Presentation material

Sustainable consumption in Cheju Province: a discussion

Presentation material about environmental impact and sustainable consumption policies, cases and challenges

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About Jeju Province

South Korea’s southern-most volcanic island

Location and scale

The largest island at South Korea’s farthest south. A tourist spot also called “the Hawaii of Korea.”

Climate and nature

Characterized by a warm climate and beautiful nature. An island born from volcanic activity.

Hallasan Mountain

The lofty Hallasan Mountain (1,947m), South Korea’s tallest mount sits at the center of the island.



Jeju World Natural Heritage Site

Named a UNESCO World Natural Heritage Site in 2007

Seongsan Ilchulbong

Circumvallated crater formed from sea-floor volcanic activity. Famous worldwide for its spectacular sunrise views.

Manjanggul

Among the world's longest lava tubes. Its distinct underground landscapes are highly regarded.

Hallasan natural protected area

South Korea's highest peak (1,947m). A diverse ecosystem that contains rare flora and fauna.

Jeju's volcanic terrain, lava tubes and natural protected area are recognized as having "outstanding universal value."



Challenges as a tourist area

Toward sustainable expansion while conserving the rich natural environment

Rise in number of tourists

Many tourists visit every year, and resource consumption is increasing rapidly.

Increased waste

Heavy use of single-use products is worsening the waste issue.

Sustainability policies

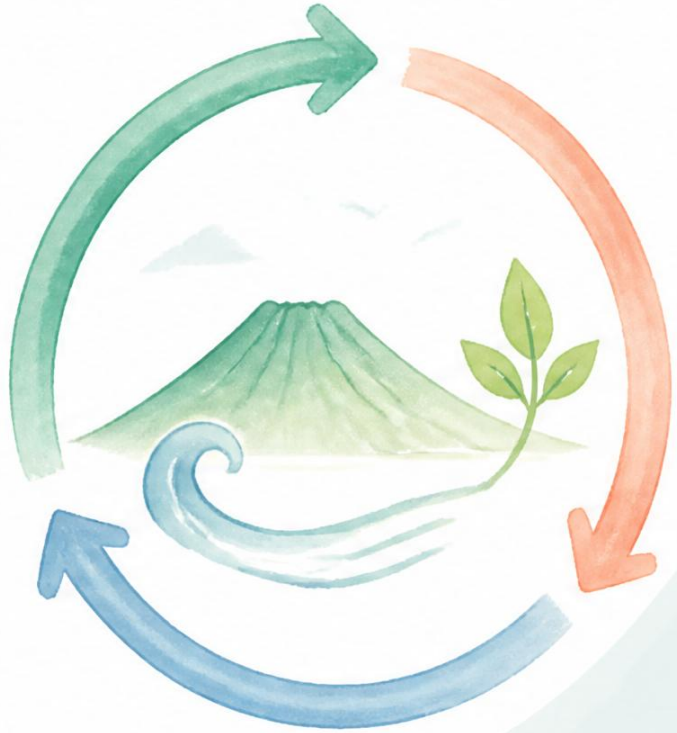
Jeju is proactively advancing environmental conservation policies such as zero-plastic by 2040.



What sustainable consumption is

Consumption that connects the current with the future

Consumption actions that maintain current living standards without jeopardizing resources for future generations



Environmental conservation

Consuming while protecting nature and the ecosystem

Economic progress

Sustaining the local economy and the tourism industry

Behavior change

Change awareness and behavior of residents and tourists

Policy 1: Plastic-free Jeju by 2040

The province’s flagship policy that aims to eliminate plastic waste

Reduce single-use plastics

Regulate single-use plastics use and spread alternatives

Improve recycling rates

Strengthen separation and improve recycling infrastructure

Popularize reusable containers

Support introduction of reusable containers and expand container return systems



▼50%

Plastic waste reduction goal compared to 2020

To be achieved by 2040

Policy 2: Carbon neutrality and green consumption

2035 carbon neutrality declaration



Expand renewable energy

Advance the island's energy self-sufficiency rate by spreading wind and solar electricity generation

