



# KaReum Stay

SUSTAINABILITY AND SOCIAL RESPONSIBILITY  
(CBT) Community Based Tourism

## 1. Entry Title: **Kareum Stay**



KaReum  
Stay

**Kareum Stay is a rural tourism integrated brand policy of Jeju.**

'The name kareumstay is the combination of 'Kareum', Jeju's village, and the word 'Stay'.

It is the stay-type village trip of Jeju, with key values such as 'stay,' 'rest,' 'relax,' and 'kindness.' It pursues 'the trip to come back to daily life', 'the trip I choose' and 'the trip to find people and experience' in the local community instead of visiting well-known touristic spots or having a simple rest.

### Through Stay in Jeju's **Kareum**

- **(Stay)** The trip of rediscovery to come back to my daily life, not the trip for pleasure, fun, or getaway
- **(Rest and relax)** The time to re-energize myself getting away from my daily life and looking back at myself
- **(Kindness)** The kind people (local residents) who welcome me, heartwarming scenery, and Jeju's own kind soul.

## 2. Objectives

### ● Introduction Background

- As domestic and foreign visitors coming to Jeju exceeded 15 million in 2016, tourism in Jeju has rapidly achieved quantitative growth. However, there have been social issues associated with the rapid increase of tourists, such as environmental problems, decreased satisfaction levels among local residents, etc.

- Therefore, together with the Jeju Special Self-Governing Province(local government), Jeju Tourism Organization established the basic plans for the qualitative growth of Jeju's tourism in 2016 to promote the qualitative growth of the touristic market as a tourism industry promotion policy by setting the major indicators, such as the number of days tourists stay, satisfaction level, consumption expenditure, etc., instead of simply relying on the number of tourists.

- In addition, according to these touristic development and promotion, the JTO(Jeju Tourism Organization) has established the community-based tourism(CBT) policies that can contribute to the creation of income and increased quality of life for local residents, forming the foundation of sustainable tourism industry promotion in Jeju.

- In particular, the JTO put public efforts into establishing civic governance to activate CBT by expanding the range of beneficiaries of the existing touristic policies from hotels and touristic areas to local residents and village communities, who were in the blind spots. The JTO tries to establish a CBT-based tourism system where local residents welcome tourists by themselves and experience the resources in their village or area together with the tourists.

- Meanwhile, Jeju is an island tourism destination as the secretariat of the ITOP forum, and the whole island is registered as a UNESCO World Heritage Site. Each village in Jeju has various local resources, such as unique cultures, volcanic land and special vegetation created by volcanic activities, and various and rich healthy food ingredients produced in the natural environment

- In 2021, the JTO brought energy into stagnated Jeju's tourism from the COVID pandemic by introducing **Kareum Stay, the integrated brand to promote stay-type rural tourism, where tourists can stay and enjoy the amazing local resources, and it has been extensively promoting sustainable touristic product brands, for example, Rustic Life, which corresponds to the changed desire for travel.**

- The JTO promotes a stay-type trip for tourists together with the local residents, the key people of Jeju's communities, and it is not a touristic product developed by tourist business owners. The organization continuously puts great effort into establishing a sustainable tourism system where the government and local residents cooperate by promoting the development of stay-type and qualitative touristic products that care for tourists' satisfaction instead of focusing on quantitative objectives.

## 3. Overview

### Purpose

Kareum Stay's policy has its purpose of establishing a touristic market where local residents and tourists can form nice interactions and exchanges by building a stay-type village trip trend and culture in Jeju. This policy is expected to bring a positive reaction in establishing a virtuous cycle of activating the local economy through enhancing satisfaction among local residents, creating income from touristic activities, and creating tourism-related jobs.

### Objectives of Kareum Stay's Policy

- Responsible tourism model for Jeju to realize sustainable tourism development
- It pursues 'Tourism for All' where the effect of the policy can be extended to both local residents and tourists
- The tourism model that ultimately contributes to the happiness and enhanced quality of life of local residents and communities.

### Execution system

The main body for establishing the Kareum Stay's policy is Jeju Island (local government), and the main body for general execution, such as coming up with strategies for this policy and executing, and receiving feedback, is the Jeju Tourism Organization. In addition, the village community and local residents clearly exist who participate in the Kareum Stay, to establish the community-based tourism model, not the government-driven policy.

### Major businesses

- Establishing and expanding the integrated Kareum Stay's brand system
- Quality control of the brand and products to create sustainable brand power
- Establishing global acceptance stance through capacity building for local residents
- Active realization of UN SDGs through establishing cooperation in governance between government-public office-private institutions
- Creating social and economic effects through the establishment of a reservation and management system for local resources

### Progress status

Starting in 2021, in order to build stay-type rural tourism, the Jeju Tourism Organization has been managing the brand system of '**Kareum Stay**,' the representative Jeju rural tourism brand that integrates various rural tourism brands in Jeju altogether, including its development, launching, and promotion. Currently, 10 villages in Jeju and about 130 local businesses are participating. The JTO is also trying to expand the brand by forming a network with 10 preliminary villages to continuously find substitute villages with potential. In particular, it selected a community organization where local residents participate as the 'base organization' and built it into an integrated hub space that provides information on the village and local products, increasing local residents' initiative.



## Status of participating villages and local communities

Local communities	Base organization	Major products
Gujwa (Sehwa-ri)	Sehwa Village Co-op	· Haenyeo tour and workation products
Pyoseon (Gasi-ri)	Yuchaekkot(Rape Blossom) Plaza	· Farm B&B and cooking class
Hankyung (Jeoji-ri)	Jeojiri Ecotourism Council	· Gotjawal and Artists' Village's docent program
Hankyung (Shinchang-ri)	Shinchang Village Council	· Slow-slow Makgoli making class and 1-day bookstore manager
Namwon (Hannam-ri)	Meochewat Farming Association Corporation	· Meochewat Forest Trail and foot-bath program
Namwon (Shinheung 2-ri)	Camellia Village Preservation Research Group	· Camellia oil experience programs and camellia oil
Namwon (Euigui-ri)	Otgwima Theme Town	· Horse riding experience program
Hahyo	Hahyo Salon Co-op	· Cooking class, Enjoy with Tangerine Gwazel. etc.
Hogeun	Hogen Village Council	· Forest healing program and eco program
Aewol (Susan-ri)	Mulmoi Healing Farm	· Village road trekking and organic meals

## Kareum Stay Contents



Kareum Stay has four major contents, which are accommodation, food, activity, and community, with the intention of promoting expansion into the sustainable tourism area by using the amazing local resources of Jeju limitedly and preserving them.

