

Changwon/UNESCO International Education Conference & IAEC General Assembly 2018:
Sustainable Tourism Development in Educating Cities

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Sustainable Tourism Development in Educating Cities

Invitation to the Conference



International Association of
Educating Cities



Changwon/UNESCO International Education Conference & IAEC General Assembly 2018

Sustainable Tourism Development in Educating Cities

March 14th ~ 16th, 2018
Changwon Marine Solar Park, Republic of Korea

Invitation to the Conference



Bangkok Office
Asia and Pacific Regional Bureau
for Education



Changwon/UNESCO International Education Conference 'Sustainable Tourism Development in Educating Cities'

It is with great pleasure to invite you to participate in the International Education Conference: Sustainable Tourism Development in Educating Cities to be held on 14–16 March 2018, in Changwon, Republic of Korea, which will be jointly organized by Changwon City and the UNESCO Regional Bureau for Education in Asia and the Pacific(UNESCO Bangkok). The meeting will take place at Marine Solar Park, Changwon, Republic of Korea. Please find the attached background paper for more details.

Changwon city of the Republic of Korea, the Chair city of International Association of Educating Cities(IAEC) Asia–Pacific Regional Network – designated as a planned city by the central government in 1973 – is now giving a great effort to tourism to make it a driving force as the city is trying to change its industrial structure of mechanical engineering and developing a green environment movement to become the country's environmental capital.

UNESCO has been working with national and local governments, civil society, private sector and communities to promote sustainable tourism as an important vehicle for managing natural and cultural heritage and improving the livelihoods of local communities. Under the growing recognition of tremendous opportunities and benefits of tourism industry, UNESCO has long been working to ensure that UNESCO's cultural and scientific programmes(World Heritage, Biosphere Reserve, Geopark, and Creative Cities) can contribute to the fight against poverty, foster mutual understanding and intercultural dialogue, and support conservation of natural and cultural diversity.

The main objective of the meeting is to share experiences for the promotion of understanding sustainable tourism through the practical cases from different cities. Participants will discuss the best ways to balance between conservation and social, economic and cultural development as well as the role of education and learning in this regard. Also it serves as the platform to expand the international networks through the global leading associations such as IAEC, UCLG ASPAC and ICLEI.

On that note, we are very pleased to invite you to this important gathering. We are happy to inform you that the organizers will be able to cover the cost of participation of one of your representatives which includes: accommodation and meals during the stay in Changwon for the duration of the meeting(four nights). Each participant is responsible for obtaining the visa to the Republic of Korea. This letter should serve as the official invitation for this purpose.

Please kindly confirm your participation before 9th February 2018 by sending an email to Ms. Jiyeong Jeong, Project Officer, Changwon City Hall(E-mail: gidday202@korea.kr) and Ms. Sayaka Tsutsui, Program Officer, UNESCO Bangkok(E-mail:eo.bgk@unesco.org).

We look forward to your active participation and contribution to this meeting.



Mr. Sangsoo Ahn
Mayor of Changwon City



Ms. Maki Katsuno-Hayashikawa
Director a.i., UNESCO Bangkok

Day 1 | March 14th, 2018

Time	Program	Speaker
Morning	Study tour 1(Changwon)	
13:30~14:00	Opening –Opening remarks –Welcome remarks –Congratulatory remarks	UNESCO Bangkok Director IAEC General Secretary Mayor of Changwon UCLG SG
14:00~14:10	Introduction to the Conference	UNESCO Bangkok
14:10~14:40	Group photo Coffee Break & Media Conference	
14:40~15:20	Keynote speech: Sustainable Tourism Development in Educating Cities	A guest speaker (expert on sustainable tourism)
15:20~16:50	Theme 1: Development of policy frameworks for sustainable tourism development	3 cases
16:50~17:00	Coffee Break	
17:00~18:30	Theme 2: Linking education and sustainable tourism	3 cases
18:30~21:00	Welcome Reception	

Day 2 | March 15th, 2018

Time	Program	Speaker
09:00~10:30	Theme 3: Community-based tourism initiative	3 cases
10:30~11:45	Group discussion 1. Discussion on success factors and challenges on the 3 themes covered. Additional examples can be provided during the discussion 2. Discussion on possible initiatives to takeback for pilots in local cities	Coffee break during the group discussion
11:45~12:15	Outcome of Group Discussion	
12:15~12:30	Closing Summary of Conference	UNESCO Bangkok Changwon City
12:30~14:00	Lunch	
14:00~18:00	IAEC General Assembly	
18:00~21:00	Official Dinner	

Day 3 | March 16th, 2018

Time	Program	Speaker
09:00~13:00	Study tour 2(Sahagu. Busan)	

Background



Since the industrial revolution, service industries have grown continually for decades and this has resulted in the growth of the leisure and tourism industry which is known as “an industry without a chimney”, generating an enormous amount of additional value along with the creation of various new jobs, which is now growing rapidly.

