

Analyzing Culture and Education Resources for Sustainable Regional Cultural Development - Focusing on Yeongdo, Korea's Cultural City -

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I. Introduction

background of research

- The "new normal" described by keywords such as low growth, low interest rates, and low inflation emerged as a social phenomenon after the COVID-19 pandemic, simultaneously exacerbating the issues of low birth rates and population aging, which pose a crisis to the local cultural ecosystem. In response, there is a global shift towards focusing on sustainability rather than short-term growth and consumption, seeking ways to enhance the sustainability and quality of life in local areas (Lee, Byung-Min, 2022).
- In this context, as we enter the era of sustainable local ecosystem in the 21st century, the importance of cultural and arts education is emphasized in the process of nurturing the local cultural ecosystem based on the core competitiveness of each region. Cultural and arts education serves as a factor that enhances individuals' quality of life, strengthens the competitiveness of cities and nations, and leads local cultural development, particularly by discovering and utilizing the specialized cultural resources of each region
- The concept of a cultural city, adopted as a strategy for local cultural development, involves actively discovering and utilizing cultural resources that manifest the unique creativity of the region, which also contributes to the sustainability of cultural and arts education (Seo, U-Seok·Cho, Kwang-Ho, 2019).

The need for research

- The linkage between cultural cities and cultural arts education has mostly been discussed in the field of education, with a need for further research from the urban discourse perspective, given its importance. Korea's Ministry of Culture, Sports and Tourism announced in its "Cultural City 2.0 Promotion Strategy" the necessity to maximize the effects of cultural city initiatives by utilizing the region's cultural values and resources, with education as one of the focal points of regional policy (Ministry of Culture, Sports and Tourism, 2023).
- In most cultural cities, there is a tendency to utilize local cultural resources through large-scale events, often associated with the tourism industry. Despite the shift of cultural policy foundations to a regional focus, the lack of established criteria for identifying and utilizing resources with high potential for regional arts education remains a problem (KOREA ARTS & CULTURE EDUCATION SERVICE, 2022).
- Surveying and archiving cultural arts education resources is essential for understanding the regional cultural ecosystem through analyzing cultural heritage, geographical and industrial characteristics, and local culture. This process enables the development of representative local content based on these resources and should therefore be continuously prioritized (Lee, Byung-Min et al, 2022). It is imperative to classify and present cultural arts education resources that can be effectively utilized in the region to derive the direction for regional cultural development



Figure 1. Goal of Cultural Arts Education Connecting to Cultural City Discourse

Scope and Method of Research

- This study selects Busan's Yeongdo-gu, which integrates cultural city and cultural arts education, as a case study in creating a sustainable cultural city brand based on its unique cultural resources.
- The research scope covers 11 neighborhoods within Yeongdo-gu (Namhang-dong, Yeongseon 1-dong, Yeongseon 2-dong, Sinseon-dong, Bongnae 1-dong, Bongnae 2-dong, Cheonghak 1-dong, Cheonghak 2-dong, Dongsam 1-dong, Dongsam 2-dong, Dongsam 3-dong), with a total area of 14.15 square kilometers.
- The study employs a case study approach, utilizing monographs, various research reports, papers, related forums, and lecture videos as research materials.

II. Theoretical background

1. The concept of a cultural city

division	Conceptual definition
dictionary definition	European Union (EU) a city that has contributed to the preservation and cultural integration of cultural heritage Standard Korean Dictionary a city rich in cultural history or active in cultural activities such as academics and arts
legal definition	Article 2 of the Local Culture Promotion Act (Definition) Cities designated according to Article 15 to effectively enhance cultural creativity by leveraging region-specific cultural resources such as arts, culture, industry, tourism, tradition, history, and visual arts Article 15 of the Local Culture Promotion Act (designation of a cultural city) The Minister of Culture, Sports and Tourism designates cultural cities in specific fields to promote regional development through the utilization of local cultural resources
theory definition	A Study on the Selection and Support of Cultural Cities (2013) A city with its own unique culture, embraced and enjoyed by its citizens, thereby fostering new social phenomena and effects based on it, leading to sustained development and growth A Study on Designation and Support of Cultural Cities (2016) (Policy Concept) A legally designated city with a sustainable urban development system based on the uniqueness and creativity of urban culture (Social General Concept) A social organism evolving based on the values and potential of culture Guidelines for Promotion of Cultural Cities (2021) A cultural city that utilizes its unique cultural assets to create urban brands and seeks to revitalize local communities and economy

