively involved. The organization hosts workshops and carry out field trips for better understanding of volcanic landforms. In addition, it invites various experts in folklore, ecology and history to organize special lectures and has published six reports on Jeju cultural heritages until 2011 (Figs. 8.11, 8.12 and 8.13).



### Guided Tour Program Proposed for the Sanbangsan and Yongmeori Geosites

#### Title

- From the Sky to the Sea, a Vertical Complex Geosite
- Main Themes
- Geological features from Sanbangsan Lava Dome to the Yongmeori Tuff Ring
- Cultural and historical features of the site

#### Methods and Target Audiences

- Explanation by guides
- Use of multi-media devices (PDA, PMP etc)
- Target audiences: Children, students, adults, retirees and international tourists

#### Visiting Route

- Sanbanggalsa Temple–Sanbangsan–Hamel Museum

#### Contents

- Sanbangsan (30 min travel time from the visitor center): (1) Formation and geological features of the mountain, (2) Legends of the mountain, and (3) Mountain ecosystem
- Sanbanggalsa Temple (20 min): Buddhism on Jeju Island and legends of the temple
- Hamel Museum (30 min): (1) Hendrick Hamel and VOC (Dutch East India Company), and foreign visitors to Jeju, and (2) Relationships between Korea and the other countries
- Yongmeori Coast (20 min): (1) Basic geological knowledge and formation.

There are many opportunities for enhanced geotourism on Jeju Island to support the geopark concept, to develop local business prospects and to contribute the overall sustainable development of the Island. These include the development of guided tours focused on the geosites and Jeju's geoheritage and cultural sites on foot, by bicycle or motor vehicle.

KIGAM's (Korea Institute of Geoscience and Mineral Resources) recent "Guidebook for a Geological Tour of Jeju Island" (Park 2006) is a very valuable addition to the Island's large collection of tourist information books, maps and brochures. Although written mainly in Korean it has sufficient English comments to make it valuable for those visitors with a basic command of English. Consideration should be given to translating the book, which was published with the assistance of the Jeju Development Center, into Japanese, Chinese and other appropriate languages. The book will become the basis for successful Jeju Island Geopark activities.

One initiative taken by the local community is the development of the Olle walking/cycling track that runs around the southern coastline from the Seongsan Ilchulbong to the Suweolbong Geosites (Figure 9.6). Although this initiati-



**Fig. 8.12** Field survey with history expert. (Photo by Jeju Culture and Tourism Interpreters' Organization)



**Fig. 8.13** Field survey to Mt. Baegdu in China

ve was not undertaken with the geopark concept in mind it forms an excellent pattern for future activities of its kind. It is made up of 15 separate, but joined, sectors with an additional one under development on Udo (U Island). There are excellent guides in Korean and English to the Olle track system. However, the geoheritage aspects of the Olle system need to be augmented with better training of guides and establishing linkages between the trail system, the geosites and other natural heritage features along the routes. The Jeju government has supported this community initiative with grants totaling more than US\$ 650,000. The number of users from 2007 until October 2009 is estimated to be more than 200,000 and income generated, based on surveys by government and the Olle organizers, is said to be US\$ 11.4 million. Twenty-five Olle courses were developed up to 2012, and improvements to rest areas, accommodation facilities, signboards and restoration of roads have been made (see the next chapter for more detail).

A further boost to geotourism on Jeju Island will be a Korean Geoparks Network with additional Korean geoparks based on the Jeju Island Geopark model. Such a network will



**Fig. 8.14** “Ami’s Dream”, a book published for children for understanding natural heritages on Jeju Island

enhance Korean geotourism by cross-linking and promoting geoparks across the country. It will also enhance the understanding of the Korean people in geological matters generally as these are not comprehensively taught in the Korean school system (Figs. 8.14, 8.15 and 8.16).

The Olle trail system (see Chap. 9.3.3.1) stretches for more than 200 km along the eastern, southern and western coasts of Jeju and links many of the geosites. Much of this system can be covered by bike and the main island road has cycle-lanes. There is an extensive system of walking trails linking the sites in the Hallasan Geosite Cluster as well as developed walkways at Seongsan Ilchulbong. The significant Gotjawal forests growing on aa (clinker) lava flows are serviced by an 8 km walking trail at Geomunoreum (the site of the World Heritage Center). These major trails are supplemented by many other walking and cycling routes.

The Jeju Olle has attracted local residents by establishing partnerships between local village and production companies and also by providing an internet website for selling lo-



**Fig. 8.15** A book published for the geosite of the Jungmun Daepo Columnar-jointed Lava





**Fig. 8.16** A fieldtrip to the geosite (the Seoguipo Formation) by geosciences high school teachers

cal agricultural products. It developed educational program (Olle Academy) to educate Olle guides about local history, culture and ecology. About 400 Olle guides (Ollegil-dongmu) have been educated and over 50 guides are actively working (Fig. 8.17).



**Fig. 8.17** A friendship route was opened in April 2011 between Giant Causeway (UK) and Jeju Olle. (Photo provided by Jeju Olle)