

A Study on Development Strategy for Rural Experience Tourism

By

Joon Kil Jo

THESIS

Submitted to
KDI School of Public Policy and Management
in partial fulfillment of the requirements
for the degree of

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ABSTRACT

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In response to the aging and depopulation of Korea's rural areas, production activity of these areas have shrunk resulting in worsened living conditions.

A solution to these difficulties is the development of rural experience tourism programs. These programs program can help revitalize rural areas and can also help manage the increasing demand of leisure travel into rural areas, which has grown with the inception of the five work days a week system.

This study has researched and analyzed key success elements for developing rural experience tourism programs, and has researched the current situation of 15 villages in Gyeonggi province currently offering Rural Experience Tourism programs.

The rural tourism villages have been divided into three groups, based upon the overall development stage, and development strategies for each type have been suggested.

The key elements of success for developing rural tourism programs are defined as inhabitants' participation, rural tourism program offerings, and the level of marketing and public relations. Based on the developmental stage of these elements, the 15 villages are divided into three groups including 8

villages in the beginning stage, 6 villages in the developing stage and 2 villages in the mature stage.

In the case of beginning stage, the inhabitant's consensus on tourism development is the most important element. Developing an experience program that matches village's character is important while securing and cultivating of human strength is also important

Secondly, in the case of villages in the developing stage, it is important to create a diverse experience programs to match various consumers needs, and to establish a management system to organize human and organization power.

Finally, for the mature stage, the marketing strategy needs to be enhanced to compete with other tourism sites in non-rural area.

To develop a rural experience tourism program, understanding a village's stage of development is very important. Planning of the village's development strategy should be based on its current stage of development.

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I . Introduction

Since the 1970s, Korea's economic structure has changed from primary industry to secondary industry. As a result, rural problems such as decreasing income, population, etc. have started to occur just as they have in other advanced countries. Lately, the competitive power of agriculture in Korea has dwindled as international openings in the agricultural and marine product markets have been accelerated by the establishment of WTO system and by increased FTA agreements. As a consequence, the gap in earnings differences between agriculturists and urbanites has become wider. As a result, young people have started to leave their farm villages, which add to the problem by decreasing population in rural areas, and thereby worsening living conditions.

In the current economic situation, it is hard to just rely on traditional agriculture policies to expect revitalization of rural areas, so new sources of income need to be developed that can help replace the amount of decreased agricultural receipts.

Tourism to affected rural areas is a new, alternative source that can help revitalize farm villages in difficulty. Interest in rural tourism is growing and by becoming more than just a location for producing and supplying agricultural products, rural tourism villages can raise consistent incomes for farmhouses, providing. A viable alternative to help these farm villages' cope with their economic difficulties, rural tourism offers a leisure retreat to urbanites, and provides them with new sources of culture, tradition and beautiful natural environment.

In the early 1980s, the Korean government began to recognize the importance of rural tourism as one strategy to help revitalize the economy of rural areas, and started working to process the development of new business by investing in facilities providing rural recreation resources. But most of the rural recreation resource development, such as tourism farms, failed to contribute to the demand creation of rural tourism. Then, the government began a new policy in the late 1990s that helps local governments and farm village inhabitants directly. By seeking environmental-friendly, small scale development and offering an opportunity for urbanites to experience farm village life and culture, the value of the rural area began to be recognized,

With governmental efforts, the social consensus about the necessity of rural tourism started to formed to some degree. But, the effects of rural tourism were not enough to increase rural inhabitants' income or to satisfy urbanites' leisure demand yet. As rural tourism business is still being promoted by focusing on facility investment, the infrastructure of rural tourism is still insufficient. And also, this weak system of rural tourism can not yet satisfy urbanites' desire for rural tourism (Ministry of Agriculture and Forestry [MAF], 2003).

To raise interests about rural tourism to urbanites and to activate these programs, development of software that can provide the experiences of farm village life is more important than hardware development for visitors' comfort. Visitors should be able to experience real farm villages that have characteristics of the rural area and not ones that imitate the city's comfortable tourism facility.

Modern tourism is changing, and the new form of tourism seeks the pursuit of detailed and real experiences, and departs from mass tourism. As a

new pattern, tourism that has improved qualitatively with meaningful and sincere travel appeals to and is preferred by visitors (Lee & Kim, 1999). As per the change in travel interests, experience-based tourism in farm villages can become a good alternative to supply direct experiences that were not readily available in mass tourism until now.

Considering these points, this research studies rural tourism experience programs, and recommends developmental strategies to develop and activate rural tourism programs. First, this study creates a definition of rural tourism and experience tourism through literature review. Second, it draws out key success elements for developing rural tourism experience programs by analyzing past rural tourism activities, and controversial points in Korea's rural tourism campaign. Third, it researches and analyzes experience tourism villages in Gyeonggi province, and classifies their type according to the character of their development stage. Finally, it recommends a development strategy for each type of rural tourism experience village.

II . Literature Review

1. Rural Tourism

Definition of Rural Tourism

What is 'rural tourism?' There are many definitions for rural tourism. The OECD (1994) defined it as tourism in rural areas that emphasizes rurality as its core part. In this study, rurality refers to both scenery and the amenities that together give a feeling of tranquility, freedom and peace which contrasts to the complexity of the city.

