

Development of Tourism Resources in Cheju-do

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I . Introduction

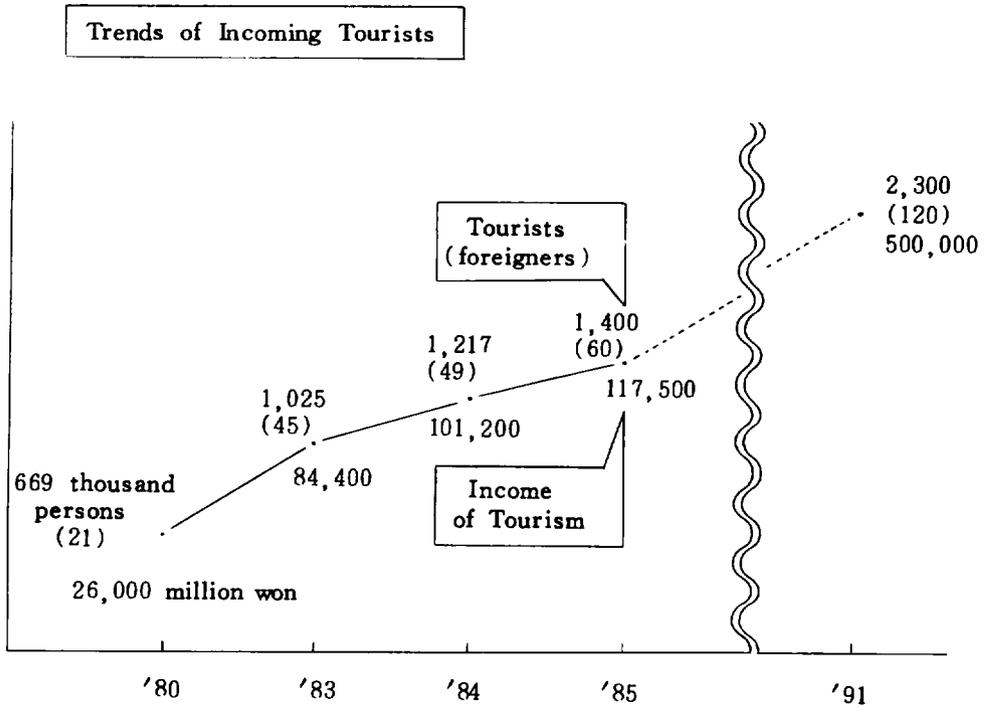
Since the early 1960's, the overall developmental focus on Cheju Island has been toward the tourism aspect. Regardless of the earlier underlying reasons for this focus, the result has been a continuous as well as steady expansion of the industry.

This expansion resulted in the tourism industry becoming the single greatest revenue earner - exceeding the traditional revenue earning ability of the citrus industry - by the end of 1986. To the degree that statistics are reliable, 1986 saw 1.5 million tourist arrivals creating 143 billion won. This figure includes 40 billion won earned from foreign exchange receipts. (See Table 1)

Two factors contributing to the continuously increasing numbers of arrivals have become very obvious: first, from the demand side, the island has been advantageously affected by the growing affluence - both national and international - which partially results in the world-wide leisure-boom so important to the tourism industry; secondly, from the supply side, inherent tourism resources on the island offer great marketability on the part of the suppliers.

For the remainder of this paper, I will overview in thumbnail sketches, these inherent tourism resources on the island and hope that from these summaries, local researchers will see possible areas of cooperation - from the very practical financial side and, just as importantly, be able to offer practical suggestions in areas which could become 'troubled waters' as development continues on the island.

Table 1. Aspect of Tourism (1985)



- Transport Capability - 8,131 Persons Per Day
 - ┌ Internal Air Service: 7 Regions 20 Times Per Day
 - ├ International Air Service: 1 Region 4 Times Per Week
 - └ Ship: 3 Regions 4 Times Per Day
- Accommodations - 4,732 Rooms
 - ┌ Tourist Hotels: 9
 - └ Inns: 177

II . Present Status of Tourism Resources

In looking at the tourism resources, I shall take a somewhat traditional view— at least traditional on Cheju— and group these resources as to Natural Scenic Resources, Cultural Resources and Recreational Resources & Others. And, generally, my outlook will be that Cheju Island is, in and of itself, a 'desti-

nation' and the local resources of the island are 'attractions' within the destination.