According to the International Air Transport Association (IATA), the number of airline passengers is reportedly increasing by 5% annually and by the year of 2050 this will cause more carbon dioxide emissions and have the greatest effect on the increase of greenhouse gases. Furthermore, the increase of airline passengers can also be a cause towards the detriment of cultural heritage and environments, disturbing ecosystems, bringing about an unfair distribution of tourism income, and creating conflicts between residents and tourists. In other words, this means that in the near future without a long-term vision, tourism resources might perish and tourism is not a permanent business but a temporary one.

Ignorance of cultural diversity is also a major threat to tourism. Countless tourists from all over the world are visiting tourist attractions. However, some of them are damaging cultural assets with inscriptions of their names. As well, some local governments are focusing on attracting more and more tourists without regarding the maximum capacity of their tourist sights. This explains why the conflicts between conservation and development are critical issues in this regard. Some newly established tourist sites in South Korea are attracting millions of tourists each year but cause a lot of problems for the local residents because of such reasons as heavy traffic jams and interruption of their privacy. So the conflicts between the tourists and the residents remain an endless issue for now. This case displays why we should pay attention to sustainable tourism. It is important for local governments to develop appropriate policies to balance local development and conservation, to resolve tensions between residents and tourists, and to ensure that local communities also benefit from the tourism development in their cities.

The city of Changwon, the chair city of International Association of Educating Cities (IAEC) Asia-Pacific Regional Network, and the UNESCO Asia-Pacific Regional Bureau for Education will jointly organize an International Conference on “Sustainable Tourism” in Changwon, the Republic of Korea from the 14th to 16th of March, 2018. This will provide an opportunity to exchange professional views on the challenges facing Asia-Pacific regional tourism and urban development and innovative measures cities across the region have carried out to address these challenges.

Changwon city of the Republic of Korea – designated as a planned city by the central government in 1973 – is now putting in a major effort towards tourism to make it a driving force for future development as the city is trying to change its industrial structure from its base of mechanical engineering. It is also developing green environmental movements to enable it to become the country’s environmental capital.

UNESCO has been working with national and local governments, civil society, private sector and communities to promote sustainable tourism as an important vehicle for managing natural and cultural heritage and improving the livelihoods of local communities. Under the growing recognition of the tremendous opportunities and benefits associated with the tourism industry, UNESCO has long been working to ensure that UNESCO’s cultural and scientific programmes (World Heritage, Biosphere Reserve, Geoparks, and Creative cities) can contribute to fight against poverty, foster mutual understanding and intercultural dialogue, and support conservation of natural and cultural diversity.

Background

Objectives



The main objective of the meeting is to share experiences for the promotion of sustainable tourism through the practical cases experienced by different cities. Participants will discuss the best ways to balance between conservation and social, economic and cultural development as well as the role of education and learning in this regard.

Expected Outcomes



- A better understanding of the concept of sustainable tourism
- A compilation of successful cases in the AP region
- Recommendations for policy and practices to promote sustainable tourism including educational approaches to be developed to accompany the community and tourists

Long-term approach



Based on the discussion during the conference, municipalities will commit to pilot some of the recommended policies and practices in their cities during a period of 12-18 months. Throughout this process, technical support can be provided by UNESCO, experts and/or other participating cities. At the end of this process, pilot cities will come back for a reflection workshop in which they discuss achievements gained and challenges faced during the pilot and generate lessons learned.

Venue of the conference and accommodation

Marine Solar Park, Changwon, Republic of Korea

Participants



- Educating Cities
- (World) heritage cities
- Cities through other networks (e.g. United Cities and Local Governments Asia-Pacific(UCLG ASPAC), ICLEI Local Governments for Sustainability(ICELI) Korea, etc.)
- Lifelong Learning Institutes

Language

English / Korean are the official meeting languages

Correspondence

All correspondence concerning this Conference should be addressed to the following offices



Changwon City

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Major participants



Mayor of Changwon Mr. Sangsoo, Ahn

Education is the hope of the future.

