UNWTO SUMMIT & SEOUL FAIR TOURISM FORUM

THE SHILLA SEOUL HOSTS 500 INTERNATIONAL DELEGATES FOR UNITED NATIONS WORLD TOURISM ORGANISATION GLOBAL SUMMIT – HELD FIRST TIME IN CITY

Urban, inclusive and sustainable tourism was on the agenda at two recent events co-organised by the Seoul Metropolitan Government. The 7th UNWTO Global Summit on Urban Tourism and The Seoul International Fair & Sustainable Tourism Forum 2018, or SIFT 2018, were held at The Shilla Seoul from September 16 to 19, supported by the Ministry of Culture, Sports and Tourism, Korea Tourism Organization and Seoul Tourism Organization.

Hosted in Seoul for the first time, the UNWTO Global Summit brought together more than 500 industry representatives from around the world to discuss the "2030 vision" for urban tourism.

The "2030 vision" involves creative ideas about how to optimise the needs and expectations of new customers and facilitate "inclusive economic and social growth, structural transformation and innovation by empowering local citizens for a better quality of life".

UNWTO SUMMIT HIGHLIGHTS

The summit focused on both sustainability and competitiveness by emphasising long-term strategic planning. To be able to achieve this, delegates were told, it was "extremely important to re-address the ways urban tourism is planned, developed, governed and managed in line with national/local urbanisation and tourism policies through coordination, cooperation and partnerships with all public and private stakeholders".

Another highlight was a high-level panel moderated by BBC Travel Show host Rajan Datar and included Park Wonsoon, the Mayor of Seoul, which made for a lively discussion on urban tourism trends.

The Seoul Metropolitan Government organised tours for attendees, including a half-day tour of Gyeongbokgung Palace and Namsangol Hanok Village, sustainability and urban regeneration-themed trips.

FAIR & SUSTAINABLE TOURISM FORUM

The Seoul International Fair & Sustainable Tourism Forum 2018 ran jointly with the UNWTO global summit on the theme "Fair and Inclusive Tourism: Building Cities For All". The forum was told that, with the number of international tourists increasing every year, residents and tourists alike were demanding sustainable growth focusing on environmental conservation and respect for social culture and residents in tourist destinations.

With the tourism industry in Korea picking up after a couple of years' decline in international arrivals, some areas of the country were now suffering from over-tourism. But Seoul was not alone, delegates were told, as this was a problem affecting many cities in Asia and Europe, including Barcelona and Venice.

The forum included a technical tour of Seongdong-gu organised by the Seoul Metropolitan Government and the Seoul Tourism Organization, with visits to fair trade vendors and eco-friendly businesses.



Keynote speaker
B. Joseph Pine II



Seoul Mayor Park Won-Soon


Gala Dinner at Yeong Bin Gwan

FISCAL EXPERTS GATHER IN SEOUL

MORE THAN 1,600 DELEGATES FROM THE WORLD OF FINANCE HOLD IFA CONGRESS AT COEX CONVENTION & EXHIBITION CENTER

Delegates from the world of finance and experts in taxation gathered at the 72nd Congress of the International Fiscal Association (IFA) being held at the Coex Convention & Exhibition Center in Seoul.

This was the association's third congress to be held in Asia and was attended by more than 1,600 delegates – 1,400 of them international – from the private and the public sectors. They included international tax practitioners, and representatives from the legal profession, universities and international governmental and non-governmental organisations.

Social events were held at various Seoul MICE Alliance unique venues. The event's gala dinner was held at Yeong Bin Gwan, a traditional Korean venue at the **Shilla Seoul**. Korean Night, a Korean pop cultural event was held at **Floating Island Convention**, a modern venue on the Han River – and the Cultural Evening was held at the **National Museum of Korea**.

BRANCHES IN 68 COUNTRIES

The IFA was established in 1938 with its headquarters in the Netherlands, and is the only non-governmental and non-sectoral international organisation dealing with fiscal matters. The association's objectives are the study and advancement of international and comparative law in regard to public finance, specifically international and comparative fiscal law and taxation. IFA membership now stands at more than 12,500 from 113 countries with IFA branches in 68 countries. Direct membership is possible in countries where there is no IFA branch.

IFA Korea was established in 1983 as a branch of the IFA and has hosted a number of seminars and forums, as well as international conferences with distinguished scholars and professionals in the field of international taxation. IFA Korea also hosted the Asia Pacific Tax Conference when it came to Seoul in May 2016.

HANBOK, AQUARIUM & GALAS

Seoul Convention Bureau supported the 72nd international congress and organised a Seoul promotional booth at the event, where delegates could try on traditional hanbok, take photos, and learn about Hangul – the Korean alphabet – and try their hand at writing some of the characters.

Attendees were also offered 15 per cent discounts to the Coex Aquarium, which is connected to the Coex Convention & Exhibition Center.

Seoul Metropolitan Government and Seoul Tourism Organization also offered 10,000 won discounts on the Discover Seoul Pass, which provides free admission and discounts at the city's most popular historical sites and cultural attractions and discounts on travel.