A Rethink of the Incentives Programme in the Conservation of South Korea’s Historic Villages

Indera Syahrul Mat Radzuan¹, ², Yahaya Ahmad³, Song Inho⁴

¹Universiti Tun Hussein Onn Malaysia, ²PhD Candidate, Faculty of Built Environment, University of Malaya, 50603 Kuala Lumpur, MALAYSIA. syahrul@uthm.edu.my

³Associate Professor, Department of Architecture, Faculty of Built Environment, University of Malaya, 50603 Kuala Lumpur, MALAYSIA. yahaya@um.edu.my

⁴Professor, School of Architecture and Architectural Engineering, University of Seoul, Siripdae-gil 13, Dongdaemun-gu, Seoul 130-743, KOREA. 2songinho@gmail.com

ABSTRACT

Purpose - This research was conducted to address the overarching question, which was whether the incentives programmes formulated for the community have been found to be suitable to the aspirations and needs of the local residents.

Design/methodology/approach - This study has resulted from the authors’ experience through conducting a survey with the local residents in three locations, namely the Bukchon Hanok Village located at Seoul metropolitan city; the Hahoe Village, Angdong; and the Yangdong Village, Gyeongju; both the latter are located towards the west of the Korean peninsula in the Gyeongbuk-do Province. This study has hopefully tried to analyse the residents’ perception of the effectiveness of the current incentives policy by using the Bennett’s programme evaluation method.

Findings - Result shows there was a divergent direction between the current incentives policy and the local aspirations between sites. In most cases, the cultural heritage conservation has been found to be a catalyst to fulfil a heritage tourism advantage rather than to cater to the local community needs.

Originality/value - The paper is the first insightful study of the historic villages which attempts to draw out the importance of the effectiveness of the incentives programme in guiding the conservation efforts for the local economic development.

Keywords: incentives programme, conservation, historic village, hanok, South Korea
INTRODUCTION
For over 5,000 years of history, Korea still maintains many historic villages, making them the most representative of the Korean architectural heritage. According to Suh (2011), various forms of historic village have been found in Korea, including clan-based villages and walled villages. Increasingly, it is difficult to find any in their original state. Most traditional villages have been either demolished or modified due to development pressures.

As noted by Whang and Lee (2006), it is very important to understand the value of the traditional villages as they have survived by adapting to the natural and social changes over a long period of time. Kang (1999) has found that the Korean clan villages have unique spatial structures and patterns which cannot be found elsewhere (i.e. China or Japan) although they are included within the same Oriental culture boundary. Kang’s study of Korean clan villages emphasized the landscape of these villages and which were generally formed following pungsu principles (i.e. a traditional site layout principle - feng shui in Chinese). He added that the Korean traditional village has followed a basic pattern of the village formation involving the placement of structures, such that;

“a mountain sits to the rear and a body of water sits to the front; the rare spatial arrangements, layout of buildings, and architectural types are believed to be under the influence of the Confucian culture” (Kang, 1999).

In addition Kang (1999) emphasises that the historic villages reflect a unique combination of natural, cultural and social characteristics of the urban and sub-urban fabrics. However, in spite of the potential of the typical settlement type in the pre-modern era, the traditional settlement has been neglected by the phenomena of modernisation. Numerous studies have attempted to explain the importance of preserving these historic villages in the challenging urban landscape; Saleh (1998) and Sharifah Mariam Alhabshi (2010). Other such as Alberts and Hazen (2010), Pendlebury, Short and While (2009) have also attempted to depict the importance of the distinction between the use of the authenticity and integrity principles in guiding the preservation efforts, and balancing the needs and goals of the multiple stakeholders in the historic areas.

Stern et al. (1986) have found that potential conflict might also form if there was a mismatch between the effectiveness of the current incentives policy and the residents’ needs at the actual site. However, the financial aspects of a conservation incentives programme have not been the only important considerations. He found that the success of a programme might depend on its ability to get the attention of its intended audience and communicate it in a way that was understandable as well as credible and which addressed itself to the users’ needs. Success might depend not only on the size of the incentives offered but also on the form of the incentives and on the way the programmes was organized, marketed, and implemented. This view was supported by Meng and Gallagher (2012), who found that a particular incentive might be more effective in a particular area and thus, success of an incentives programme would
require various efforts, not just internally or just externally.