In particular, for effective promotion and information distribution regarding the amazing resources of local residents who participate in Kareum Stay, there is the website for the brand ([www.kareumstay.com](http://www.kareumstay.com)) as a tool to provide local information, and it also tries to increase the understanding of the local area through the community space for tourists and villagers.

The key element of the Kareum Stay brand is the local residents. Local residents in the participating villages are the main body that promote and operate the Kareum Stay trip. There are Kareum Masters, the leaders, in each village to properly execute the roles of the main body of governance and manage the site for the brand. In sum, the local residents are the key subject of the brand, increasing their initiative.

**\* Kareum Master:** Kareum masters in each village are the key personnel of the Kareum Stay business who are in charge of operating the base organization, the hub of the village, planning opportunities to develop village products, finding cooperative businesses with other institutions, managing provincial and government budgets, and activating the Kareum Stay network

The Jeju Tourism Organization invested in these human resources to build local residents' capacity by participating not only in the annual training course by the organization but also in training courses operated by various related organizations on the island. The JTO also supports local residents in finding and resolving the pending issues, playing pivotal roles through various education courses with local and foreign cases, such as basic, advanced, and leadership capacity-building educations and integrated workshops, customized educations for each village and business, and providing consulting.

In addition, the JTO fostered 79 'Kareum Hosts' by area through capacity-building training regarding local touristic businesses in the area, service attitude education, etc.

**\* Kareum Host :** The villagers who run businesses regarding staying, eating, and experiencing, meet tourists visiting the village, and provide village service.



## 4. How involves and empowers adjacent & affected communities

### Participation and Contribution by Local Communities

There are 10 village communities that participate in the Kareum Stay, which is the CBT tourism policy of the Jeju Tourism Organization, and the criteria in selecting the participating villages were whether a village community as the leader of the project has the will and operation system to promote rural tourism for visitors and tourists. The participating villages include Sehwa-ri, Gasi-ri, Jeoji-ri, Shinchang-ri, Hannam-ri, Sinheung 2-ri, Euigui-ri, Hahyo village, Hogeun village, and Susan-ri. The characteristics of these villages are that they were active participants in the pilot projects for launching the Kareum Stay brand since 2016, and based on this experience, they have developed their operation system by accumulating experiences and know-hows on operating the Kareum Stay brand and conducting test programs with various customers. In particular, each village established a dedicated organization for the project and played a pivotal role in leading the CBT tourism, resulting in building their capacity and securing sustainability.

The JTO designed support policies for each stage to foster this kind of CBT model and continuously made investments under them with mid- and long-term plans. Also, the JTO made efforts to improve the participation of the local residents, who are the key element of CBT tourism, establishing the operation system led by the local residents, and building their capacity to preserve and utilize the village resources on their own. The Eco Party and Locance (Local Vacance) are the representative pilot projects of the JTO.

The following describes the changes occurred in villages participating in the Kareum Stay policy.

#### ① Hahyo Village Local community-based organization: Hahyo Salon Co-op

Hahyo village is the largest tangerine production site in Jeju, and the whole village relies on the tangerine industry. Accordingly, it has an industry structure focusing on the primary industry, and the village community was falling apart due to the touristic resource development of 'Soesokkak'. Due to its industry structure being biased toward the primary industry, the issues of aging population and outflow young people were getting worse, and the village's survival was at risk from the decrease in tangerine production prices. To resolve these issues, the JTO initiated the 'Tangerine Convergence Industry Complex' creation project, including surrounding villages centering around Hahyo village, to establish a new industry structure for the village and help villagers participate in and lead the project, promoting the sustainability of the village and increasing income and welfare of the people through various supports. For this project, the JTO supported it in various ways, from securing a budget to product development and promotion.

▲ In terms of **establishing the community organization and supporting management**, JTO helped establish the community organization by participating in the whole process of bringing investments among the members of the women's society and establishing the local co-op, 'Hahyo Salon Co-op'. It also helped build the autonomy of villagers to manage and operate the co-op by providing consultancy and capacity-building support in cost-benefit analysis and financial analysis for the community organization, report of mail-order businesses, registration as agricultural companies, entering into big marts through assisting the certification process of HACCP, registration as small businesses, and helped strengthen their responsibility by providing support in certification for social enterprises to expand their social value

▲ In terms of **the development of local processed products and experience programs**, the JTO provided consultancy and support in product development research so that the village could use the local specialty, 'Hahyo Tangerine,' to process and produce traditional Jeju's snacks; 'Tangerine Gwazel' and 'Omegi Tteok' (secondary industry). Also, the JTO developed experience programs using local specialty, such as 'Tangerine Gwazel making program,' 'Tangerine candle making program,' etc., and farm restaurant menus, and provided training to local people so that they could operate those programs on their own (tertiary industry).

▲ In terms of **establishing community organization businesses**, the JTO secured the place for business, planned, and established the space to set up the community organization businesses so that they could provide and produce products for tourists

▲ In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in the designing and marketing of the products produced by the village businesses to help them make incomes by securing the market for the products, and the village community organization launched the Tangerine Gwazel brand 'Hahyo-mom'. It also offered the support fund required for planning and operating the experience programs using tangerines and provided support in the promotion of the products (Eco-party, Locance, etc.), as well as promotion through web pages, making contents for social media, and operating promotional channels. Lastly, the JTO appointed the village as the Kareum Stay village to build up the sustainability of the village and village businesses using the Jeju rural tourism brand.

Through various supports from the Jeju Tourism Organization, the sales of the village business increased to about **2 billion won in 2022 from 3 million won in 2017**, achieving a big growth. It also fostered some villagers as the leaders of rural tourism in Jeju by **creating 13 jobs** in the area, especially for socially disadvantaged groups (foreign immigrants, multicultural families, etc.), and grew into a business that realized social values (the village business promoted continuous socially contributing activities).



## ② **Sehwa-ri** Local community-based organization: Sehwa Village Co-op

Sehwa-ri's community was falling apart from the continuous influx of external labor forces, and its industry was at risk as the local fishery and agricultural workers were getting older. Additionally, the cooperation between villagers was reaching a dead end due to the continuous conflict among them, and because of that, there had been obstacles in preparing and coming up with plans for the future of the village. To solve this, the Jeju Tourism Organization put great efforts into recovering the community and building up the sustainability of the village; for example, it introduced young tourism PDs to the village to enable growth led by the villagers.

▲In terms of **establishing the community organization and supporting management**, the JTO introduced tourism experts, called 'Uncle PD,' to Sehwa-ri to recover the community and make harmony. Furthermore, it established the local community travel agency, 'Gujwa Villagers' Travel Agency, by bringing the cooperation and participation of local people, and created the virtuous cycle of having villagers' income from tourism returned to the area by establishing the local community organization, 'Sehwa Village Co-op' (494 villagers participated, with a capital of 270 million KWD).