Ensure everyone can enjoy education without financial concerns

Mr. Sangsoo Ahn came back to his hometown, Changwon, to devote himself towards making a city where the tourism industry and the cultural industry can co-exist together on the path of sustainable development for the city of Changwon. Also, he has been pursuing his goal of making the city a leading international educating city in collaboration with international networks such as the IAEC (International Association of Educating Cities) and UNESCO.

UNESCO Bangkok Ms. Maki Katsuno-Hayashikawa

Ms. Maki Katsuno-Hayashikawa is the Officer-in-Charge for the UNESCO Regional Office for the Asia-Pacific, in Bangkok Thailand since August 2017. She was originally assigned to UNESCO Bangkok office as the Chief of Section for Inclusive Quality Education in April 2016. In her capacity as the Chief of Section, she oversees UNESCO's regional programme in the Asia-Pacific in the fields of education policy and planning and quality and inclusion in education, from early childhood to secondary education.

Ms. Katsuno-Hayashikawa is also the Regional Coordinator for the SDG4-Education 2030 and the Gender Focal Point. Prior to her current position in Bangkok, Ms. Katsuno-Hayashikawa was based in UNESCO's Education Sector in Headquarters in Paris, France, where she served as the Chief for three sections during 2011-2016, looking after UNESCO's global programme on early childhood care and education (ECCE), inclusive education, gender and education, and teacher education and development.

Ms. Katsuno-Hayashikawa has more than 20 years of development work experience in these areas, of which 15 years working in the Asia-Pacific region with UNESCO, UNICEF and Japan International Cooperation Agency (JICA).

Ms. Katsuno-Hayashikawa holds a BSc in International Relations from the London School of Economics, an MA in Education Planning from the UCL-Institute of Education, University of London, and an M.Ed in Early Childhood Education from South Australia University.



IAEC General Secretary Ms. Marina Canals

We do not have all urban solutions but Education makes the difference!

Ms. Marina Canals is the General Secretary of the International Association of Educating Cities (IAEC), since September 2012. She was fortunate to be part of the Organizing Committee of the First International Congress of Educating Cities, held in Barcelona (Spain) in 1990, which gave impulse to the creation of the IAEC which today gathers nearly 500 cities around the world. She has a Bachelor's degree in Translation and Interpreting by the Autonomous University of Barcelona (UAB). She also has studies in Business Management by the University of Barcelona (UB). Her experience is the fruit of formal education combined with more than 25 years' work and exchange with local authorities and experts around the world. As General Secretary, she is committed to inclusive quality education and to developing global citizens and leaders to promote worldwide understanding.



The city of Changwon

Changwon's strong industrial foundation and urban infrastructure, Masan's cultural value as a sacred home of the democratic movement and naval port city, Jinhae's abundant development factors and beautiful oceanic leisure resources—by combining and developing the merits of the three cities harmoniously, Unified Changwon City is taking on the appearance of a world-class city day by day.

By joining 14 international organizations, participating in the common development of global cities and further strengthening global urban marketing, Changwon is leading change in the international urban environment.

UNESCO Bangkok Asia-Pacific Regional Bureau for Education

The Asia-Pacific region is home to almost two thirds of the world's population and comprises countries of great economic, social, political and cultural diversity. UNESCO has 46 member states and two associated members in the Asia-Pacific and is present in those countries with a network of 14 field offices.

Established in 1961, UNESCO Bangkok has a dual role as both the Regional Bureau for Education and as a Cluster Office in Asia-Pacific. As a regional Bureau for Education, UNESCO Bangkok provides policy advice, technical assistance and capacity development support, to Member States and other UNESCO field offices in the region and facilitates knowledge partnership and networking in the area of education. As a Cluster Office, UNESCO Bangkok helps implement all UNESCO programmes in the "Mekong" countries—in Thailand, Myanmar, Lao PDR, and Singapore, as well as in Cambodia and Vietnam in cooperation with the country offices and antenna office.



International Association of Educating Cities(IAEC)

Founded in 1994, the International Association of Educating Cities(IAEC) is a non-profit Association, constituted as a permanent collaborative structure uniting local governments committed to the Charter of Educating Cities, which is the road map of the cities that comprise it. Any local government that accepts this commitment can become an active member of the Association, regardless of its administrative powers. At the 2017 year end, the Association has 494 member cities in 36 countries on all continents.

Marine Solar Park



Marine Solar Park comprises of the Exhibition Building and the Marine Solar Tower. The tower is the tallest solar power generation system for a single building in Korea with more than 2,000 solar power modules attached to the front side of the tower. An observatory is located in the tower at a height of about 120 meters.