According to Korea Tourism Organization (1996), rural tourism offers lodging, food, and recreational experiences utilizing natural environment and special products such as farming and fishing village areas, equipped with various facilities as hands-on experience sites, local shops, and recreation and sports facilities. And The Ministry of Agriculture & Forestry (2001) states that rural tourism is an activity between urbanites and farm village inhabitants where the natural scenery, cultural heritage, and life and industry of a farm village serves as an intermediary, where urban residents can rest and get new recreational experiences in rural space,. In exchange, farmers get the chance to make new revenues that contribute to the revitalization of the region.

Woo (2002) suggests that concept of the rural tourism is to develop agricultural tour facilities and tourism products using unique natural resources, and human knowledge of the region enabling visitors to use or experience that area.

Lee (2004) emphasizes experience-based activities in rural area and says that rural tourism consists of the activities that residents of farm villages offer

to people, by using their unique nature and culture.

In the past, the terms rural tourism and green tourism have been used in Korea without clear classification. Even government and local self-governing bodies are using the terms without consistency, thereby causing confusion (Song, 2005). The concept of green tourism being used in Korea originated in France from their categorization of that tourism type. In France, tourism types are categorized according to the location of the activity taking place; Tourism that happens at the seashore is “Blue Tourism,” in mountains covered with snow is “White Tourism,” in the city environment is “Light Tourism,” and finally tourism that happens where forest and green lands are dominant is “Green Tourism.” In this case, green tourism is tourism that mainly happens in agricultural areas or mountain village areas, thus the term has nearly the same meaning as rural tourism (Kim, 1999). For this reason, the terms green tourism and rural tourism are considered equivalent in this study.

Recently, a trend in tourism, has been alternative tourism programs which appear to be growing in popularity, such as eco tourism, green tourism, and nature tourism. As a result, rural tourism is becoming an important theme nowadays. Generally the term eco tourism also includes rural tourism since both relate to rich natural environments. (Chungnam Development Institute [CDI], 2005).

Sharpley and Sharpley (1997) recognized the importance of environment to tourism, and have categorized rural tourism into four segments: farm tourism, agri-tourism, green tourism, and eco tourism. The common feature to these four tourism categories is acknowledging the environment and that these activities take place outside of city environments. (CDI, 2005).

Taking into consideration the various definitions, in this study, rural

tourism is defined as urbanites who stay and experience the life and culture of a farm village and enjoy its well-preserved rurality, in activities that contribute to the stimulation of new income, thereby bringing revitalization to the rural area.

Background of Rural Tourism

The roots of rural tourism are very similar throughout the world, no matter where they come into practice. In the early days, rural tourism was developed and encouraged primarily for the purpose of revitalization and diversification of rural areas. A decline in the ability of farming and related agricultural support businesses limited the ability of farmers and rural residents to generate sufficient income causing many farmers to diversify their farms and seek new sources of income. Also, a systematic and substantial decrease in the rural populations, the aging of these populations, now characterizes many rural areas (Fleischer & Pizam, 1997; Ribeiro & Marques, 2002).

Tourism has long been suggested as a strategy for revitalizing rural economies. According to some authors, rural tourism can add income to farms and other households, provide job alternatives, diversify the rural economy, and makes the provision of certain infrastructure possible (Oppermann, 1996). Therefore, many rural communities have turned to tourism to stimulate new economic development.

Korea has emphasized the importance of agriculture and encouraged farming since long ago. However in 1960s, due to the industrialization, various kinds of social problems took place and rural problems became one of them. In the industrialization process, many farm village residents left to city so the population centralized in city areas and the rural population decreased rapidly.

Therefore, the cavitations phenomenon in rural areas appeared due to the continuous decrease of young and middle-age adults, with only women and old people left to handle the agriculture production causing big problems. Labor power and capital became weak in farm villages thereby decreasing the size of agricultural management and deepening economical difficulties

Also due to the WTO system and FTA agreement conclusion, incoming agricultural and stock farm products from all over the world has magnified, and the competitive power of Korea's rural areas continued to fall greatly as time passed. As the opening of the farm products market to foreign countries widened greatly, local farmhouse incomes kept falling and becoming unstable, so that the government could no longer insist on the traditional agriculture production system.

To cope with these problems, the government is facing the necessity of introducing tourism as one of the many functions of the farm villages. Through vitalizing the tourism function, new income other than from the farming per se will be generated, minimizing the earning difference between cities and farm villages and utilizing the rural environment resources more efficiently.

On the other hand, along with economic growth, city dwellers were able to enjoy growing prosperity, bringing cultural changes in their daily lives as the national income increased. In particular, free time has increased for urbanites due to the automation of housework and shortening of the work week from 6~7 days to 5 days per week.

Alongside this phenomenon, the yearning to "get back to nature" has risen against dreary urbanity. As the need for instructive nature study activities for children has increased and the traveling patterns of small families have also grown, rural areas are being considered as a new travel resource.

