

The Jeju Island Geopark has a fundamental objective to play an active role in the economic development of the island through enhancement of an identity and mission to link the geological and other heritage with geotourism and public awareness and education. This will require the development with strong and effective links between: (1) the Jeju Island Department of Geoparks, (2) the Jeju Volcanic Island and Lava Tubes World Heritage management office, (3) the Jeju Development Center, (4) other branches of the government of the Jeju Special Self-Governing Province, (5) the nine geosites, (6) other natural and cultural heritage sites and their management, (7) all elements of the tourism industry including transport operators, (8) non-government organizations, (9) schools and academic institutions, and (10) interested individuals.

A Jeju Island Geopark ‘pass’ will be developed so that a single, easily obtainable, ticket will provide access to all of the current and future geosites (all the geosites, except the Seogwipo fossils and the Suweolbong Tuff Ring, currently charge at least a parking fee).

### 9.1 Economy

Jeju Island is a province of the Republic of Korea. The Self-Governing Province status allows the Island to be a “free international city” with no visas required for direct entry and no taxes are levied. It has a dynamic and growing economy largely dependent on the Tertiary Industry Sector which includes tourism, insurance, government, banking, retail and education activities. Since 1950, Jeju government has promoted tourism industry as a major tool for economic development. As a result, various cultural and touristic infrastructures dealing with history, culture, and nature are present on Jeju Island.

The tourism industry is extremely active and is served by up to 23 airlines daily with about 240 and 38 domestic and international flights, respectively each day. Annual aircraft movements in 2011 amounted to about 117,000 flights carrying 17 million passengers. Jeju International Airport is

the second largest in Korea (after Incheon International Airport) and ranked above the Gimpo Domestic Airport in Seoul since 2009. Jeju is also served by daily ferry services from eight ports on the Korean Peninsula carrying nearly 3 million passengers a year.

At present, the tourist industry makes up 70 % of Jeju economy and has been growing continuously. For example, the number of tourists has increased by 4.5 % annually since 2003. Especially international tourists have increased since the World Heritage inscription in 2007 and the Global Geoparks Network endorsement in 2010. In 2009, the number of tourists who visited Jeju Island was 6,523,938 and international visitors were 632,354 making up 9.3 % of the whole tourists. International visitors have increased from about 220,000 to 630,000 probably possibly due to several reasons: (1) expansion of the entry without visa, (2) designation of International Convention City, (3) inscription of World Natural Heritage, (4) Endorsement of Safe City by WHO, (4) development of the Olle trails, (5) establishment of Jeju Tourism Corporation, (6) revitalization of direct international flight routes, and (7) active marketing by Jeju government. A half of tourists are visitors for travel and sightseeing, and recently visitors for business and conference have increased. Recent statistics revealed that there are 149 hotels and lodging places including 12,092 rooms. There are 61 international and domestic travel agencies, 91 international travel agencies and 496 domestic travel agencies. There are about 50 museums, art galleries and exhibition centers, and public and private tourist attraction sites are 50 and 79, respectively.

The Island is served by an efficient road system, and buses and taxis are ubiquitous, frequent and cheap by international standards. The nine geosites within the Jeju Island Geopark are described above in Sect. 2.2. They are among the premier tourist sites on this tourist island and already receive considerable numbers of visitors after the World Heritage inscription by UNESCO. All but one of the nine geosites can readily be reached by bus. The same can be said for most of the geosites identified for future addition to the Jeju Island Geopark network (Fig. 9.1).



**Fig. 9.1** Many tourists at the Seongsan Ilchulbong Tuff Cone geosite

## 9.2 Sustainable Development

### 9.2.1 History of Tourism on Jeju Island

In 1950s, Jeju government began to be interested in tourism industry. In 1956, Jeju government made a catchphrase “The island of *Samda*, *Sammu*, and *Sambo*” meaning “The island of *Three plenty*s and *Three absence*s”, and established the first tourist information center on Jeju Island (see Chap. 4). In 1960s, basic infrastructure for tour activities has been provided and Jeju tourism has started. Especially, Jeju Tourism Association was established in 1962, and official tour guide system was adopted in 1966, which was the first system in Korea.

In 1970, Jeju tourism has been developed by central government, and tourists to Jeju Island exceeded 500,000 people in 1977. In 1980s, Jeju Island became one of the most popular sites in Korea as a honeymoon place. It is also the tourist attraction place recommended by children to their parents because it is common for children to support the expense for the travel of their parents when they are older than 60. Since 1990s, comprehensive development plan was initiated and 16 tour sites were designated and developed. The first inscription of World Natural Heritage by UNESCO in 2007 has increased international recognition (Figs. 9.2 and 9.3).