For the above reasons, in dealing with the efficiency of the current incentives programme, this study considers that a policy formulation for the cultural heritage conservation and incentives programme should look at the perceived ‘real’ needs of the residents or local communities. This concurs with research conducted by Zainah Ibrahim (2007), who found that the present process of the community involvement in their urban conservation project was found to be inadequate for promoting the sustainable communities. Her research findings have proved that there was an imbalance of power and control which had required a practice-oriented framework for a better coordination and collaboration between the stakeholder organisations.

**METHODS**

**Study Areas**

The study areas for this research were from three locations, namely Bukchon Hanok Village located in Seoul city; Hahoe Village, Andong; and Yangdong Village, Gyeongju, located in the Gyeongbuk-do Province (Figure 1).

Bukchon Hanok Village is a Korean traditional village located, flanked by two great palaces - Gyeongbok Palace to the west and Changdeok Palace to the east. This village has the largest cluster of Korean traditional houses, called ‘hanok’ (Figure 2). These remaining urban traditional houses were built during the 1920s and 1930s. Many sits in the narrow alleys and characterised by unique traditional Korean wood-framed design and construction detailing.

According to Song and Cho (2002), Bukchon was a residential area for the upper classes of the late Joseon Dynasty (1392–1897) and maintained its important status until the 1970s. In recent times, Bukchon whilst still a residential area also houses more than 900 hanok homes, museums and various craft shops. It is now a popular tourist’s attraction as well as an historical and cultural heritage sites. In 2009, Bukchon Hanok Village received the UNESCO’s Asia Pacific Heritage Award for its successful conservation efforts.

Hahoe Village is a valuable part of Korean culture because it preserves Joseon period-style architecture (1392–1897), folk traditions, valuable books, and old traditions of the clan-based villages. The village is located in Andong, Gyeongsangbuk-do, South Korea. To the north of the village are the Buyongdae Cliffs while Mt. Namsan lies to the south. The village is organized around the geomantic guidelines of pungsu so the village has the shape of a lotus flower or two interlocking comma shapes. This village was inscribed into the UNESCO World Heritage List in 2010.

Yangdong Village is one of Korea’s best examples of a banchon. This is a village where Korea’s yangban (scholar elites) gathered to live an aristocratic lifestyle. Its history goes back almost to the very beginning of the Joseon kingdom (1392–1897). In the mid-15th century, a village had emerged composed of clan members and their countless servants. Such villages were quite common in the Joseon era, and Yangdong was one of the largest such communities. Throughout its 500-year history, the village
has produced a number of notable officials and scholars. This village was also listed under the inscriptions of the UNESCO World Heritage site in 2010 (Figure 3).

Data Collection
A case study approach was chosen in order to allow for a general understanding of the research problem. Following the case-study approach by Yin (2003) and Stake (1995), this research study represents an appropriate method for inquiry into the emergent and diverse components of the community development. In this regard, mixed method of concurrent triangulation designs were used by performing document review, observations, structured interviews and a survey involving residents in the three historic villages. This method consisted of two distinct phases: quantitative and qualitative (Creswell, Plano Clark, et al., 2003). In their design, the researcher would collect both quantitative and qualitative data concurrently and would then compare the two databases to determine if there could be a convergence, differences, or some combination (Creswell, 2009). Thus, with this quantitative data and their qualitative analysis, the study could refine and explain those statistical results by exploring the participants’ views in more depth [see Creswell (2003), Rossmann & Winson (1985) and Tashakkori & Teddlie (1998)].

For this study, a two-stage cluster sampling was selected to filter the optimal respondents, who were based on these residents who had received the heritage incentives from the authorities. The survey data were collected from November to December 2012, with the questionnaires written in Korean. The questions were a combination of multiple-choice questions, followed by open-ended queries. For instance, respondents were asked about the types of incentives they have received, their perception on the effectiveness on the current incentives policy and their needs for the cultural heritage conservation. The selection of the respondents was based on the following criteria: (i) residents who have received heritage incentives from the authorities, and (ii) residents who were residing permanently at the settlements. The samples were filtered based on the screening question, whether or not they have had ever received any incentives from the authorities. In other words, respondents who had never received any financial supports were not included in this study.

In this regard, face-to-face interviews and mail distribution survey techniques were conducted. For the face-to-face interviews, the researcher delivered the questionnaires to the homes of the respondents and explained the purpose of the study with the assistance of an interpreter who helped to conduct the bilingual interviews. The interviews lasted approximately 30 minutes to 1.5 hours. While for the ‘difficult to reach respondents’, the mail distribution survey with about 260 sets of questionnaires with self-addressed and stamped envelopes were meted out within the three study areas. As a result of the surveys, a total of 128 answered questionnaires were collected from the respondents; 74 from Bukchon, 24 from Hahoe and 30 from the Yangdong Village (Table 1).

