

## Development of Tourism Village for the Revitalization of Regional Economy: A Case Study

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**Abstract.** Income of small fishing village residents by developing tourism resources possessed by fishing villages. It has an important meaning as an alternative that can diversify the circle and revitalize the fishing village economy. In addition to this, tourism development in fishing villages is an improvement in settlement environment of fishing villages, conservation and use of resources, In terms of devising measures to achieve balanced development of national territory and exchanges with urban residents. It has an important meaning, and local resources are centered on residents living in the area. In terms of being able to derive the type of resident-participating development that is independently developed. It is meaningful. This study attempts to examine the flow of previous studies on tourism development in fishing villages by derivation and generalization of fishing village tourism success factors and recent research trends through in-depth consulting for Dadae Fishing Village, Nam-myeon, Geoje-si, Gyeongsangnam-do.

**Keywords:** Local economy, vitalization, tourism village, fishing village experience, tourism industry, marine industry.

## **1. Introduction**

Considering the economic ripple effect and economic situation of fishing villages, the tourism industry is an important alternative to diversify income sources of small fishing villagers and revitalize fishing village economy by developing tourism resources possessed by relatively outdated fishing villages. In addition, tourism development in the fishing village has important meaning in terms of improving the settlement environment of the fishing village, preservation and use of resources, balanced development of land, and devising ways to achieve exchanges with urban residents.

In Korea, fishing village tourism has now established itself as a form of domestic tourism as well as a plan for fishermen to generate income outside of fishing. The fishing village experience village program, which is the most representative of the fishing village tourism products, should be characterized by appropriately utilizing the characteristics of each coast to induce interest and enhance the satisfaction of tourists.

The concept of fishing village tourism was defined as “all activities for tourism, leisure, and sports that take place by utilizing resources existing in the space including the sea, islands, and beaches of the fishing village” (Son and Kim, 2018). In other words, fishing village tourism can be conceptualized as “all maritime activities conducted for the purpose of satisfying tourists' needs for tourism by utilizing the existing resources near the coast, centered on the fishing village”. The meaning of the fishing village experience village program is “to experience daily life while staying in a fishing village, understand marine culture, and enjoy leisure”, which can be said to be the closest form to the concept of fishing village tourism.

It is also meaningful in that it is possible to derive the type of resident participation-type development that is developed by the residents who are living in the center. Existing studies related to tourism development in fishing villages have been evaluated as being focused on analyzing the current status and problems of fishing villages, deriving policy improvement plans and developing development strategies (Ministry for Food, Agriculture, Forestry and Fisheries, 2009). Indeed, prior studies on tourism development in fishing villages include basic research on tourism development, such as surveys on tourism resources in fishing villages, surveys on tourism demand through surveys, and surveys on development conditions, and development plans and development strategies related to tourism development.

The number of fishing village experience and recreation villages designated nationwide has been established since it was designated in 2008, but the number of visitors in the past five years (2014-2018) has grown by an average of 2.6% per year and direct income by 5.2%. This is believed to be the reason that the experience programs of the fishing village experience and recreation villages do not

have differentiation and do not induce the interest of tourists due to the operation of the entire program.

It is pointed out that although the fishing village experience village development project since 2001 has been successful in terms of performance at the time of its progress, there are still many tasks left to expect the level of operation by the government's self-powered residents. In Geoje, not only Dadae Village, but also Gyedo Village, Ssangeun Village, Dojangpo Village, and Isudo Village, are operating five fishing villages. Unlike other villages, these fishing village experience villages are operated with a certain financial support from the government, and they directly or indirectly generate income for village residents through tourism and experiences of city residents.

Dadae Village is said to be due to its many people, a large area, and abundance of agricultural and marine products. As of 2017, there are 385 people living in 140 households, of which 55 are fishing boat fishing, village fishing, and aquaculture. All households are participating in the experience village program. Starting from the completion of the study center in 2008, Dadae Village has been established as an experience center such as tidal flat work, clam spray work, and ecological river restoration, and has been selected as the best experience village in 2011. In the process of growing Dadae Village as an experience village, there were severe conflicts among residents in the early days. This is because there was a backlash from the elderly that it was unreasonable to pursue an experience project whose success was unclear in the difficult fishing realities such as the economic burden of the project promotion, oil prices, and reduction of water resources. However, in Dadae Village, the conflict was resolved little by little through the continuous holding of village meetings and explanations of success cases and the possibility of success through interviews with administrative agencies, and as tourists visited the village, the village became more vibrant and income increased.