Promote electric vehicle adoption

Highest EV adoption rate domestically. Actively introduce it as a rental option for tourists

Promote green consumption to residents and tourists

Encourage eco-friendly behavior and aim to reduce carbon emissions

Goal: achieve carbon neutrality by 2035

Policy 3: Advancement of ESG tourism

Review tourism consumption from Environment, Society and Governance perspectives

Environmental consideration

- Use of eco-friendly accommodation facilities
- Reduction of disposable products
- Plogging participation

Contributing to the local community

- Active use of locally-produced goods and local stores
- Respect of local culture and traditions
- Direct contribution to local economy

Sustainable tourism management

- ESG promotion by tourism agency
- Transparent execution of tourism policies
- Cooperation between tourists and businesses



> **A new tourism model is being formed that connects consumption with environmental protection, by having tourists themselves participate in environmental conservation activities.**

Specific case 1

Net-zero tour

Global youth in Jeju 2025



Target

South Korean–resident international students from 34 countries

Main activities

Beach clean-ups, environmental education, renewable energy facility tour

Aims

Beyond just tourism, change consumption behaviors and foster environmental awareness

New “tourism + environmental education” model

Specific case 2

Promotion of locally-produced goods

Promote local production and consumption

Promote consumption of Jeju-made mandarins, Berkshire pig and other agricultural/food products.
Promote a cycle of production and consumption.

Dual effect

Reduce carbon emissions by reducing food miles.
Activate local economy and support producers.

Eating leads to environmental conservation

Locally-produced goods

Reduced food miles

Circular economy



Challenge 1: over-tourism

The dark side of tourism development

Traffic congestion and crowdedness

Traffic congestion and crowdedness are becoming normalized in popular tourist areas, leading to difficulty to move around.

Noise problems

Noise is increasing in tourist areas, and serene local environments are disappearing.

Effects on residential life

With tourism severely affecting the daily living of local residents, the coexistence of tourism and living is becoming another challenge.



Challenge 2: waste

The environmental burden dilemma that tourism brings

Main sources

- Accommodation amenities
- Disposable containers from food/drink shops
- Use of the airport and rental vehicles
- Excessive souvenir packaging

The tourism and environment dilemma

- More tourism → more waste
- Contradiction between economic development and environmental conservation
- Sustainable solutions are becoming urgent



Tourism development needs to be compatible with environmental conservation

Challenge 3: raising consumer awareness

Each person’s behavior is a key to a sustainable future.

Resident and tourist behavior change is required, not just policies. Spread sustainable lifestyle through ongoing environmental education.



Encourage behavior change

Pile up small daily actions such as waste reduction and eco-friendly choices.



Enhance environmental education

Learn about nature and culture, and pass environmental protection awareness onto future generations.



Spread sustainable lifestyle

Build a future that is friendly to communities and the environment by encouraging local products and sustainable consumption.

Proposals toward achieving SDGs

A sustainable Jeju formed by every consumer's actions

Tourist behavior change

- Use of personal bottles and reusable containers
- Reduction of disposable products





Cooperation between communities and companies

- Promote local products
- Improve eco-friendliness of accommodation facilities and food/drink shops





Spread sustainable tourism

- Spread environmental education and SDG information
- System building via cooperation between tourists, residents and companies





Spreading sustainable consumption via cooperation between tourists, residents and companies.

Conclusion

Jeju Province is a leader of sustainable consumption

Through our zero-plastics 2040, carbon neutrality and ESG tourism policies, we're pursuing consumption and environmental conservation simultaneously.

Every tourist's awareness is key

Reducing disposable products and being aware of environmentally-friendly behaviors will support a sustainable Jeju.

Jeju Province's experience is a model case for building sustainable communities elsewhere.



Thank you for listening

Forming a sustainable consumption culture through cooperation between governments, companies, residents and tourists builds Jeju’s future

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