In order to attain a holistic view, one-on-one interviews were carried out with the
officials of the Cultural Heritage Administration, Seoul Metropolitan Government, Andong City Hall and Gyeongju City Hall. The researcher also undertook on-site interviews with groups of specialists (including educators and curators), cultural reference groups (including community leaders, heritage managers, cultural groups, the private sector and the NGOs). The open-ended instruments were prepared based on these feedbacks in order to investigate the state of the art, how and in what way the incentives mechanism might be implemented for the benefits of the community in these historic villages.

Data Analysis
The data of the survey were analysed using the Statistical Package for the Social Sciences (SPSS) Version 16.0. In order to measure the effectiveness of the incentives programme, this study has employed the Bennett’s programme evaluation method (Bennett, 1975). By using the five-point Likert scale, respondents were asked to state their level of agreement for the statements pertaining to the satisfaction towards the incentives programme inputs, programme activities, programme participation, programme reactions, programme learning, programme actions and programme impacts. Analysis of Variance (ANOVA) was used to identify the mean differences of the incentives programme evaluation and the real needs between the groups, as well as the differences between the three villages were under study.

POLITICAL AND CULTURAL ISSUES IN THE PRESERVATION OF HISTORIC VILLAGES
Korea has become the only one country left on the globe that was divided by ideologies. South Korea was founded in 1948 on the basis of democracy and capitalism, while North Korea came to be dominated by the principle of communism and socialism (Yim 2002). Korea was under Japanese rule for 36 years that ended in 1945, shortly after the Japanese defeated in World War II. Despite being divided, the national consciousness constructed by Han minjok (meaning “Korean nation”) has remained. As Eckert et al. (1990) points out, this characteristic has become an essential basis for modern Korean nationalism. Surprisingly, this cultural nationalism has indeed provide a significant basis to South Korea to emerged as a global leader in many areas including the cultural heritage protection.

Kobylinski (2006) sees cultural heritage as a source of social memory, as such, it plays an essential role in the process of cultural identification. According to Yim (2002), since its establishment as a republic, the foremost challenge of the South Korean cultural policy has been to resolve the issue of cultural identity. While western culture permeated the everyday life of the people, the traditional characteristics of the Korean cultural gradually lost their influence on the way of life of the people. As a result of the rapid industrialization that began in the 1960s, however much of the population migrated from villages to the cities. Owing to this simultaneous industrialization, urbanization and westernization; the traditional ways of life began to disappear rapidly.
along with older arts, rituals, and other kinds of intangible cultural expression that articulated this way of life (Yim, 2004). As noted by Kang (1999) the problem of conservation is further impeded by other Korean rural issues, which are causing gradual decline in the original structures of the traditional village. Due to the high rate of urbanization, the vernacular cultures are gradually deteriorating. Above all, he added that there is incorrect view point that the historic environment can be maintained through fixed cultural properties without conserving the full social, cultural and economic dynamics of the village.

Initial study by Kang (1999) also highlighted first, the problems on the top-down approach in the conservation planning in Korea, which disregards the opinions by the residents. This is due to the lack of sensitivity consideration for the delicate and complex internal structures of traditional villages and their properties. He suggests that the standardized central government-led conservation approaches should be revised. It seems desirable to introduce diverse specialized programmes, targeted on the situations of specific villages, which would be able to supplement the standardized planning system. A second set of issues relate to the planning, design and maintenance. Conservation planning has a tendency to concentrate on the cultural properties of specific building units rather than considering the village as a whole. In addition, the varieties of the current incentives policy implemented in the selected historic villages will be discussed further on the next section.

**REVIEW OF THE CURRENT INCENTIVES POLICY**

Incentives of any type have been generally required, because incentives could often improve and enhance cultural heritage policy outcomes. In order to ensure the sustainability of the protection of the cultural heritage properties in South Korea, financial resources were found to be among the vital components of the whole conservation system. The main resources of financial support have been from the national and local government budgets while the Cultural Heritage Administration and the Ministry of Public Administration and Security have been acting as the administrator (Cultural Heritage Administration, 2011). General subsidies are allocated by the ministry to Local Government, while the Cultural Heritage Administration has been distributing state subsidies for instance, with the supporting contribution of 30% to 70% of the allocation portion to the state-designated cultural heritage. The Local Governments have been bearing another 30% to 50% of the subsidy costs for the State-designated cultural heritage while allotting subsidies to the local-designated cultural heritage (Figure 4).

