



21st American Trails International Trails Symposium

APRIL 16 TUE 3:45~5:00PM



제주올레
2 JEJU OLLE TRAIL

»Jeju Olle Trail

»Building Trails Network

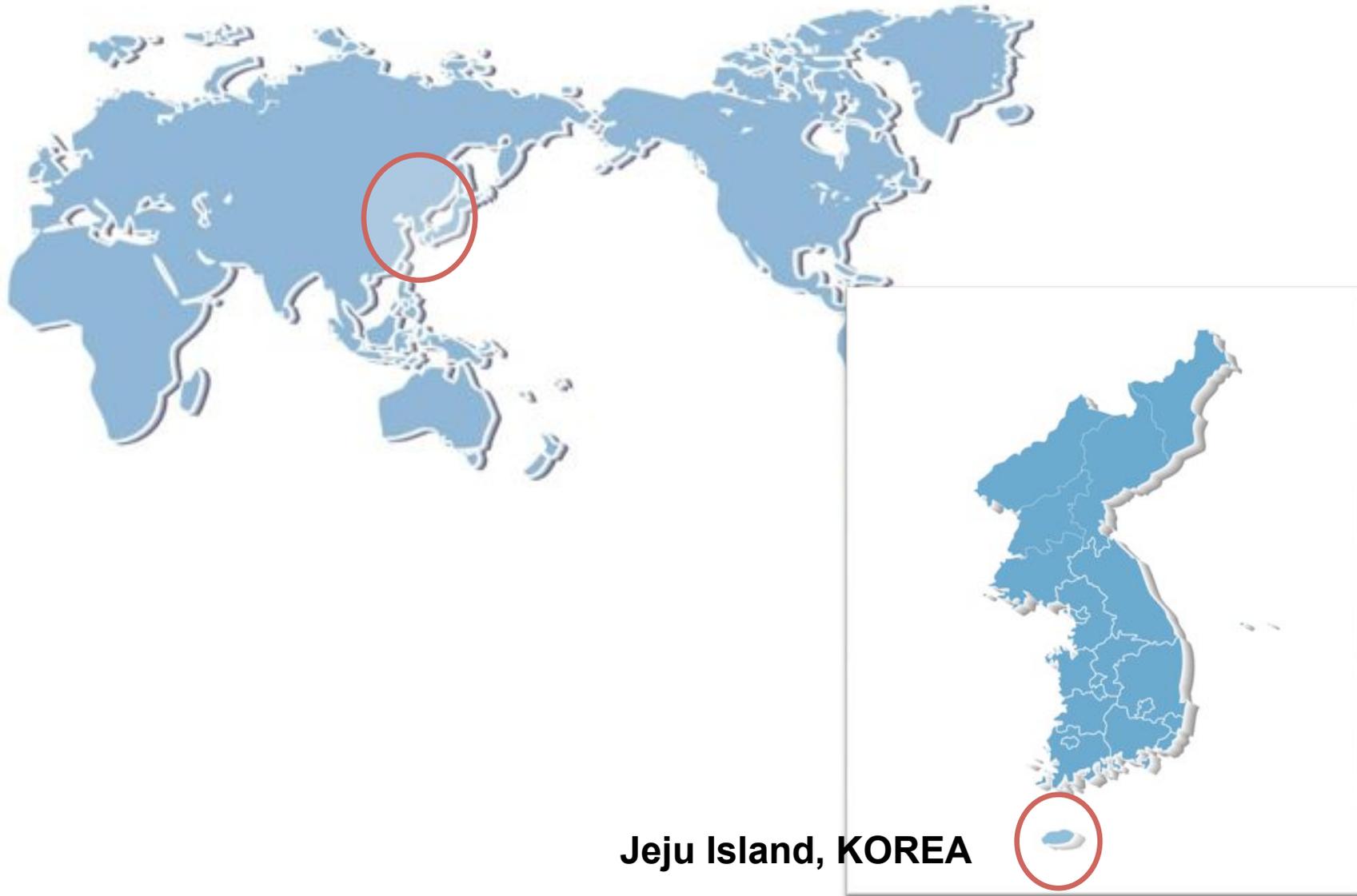
»Necessity of an international organization
World Trails Network Committee

