

Ideal Concept and Application for the Jeju BATDAM Agricultural Heritage System: An UN FAO Globally Important Agricultural Heritage System (GIAHS)

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Abstract

Designation of United Nations Food and Agriculture Organization (UN FAO) Globally Important Agricultural Heritage System (GIAHS) Jeju Batdam Agricultural Heritage System (AHS) took place in 2014. The UN FAO has valued the significant dynamic system of Jeju Batdam (stone fences around the dry fields) and its biodiversity, traditional farming technology and skills, farming knowledge systems, agriculture and the outstanding aesthetic landscape throughout all year round. The designation of FAO GIAHS Jeju Batdam AHS, however, deserves a clear review for sound preservation, management and utilization. Since 2002, Jeju Island holds 5 international designations in environment, biodiversity and culture categories from the United Nations Educational, Scientific Cultural Organization (UNESCO), the prevalent Heritage value in the limited scope of an aesthetic landscape against the UN FAO GIAHS value with 5 criteria is applied for the significance of the dynamic AHS in the local tourism industry. The true meaning of FAO GIAHS Jeju Batdam AHS deserves to be independently studied for the future direction to honor the other international designations at a full scale, too. The study has discovered various scopes of Batdam AHS and has suggested the right direction of FAO GIAHS Jeju Batdam AHS for methods of conservation and utilization in the tourism oriented society. The study also aims to introduce possible directions to future academic research and show the necessity of a holistic approach and inclusion of 5 criteria of FAO GIAHS in developing new tourism products based on GIAHS Jeju Batdam AHS.

Key words :

FAO GIAHS; Jeju Batdam Agricultural Heritage System; Jeju Island; prevalent heritage value; heritage utilization; agro-tourism

Introduction

The Food and Agriculture Organization of the United Nations (UN FAO) initiated the Globally Important Agricultural Heritage Systems (GIAHS) to conserve the dynamic and sustainable agricultural systems around the globe in Johannesburg, South Africa in 2002. The GIAHS Initiative was registered under Partnerships for Sustainable Development during the UN Conference on Environment and Development (UNCED) (GIAHS framework, 2002), and the FAO GIAHS designation process started in late 2005.

AHS can be defined as ‘the permanent agricultural dynamic system from its habitual continuous succession over long years’, representing its resilient harmony between men and mother-nature on top of each site’s aesthetic landscape beauty, biodiversity, culture, residing community, traditional farming knowledge system and skills. The living AHS has offered food security and tourism resources for the region in today’s tourism oriented societies. AHS holds unique values of ecology, culture, agriculture, farming knowledge, skills and aesthetics. AHS represents its own unique tourism resource value with its great economic potential, appropriate development and sound sustainable tourism structure that can effectively protect the local heritage.

FAO GIAHS Jeju Batdam Agricultural Heritage System (AHS) was inserted as one of the 36 GIAHS (GIAHS website, May, 2016) in April 2014. The unique and the one and only concept of stone fences as AHS garnered many scholars’ interest and consent for its significance. The majority of the 36 UN FAO GIAHS are formed among rice paddy fields, ancient forest agricultural sites and terrace farming systems. Jeju Batdam AHS was regarded as one of the ancient agricultural systems for farmers of Jeju which applied the wisdom in harmonization of the rocky volcanic ash soil field for self-support farming method. And the stone fence around dry-field, Batdam has formed the rural life and surrounding landscape.

However, the environmental repository island of Jeju also honors five more UNESCO recognitions, including Cultural Heritage (2007), Biosphere Reserves (2002), Global Geoparks Network (2010), Jeju Chilmeori Danggut Intangible Cultural Heritage of Mankind (2009) and Jeju Haenyeo Intangible Heritage of Mankind (2016). It is clearly evidential for the conservation objectives and approaches based on the prevailed UNESCO that value lays in the island and among the residents of Jeju Island.

