

# NEAR International Forum 2016

## The Role of Tourism in Collaboration and Development in Northeast Asia



- Date: Nov. 25 (Fri.), 2016, 10:30–17:50
- Venue: Andong Grand Hotel
- Host: The Association of the North East Asia Regional Governments (NEAR)
- Co-Organizer: NEAR Secretariat, The Tourism Sciences Society of Korea (TOSOK)
- Support : Ministry of Foreign Affairs, Ministry of Culture, Sports and Tourism,  
Korea Tourism Organization, Gyeongsangbuk-do Province,  
Korea Tourism Organization

# 2016 NEAR International Forum

## □ Overview

- Time : Nov. 25(Fir.) - 26(Sat.), 2016
- Venue : Andong Grand Hotel, Gyeongsangbuk-do Province, ROK
- Approximately 300people (including public officials, experts, and related organizations, etc.) are expected to participate
- Host/Co-organizer: NEAR / NEAR Secretariat, The Tourism Sciences Society of Korea (TOSOK)
- **Support:** Ministry of Foreign Affairs, Ministry of Culture, Sports and Tourism, Korea Tourism Organization, Gyeongsangbuk-do Province
- Main events : Opening Ceremony, Topic Sessions with Presentations and Discussions, Exhibition, Local Tour

### < Exhibition of Promotional Booths >

- Location : 2<sup>nd</sup> floor lobby, Grand Hotel
- Number of booths : 5(China, Japan, Korea, Mongolia, and Russia)
- Items : promotional brochures, pamphlets, specialties from each member regions

## □ Forum Summary

- Theme: The Role of Tourism in Collaboration and Development in Northeast Asia
- Background of Topic Selection
  - Tourism sector contributes 9 % of world GDP, 9% of employment rate, and 5% of investment and export, and predicted growth rates of 4.4% annually over the next 10 years

- By the sharing and researching of exemplary tourism practices in Northeast Asia, sustainable development strategies for local tourism shall be discussed

## ○ Session Topic

- Session 1 : Tourism and Regional Development
- Session 2 : Sustainable Tourism and International Cooperation
- Session 3 : Mutual Cooperation on Tourism in Northeast Asia

## □ Schedule

Date and Time			Program	Place / Remarks
Day 1 Nov 24(Thur.)	13:00~18:00		Registration	1F Andong Grand Hotel
	18:00~20:00		Dinner	Restauratn in Hotel
	21:00~			
Day 2 Nov 25(Fri.)	07:00~09:00	120 ´	Breakfast	9F Lounge, Hotel
	09:00~10:00	60 ´	Registration	2F 「Grand Ball Room」
	10:10~10:30	20 ´	Tea time (VIP, Keynote · Special Speaker)	1F VIP Room
	Opening Session [80´ ]			
	10:30~10:40	10´	NEAR PR Video, Introduction of VIPs	
	10:40~10:45	5 ´	Opening remarks	JUN Jae-won, Secretary-General of NEAR
	10:45~11:05	20 ´	Welcome speech, congratulatory remarks	KIM Kwan-yong, Governor of Gyeongsangbuk-do Province (Republic of Korea)
	11:05~11:25	20 ´	Keynote speech	JUNG Chang-soo, CEO of Korea Tourism Organization
	11:25~11:40	15 ´	Special Speech	Eugene Y ROH Professor, Central Michigan University
	11:40~11:50	10 ´	Group Photo	VIP, Speakers and Representatives of NEAR members
	11:50~13:00	70 ´	Luncheon	
	Session I [80´ ]			
	13:00~13:40	40 ´	<Tourism and Regional Development> Presentation 1: Case of Regional Tourism Development and Prosperity in Japan Presentation 2: Case of Regional Tourism Development and Prosperity in Russia	
	13:40~14:20	40 ´	Discussion and Q&A	
	14:20~14:40	20´	Coffee Break	
	Session II [80´ ]			
	14:40~15:20	40 ´	<Sustainable Tourism and International Cooperation> Presentation 1: Local Tourism Development and Sustainable Tourism Presentation 2: Sustainable Tourism, Eco-Tourism, and Quality Tourism Services	
	15:20~16:00	40 ´	Discussion and Q&A	
	16:00~16:20	20 ´	Coffee Break	
	Session III [80´ ]			
	16:20~17:00	40 ´	<Mutual Cooperation on Tourism in Northeast Asia> Presentation 1: International Cooperation on Tourism among Regional Governments Presentation 2: International Cooperation on Tourism	

			among Regional Governments & Related Issues		
	17:00~17:40	40 ´	Discussion and Q&A		
	17:40~17:50	10 ´	Closing		
	19:00~21:00	120 ´	Official Dinner (Host: NEAR Secretary-General)		
Day 3 Nov 26(Sat.)	07:00~08:30	90 ´	Breakfast and Check-out		
	09:00~12:30	210 ´	Local Tour	Hahoe Village, new Government building of Gyeongsangbuk-do	
	13:00~14:00	60 ´	Lunch		
	14:30		Dismiss	1F Andong Grand Hotel	

※ Official Languages (Simultaneous interpretation provided): English, Chinese, Japanese, Korean, Mongolian, and Russian

# Information of Sessions

## Opening Session

- Opening remarks, welcome speech, congratulatory remarks
- Keynote speech (Topic : Cooperation and Development in Northeast Asia through Tourism)
- Special Speech
  - Currently, tourism activities among countries in Northeast Asia have been lively but the benefits have been limited to the large cities. Due to the spread of consumption-oriented tourism activities, there has been continuous destruction of local ecology, culture, and environment.
  - Necessity of setting-up a system for cooperation and information sharing for mutual understanding and exercising sustainable development of tourism in Northeast Asia
  - By the sharing and researching of exemplary tourism practices in Northeast Asia, sustainable development strategies for local tourism will be introduced. Furthermore, there will be discussions regarding the direction of future tourism through various means such as a joint certification system of tourism destinations among the NEAR members.

## Session I

### < Topic : Tourism and Regional Development >

- Northeast Asia regional governments will examine and draw implications from successful cases of tourism development which

have been tried and tested in Northeast Asian countries in order to direct and pursue tourism development policies.

- Discussion on cooperation methods and policies of central and regional governments for the successful development of local tourism.

## Session II

### < Topic : Sustainable Tourism and International Cooperation >

- Policies and Successful Cases of Sustainable Tourism
  - Sharing national policies on tourism and successful cases
  - Seeking out roles of national and regional governments, tour companies, and customers can play in contributing to the development of sustainable tourism
- Adoption of a System for Sustainable Tourism and International Cooperation : Policy Making for the adoption of a system for securing sustainability of eco-tourism based on the principles of saving and effective usage of resources, and the mutual understanding of the environmental, cultural, and historical resource of the region, as well as the revitalization of the network and cooperation in Northeast Asia

## Session III

### < Topic : Mutual Cooperation on Tourism in Northeast Asia >

- Mutual Cooperation on Tourism and Action Plan : Removal of international tourism, the development of eco-tourism/ sustainable tourism, tourist safety and risk management, joint-marketing, sharing of information on tourism, improvement of tourism statistics, the integration of education and training of tourism

industry labor force and discussion regarding an action plan for the key tasks of international tourism/ discussion regarding an action plan for cooperation in international tourism.

- Importance of promoting practical cooperation on tourism among NEAR members : Adoption of a mutual strategic cooperation system such as one on one or multi-exchange on tourism, attracting more foreign visitors, as well as designing long-term, practical exchange programs such as youth exchange or sister city exchange among the regional governments from the six NEAR member countries.