Creation of Jeju Olle Trail and the birth of World Trail Network



Jeju Olle Trail and Foundation

- **History of Jeju Olle Foundation**
- **The principles for designing Jeju Olle Trail**
- **Jeju Olle Trail has changed Jeju Island**
- **Jeju Olle Trail has changed Jeju Tourism**
- **Global Networking**



Jeju Island, KOREA





Women divers

Volcanic rock formation



26 routes between 5~23km(3 island routes)
422km in total length
since 2007





1. Avoid a paved road

2. Restore forgotten paths

3. Under one meter wide



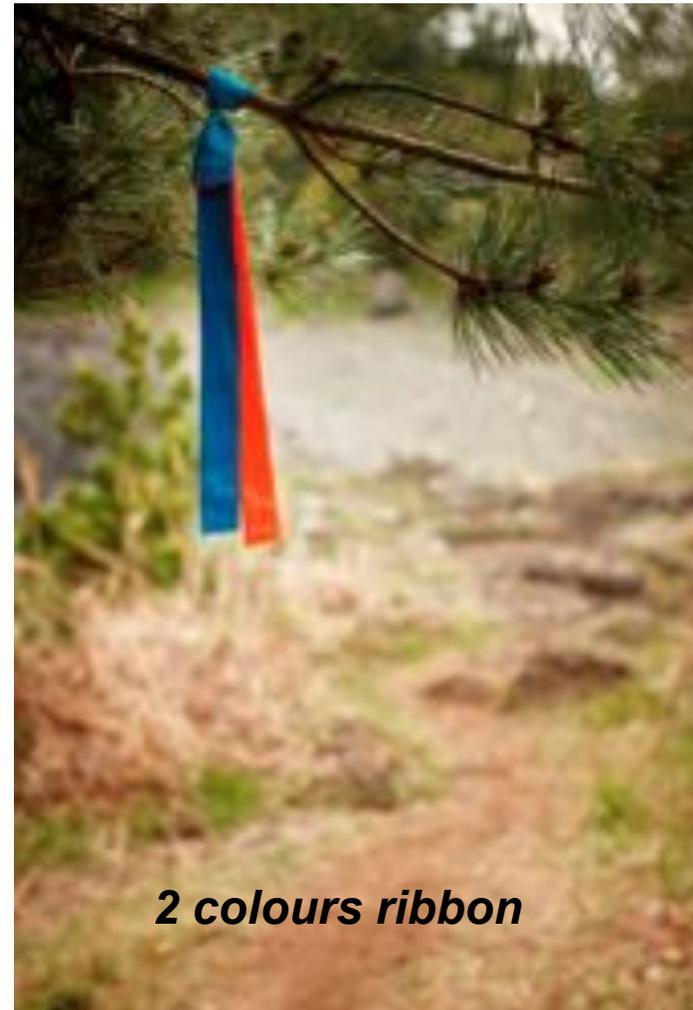
- 4. Cooperating with diverse human resource**
- 5. Understanding of private landowners**