The study goals are to share the following. First, the uniqueness of FAO GIAHS significance against UNESCO Heritage values deserves a distinctive

meaning. Second, the tourism development approach and policy making theory around FAO GIAHS Jeju Batdam AHS must not be treated as same as the other UNESCO heritages, including UNESCO Cultural Heritage, Biosphere Reserves and Global Geoparks Network and Haenyeo the Intangible Heritage of Mankind to maximize each and every designation significance. Third, Community Oriented Agro-Heritage tourism would be most beneficial to promote UN FAO Jeju Batdam AHS to honor UN FAO objectives in enhancing farming and farmers and conserve agriculture for future generations of mankind. Fourth, future studies should focus on re-evaluating significances of each UNESCO designation value distinctively for the scope and type of each title honors distinctive objectives and each designation would offer individual tourism resource value.

How the UN FAO GIAHS system works and UN FAO GIAHS Jeju Batdam AHS

The preapproved FAO GIAHS application by the Ministry for Food, Agriculture, Forestry and Fishery (MAFF) of Korea followed by the designation of the Korea Import Agricultural Heritage System (KIAHS, 2012) by MAFF and Korea Rural Heritage Association was submitted in 2013. The designation preparation took 2 years, including 1 year for the KIAHS and the following year for the GIAHS preparation.

The GIAHS application, about 80 pages of documentation, then went through a tight filtering and examination processes by the Technical Committee and Science Committee of FAO GIAHS before the final decision. The Committees’ reviewing process went through a two phase filtering based on FAO GIAHS guidelines and the Short Term and Mid to Long Term Action Plans to conserve, manage and utilize the Heritage as for its future direction. All evidential application documents were reviewed in the first phase then a few site inspections were delivered in phase two.

The action plans of short-term and mid to long-term required MAFF level indication of support and budget allocation for the realization of those activities for the plans. The five criteria to fulfill the status of FAO GIAHS by each applicant for both phase 1 and 2 were examined accurately and each applicant must satisfy all five elements holistically. In other word, even if Jeju Batdam AHS satisfies 4 items out of 5 criteria, no opportunity of FAO GIAHS Jeju Batdam AHS would have been possible.

The five criteria for FAO GIAHS includes (1) Food security provision of the applicant site, (2) Biodiversity in the applicant site (3) Farming

knowledge systems and skills of the applicant site, (4) Agro-culture of the applicant site and community, and lastly, (5) Remarkable landscape of the applicant site. FAO GIAHS defines the qualified conditions as the Dynamics of Heritage, indicating its objectives in preserving, managing and utilization.

A few occasions of reporting on Dynamics of Jeju Batdam AHS became an essential part in communicating the significance of Jeju Batdam AHS. No prior concept of an agricultural system built on stone fences in global scale was introduced before Jeju Batdam AHS was introduced, and both Scientific and Technical committee members needed to be guided to see the importance of the Batdam system as farming facility and represent the built system from it. About 3 site visits for Jeju Batdam AHS were offered to the international judges for GIAHS designation selection during the two-year process.

Field study for UN FAO Jeju Batdam AHS

1. Birth of Batdam, the stone fence around a dry field

Batdam refers to a 'stone fence around the dry field' in Jeju dialect. Jeju is the largest and only volcanic island in the Korean Peninsula. The formation of the volcanic island took over a million years, and the known three abundance of the island probably best describe the island features and they are wind, rock and women. The windy island with volcanic ash soil in its barren condition was utilized as a political prison during the Joseon Dynasty (1392–1910). The islanders were not allowed to leave the island during the same period, and people had to survive within the island under the barren given conditions.

Although annual precipitation on the island is between 1600 to 2,200mm, the rain penetrates the ashy rocky soil with no time, leaving the entire island unsuitable for decent farming. The all year long harsh winds did not help the farming condition either. The island suffered a long history both politically and environmentally, and no one else but islanders guarded the island over thousands of years of farming history. With no outside disturbance, the island has been preserved in its original environmental condition within structures of limited dry field farming activities.

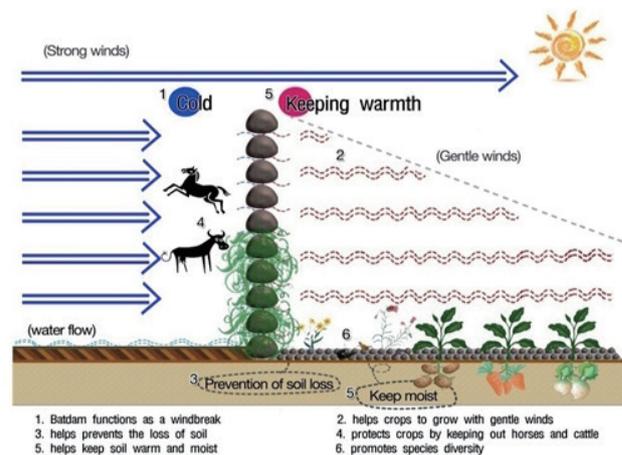
For desperate survival, the people had to produce food out of rocky fields. Naturally, rocks had to be removed from the fields for cultivation. With removed rocks and pebbles, people managed to set their boundaries, blocked off winds, kept the moisture in the field, secured the field from cattle and horses, prevented seed and soil losses from

