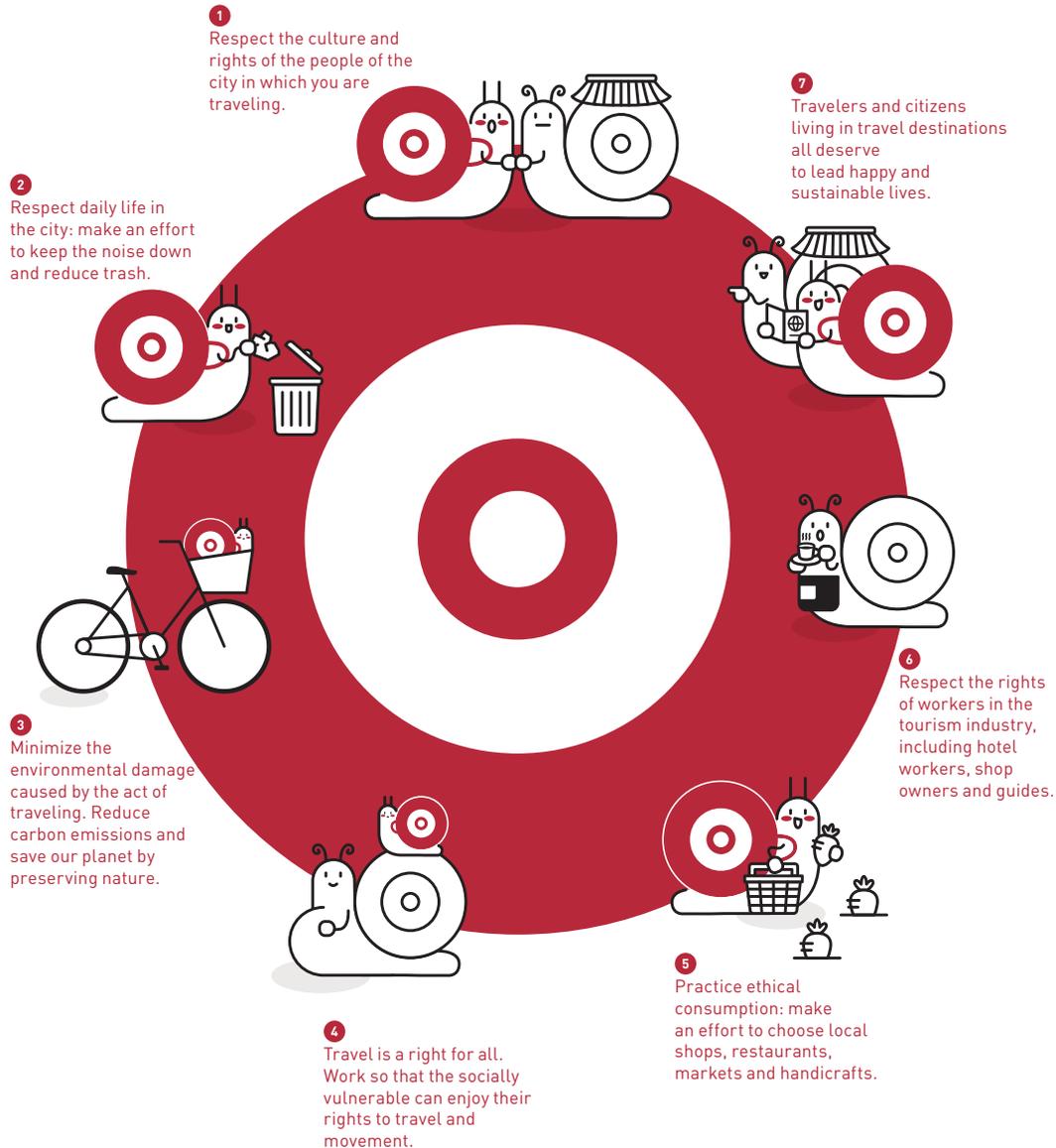


# FAIR TRAVEL CITIZEN GUIDELINE

## Fair Travel Living Together



## Working Together for a Better Life Fair and Sustainable Tourism

Conflicts have recently occurred as a result of “overtourism.” When tourists converge on a city in greater numbers than the location can hold, the city seems to be under occupation, and its residents feel that their lives are being invaded. This phenomenon is happening in various countries around the world. It has affected the local cost of living and house prices, and caused damage to the urban scenery and environment.

This phenomenon has happened in Seoul, too. The Bukchon Hanok Area, in Seoul’s Jongno-gu District, is being affected by overtourism. With about 10,000 visitors coming and going each day, residents are suffering many inconveniences from the crowds of tourists who pour in night and day, including noise, littering, and unauthorized entry.

To address this situation, this year the Seoul Metropolitan Government and Jongno-gu District have announced a set of eight measures for reducing disturbance to residents of the Bukchon Hanok Area. Designed to promote fair and sustainable tourism, the eight measures are:

- (1) designation and implementation of “Tourism Permitted Times”;
- (2) mandatory guides for tourist parties;
- (3) designation and

- monitoring of no-stopping and no-parking zones for tourist buses;
- (4) increasing frequency of trash removal and addition of new specialist cleaning personnel;
- (5) increased provision of public toilets;
- (6) installation of signs indicating restrictions on what tourists are allowed to do;
- (7) advance training for tourist guides;
- (8) training of local residents as management personnel.

In addition, the Seoul Metropolitan Government and the Seoul Tourism Organization are making continuous efforts to seek ways for local residents to live in harmony with tourists. Since 2016, they have held the Seoul International Fair & Sustainable Tourism Forum, where policies and practical proposals to promote sustainable tourism are discussed. This year’s Forum is being held jointly with the World Tourism Organization’s 7<sup>th</sup> UNWTO Global Summit on Urban Tourism. Seoul Metropolitan Government and the Seoul Tourism Organization are also collaborating with the UNWTO and Barcelona City in a global campaign to publicize practical measures for promoting fair and sustainable tourism.

Further details on this campaign can be found on the left-hand page.

### Seoul International Fair & Sustainable Tourism Forum 2018

- Dates: Tuesday, September 18, 2018 concurrent with 7th UNWTO Global Summit on Urban Tourism (Sept. 16–19)
- Place: Dynasty Hall, The Shilla, Seoul
- Hosted by Seoul Metropolitan Government, organized by Seoul Tourism Organization, in collaboration with the UNWTO (World Tourism Organization).
- Theme: Fair and Inclusive Tourism: Building Cities for All
- [www.seoulfairtourismforum.net](http://www.seoulfairtourismforum.net)