▲ In terms of **the development of local processed products and experience programs**, through Gujwa Villager's Travel Agency, the JTO provided support in operating experience programs using local cultural and natural resources, such as Haenyo, the Intangible Cultural Heritage of Humanity, Darangshi Oreum, etc., and discovered new touristic programs by providing support in conducting a test operation of local cultural stay-type touristic programs and planning and operating the Sehwa Moon Festival event. By operating Jilgraeng-e Center, Sehwa Village Co-op developed and promoted the Sehwa Workation program, Sehwa-ri could be the famous workation spot in Jeju.

▲In terms of **establishing community organization businesses**, the JTO secured the budget through the 'New Deal Project for the Fishing Villages' supported by the Ministry of Maritime Affairs and Fisheries via Uncle PD, to provide support in establishing and promoting the 'Jilgraeng-e Center'.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in promotion and marketing campaigns by appointing the best 15 Jeju wellness touristic spots in the winter and creating and promoting the untact contents for the village by appointing it as the Eco-party village. It also appointed the village as the Kareum Stay village to secure the sustainability of the village. In addition, the JTO provided support in promoting Sehwa-ri's village products using online and offline channels, such as outdoor billboards, websites, and YouTube channels; developing and operating the workation B2B sales program in the Jilgraeng-e Center and 'Living for a Week in Jeju' program, and hosting traditional liquor festivals and pop-up stores.

- The JTO supports the village by not only providing the tourism PD(Program Director) in operating the flogging program participated in by the villagers, but also operating milk pack collection boxes in the village, detention pond construction, etc. Now the village operates the eco-friendly and upcycled goods shop to secure the sustainability of the village and deal with the climate-change crisis,

- From all these efforts, after being appointed as the Kareum Stay village, Sehwa-ri had visitors of about **60,000 and sales of about 330 million KWD in 2022** (before it was 6,000 visitors and sales of 37 million KWD in 2020), showing rapid growth and creating 7 jobs in total. Especially in the circumstance that residents in farming and fishing villages are decreasing nationwide, Sehwa-ri's population keeps growing, and the living residents who reside in the area keep increasing. Also, Sehwa village was appointed as a successful model for addressing the local residents decreasing issues by the Ministry of Public Administration and Security in 2022.





### ③ Shinheung 2-ri local community-based organization: Camellia Village Preservation Research Group

Called **the camellia village**, Shinheung 2-ri village is a small village in southern Jeju that has the history of becoming the camellia village due to the fact that the villagers planted camellia trees here 300 years ago with the hope their descendants would have prosperous lives in the area. However, there have been continuous social problems, such as the drain of young people to cities, a lack of income sources, an aging population, and the village becoming a touristically neglected place. To resolve these problems, the Jeju Tourism Organization created local jobs through tourism and helped plan and build the foundation for the future of the village so that the villagers could live here sustainably.

▲In terms of **establishing community organization and providing support in management**, the JTO established the foundation for the community organization to secure the market and develop the products using camellia fruits produced locally by themselves by using the brand of 'Jeju Camellia Village', centered around the community organization 'Camellia Village Preservation Research Group'. In particular, the JTO provided management support and consulting to reorganize its economic situation, where the existing major income sources operated by the community organization were focusing on primary product delivery, to focus on touristic products and processed goods so that the village could increase the ratio of secondary and tertiary industry products. The JTO also provided support in creating jobs for elderly people by having the community organization purchase the camellia fruits picked up by the local elderly residents.

▲In terms of **the development of local processed products and experience programs**, the existing tertiary tourism programs were organized mainly for large-group tourists rather than small group (2~3 people) or FIT(Free Independent Traveler), who are the majority of Jeju's tourism industry. Therefore, the JTO supported the acceptance attitude to switch the existing products to ones suitable for FIT and demonstrated the possibility of those products to villagers through operating test products such as Eco-party and Locance, etc. Through this effort, they currently have tourism programs that even a single tourist can enjoy.

▲In terms of **setting up the community organization business**, the JTO provided support in consulting and concept development to secure the budget for shifting existing camellia oil production sites to spaces for experience programs.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in planning the experience programs in the visitors' center and the food experiencing spaces, and the JTO provided promotion by operating a channel for bringing tourists to promote the experience programs (Locance and Eco-party). In addition, the JTO provided support in invigorating the rural tourism business through diversifying the promotion channels through making TV programs using the resources in the village and advertising via YouTube channels of famous influencers, establishing the 'Camellia Village' brand, making its own website, and improving communication channels with the visitors through the online reservation site. The JTO also helped improve the wellness image of the village by assisting in the acquisition of the 2021 Jeju Wellness Certification in 2021 and providing consulting and integrated online promotion using the camellia resources of the village, while focusing on improving the brand value of the village by appointing it as the Kareum Stay village

The Camellia Village achieved sales of 220 million KWD in 2022 and created 26 jobs for the villagers. The village invested about 44% of their total sales for 10 years (2.88 billion KWD) in creating jobs for disadvantaged groups in the area, and the community organization has grown into a local business acknowledged as a social value creation business by the villagers through the village development fund and scholarships for nearby elementary schools.



#### ④ Hannam-ri local community organization: Meochewat Farming Association Corporation

Once a community ranch of the villagers, the Meochewat Forest Trail, located in Hannam-ri, was developed into a forest as part of the forest development project of the government in 1970. In the early 2000s, with the support of the Ministry of Public Administration and Security, it was improved from the useless ranch field and forest from the government project into an income-creating place for the villagers, where local people and tourists can come and take a walk in the forest. Especially in the situation where the existing community ranch was sold at a giveaway price as the effect of industrialization and urbanization and with obstacles in the invigoration of the village, there were various problems, such as difficulty in the preservation of the forest developed by the villagers, poor management environment of the community organization, and lack of capacity. Therefore, the JTO put a lot of effort into preserving the forest by building the capacity of the villagers.

▲In terms of **establishing community organization and providing support in management**, the JTO contributed to the creation of income by developing and operating the Meochewat Forest Trail tour program, which was previously free of charge, in order to strengthen the independence of the villagers and to improve income creation through capacity-building. The JTO also provided support for income-creating product development consulting for the local residents using local resources and capacity-building trainings, enhancing the independence of the community organization.

▲In terms of **developing experience programs**, the JTO helped the creation of income for the community organizations by switching the Meochewat Forest Trail tour program, which was previously free of charge, to a charged program, improved the acceptance attitude to introduce the experience program on the site for continuous sales and the operation of the program, and established an all-time channel for sales in connection with the OTA platform. Additionally, the JTO provided support (including consulting) in launching the picnic program that both local residents and tourists can enjoy while preserving the forest resource. Also, through assisting in the appointment as one of the 2021 Wellness Touristic Spots and providing further consulting, the JTO provided support in developing the existing Meochewat Forest Trail docent tour program into the forest healing program to develop and promote its own forest healing program.

