

## A Study on Ways to Promote the Culture and Tourism of Jeju Island

신 기 철 (Sin, Gi Chul)\*

### 〈 개 요 〉

세계적으로 '가치에 근거한 관광(Value-based Tourism)'이 새로운 관광개발 패러다임으로 정착되고 있다. 여기에서 가치는 문화를 의미한다. 그럼에도 불구하고 제주관광은 오랜 세월 간직되어 온 섬 문화적 매력을 관광과 접목하려는 노력을 거의 기울이지 않아 자연관광 의존형, 관광상품의 다양성 부족 등 관광 발전이 정체되고 있다. 본 연구는 이러한 문제인식 하에 제주관광의 재도약을 위해 문화관광의 중요성을 환기하고, 그 개발을 위한 목표와 전략들을 탐색하고 있다. 이를 위해 문화와 관광에 관한 이론적 기초를 고찰하고, 제주관광을 둘러싼 환경변화를 분석하였다. 이에 토대하여 제주도 문화관광 개발을 위한 마케팅 목표와 전략을 제주섬 문화의 세계적 시현과 제주섬 고유의 관광문화 창출이라는 관점에서 제시하였다. 이러한 노력들이 구체화된다면, 문화가 주도하는 21세기 제주관광은 정체를 딛고 새로운 활성화의 길로 나아갈 수 있을 것이라 확신한다.

### I . Introduction

Tourism are complex economic activities as well as being social, cultural, and physiological activities. Among these attributes, culture is the essential element of tourism and the recognition of its importance decides whether tourism is viable as a continuing industry.

In 1996, it was reported that over 65 million tourists to the USA visited historical sites and museums and attended cultural events such as concerts and exhibitions. This is a good indication that culture is becoming an important, profitable part of tourism.

The main authority for tourism administration in Korea was transferred from the Ministry of Construction and Transportation (formerly the Ministry of Transportation) to

\* 제주대학교 관광산업연구소 객원연구원

the Ministry of Culture and Sports. Again, the latter has been renamed the Ministry of Culture and Tourism, which has contributed to the change in people's awareness that tourism are cultural activities.

The Ministry of Culture and Tourism in Korea has recently set up the "tourism promotion 5-year plan" and announced the "Tourism Vision 21". According to this plan, the country is divided into seven cultural tourism zones (Jeju, Sorak, Gyongju, Busan, Gongju-Buyo-Iksan, Gwangju-Dadohae, and the Seoul metropolitan area), with each zone having its own unique development program.

Cheju Island is located at a geologically important crossroad, from which five large, important cities with a population of over 10 million like Tokyo and Beijing, can be reached within two hours, and 50 cities with a population of over 1 million, within three hours. Moreover, Cheju Island's potential as a tourist site and resort is so huge that Newsweek of the USA and Le Monde of France have published special feature articles on the island. However, Cheju has so far been unable to realize its potential.

Cheju Island possesses not only natural beauty but the entire island is covered with historical and cultural treasures. Unfortunately the reality is that tourism in Cheju Island has focused on nature and failed to satisfy the cultural needs of tourists.

Tourism today is transforming from one large-scale uniform package tour to a variety of customer-oriented small-scale specialty tours. Therefore quality has become a key factor in tourism and an increasing number of customers want specialized, thematic tourism products.

This paper aims to suggest objectives and expected outcomes in developing the culture and tourism industry of Cheju Island. It also will propose ways to promote them, on the basis of the concept that tourism is a cultural activity.

## II. Culture and Tourism

Investigating the social impacts of tourism focuses on three areas : the tourist : the

host and the tourist-host relationship. This takes account of the two-way social and cultural implications arising from visiting and being visited.

In the context of tourism, an understanding of cultural processes is important in two ways. First, culture (especially unique or unusual culture) is seen by tourism producers as a commercial resource, an attraction. Secondly, such comprehension might help deflect or ameliorate unwanted change to a host culture occurring through the act of receiving tourists.

The interaction between tourism and the inhabitants of Brisbane in Australia: Orlando (site of Disney World) in Florida: London, England: Paris, France and so on is perhaps a little short of dramatic, but important none the less. Tourism affects the lives of people by the way in which it shapes employment patterns, transport systems, national image, and even skylines and cityscapes. The effect is especially forceful if the receiving society is not economically advanced. Wolf (1997) termed the notion of sociocultural influence of tourism 'people impacts'. Such impacts are hard to measure. It is especially difficult to sort out the general impact on people of the process of so-called modernization from the specific impact of tourism and tourists upon culture. Given the widespread growth of global broadcast media, it could be argued that the social effect of tourism is becoming more difficult to disaggregate (Burns and Holden, 1995: 112-13)

## 2.1 Defining culture

The idea of culture embraces a range of topics, processes, differences and even paradoxes such that only a confident and wise person would begin to pontificate about it and perhaps only a fool would attempt to write . . . about it. (Jenks, 1993:1)

For some, 'culture' may mean high art such as to be found in the great galleries of the world. A person who is familiar with art and music said to be 'cultured'. While this is a particular use of the word it does not, however, define what culture is. A business studies student recently described culture as 'all the things that you learn and all the attitudes that you share with your own people'. Others will use the word to explain how a particular society functions. Sir Edward Burnett Tylor (1832-1917), an early anthropologist,

introduced his book *primitive Culture* (1871) by stating.