rain, etc (FAO report 2014). For those rock piles were built around their Bats or dry fields, it was called Batdam or stone fence.

The total length of Batdam AHS in Jeju Island is estimated at about 22,108km (Kang S.J. 2014). Heuknyongmali(The Long Black Dragon) refers to the length of Batdam AHS shape as in one long loop shape, connecting one fence to another. One of unique Batdam culture includes farmers' consideration and passion for neighbors in the forms of Jeopdam(two-line fences) and Jatdam with pedestrians' passage on top of the Batdam.

2. Functions of FAO GIAHS Jeju Batdam AHS

Batdam is believed to be around for at least over one thousand years, and FAO GIAHS valued the system of agricultural Batdam as a whole to be preserved and shared throughout the world as agricultural wisdom (FAO declaration 2014).



<Figure 1 (source from FAO GIAHS)>

As shown in Figure 1, Batdam serves multi functions for agriculture, holding Jeju's traditional dry-field agriculture system and supported food security of the island of Jeju for thousands of years in the following fashion. From the downhill ashy soil from Mt. Halla in the center of the oval shaped island, farmers were able to protect their dry-fields with Batdam fence for it prevented soil losses and arsenic acid on the topsoil, blocked trespasses of animals in the farming area, blocked off soil run-offs and seed losses in the shallow soil, turned harsh winds to softer ones as a windbreaker while preserving the area's biodiversity and agro-culture.

The secret to Batdam system in its original shape for years is that the single layer fence system with holes between rocks in the system acted as a filter of the incoming harsh wind and never fell down while it served its function as a boundary line from neighbors' fields. The wind penetration fact was proven through the FAO GIAHS application process. The

size of the farm lands in the island are noticeably small in curve shape, serving its multi function as listed above, creating the outstanding seasonal landscape scenes of Jeju all year long.



〈Figure 2: Seasonal landscape of Batdam(source from Jeju Province)〉

The following Action Plan for FAO GIAHS Batdam AHS has been prepared by Jeju Special Self-Governing Province and approved by the Minister of MAFF, Korea before its submission to the FAO. The Action Plan then was accepted and approved by the UN FAO GIAHS committees as an official promissory note from Jeju to the World, dedicating Jeju’s devotion to cherish and share the Jeju Batdam AHS at the global level.

As indicated below in the chart, mere tourism policy is included as part of the plan. Instead, a comparison study of action plan from UN FAO GIAHS to UNESCO heritage sites would be essential for future development of not only GIAHS but UNESCO heritages in a long-range. Limited in-depth study for heritage value communication on a global scale has been established. The government of Jeju Province has put most of its effort in earning those global designations since 2002 when Jeju was first introduced to UNESCO Biodiversity designation.

Over 15 years passed since the first global designation for Jeju, and people of Jeju have shared the hardness and value of heritages as they were informed by the provincial government led the way. As the result, Jeju people are custom to acknowledging the global qualifications and Jeju’s superb environment.

However, as indicated in the Action Plan for conservation, management and utilization of UN FAO GIAHS, it is farmers’ livelihood area and the dynamics must keep going on. Thus, the agency-led promotion may not be suitable for this living heritage but requires full support of community involvement to continue the rural life paths as they establish any tourism industry around GIAHS. Instead of defining UN FAO GIAHS Jeju Batdam

AHS tourism as an example of simple agro-tourism with landscaping and cultural value (Kim S.B.), the ground community needs to be protected and their community life should be the tourism attraction.

For Jeju to establish and value the UN FAO GIAHS’s value, in-depth study around the global promissory note of Action Plan is due. And it will be most essential to re-evaluate other global designations in comparison for the right tourism development and promotion of them.

