

A Study on Planning to list the King Jeongjo Tomb Parade Reenactment as the UNESCO's Intangible Cultural Heritage of Humanity

The King Jeongjo Tomb Parade, which began more than 300 years ago, is an intangible cultural heritage that preserves the thoughts of King Jeongjo. Currently, it is jointly held by the Seoul Metropolitan Government, Suwon City, Hwaseong City and Gyeonggi Province. To sustain the King Jeongjo Tomb Parade as an intangible cultural heritage, there is a need for it to be registered under UNESCO's Intangible Cultural Heritage of Humanity program. Hwaseong City has been promoting the registration of King Jeongjo's trip to UNESCO's Intangible Cultural Heritage of Humanity since 2020. The purpose of this study is to establish plans to promote the registration of the King Jeongjo Tomb Parade as an UNESCO's Intangible Cultural Heritage of Humanity through value assessment and feasibility analysis of the King Jeongjo Tomb Parade.

The study consisted of three stages: (1) To research on the current situation, this study conducted, an extensive literature review and used big data. (2) the analysis of tendency of UNESCO's intangible cultural heritage of humanity was carried out through a system overview, case study, and the review of the status of the registration. (3) the analysis of the intangible cultural heritage value was conducted by means of the valuation of the intangible cultural heritage, the feasibility of the assessment of the economic value and UNESCO's intangible cultural heritage of humanity.

The academic, administrative and marketing strategies were presented for the creative transmission of the King Jeongjo Tomb Parade and the value diffusion of this intangible cultural heritage. First, the academic strategies were framed by collecting the historical research related to King Jeongjo's culture, holding international academic conferences, evaluating its economic value, building digital archives and registering copyrights. Second, the administrative strategies were created with the establishment of a conservation

committee, the promotion of the designation of the Korean cultural heritage, and the promotion of festival monitoring. Third, the external strategies were forged with the Larchiveum project, festival identity development and commercialization, media facade and performance revitalization, and storytelling.

This study has practical implications for the establishment of the King Jeongjo Tomb Parade as an intangible cultural heritage of the local community and a foundation for cultural revitalization, along with the promotion of listing UNESCO's Intangible Cultural Heritage of Humanity.

Keyword

King Jeongjo Tomb Parade, Intangible cultural heritage, UNESCO, Ceremonial procession