According to the Cultural Heritage Administration (2011), over the last few years the current incentives policy has assisted local communities to develop and maintain a positive attitude towards cultural heritage conservation, through the provision of the financial and non-financial incentives mechanism (Table 2). The heritage incentives system, which promotes the preservation of the historic properties and sites in South Korea, can be divided into five types namely public subsidies, loans, tax relief, planning
incentives and fire prevention systems.

CASE STUDIES

The Bukchon Hanok Village

The Bukchon Hanok Village was the first hanok preservation and regulation-oriented project steered by the Seoul Metropolitan Government, and has been benchmarked by other cities in Korea in terms of its heritage governance. The Bukchon Preservation Project is a ten-year regeneration of Korean hanok village project launched in 2001 to protect the district and to improve the living environment of the dwellers. The total budget incurred for this project was estimated around ₩ 96.6 billion (US$93.4 million) (Seoul Metropolitan Government, 2008). According to Lee (2012), since 2001, the Seoul Metropolitan Government has provided the most substantial registration of the hanok and incentives schemes, providing owners with subsidies, partial funding and loans for the conservation work of the heritage properties in the Bukchon district. The amount of government spending could cover 25% of the average costs of the hanok repair, and the property owners would have to cover 75% of the repair costs. Other programmes of heritage incentives include the restoration of the residential environment, investment and re-utilizing the hanok and development of the cultural heritage programmes. Detailed examples of the heritage incentives provision are provided in Table 3. As a result, the neighbourhood in Bukchon has been recovered as a distinctive landscape of a hanok district and has a dramatic impact on the character of the Seoul city.

Table 4 shows the number of hanok registrations and the total value of subsidies and loans granted from 2001 to 2011 in Seoul. As a result of these various financial support, 501 hanok were registered with 342 hanok which have completed their repairs. The achievement of the ten-year hanok Regeneration Programme has accounted for the approval of 342 subsidies with a total value of ₩ 9.8 billion (US$9.52 million) and 193 loans with a total value of ₩ 3.8 billion (US$3.66 million) from the Seoul Metropolitan Government.

Furthermore, in the Bukchon Hanok Village many hanok houses were in dismal physical conditions because they were built approximately 50 to 100 years ago. As shown in Table 5 below, the breakdown of the supportive funds for maintaining the hanok was increasing year by year. From these data, it is clear that preservation financial aid peaked in 2011, with the total fund amounting to ₩ 2,222 million (US$2 million), but has decreased slightly to ₩ 1,436 million (US$1.3 million) in 2012 (as of September 30).

The Hahoe Village

The data obtained from the Andong City Hall (2013) have shown that the total value of financial aid for the Hahoe Village was in the form of monetary support. As at 2008, the total value of financial support was ₩ 4,107 million (US$3.7 million) but decreased to ₩ 3,296 million (US$3 million) in 2009 and eventually to the lowest in 2010 with the total allocation of ₩ 2,500 million (US$2.3 million). However, the total value of financial
support has shown a significant increase for 2011 and 2012 with the total value of ₩3,846 million (US$3.5 million) and ₩3,062 million (US$2.8 million) respectively (Table 6). Funding from this account has also supported direct grants to qualifying individuals or organizations; which particularly showed support to the concept of the cultural heritage conservation, village facilities and infrastructure, visitor amenities as well as tourist facilities.

The Yangdong Village

For the last five years, the Gyeongju City Hall has offered financial incentives in the form of preservation aid to the owners of the historic properties. In this respect, owners have been given a specific amount of aid based on their financial needs in order to accomplish preservation and repair works for their designated properties. Table 7 shows the breakdown of the total value of preservation aid allocated for the Yangdong Village from 2008 to 2012. The data have shown that the allocations have followed a fluctuating trend, with no allocation in 2008 but ₩5,450 million (US$5 million) were allocated in 2009, and rose to ₩8,250 million (US$7.5 million) in 2010. However, in 2011 the value of financial support decreased to ₩4,650 million (US$4.2 million), but in 2012 the value was increased to ₩5,640 million (US$5.1 million). It was found that the financial aid has had a significant impact on the overall improvement of the physical features of these historic villages, especially in preserving the deteriorated traditional houses.