More over, the expansion of the freeway and railway network throughout the country enabling travel within half a day, as well as increasing possession of private cars, developments in communication s, and easy access to credit cards and financing has made travel more convenient for the whole nation.

And as the local self-governing systems became settled, vitalization of regional areas has become their most important priority. To this effect, rural tourism has arisen as one solution. Partly, because rural tourism offers urbanites a place to rest and interact with the natural environment. And partly because rural tourism can raise farmhouse income while protecting farm village culture and cultural assets which are apt to disappear.

Conclusively, there are three important reasons why rural tourism should be stimulated.. The first is to rehabilitate farm villages by introducing new economic opportunities. The second is to encourage interchange activities between city dwellers and farm villages , thus satisfying the urbanite's increasing appetite for new tourism programs. And the last reason is the expectation that rural tourism will bring a balanced development of farm villages through the unification of cities and rural communities.

Characteristics of Rural Tourism

The characteristics of rural tourism can be defined by comparing differences between city travel and rural tourism. The OECD (1994) clarified the concept of rural tourism by comparing it with city tourism as show in Table 1. Rye et al. (2003) has taken into account Korea's particular situation and compared green tourism with city tourism as shown in table 2.

Table 1. Comparison of Urban Tourism with Rural Tourism

Urban/Resort Tourism	Rural Tourism
<ul style="list-style-type: none"> ▪ Little open space ▪ Settlements over 10,000, densely populated ▪ Built-in environment ▪ Many indoor activities ▪ Infrastructure - intensive ▪ Strong entertainment/retail base ▪ Big establishments ▪ Nationally/internationally owned firms ▪ Much full time involvement in tourism ▪ No farm/forestry involvement ▪ Tourism interests self supporting ▪ Workers may live far from workplace ▪ Rarely influenced by seasonal factors ▪ Many guests ▪ Guest relationships - anonymous ▪ Professional management ▪ Cosmopolitan in atmosphere ▪ Many modern buildings ▪ Development/growth ethic ▪ General in appeal ▪ Broad marketing operation 	<ul style="list-style-type: none"> ▪ Lots of open space ▪ Settlements under 10,000, sparsely populated ▪ Natural environment ▪ Many outdoor activities ▪ Infrastructure - weak ▪ Strong individual activity base ▪ Small establishments ▪ Locally owned businesses ▪ Much part-time involvement in tourism ▪ Some farm/forestry involvement ▪ Tourism supports other interests ▪ Workers often live close to workplace ▪ Often influenced by seasonal factors ▪ Few guests ▪ Guest relationships - personal ▪ Amateur management ▪ Local in atmosphere ▪ Many old buildings ▪ Conservation/limits to growth ethic ▪ Specialist appeal ▪ Niche marketing

Source; OECD, Tourism Strategies and Rural Development, 1994

Table 2. Comparison of Green Tourism with Urban Tourism

Category	Green Tourism	Urban Tourism
Type	– Agri-tourism, rural tourism	– Resort, history, culture, entertainment
Targeted Visiting Area	– Eco tourism, farm village area	– Urban areas, foreign countries
Subjects of Operation	– Agriculturist and inhabitants in farm village	– Urbanites who inhabit urban areas
Utilization Purpose	– Nature, nature experience, agriculture, forestry and fishery – Direct transaction – Support and cooperation for agriculture and rural area.	– Various sightseeing opportunities, including shopping
Main Customer	– Family unit, small group, student group, company group	– Individual, general organization
Types of Stay	– Overnight stay	– Day time stay or overnight stay
Forms of Visit	– Destination, passing through	– Destination, passing through
Contents of Activity	– Experience nature, agriculture, forestry, fishery, cultural heritage – Interchange of study	– Theme sightseeing, group activity etc.
Positioning Points	– Inexpensive price – Development and cooperation together with agriculture and farm village	– Various prices and facilities
Service Provider	– Agriculturist and residents in farm village.	– Tourism managers, trained employees
Condition of Tourism Organization	– Formation of mutual agreement by inhabitants' participation – Campaign to create livable villages – Diversification interchange experience and activity – Campaign for vitalization of agriculture and farm village	– Attracting people by unique themes – Profitability – Good quality service

Table 2. Comparison of Green Tourism with Urban Tourism (cont'd)

Category	Green Tourism	Urban Tourism
Relation with Area	<ul style="list-style-type: none"> - Give back the business profit to farm village 	<ul style="list-style-type: none"> - Return the profit to tourism investor - Creating employment
Relation with Nature	<ul style="list-style-type: none"> - Utilization of nature, surrounding scenery, existing facilities - Contribution to environmental protection - Medium and small scale development - Guided by farm village guidance leader 	<ul style="list-style-type: none"> - Development of famous natural resources and of large scale farm village style theme park - Service by trained guides
Lodging Form	<ul style="list-style-type: none"> - Farm stay and farm village lodging place (closed school, agriculture experience building) 	<ul style="list-style-type: none"> - Hotel, inn, condominium, etc.
Capital	<ul style="list-style-type: none"> - Backing by farmhouse, agriculture and administration - Independent pay ability is basis (medium and small scale). 	<ul style="list-style-type: none"> - Individual tourism businessman - Investment (large scale) by large enterprises

Source: Rye et al., Green Tourism's theory and reality, 2003

According to the Table 1 and Table 2, when rural tourism is compared with urban tourism, six characteristics can be seen as follows;

First, rural tourism is tourism that happens based on the rurality of the farm village area. It is tourism in which activities occur in rich nature. However, even if it happens in rural area, if its related to urbanized general tourism such as recreation in big resorts or hotels, it is not considered rural tourism.