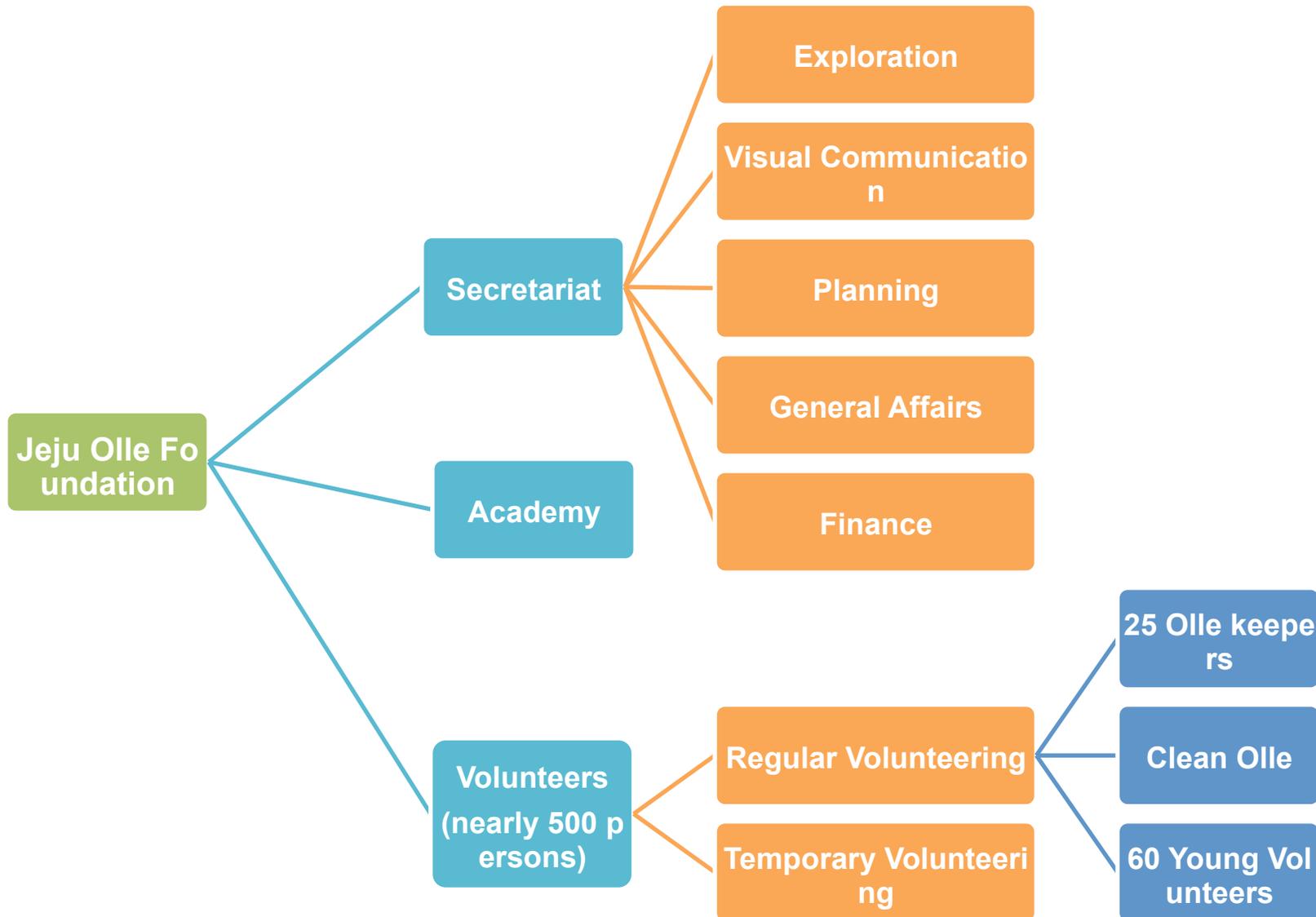
Symbol of Jeju Olle Trail

Jeju Pony named Ganse (meaning lazybones in Jeju dialect)









Jeju Olle Trail Visitor numbers (Total visitors to Jeju 10,000,000/year)

	2007	2008	2009	2010	2011	2012
Olle hiker (person)	3,000	30,000	250,000	770,000	1,090,000	1,100,000

Changing local economy

1. Traditional market sales : 17% increase
2. New accommodation 200 places
3. Bus passengers 400% increased
4. Taxi ridership 300% increase







-Appearances of new-typed work

**Ganse doll Workshop
by middle-aged woman, the disabled
using recycled fabrics**





2012 walking Festival
4days, 18,000participants

41 performances
27 villages
100 volunteers





Video 2012 Jeju Olle Walking Festival





- 2nd WTC in 2012 (3days)
- 44 trail organizations
- 18 countries from 5 continents

•





Jeju Olle Trail in the world

- **Necessity of understanding foreign culture**
- **Boom in the domestic hiking tourism**
- **Friendship Trail**
- **Affiliated Trail – Kyushu Olle**
- **Affiliated Trail – Yangpyeong Mulsori-gil**



Switzerland



Cotswold way (National trail in UK)