▲In terms of **improving the community organization business**, the JTO provided support in coming up with the improvement plans for the Meochewat Forest Trail resource and the visitors' center in the forest to create the anchor stay space in the area after the introduction of the Kareum Stay and securing a direction for improvement on the acceptance attitude of the Meochewat Forest Trail in the future. The JTO also provided support in improving the acceptance attitude to make the place a famous attraction site and enhancing the announcement system and convenience for the visitors.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO put effort into promotion of the Meochewat Forest Trail and increasing visitor numbers by providing support in making online social network contents to promote the docent tour and healing program using the forest resource, operating various online promotion channels (Locance and Eco-party), promoting the touristic spot through making and broadcasting TV programs about it, making communication channels with the visitors, such as branding of it, making a website for it, and making the online reservation site, acquiring the 2021 Jeju Wellness Certification, and operating the pop-up stores in Seoul. Also, in order to promote the sales of sun tree foot bath products, honey, and Korean Dendropanax herb tea produced in the area, it conducted a marketing campaign on the Kareum Stay website and the integrated portal website for Jeju Tourism, Visit Jeju.

As a result, the sales drastically increased from 12 million KWD in 2016, when it began, to 180 million KWD in 2022, and about **20 thousand visitors (210% increase year-on-year)** visited in the same year. The Meochewat forest grew into the representing forest of Jeju. Furthermore, the policy contributed to improving the income of the villagers and creating jobs by creating 5 job positions.





## ⑤ **Euigui-ri** local community organization: Otwima Theme Town (Euigui Village Farming Association Corporation)

The home of the Heonmagongsin (Meritorious Servant) Kim Man-il, the Euigui-ri village is a typical horse village with a vast land of ranch fields. By using this historical story, they established the village business and a facility for horseback riding. However, there have been problems such as lack of management capacity, lack of promotion and awareness, insufficient income to be independent, and poor capacity of the community organization. To address them, the JTO focused on building their capacity as well as promoting the village businesses

▲In terms of **establishing community organization and providing support in management**, the JTO provided consulting through a test program (Eco-party) to assess the service level of the workers at the horse riding experience center (Otwima Theme Town) run by the Farming Association Corporation and improve it. And in cooperation with the related institutions, it conducted training programs for the villagers to improve their service capacity.

▲In terms of **developing experience programs**, there has not been a noticeable rural tourism program other than the horse riding experience in Euigui-ri. And the demand for their horse riding experience program was weak and had a low level of awareness. Therefore, the JTO placed the development of touristic programs and the improvement of the commercial value of the existing programs as the highest priorities when working on the rural tourism promotion project. Especially through the Eco-party, the village launched a new Dark Tour program using Jeju's 4.3 Incident as the historic resource of the area and developed a carriage experience run by a tractor and a horse-sculpture making experience program. In addition, the JTO reorganized the business from group-centered programs, the chronic problem of the existing rural tourism, to FIT tourist-centered programs and improved the service level so that FIT tourists could participate in the Locance and be satisfied, improving the capacity of the villagers and commercial values.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in developing the horse riding experience programs run by the village, promotion through operating the promotion channels for the sales of experience programs (Locance and Eco-party), reinforcing the promotion of the program through TV programs, diversifying the promotion channels through advertising via YouTube channels of famous influencers to invigorate the rural tourism business, establishing the all-time promotion channels using the OTA platform, and integrated online promotion, for the improvement of awareness of Euigui-ri in general and its products. The JTO also appointed the village as the Kareum Stay village to improve awareness of the village and its tourism products.

In Euigui-ri, the inquiries for the stay-type products using the community ranch have increased a lot due to various promotion activities, with sales of **888 million KWD and new jobs created for 2 villagers in 2022**





## ⑥ Jeoji-ri local community organization: Jeojiri Ecotourism Council

Filled with ample ecotourism resources, Jeoji-ri was operating various ecotourism tour programs using Jeoji Oreum and Jeoji Gotjawal. However, there have been problems such as the insufficient capacity of the organizations running those programs and a low level of awareness for the programs, which could not lead them to make income for the villagers. To address these problems, the Jeju Tourism Organization put various efforts into promoting the ecotourism programs that use the resources in the village and preserving the resources.

▲In terms of **invigorating the local community**, the JTO built the capacity of the villagers participating in the community organization, provided support in management by establishing a training program in cooperation with various other institutions, and drew people's participation.

▲In terms of **developing experience programs**, the JTO developed an ecotourism program using local ecological resources and presented it through the Eco-party. And by this, the village enhanced the value of ecotourism, resulting in the village being appointed as the Ecotouristic Places in Korea by the Ministry of Environment in 2018.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in making online promotion content using YouTube channels, making social media content, and promoting, contributing to the improvement in awareness.

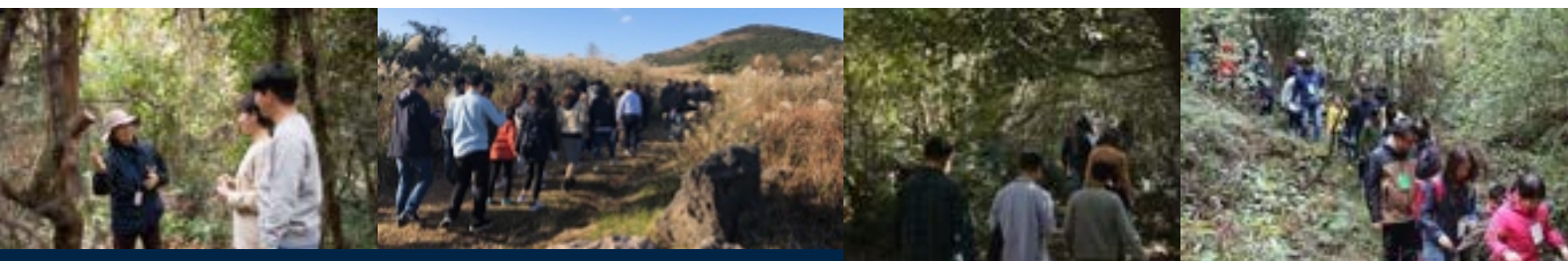
As a result, the JTO helped make sales of about 42 million KWD and attract about 20 thousand visitors to the local visitors' center in 2022. In addition, it created jobs for 5 people by operating the ecotourism program with 15 village docents and a local food program.

