

Impact of "Supporter of Cittaslow" on Tourism Industry in Busan

Prof. Jang, Hee-Jung

Director of the Natl Cittaslow Corea Network
Professor of Silla University

Balance of Different Tourism Contents

- Dynamic urban: Metropolis, Korea's largest harbor city, city life
- Slow hometown: Nakdong River, traditional life style



Differentiation by Region

- Eastern Busan: Beach, hi-tech experience, BEXCO, state-of-the-art facilities
- Western Busan: River, traditional culture experience, conventional marketplace



Green & Slow Tourism for Balanced Regional Development

- To utilize the atmosphere of hillside roads
- To improve the artistic contents
- To activate conventional marketplaces



Enforcement of "Green Busan" image

- Generation of "Happy Busan" by residents and visitors
- Improvement of the quality of life and happiness index



Healthy Inconvenience

- To sell nostalgic tourism products (e.g. tour courses for X & N generations)

Development Strategies

- To certify "Environment-friendly Tourism"
- To certify "Slow Tourism" in short term
- To certify "Environment-friendly" for lodging and eating establishments in long term
- To develop "Eco Lunchbox" by balancing nature, tradition, and mobility
- To develop "Cittaslow Tour Course"
Ex) Local meal + cycling + environment-friendly lodging facility + Nakdong River Eco Center + hiking on hillside roads in Gamcheon-dong + walking on the Moontan road
- To develop "Busan Slow Mobility" (cycling) for Japanese tourists
- Combine medical service with eco lunchbox or temple stay with eco lunchbox

Role of Busan City Government

- To support environment-friendly tourism products and businesses
- To support tourists (e.g. tourist insurance, souvenir)
- To encourage schools to buy environment-friendly tourism products for school trip
- To promote FITs
- To support "Slow Tour or Eco Lunchbox" insurance for FITs who cycle or use public transportation
- To develop "Slow Tour School" products for school trip (e.g. certificate issuance)
- To introduce "Environment-friendly Tourism Product Certification" in cooperation with Fukuoka, Japanese sister city of Busan