

A Study on the Policy of Integrated Utilization of Cultural Heritage related to Jeongjo

This study was conducted to establish an integrated utilization plan where three cities (Hwaseong, Suwon, and Osan) can participate and discuss together, focusing on historical character content called 'Jeongjo'. The cultural heritage related to Jeongjo is distributed in various cities and counties in Gyeonggi-do, and in particular, major tourist resources are located in Hwaseong, Suwon, and Osan. There has been a call for the establishment of integrated utilization policy centered on cultural heritage related to Jeongjo and also the promotion of unification through sharing strategic direction.

This study consisted of four stages: research design, basic survey, questionnaire analysis, and policy development. A research direction of this study was set up through research background, purpose, method, and review of previous research. Preliminary research was conducted to draw implications through current status analysis and case study. This study also conducted status analysis of Jeongjo-related resources (understanding of Jeongjo characters, heritage status by region, heritage status by theme, regional festival status, local government linkage and joint resource status analysis, etc.), domestic and international cultural heritage policy trend analysis, big data analysis (news analysis, social analysis), competitive analysis of three cities, and case analysis by type. A survey was conducted to 1000 residents in the metropolitan area to understand the use and recognition of cultural heritage related to Jeongjo.

A development strategy has been made through the above 3 steps. In this project, four strategies consisting of 13 major projects were suggested as development strategies for integrated operation and activation of cultural heritage related to Jeongjo. Development strategy 1 is concerned with creating resource brand value. Three projects include 1) co-promotion of King Jeongjo “joint representation of performance cars” for the designation of UNESCO human intangible cultural heritage, 2) “Jeongjo culture zone” for regional tourism development project, 3) joint development of Jeongjo heritage identity. Development strategy 2 is related to the creation and maintenance of tourism

base. Projects consisting of the development strategy 2 encompass 1) creation of the Jeongjo theme museum, 2) creation of a “Little Library” with stories of Jeongjo, 3) improvement and activation of Samnam-gil. Development strategy 3 is about joint program planning and marketing. Projects consisting of the development strategy 2 include 1) Jeongjo content archive construction, 2) integrated operation of Jeongjo related cultural festivals, 3) Jeongjo heritage Grand Tour. Development strategy 4 is relevant to building cooperative governance. Projects consisting of the development strategy 4 are 1) promoting the exchanges between South and North Korea utilizing Jeongjo cultural heritage, 2) planning and operating the King Jeongjo cultural forum, 3) reinforcing the cooperation network of “landscape painting” in 3 cities and counties, 4) exchanging artifacts and exhibition related to Jeongjo in the regional museum of 3 cities and counties.

Keyword Jeongjo, Cultural Heritage, UNESCO, Utilization
