

A Prospect of Ecotourism as a Sustainable Future  
Strategy for Jeju Special Self-Governing Province

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Abstract: The paper examines the prospect of ecotourism as an alternative tourism strategy for Jeju island. Recently transformed to a Special Self-Governing Province, Jeju steps forward a historical move toward a place with global competitiveness in the quality of life and economic development. Tourism is proposed as the foremost apparatus to achieve this vision. The paper points out that the conventional mass tourism development has limits to maximize Jeju's strength, uncomparable natural beauty and unique island culture. Instead, it suggests ecotourism as one way to complement the limitations of mass tourism. Based on the analysis of proposed plans, the author provides four ways to incorporate ecotourism programs into the existing tourism development scheme. In spite of its usefulness in environmental preservation and increasing environmental awareness, ecotourism still has many challenges in its implementation. The introduction and implementation of ecotourism, therefore, needs to be carefully planned and monitored under rigorous guidelines. Most importantly, local initiatives and demands need to induce such development.

Key Words: ecotourism, sustainable tourism, Jeju Special Self-Governing Province, local participation.

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