

GDSM Global Destination Sustainability Movement

# Sustainability of UNSDGs in Korea

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## #1 Case Study – Suwon City



- Receiving ‘GSTC–Recognized Standard’ Status
- The Global Sustainable Tourism Conference
- Suwon’s Commitment to Sustainable Tourism
- GSTC Recognition of Standards and Accreditation of Certification Schemes

## #2 Case Study – Busan/Daejeon City

### Busan

Held a Sustainable Busan MICE Campaign Idea Contest

〈Evaluation items of 「Korean Sustainable MICE Standard」〉

1. Staff Management policy
2. Communication
3. Waste Management
4. Energy
5. Air Quality
6. Water
7. Procurement
8. Community Partners

Development of sustainable MICE standard model and Study on the operation strategy(KTO, 2014)

### Daejeon

5 April 2020

# Daejeon joins the GDS-Index!

Daejeon is the newest, and second city in South Korea to join the Global Destination Sustainability Index (GDS-Index).

# #3 Case Study – Goyang City



- Review of destination's GDS-Index data submission
- Benchmarking against averages and peers
- SWOT Analysis of the strategy (Strengths, Weaknesses, Opportunities & Threats)
- Strategy recommendations based on your submission
- Best Practices witnessed in other GDS-Index destinations

## Our Strategic Directions

### Economy

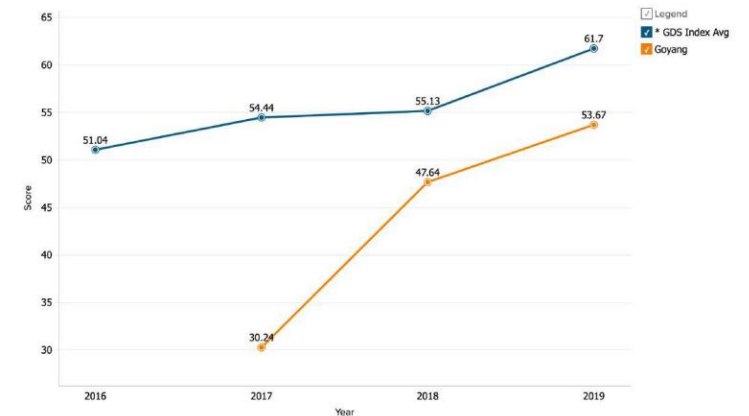
Catalyse the growth of a vibrant, competitive and inclusive global and national economy and MICE industry

### Environment

Accelerate the transition to a low carbon and circular MICE industry that protects and restores nature

### Society

Increase the positive impacts of events on local people and communities



# Research Results

results	No Poverty	Quality Education	Gender Equality	Clean Water and Sanitation	Affordable and Clean Energy	Decent Work and Economic Growth	Sustainable Cities and Communities	Responsible Consumption and Production	Peace and Justice Strong Institutions	Partnerships to achieve the Goal
GDSI		4	5		7	8	9,11	12		
YYH	1	4	5	6	7	8	11	12	16	17



## Research Implication

Sustainability is at the beginning of the Korean mice industry.  
Korea cannot guarantee competitiveness unless it starts right now.

1. Need to promote and campaign for UNSDGs

2. Fast application of government departments, need of will

3. Develop performance indicators and provide rewards if they comply

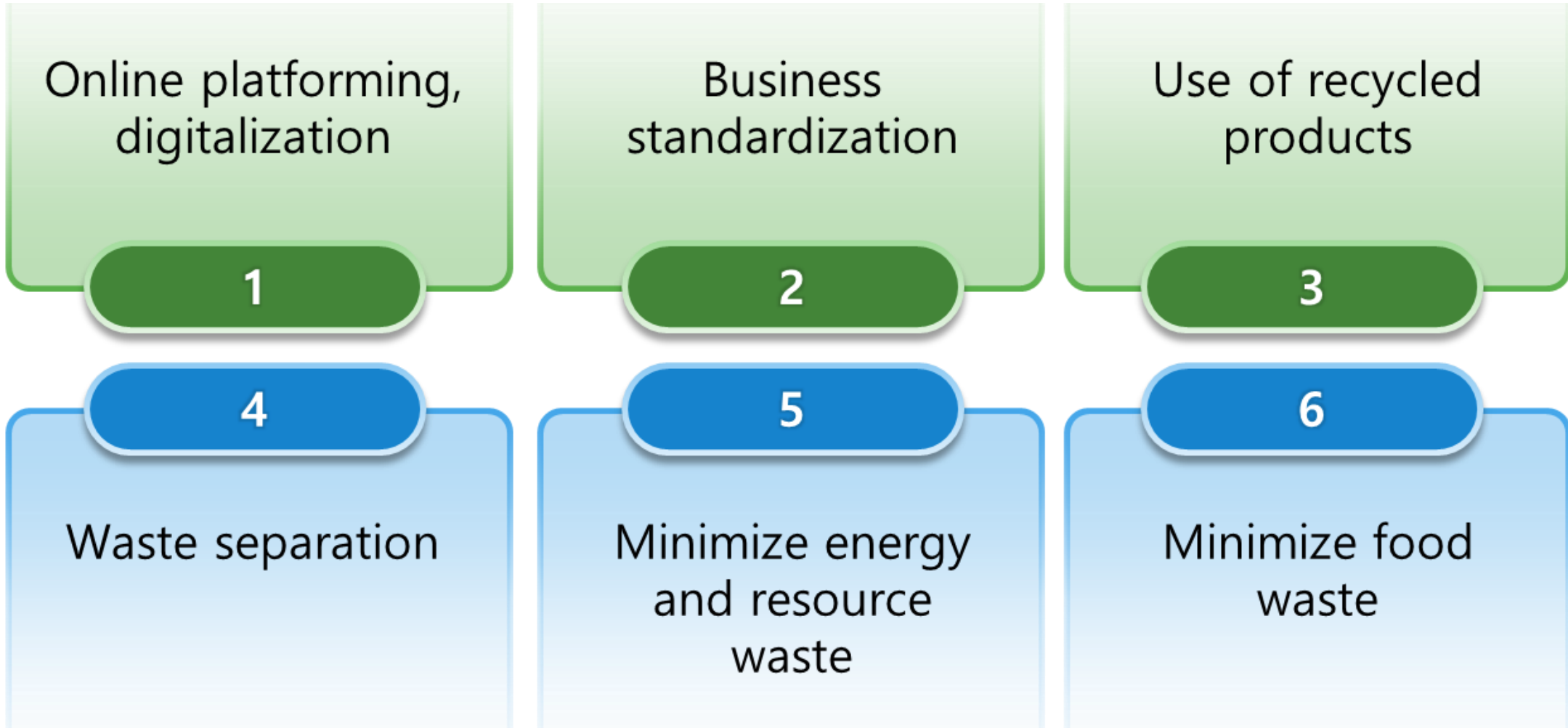
4. Need to be reflected when the organizer selects a city

5. Need to stabilize the industry before discussing sustainability

6. The need for citizen participation and support

## Research Implication

Action plan that each company and institution can implement



# Research Implication

*Do all of this  
right now!!!*

- Build a global partnership
- Development of performance indicators and reflection in the support fund system

- Consensus on points for applying UNSDGs consistent with public-private industry

- Changes in perception of government and policy makers and speed of action
- Need to resolve basic issues in the MICE industry

Long  
term plan



Mid-term  
plan



Short-term  
plan





Global Destination Sustainability Movement

# THANK U

We ask for your continued interest  
in Korea Mice Industry.