This study aims to classify the flow of prior studies on tourism development fishing villages into deduction and generalization of successful factors in fishing village tourism through advanced consulting of Dadae fishing village in Namjeom-myeon, Geoje-si, Gyeongsangnam-do.

## **2. Related Works**

Son and Kim (2018) presented a problem with the lack of differentiated experience programs that utilize the organization and services of the operating entity and local resources in fishing village tourism. At the same time, a study was conducted on the development direction of differentiated regional experience programs utilizing regional natural resources, socio-economic resources, and cultural resources (Son and Kim, 2018).

Nam (2018) derives implications through the investigation of the causal relationship between the unique objective uniqueness of the fishing village and the

components of tourism experience and satisfaction, maximizing the satisfaction of tourists visiting the fishing village experience village. And conducted an empirical study to support revisit induction. As a result of the analysis, the 'fishing culture experience', 'leports experience', 'ecological craft experience', and 'festival and event experience' programs did not have much differentiation from the 'rural experience'. However, 'tidal flat experience', 'fishing experience', and 'fishing experience' are programs that cannot be experienced in rural areas, and the group who prefers the fishing village experience is more likely to choose than the group who prefers the rural experience Nam (2018).

Park and Lee (2017) conducted a study on the environmental characteristics of fishing village experience villages and the effect of experience programs on tourist satisfaction. As a result of analysis, first, it was found that the environmental characteristics of the fishing village experience village had a positive effect on the experience program. Second, it was found that the environmental characteristics of the fishing village experience village had a positive effect on the satisfaction of tourists. Third, it was found that the experience program of the fishing village experience village had a positive influence on the satisfaction of tourists (Park and Lee, 2017).

Therefore, this study aims to propose a differentiation plan for the Dadae Fishing Village Experience Village, focusing on the fishing village experience village program in Korea.

Table 1: Prior study on the impact of fishing village development: an economic perspective.

Division	Researcher	Main Content
An economic perspective	Kim (2013)	In order to understand the effect of the tourism industry on the local economy, the regional effect model was applied to the Gangwon-do area to estimate the number of tourists in the tourism industry and the revenue of the tourism industry.
	Kim (2010)	By applying Blinder-Oaxaca's Decomposition Method, a quantitative policy evaluation of the fishing village development project was attempted. According to the analysis results, the results of the fishing village development project were positive.
	Lee (2011)	To analyze the quantitative effect of the Rural Village Development Project, we examine the changes in the rural area's population, the number of visitors, direct income, the number of residents receiving external education, and the eco-friendly farming area for 36 areas. According to the results of the study, it was found that the rural village development project contributed to the increase and maintenance of the population in rural areas. An increase in the area of eco-friendly agriculture for farms has appeared.

Table 2: Research trends related to fishing villages by season

Stage	Researcher	Contents of Research
Early Activation	Kim (2001)	A Study on the Development Plan of Fishing Village Tourism Types
		→Categorize fishing village tourism into several types, and the status and problems of each type
	Ko (2002)	·Proposal for Policy Establishment for the Promotion of Fishing Village Tourism by Survey and Analysis
		→ Recognizing the need for systematic research due to the increase in tourists from farming and fishing villages
	Hong and Choi (2008)	Direction of Development of Fishing Village Experience Tourism Village
		→ Proposal of a direction for the development of fishing villages through the examination of trial and error of similar tourist attractions
Lee (2008)	Introducing sustainable fishing village tourism	
	→ Propose tasks for establishing a fishing village tourism policy and effective implementation	
Reactivation	Kim (2018)	A Study on the Actual Condition and Vitalization of Fishing Village Experience Tourism in Chungcheongnam-do
		→Analyze the actual state of experience tourism in fishing villages in South Chungcheong Province and tap into the area Further research on ways to promote linkage with resources
	Moon (2009)	Fishing Village Development Plan
		→Explore the appropriate size of the fishing village experience village project for urban residents and stage 2 Proposal on the Direction of the Development Project for the Experience Village in Gye-eo-chon
	Jang et al (2011)	Preferred attributes of fishing village tourists, satisfaction level of fishing village experience tourism, and experience tourism products An Empirical Study on Development Support and Recommendation
		→Consider the attributes of choice, satisfaction level, and intention of purchase for the future Proposal of Direction of Intro-Oriented Experience Tourism Products

