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# Abstract

The positive note that has been obvious at Leisure Marine Industry in recent years has had a visible impact on leisure marine boats market. The demand on the leisure marine market is rapidly increasing with the change of hobbies and lifestyle and with increments of GNI. South Korea's per capita income has surpassed 30,000 U.S. dollars. Changing of consumer interests are continuing to re-shape the market segment and undercut the traditional business models in terms of boat ownership and experience through the boat.

South Korea has a relatively weak base in leisure marine boating, despite their strong industrial base of maritime. The Leisure Marine Boats industry is an important part of the emerging new section of maritime industry and it is important to getting much support from governments and Gyeonggi-Do. Despite the importance of leisure marine boats industry recognized by the people, government is in shortage of major data on the sector.

Korean shipbuilders do not have experience in leisure marine boats, but they have competencies in shipbuilding and experience in manufacture. The Gyeonggi-Do is a major population center. To the east, the coast is a good area for boating with islands. It has the potential to be a major leisure marine boating center.

In this study, several suggestions for vitalizations on the leisure marine boats industry are made after comparing the leisure marine industry of each country.

The 4 policy directions are as follows. First, it is necessary to construct foundation of development by public private partnership. For this establish the basic plan for the development of the leisure marine industry and operates the Gyeonggi-do Leisure Marine Industry

Development Committee(tentative name) in consultation with the public and private sectors.

Second, it is crucial to development of Support System for the technological competitiveness of leisure marine boat industry. It aims to train professional personnel for improve technology competitiveness and establish R&D support system to secure industry competitiveness.

Third, the popularizing leisure marine boats is one of the key policy. Infrastructure for leisure boating needs to be integrated Marina facilities and promote a shared leisure boat rental system.

Fourth, to support policy for marine leisure boating system needs to be relevant system, including financial system and insurance for leisure boats.

**Keyword** Leisure Marine, Recreational boat, Boat Sharing, Marina