〈Table 1. The Short Term Action Plan for Management of Jeju Batdam AHS〉

Target	Development of Batdam base and network launch
Action 1	Batdam AHS Festival
Action 2	Stone Master Program to develop masters of fence inheritance
Action 3	International Symposium/International networking

〈Table 2. The Mid and Long Term Action Plans for Management of Jeju Batdam AHS〉

Target	To secure the resilience of dynamic system
Action 1	Public purchasing Batdam area as National Trust Move for public awareness of public management for its significance
Action 2	Research exchanges with home and abroad experts
Action 3	Dual designate GIAHS Batdam AHS for UNESCO Cultural Heritage
Action 4	Brand building of Jeju Batdam AHS
Action 5	Launch various rural tourism programs
Action 6	Develop systematic management structure at Provincial government
Action 7	Increase subsidy to preserve additional Batdam area
Action 8	Designate folk culture and heritage conservation site to pass down for the future generation
Action 9	Establish annual assessment of the Batdam fence condition
Action 10	Database Batdam AHS for further implementations

3. Anticipated tourism value of Jeju Batdam AHS

Three short years have passed since the designation of FAO GIAHS Jeju Batdam AHS in April 2014. The handling division for Batdam AHS in Jeju Special Self-Governing Province is Division of Agriculture. Jeju provincial government has appointed the Heritage Conservation Committee,

consisting 25 experts in the field for the policy creation in 2015.

Unfortunately, the committee had to see the prevailed expectations in UNESCO value within Jeju community for utilization of FAO GIAHS Jeju Batdam AHS based on GIAHS Initiative from 2002. The island population and local government's idea sits on the cultural heritage significance of landscape, biodiversity and culture, excluding the food security, community and traditional farming knowledge and skills in the Dynamics.

As the action plan clearly focuses on conserving the resilience of AHS most importantly, and should any tourism development and debate be produced, it must base its root on the resilient recovery system and sustainability of AHS, there is definitely a big gap between people's expectations and reality of FAO requirement.

FAO guideline may suggest a consequent and limited tourism quota and cultural preservations rather than visitor-oriented-responding transformations of the original condition of local living culture. Any degree of alterations or reformations on the island cultures and living standards should carefully monitored for most island communities are inundated with rapidly growing tourism industry that threatens to affect the future of their environmental assets (Muthusami K. 2015).

Heritage in both hard facility and soft community culture beyond its capacity and tolerance may result misplacement or total discontinuation of the ancient local farming culture and the regional identity which originally acted to persuade the tourists' decision to visit the island of authenticity. The destination of the FAO GIAHS Jeju Batdam AHS would most definitely need to be included in the island tourism policy development and strategy implications

The handling division of FAO GIAHS Jeju Batdam AHS within the local government structure has devoted itself to advance the significance of Jeju Batdam AHS as an additional global recognition on top of five UNESCO titles for environment and culture of the island. If the goals of the short and long terms of Action Plans to conserve and manage the GIAHS Jeju Batdam AHS are successfully achieved as designed, the number of visitors to Batdam AHS site will be monitored at the sustainable level in a sound resilient speed and increase more individual tourists rather than mega group tourists. However, what is missing in the big frame approach of visitor count is if those six designations, including 5 UNESCO and 1 FAO GIAHS would share the same philosophy or is it most beneficial for all 6 titles as each title deserves. Such anticipation should be studied and included carefully in the policy development of conservation,

management, utilization of each distinctive title.

Discussion

1. Future of UN FAO GIAHS Jeju Batdam AHS

Jeju is well acknowledged home and abroad as the 5 UNESCO titled repository and the honor is shared greatly among the island residents and visitors. Jeju Special Self-Governing Province has established good public awareness and promoting programs of UNESCO designations around museums and Geomunoreum World Natural Heritage Center. The center is located in UNESCO Natural Heritage site.

In 2012, Jeju has hosted the World Conservation Congress by IUCN of UN, and declared Jeju to be the hub-city of global environment. Jeju's tourism has been eco-friendly green oriented tourism for decades with adequate social infrastructure and education.

The biggest mistake by Jeju people and the local government can be taking FAO GIAHS Jeju Batdam as one more title to its environmental superiority and feel comfortable to include FAO GIAHS Jeju Batdam AHS as an additional tourism policy on top of UNESCO's value and direction.