### 9.2.2 Development of Sustainable Tourism

The Jeju Special Self-Governing Provincial government through agencies such as the Jeju Development Centre and with the assistance of business has plans to dramatically increase the facilities and functions of tourism on the Island. Limits on water supply, power and so on means that development has to be sustainable for the Island to have a viable future. Plans include: (1) expansion of Jeju International



**Fig. 9.2** Jeju Airport in 1960s. Japanese tourists got off Japanese in the rain. Photo from “History of Jeju Learning by its Photos” (Jeju Special Self-go)



**Fig. 9.3** A ceremony held in Jeju International Airport for the opening of flight route (Jeju–Busan–Osaka) by Korean Airline in October 1969. Since then, Jeju–Tokyo route was developed in October 1985, and Jeju–Nagoya route in March 1988. Photo from “History of Jeju Learning by its Photos” (Jeju Special Self-go)

Airport capacity from 11 to 23 million passengers annually, (2) conducting a feasibility study for a second airport, (3) expansion of berth facilities in Jeju Port from 2.55 to >3.36 km to cater for ships of up to 80,000 tons, (4) road improvement and expansion and establishment, (5) augmentation of the power supply from 145,000 to 245,000 kW, in part from renewable sources, (6) augmentation of the sewage disposal network from 67 to >90 % of the Island, (7) establishment of the World Heritage Center and the Geopark facilities, and (8) establishment of many new large-scale tourism ventures.

The tourism investment is expected to create 4,000 new jobs at a time when public institutions are scaling back new

hiring or cutting their workforces. It is estimated that, when all tourism projects are completed, that some 18,000 new jobs for the island's residents would be created.

A budget for the future operation and development of the Jeju Island Geopark has been approved by the Jeju Special Self-Governing Province. It includes funds for management of the geosites, scientific research, education and promotion including input into community groups and the training of heritage interpreters as well as capital works.

## 9.3 Socioeconomic Development

### 9.3.1 Jeju Tourism Organization and Jeju Special Self-Governing Provincial Tourism Association

Jeju Tourism Organization, which was established in 2008 for local economic development, the promotion of tourism industry, and welfare promotion, developed the partnership with Jeju Special Self-Governing Provincial Tourism Association established in 1962. This partnership promotes efficient geopark activities and economic development. Also, this promotes networking between local tourism industries. Jeju Special Self-Governing Provincial Tourism Association has 45 different types of business and 658 enrolled members.

### 9.3.2 Geomunoreum Trail Run by Local Residents

In July 2007, an international trekking competition was held for 2 months in the Seonheul village near the Geomunoreum cinder cone from which the Geomunoreum Lava Tube System was formed. The competition was for the first anniversary of the inscription of “the Jeju Volcanic Landforms and Lava Tubes” as a World Natural Heritage by UNESCO. This competition was a temporary event to promote the World Heritage by Jeju Special Self-Governing Provincial Government, local residents, local press and travel agencies. During the competition, as the trekking course at the Geomunoreum became well known and more visitors and local residents visited the course, this trekking course became one of the most favorite trekking sites on Jeju Island. As a result, this trekking course was opened to the public as a commercial one after September 2008.

Along the trekking course, some infrastructure was built at a few sites for the conservation of natural environment and the safety of visitors. Because local residents was involved as natural heritage interpreters since the first International Trekking Competition in 2008, it did not take long for this site to be run as commercial permanent trekking place managed by the Geomunoreum Trekking Information Center.



**Fig. 9.4** Guided tourism in the future geosite, Geomunoreum. The guided tour system is run by local residents

Since 2009, local residents near the Geomunoreum have managed the site entrusted by the Department of World Heritage Management in Jeju government.

The trekking course is maintained with great care by limiting the maximum number of visitors up to 100 people per day during weekdays and up to 300 people during weekends. As the number of visitors increased, the maximum capacity of visitors was determined to be 300 people per day. Visitors can come only by reservation. Visitors are guided by voluntary heritage interpreters every 30 min. The heritage interpreters as well as safety guides and heritage managers are educated by the programs provided by the Department of World Heritage Management in Jeju government.

Souvenir shop is run by local villagers and various items such as trekking equipments, local agricultural and industrial products are being sold. In addition, various camping programs and farming experience programs planned and will be provided near the site in the near future for better socio-economic and sustainable development (Fig. 9.4).

### 9.3.3 Partnership

Tertiary industries comprise about 78 % of Jeju economy, and more than 70 % of the population on Jeju Island is involved. In the Jeju Island Geopark, there are 129 museums and tourist attraction sites, and 50 of them are run by the Jeju Special Self-Governing Province. To connect tour infrastructures organically and to utilize them, the Jeju Island Geopark has developed partnerships with a private organization and tourism and science research institutes. The partners are supposed to keep the code of practice (see the box below). A few partners are introduced below.