(A) Natural Scenic Resources :

The 'natural wonders' of the island result, of course, from the volcanic origins of the island itself. That, coupled with the fact that it is an island and thus surrounded by Korea's southern sea, offer otherwise unobtainable scenery anywhere else within the general area. Of course, I am speaking in terms of the Korean Peninsula.

The total number of recordable 'Natural Scenic Resources' which are worthwhile to develop is about 110 sites as shown in Table 2.

Table 2. Natural Scenic Resources

Types	No. of Places	Types	No. of Places
Places of Seaside Landscape	20	Caves	10
		Waterfalls	9
Mountain Peaks	15	Plateaus	7
Small Islands	12	Dense Forests	6
Bathing Resorts	11	Craters	5
Valleys	11	Lakes, Marshes and Rivers	4

In terms of diversity, we might say that only two things are really missing : we do not have the beautiful (and thus resource potential) surf of the Hawaiian Islands nor do we find the hot-spring that dot the Korean mainland and become destinations themselves.

However, at present, only about 30 of these resources are actually viable in the industry.

(B) Cultural Resources :

Presently, some 90 sites have been inventoried as Cultural Resources but only

some 15 have actual resource value.

These some 90 sites are designated as cultural assets — thirty of them as National Cultural Assets and sixty of them as Provincial Cultural Assets. Thus, they all come under applicable protective laws. However, in fact, a majority of them are natural monuments and/or provincial monuments that are almost all related to natural landscapes, some particular tree or rock. They are 'cultural' in the sense that they had some particular meaning in an older Cheju social complex — religious, for example.

There should be mention of historical cultural assets which are included in the 90 cultural assets. These include old fortress ruins, signal-fire towers or smoke towers and these types account for a large part of the so-called 'cultural' assets.

Then, there are a number of comprehensive cultural resources — the use of 'comprehensive' here to show that these resources include a variety of cultural elements, for example — there are four museums, three folk-villages, five annual folk events. Except for two places however— the 'Söngup Folk Village' and 'Cheju-do Folk & Natural History Museum,' none of the others perform any useful function in the tourism industry at this time on the island. This non-functionalism probably stems from two causes: in the first place, at the present time, tourists are to some degree restricted in access while, in the second place, promoters of these cultural elements make little effort at promotion.

Among all the cultural resources, only six are actively sought out by arrivals.

(C) Recreational Resources & Others:

Table 3 lists 6 types of important Recreational and Leisure-time activity related resources. By far, the largest number, Fishing Places, are simply sites along the coast proven from experience to be profitable to the leisure-time sports fishing enthusiasts.

The remaining listed items are all constructed sites. The pony riding sites, the marine park facilities and the Folk Village are all attractions completed within the last year and thus usage factors are not available.

In addition to these named types of recreational resources there was opened

only this month a full-sized horse race track with the first event on the 4th of July (although I do not think that had anything to do with the United States' Independence celebration!).

As Prof. Dustin amply pointed out in his paper at the Seminar in 1986, one of our most important areas for development is in the Recreational-participation area including deep-sea sports-fishing, coastal and blue-water sailing, the possibility of international yacht racing (example: Cheju-Japan) and closer looks at auto and motorcycle racing in consideration of the fine highway system the island has developed for autos and the great expanses of grasslands at the 300-600 meter levels that would make for ideal motorcycle racing.

Table 3. Important Recreational and Entertainment Resources

Types	No. of Places	Types	No. of Places
Fishing Places	20	Golf Courses	2
Year-round Hunting Ground	1	Marine Park Facilities	1
Small Riding Field Tracks	3	Folk Village	1