### 3. Case of Dadae Fishing Village

#### 3.1 Current Status of Fishing Village in 2017

Table 3: Status of Dadae fishing villages

<b>Village name</b>	Dadae Fishing Village	<b>Location</b>	Dadae 5-gil, Nambu-myeon, Geoje-si, Gyeongsangnam-do
fishing village commandment	Dadae Fishing Experience Village	Fishing house	A total of 140 units (Fising-house: 52; Non fising-house : 88)
Chief of Fishing Village	Shin Jong-soo		
office manager	Bae Sung Man		

#### 3.2 Scope of Deep Consulting in Dadae Village

The spatial and temporal ranges for consulting were determined, and the consulting establishment process was confirmed.

##### 3.2.1 Spatial Range

- Location: Dadae 5-gil, Nambu-myeon, Geoje-si, Gyeongsangnam-do
- Area: 4.6km<sup>2</sup>

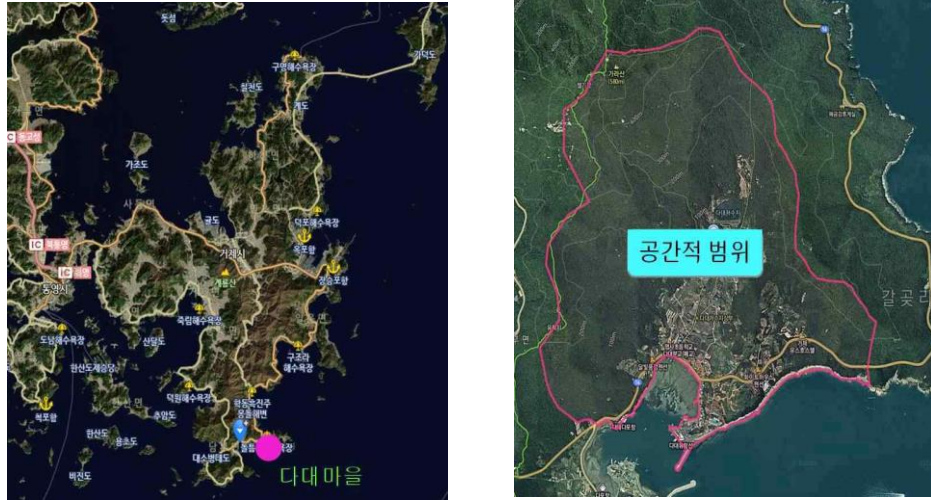


Fig. 1: Dadae fishing village experience village satellite map

##### 3.2.2 Time Range

- Consulting period: August to February 2017

#### 3.3 Consulting Establishment Process

A consulting plan for Dadae Fishing Village Experience Village was established, focusing on education methods and processes, focusing on residents' capacity

building education.

### 3.3.1 Training for Residents' Capacity Enhancement

- Establishing consulting plans allows residents of the villages to build a consensus on the importance of planning and developing their own ability to find and solve problems through capacity building training

-The education program is operated so that local residents can devise their own business plans such as capacity building and specialized development plans for the operation of the village.

### 3.3.2 Training Methods and Courses

-The education program consists of the 'Happy Fishing Village, the Fishing Village I Want to Go' program to strengthen the sense of unity of the members of the village community, and the capacity strengthening program to discover and conceive specialized projects for specialized development of fishing villages. Through this, a specialized development plan for a first-class Dadae fishing village tourism experience village' was established.

