

Regional Revitalization

혜진 part

Introduce Korea

Korea is Seoul-centered country. almost 1/5 of Korean population live in the capital area. and this urbanization is getting worse as time goes by. Naturally, unbalanced development, marginalized province are ongoing issue. Therefore, we want to talk about regional revitalization.

해남 Hanam

Under the support of small and medium business and startups Agency from South Jella, going by JEPA, Haenam village enterprise developed frozen sweet potato product such as sweet potato yanggang, dried sweet potato for pets which are originally made of red bean. making these creative products was possible because JEPA had given lots of support consistently not only finance, but also marketing and business education. it had a great success in overseas expansion especially targeting Asian countries.

목포 Mokpo

is there anyone who knows IU, kpop singer and actress?

a drama called 'hotel del luna' was filmed in Mokpo and the city is merchandising filming site as a tourist attraction through remodeling.

and also, Mokpo city was chosen to be a part of 'K-contents tourism business' project promoted by Ministry of culture.

problems&solutions

now, I'm going to talk about what kinds of problems these regional revitalization has been causing. First of all, many tour attraction in the region are difficult to achieve long-term success. Let's rewind Mokpo city, where 'hotel del luna' was filmed. the shooting place had been popular while the drama was broadcasted. however, nowadays, only some fans of the actors and few tourists visit there. Because the city has even rebuilt the facilities for the tourists, this became unnecessary social loss. We need to further plan ways to attract tourists in long term.

윤정 part

(1) When we heard the topic, regional revitalization, we interpreted the word regional revitalization as implementing policies or programs to take advantage of unique characteristics of certain region to create sustainable, autonomous communities.

We decided to introduce current regional revitalization programs in South Korea focusing on economic perspectives with analysis of programs and solutions.

We divided South Korea's territory largely into 전라 Province and 경상 Province.

(2) Looking at the 경상 province, there are two unique areas called 포항 and 경주. 포항 is an area famous for agriculture and special products. The government wanted to allure more tourists and foreigners, as well as Koreans living in cities to visit 포항. Therefore, to provide incentive for them to come, they created farm training programs so that these people can experience farming for themselves before purchasing Pohang certified agricultural specialty products. It is good that this program can also convey cultural histories and backgrounds as well as the product itself.

Next area is 경주. 경주 is known for both delicious foods and historical sites. Therefore, government and local officials decided to promote synergy between the food truck zone and local business areas. They enhanced food tourism industry, creating lots of food truck zones selling speciality foods. Near these food trucks located historically or culturally valuable sites so that tourists can both enjoy the foods and the sites.

Both of them succeeded in promoting their own uniqueness and alluring more tourists.

(3) Social problem can be tensions or fights between tourists and local residents. Because tourists often pass through residential areas during their visits, some of them make noisy sounds or throw trashes everywhere. These behaviors cause local residents to feel hatred towards these local people and even wrong conceptions that every tourist does this action. Thinking that these people do not provide direct economic gains to them, this often results in hostility manners.

For solution, we thought a cooperative attitude is needed among both entities.

Along with the preparations for the festival, the mindset of local residents are key factors that can increase the satisfaction of tourists. They should actively build trust that regional revitalization will help not only direct stakeholders and investors, but also all individuals at the end. For instance, 포항 citizens became positive about revitalization project after learning that it could create more than 1,400 jobs if the marine cable cars are fully operated. This not only benefits the company but whole local area as well. Tourists should also be careful, recognizing that where they are visiting is the place of residents to some people. By doing so,

both relationships can get better.

Action Plan

our problem was that many tour attractions are difficult to achieve long-term success. we got a lot of great ideas through the discussion yesterday from diverse countries. first of all, let me remind what kinds of solutions we came up with yesterday.

1. make use of infrastructure of the place
2. Advertise the place on social media
3. give tourists free stuff and low price
4. promote seasonal cuisine of the region.
5. emphasize the originality and the charm of the place

and we are going to detail the two solutions, first and second with specific examples.

first of all, make use of the infrastructure of the place.

i'd like to share my story about the trip in 강릉. I wanted to go to the night market at 9, but there was no bus running at that time. so I, grew up in Seoul, was really shocked because in Seoul the usual running time of the transportation is until 1am. so as reflecting on my experience, not to mention the transportation system, in order to get long-term success of tourism in the region, we also need to collaborate with the hotel and the regional community for safe and qualified visit. to be specific about the collaboration with the regional community, i'd like to remind you an example of 경상 area in our presentation yesterday. 포항 city promoted itself by giving tourists a chance to experience the real process of how crop we eat actually grow in the region. it is very meaningful because it makes youth possible to communicate with old generation and finally understand each other and the region. like why people in the region love their place.

to summarize, we need to utilize infrastructure of the region such as transportation, hotel and the regional community.