#### 9.3.3.1 Olle Walking Track System

Olle (Ole) is the Jeju word for a narrow pathway that is connected from the street to the front gate of a house. Hence, “Olle” is a path that comes out from a secret room to an open space and a gateway to the world. If the road is connected, it



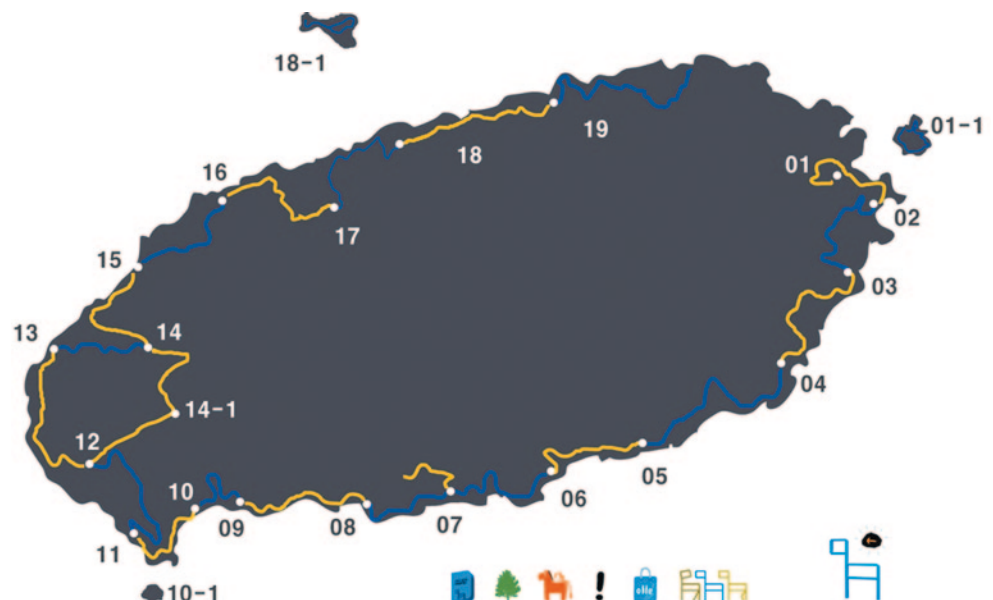
**Fig. 9.5** Education of the Olle Academy at the resort place along the Olle trail. (Photo from <http://www.jeuolle.org>)

is linked to the whole island and the rest of the world as well. Also, “Olle” has the same sound as “Would you come?” in Korean, so Jeju’s “Olle” sounds the same as ‘Would you come to Jeju?’

The first trail route was opened to the public in September, 2007. Since then, the Jeju Olle exploration team has created a combined total of 367 km of walking trails on Jeju Island. In May 2011, 23 trail routes have been opened to walkers and the trail exploration team is working on new routes. Jeju Olle hopes all walkers who explore the Jeju Olle trail routes gain “peace, happiness and healing” on the road. We’ve traveled at high speed so far, so it is time to give your soul a moment’s rest. The information can be found from <http://www.jeuolle.org/eng/>.

Jeju Olle opened information desk at the Jeju International Airport and signed the partnership with local hotels.

**Fig. 9.6** Olle trails on Jeju Island



Development of the Olle souvenirs and Olle passport system have been favored by Korean and international visitors. The Jeju Olle organized the World Trail Conference in October 2010 and has developed ‘friendship trails’ with Switzerland and United Kingdom (Giant Causeway) (Figs. 9.5 and 9.6).

#### Jeju Island Geopark Cooperative Partner CODE OF PRACTICE

The Jeju Island Geopark Committee and Jejuolle are committed to observe and follow the code below for the promotion of the Jeju Island Geopark.

1. Jejuolle (as a member of the Jeju Island Geopark Partnership Association) will cooperate with the Jeju Island Geopark Committee and the committee will support the work of the members.
2. Jejuolle will promote the Jeju Island Geopark through geological programs by using the official logo of the Jeju Island Geopark and will not provide it to any third party based its own discretion or without permission.
3. Jejuolle will not develop or sell products made with local geological materials, in order to preserve Jeju’s clean environmental resources.
4. Jejuolle will maintain the credibility of the Jeju Island Geopark by avoiding poor business practices including overcharges, poor customer service, and anything else considered inappropriate.

June (24th), 2010

**Suh Myung-Sook CEO, Jejuolle**

**Fig. 9.7** Songaksan tuff cone and cinder cone viewed from the sea



**Fig. 9.8** A Green Cruise. Sambangsan and Yongmeori geosites are seen behind

### 9.3.3.2 'Gal-jeung-I': Local Handicraft Company

By using the traditional natural dyeing technique of Jeju Island, the company developed various types of clothes and accessories. It also runs natural dye experience program in harmony with the concept of natural conservation. Due to the partnership with the Jeju Island Geopark, it tries to promote the geopark outside Jeju Island.

### 9.3.3.3 Green Cruise

The Green Cruise is a private company which developed sightseeing courses on a tour boat. The main tour course includes Mt. Sanbang and Yongmeori geosites as well as the fascinating scenery of Mt. Songak. Through the partnership with the Jeju Island Geopark, the tour will include geological interpretation by developing various contents (Figs. 9.7 and 9.8).