The Marine Solar Park is situated inside the Jinhae Marine Park which has a couple of different themed facilities as follows

[Conference Halls]



Naval Battle History Experience Hall



Marine Organism Theme Park





08:00~13:00, March 14th, 2018 (Changwon)



Junam Reservoir



The 898ha Junam Reservoir (Wetlands), called a “paradise for migratory birds,” receives about 109 different species of migratory birds every year. While it is a sanctuary for tens of thousands of migratory birds flocking to the area every year, it is also a habitat for a wide range of aquatic plants and insects.

In 1980, 50,000 spectacled teals began spending the winters here and 16 migratory birds that have been designated as natural monuments and 10 endangered species designated by the Ministry of Environment can be observed here. It operates Ramsar Culture Center, Ecology Educational Hall, Bird-watching Site and Junam Environment School free of charge and a guide tour is available to explore the reservoir with ecological explanations.

Jinhae Post office



The Jinhae Post Office was a single story building built of wood in 1912, and was an office building to handle the savings for postal money order and the electric communication work. It was built in the Russian style of modern times, as there was the Russian legation since the earlier days in this area.

The front entrance was decorated with cylindrical pillars in Tuscan order style. A high counter is dividing the total space into an office space and the guests' corner. It had wooden floors originally, but has been replaced with cemented ones now, and the roof has been covered with copper plates. It had been used as a post office until 2000 and was designated as a National Historic Site 291 in 1981.



09:00~13:00, March 16th, 2018 (Saha-gu, Busan)

Gamcheon Cultural Village



The history of the Gamcheon Village, located on a city slope, goes back to the 1950s when thousands of refugees from the Korean War from all over the country began living there, making it a large area of hurriedly built houses piled on top of each other on the hillside. Its streets form a labyrinth and the pastel colors of its houses give the village a picturesque look.

With the rise of industrialization, Gamcheon reached almost 30,000 inhabitants, but afterward most of its population moved to other cities, and the population fell to 8,000. Many of the houses were abandoned, which together with the lack of basic infrastructure (running water, sewer system, etc.), gave it a rundown look, in danger of disappearing over the time.

In 2010, the local Government of Saha-gu, in collaboration with urban planners, artists and the residents, had the idea of regenerating the area and attracting tourism, opting for a sustainable development that would respect its unique character and artistic value.

The project of renovation of the Gamcheon Village with the participation of citizenship was one of the 3 awarded good practices of the 1st edition of the Educating Cities' Award which was given during the 14th IAEC Congress (June 2016).

IAEC General Assembly



14:00–16:00
March 15th, , 2018

- Subject Lecture
- Mayors Roundtable



The General Assembly is the supreme governing body of the IAEC and is made up of all the member cities.

The General Assembly has, amongst others, the following functions

1. Election or substitution of the members of the Executive Committee.
2. Modification of the statutes of the IAEC.
3. Adoption of the management of the Executive Committee.
4. Adoption of the Action Plan.
5. Adoption of the profit and loss accounts as well as the budgets for the year.

IAEC General Assembly in Changwon

This past year IAEC has been working hard on sharing and finding solutions to the problems that affect our cities. To do so, member cities have exchanged best practices, socialized tools, knowledge and methodologies, through various channels and within the framework of numerous meetings organized throughout the year.

The aim of the Changwon meeting is to present the progress made during 2017, while at the same time to encourage new cities to join forces in such an important task as is the improvement of the quality of life in the cities through education. It will also be a good opportunity to make the voice of local leaders and experts heard, to know how they face the social transformations that affect our cities at local and global scale, by placing education at the center of their policies.

IAEC members will also discuss and agree on the major actions to be undertaken in 2018. Having a common axis of action guarantees consistency between the work done by all the territorial networks. In each network we find unique, interesting methodologies and projects that enrich the Association as a whole.

Secretariat

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Goals

- * To proclaim and champion the importance of education in the city.
- * To publicise the educative axes of the political projects of the member cities.
- * To promote, inspire, foster, and assure compliance with the principles of the Charter of Educating Cities(Declaration of Barcelona) by the member cities, and provide advice and information to the members on fostering and implementing the same.
- * To establish a relationship and collaboration with other associations, federations, bodies or territorial networks and, especially, with cities, in similar, complementary or competing areas of action.

Changwon in the IAEC

- Executive Committee member
- Chair city of the IAEC Asia-Pacific Regional Network