Culture or civilization . . . is that complex whole which includes knowledge, belief, art, moral law, custom, and any other capabilities and habits acquired by man [sic] as a member of society.

Culture, then, is about the interaction of people as observed through social relations and material artifacts. It consists of behavioral patterns, knowledge and values which have been acquired and transmitted through generations. The essence of culture is contained in the value attached to traditional ideas. Professor Ron Crocombe, in discussing changes to Pacific Island culture by the introduction of (among other things) non-indigenous peoples, notes that 'Too much identification with one culture can lead to racism, religious persecution, or other negative and destructive feelings, but not enough can lead to insecurity and anomie'(1989:26). In emphasising the complexity of culture, Crocombe is implying that descriptions of culture are necessarily static snapshots at a given moment. Culture should be seen as dynamic: a society that does not take on board new ideas, or adapt to changing complexity of thinking about these matters, we should bear in mind the warning that:

To speak unproblematically of 'traditional' culture is not permissible. All cultures continually change. What is traditional in a culture is largely a matter of internal polemic as groups within a society struggle for hegemony. (Greenwood, 1989:183)

Greenwood's warning also reminds us of the dangers of the hypocrisy and paradoxes that surround attempts at 'cultural preservation'.

## **2.2 culture as tourist product**

Logically, anything that is sale must have been produced by combining the factors of

production (land, labor, or capital). This offers no problem when the subject is razor blades, transistor radios, or hotel accommodations. It is not so clear when the buyers are attracted to a place by some feature of local culture, such as . . . an exotic festival. (Greenwood, 1989:172)

In a sense here lies the key to cultural *problematique* encountered by those who study tourism. Culture cannot be separated from the natural environment where it develops. If culture includes place, space and people, then further study becomes essential so that we can begin to address Greenwood's central concern. Proponents of tourism would probably see it from a supply-side point of view — as being based around the notion of attractions. These attractions may vary, but will almost certainly include cultural elements. Ritchie and Zins (1978:257) developed a list of twelve elements of culture that could be seen as attractive to tourists:

- Handcrafts
- Language
- Traditions
- Gastronomy
- Art and music, including concerts, paintings and sculpture
- The history of the region, including its visual reminders
- The types of the work engaged in by residents and the technology that is used.
- Architecture giving the area a distinctive appearance
- Religion, including its visible manifestations
- Educational systems
- Dress
- Leisure activities

The extent to which these components of culture are adapted by the local population and offered to tourists for consumption is likely to be framed by at least two factors. First, the relative difference and thus the relative novelty between cultural components of

the visitors and the visited, and secondly, by the type and number of visitors. This theme is illustrated by Smith(1989). While Smith's ideas about types of contact are useful, they seem to imply a certain homogeneity among tourist types. For instance, the 'rarely seen' 'explorer' might, at a superficial level, 'accept fully' the local condition, and will not demand 'Western amenities' ; however, the personality, obsessions and motivations of an individual tourist (in this micro scenario) might have a dramatic effect — disrupting norms and causing tensions and jealousies within a village setting.

The government of Papua New Guinea certainly recognize the darker side of tourism and has tried to put into place a number of guidelines and legislative factors that are intended to minimize disruption.

### III. Tourism Environment of Cheju Island

#### 3.1 Change in the tourism environment of Korea after the economic crisis

The development of tourism in Korea began in the 1970s. Tourism was first considered as a key industry in the late 1970s. However, it had gone through a deep recession since the 1988 Seoul Olympics until the economic crisis broke out and the new government was launched in 1998. Side effects from the economic crisis can be summed up as follows: (1) Price competitiveness increased due to the depression of the Korean won and subsequently the number of inbound tourists rose. (2) The number of outbound tourists dropped 80% and the domestic tourism market went into recession. (3) The tourism industry that had been continuously in the red since 1990 recorded 3.7 billion US dollars in profit, which accounted for 8.7% of the total national figure. (4) Investments into the tourism sector were sharply decreased.

The formation of the new government has also brought about several changes. (1) The 1999 national administrative guidelines include the "promotion of culture and tourism", which re-classifies tourism from an objective of the national policy to a functional

national policy, thus profoundly changing the people's perception of tourism. (2) The President himself has been featured in a public campaign ad to promote tourism in Korea. (3) A number of legal provisions that regulated the tourism industry have been significantly relaxed at the regulation reform committee, thereby improving the business environment for the tourism industry. (4) The tourism industry has been not only recognized as a knowledge-based industry but also included in the category of venture enterprises. (5) Korea has been included in the list of countries where Chinese passport holders can travel without a visa, thus actively inviting tourists from probably the world's largest potential market for tourism. (6) Tours to North Korea have finally materialized, thereby expanding the horizon of tourism in Korea.