Table 4: Consulting specific process

Analysis of Experience Village Operation Status	<input type="checkbox"/> Personnel management - Fishing Village Experience Village is operated by the head of the fishing village and the secretary, and when there are important decisions made by the village, it is decided and promoted through a local residents' meeting. - Local residents participate in the operation of experience programs to generate and distribute profits
	<input type="checkbox"/> Tourism and cultural management - Dadae Village is the only mudflat experience center in Geoje and marine leisure sports, and despite the fact that a 100-ton cruise ship with two floors, which is the essence of Geoje tourism, lacks tourism programs linked to the Dadae Fishing Village.
	<input type="checkbox"/> Promotional and marketing management - Promotion of the multi-generation fishing village is being carried out through the website of the fishing village created by the Korean Association of Fishing Villages. - Promotional leaflets produced by local governments are provided and provided to customers for promotion.
Specialized support contents through project	<input type="checkbox"/> Training <input type="checkbox"/> Residents' service education- Service mind training (hospital, restaurant service) - Safety education for coastal experience activities (general course) - CPR/Emergency Treatment Training - Water/leisure safety education technology (life structure).

	<ul style="list-style-type: none"> <li>- Adjusted license training for powered water leisure equipment (coordinated license)</li> <li>- Modifying and supplementing the operation manual of the fishing village experience village (Operation manual according to target)</li> <li><input type="checkbox"/> Development of specialization programs for residential fishing villages such as healing, recreation, and shelter through activation of Dadae village pension project</li> </ul>
<p>Specialize d support contents through project</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Interior planning of the inside of the pension room</li> <li>- Internal structure FE &amp;E reserve plan</li> <li>- Amenities Design</li> <li><input type="checkbox"/> Development of pension operation manual</li> <li>- Human resource management/building and facility management/fire fighting and safety management/service Quality system/service delivery management/service monitoring</li> <li>- BBQ, moonlight walking, constellation observation.</li> <li><input type="checkbox"/> Fishing village for marine water leisure projects utilizing the excellent scenery of Dadae Village Development of Specialized Programs</li> <li><input type="checkbox"/> Sub-coupled installation on the sea (Sea-coupled type)</li> <li>- Playing in the water (day): kayak/rubboats, etc.</li> <li>- Playground (night): Night fishing,</li> <li><input type="checkbox"/> Catching trout with bare hands</li> <li><input type="checkbox"/> Other: walking on a net, moonlight course, suspension bridge, bicycle bike, etc.</li> <li><input type="checkbox"/> Development of specialized marine water leisure experience program</li> <li><input type="checkbox"/> Sea trip and two-day experience program</li> <li>- Lunch: sea squirt, trout and fishing.</li> <li>- Dinner: Fishing and cooking, BBQ, Recreation, Sunset Tour, etc.</li> <li><input type="checkbox"/> Outdoor swimming pool (airbounce pool)</li> <li><input type="checkbox"/> Strategies for brand development and landmarkization to promote beautiful tea town</li> <li><input type="checkbox"/> Brand development such as BI</li> <li><input type="checkbox"/> Making village information signboards (admission boards)</li> <li><input type="checkbox"/> Production of village promotional materials (leaflets) using BI or trademarks</li> </ul>



## **4. Analysis Best Practices for Achieving Village Goals**

### **4.1. Education for the Reformation of Local Residents' Consciousness**

Local residents' rigid minds/attitudes toward customers through awareness education Use the service-oriented mindset of the public, more than when the customer comes Expected to increase satisfaction

The city's children have come to their grandparents' homes because of the adults' unique hospitality. It's an opportunity to create a feeling of warmth and sympathy- Most of the people who actually live in fishing village experience village are elderly, and services are provided. I didn't really understand the idea, but I was able to change my mind through education. It's a great opportunity to do it.

### **4.2. Experience Program for Experience in Dadae Fishing Village for Years**

Actual conditions of Dadae fishing village after consulting for about 5 months Optionally utilize by local residents by presenting five experience programs considering Satisfaction is high as it is allowed

Preferred among programs is, firstly, operation in running programs. I preferred simple and easy to do, and secondly, I had a lot of fun running programs. preferred not to be staffed, thirdly by running the program. City preferred not to incur heavy capital expenditures.