RESULTS

Respondent Characteristics

Many researchers have argued that “How large does the sample size have to be?” Groves et al. (2009) posits that the sample should permits conclusions to be made with a level of uncertainty within the cost constraints of the survey. While Hogg and Tanis (2006) explains that the minimum sample size for robust hypothesis testing for instance, the t-test and ANOVA is 30 samples. The authors stresses that this might be sufficient depending on the confidence interval requirements. From the field study survey, a total of 74 questionnaires were returned from Bukchon, 24 from Hahoe and 30 from Yangdong (Table 8). The gender breakdown of the respondents was 62% male and 38% female in Bukchon, 67% male and 33% female in Hahoe, and 33% male and 67% female in Yangdong village. The most represented age group in the Bukchon and Yangdong villages was 51-60 years (32% and 50% respectively) and 61-70 years in the Hahoe village (42%). Over half of the respondents from Bukchon were less than 50 years, while the remainder were between 61-70 years (14% in Bukchon, 42% in Hahoe and 17% in Yangdong, respectively). For each village, approximately 4% of the respondents in Bukchon, 21% in Hahoe and 17% in Yangdong were above 70 years old, respectively.

Almost all respondents from the three study areas had a formal education (Table 9). Roughly 69% and 17% of the respondents in Bukchon and Hahoe had attended university respectively, while there were none for the Yangdong respondents. An
average of 4% in Bukchon and 7% in Yangdong had completed a college education; 26% in Bukchon, 54% in Hahoe and 77% in Yangdong had a high school education; 17% in Hahoe and 7% in Yangdong a junior high school education; while 1% in Bukchon, 13% in Hahoe and 7% in Yangdong had attended elementary school. In Yangdong, one (3.2%) of the respondents had non-formal education.

From Table 10, the average monthly income for the Bukchon residents was in the range of ₩ 2,000,000 (US$ 1,821) to ₩ 2,500,000 (US$ 2,275), with many wage earners of households engaged in various sectors such as professionals in the private (40%), government (19%) and self-business (17%). Housewives, pensioners, and labourers have reported to have the least income. In Hahoe, the average monthly income for its residents was in the range of ₩ 1,000,000 (US$910) to ₩ 1,500,000 (US$1,365) with 39% of the Hahoe respondents involved in farming and 26% in tourism-oriented business. In Yangdong, most residents were farmers (45%) and housewives (34%) both of whom were reporting an average monthly income in the range of ₩ 1,500,000 (US$1,365) to ₩ 2,000,000 (US$1,821). In Hahoe and Yangdong, housewives and pensioners have reported low incomes (below ₩ 500,000 or US$455).

Incentives Programme Evaluation by the Residents

This study was conducted to address an overarching question, which was whether incentives programmes that have been formulated for the community were found to be suitable for their aspirations and real needs. The following section has attempted to analyse the residents’ perception of the effectiveness of the current incentives policy by using the Bannett’s programme evaluation method. Using the five-point Likert scale, respondents were asked whether they agreed or disagreed with the statements pertaining to the satisfaction towards the incentives programme inputs (how participant perceive to the resources of the programme), programme activities (how participant react to the events or activities conducted), programme participation (the extent to which participant involvement), programme reactions (how participant react to the programme’s interest), programme learning (the extent to which participant acquired a knowledge), programme actions (how participants react to the decision taken) and programme impacts (the overall benefits).

In order to obtain a satisfactory perception for this evaluation, the programme’s terms were explained in the Korean language to the respondents based on the guiding terminologies as attached in the questionnaire form. As shown in Table 11, most of the respondents in Bukchon, Hahoe and Yangdong were found to have favourable attitude for all the incentives programme’s attributes, with a total mean score of 3.3611, 3.4095 and 3.1427 respectively. In Bukchon, among the seven factors of the incentives programme’s evaluations, programme’s participation had the highest mean score with a value of 3.83, followed by the programme’s reactions (3.48), the programme’s actions (3.47) the programme’s activities (3.38), the programme’s impacts (3.22), the programme’s learning (3.10), and the programme’s inputs (3.04).

However, in Hahoe, the respondents gave the highest assessment for the
programme’s learning which was an average of 3.99, followed by the programme’s participation (3.61), the programme’s actions (3.47), the programme’s impacts (3.37), the programme’s reactions (3.26), the programme’s inputs (3.08), and the programme’s activities (3.08).

The highest mean score for the incentives programme’s evaluation in Yangdong was for the programme’s inputs with an average of 3.36, followed closely by the programme’s reactions (3.19), the programme’s impacts (3.18), the programme’s activities (3.16), the programme’s actions (3.16), the programme’s participation (3.04), and the programme’s learning (2.91).