Second, it is made up of tourism activities that take advantage of the potential resources of rural area. Since it takes place in the midst of farm villages, the major tourism resources are beautiful surroundings, clean nature,

unique history/heritage and culture.

Third, it emphasizes the preservation of its surroundings, including the ecology, scenery, etc. of the farm village area. Rural tourism uses the resources of farm village, areas such as environment, ecology, scenery, history, culture, industry, etc. Therefore, preservation of these resources is essential.

Fourth, the capital in rural tourism projects such as the farm village is invested and developed on a small, local scale. Because large-scale development created by outsourcing capital would bring side effects that would open the farm village's resources but would allow profits to outside of the farm villages, these investments would ultimately damage the durability of rural area and rural tourism.

Fifth, rural tourism service providers are the actual inhabitants of the farm village area. The primary operation entity of rural tourism is the farmer with secondary providers being inhabitants who live in farm village areas. Rural tourism is a type of tourism where people from the city visit the farm village areas in order to create an interchange with the local people and share their life, industry, history, culture and the nature and scenery. In order to fulfill this requirement, the operating entities should be the local residents from the farm areas, including farmhouses.

Lastly, rural tourism directly links tour activities with a farmhouse's increase in revenue, and vitalization of the region. For this, farm village areas need development of new income sources that help replace the loss of agricultural income. It is necessary that these new sources of income becomes connected with agriculture so that earnings are directly attributed to the farmhouses (Hwang, 2004).

History of the Development of Rural Tourism

① 1970s

In the 1970s, the central government promoted tourist development policies that focused on areas with the most potential to grow, and invested mostly in large-scale facilities. With little knowledge about rural tourism at that time, the development was focused on national parks and large-scale resort complexes. However, through the growth of general tourism, standardized large scale tourist sites faced their limits and leisure travel demanded various new tourism experiences so that flexibility in tourism offerings became important, the (Woo, 2002).

② 1980s and 1990s

During the 1980s to 1990s, a rural tourist resource development project was tested by the Ministry of Agriculture & Forestry and the Maritime-Fisheries Affairs Ministry for the purpose of increasing income of farmhouses and vitalizing farm village areas. As a result, 339 visitor farms, 9 recreational resorts, 266 home-stay villages¹ were developed as of 2002. However, the rural visitor resources development project focused too much on facility supply, and failed to focus on the unique points and attractions in the rural areas. It also failed to make the rural residents the main body of the business and without securing a continuous network between the consumer and supplier, the initial intentions of the project were not established.

¹ “Home-stay village” is a village consisted of houses that provide home-stay for visitors

③ 2000s

■ Central government

With the increasing necessity to implement various industrial activities in addition to farming in the rural areas, and based on the self-examination that existing rural development projects were not linked with income generation, some ministries became tied into rural tourism policies as a form of rural development policy.

Specifically, the Ministry of Agriculture & Forestry has chosen rural tourism projects as an important policy for developing new sources of income for farmhouses. Since 2002, it started rural tourism development campaigns within each village. A few other central governing departments are also engaged in similar rural tourism policies.

Rural tourism business per village unit has some of characteristics as follows. First, the targeted villages are chosen by public subscription, driving competition among the villages, and encouraging inhabitants' participation. Second, investments are encouraged in the form of working expenses in infrastructure that are related to rural tourism or to creating new revenues. Third, it is easy to stimulate the types of business developments that the inhabitants want since government supports business expenses collectively and allows them to execute businesses by themselves.

However, this business model is disputed over its duplicity because it may have similar business purposes and step in the similar promoting processes. Also, the possible inefficiency and discord among inhabitants during the business process are pointed out as a problem. Moreover, there could be a tendency for business expenses to be put more into the hardware side than the software side.

■ Local Self-Governing Organization

Many local governments are choosing rural tourism and interchange programs between farm villages and cities as a main strategy for regional vitalization. With the exception of a few local self-governing organizations, many do not achieve satisfactory results due to a lack of human resources, institutional systems and materials.

■ Nongovernmental Organization

Several groups including the National Agricultural Cooperative Federation are stimulated by the government's rural tourism support policy and are actively putting their energy into supporting rural tourism through education, training, and consulting.

Analyzing the Problems with Rural Tourism

For the past 20 years, as a result of governmental support, social awareness about rural tourism has changed positively. Since 2000, in addition to government support, rural tourism has received increased awareness after the publicizing of several rural tourism success stories, which were supported by the National Agricultural Cooperative Federation and non-governmental offices through mass communication. Also, many of the local governments have recognized the importance of rural tourism after seeing the success cases at the farming villages that adopted to push ahead with rural tourism development. In spite of increased social awareness and the efforts of the local governments, problems with rural tourism are still present.