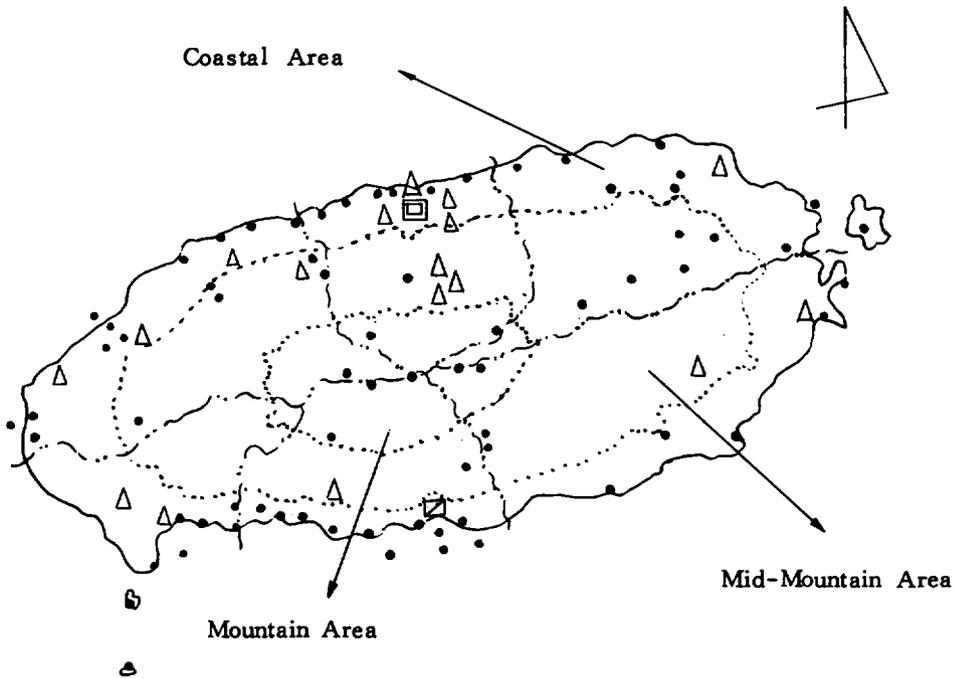
(D) Distribution of Natural and Cultural Resources :

Table 4 shows the distribution of the main natural and cultural resources on the island.

While the tourism resources are comparatively equally distributed within the region, there is a great variation between the distribution of natural and cultural resources. We also see that the coastal area is highest in numbers followed by the mid-mountain and then, finally, the mountain area.

At the same time, the location of tourism resources predominates on the north-south axis with Mt.Halla being the center point.

Table 4. Distribution of Natural and Cultural Resources



	Cheju
	Sŏgwip'ŏ
	Important Natural Resources
	Important Cultural Resources

III. Development Plan for Tourism Resources

The initial regional development plan for Cheju began with the Cheju Comprehensive Construction Plan of 1964 by the Ministry of Construction. An outgrowth of this comprehensive plan was the designating of the whole region of Cheju Island as a Specific Region in 1966 which simply meant, a region for the development of tourism.

In 1973, the Cheju Tourism Comprehensive Development Plan (1973-1982) came into effect. It was under this plan that tourism began to be looked upon as an adjunct, if not the method, to regional development in the true sociologists' meaning of regional development.

Then, in 1985, the Overall Development Plan for the Specific Area of Cheju-do came into effect as actually the second phase to the 1973 plan. It was this plan that stipulated the development of tourism on Cheju as a means to regional development and thus great attention is now being directed at social development and welfare along with the development of tourism.

The plan is attached to this paper. From this plan Table 5 is developed which shows three large tourism complexes and 14 local districts slated for specific developments. As you will see, the plan runs through 1991 and will require an investment of at least 13 billion won from both the public (government) and private sectors.

Table 5. Development Plan of the Main Tourism Districts

Tourism Districts	Areas of Land	Main Function
Chungmun Tourism Complex	374	Comprehensive Rest Area
Creation of Pyosŏn Folk Village	67	Rest Area with Folk Customs
Creation of Sŏngsanpŏ Maritime Tourism Complex	132	District of Maritime Tourism
Sŏgwipŏ	308	Center of South Seaside Tourism
Kangjŏng	10	Seaside Tourist Attraction for Static Stability
Tonneko	11	Tourist Attraction for Summer Season
Sarabong	106	Zoo & Botanical Gardens Recreation Facilities
Yongyŏn	21	Seaside Park
Hamdŏk	140	Campgrounds, Recreation Facilities

(continued)

Tourism Districts	Areas of Land	Main Function
Manjang Lava Cave	235	Cave Exhibition Center
Songdang	1,152	Crater Park
Namwŏn	20	Picnic Area, Place for Observation & Rest
Hyŏpje	48	Important Tourist Attraction in North-west District
Ch'agwido	159	Tourist Attraction for Fishing
Songak-san	62	Coastal Tourist Attraction
1100-Meter Hill	8	Highlands Rest Place
Mt. Halla	13,300	Maintenance of Park Facilities

IV. Proposals for Future Developments

As I mentioned at the beginning of this all too inadequate paper, the tourist arrivals over the last 20 some odd years have increased at a very steady pace to reach 1.5 million by the end of 1986.