## ⑦ Gasi-ri local community organization: Yuchaekkot(Rape Blossom) Plaza

Located in Pyoseon-myeon, Seogwipo-si, Jeju, Gasi-ri is a village with Noksan-ro, which is famous for rape blossoms and cherry blossoms in March and April. It established and has been operating community businesses using the ranch area in the village, such as 'Pony Experience Park' and 'Yuchaekkot Plaza'. The villagers established and operated the Yuchaekkot Plaza and the Rural Experience and Recreation Village Council. However, the participation of the villagers was insufficient due to their lack of joining forces and interest in community businesses. And although the village has a great set of infrastructure and programs, there were many obstacles to the operation of the businesses due to the lack of promotion for those existing experience program spaces. - Accordingly, the JTO focused on developing touristic programs using the resources and unused facilities in the area and increasing awareness through various products and promotion campaigns, while trying to increase the participation of the villagers by reinforcing communication with the villagers and village leaders. - For this, the JTO put efforts into promoting the programs and drawing people's participation and social consensus by trying in different ways.

▲In terms of **developing experience programs**, it promoted the space renewal project with experience programs using various resources of the village (cookie making program, diffuser making program, candle making program, etc.) in the Pony Experience Park, which became an unused facility after its establishment, and launched the Gapmajang-gil Tour program using the nearby ranches and Oreum, drawing a good response from the consumers. In particular, the JTO created a great response by developing a Gasi-ri Tour program for the nurse officers, who were stationed at Daegu to take care of the COVID-19 patients when COVID-19 was at its peak. After the village was appointed as a Kareum Stay village, the JTO provided support in promoting the accommodation facilities run by the community organizations and improving the amenity products provided to the guests.

Through these product developments and promotions, the unused facilities and experience spaces in Gasi-ri, which used to have troubles in operation due to a lack of visitors, are now invigorated with various accommodation-connected stay-type products, resulting in 13 thousand visitors and a farm household income of 180 million KWD in 2022



## Preliminary Selection Villages

### ① **Mara-ri** local community organization: Mara-do Co-op

Mara-ri is a small village located on the southernmost island of Korea, with 62 households. Famous for its symbolic meaning of being at the southernmost point and amazing natural scenery, the village attracts many tourists, but the travel type of those visitors is that they only stay for about 2 hours. Local residents were creating income by running their own businesses, but when it came to promoting their welfare centered around the community, it was in a bad situation. In particular, the environment of the island was getting destroyed by increasing tourists, the community spirit became weak, they could not use the great environmental resources properly, and they were gradually losing visitors; Sustainable tourism was of the utmost importance to invigorate the island. Accordingly, the JTO provided supports in realizing sustainable tourism for the qualitative growth and improved welfare level of the people, switching from quantitative tourism that focused on the number of visitors.

▲In terms of **establishing the community organization and supporting management**, the JTO established the community organization 'Mara-do Co-op', where local residents participate and lead by conducting various trainings, such as village-making training and village business-making training, to recover and bring out the community spirit. Considering that the co-ops have difficulty bringing the opinions of local residents together, the organization tried to foster the local leader and have people band together around the leader.

▲In terms of **the development of local processed products and experience programs**, the JTO made the profit creation model through promoting the operation of the co-op and product development by the community organization ("Mara-do Island Tour" and "Tot fishcake croquette"). The JTO also developed 'Mara-do Starry Night Tour' program using the natural resources of the island and brought in a great response. After that, the JTO provides continuous support in product development through constant product consulting to Mara-do Co-op, such as the Mara-do electric bicycle tour program.

▲In terms of **setting up the community organization business**, the JTO established the tot fishcake croquette market place for Mara-do Co-op by renting some of the places run by the local residents and renovated outdated travelers' resting places, turning them into an experience place for visitors to experience the history and culture of Mara-do

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO provided support in promotions through various channels, including Mara-do's promotion FAM tour, making a website, making promotional contents, developing a storytelling book, social network campaigns, outdoor billboards, and YouTube channels to promote Mara-ri's village products and programs

After this, the satisfaction level of the visitors rose, 41 jobs were created, and they made a community income of **180 million KWD**. In addition, the community centered around the co-op has recovered, and communication, exchange, and cooperation between local residents have been reinforced. The support helped bring out the social consensus that the local residents would like to preserve and develop Mara-do voluntarily



## ② Seonheul 1-ri local community organization: Seonheulgot Co-op

With Seonheulgot Camellia Hill, Seonheul 1-ri operates various ecotourism programs using the camellia hill and community businesses. However, the tourists participating in the program were mostly group tourists and students, and there were not enough profit models using the ecotourism programs. Therefore, the organization tried to promote the value of ecotourism and secure the sustainability of Seonheulgot Camellia Hill.

▲In terms of **developing experience programs**, the JTO developed an ecotourism program using local ecological resources and presented it through the Eco-party, enhancing the value of ecotourism in Seonheul 1-ri. In addition, it presented 4.3 Tour program in connection with the history of the area, and it has become the representative tour attraction that spreads and educates the sad history of the area to local residents and tourists

▲In terms of **promoting and invigorating the sales of community organizations' products**, in order to make a new market for Seonheul 1-ri Camellia Hill, the JTO provided support for the fair travel guidebook to introduce Seonheul 1-ri's programs, B2B promotion material towards incentive tourists, and B2B sales to various corporations, contributing to raising awareness for the local products and programs

Through all these efforts, the sales of the Seonheulgot co-op reached 110 million KWD, and the number of visitors reached 60 thousand, which clearly contributed to fostering this village as the representative ecotourism destination in Korea.

## ③ Songdang-ri local community organization: Songdang Co. Farming Association Corporation

Located in the hilly and mountainous area of Jeju, Songdang-ri has various Oreums and relics of Jeju's folk religion, however, the village had limitations in creating profits for the villagers due to a lack of capacity of community organizations and a lack of products using the local resources. Therefore, the JTO provided support in developing products using local resources, creating local residents' profits, and connecting them.

▲In terms of **establishing the community organization and supporting management**, the JTO conducted various training programs for the local residents to establish community organization and to realize tourism centering around the local residents, and through this, the village launched Songdang Co. Farming Association Corporation. To stabilize the organization, the JTO contributed to suggesting a direction for the village business to go by securing the online market after acquiring approval for food manufacturing, and building the village's independence.

▲In terms of **developing experience programs**, the JTO provided consulting so that villagers could produce nutmeg oil using local nutmeg trees and developed food trucks to stably sell these local specialties together with the village, creating profit. Additionally, the JTO hosted the Eco-party using local resources to promote them and conducted programs to share the hidden stories and myths of Songdang with local residents and tourists by hosting 'Fun Saturday in Songdang,' 'Songdang Mabullimje,' etc. For the independent management of the Songdang Co., the community organization, the JTO secured the independence fund of 80 million KWD to reinforce their capacity through various supporting projects.