### **4.3. Making Guide Signs for Inducing in Dadae fishing Village**

A sign to promote the Dadae Fishing Village Experience Village to passers-by Induce the current facility into an ageing, difficult to identify, even though it should be present Emphasizing the need for signboards, design and presentation of induction signboards, the feel that It is necessary to set it up in Geoje City with a loud voice.

Emphasize the necessity and justification of necessary facilities to many fishing villages and local governments Therefore, it is necessary for local governments to raise funds and install facilities.

Unfortunately, local residents themselves need to invest and make their own efforts. Nevertheless, the public sector's facility investment is too dependent on local governments. Some efforts for self-help survival are also believed to be necessary.

### **4.4. Using Facebook for Social Network Marketing**

Based on the Internet as a way to promote effectively and without cost Blog marketing as a marketing method, post usage reviews on the Internet, top on Facebook Follow by posting on Facebook among promotional methods such as Jae, Kakao Story, Band, etc. public relations through

#### **4.5. Need to Produce and Mount Promotional Videos Through Movie Marketing**

There may be various ways to promote the Dadae Fishing Village Experience Village, but there are many common photos. Mounting lacks attractive elements to appeal to visitors to the Internet Through a program called "The Movie Maker," the picture is like a video. It is necessary to record the experience and install it to help visitors understand.

#### **4.6. Produce Korean/English Promotional Leaflet in Dadae fishing Village Experience Village**

Under the premise that there are limits to visits by Koreans, leaflets were produced in Korean and English to promote publicity to foreigners as well. In the Dadae Fishing Village Experience Village, a promotional leaflet in Korean/English was requested by the local government, Geoje City, for production cooperation.

### **5. Main Target Activities**

Since the purpose of this study is how to operate the Dadae Fishing Village Experience Village, we intend to find a plan by mobilizing various methods.

First, Considering the conditions of the Dadae Fishing Village Experience Village, the direction of consulting is presented.

Second, Consulting contents that require a lot of direct cost through in-depth consulting are carried out step by step over time.

Third, Education for local residents is conducted to reform the awareness of local residents.

Fourth, to effectively promote the Dadae Fishing Village Experience Village, a promotional leaflet in multiple languages is designed, produced, and submitted.

Fifth, it proposes the development of "stay-type fishing village-specific programs" such as healing, recreation, and shelter through revitalization of the Dadae Village Pension project for annual stable and fixed income creation, and provides feasibility analysis and profitability analysis.

#### **5.1. Hardware Activities**

Proposed installation of experience facilities for stable income generation in Dadae Fishing Village Experience Village.

Five new programs are proposed as an experience program for experiential activation of the Dadae Fishing Village Experience Village.

A briefing session for the establishment of the Dadae Fishing Village Experience Village "Experience Program" facilities was held in the presence of local residents and officials from the Gyeongnam Fishing Village Specialized Support Center.

Dadae Fishing Village Experience Village guide map is aging and new design requests are being made, suggesting a new design proposal (See Fig. 2).

## 5.2. Software Activities

Education for local residents to reform the consciousness of local residents of Dadae Fishing Village Experience Village. The subject of the lecture is "Interpersonal relations and basic etiquette of service leaders".

In order to revitalize the Dadae Fishing Village Experience Village, a promotional leaflet (Korean/English) was created and a proposal was presented.

One festival program (Mullet Festival) is proposed as an event program to revitalize the Dadae Fishing Village Experience Village.



Fig. 2: Guide map of the aged Dadae fishing village experience village

## 5.3. Other Activities

Visit the Gyeongnam Fishing Village Specialized Support Center, which is the government office in charge of the jurisdiction of Dadae Fishing Village Experience Village, and ask for your interest, cooperation, and administrative support so that it can become a representative fishing village experience village in Geoje City.

Developing a fishing village specialized program for marine water leisure business utilizing the excellent scenery of the Dadae Fishing Village Experience Village, seeking ways to win-win with the residents.

For the ongoing pension business, we will advise on the operation and management of the pension business, and even after the future consulting business, we will provide consulting regardless of the content and duration of the consulting.