Therefore, the economic crisis of December 1997 and the inauguration of the new government are the two biggest changes in the tourism environment of Korea.

In these environmental changes, Tourism Vision 21, which was formulated as the basic guideline for the tourism policy of Korea for the next five years, aims to contribute to an increase in tourism income, inbound foreign investments and job creation. It will also try to meet the expectations of the public in the tourism industry; and help the tourism industry to play its role in the government's second nation-building campaign.

A series of international events are scheduled for the new century, starting with the ASEM conference in 2000 and the World Cup in 2002. The year 2001 is the year for visiting Korea and a sufficient foundation has been developed for the real development of tourism in Korea.

### **3.2 Change in the tourism environment of Cheju Island**

#### **■ *Designation and development of Cheju Island as an international tax-free zone***

As a strategic policy to prepare for the free market and globalization of the 21st century, the Cheju Island government and the central government are jointly planning to establish Cheju Island as an international tax-free zone. The policy would also invite foreign investment and enhance national competitiveness. Cheju Island has natural, geographical,

and economical advantages that are different from Hong Kong and Singapore.

The construction of an international tax-free city in Cheju Island will take place in three stages, with the last stage scheduled to be completed in 2011. In the first introduction stage, an "international tourism city" will be established by setting up basic plans for building an international city, improving related laws and regulations, expanding the infrastructure and creating large-scale resort complexes. In the second stage for development and growth, an "international free trading city" will be established to function as a base for business, distribution and trade. In the last stage of completion, an "international, environmental-friendly, free city" will be established to provide for international finance, complex economic systems and a new culture of international exchanges.

The central government is planning financial and systematic support for the construction of an international free city in Cheju Island as a key post in Northeast Asia.

#### ■ *Amendment of the special act on the development of Cheju Island*

The current Special Act on the Development of Cheju Island is a time limited law which is effective until 2001. This act is under amendment so as to maintain good regulations and improve other regulations in step with the changing environment. The amendment of this law is expected to build a systematic foundation upon which the local economy can be rebuilt and the vision for the 21st century can be achieved.

The amended law aims to provide legal grounds for the establishment and effective administration of a comprehensive regional development plan for Cheju Island, focusing on environmental conservation and the improvement of living standards for people residing on the island in all fields of economy, society and culture.

#### ■ *Change in the tourism strategies of Cheju Island*

- No-visa requirement for Chinese passport holders

Since Japanese tourists were first allowed to travel freely without a visa in November 1980, the number of foreign tourists in Cheju, the majority of whom are Japanese, has increased. Chinese passport holders were also granted no-visa status in April 1998. It was



a strategic decision to attract 1.4 billion potential tourists from China.

As an increasing number of foreign tourists choose Cheju Island as their holiday destination, the Korean government is considering to allow tourists from Singapore, Taiwan and other southeast Asian countries to also enter Korea without a visa.

- Promotion of international conference business

As Cheju Island has an advantageous geographical location and clean environment, the promotion of the international conference business will further improve the reputation of Cheju Island. For this, a new international convention center is on the drawing board, which will upgrade the tourism industry in Cheju.

Part of the construction costs will be supplied from public funds entrusted to the Cheju government. Thus the convention center is, in fact, a project financed by people of the island. Ground-breaking for the Cheju International Convention Center took place on August 1, 1997 and the center is scheduled to complete in early 2002.

- Construction of large-scale resort complex

The project for developing 3 tourist complexes and 20 regions, which was pushed ahead under the comprehensive development plan for Cheju Island, has been severely affected by the prolonged economic recession. As Korean businesses, that participated or were to participate in the development project, have given up their plans for investment or even their existing businesses, it has become unrealistic to expect the original projected plan to come to realize. Therefore, the Cheju government is planning a new project to build a large-scale resort complex, which will be capable of attracting foreign investment.

Differing from previous development programs, this new project is designed to concentrate investment into a large-scale resort complex, which can meet new needs in tourism and revitalize the local economy.

