

Leisure, Culture and Festival City of Gyeonggi East Region -with City of Hanam as the Core Area-

City of Hanam has diverse sources of tourism including the Han River and beautiful surrounding mountains. One strong advantage of Hanam as a tourist city is her convenient access from highly populated areas in the capital region. However the level of recognition for Hanam as a tourists' destination is comparatively low.

The purpose of this study is to suggest creative new ideas to develop tourism for Hanam in the field of leisure, culture, and festivals. This study suggests feasible projects which can be realized in a short period of time, which will be representative festivals and tourist items for Hanam.

As for tourism development projects, total of 16 projects in 3 categories are suggested. The first category is 'Making Famous Spots in the capital region' which has 5 projects such as 'Love Benches', 'Children-friendly Environment Infrastructure', 'Storytelling Walkaways', 'Maple Tree Pedestrian Street' and 'Wood Kindergarten'. The second category is 'Specialized Tourism' which contains 4 projects such as 'Theme Streets', 'Art Park', 'Water Park' and 'Water Transportation'. The third category is 'Staying Tourism City' which involves 7 projects such as 'Misari Water Leisure Park', 'Kiddy Village', 'Wood Village' and so on.

As for festival development plan three steps are suggested. The first step is to upgrade existing festivals of Hanam to representative festivals of Gyeonggi Do. The second step is to develop local identity based festivals as the best festivals of the Ministry of Culture, Sport and Tourism. The third step is to develop festivals of Hanam as internationally famous ones. Total of 16 festivals are finally suggested and they are evaluated on the base of feasibility, possibility of success, brand power, and originality. First prize goes to the Hanam OST Festival followed by the Music Camp Festival, the Isung Culture Festival, the Big Water Festival, the Folk and Beer Festival, the Hanam Snow Light Festival and so forth.

Keyword Hanam, Tourism, Leisure, Culture, Festival