I wish it could be said that the last 20 years were as smooth as 'peaches and cream' but, unfortunately, such is not the case. Problems have arisen and will continue to arise. The degree to which we can anticipate upcoming problems while correcting existing problems will provide the data for future students of tourism to study—.

Fortunately, most of our problems to date are routine and their causes are, in most cases, self-explanatory—. Some of these problems are:

1) There is a very great lack of recreational and entertainment facilities. Some of these potentials have been mentioned.

2) The lack of private investment has restricted development of those sites/activities slated for private sector investment. I would like to believe that along with the 're-direction' of the political scene in the last couple of months in

Korea, there will be a 're-direction' of thinking over the next few years about investment on Cheju.

3) Limitations placed on the industry by the 3 days, 2 nights general pattern of national tourists. In fact, we can anticipate changes in this pattern as the Korean workforce, of necessity, will spread vacation time as well as marriage time more equally over the year.

4) Increasing environmental destruction is a problem you are well aware of, I believe. At present, I believe this stems a great deal from our lack of experience in the development process and part of our experience at this time here in Hawaii will be to see how you have faced similar problems.

5) Serious social problems have developed where tourism development infringed upon community welfare. Hopefully, if somewhat bluntly stated, as more of our human settlement becomes involved in the tourism industry, such things as 'relocation' will have a positive rather than a negative meaning.

6) Weekends have typically be the arrival periods with the weekdays devoid of tourist. The answer to this problem is similar to 3) above and will come as industry staggers vacation times and as marriages become less 'seasonal'.

Other issues could be stated confirming the impact of tourism on the social/environmental aspects of the island. Blame could be placed on various institutions, both traditional and modern, and all across the wholefabric of Korea. In not a few cases, tourism became the 'scapegoat' for local peoples' issues wherein, in fact, tourism was not solely to blame.

Part of the Korean delegation's ambition while here with you on these beautiful islands is to see how and through what policies you have become the success you have in not only tourism but environmental problems, social problems and urban development tasks.

I hope that what little light I have shed on our tourism development will be at least the minimal required to permit you to share with us your experiences.

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< Appendix >

Overall Development Plan for
the Specific Area of Cheju-do

Overall Tourism Development Plan of Specific Areas

○ Outline of the Plan

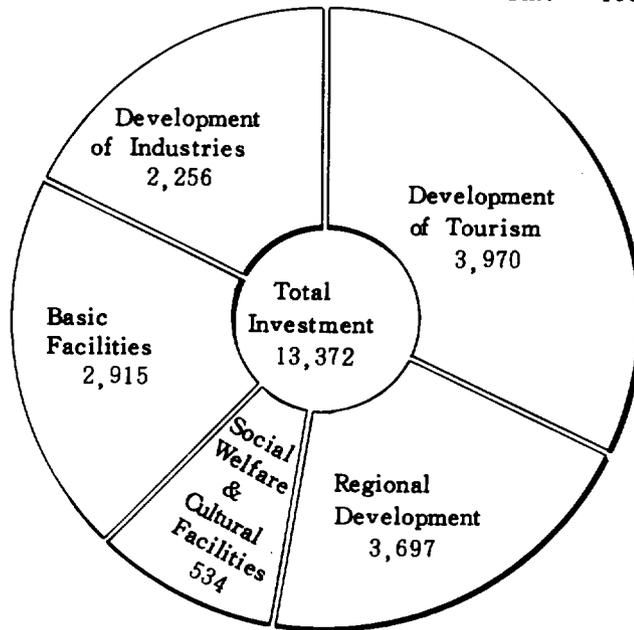
- Area Focus: Whole Area of Cheju-do
- Period of Plan: 7 Years ('85~'91)
- Amount of Investment: 1,337,200 million Won (Tourism Development 397,000 /Regional Development 940,200)
 - ※ Opening a Counsellor's Office for Investment in Overall Development
 - ※ Active Inducement of Private Capital

