

The Best Tourism Villages on Jeju Island

Dongbaek & Sehwa Villages' Agritourism Case

Focusing on The Preservation of Heritages and GIAHS System

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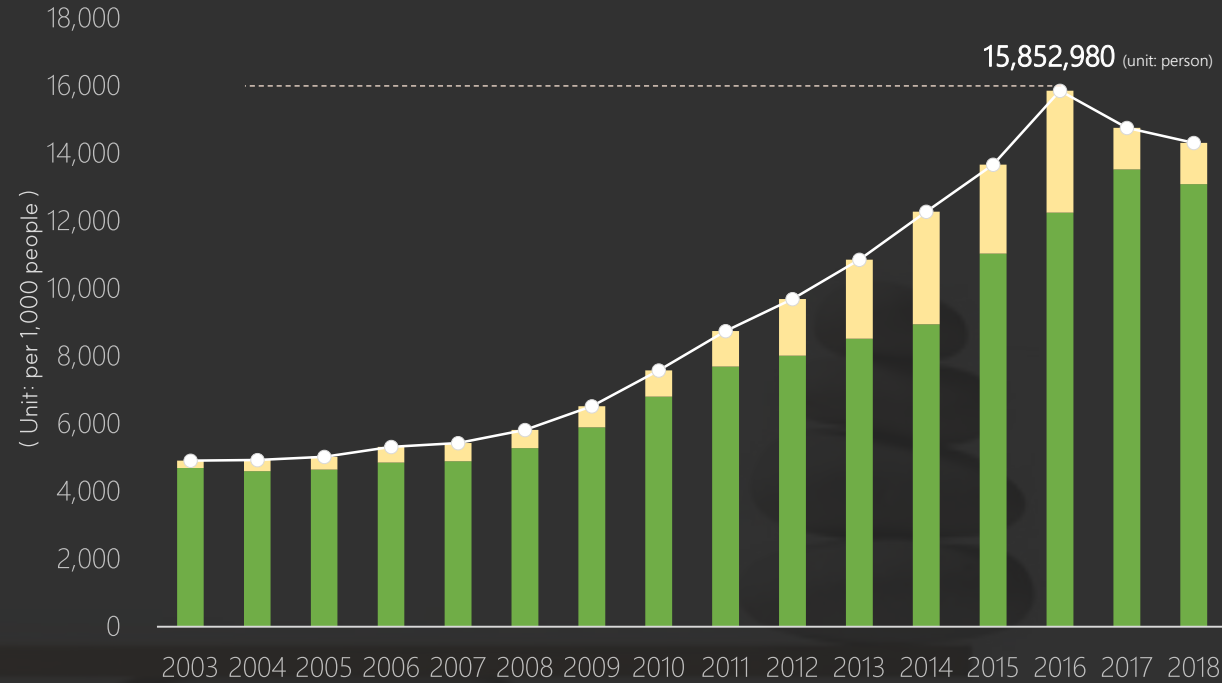
- 1. Tourism Policy**
- 2. Heritages(Haenyeo & Batdam)**
- 3. Example of Agritourism Practice**
 - KaReum Stay
- 4. Best Tourism Villages**
 - Dong Baek & Sehwa Village