### **3.3 Current situations of tourism in Cheju Island**

#### **■ *The number of tourists and tourism income***

The number of tourists who visited Cheju Island in 1998 totaled approximately 3.29

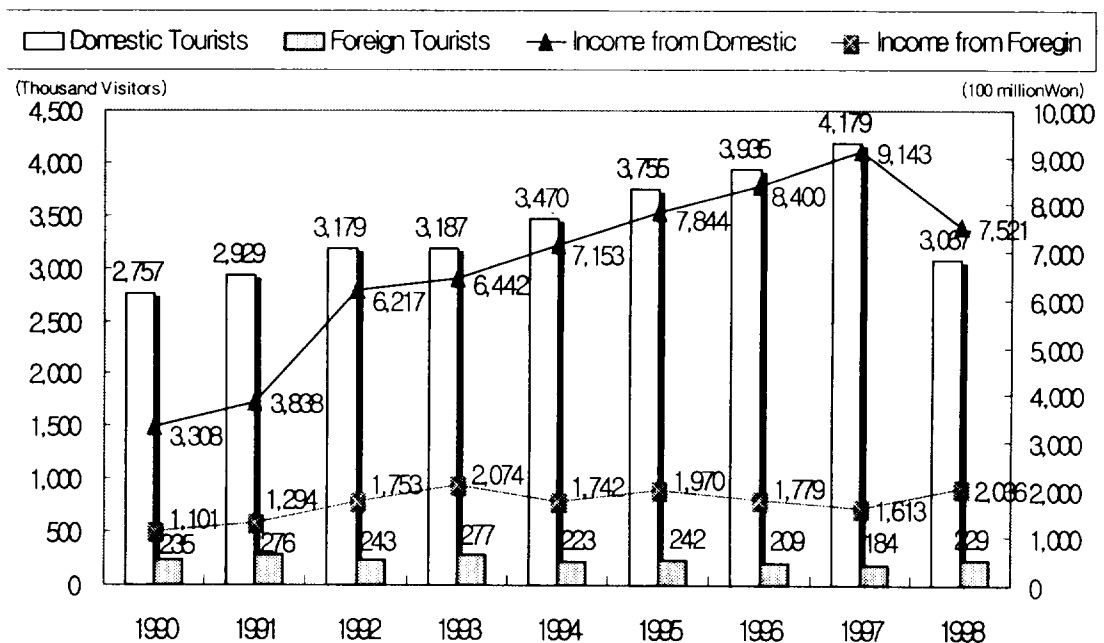
million, which breaks down to 3.06 million Koreans and 220,000 foreign visitors. The total number of tourists dropped 24.6% compared to the previous year. The number of foreign visitors increased 21.7%, while that of domestic visitors dropped 26.6%. The number of tourists to Cheju Island has increased at a mere 1.8% on average since 1990.

Compared to 1990, domestic tourists increased 11.2%, while foreign tourists dropped 4.7%. Due to the economic growth and changes in lifestyle, systems, and culture of the Korean people, tourism income sharply increased from 431.9 billion won in 1990 to 955.8 billion won in 1998, for an average annual growth rate of 12.6%.

Out of the total 955.8 billion won in 1998, 752.1 billion won was earned from domestic tourists, accounting for 78.7%, and the remaining 203.6 billion won was from foreign visitors.

The domestic earnings grew 127.4% from 330.8 billion won in 1990 to 752.1 billion won in 1998. The income from foreign visitors also grew 101.4% in total from 101.1 billion won in 1990 to 203.6 billion won in 1998.

Figure 1. Number of tourists and income from tourism



### ■ Foreign visitors by nationality

Table 1. Number of foreign tourists by nationality

(Unit: persons, %)

Nationality	Year									
	'90	'91	'92	'93	'94	'95	'96	'97	'98	
Korean residents abroad	30,799 (13.1)	24,085 (8.7)	12,224 (8.6)	23,981 (8.6)	31,180 (14.0)	20,323 (8.4)	21,610 (10.3)	15,594 (8.5)	18,324 (8.2)	
Japan	140,454 (59.7)	181,962 (66.1)	161,920 (66.8)	189,535 (68.3)	156,900 (70.5)	152,670 (63.1)	128,529 (61.4)	121,446 (65.9)	117,948 (52.7)	
USA	10,573 (4.5)	8,048 (2.9)	5,417 (2.2)	9,299 (3.4)	5,344 (2.4)	3,164 (1.3)	3,800 (1.8)	3,082 (1.7)	5,079 (2.3)	
UK	845 (0.4)	1,117 (0.4)	1,835 (0.8)	2,564 (0.9)	648 (0.3)	346 (0.1)	254 (0.1)	691 (0.4)	605 (0.3)	
Germany	886 (0.4)	806 (0.3)	1,255 (0.5)	1,542 (0.6)	535 (0.2)	480 (0.2)	462 (0.2)	648 (0.4)	651 (0.3)	
Taiwan	36,290 (15.4)	39,739 (14.4)	40,976 (16.9)	28,668 (10.3)	19,587 (8.8)	29,471 (12.2)	25,778 (12.3)	13,543 (7.3)	8,467 (3.8)	
Hong Kong	9,974 (4.2)	14,166 (5.1)	13,595 (5.6)	16,229 (5.9)	4,294 (1.9)	28,017 (11.6)	18,447 (8.8)	18,191 (9.9)	Hong Kong	43,101 (19.2)
									Chinese	15,142 (6.8)
Others	5,272 (2.2)	5,448 (2.0)	5,354 (1.9)	5,631 (2.0)	3,954 (1.8)	7,413 (3.1)	10,373 (5.0)	6,133 (3.3)	14,384 (6.4)	
Total	235,073 (100.0)	275,371 (100.0)	242,510 (100.0)	277,359 (100.0)	222,442 (100.0)	241,884 (100.0)	209,253 (100.0)	184,403 (100.0)	223,964 (100.0)	

Source: Cheju culture and tourism department, major administration status in 1999.