Further statistical tests as shown in Table 12 have revealed the ANOVA test analysis for the entire incentives programmes evaluation by the residents of the three villages. The ANOVA test was carried out in order to identify differences in perception towards the programme’s inputs, programme’s activities, programme’s participation, programme’s reactions, programme’s learning, programme’s actions, programme’s impacts, and the overall perception towards the incentives programme amongst residents in the Bukchon, Hahoe and Yangdong villages. The full data are presented in Appendix A. The data have shown that there was a statistically significant difference in perception of the programme participation and the programme learning incentives between Bukchon, Hahoe and Yangdong residents. However, variables were found not to be statistically significantly different. Post-hoc comparisons using the Tukey HSD test have indicated that only Bukchon and Yangdong villages were significantly different from one another at the \( p < 0.05 \) level. The residents’ perception towards the programme’s participation in Bukchon (3.83) was found to be greater than for Yangdong (3.04). The actual difference in the perception towards the programme’s participation between the two study areas was moderate, based on Eta squared (0.12). Meanwhile, based on the post-hoc tests, the perception towards the programme’s learning for Hahoe (3.99) was found to be greater than for both Bukchon (3.10) and Yangdong (2.91). The actual difference in the perception towards the programme’s learning was quite large (0.17) among the three case study areas, calculated by using Eta squared.

The most striking result to emerge from these data was that residents in Yangdong felt that their participation in the incentives and conservation programme was relatively good and welcomed as compared to their counterparts from the Bukchon and Hahoe villages. Moreover, a comparison of the programme’s learning has revealed that among the three villages, there was a large difference in perceptions in the Yangdong Village, where it was found that emphasis should be deliberated to cultivate the programme’s learning to the communities, especially on the importance of preserving the cultural heritage.

Residents’ Perception on the Tangible and Intangible Heritage Needs

Furthermore, all the respondents were asked to state their level of support for the educational training focused on safeguarding the tangible and intangible heritage that they needed the most in the study area (Table 13). Based on the work done by
Jamyangiin Dolgorsuren (2004), this study has adopted the 10 parameters of her study for both the tangible and intangible needs for educational training focused for the study areas. For the tangible heritage, the parameters were: (i) maintenance and preservation work, (ii) repair and restoration of structures, (iii) alteration and new work, (iv) planning and management of heritage areas, (v) policy and legal issues, (vi) fine arts and crafts techniques, (vii) painting, (viii) documentation and assessment, (ix) cultural landscape; and (x) entrepreneurship. However, for the intangible heritage, 10 parameters were identified as follows: (i) cultural and intangible heritage policy, (ii) identifying and delineating intangible heritage, (iii) heritage policy and legal instruments, (iv) cultural and historical traditions, (v) cultural and arts management, (vi) drama, music and festivals, (vii) language and works of art, (viii) manners and customs, (ix) folk performing arts; and (x) religious faith.

From Table 14, the means for the intangible needs for Bukchon, Hahoe and Yangdong were found to be 2.3, 2.7 and 2.5, respectively. This means that the Hahoe’s residents felt that they needed more intangible heritage educational training as compared to the Yangdong and Bukchon residents. However, there was no significant difference of the tangible heritage educational training needs among the Bukchon, Hahoe and Yangdong residents. The full results of the ANOVA are shown in Appendix B. In order to identify the significant differences of the tangible and intangible educational training needs between Bukchon, Hahoe and Yangdong, ANOVA was carried out. Table 15 reveals a statistically significant difference in intangible heritage needs among the Bukchon, Hahoe and Yangdong residents at the p < 0.05 level: $F(2, 125) = 10.11, p = 0.00$. The effect size, calculated by using Eta squared, was 0.14. This means that the actual difference in the mean scores between the study areas was quite large. Post-hoc comparisons using the Tukey HSD test have indicated that the three study areas were significantly different from one another at the p < 0.05 level.

DISCUSSION
In-depth interviews have also been carried out for the data collection for this study. This section has briefly discussed the socio-economic transformations invoked by the tourism impacts through the residents’ opinion held within their settlements’ boundary.