○ Direction of Development

- Attraction of International Tourists on the basis of National Tourism
- Promotion of Regional Development through Tourism Development
- Conservation of Natural Scenic Beauties and Management of the Environment

Amount of Investment

Unit : 100 million Won

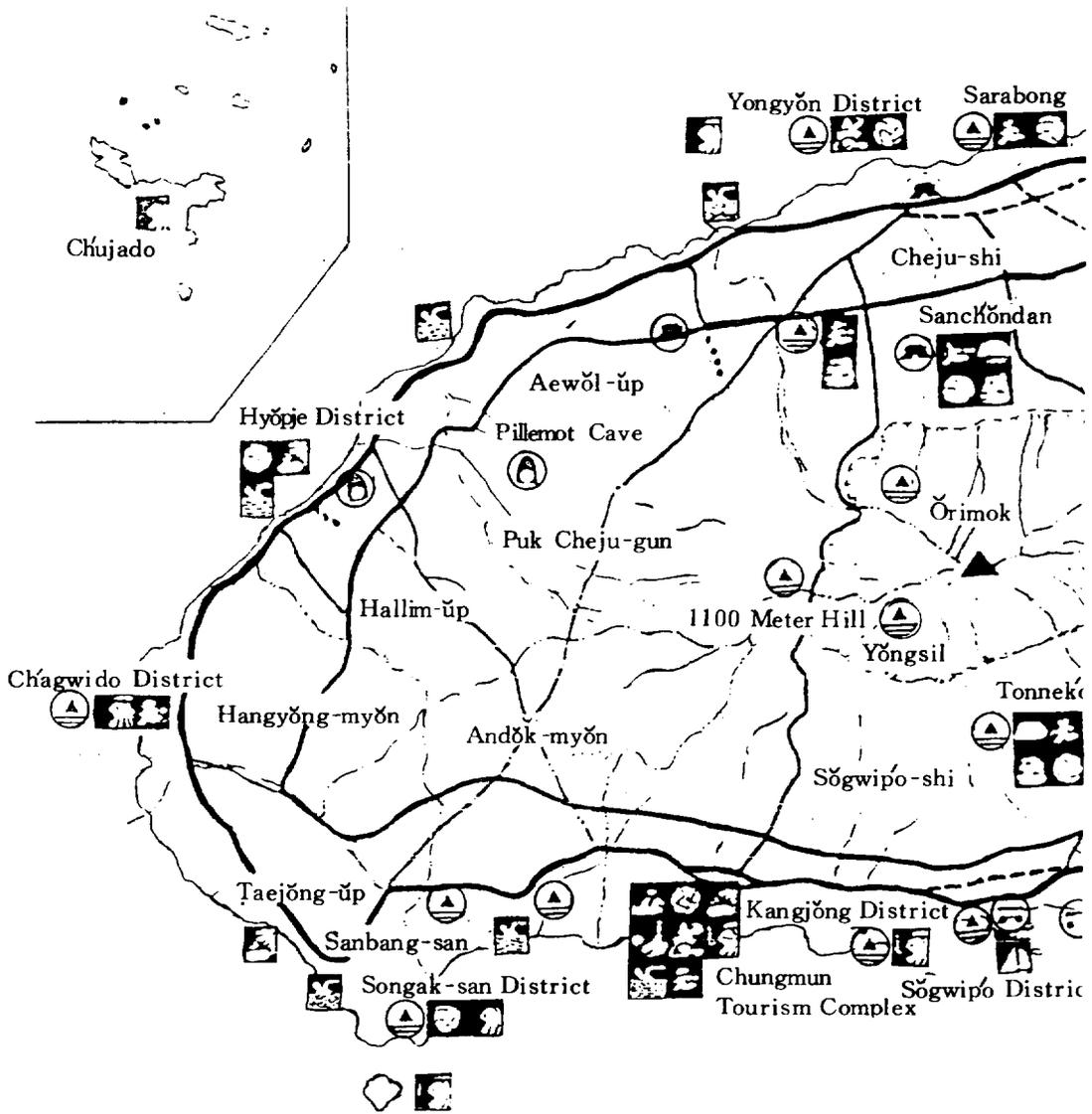


○ Main Contents

(Unit : 100 million)