Foreign visitors in 1998 numbered 224,000 in total, a 21.4% increase over the previous year. By nationality, Japanese tourists accounted for the highest proportion with 52.7%, followed by tourists from Hong Kong (19.2%), Korean residents abroad (8.2%), Chinese (6.8%) and Taiwanese (3.8%).

Income from foreign tourists to Cheju Island in 1998 totaled 203.7 billion won, which was 21.3% of the total national income from tourism and grew at a high rate of 26.3% compared to the previous year.

Out of the total foreign tourists visiting Korea, those who visit Cheju Island accounted for 8.6% in 1991, remaining at around 8% until 1995 when it began to decrease

continuously, reaching 5.3% in 1998.

Table 2. Proportion of foreign visitors to the national total and income from foreign visitors  
(Unit: 1,000 persons, 100 million won, %)

Category		Year								
		'90	'91	'92	'93	'94	'95	'96	'97	'98
Cheju	(A) No. of foreign visitors to Cheju Island	235 (40.7)	275 (17.1)	242 (-12.0)	277 (14.4)	222 (-19.8)	242 (8.7)	209 (-13.6)	185 (-11.5)	224 (21.1)
	Income from tourism	1,011 (40.6)	1,294 (28.0)	1,754 (35.5)	2,073 (18.2)	1,742 (-16.0)	1,970 (13.1)	1,779 (-9.7)	1,613 (-9.3)	2,037 (26.3)
Korea	(B) No. of inbound foreigners	2,959 (8.5)	3,196 (8.0)	3,231 (1.1)	3,331 (3.1)	3,580 (7.5)	3,753 (4.8)	3,684 (-1.8)	3,908 (6.1)	4,225 (8.1)
	Income from tourism	25,194 (0.1)	25,136 (-0.2)	25,545 (1.6)	27,892 (9.2)	30,593 (9.7)	43,078 (40.8)	41,872 (-2.8)	72,401 (72.9)	68,247 (-5.7)
Percentage of foreign visitors to Cheju in the total number of inbound foreign tourists (A/B, %)		7.9	8.6	7.5	8.3	6.2	6.4	5.7	4.7	5.3

Note : (i) The figures in parentheses are annual growth rates--% change.

(ii) US\$ 1  $\approx$  1,200 Korean won(100million  $\approx$  US\$ 83,300)

Source : Cheju culture and tourism department, major administration status in 1999.

#### ■ Classification of tourists by tour type

The total number of domestic tourists who visited the Cheju region in 1998 is estimated to be 3,291,000, a 24.6% decrease compared to 1997. This total figure breaks down to 622,000 package tourists (20.3%) and 2,445,000 individual tourists (79.7%).

The number of honeymooners, which peaked at 548,000 in 1992, had continuously decreased since 1990 until the economic crisis broke out and the exchange rates of the Korean won against foreign currencies sharply rose, which resulted in a decrease in outbound travel. Since the economic crisis, honeymooners increased to 356,000 (a 2.3% annual increase) in 1997 and to 424,000 (19.1%) in 1998. On the other hand, family

tourists dropped 21.9% to 1,544,000 in 1998.

Table 3. No. of tourists by tour type

(Unit: 1,000 persons, %)

Category		Year								
		'90	'91	'92	'93	'94	'95	'96	'97	'98
Package	Package tour	578 (21.0)	652 (22.3)	723 (22.7)	616 (19.3)	661 (19.1)	772 (20.6)	807 (20.5)	807 (19.3)	493 (16.1)
	School trip	205 (7.5)	230 (7.8)	122 (3.9)	213 (6.7)	267 (7.7)	352 (9.4)	444 (11.3)	507 (12.1)	129 (4.2)
FIT	Individual	1,974 (71.2)	2,047 (69.9)	2,334 (73.4)	2,358 (74.0)	2,542 (73.3)	2,631 (70.1)	2,685 (68.2)	2,865 (68.6)	2,445 (79.7)
	Honeymoon trip	475 (17.2)	536 (18.3)	548 (17.2)	464 (14.6)	424 (12.2)	382 (10.2)	348 (8.8)	356 (8.5)	424 (13.8)
	Family trip	930 (33.7)	938 (32.0)	1,082 (34.0)	1,315 (41.6)	1,566 (45.1)	1,725 (45.9)	1,860 (47.3)	1,975 (47.3)	1,544 (50.3)
	Others	569 (20.6)	573 (19.6)	704 (22.1)	579 (18.2)	552 (15.9)	524 (14.0)	477 (12.1)	534 (12.8)	477 (15.5)
Total		2,757 (100.0)	2,929 (100.0)	3,179 (100.0)	3,187 (100.0)	3,470 (100.0)	3,755 (100.0)	3,935 (100.0)	4,179 (100.0)	3,067 (100.0)

Note : The figures in the parentheses are percentages.