Bruce Trail, CANADA



Shikoku O-henro , JAPAN





- Export Jeju Olle brand (Trail design, BI, Sinage)
- Kyushu of Japan opened 8 trails through Jeju Olle's advice (2012-2013)



2013 Arizona

Building Trails between us

Hui Jung

(koreantrails@gmail.com)

Main Contents

- **What is trails?**
- **Why we need trails?**
- **What we expect for WTN?**
(World Trails Network)

Trails are homemade & slow foods;
We can taste only when you visit,
and it's good for our health



Homemade Food



Someone cooks for the guests



Someone arranges for the guests



Eat together

Homemade Food

Trails

Someone cooks

Someone plans

Someone arranges

Someone develops

Eat together

Walk together

Provider = Consumer
All can enjoy together

Characteristics of TRAIL

Nature is the base of all trails.

Many stakeholders with diverse interests play important roles as influential variables.

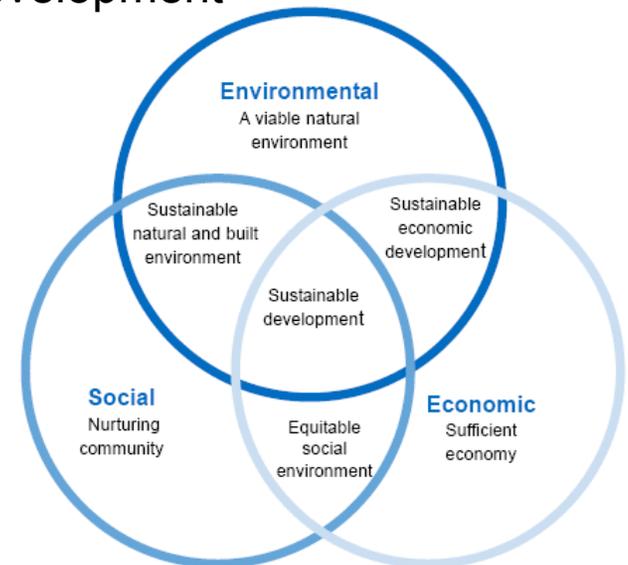
Maintenance, management, and operation are the critical elements for the vitality of trails rather than CONSTRUCTION.

The Success of TRAIL depend on **how much getting affection from people and how long existing for walking.**

The Goals of TRAIL

ESSD

Environmentally Sound Sustainable Development



The Goals of TRAIL



ENVIRONMENT

Local Environment and
Historical & Cultural Resources
Sustainable Protection
& Management

SOCIAL

Green Welfare Enhancement
& Revitalization of Culture
for Local Residents

ECONOMY

Local Economy Promotion

Developing trails;
At first, we just can see
the surface of trails



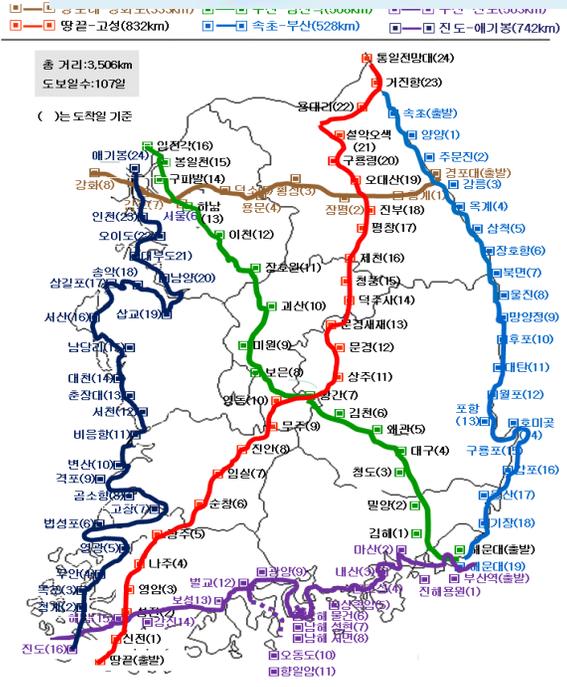
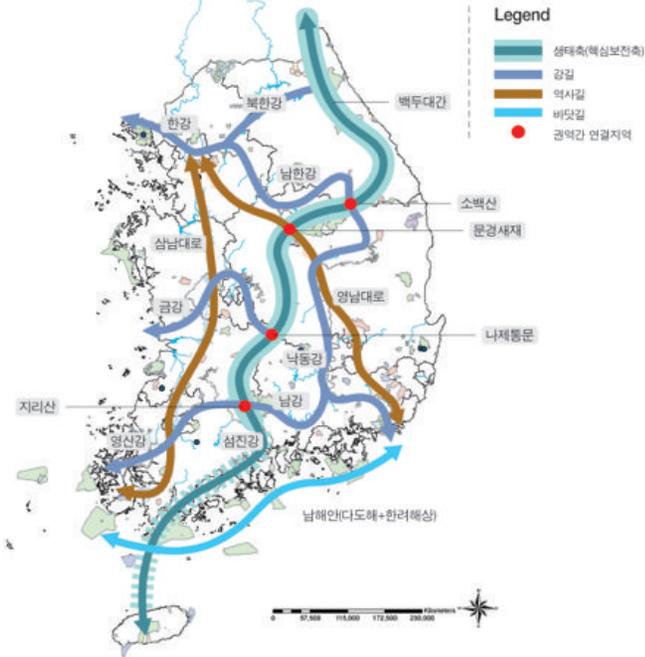
Jirisan trail in Jiri mountain National Park ©Mun-Ki Yun