▲In terms of **promoting and invigorating the sales of community organizations' products**, the JTO conducted B2B sales to establish the market for Songdang Co.'s products and created online social media channels to promote local resources and products.

Through all these efforts, it helped secure a stable management foundation for the Songdang Co. and contributed to continuous profit creation for the villagers and job creation through Songdang experience workshops, etc.





## 5. Role & Responsibility(Key Roles of Jeju Tourism Organization)

Jeju Tourism Organization is a local government enterprise with a mission to invigorate the local economy through the promotion of Jeju's tourism industry and improve the welfare of Jeju residents while overseeing the tourism policies of Jeju Island (local government) for quantitative growth. The major policies they execute are marketing and related activities to attract domestic and foreign tourists, trainings to upskill tourism industry employees, research surveys and data analysis, promoting community-based tourism, etc. to play a public role to nurture a sustainable tourism industry in Jeju. Its key roles and functions for implementing the community-based tourism promotion policy in particular are as follows.

### ① Act as a bridgehead between the local government and communities

Jeju Tourism Organization is seeking to play a central role of governance through which the benefits of tourism can be returned to the communities by finding not only the tourism businesses managed under the Tourism Promotion Act but also the blind spots not covered by the policies such as communities, villages and local residents. As the market environment and trends change swiftly, it also listens to the local communities about the issues on site and their difficulties and works on the system and legislation of local ordinances to reinforce its public role in making policies for communities.

### ② Quality control on community-based tourism products

As in the case of a rural tourism integrated brand policy, Kareum Stay, it provides quality travel services to tourists and consumers as well as direct participation opportunities and chances to create profits for the local residents by continuously managing and developing the tourism system.

For the launch of the Kareum Stay brand, the JTO analyzed the trends and atmosphere of the international tourism market for about a year and worked on building the brand system by having forums and seminars with branding experts, deriving the aim of brand value regarding village trips in Jeju, etc. As a result, 120 businesses in 10 villages have participated, 14 Kareum masters have been fostered, and 42 Kareum Stay accommodations have been built, establishing Jeju's own special stay-type village trip system.

In addition, the JTO made the promotion channel for Kareum Stay ([kareumstay.com](http://kareumstay.com)) to raise awareness among potential customers. Since then, in order to develop differentiated Kareum Stay programs by participating villages, it organized the TFT with private-sector experts, such as start-ups and local creators, and has been launching signature products based on Kareum's brand identity.

Furthermore, through regular consumer monitoring and big data analysis (R&D) every year, the JTO operates a continuous management system to see if the brand is reaching the intended audiences as expected and whether there are any consumer dissatisfaction factors.



### ③ Finding and fostering tourism subjects among local residents

Rather than investing through tourism enterprises and developing touristic spots, the JTO focuses on preserving local resources and promoting the development and management of touristic products with limited usage of those resources. In particular, the JTO extensively invests in fostering the CBT model that can expand the invigorated social economy through capacity building for local residents, the subjects of tourism.

It continuously promotes capacity-building projects for resident-participating organizations, such as co-ops, social enterprises, agricultural companies, etc., as a supportive policy to build the capacities of the bodies of CBT tourism and strengthen their independent foundation.

It also formed the network and hosts the meeting every year, where the subjects of local tourism gather, share best practices, and discuss the issues and problems of the area as well as the policy implications.

### ④ Building a cooperative network between government-public organizations-private sectors-academic sectors and implementing joint projects

Instead of working alone, Jeju Tourism Organization forms a cooperative network with various parties of interest in the industry, such as other government organizations, private sectors, and academic sectors, to jointly foster CBT tourism and plays a central role to expand the effect of the policies. Before introducing the Kareum Stay, the JTO had prepared the foundation by establishing a cooperative network with 23 organizations, including private organizations, local businesses, and academic institutions. It also adopted the joint statement for applying the wellness travel trend, which is the contemporary trend, to CBT tourism to establish a system to effectively implement joint projects with other organizations. ('21.2.18)

※ **Participating 23 organizations:** Jeju Tourism Organization, Jeju Free International City Development Center, Korea Airports Corporations (Jeju headquarter), Korea Tourism Organization (Jeju office), Korea Rural Community Corporation (Jeju headquarter), Jeju Energy Corporation, Jeju Special-Governing Province Development Co., International Convention Center Jeju, Jeju Research Institute, Jeju Convention Bureau, Jeju Techno Park, Jeju Business Agency, Jeju Tourism University, Jeju International University, Jeju National University, Jeju Halla University, The Gotjawal Trust of Jeju, Jeju Tourism Society, Jeju Tourism Association, Jeju Rural Experience and Recreation Village Council, Jeju Chamber of Commerce and Industry, Jeju Startup Association, and Jeju Olle

### ⑤ Establishment and operation of the ESG Advisory Council

In 2021, for ESG management, Jeju Tourism Organization established the mid- and long-term ESG management strategies to realize 5 key values, including being Jeju-ness, good tourism, health of the environment and people, mutual growth, and good corporation, under the vision of creating environmental and social values as the 'reliable leader of Jeju's sustainable tourism'. For this, the organization established an advisory council with external experts to review ESG management issues, provide feedback and insights on decision-making in management, and discover agenda.



## ⑥ Building legislation and system foundations for the continuous implementation of policies

For the continuous implementation of the Kareum Stay CBT tourism policy, the JTO establishes policy plans and system improvements according to the law.

First, the JTO secured the legislative justification for the promotion of CBT tourism combined with wellness, the domestic and international tourism trend after COVID-19, by specifying the wellness tourism cluster business in the comprehensive plan for the international free city, which is the Jeju Special Self-Governing Province's highest-level legal plan. Also, for the first time among local governments in Korea, the JTO established the 'Ordinance for Promoting and Supporting Wellness Tourism' to secure the legislative justification for promoting local tourism and rural tourism through wellness tourism and the foundation for further invigorating local tourism as it made it easier to secure the budget based on the ordinance.

By forming a consensus among the province council of the Jeju Special Self-Governing Province regarding the 'Ordinance for Invigorating Rural Tourism', which could not come into effect after having been legislated, it led to the revision of the ordinance and hosted the policy debate regarding the projects that are based on the ordinance and securing the budget.