Socio-Economic Transformations
In the case of Bukchon, a large number of hanok houses have been converted to homestays, restaurants, shops, galleries, museums and bars to attract visitors. This research study has found that most respondents disapproved of any further tourism developments for this Korean traditional village, which could feasibly lead to social and cultural changes within the societies. Residents in Bukchon have perceived that too much competition for the tourism-oriented businesses could make the people tend to become more materialistic. One respondent pointed out that: “Bukchon is changing to be a more capitalist district; our heritage value should be preserved and kept. It seems to me that every time the governor is changed, the number of hanok in downtown of Seoul is decreasing”
On the other hand, some of those respondents interviewed have stated that the financial support was found to be still lacking: “Give more flexibility for the building laws especially for the adaptive reuse of the traditional buildings. We need more consultation between the people and the government. The government should provide us with more financial subsidy” (Personal communication, November 14, 2012). One craftsman pointed out that: “The Seoul Metropolitan Government has brought in many craft experts to develop Bukchon but the government doesn’t have enough budgets for them. It has created many problems” (Personal communication, November 22, 2012).

In the Hahoe Village, most respondents were of the opinion that conservation awareness among them has already arisen. But one respondent was found to remark: “The sense of belonging among us is weak. People are becoming more individualistic now” (Personal communication, November 4, 2012). Another resident has also added that “Humanity among us has been destroyed due to capitalism” (Personal communication, December 4, 2012). The local residents felt that relationships among the community members have decreased due to the tourism impacts, where the local were found to be more in favour of gaining monetary profit from the tourist influx. This view was supported by the Hahoe Village headman concerning the future of their performing arts: “That’s really true that the conservation activities are very successful in this village. However, one thing that concerns us most is the involvement of outsider dancers in performing the dance. I’m a bit worried for the future of the ‘mask dance’. Why doesn’t the authority choose us to perform something belonging to us rather than bring in outsiders?” (Personal communication, December 5, 2012). One respondent felt that they needed skills and knowledge in order to inherit their cultural heritage value: “Government should provide us sufficient financial aid to preserve our cultural heritage and provide in-house training (crafts making, music, folk performing art and festivals). It should be supported by the administration and should be provided accordingly based on our need” (Personal communication, December 6, 2012).

Furthermore, in the Yangdong Village, one respondent has expressed this opinion: “When I was young, this village has very calm living with the traditional Joseon cultural landscape. Unfortunately, this village has changed dramatically after the UNESCO inscription. Since then, this village has become a tourist spot; it has caused inconvenience to our daily life” (Personal communication, December 19, 2012). Another respondent has complained: “It gives us much inconvenience when tourists are making loud noise while walking around and taking pictures of our properties. Some of them even tried trying to pluck our herbs like ginseng” (Personal communication, December 18, 2012). Despite these negative views, there was a positive opinion from a resident who were involved in the tourism business: “It is such a pleasure for this village to become a World Heritage Site. I have benefited a lot from this inscription, especially when people around the world come to visit and stay. I run a restaurant and homestay, so I think this is good for my business” (Personal communication, December 19, 2012). However, some residents have perceived that there was a lack of better educational facilities. According to one respondent, “We have an elementary school outside
the village entrance. However, we need a high school for our children to further their studies. Now, most of our children have to find far away places for higher education. I’m afraid the youngsters will migrate away and leave us behind” (Personal communication, December 18, 2012). One resident complained: “It was hard to get funds from the government. We had to go through a lengthy process. Usually the government neither follows what people want nor execute what they have promised us” (Personal communication, December 19, 2012).

Tourism Facts and Impacts
This research has found that tourism is one of the most effective ways of redistributing wealth and that is by moving money into local economies. For example, effects on the economic benefits resulting from the tourism industry in the Bukchon, Hahoe and Yangdong Village were found to be great. As noted by Kim (2012), data by the Bukchon Traditional Culture Centre have recorded that about 30,000 people visited Bukchon in 2007. But the number of visitors has risen to 318,000 in 2010. However, the figure doubled to more than 600,000 visitors in 2012. The Korea Government (2008) has reported that between 800,000 and 100,000 tourists have visited Hahoe and Yangdong each year from 2005 to 2007 (Table 16).

In order to access the tourism impacts for the three villages, the researcher asked the villagers ‘Does the incentives distribution create impacts on the tourism activities here?’ From Figure 5, more than half of the respondents (66%) replied that the tourism activities have created positive impacts while 18% responded negatively but 16% were uncertainty.

This research finding could be explained by the responses to this interview question: ‘What is your opinion on the tourism-oriented approach to enhance economic viability of your village? Does tourism in this regard give benefits to the local communities?’ As a result, a variety of responses was elicited from amongst the three village heads. The Bukchon’s community head commented: “I agree with the tourism-oriented approach. However, the government should make sure that the facilities here are well-equipped. At the moment we really need more parking spaces and public toilets. As for now, there are not enough of them to accommodate visitors” (Personal communication, November 8, 2012).