First, the infrastructure of rural tourism is still not sufficient. There are a lack of basic tourism facilities such as accommodation, public transportation, guides and maps, and travel information centers. And unlike in other

advanced countries, there are not as many things to see because cultural heritage has not remained in good condition and the rural spaces have not been well preserved. Therefore, rural areas still need a lot of work in order to be changed into tourism sites.

Second, the policy is supply-oriented. Rural tourism is greatly affected by the demand rather than supply, and the government policy has focused on improving supply ability such as developing of rural tourism resources and setting an experimental farm village units. Until rural tourism can stand and grow on its own, it is necessary to have institutional efforts that will help stimulate demand.

Third, development of rural tourism business is carried out by mainly investing in facilities. Existing government policy has emphasized facility improvement. However, support for the involved people such as education, training for tourism business, and programming development, have been insufficient.

Fourth, rural tourism has a weakness in its industrialization system. The system in which suppliers of rural tourism can improve service by themselves and expand rural tourism market on their own has not yet been structured. For example, the quality control system for goods that are supplied in rural tourism, networking system, public information system, education training system, etc. are not set up properly yet (MAF, 2003).

Lastly, growth rural tourism has been driven by the government, and not by the residents of farm villages themselves.

To cope with these problems which were caused by the government's hardware-oriented development, activating experience tourism, which is one of the current trends in tourism, is a solution in maximizing the use of latent

resources of rural areas. It requires changing of the perception that the discovery of a rural area's latent resources should be stimulated by the farm village inhabitants on their own. Because it would cost too much just to attract urbanites using hardware side of the development, seeking the development of the comforts equated with mass tourism eventually would not help rural areas.

2. Experience Tourism

Definition of Experience Tourism

The concept of experience tourism has not been defined academically until now. Recently, it has merely been used as one of the tourism product steps in travel business world, as a more active type of tourism than that of the on-site experience step. To understand the concept of experience tourism, it is necessary to take a look at similar concepts such as alternative tourism, cultural tourism, and special interest tourism (Lee & Kim, 1999).

Alternative tourism is a small group type of tourism in which the traveler voluntarily participates in many aspects of the destination without infringing on its culture and natural environment. Alternative tourism means programs that are not standard forms of mass tourism. The characteristics of alternative tourism include tour activities promoting understanding of the field of interest through brief contacts with local residents, long stay and life observation, non commercial studying, etc. (Kim, 1999).

Cultural tourism can be defined as tour activities that improve the cultural awareness of individuals who directly experience a way of life or a traditional behavior pattern of foreign countries or foreign areas, resulting in increased new knowledge or experience, and satisfying various human appetites. In a more narrow sense, cultural tourism means travel motivated by culture such as research, art, food, festivals and events, historical ruins and monuments, folk art studies, and religious pilgrimages. (Byun, 1998).

Special Interest Tourism means organized or individual travel for the purpose of increasing knowledge and experiences in specific subjects by

visiting related places or areas related to those subjects. Special interest tourism and experience tourism are recognized as equivalent concepts because special interest tourism can be described as experiential tourism, active tourism, and quality tourism.

Common features of these three concepts are that they are driven by a motivation to visit particular interest fields, they require contact with local or specific communities, and they pursue travel through academic tourism activities. Therefore, these three tourism concepts can be considered similar concepts, with respect to experiential tourism, and all incorporate more than just sightseeing, but rather the participation in tourism for the purpose of experience and education.

Even special interest tourism and alternative tourism are similar to each other in this context. Alternative tourism is a comprehensive concept that emphasizes alternative forms of traditional and mass tourism while special interest tourism is focused on the peculiarity of the targeted tour site. In a narrow sense, cultural tourism can also be considered a type of alternative tourism or special interest tourism with the purpose of specifically experiencing a cultural subject.

Experience tourism, in general, can be thought of as emphasizing the intensity of broad, general experiences which are not necessarily focused on or limited to specific activity categories.

Due to its special qualities, experience tourism has the following features that distinguish it from general sightseeing-style tourism.

First, experience tourism focuses on intense experiential activities that are phenomenal or different, or on cultural elements that are memorable.

Second, experience tourism is attainable by participating in activities that

provide greater understanding through direct contact with local or endemic communities or natural environments.

Third, experience tourism satisfies one's intellectual desire through more active and creative participation activities.

Experience tourism is a more direct and intense travel experience that seeks unique experiences from its specific tourism object. Experience tourism provides contact with unique cultural elements that are not readily available within day-to-day activities. Therefore experience tourism requires extended activities that go beyond seeing and understanding by providing deeper comprehension through various, direct contacts from the targeted tour sites (Lee & Kim, 1999).

Types of Experience Tourism Products

Tourism products can be defined as tangible and intangible and provide services to initiate or to satisfy tourist's desires. Experience tourism products are also tangible and intangible services, but ones that satisfy the motivation of tourists who seek unique experiences.

