

2016 Sustainable & Smart Tourism Forum
“Co-creating Life-changing Tourism Experiences”
Oct. 10 & 11, 2016 | South Korea



Workshop 1: Sustainable & Smart Trails

**INTERNATIONAL CROSS-CULTURAL HIKES
BETWEEN FRANCE AND SOUTH KOREA**

Exploring new horizons in mountain tourism

Catherine GERMIER-HAMEL
Millennium Destinations



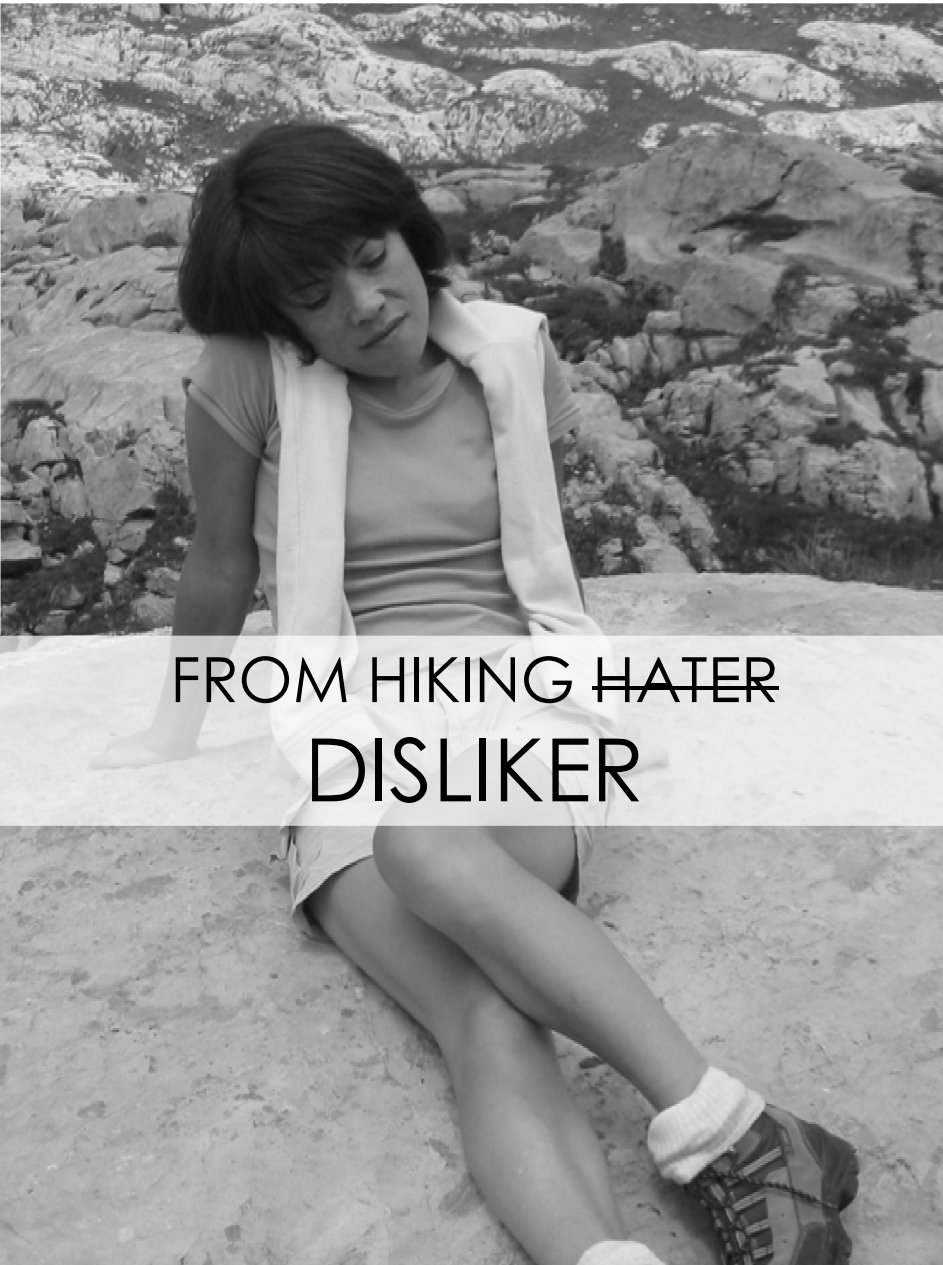
FROM MONTMARTRE TO NAMSAN



A **FRENCH**
TOURISM CONSULTANT

EXPATRIATED IN
SOUTH KOREA

SINCE 2005



FROM HIKING HATER
DISLIKER



TO HIKING LIKER

FROM TOURIST TO LOCAL





HIKE THE WAY I LIKE

HIKE LIKE EVERYBODY IS WATCHING





HIKE IS THE NEW BLACK

Happiness

Harmony Healing
Heroism
Health
Height

Independence

Inspiration Individuality
Introspection Ideals
Involvement

Kinetics

Energy

Experiences Elevation Emotions
Exploration Entertainment Enjoyment
Environment Ecology Evasion
Extraversion Engagement



RE-INVENTING HIKING EXPERIENCES





MILLENNIUM HIKES PROJECT

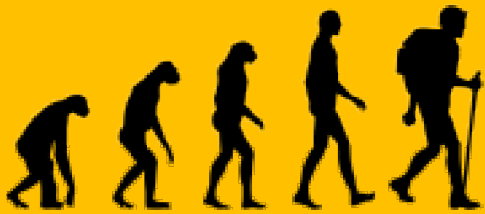


INTERNATIONAL CROSS-CULTURAL HIKES
BETWEEN FRANCE AND SOUTH KOREA

MILLENNIUM

HIKES

A HUMAN ADVENTURE, A SPIRITUAL JOURNEY



EAT SLEEP HIKE REPEAT



JOIN HIKE MEDITATE SHARE INSPIRE

HIKE WITH THE LOCALS
BUILD YOUR EXPERIENCE
POST YOUR FEEDBACK



BECOME A HOST
WALK WITH YOUR GUESTS
SHARE YOUR STORY

EN ROUTE TO

프랑스



Pilot Hike in France

10 days

- Seoul → Paris
- Toulouse → Pau
- Lourdes → Pyrénées

Hike in Pyrenées (3 days)

- Pyrénées → Biarritz
- Landes → Bordeaux
- Paris → Seoul

피레네산맥

MILLENNIUM HIKE



3-day hike in Pyrénées

Cirque de Gavarnie
Vallée de Cauterets

Vallée de Lutour
Col d'Arraille

Col d'Hourquette d'Oussoue

Petit Vignemalle

Refuge des Oulettes

Vallée de Cauterets

Lac de Gaube

Pont d'Espagne



HIKE THE TIGER SPINE

Pilot Hike in South Korea

14 days

- Paris → Seoul
- Jeonju → Maisan
- Namwon
- **Hike in Jirisan**
- (3 days)**
- Daewonsa → Songnisan
- Taebaeksan
- Seoraksan → Sokcho
- Seoul → Paris

Baekdu-daegan in Korean Peninsula



THE SPIRIT OF MILLENNIUM HIKES



MILLENNIUM HIKES PROJECT

SUSTAINABLE TOURISM INTERNATIONAL COOPERATION DESTINATION MARKETING AND BRANDING

Project management

Pilot hike design
Field implementation
Review and assessment
Branding / marketing strategy
and planning

Product development

Millennium Hikes Community
Millennium Hikes Platform
Millennium Hikes Network



Education, information and awareness-raising
Tourism intelligence and innovation
Local and global partnerships
Cross-cultural exchanges

THANK YOU!