

Invigoration Plan for Southwest Coast Tourism and Leisure Cities: Focused on Liaison Strategies with Local Business

Seung-II, Moon

Department of Tourism, Jeong Hwa Arts University, Seoul, Korea
moonsi921@hanmail.net

Abstract. Development of Tourism and Leisure City without regard to local business may trigger a conflict with community, and impede successful urban development. This study aims to realize the necessity of the research, to enunciate the characteristics of local industry in the Southwest Coast Tourism and Leisure City area(Haenam and Youngam), and to propose effective liaison strategy for Tourism and Leisure City development.

Key words. Southwest Coast Tourism and Leisure City, Local Business, Liaison, Cooperation

1. Introduction

With the establishment of the Special Act on the Development of Corporate Cities in 2004, the government promoted pilot project including three regions(Taeon, Muju, Haenam & Youngam) to promptly visualize the Corporate City Development Projects and to propose initiative models.

Tourism and Leisure City(Tourism and Leisure Industry City) reveals the interest and enthusiasm in tourism industry of the local governments, and the application for the Corporate City Development Project initiatives confirms this. Out of the eight applications nationwide, five were the Tourism and Leisure Industry Cities[1]. Tourism and leisure industry not only creates profits and jobs, but also contributes to balanced nation development. Realizing this, need for special legislation for tourism and leisure industry in order to promote it with private sector investigation and creation was recognized; Tourism and Leisure City was put into Corporate City category. Such tourism and leisure city development reveals innovative paradigm changes in the tourism development of Korea: transition from government-led development to privately led one, tourism-oriented project to multi-functional one[2]. Therefore, effective alliance with existing industry of the Tourism and Leisure City development site is required in order to improve satisfaction of both developers and community. On the other hand, previous relevant studies focused on development direction and management, or conflicts with community; and studies on existing local business from the viewpoint of industry is not yet executed.

This study aims to, firstly, survey the connectivity between Tourism and Leisure City site and facilities to be introduced; secondly, to set up an effective liaison direction for Tourism and Leisure City development by gathering the opinions of the professionals; thirdly, to draw an liaison plan encompassing local industry characteristics, planned facilities, investigated public opinions on Tourism and Leisure City, and local business.

2. Literature Review

Tourism and Leisure City Development began with the proposal of Cooperative City Development Project in October, 2003, and the formal recommendation of the special law legislation in June, 2004, by the Federation of Korean Industries for the enhancement of national competitiveness and job creation[4].

Studies relevant to Tourism and Leisure Cities began in earnest since the establishment of the Special Act on the Development of Corporate Cities in December, 2004. And they range over development direction(Byung-gwon Chang, 2005; Hyun-ah Kim, 2004; Kee-bum Nam, 2004; Young-ok Cheon, 2004; Chunl-ju Cho, 2005; Kee-suk Gye, 2004), suitability of creation plan(Dae-gwan Kim et al., 2010; Sang-geun Ahn et al., 2009; Soon-ho Shin et al., 2006); operating system(Soon-ho Shin et al., 2006; Mi-hong Lee et al, 2008), and community conflicts(Nam-jo Kim, 2008). However, so far, the connectivity with the local business in the Tourism and Leisure City designated area(Tae-an, Muju, Southwest Coast) has never been studied.

3. Research Method

Table 1. Opinion Gathering Method of Each Interested Parties

	Community(3 regions)	Professionals
Survey Date	12.06.20 – 12.07.19	12.10.11 - 12.10.20
Survey Subjects	Community in pilot project region for Tourism and Leisure City(Haenam & Youngam)	Professionals in prearranged area for Tourism and Leisure City development
Sampling Method	Self-administered questionnaire, which respondents fill in structured surveys	Respondents fill in and send back e-mail questionnaires
Valid Sampling	120 questionnaires were analyzed, out of 130 replies except 10 undependable ones.	12 reply questionnaires were analyzed.
Contents	Will to participate in local business connected to Tourism and Leisure City development, targeted industry field, key factors and supporting plan for preferred business connection	Position of each interested parties concerning Tourism and Leisure City undertaking and plan for community participation, Plan for the connectivity between Tourism and Leisure City project and local business and supporting plan

4. Analysis Results

4.1 Community Survey Results

The characteristics of the positive analysis samples used in opinion gathering of the community. Out of total 120 respondents, 75 were male(79.2%) and 35 were female(20.8%) that responding rate of male were higher.

Concerning the questions on the participation method, majority of community chose to be employed; some pointed out the difficulties caused by lack of funds or aging of the community.

Concerning the questions on the preference type on the connection between present occupation and Tourism and Leisure City, the most people(33.7%) chose 'employment and job change to Tourism and Leisure City and planned facilities.'

Table 2. Preference on the Connection of Local Industry and Tourism and Leisure City (%)

Category	Haenam & Youngam
Business Launching and Changing into Tourism and Leisure City Related Business	20.1
Related Product Development and Sales by Using Existing Business	25.2
Employment and Job Change into Planned Facilities	33.7
Partial Investment into Tourism and Leisure City Related Business	17.3
Others	3.7
Total	100.0

4.2 Professional Survey Results

Concerning the cooperation measurement to connect local business in the creation of Tourism and Leisure City, creation of a council to ease conflicts and consult takes priority.

5. Strategies to Connect Southwest Coast Tourism and Leisure City and Region

5.1 Strategy to Connect with Local Business

5.1.1 Development of Primary and Secondary Industries

Fishery and floricultural industry flourish in the Southwest coastal area. Due to its geographical and locational characteristics, fish catches of the Southwest Coast represent a significant share in Jeollanam-do Province. Promotion by continuous equipment expansion and administrative support is required.

Furthermore, strategic alliance between small enterprises on the Southwest coastal area that export marine products to Japan and China but have difficulties in market pioneering, and food and beverage business in Tourism and Leisure City facilities would create a synergy effect.

5.2 Liaison Strategies with Community

5.2.1 Specialist Promotion Alliance

From the construction to management after completion, extensive use of personnel is required in Tourism and Leisure City development. Furthermore, specialists in service industry are requisite. Present human resource structure in the pilot project region is not appropriate for Tourism and Leisure City, and restructuring is required. Though the employment of the community would be appropriate, haphazard employment of untrained personnel would result in failure. Education and training(job training school) would be required for the promotion of the specialists to meet the needs of new business models.

6. Conclusion

In this study, industrial characteristic of the Southwest Tourism and Leisure City site was surveyed, opinions of community and professionals were gathered, development plan allied with local business was examined, and alliance strategy with local business was proposed. Also, characteristics of local business and alliance strategy, as well as cooperation plan between community and party concerned are proposed. Establishment of management body to operate them and to arbitrate different parties concerned, and network center is required to set up a control tower for convergence of Southwest Coast Tourism and Leisure City and local business.

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