"A city that aims for sustainable development by efficiently utilizing local cultural resources to closely connect and interact culture, city, and people"

2. Cultural City Components and Characteristics

division	Key details
Kim Hyo-jung et al (2004)	functional urban infrastructure The interdependent relationship among residential environment, transportation, green spaces, employment creation, education, and recreational facilities, fostering mutual growth
	a unique cityscape The factors determining the aesthetic and philosophical level of a city
	Differentiated cultural and artistic infrastructure Cultural facilities closely integrated with living areas, cultural artifacts, and cultural performances
	low-speed urban transportation The need for a slow pace for cities that become the subject of interest and scrutiny
La, Do-sam (2006)	organic growth Focusing on improving urban ecology and urban environment in cities as organic entities capable of growth
	historicity and legitimacy Preserving history and creating new history
	community Structured to allow residents to decide for themselves, aiming for common goals and community benefits
Ryu, Seoung-Ho (2008)	beautiful urban aesthetics Humanistic urban design emphasizing the everyday lives of citizens and communication
	sustainable power Forming a network ecosystem composed of rich cultural arts, cultural industries, and industrial economy
	the basic infrastructure of the city An environment conducive to human living and qualitatively rich cultural surroundings are needed, rather than just physical facilities themselves
Lee, Byung-Min (2012)	a unique cityscape A differentiated and beautiful urban landscape
	a variety of creative resources Promoting the economic backbone and internal economic growth of the city by utilizing resources that can demonstrate creative capabilities
	hardware The physical and cultural environment of the city, culture and arts infrastructure, etc
	software Various creative arts activities and programs based on culture and arts such as festivals, performances, and exhibitions, cultural services, etc
Oh, Dong-hun et al (2016)	organizational software Various legal systems, cultural policies, and differentiated organizational systems that support software, etc
	contentware Urban identity, creativity, human resources, urban landscape, historicity, legitimacy, etc
	historicity and legitimacy Linkage of cultural assets such as historicity and tradition
	cultural diversity Recognition of cultural diversity of residents and establishment of common goals based on this
Oh, Dong-hun et al (2016)	Urban structure Urban Structures to Improve the Convenience and Quality of Life of Residents
	network Building growth engines and sustainability through a network structure in which culture, industry, and economy form an ecosystem



Figure 2. Classification of cultural city components

3. Concept and Classification System of Cultural Arts Education Resources

division	Definition of Concepts
External Layers	human resources Organizations participating with interest and expertise in cultural arts education, namely suppliers and intermediaries, as well as beneficiaries at different stages of life
	institutional resources The aggregate term for administrative and financial resources available for cultural arts education
	spatial resources The facilities specified in Article 2, Paragraph 3 of the Cultural Arts Education Support Act
	Convergence-based knowledge and information resources Intangible resources such as historical data and knowledge of the region, participant information, know-how, and determination
Internal Layers	Art and cultural resources Resources related to performing arts, visual arts, film, literature, and other artistic fields, including organizations or facilities
	Historical and cultural resources Resources such as tangible and intangible cultural heritage, museums, facilities for traditional cultural heritage transmission, and traditional temples
	Living and cultural resources Resources such as cultural activity facilities or festivals based on local cultural resources
	Natural cultural resources Environmentally and qualitatively rich agricultural, livestock, water, and forestry resources
Convergence resources Resources leading a new paradigm through the combination of culture, arts, and advanced technology	

Source: Based on discussions by Lee, Dong-soo et al (2017), Im, Hak-sun (2019), Baik, Young et al (2019), and KOREA ARTS & CULTURE EDUCATION SERVICE (2021), summarized by researchers.

