Transforming Tourism in Korea
Development was a religion
Tourism was illusion
Increasing GDP per capita
Outbound tourists in Korea
Increasing GDP
Outbound tourists in Korea
Tourism becomes escape

The shameful shadow of Korean tourism made us start advocating for fair and responsible tourism.
The first step of fair travel in Korea
2007 _ Fair Travel Festival

Is it possible to transform tourism?
Being a tourism destination
Tourist bus occupied villagers’ bus stop
“We are against being a tourism destination”
Co-governance committee
Residents

- housing
- privacy
- safety
- waste
- traffic
- noise
We don’t want to lose our village by tourism
Transforming tourism

No Sustainable Living, No Sustainable Tourism
“We should recognize that a destination in not designed to make tourists comfortable. First and foremost, it is there for its own people.” (Jafari. 2012)

Reused from Christina Kamp’s article on SDG 11, www.transforming-tourism.org