



Abstract

Promoting Mountain and Water Tourism in Gapyeong

The purpose of this study was to suggest effective tourism program focusing on mountain and river sightseeing tourism promoting regional economy for Gapyeong county in Gyeonggi-Do. As a metropolitan region, Gapyeong county have many attraction points for the tourists such as Petite France, Nami Island, Jarasum, etc. Clean Environment and circumstance is also good attraction factor for Gapyeong county.

However, Gapyeong is losing the economic vitality in its regional economy, because its economy mainly depends on those traditional agriculture, food processing, pension and motel. According the Input-Output Analysis results, agriculture and food manufacturing industry showed dominant contribute to the region in production inducing effect, value-added inducing effect, and job creating effect. Thus, Gapyeong need new growth engine for the regional economic growth and for the future generation. Tourism industry will be the good alternative to substitute its traditional industry.

The survey results from the metropolitan and regional resident showed some necessary factors attracting tourists to stay longer periods, and those shopping, restaurant, transportation facilities should be improved for more convenience. Leisure sports, and eco tour city should be the new image for Gapyeong, so cable-car system, tram facility, mono-rail system, amphibious bus system could be introduced.

Feasibility analysis was conducted for those major suggested projects. Mono-rail system from Mt. Homyeong to Chungpyeong station showed 1.114 Benefit/Cost ratio, and so is acceptable project, but the lake Homyeong-Gosungri line is not feasible in B/C.

In terms of cable-car, the line from lake Homyong to Gosungri showed 1.048 Benefit/Cost ratio, but the mountain railroad train between Mt.Homyong and Chungpyeong station was not feasible and showed 0.408 benefit/cost ratio. Finally, the amphibious bus system through Gapyeong station to Chungpyeong station showed 1.34 B/C ratio and 17.2% IRR(Internal Rate of Return). In addition to these project, this research suggested some promotional projects, such as related development with Chungpyeong New Town Project, building the skywalk facility between Mt. Homyeong and lake Hoymyeong, opening Gapyeong Motor Cross competition, building the paragliding facilities at Mt. Homyeong, and luge testing courses.

Finally, private sector could be the reasonable project developer. The public sector could supply infrastructure to promote private investment considering its role in the local economy. As the Gapyeong mountain and water tourism development project, this study has analyzed the cost benefit for major projects considering profitability and profit and loss flow. It is necessary to judge more specific business cost and profit structure when the project is carried out specifically. Investment resources are based on private sector investment. However, the public sector could invest to raise the feasibility of the project by supporting infrastructure. Gapyeong is a backward region, so the Gyeonggi-Do can consider the role of public sector in terms of balanced development and activation of local economy.

Keyword Tour program, Monorail, Cable-car, Amphibious, Benefit/Cost, Regional economy