Experience tourism products are difficult to limit in scope or classify by type because of the large variety of options, but they can generally be categorized based on accepted domestic and international special interest tourism standard classifications. The types of tourism experience can be classified as follows: cultural experience, real-life experience, ecological experience, adventure experience and peculiar experience.

Within the cultural experiences category are those experiences that pursue creative activities in order to fulfill intellectual curiosity about culture, ethnicity, art and other cultural areas. The main sub-types are cultural

heritage education experience, religious cultural experiences, and manufacturing practice experience.

The cultural heritage education experience is comprised of experience activities that educate visitors about the area's unique ethnic customs, art, history, etc. Although all types of tourism have some educational components, experiences specially designed for cultural education are those that fall within the culture heritage education experience classification.

Religion culture experience encompasses activities related to the folk beliefs in the area of religious service and doctrine. Unlike the tour style visit to Buddhist temples or Christian Holy Lands, religion culture experience provides the opportunity to actually participate in the life of Buddhist temple and services, etc.

Within the manufacturing practice experience classification are activities that allow visitors to actually produce artworks, industrial artworks and food using traditional cultural materials. Specifically, experience activities in the making of ceramics or traditional folk craftwork are considered to be of this type.

The concept of real-life experience occurs when one stays at the targeted tour site for a while and experiences the local life through communication with local residents and activities. While cultural experience includes experiences that are limited to certain interest fields, real-life experience tourism examines regional culture in directed and deeper sense. Real-life experience tourism can be divided into traditional life experience and farming and fishing village life experience.

The traditional life experience is similar concept to ethnic tourism in that it comes from the desire to connect with the actual culture of the region unlike

the more remote culture experience that comes from visiting a museum or historical site. Close contact with local residents makes it possible for visitors who have different background, to experience actual cultural of the region.

For the farming and fishing village life experience, visitors must stay directly in these villages, and enjoy communications with nature and with the culture of the area, and also interact with the local inhabitants of the farming and fishing villages. Most activities involve picking and gathering of agricultural and marine products together with local residents, and sharing the life style of these farming and fishing villages.

Ecology experience tourism is a form whereby visitors enjoy the natural environment without damaging it, in terms of nature assimilation or nature friendship, and experience it mostly through observation or protection activities.

Adventure experience is an activity-based experience that feeds the visitors psychological desire for competitive or adventurous activities, and usually it requires active and physical events. Sometimes it is also encompasses dangerous activities. This type of experience can be divided into recreation and sports experience and exploration of peculiar areas.

The exploration of peculiar areas experience occurs when visitors experience untouched nature or a peculiar environment through exploration. Activities in this kind of experience may include jungle exploration, polar exploration, and cave exploration.

Recreation and sports are recreation activities with strong spirit of adventure such include hiking, trekking, mountain biking, orienteering, cross country skiing, rafting, hang gliding, paragliding, skydiving, hot-air balloon trips, rock-climbing, scuba diving, kayaking, etc. Recreation activities are usually

performed individually or collaboratively, while sports activities generally involve some competitive component.

Peculiar experience offers a unique cultural experience by visiting areas that cannot be experienced in residential districts. Health and beauty experiences and the national security experience are the most common of these activities in our country.

The health and beauty experience is travel for the purpose of improving health or beauty and can include sauna, massage, and travel to hot springs or chronic disease treatment and medical treatment facilities.

The national security experience utilizes the fact that Korea is the only divided country in the world, and offers visits to the barracks that highlight this experience.

Table 3. Type of Experience Tourism

Category	Elements of Experience	Contents of Experience	Examples
Cultural Experience	Creative and intellectual experiences	Creative activities to fulfill curiosity about culture and art	<ul style="list-style-type: none"> - Cultural heritage education experiences (traditional music, traditional dancing, tea ceremony, Taekwondo, etc.) - Religious culture experiences (Shamanist custom, Buddhist temple life experience, Buddhism meditation, Zen Buddhism education centers, etc.) - Manufacturing practice experiences (ceramics, Kimchi, ethnic customs, industrial art objects, traditional Korean paper, etc).

Table 3. Type of Experience Tourism (cont'd)

Category	Elements of Experience	Contents of Experience	Examples
Real-Life Experience	Interchange experience with local people	Communication with natives and experiencing local life by staying for a certain period of time	- Traditional life experiences (Cheonghakdong experience in actual life, primitive age experience, etc.) - Farming and fishing village life experience (farm experience, fishing village experience in actual life, etc.)
Ecology Experience	Friendship with nature	Experiences that assimilate nature and do not damage the environment	- Observation experience (tidal flats ecology, birds' observation, animals and plants observation).
Adventure Experience	Adventures	Experiences that need physical activity, usually accompanied by the psychological desire for competitive adventurous activities, and sometimes requiring a dangerous element.	- Exploration of peculiar region experience (interior relics exploration, spelunking, etc.) - Recreation and sports experience (trekking, rafting, mountain biking etc.)
Peculiar Experience	Novelty, Singularity	Singular culture experience in visiting area that can not be experienced in residential districts	- Health and beauty experience (traditional medical treatment, health, beauty etc.) - National security experience (barracks experience in actual life).