I . Direction of Tourism Policy

Increase in Numbers of Jeju Tourism

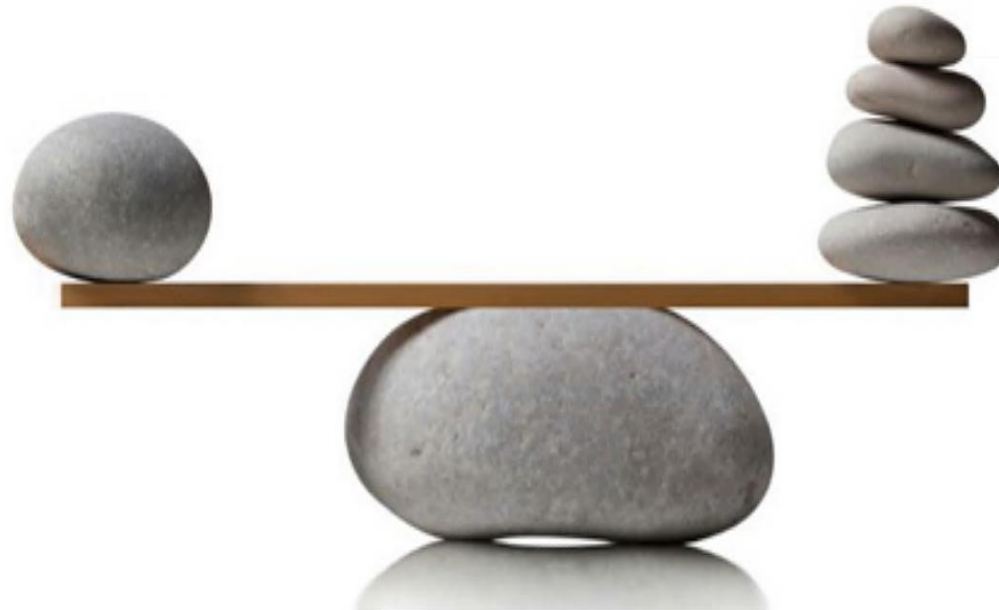
Trends in the Number of Visitors to Jeju

- All Tourists
- Domestic Tourists (Koreans)
- Foreign Tourists



Quality VS Quantity

- ✓ Sustainability
- ✓ Qualitative Growth
- ✓ Quality-oriented
- ✓ Fundamental direction



- ✓ General Economy of Jeju
- ✓ Major business vs Locals
- ✓ Challenges & Social Issues
- ✓ Traffic, Waste, Water Infra

Jeju

HAE NYEYO



II. Haenyeo



A woman who dives into the sea to harvest seafood without breathing equipment.

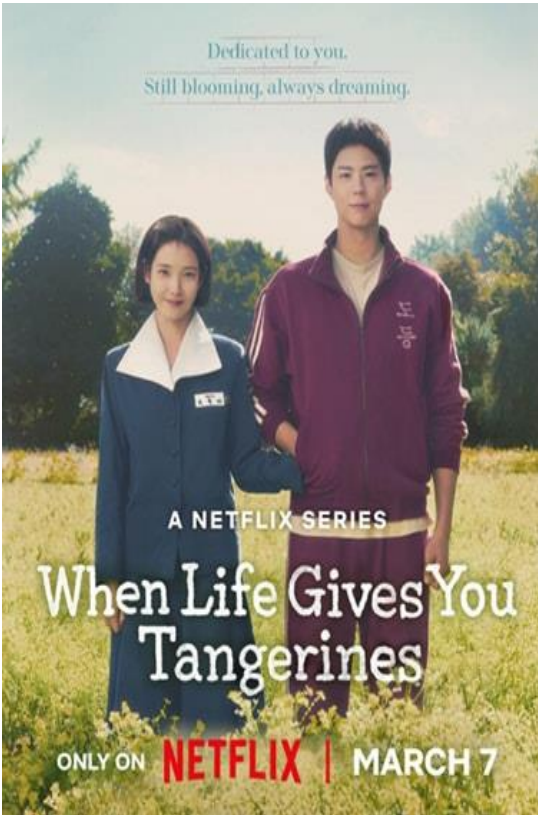


An Iconic Symbol of Jeju's Culture



II. Haenyeo

Haenyeo, considered as the symbol of the cultural identity of Jeju



'Aesoon and Her Mother'



Local Tour

with Village Residents



Explore the rhythms of Jeju Haenyeo life. Join guided walks through the village, hear stories of anti-colonial resistance. Visit the Jeju Haenyeo Museum and observe traditional gear-making.



Diving Experience

with Haenyeo Elders



Learn the basics of breath-hold diving from the women who still practice it. Join them by the shore, help clean the day's catch, and feel the sea through their hands.



Dining

with Jeju Haenyeo : A Meal with Memory



Prepare and enjoy seasonal dishes passed down through generations. Each ingredient carries a story — each bite, a connection.

2015

Ministry of Oceans & Fisheries of Republic of Korea

National

National Important Fishery Heritage No.1

2016

UNESCO



Global

Intangible Cultural Heritage

2017

Cultural Heritage Administration of Republic of Korea

National

National Intangible Cultural Property No.1

2023

FAO(Food Agricultural Organization)



Global

Globally Important Agricultural Heritage

Culture - Jeju's Heritages

Doldam (Stone Wall)

Globally Important Agricultural Heritage Systems (UN FAO, 2014)
Historically stone walls around the field have been started to build since 1234.