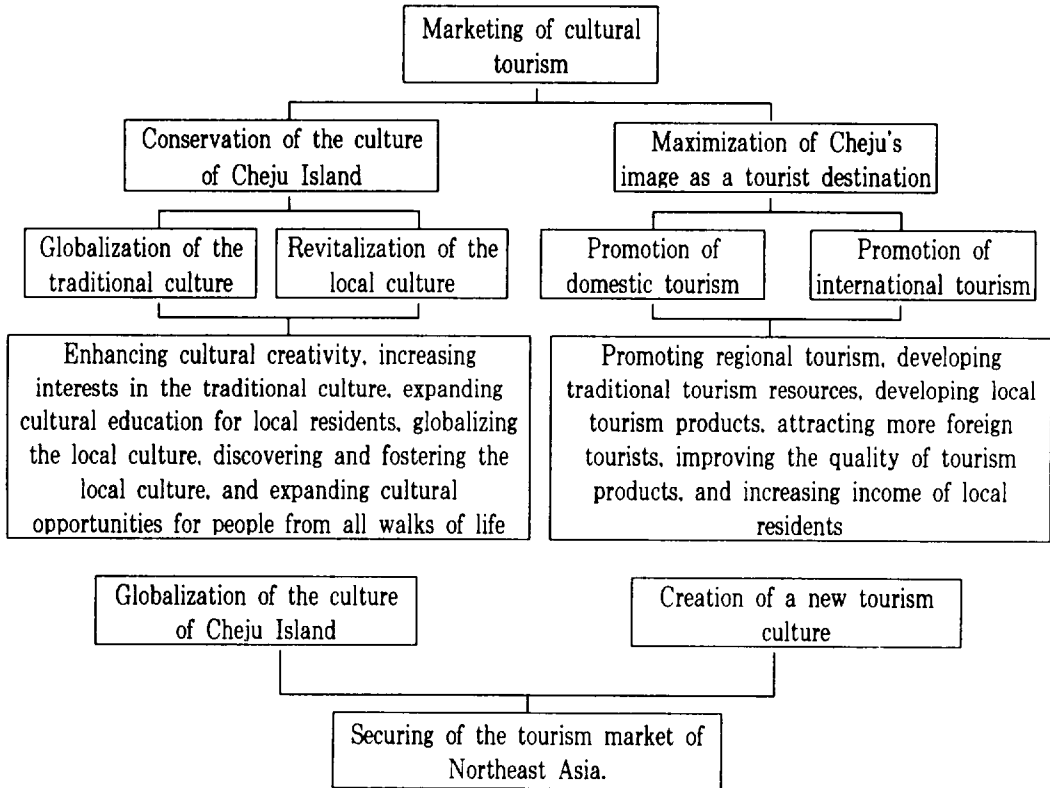
Source : Cheju culture and tourism department, major administration status in 1999.

## IV. Goals and Expected Outcome of the Development of Culture and Tourism in Cheju Island

### 4.1. Goals of the Development of Culture and Tourism in Cheju Island

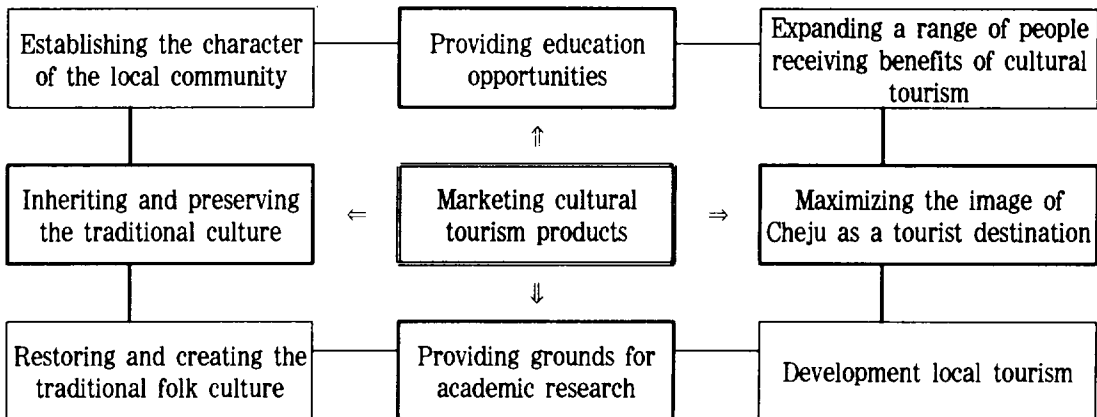
In order to enhance the cultural creativity and environment of Cheju Island and to market cultural tourism as products, the following four objectives have been set up as shown in Figure 1.