The effort of Jeju Special Self-Governing Province in UNESCO designation began earlier than the 1st designation of UNESCO Biosphere Reserves in 2002. The effort included document preparation and residents' social education to promote the green tourism policy of Jeju. The handling division's victorious work for five UNESCO designations were highly respected and appreciated by Jeju people which then has formed the social atmosphere of enjoying the repository Jeju's environment over a decade.

The significance of FAO GIAHS Jeju Batdam AHS is compared at the same scale of landscape value in UNESCO scale by residents and government of Jeju. Communication for distinctions of FAO GIAHS Jeju Batdam AHS is especially essential prior to the implications of unwise planning within the mixed frame structure of the tourism industry. If UNESCO value recognition in Jeju took over 15 years to be built from its first recognition in 2002 to the current year of 2017, and it is not fair to imply the very value for something much newer and younger such as FAO GIAHS's designation of 2014.

The new designation deserves a new theory study and approach by the handling division for social awareness for a small amount of effort.. Also Jeju tourism policy establishment definitely requires different direction not an additional clause. Such request hasn't been introduced by provincial level and no suggestion has been introduced to the

managing division from island academia either yet. Jeju provincial government can do their best to realize the policies for FAO GIAHS Jeju Batdam AHS, and the following would be a good guideline for future needs for both home and abroad.

Monitoring system from UNESCO to FAO GIAHS also differ from the principal to begin with. UNESCO values the original landscape culture and monitors in every 6 year. However, FAO GIAHS suggests annual monitoring based on its action plan deliverance which includes all 5 criteria at all times of monitoring.

It can be said once again that AHS is living heritage with dynamics and people's living foundation, and cultural exchange with farmers must not be as same as the other cultural sites of visitation and to enjoy landscape and witness some local culture. Any tourism approaches in FAO GIAHS Jeju Batdam AHS need to base its theory on 5 criteria and resilience of Heritage as a new tourism idea which totally requires distinctively independent approach from UNESCO value.

2. Sound tourism direction for FAO GIAHS Jeju Batdam AHS

Experts for Jeju Batdam AHS include few researchers in the Korean Peninsula, farmers with traditional farming knowledge and skill, tourism policy makers and stakeholders in tourism industry who may concentrate to expand its scope in utilization and marketing aspects of FAO GIAHS Jeju Batdam AHS.

The immediate need of collaboration is inevitable as follows. Farmers may be experts in their farming yet needs support in promotion and tourism development, and they would look up to local government structure for guidance to develop FAO GIAHS Jeju Batdam AHS in tourism sector, and the handling division naturally would look into their existing data base and policies to realize their objectives. The policy makers then would base their decision on the previous researches and will find a good amount of Korean studies in AHS and developing theories for AHS tourism product. After looking over a good amount of Korean studies on AHS, it is fair to say the studies have discovered many evidential elements in agriculture and landscaping approaches with cultural diversity and sustainability of environment and living culture and how those facts should be utilized to introduce agro-tourism.

The key idea should be carefully reviewed from the simple agro-tourism to agro-heritage tourism. Agro-heritage tourism should emphasize the significance of the "Heritage System" for tourists' direct experience, learning and sharing about the

traditional agriculture of the destination along with its landscape, local culture and people's life style and their livelihood, etc. AHS tourism can be defined as a part of "Cultural Tourism" or "Agro-Heritage Tourism" if AHS is approached as the heart of cultural tourism (Nuryanti 1996) and its function is to establish the local cultural identity (Jansen-Verbeke et al. 2008). The definition represents and includes the idea of tourism resource supplies and demands of visitors. The cultural tourism benefits the tourists to learn more about the heritage, and improves not only the economic condition of the destination but also help the local peoples' reflexive steps in establishing self cultural consciousness. By analyzing the relationship between tourism and agriculture, tourism development in an AHS also can be regarded as a part of multi-functionality of agriculture, not unlike agrotourism (He and Min 2013).

AHS tourism can't be classified into agrotourism simply, there are plenty of experiences in tourism development theoretically and practically that come close. The preferred agricultural landscape features that tourists would like to see are wildlife, water bodies, historic elements, and farm animals, suggesting that these can serve as farm pull attractions (Gao et al. 2014, Min 2014).