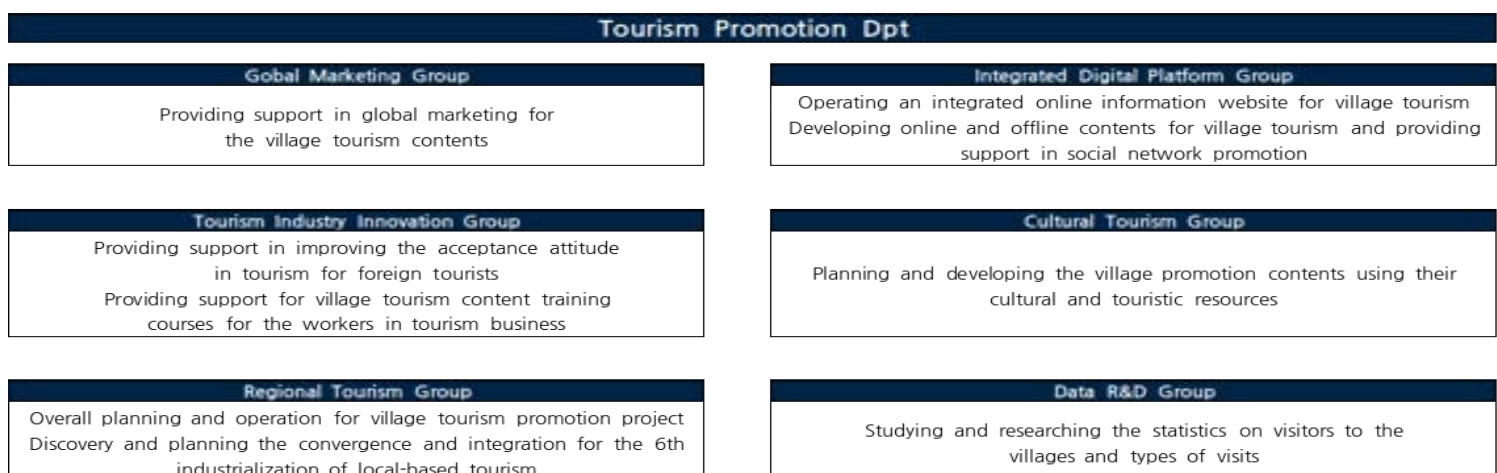
Ever since the wellness tourism ordinance was legislated, it has been putting a lot of efforts into securing the feasibility and justification of the ordinance through legislation, such as hosting 'Policy Debate on Directions for Jeju's Wellness Development,' etc.

And by applying the CBT tourism policy to the tourism promotion plans, which are the official plans in the tourism field, it supplements and modifies the system for continuous implementation of policy in the future.

In addition, by using the big data tool owned by the Jeju Tourism Organization, it analyzes the effect of the policy on local and rural tourism scientifically and uses it to secure the foundation of local tourism policy development.

### Business Organization Chart

As a local official organization funded by Jeju Special Self-Governing Province, the Jeju Tourism Organization is an expert in comprehensive PR marketing and focuses on product development and resource development along with marketing. Jeju Tourism Organization consists of 2 departments and 1 division, and Division 1 has the Global Marketing Group in charge of overseas marketing, the Tourism Innovation Group that improves tourists reception status and fosters startups, the Integrated Digital Platform Group that operates the integrated Jeju tourism portal and provides information, the Cultural Tourism Group that discovers cultural tourism assets and plans and develops the promotional contents for them, the Data R&D Group in charge of big data analysis, and the Regional Tourism Group that invigorates each region by promoting rural tourism and wellness tourism to pursue invigorated tourism in Jeju. And through the organic combination and cooperation between these groups, they create a synergy effect in product development and promote tourism in general.

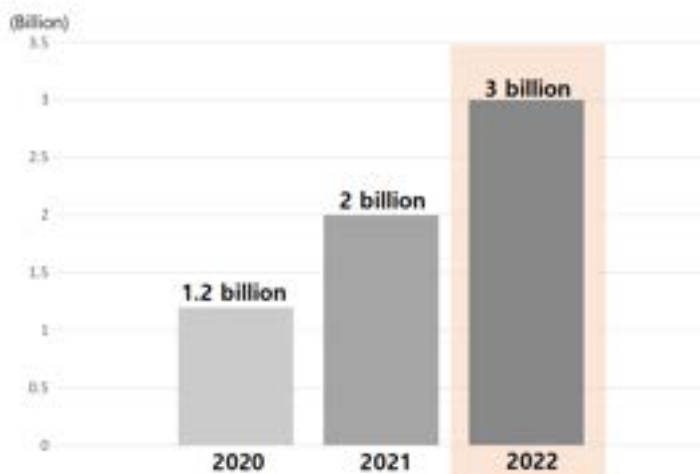




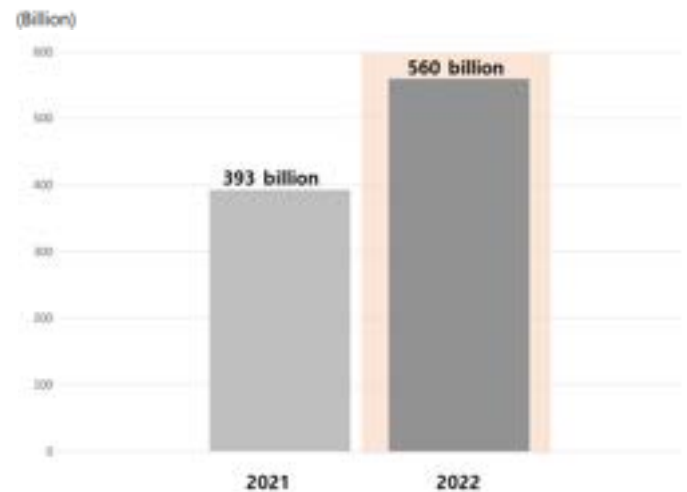
## 6. Project Outcomes

Jeju Tourism Organization puts effort into securing sustainability for the area by using 'Kareum Stay' to realize US's Sustainable Development Goals (UN-SDGs)

### The Economic Impact



Income of Local Community Organization



Village Cluster Area Consumption

- There had been 320 thousand visitors in total in 10 Kareum Stay villages in 2022, and **the total sales of all community organizations combined reached 3.1 billion KWD** (the sales of the wellness touristic spots reached 4.97 billion KWD, an increase of 21% year-on-year).
- The consumption expenditure of the Kareum Stay-based cluster was 560 billion KWD in 2022, which was an increase of 32% year-on-year, with a floating population of 29 million people in 2022, an increase of 26% year-on-year.
  - ※ Cluster: Based on the administrative units, Eup and Myeon(Administrative region units) in Jeju Island, the areas with low traffic and low consumption amounts are appointed, and the villages in those areas are appointed as Kareum Stay villages to expand the economic effect to local areas.
  - ※ To prepare the scientific policy foundation using the data, the JTO uses the big data analysis of SK Telecom and Shinhan Card's consumption expenditure data to assess and identify the status and condition.
- In 2022, the satisfaction level for Jeju trips rose to 3.96 from 3.88 last year, an increase of 0.08, and the happiness level of Jeju residents rose to 6.5, an increase of 0.21 from last year.
- In 2022, the total social media exposure through promotion support for local touristic programs on YouTube, live commerce, social network campaigns, etc. reached 5.9 million views, with 1,309 exposures to three major broadcasting networks in Korea (MBC, KBS, and SBS), and 140 thousand people visited Kareum Stay's owned channel, contributing to raising awareness of Jeju's rural tourism.