Figure 2. Goals of the development of culture and tourism



#### 4.2 Expected outcome of the development of culture and tourism in Cheju Island

Figure 3. Expected outcome of the development of culture and tourism



### 4.3 Development plans for the culture and tourism of Cheju Island

#### ■ *Creation of tourist site using cultural heritage*

Cheju Island will be developed as a cultural tourist site, where nature and history coexist, by re-enacting history and folklore at historic and cultural heritage sites and thus creating a tourism environment unique to Cheju. Detailed projects include (i) the restoration of the Sobulguaji site, (2) the historical revival of the location of Hammel's arrival, (3) the development of the Honinji site, (4) the restoration of the lotus pond at the Bophuasaji site, and (5) the construction of a defense museum.

#### ■ *Establishment of a cultural tourism belt in the eastern part of Cheju Island*

A new traditional folk culture site will be created around Pyosun. Also the Songup folk village, Pyosun folk tourism complex, Pyosun beach, folk products center and the future air museum will be linked to form the east Cheju cultural tourism belt.

#### ■ *Establishment of a cultural belt around Samsunghyol in Cheju city*

Starting from Samsunghyol, where the history of Cheju began, a cultural belt which shows the origin of the Cheju culture will be formed, linking local cultural facilities like the folk science history museum, the cultural promotion institute, and the tourism folk museum.

#### ■ *Campaign for the designation of Cheju Island's "Kun goot (a grand Shaman*

*ritual)” as national cultural heritage*

Through the academic research of “Kun goot”, the need for designating it as an intangible cultural asset and its cultural value will be investigated, thereafter establishing and promoting “Kun goot” as a cultural tourism product.

■ *Development of a historical cultural region linking Samyang and Hwabuk*

A new historical region that connects Samyang and Hwabuk will be developed and renovated as a witness to the history of culture of the Tamra era. At Samyang, village sites have been discovered which were erected at the beginning of the Tamra kingdom. The Hwabuk region is scattered with relic sites (like Hwanhaejangsung, Haesan Temple, Bisokkori, and Yondae) dating from the Tamra era all the way to the Chosun dynasty.

■ *Protection and restoration of the new stone-age site at Kosanri (the birthplace of the history of Cheju)*

The historical site at Kosanri (of the early new stone age), where the history and culture of Cheju was born, will be protected and restored, thereby enhancing the reputation of the Cheju culture and creating a cultural tourism region linking the Kosanri site and Chakuido tourism complex.

■ *Restoration of cultural sites*

Restoration projects for major cultural sites like Cheju Mokkwanaji and the Cheju Fortress site will be completed at the earliest possible date, so these sites can be used for the education of future generations and also as tourism resources.

■ *Inheritance and preservation of intangible cultural assets*

In Cheju Island there are currently 5 national intangible cultural assets and 11 other intangible assets designated by Cheju Island. Continuous support will be provided so these cultural assets can be preserved and handed over to future generations.



■ *Organization and hosting of large international art festivals*

Cheju Island will organize and host classic symphonic festivals, drama festivals, and song festivals, thereby establishing its image as an island of culture and arts.

## **V. Ways to Promote the Culture and Tourism of Cheju Island**

### **5.1 Development of culture and tourism programs for Cheju Island**

Most Cheju tour courses currently available are organized on the basis of daily entrance fees per person for various facilities. For this reason, tour operators tend to design their tour programs to visit places with small entrance fees but larger commissions for them, and naturally the development of a wide variety of customer-oriented programs has been discouraged.

In order to cater to the ever-diversifying needs of tourists, the tour courses of Cheju Island will be re-categorized by region (Cheju City, Soguiipo City, East Cheju and West Cheju), by period (the prehistoric age, the Tamra kingdom, the Chosun dynasty and the Japanese occupation), and by theme (historic cultural sites, folk arts, historic education, folk lifestyle and cultural facilities). And a variety of recommended culture and tour courses will be developed and promoted.

### **5.2 Development of folk villages offering first-hand experience**

The Cheju Folk Village needs to be transformed from the current view-only system to a new one which provides accommodations for visitors within the village, so they can actually live and experience the traditional lifestyles of Cheju Island.

The Songup Folk Village needs to maintain the current system, but improved facilities and manpower are required to help visitors really “see” the lifestyle displayed in the village. If necessary, an additional traditional home-stay village will be designated.

### **5.3 Designation of the Tamra cultural street**

Cheju City will designate a selected region of the city as the Tamra cultural street which is full of things to see, taste and buy and also offer nighttime sightseeing, which has been a weakness of tourism in Cheju.

Tap-dong and its neighboring region, close to the beach of Cheju City, is an ideal site to create the Tamra cultural street. It can be more effective if it is developed in connection with Cheju City's other plan to create a "street without cars".