Heapan trail in Koug Ju ©Mun-Ki Yun







The Lack of know-how;
How to preserve and manage
the trails



Trails Need Care, Repair, and Maintenance, Rather than Construction



On Trails, Many People Gather and Exchange experiences



Local Trail-related Organizations, Public Administrative Institutions, Local Residents, Village Representatives, Concerned Organizations, Small Merchants/Manufacturers & Concerned Parties, Academic Circles, Landlords, Local Press, Local Historians & Artists, etc.

Many Stakeholders

Diverse affecting elements

Change by times



- 1. Various problems and solutions ; We need all kind of Information, Techniques, and Wisdom for trails**
- 2. Response to transnational problems and issues beyond the individual, partial, and local dimensions.**

The Solution can be case by case;

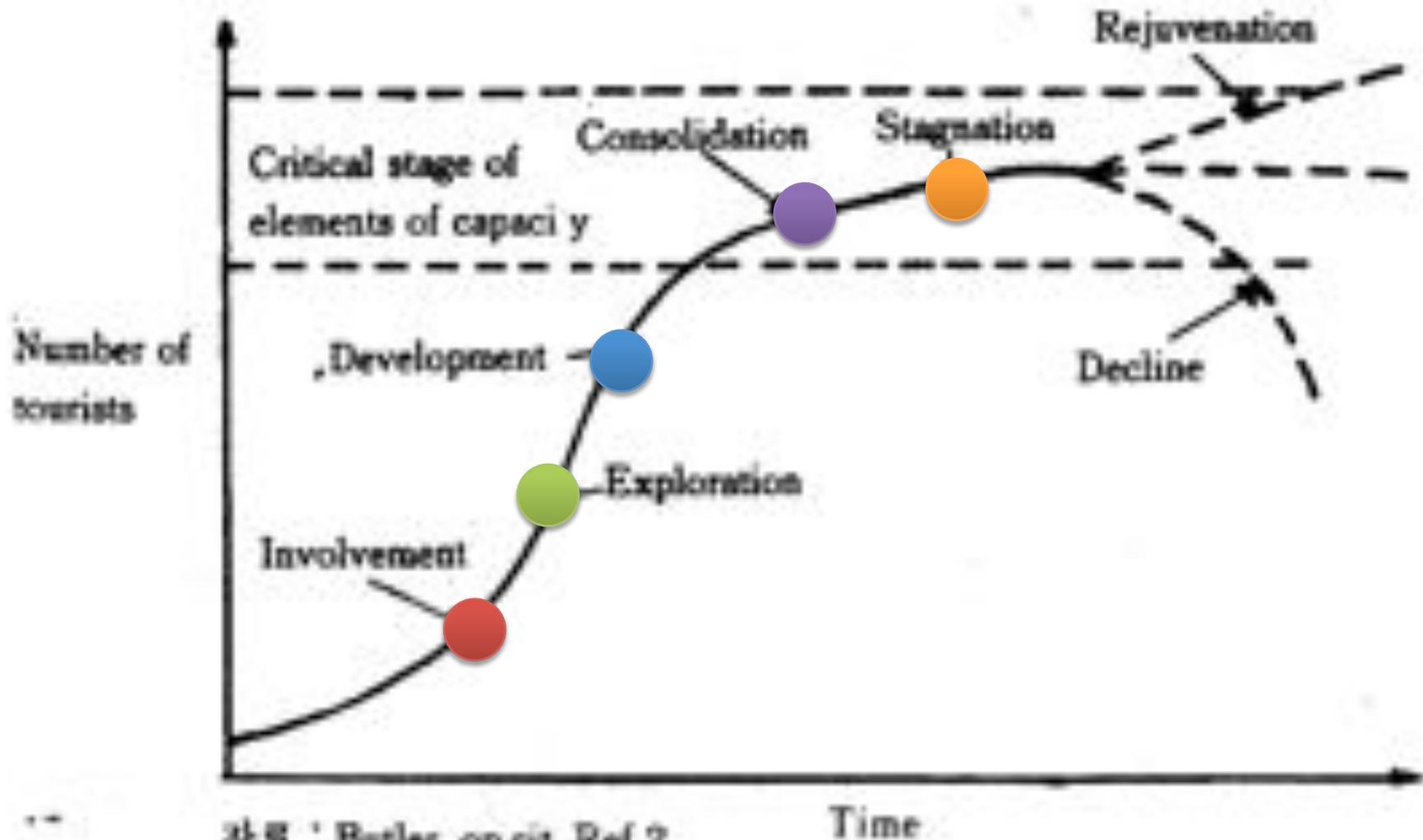
**All trails can be
in the same situation
but only difference is
the type of problem**





Where we are?

The model of tourist area life cycle based on the business concept of product life cycle



자료 : Butler, op.cit, Ref 2.

Why we need TRAIL NETWORK?

* Survey of 2010, 2011 by Jeju Olle

- Establish and Share Basic Principles for Trail Development and Management among Trail Network Members
- Promotion & Marketing
- Collective Campaign on the Public Issues, Conservation of Nature
- Establish and Campaign Trail Visitors' Etiquettes among Trail Network Members

The core Philosophy of WTN



- **Share the Spirit, Culture, and Genuine Sentiment of Trails**
- **Create and Prosper Healthy Trail Culture**
- **Contribute to the Local Nature, History, and Culture: Aim for Environmentally Sound and Sustainable Development (ESSD)**

Organizing

Minimum size of Organization body

Short Term	Long Term
Establish an organization Incubator : we need a devoted medium for baby WTN	Adopt rotation-based management : provides a fair and equal opportunity to the network members for the management of organization