III. Analysis of Cultural Arts Education Resources in Yeongdo, a Cultural City



- The city in Busan Metropolitan City with the highest risk of population decline. However, despite this challenge, the city has overcome it by effectively preserving its local cultural resources such as history, culture, and space, leading to its selection as an outstanding example of a cultural city.
- Designated as a preliminary cultural city in 2018 and then as a statutory cultural city in 2019 (2019-2024).
- It aims to become a city centering on marine culture and arts education, **linking cultural cities with culture and arts education.**

2020 | 2024



division	resource
External Layers	human resources Institutional and Administrative Personnel (Officials from Yeongdo District Office, Culture City Promotion Committee Members, Yeongdo Cultural City Center Crew), Cultural Artists and Citizens (Gganggangi Village Guides, Yeongdo Urban Cultural Planners, Yeongdo Urban Planning School, Citizen Creators, Local Cultural Record Keepers)
	institutional resources Establishment of 13 Cultural Ordinances (2019), Development of Cultural Promotion Plans at the Village Level and Establishment of 7 Major Collaborative Departments, Establishment of Cultural Resource Bank, Financial Independence Rate as of 2020 (9.1%), Cultural Budget (2.3%)
	Infrastructure-landscape-based spatial resources Formation of Vertical and Horizontal Layers according to Riverside Industrial Landscape, Cultural City Hub Spaces (Yeongdo Creative Space, Water Landscape Sea Garden, Yeongdo House of Culture), Dedicated Spaces for Cultural Arts Education (Treasure Island Yeongdo)
	Convergence-based knowledge information resources Projects centered around Yeongdo Cultural City Center (Yeongdo Urban Regeneration Project, Public Art Projects, Yeongdo Waterfront Development, Yeongdo Archive Construction)
Internal Layers	Network-social resources Establishment of Cultural City Governance through the Selection of 10 Core Nodes and 50 Collaborative Node Spaces (Yeongdo Cultural City Center Yeongdo Cultural Foundation, Roundtable of Promotion Committee and Local Project Units, Yeongdo Cultural Love House, Network of Neighborhood-level Artists, Cultural Educators, Artists, Local Studies Researchers, Planners, and Cultural Clubs)
	Art-cultural resources Yeongdo Library, Yeongdo Children's English Library, National Maritime Museum, Dongsam-dong Memorial Exhibition Hall, Korea Maritime University Museum, Gganggangi Cultural Center, Yeongdo Cultural Arts Center, Yeongdo Cultural Institute
	historical-traditional resources The birthplace of modern Korean industry, the hinterland of Busan Port, a hub for logistics and fisheries since the opening of the country, Dongsam-dong Memorial, the battleground of Admiral Yi Sun-sin, Taejongdae, a refuge for refugees during the Korean War, Haenyeo (female divers), Danaka Shipyard, refugee shantytowns and villages.
	Living-cultural resources Busan South Harbor Sea Road Festival, Gganggangi Cruise, Four-themed Travel 'Island, Island, Island', Evening Yeongdo Art Fiesta, Bongnaedong M Market, Bongsan Village Flower Bongsan Festival, Hwinyeoul Weekend Market, Yeongdo Promenade, Yeongdo Seaside Stroll, Yeongdo 1 Night 2 Days, Taejongdae Firefly Festival.
	environmental-future-oriented resources Abundant forest and marine resources due to the maritime climate (Bongnaes Mountain, Hwinyeoul Village, Taejongdae Coastal Trail, Habitat for over 200 species of trees and 60 species of wild birds, Jeollyeong Coastal Walkway, Endangered wild plant species Chilbochima, Yeongdo specialty marine resource Gomji)
	Convergence resources Establishment of an Ocean and Fisheries Innovation Cluster for Advanced Ocean Industries and R&D, including Korea Maritime University, Korea Institute of Ocean Science and Technology, and National Institute of Fisheries Science, Digital Archive Center.