It suggests the necessity of making a new signboard so that visitors who want to visit Dadae Fishing Village Experience Village and those who pass by can see it well.

In the form of support for attracting investment in the Dadae Fishing Village Experience Village, it is decided to visit related companies and local organizations together to cooperate with the support.

In order to become a happy fishing village and a fishing village where you want to go, we are looking for ways to urgently improve the parking lot construction project in the Dadae Fishing Village Experience Village.

## **6. Conclusion**

Through this consulting, we were able to discover the characteristics and problems of the Dadae Fishing Village Experience Village. Recently, it means waterside spaces where residents and visitors can enjoy the ocean, such as rest areas. We are trying to organize and spread various experience events (Kim et al., 2020). First, Geoje Island is connected to land and a bridge, so tourists come from all over the country. In general, the thirst for the number of tourists that other islands experience is not so great. Second, Dadae Fishing Village Experience Village is similar to programs operated by other fishing village experience villages. This may be the result of the similarity of natural and topographic conditions, but there may be a reason why a unique program was not developed. Third, although the number of tourists and experience income are growing every year, it can be seen that the whole village's systematic response to them is insufficient.

To solve these operational problems, we propose the following methods. First, if the five fishing village experience villages in Geoje are organized as a unit, it is considered that common issues can be more easily solved through meetings with related organizations.

Second, it is necessary to expand the organization for smooth service provision and sustainable operation to the increasing number of tourists. Under stable conditions, there will be a need for an operator who can specialize in developing and operating programs, advertising and public relations, and tourist information. To solve this problem, it will be necessary to create and operate a common educational program for each operator to acquire specialized knowledge.

Third, if Dadae Village develops historical and cultural contents such as stories and origins independently owned by Dadae Village and then storytelling them, a differentiated experience program can be developed. Convergence is necessary to create new knowledge and information based on knowledge of various disciplines and to creatively solve new problems (Kim, 2020).

In this study, by analyzing the relationship between the environmental characteristics of the fishing village experience village and the experience program, it is significant in that the previous studies have studied the selection attributes, visit motivation, and physical environment more concretely. In order to increase the competitiveness of the fishing village experience village, first, in order for the fishing village experience village to have regional characteristics of the east, west, and south coasts, it is necessary to reinforce differentiated contents using human character resources rather than relying on natural resources. Second, the fishing village experience village should be developed in the form of ecotourism. This should be developed in a form that guarantees the sustainability of fishing villages, supports environmental preservation, and raises environmental awareness among tourists visiting the fishing village. Third, in order to compete with the farming and

mountain villages, it is necessary to make a branding strategy unique to fishing villages. Lastly, in order to increase the satisfaction and re-visit of tourists visiting a fishing village experience village, a program that pursues deviance or novelty using fishing villages, fishing ports, and fishing grounds, which are very different from cities, is needed.

Since the key to operating a fishing village experience village is residents, it is necessary to secure autonomy and accountability of each component based on the participation of the residents, and establish governance for the operation of the fishing village experience village through networking. The establishment of governance for fishing village experience villages is a process for revitalizing fishing village tourism, and is related to reinforcing expertise in fishing village experience village operation, specialized operation of programs, and strengthening competitiveness of fishing village experience villages. In this context, it will be necessary to establish resident-participatory governance in establishing governance for the Dadae fishing village experience village. The partner factor appears in the order of co-workers, friends, and club members rather than family members, so companies should actively promote social media community activities (Baek et al., 2021). This study is expected to be used as basic data to suggest the direction of marketing strategy through the development of fishing village experience products that can meet the needs of the fishing village experience resort village. In addition, by operating a customized fishing village experience program in consideration of the characteristics of the user's selection group participating in the fishing village experience, it is expected that a plan that can improve satisfaction and increase loyalty and lead to an increase in income for fishermen is expected.

This study has a limitation in that the entire fishing village experience village cannot be generalized because the study was conducted on a Dadae fishing village experience village. In addition, in future studies, it is expected that it will be helpful in the development of tourism by applying qualitative research to the interpretation of meaning through the feelings, emotions, and values of tourists experiencing fishing villages, and the need to understand tourism experiences through interactions.

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