A Premise for Organizing

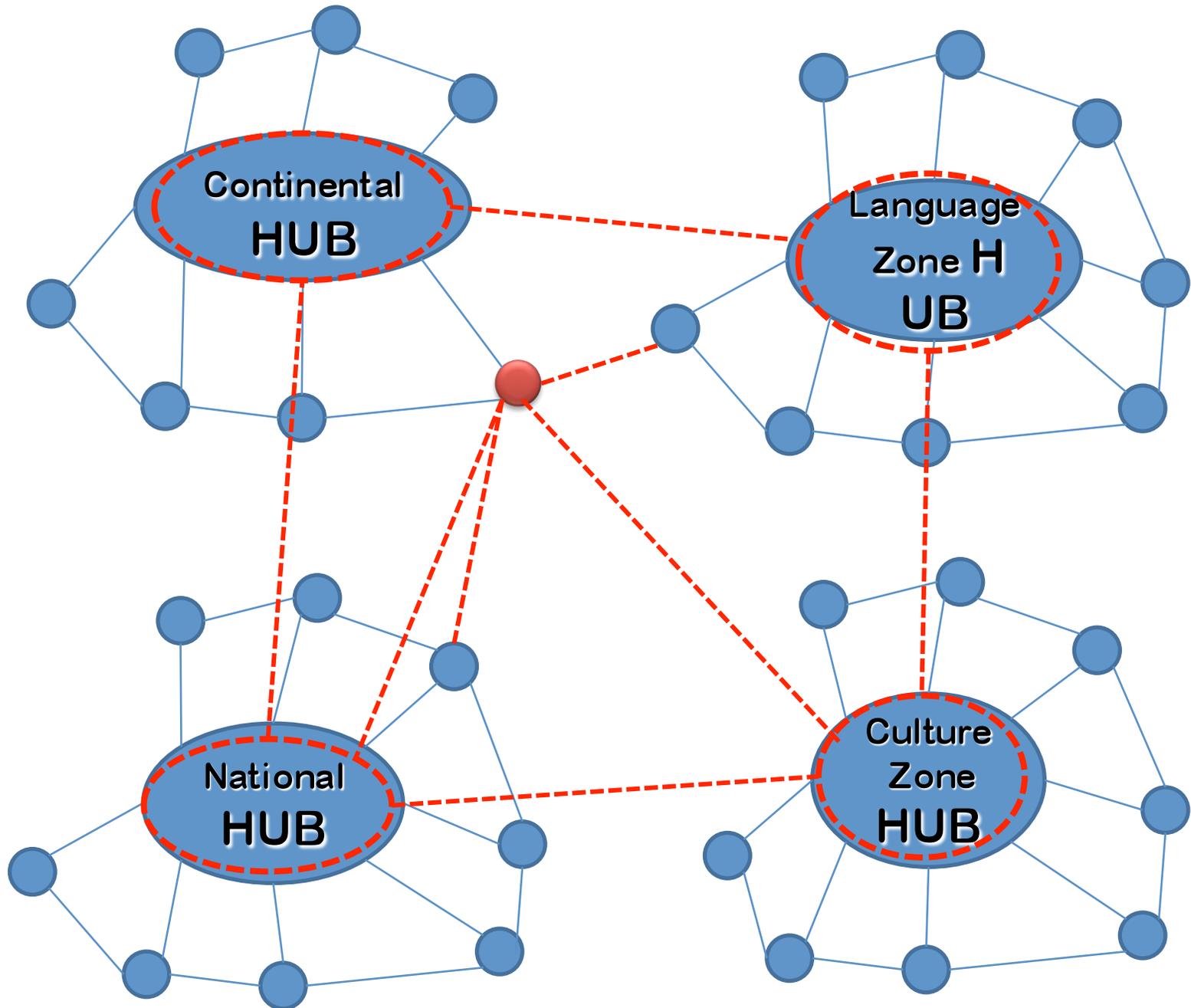
- **Open to everyone** & encourage participation in WNT
- **Understanding each other** between various members
- **Active Support from Staffs of Advanced Trails**
- **Fund raise**
- **Organize & divide a Role** for WTN

Merits from Sharing(Network)

- **Find fellows and supporters** who concern and love trails
- **Share the know-how**
- **Exchange the expert and knowledge** when we meet a difficult condition
- **Build a sound trail culture**

Horizontal Network

- **Non-governmental International Network**
(Non-Governmental Organization)
- **Small & Efficient Headquarters, Worldwide Network**
- **Horizontal & Inclusive Communication Structure**
- **Independence of Each Region and Group**
- **Inclusive Organization: Open to everyone**
- **Diverse channels for information sharing**



**Thank You
for
Your Attention!**

WORLD
TRAILS



NETWORK
worldtrail.org

A Network is Founded by the World's Leading Trails

2011 : Delegates at World Trail Conference motivate for the formation of a global network of trails.