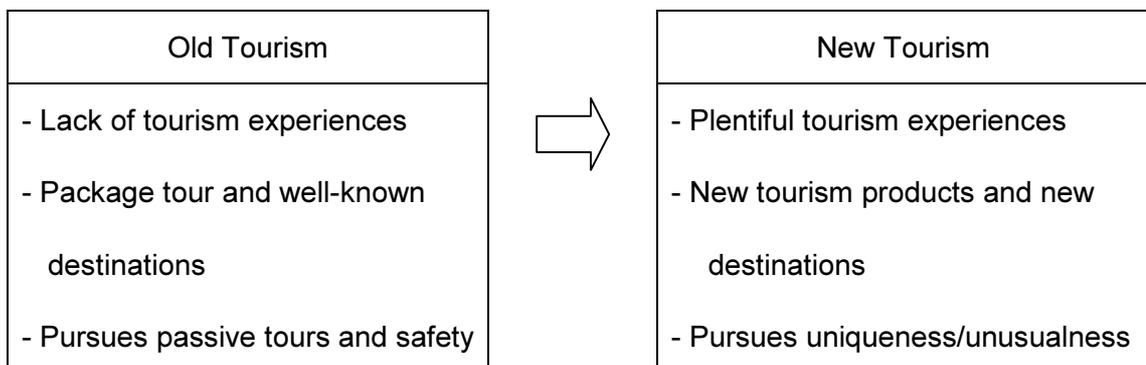
Source: Lee and Kim, A Study on the Promotion of Experiential Tourism in Korea, 1999

Change in Tourism Forms

The popularization of tourism is a representative phenomenon of the modern world. After World War II, growth in the aviation industry also brought rapid development in the movement of tourists between countries, resulting in increased revenues. Economic recovery brought further interest in tourism, which brought about what the media called the 'Mass Tourism' age, further expanding the tourism base. Mass tourism can be defined as the 'standardized of large type package tour products that sell at a fixed price to many customers', and has four characteristics as follows:

- ① standardization
- ② generalized and fixed-package goods
- ③ unspecified marketing to similar customers
- ④ large-quantity consumption (Poon, 1994).

Figure 1. Tourism Market Prospect



Source: Lee and Kim, A Study on the Promotion of Experiential Tourism in Korea, 1999

The phenomenon of mass tourism increased travel opportunities, even to consumers in low income brackets who may formerly have been limited in their opportunities to travel. Existing tourism products and famous tour sites

which are visited by many people are now being included in various tour packages. If this type of mass tourism is considered the “old tourism” model, “new tourism” hereafter will refer to products that are more itemized and that pursue more direct tour experiences.

The evolution in tourism form parallels the change of human lifestyle patterns. Human lifestyles have moved from labor-focused to pleasure-focused, which is also changing the way that labor and leisure are integrated. Accordingly, the existing consumption of tourism products will change to a form which pursues self development and self realization by getting pleasure from participation and learning experiences (Krippendorf, 1987).

The human desire to seek self-development through tourism may require higher intensity activities and participation in as many experiences as possible during the tour activities. As a result, tourism activities will change from simple sightseeing to something that offers interactive observation and active participation.

Table 4. Change in Tourism Market Trends

Steps	Segments	Tourism Motives
1 st stage	Labor oriented lifestyle (Live to work)	- Fatigue recovery: getting some rest, no working, passive, dependent, entertained, indifference - Freedom: Being free from responsibilities, duties, anxieties and problems
2 nd stage	Pleasure oriented lifestyle (Work to enjoy life)	- Experiencing something different, having changes. - Having joy, enjoying oneself, being playful - Being active, communicating with one another. - Relaxation, resting without stress, acting as one pleases. - Enjoying contact with nature and purity of the environment

Table 4. Change in Tourism Market Trends (cont'd)

Steps	Segments	Tourism Motives
3rd stage	New integration of everyday life (polarity of labor and leisure is reduced).	<ul style="list-style-type: none"> - Communication with other people, resulting in self-examination - Return to simplicity and nature - Creativity, openness - Having experimental attitudes

Sources: Krippendorf, *Tourism in Asia and the Pacific*, 1987

To summarize these changes in forms of travel, the future of tourism is expected to have qualitative diversification, which will lay stress on the various tourism forms that emphasize quantitative growing. Unlike the past, it will become less important how many tour sites one has been, and rather travel will require significant and sincere experiences. So qualitatively improved travel will become the preferred form of travel, becoming a pattern of new tourism.

About this future type of tourism, the WTO has presented the following bright prospect in tourism goods (Korean Culture and Tourism Institute [KCTI], 1998).

① Adventure Tourism

Travelers who have traveled all around the world will explore mountain summits, the bottom of the sea, and polar circles.

② Cruises

Seven million people were cruise passengers in 1997 and this number is expected to increase to 9 million people in 2000. In accordance with this trend, countries around the world are developing various new cruise products.

③ Ecotourism

Ecotourism is tourist product type of the 21st century that utilizes natural surroundings with a focus on preservation and maintenance of the natural environment rather than collection or altering the existing product.