### **5.4 Marketing of festivals and special events as tourism products**

If Cheju Island is determined to market a number of festivals and events annually taking place in Cheju as tourism products, it will be necessary to form a single body, tentatively named the "Tourism Event Planning Team", which will merge, reorganize and support organizers of these events. Currently, these events are organized and hosted by the provincial, city and county governments of Cheju Island and various associations and organizations.

Ideally, this team would be comprised of event organizers, related public officials, historians and artists, who will study the contents and effect of each planned cultural event and develop culture and tourism programs by selecting and promoting outstanding cultural events by season, theme and region.

As local autonomies at various levels are competing for the development of tour events, the Cheju Island government must select their own unique festivals and events and expand and focus on them to increase their competitive strength as tourism products. Also, expert manpower, facilities and budget support need to be increased if these events are to take place successfully.

If these events can function properly as tourism products, detailed plans must be set up and promoted between six and twelve months before their opening date. For this purpose, the date and duration of festivals and events need to be fixed.

## 5.5 Promotion of leisure and sports tourism

### ■ *Promotion of golf tourism*

There are currently six golf clubs operating on Cheju Island, and an additional 20 clubs are to be built in the future.

According to a survey given to 268 Japanese tourists who visited Cheju Island in November 1998, more than one half of Japanese tourists (51.9%) came to enjoy golf among other activities.

Domestic tourists who visit Cheju Island to play golf are continuously increasing in number. Therefore it is important to develop golf tourism for these tourists who also have a strong spending power.

### ■ *Use of sports facilities in Cheju as wintertime training grounds*

The warm winter climate of Cheju Island provides a suitable environment for winter training of Korean professional sports teams.

Training of domestic teams on Cheju Island during the off-peak winter season would result in a win-win situation. Since these professional sports teams would not have to train abroad, they would reduce foreign currency spending and thus benefit the national economy. For Cheju Island, it would provide steady business even during the off-peak season.

Therefore, several sports facilities in Cheju Island, including a soccer stadium under construction for the upcoming World Cup, must be improved and renovated into well-equipped sports centers which can meet the needs of professional sports teams during winter training.

### ■ *Promotion of water leisure sports*

Cheju Island is blessed with excellent natural environment for water sports, but at the moment water sports are available only at a limited number of locations due to strong

opposition from the fishing community.

Therefore, in order to promote water sports and leisure activities, a “free zone for water sports and leisure activities” must be set up around beaches open to the public, where tourists can enjoy water sports like snorkeling, scuba diving and deep-sea fishing.

## VI. Concluding Remarks

Despite the increase in the number of inbound tourist to Cheju Island, tourism development has been at a standstill for the past decade and it has failed to develop diverse tourism products in step with the changing tourism environment.

On the contrary, local governments of other regions have been making tremendous efforts to develop their tourism resources and are aggressively attracting tourists. The Mount Kumkang tour that began last year is probably one of the biggest threats to Cheju Island. Also, within the Island, environmental and social issues have been arising from an annual influx of over 4 million tourists.

Therefore, tourism in Cheju Island should break away from expansionism and make all efforts to be reborn as the best resort in Korea and a popular international holiday destination which offers diverse, quality tour service products.

Until now, Cheju Island has benefited from a natural environment that has continuously attracted tourists, but it is time to develop Cheju’s own culture and tourism products seasoned with human ideas and creativity.

These efforts do not only include the hosting of festivals and events and the restoration of historic sites but also the development and preservation of intangible cultural assets. It is wise to take notice of an analysis reported by the World Bank that investment of 1 US dollar into cultural assets yields 8 dollars in revenue for support programs for the cultural and social development plans of underdeveloped countries.

The forthcoming 21st century will be the century based on culture. It is a widely accepted prediction that culturally developed countries will lead the culture of all

humanity into the new century. In the field of tourism, therefore, the importance of cultural tourism will certainly continue to grow.

## References

- Burns, P. M. and Holden, A. (1995) *Tourism : a new perspective*, London: Prentice Hall.
- Cheju Do (1999), *Major administration status*.
- Crocombe, R. (1989) *The south pacific: an introduction* 5th ed, Christchurch: Institute of Pacific studies, USP.
- Greenwood, D. (1989) 'Culture by the pound: an anthropological perspective on tourism as cultural commoditisation', in *Hosts and Guests: the anthropology of tourism* 2nd ed, Smith, V. (ed.), Philadelphia: University of Pennsylvania Press.
- Jenks, C. (1993) *Culture: key ideas*, London: Routledge.
- Ritchie, J. and Zins, M. (1978) 'Culture as a determinant of the attractiveness of a tourist region', *Annals of Tourism Research* 5, pp. 252-67.
- Smith, V. (1989) *Hosts and Guests: the anthropology of tourism*, 2nd. ed, Philadelphia: University of Pennsylvania Press.
- Wolf, C.P.(1977) '*Social impact assessment: the state of the art updated*', *SIA Newsletter* 29 pp. 3-23.