2012 : At the 11th hour the conference elects a voluntary committee 9 members and appoints committee Chairman



Mandate and Network Aims

World Trail Network Committee works to:

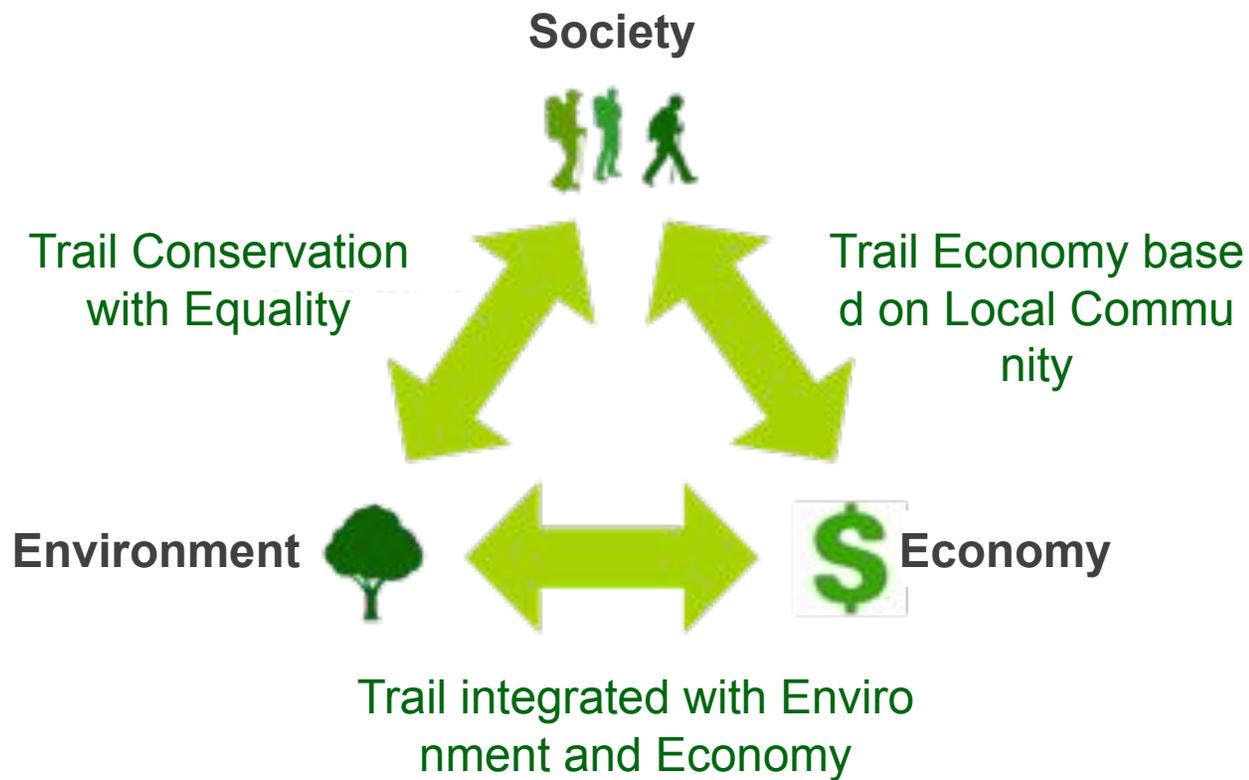
- ***Strategies for future development***
- ***Enhance partnerships***
- ***Internationally recognizable brand***
- ***Global norms and universal accreditation system***
- ***World Trail Conference***
- ***Network Continental Hubs***



Trails representing 18 Countries



Enhancing Value of Trails to Society, Nature and Global Economy



Purpose Statement and Objectives of the Network

*Walking and hiking trails around the world play an important role in **nature-based tourism** and in connecting people to nature.*

*Trails contribute to **local economies** and provide opportunities for **healthy leisure activities** for local communities.*

*The world's leading trails have come together to **further the culture of walking and hiking**. We promote **sustainable trail development** and **quality trail experiences** through a network that **shares knowledge**, supports **conservation of nature and cultural values** and promotes a **global fellowship of trails** that shares the spirit, culture and genuine sentiment of trails.*



FIVE AREAS OF FOCUS

1
Knowledge and Resource Sharing



2
Hiking and Walking Culture



3
Sustainable & Quality Trail Development



4
Cross-Marketing & Promotion



5
Conservation of Biodiversity & Culture



Global Friendship Trails Programme in 3rd Year





WORLD

TRAILS



NETWORK
worldtrail.org

Thank You