



Abstract

An Action Planning for Gyeonggi-Do Gardening Promotion

Gardening can lead to a healthy life as defined by the WHO. These include self-esteem, heart health, reduced stress, sleep, increased hand muscle strength, family health, and financial management. Moreover, soil makes people feel happy. For instance, private botanical gardens have a large number of plant species with high preservation value and provide various public-interest functions as cultural and educational spaces for the people. According to a relevant study, the amount of willingness to pay (WTP) for preserving the public functions of the private botanical gardens is 12,234 won. In order to promote gardening, the Korea government enacted related laws in 2015, and Gyeonggi Province established an ordinance in 2017.

The origin of the garden stems from a production space that has purified nature. It means that cultivation and culture are inextricably linked. Gardening is a high cultural activity where creation, participation, education, and appreciation are all possible. Recently, activities such as creating village gardens, raising community gardens, and holding garden fairs have also played an essential role in securing biodiversity in cities, responding to climate change, and sustainable development. In particular, the first garden fair and village garden project introduced by Gyeonggi Province has led the national plant culture, and it has spread nationwide.

Under the initiative of the central government, efforts are being made to define the garden industry, but it seems complicated. Concerning the garden industry, some would have registered as business entities, while others have registered as agricultural

enterprises. The exact definition of the garden industry is essential. This is because we can examine the related industries to understand the approximate size of consumption and to look at significant trends.

The gardening in Gyeonggi Province is estimated to be worth about 1 trillion won. Based on the data survey, including news articles, we investigated people's interest in the garden, the size and trend of the world's gardening market, and the trends in the fields related to gardening. According to the findings, the market for potted plants and cut flowers in Korea's floriculture industry has fallen sharply, but interest in herbaceous plants has increased significantly. It is also expected that Korea's interest in the Gardening field will increase in the future, because of the attitude of life that values personal hobbies and health, the increase of single-person households, and the growing interest in small gardens and easy gardening.

A budget of 78.5 billion won has been set aside for a five-year policy project to promote the garden culture in Gyeonggi Province. Gyeonggi will bear 35% of the total budget. Above all, the revival of the Green Zone Foundation is a prerequisite for this project to be carried out successfully. The central and local governments and academia should have a cooperative system to conduct research and projects related to gardening. Although the garden fair, which first started in Gyeonggi Province, has spread throughout the nation, there are no departments in the city and county that will take full charge of it.

The study states that a platform should be built to boost the Gardening of Gyeonggi Province. In particular, it is urgent to come up with measures to reorganize and revise distribution centers in the already formed market.

Keyword Gyeonggi-Do, gardening, gardening policy, gardening promotion,