Culture - Jeju's Heritages

Doldam (Stone Wall)





KaReum
STAY

"A new way to explore Jeju"

www.kareumstay.com

Jeju Rural Tourism Brand KaReum STAY

Q. The reason why CBT?

A. A process of discovering and defining the authenticity of the destination

Kareum Stay invites you to small villages in Jeju where you can stay to rediscover the true essence of travel.

- Kareum is a Jeju dialect, meaning 'small village'
- A travel concept where visitors stay within the village
- Allowing visitors to interact with local community
- Represent a sustainable tourism model of Jeju Island

Travel — Experience — Healing — Life

KaReum STAY

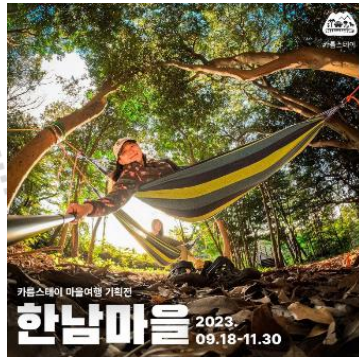
13 Core Villages



III. Example of Agritourism Practice

Jeju Rural Toursim Brand, KaReum Stay

Key Elements



알가름 신흥2리
[동백고장보전연구회]
오동정 대표, 최혜연 사무장
마을 분들과 함께 방앗간에서 같이 있게
지내다가신 분이 계세요.
그게 엄청 좋으셨다고,
그 후로 매달 동백마을에 오고 계시죠.



동카름 세화리
세화 양군모 마을PD
세화 마을을 마음 속 제2의 고향으로
삼았으면 좋겠어요.
힘들 때마다 찾아와 위안도 받고,
마을이 변하는 모습도 함께 보고...
삼년, 오 년 후 그때를 떠올리며
피식 웃는 날이 오면 참 좋을것 같아요.



알가름 하효마을
[하효살롱] 김미형 대표
한번은 세 둘도 되지 않은 갓난 아이가
과줄 만들기 체험에 참여했어요.
사랑보다도 감글침을 좋아한다는
아이였는데, 한 시간의 체험 후
너무 만족하며 돌아갔어요.
이후, 아이의 어머니가 완전히
하효살롱 홍보대사가 된 거예요.



KaReum STAY features three core elements: hardware, software, and human-ware.

These are the main things that create the value of KaReum Stay Travel Experience

“Dongbaek Village” “Sehwa Village” designated in 2023



**Two different villages, offering KaReum Stay Experiences
Community-based Tourism Best Practices**

#SehwaVillage #CamelliaVillage
#HaenyeoExperience #CamelliaMeals
#VillageActivities #HealingPrograms
#CarrotCamelliaBusiness





Dongbaek Village

제주동백마을의 삼촌들께서는
토종 동백나무의 열매가 완전히 어물면
저절로 땅에 떨어질때까지 기다려



한알
한알
정성스럽게 모읍니다

Dongback Villages – Best Tourism Village Values

Environmental

Social

Economical

1

Camellia Tree Conservation

Community Land Donation
Making Camellia Habitats a
Common Asset

2

Camellia Conservation Association

Community Enterprise
Returning Profits to the Community
Women-Centered Operation

3

Product Development of Camellias

Culinary and Food Experience
Community Work Participation
Long-stay Program(Monthly basis)

Environmental Value "They are committed to Camellia Tree Conservation"

1. Request for Support from the Local Government

Designated as Jeju Provincial Monument No.27 in 1974

No-Vehicle Zones and other Infrastructure Support

2. Regular Meeting for Camellia Vegetation Conservation

3. Eco-Friendly Conservation Activities and Usage

Environmentally Friendly Pest Control

Camellia Tree Planting (280 trees annually)