The Hahoe’s village head expressed his opinion: “We have been benefiting a lot from the tourism activities such as increased job opportunities, improved infrastructure, as well as showcase our local products and heritage. Indeed, it was good but at the same time we have lost our privacy” (Personal communication, December 5, 2012).

Another interviewee, the Yangdong’s village head opined: “I disagree. The present tourism-oriented approach cannot be developed paralleled with the conservation activities. If tourism is evitable, then the authorities should come out with a systematic plan to help us preserve the originality of this historic village. Many tourists think that it was a bit unnatural when visiting this village and they have to accept this false or fake image” (Personal communication, December 19, 2012). The researcher also observed that as more and more visitors arrived, these villagers were confronted with challenges to their
livelihood as well as the physical and natural environments of their villages.

CONCLUSION

The researcher has attempted to rethink the provision of the incentives programme for conservation by examining three cases of the Korean historic villages, which are relatively significant for their own history and cultural heritage characteristics. In this study, the researcher had discovered and learnt from this first insightful study of the historic villages the importance of the effectiveness of the incentives programme in guiding the conservation efforts for the local economic development. In dealing with the efficiency of the current incentives programme, this study has taken the stance that a policy formulation for the incentives programme should visually reflect the ‘real’ needs of the local communities. This research has also found that a large portion of the financial support and preservation aids were provided by the Korean authorities in order for the historic property owners to preserve their heritage villages without which they would one day ‘disappear’.

The central argument this studies has brought forth was whether the incentives programmes formulated for the community have been found to be suitable to the aspirations and the real needs of the local residents? Albeit the perceived positive response from the large majority of the respondents on the effectiveness of the incentive programmes, however, digging deeper into the issues of the socio-economic changes particularly the human values, lifestyles, village life interferences and conflicts among the inhabitants have revealed some startling findings. The researcher found that the negative impacts of tourism to the local residents have also emerged as the heart of their uneasiness.

The researcher has also established the fact that the financial incentives tools have not been focused enough to conform to the effectiveness of the conservation programme. However, the local people’s participation through imparting education to all stakeholders should be promoted actively. It was also found that emphasis should be deliberated to cultivate the importance of preserving the intangible cultural heritage to the local communities. Consequently, this study has found that there was a divergent pull between the current incentives policy and the local aspirations. In most cases, the cultural heritage conservation was found to be a catalyst for fulfilling the heritage tourism advantage rather than catering to the local community’s needs. Thus, there is a definite need for the authorities and the stakeholders to reestablish the community-participatory approaches in any decision-making process.

In conclusion, the researcher has found and learnt that the dynamics of the social change between the residents and the impact of tourism development from this research study might be considered important for implementation by all policy makers concerning heritage conservation. Furthermore, the authorities should realise that the prominence given to tourism might lead to an unsustainable dependence on tourism by abandoning useful traditional values and the real needs of the people. The researcher has found that if policymakers were to take this study seriously, they might consider
applying the sustainable tourism approach in order to ensure that development could bring about a positive experience for the local people and the tourists themselves. Therefore, the researcher has learnt that any efforts to preserve the cultural heritage should be aimed not merely at gaining tourism’s benefits but also to understand the real needs of the local people which seems to be the most important thing.

ACKNOWLEDGEMENTS

This study would not have been possible without support by the Universiti Tun Hussein Onn Malaysia (UTHM) and University of Malaya (Project No. PV110-2012A). My deepest gratitude goes to my Korean interpreters, Mr. Changkyu Yun, Mr. Jinsung Hong, Mr. Jongbeom Lee and Ms. Gaeun Park for helping me during the whole duration of the fieldwork activities in Seoul, Andong and Gyeongju. The authors would also like to convey their thanks to the group of Korean translators, Mr. Syed Muhammad Nazir Bin Syed Othman, Mr. Mohamad Khairulanuar Bin Mohamad and Mr. Muhammad Samsudian (Dongyang Mirae University), and Mr. Kim Yong-Cheon and Mr. Seo Jong-Seob (Kyung Hee University), who have helped to convert the written materials.

REFERENCES

Jamyangiin Dolgorsuren. (2004), Defining the National Capability to Safeguard
Intangible Cultural Heritage in Mongolia, Ulaanbataar, Art Council of Mongolia.