The position of local farmers should be highlighted in AHS tourism. They are the shapers of agriculture landscape and the heirs of traditional culture. Especially, local communities are an integral part of AHS, because they are crucial actors in the operation and conservation of the system today (Min et al. 2007). In sum, the research on agricultural heritage tourism and its definition is not enough and a satisfactory concept of agricultural heritage tourism has not been established yet.

3. Conclusion

Over 15 years have passed since the first global designation for Jeju, and people are accustomed to acknowledging the global qualifications and Jeju's superb environment. A comparison study of action plan from UN FAO GIAHS to UNESCO heritage sites would be essential. The study has no intention to "scratching the surface" but get to the heart of island issues. Indeed, as the world is coming to know more about island people, and cultures, islands are becoming important actors on the global stage in an age of world environment concerns (World Environment and Island Studies, 2015).

As indicated in the Action Plan for conservation, management and utilization of UN FAO GIAHS, it is still an area for farmers' livelihood and the dynamics must keep continue which is different from other UNESCO heritages. The agency-led promotion

may not suit for this living heritage but requires full support of community involvement to continue the rural life paths as they establish any tourism industry around GIAHS. Instead of defining UN FAO GIAHS Jeju Batdam AHS tourism as a simple agro-tourism with landscaping and cultural value (Kim SB), the local community should be protected and the community life should be tourism attraction.

For Jeju to establish and value UN FAO GIAHS value, in-depth study around the global promissory note of Action Plan is due. And it will be most essential to re-evaluate other global designations in comparison for the right tourism development and promotion of them.

AHS tourism must not be classified as a simple agrotourism for far more tourism activity development is needed to be built theoretically and practically in the conceptual approaches of FAO GIAHS to conserve, manage and utilize the global GIAHS. In FAO GIAHS philosophy, resilience of the system indicates for sustainable utilizations of such traditional agriculture systems and preserving those globally important agricultural regions for future generations.

FAO defines the meaning of GIAHS as follows; "Remarkable land use systems and landscapes which are rich in globally significant biological diversity evolving from the co-adaptation of a community with its environment and its needs and aspirations for sustainable development (FAO GIAHS)" The worldwide 36 GIAHS (Official website May 2016) distinctively hold outstanding values on land-utilization, agricultural landscape, biodiversity, planting technology and better adaptation to climate change.

With mentioned above background, future studies on FAO GIAHS Jeju Batdam AHS needs careful approaches away from their existing UNESCO cultural heritage tourism approach to develop a newer theory of Community Oriented Agro-Heritage tourism, targeting resilience of system while responding to the needs and demands of tourism market. Also, actual implication and improvement of new approach to evident the tourists' perceived awareness in place branding, a quantitative analysis would be handy to see actual progress of FAO GIAHS and its slogan of resilient dynamic in the right direction for sake of global level farmers and the advancement of the system. And the technical heritage (Baek S. S. 2016) Jeju Batdam already has its core zone and surrounding zone distinctively for much easier policy developing.

The island of Jeju not only holds the unique beauty and significance in many scope, but also share the wisdom of old living heritage and its survival in the 21st century. Jeju Batdam AHS deserves much

attention of academic field for wiser utilization as tourism resources. There, however, has been limited study on Jeju Batdam AHS with tourism intention and background for the GIAHS is relatively young system and designation of FAO GIAHS Jeju Batdam AHS only took place in 2014.

The sound tourism promotion of FAO GIAHS Batdam AHS should be built holistically based on the 5 FAO GIAHS criteria, including (1) Food security provision of the applicant site, (2) Biodiversity in the applicant site (3) Farming knowledge systems and skills of the applicant site, (4) Agro-culture of the applicant site and community (5) Remarkable landscape of the applicant site. FAO GIAHS defines the qualified condition as Dynamic of Heritage, indicating its objectives in preserving, managing and utilization.

And the promised action plans for both the Short Term and Mid to Long Term with mere tourism ideas should be achieved for the future prosperity of FAO GIAHS Jeju Batdam AHS and for the sake of farmers of home and abroad. Meanwhile, the 'Heritage agrotourism' concept from a bottom-up framework from Heritage to UN FAO should be built as soon as possible for prosperity of FAO GIAHS and future applicants.

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