Harvesting Only Fallen Seeds



| Social Value | Efforts to Employ Local Residents in Rural Tourism Activities

Providing Work Opportunities for Seniors(70–80 age) and Vulnerable Groups

Priority Participation of Women and Multicultural Households

Profit Sharing with Village Residents; Village Development Fund, Assistance for Seniors Living Alone and etc

| Economical Value | Establishing a Sustainable Circulation System

Village Association

Product Development
R&D, Tourism related Projects



Amore Pacific Corporation

Marketing and Technology Support
Mutual Cooperation

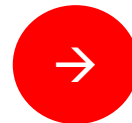


Hyundai Bioland

Buying Camellia Seeds from the village

Partnership between Corporation and Village

Profit and Earnings



Community Reinvestment

- Community Field Trip (Eu, Taqaipei, Japan, China)
- Scholarship, Welfare and etc

Sehwa Village



Assets of Sehwa Village

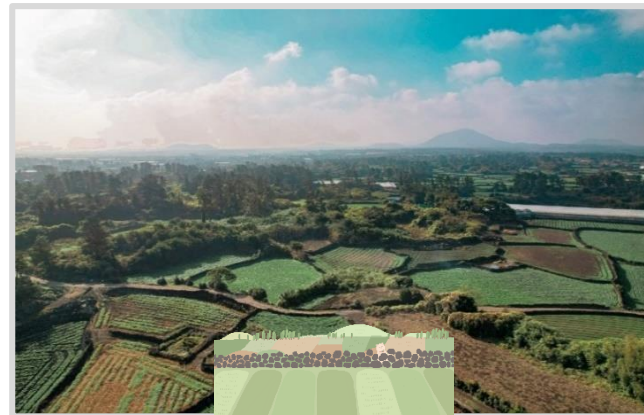
Point 01

UNESCO
Intangible Cultural Heritage
Haenyeo



Point 02

UN FAO GIAHS
Batdam



Point 03

Gujwa Carrot
60% of National Production



Sehwa Village – Best Tourism Village Values

Haenyeo Program

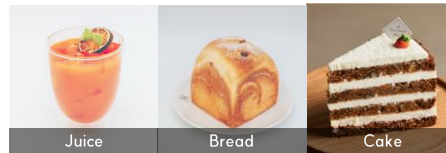


UNESCO Intangible Heritage
Haenyeo-stay product



Carrot Product

Packaged and Processed Food



Carrot Experience and Batdam Walking



Tourism Infra

Travel Office, Guest House, Cafe, Work Office
Tourism Complex Zone



Redeveloping Abandoned Buildings

Example of Sehwa Tourism Contents

Content 01



One-week One-Month Stay

Living together with Local Residents

Content 02



Work & Vacation

Village Office, Rental Car Service

Content 03



Wellness

Darangsi-Oreum trekking,
Nordic Walking and Mediation

Content 04



Haneyeo Stay

Dining with Haenyeo
Haenyeo Museum Tour

Content 05



Gest House

Stay facilities, F&B, Cafe

Social Value

Establishing Village Cooperative [more than 500 locals participating]

In Charge of Sehwa Village Tourism Business

Sehwa Village Cooperative

- Profits → Returning to the community
- Open to the locals



Work Closely with Government

- Centgral Government
- Local Government



Economical Value

USD\$ 178,000,000 funded From Central Government

Cooperative Capital Contribution 'USD\$ 215,000'
From the cooperative members (residents)



Annual Income USD\$ 300,000



Village Development Reinvestment

- Professional Training for Baristas, Guides, and etc
- Market Expansion and Promotion
- Improvement of Facilities and Infra



Environmental Value

Climate Change

- Fishery Reduce
- Carrot Reduce
- No. of Haenyeo
- Sea Garbage

ACTION



Regulation on Prohibiting Single-Use Items



Car-Free Streets Initiative



Place the Recycling Bins around the Village



ZERO-Waste Shop Operation



Solar Energy Power System Installation



Coastal and Ocean Cleaning Initiative

Wrap up & Summary

01 Who Leads Rural Tourism in it's Village?

Community Based Structure / Locals Participation / Cooperation

02 Global Tourism Trends Shifts to the Local

“Travel Like the locals” This is the current trend at a glance

03 Preserving Cultural Resources while Allowing limited use

Rural Identity and uniqueness = Tourism Competitive

04 Interactions between the Public and Private Sectors

Someone should take full responsibility for CBT



JEJU TOURISM
ORGANIZATION



KaReum
STAY

Thank you so much



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