Source: Summarizing the Previous Discussions, the Author Concludes

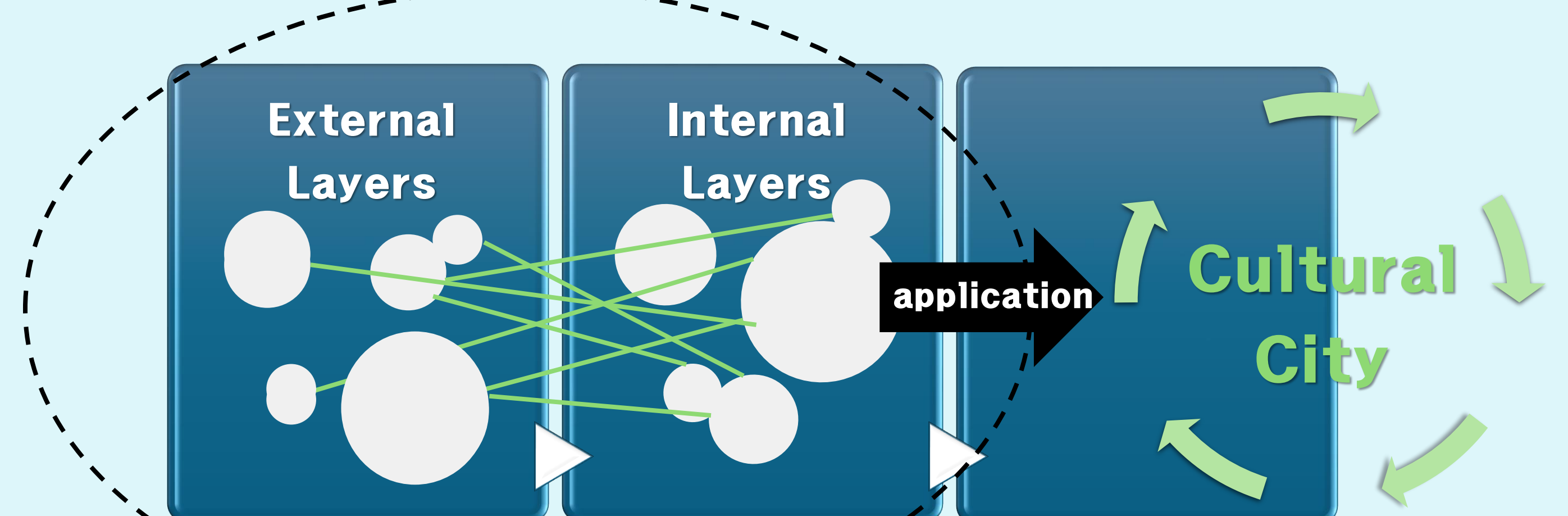


Figure 3. Process of Utilizing Cultural Arts Education Resources for Sustainable Local Cultural Development

IV. Analysis Results and Implications

- Analysis Results and Implications for External Layers: The cultural city of Yeongdo, centered around the Yeongdo Cultural City Center, is enhancing its infrastructure, landscape-based spatial resources, and network and social resources. However, it faces challenges due to a shortage of human and institutional resources. Although there are over 140 individuals engaged in artistic activities, there are no professional arts organizations within Yeongdo District, and only 10 art instructors. Financially, Yeongdo has the lowest financial independence rate and cultural budget among Busan's administrative districts. Nonetheless, more than half of the Yeongdo Cultural City Center members are young professionals from Yeongdo, leveraging their local expertise to create unique content and partially overcome human resource limitations. They also build strong community networks with local residents at the village level, who contribute valuable oral and cultural memories to resource exploration efforts.

- Analysis Results and Implications for Internal Layers: The cultural city of Yeongdo, renowned for its historical significance and industrial heritage, capitalizes on its rich resources to drive festivals, cultural arts education, and human resource development. With abundant forest and marine resources, Yeongdo offers a diverse range of environmental assets and is uniquely positioned as the only island district with a coastline along its entire border. Leveraging these attributes, specialized programs such as 'Marine Cultural Arts Education' have been implemented. Efforts since 2020 have focused on enhancing cultural arts education through forums, educator training, and infrastructure development. However, there's a need for broader program diversity across different age groups, beyond the current focus on children and adolescents. Moreover, there's potential to integrate other significant resources of Yeongdo beyond marine-related ones into cultural arts education initiatives.

- Combining the analysis results of External and Internal Layers of Yeongdo District, Busan Metropolitan City: By addressing the identified limitations while maintaining the current strengths, sustainable development of regional culture can be achieved through selective combination of elements from both categories.

V. Conclusion: Expected Effects



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