- 3 Tourism Complexes : 3,051
- Development of 14 Tourism Districts : 920
- Urban Development : 2,817
- Development of Water : 413
- Road Development : 627
- Harbor & Port Facilities : 767
- Facilities of Education, Culture & Athletics : 395

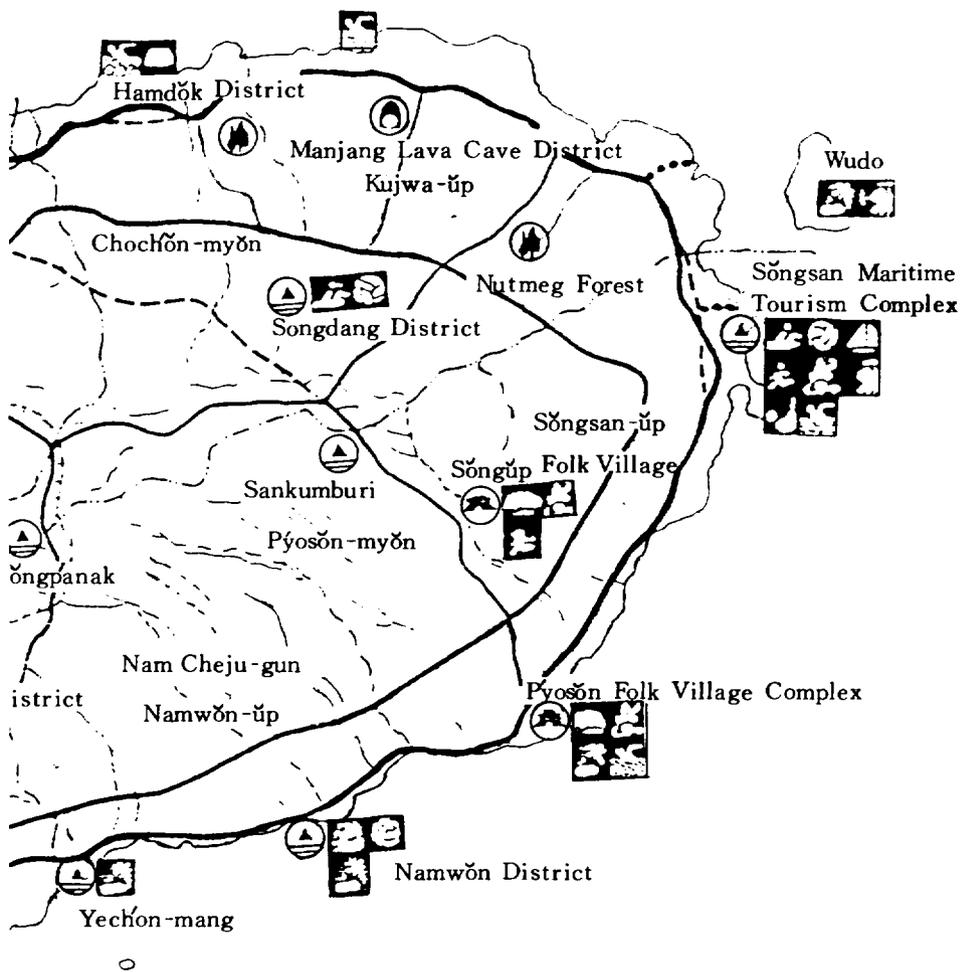
Map of Cheju-do Tourism



Legends

	Paved Roads		Western Roads for Livestock Tourism		Roundabout Roads		Industries for Tourism
	Secondary Roundabout Roads		Western Industry Roads		Roads for Seaside Scenes		Scenic Resources
	Eastern industry Roads		Linking Roads		Roads leading into the Tourist Attractions		Waterfall Resources

Development Plan



	Cave Resources		Sports		Bathing Resorts		Golf Courses		Folk Village
	Forest Resources		Marina		Campgrounds		Horseshoe		Performance
	Cultural Assets Resources		Fishing Spots		Picnic		Outdoor Sports		