## Expanding the value of the area and preserving the resources

- Implementing UN-SDGs Goal 15 (Terrestrial ecosystem - The sustainable protection, reservation, promotion of the terrestrial ecosystem, sustainable management of the forests, prevention of desertification, stopping land degradation and recovery from it, and ceasing the loss of biological diversities)
- The Kareum Stay takes preservation of the resources as the first principle and implements it while trying to preserve local resources and expand the values
- In particular, it puts efforts into preserving local resources through the participation of consumers on the tour by making touristic products that have the value of ecotourism in each village in order to protect villages' resources. (e.g., Jeoji-ri's Gotjawal Tour and Hannam-ri's Forest Trail Tour, etc.)
- In addition, the JTO tries to preserve the cultures that have been gradually fading away by making touristic products using the cultural contents of the area. (e.g., Sehwa-ri's Haenyeo Culture Tour, etc.)

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## CBT policy's certifications by the Korean government

The JTO(Jeju Tourism Organization) has received certifications by the Korean government as the exemplary organization for implementation of CBT policy, as being acknowledged as the Kareum Stay brand activation case operated by the JTO and Regional Development Merit, such as the Commendation of the Ministry of Trade, Industry and Energy for Regional Development Merit (2017), the Commendation of Merit for Development of Local Government Enterprise (the Ministry of Public Administration and Security), etc.

## Related Materials ( Videos, Press Release)

### YouTube Channel



**British Highschoolers Shocked by Korean Seafood FEAST on Jeju island!!**



<https://youtu.be/VjKhhZoaZRE>



**Jeju Island Healing Full Course Revealed Special Ep.1&2**



[https://youtu.be/VpOyf\\_4x89A](https://youtu.be/VpOyf_4x89A)



**Traveling as if staying in a small village in Jeju**



<https://youtu.be/ZMoUVfHRtps>

### Press Release



**Jeju Village Travel Integrated Brand 'Kareum Stay'**

**KBS 2021.11.25.**

<https://youtu.be/d1m9BqVh-F8>



**Jeju Tourism Organization - 'Kareum Stay' 4 Village Products Revealed**

**JEJU MBC 2022.8.31.**

<https://youtu.be/d1m9BqVh-F8>



**Kareum Stay, targeted MZ generation**

**JIBS 2021.11.22.**

<https://youtu.be/d1m9BqVh-F8>



## Related Materials ( Videos, Press Release)

### Press Release

#### Recruiting New Villages for Karem Stay (2023.05)

<http://www.jejumaeil.net/news/articleView.html?idxno=326188>

#### "Staying on vacation is the trend"...Should I try Jeju Karem Stay(2023.01.)

[https://newsis.com/view/?id=NISX20230104\\_00021470248;cID=10813&pID=10800](https://newsis.com/view/?id=NISX20230104_00021470248;cID=10813&pID=10800)

#### Meet a different daily life in the village of "Karem Stay.(2022.11.)

<http://www.agrinet.co.kr/news/articleView.html?idxno=314006>

#### Karem Stay | Jeju Village Trip with Four Seasons ( 2022.11.07)

<https://www.traveltimes.co.kr/news/articleView.html?idxno=403224>

#### Karem Stay, Into the village of Jeju ( 2022.09.05)

<https://www.traveltimes.co.kr/news/articleView.html?idxno=402631>

#### Jeju, Cultivate rural tourism integration into Karem Stay(2021.12.)

<http://www.jibs.co.kr/news/articles/articlesDetail/19037?feed=na>

#### The contents of 'Jeju Village Travel' are released in six villages of Karem Stay (2022.11)

<http://www.jemin.com/news/articleView.html?idxno=745741>

#### Grow a village trip under the Karem(2022. 10.)

<https://jejumbc.com/article/RKHbywTcDQ>

#### The Signature of the village travel brand 'Karem Stay' is released ( 2022.09.)

<http://www.agrinet.co.kr/news/articleView.html?idxno=312126>

#### Jeju's "Karem Stay" appeared on the popular YouTube channel "British Man."(2022.09)

<http://www.jejumaeil.net/news/articleView.html?idxno=318927>

#### A trip to a quiet village. "Karem Stay"(2022.09.01)

<https://www.traveltimes.co.kr/news/articleView.html?idxno=402635>

#### JTO 'Karm Stay' 4 Village Products Revealed (2022. 08.)

[https://jejumbc.com/article/bta\\_IDfBxj83j](https://jejumbc.com/article/bta_IDfBxj83j)

#### Haenyeo experience,..How about "Karem Stay" for a trip to Jeju Village?(2022.08.)

<http://news.heraldcorp.com/view.php?ud=20220831000490>

#### Karem Stay | Jeju Village with Four Seasons( 2022.11.07)

<https://www.traveltimes.co.kr/news/articleView.html?idxno=403224>

#### JTO, promotes capacity building education for tourism interpreter guides ( 2022.08.)

<https://www.newsjeju.net/news/articleView.html?idxno=380995>

#### Sehwa-ri, Jeju's eastern village, will emerge as a base village for "Karm Stay."( 2022.06.)

<http://www.mediajeju.com/news/articleView.html?idxno=338565>

#### Time to heal cypress forest and sea bruise (2022.06.)

[https://www.seoul.co.kr/news/newsView.php?id=20220616500156&wlog\\_tag3=naver](https://www.seoul.co.kr/news/newsView.php?id=20220616500156&wlog_tag3=naver)

#### Do you know the new way to travel in Jeju, Karem Stay? (2022.06)

<https://www.mk.co.kr/news/culture/10348888>

#### "Customized for staying and resting"..Come to "Karem Stay" (2022.08.)

<https://www.traveltimes.co.kr/news/articleView.html?idxno=402631>

#### Yangpyeong Fire Station Employees Participate in Jeju Healing Karem Stay(2022.05.)

<https://www.news1.kr/articles/?4697178>

#### The 'most Jeju-like' vacation has appeared (2021.09.)

<http://news.heraldcorp.com/view.php?ud=20210927000719>