④ Cultural Tourism

Recently, the number travelers who seek cultural tourism activities have been growing rapidly. The most popular destinations are Europe, the Middle East, and Asia. There are various types of people who relish cultural tourism from small-size groups to school excursion groups to individual vacationers.

⑤ Thematic Tourism

The ordinary vacation motif is changing to a type of travel that focuses more on a particular subject or interest. Resorts that have unique themes are emerging rapidly and new theme parks are being developed continuously around the world.

Mass tourism has also had a negative affect on local communities because tourism wasn't harmonized with visitor sites in the aspect of society culture and environment. The growth of the tourism industry sometimes resulted in a damaged environment or area by being located in areas where the surroundings could easily be affected ecologically. These changes brought deterioration of values of the local residents in developing countries and side effects included damaged surroundings for advanced countries.

To decrease negative effects of this type of tourism, future tourism product will strive to preserve nature, the environment, customs and culture, while alternative forms of tourism will create actual and qualitative experiences (Weiler & Hall, 1992).

Various tourism products are expected to be develop in the near future in accordance with the change in visitors' itemized desires. Especially, future

travelers will expand their comprehension of tourism activities and will augment their satisfaction through direct experiences in the field. Also in reaction to the abuses or harm already done by mass tourism, alternative tourism will create experiences that preserves and protect the natural environment and traditional cultures.

To summarize the characteristic of 21st century tourism in one word, the theme will become “Real” tourism. Real tourism means seeking original activities through rewarding experience, experiences that enrich the body and mind, and experiences that encompass adventure and learning. Experiential tourism is an important means of fulfills the needs of real tourism.

3. Rural Experience Tourism

Definition of Rural Experience tourism

As examined above, with respect to the definition of experience tourism, rural experience tourism is the observation of tourism in rural areas. Therefore, the rural experience tourism can be defined to be 'an intensified firsthand tourism experience for visitors who pursue peculiar experiences in rural areas where the area's rurality has been well preserved. Rural experience tourism involves experience activities which are not simply designed to see and to understand but also extend the range of comprehension through various direct approaches.'

Necessity of Rural Experience Tourism

Rural tourism involves the interchange between cultures and people, ie, village inhabitants with urbanites, and rural culture with city culture. Furthermore, rural tourism is considered to be a people industry where interaction between people is important, and competitive power depends on the service provided.

So far, rural tourism has suffered from difficulties due to development focused specifically on the quality of facilities. In the future, the development of rural experience tourism should take a step away from hardware oriented development, and should focus on a combination of strong hardware as well as excellent software such as products management, information, and systems development. A resulting increase in the value of agriculture and the competitive power of the farm village will occur by combining farm village

hardware with experience tourism software.

Therefore, an enhanced comprehension of the farm village experience, and an expansion of farm product markets through rural experience are needed. The consumer buying trend is changing from the straight purchasing of goods to purchasing an experience in attaining the goods. After the introduction of tourism products in industrial society, competition has become severe, meaning that service has emerged as an important differentiating value..

Rural tourism is aimed specifically at consumers wishing to visit a farm village, and having them understand the difficulties of farm villages, and to enhance their trust of products and purchasing power through their direct participation in the village's processes.

Specially, the introduction of a new era of leisure was caused by implementing a five-day work week system. Urbanites now express their strong desire to escape from gloomy routine life to enjoy unique recreation opportunities. To create a new leisure culture, rural areas need to develop experience tourism that stress interchange between people through using rural resources to their maximum. Urbanites need a chance to feel the rich nature and culture of farm village, by experiencing various rural tourism activities.

Rural experience tourism can give urbanites an experience that is not only a one-time pleasure but is also provides an important look at the life and culture of a farm village. Also, farm village should seek out the hidden assets of nature and cultural resources and produce them into a consumable state, or develop a commercialization that will help accomplish the increase of off-farm incomes and village activation (CDI, 2005).

Analyzing the Key Success Elements for Rural Experience Tourism

In order to define the key success elements for rural experience tourism, first, the elements of rural tourism should be examined. For the key success elements of rural tourism, Song (2005) suggests a government support system, including a systematic administrative support system, building tourism infrastructure, building an education system, supporting publicity and marketing efforts, and supporting consulting as countermeasures to the problems of the 'Green Farm Village' analyzed by Ministry of Agriculture & Forestry. Song emphasizes the aspect of governmental support for rural tourism activation.

Hwang (2004) points out six success elements of Green Tourism in Gangwondo, while emphasizing both aspects of governmental support and the business mindset of the farm village. The six elements are village inhabitants, efforts in keeping rurality in both hardware and software, active public information through utilizing events and the internet, certain representative production, the business mindset, and the settlement of mutual studying process among the rural inhabitants - government – specialist.

Shin & Gwak (2006) emphasize the importance of developing a farm village experience program as an initial strategy of rural tourism in our country where long term stationary vacation culture is not settled in farm village while comparing those of European countries and Japan with Korean rural tourism.

Gwak analyzed the actual conditions of Jollanam-do area's current rural tourism program and suggested six activation activities for the rural tourism program in Jollanam-do. These measures are governmental synthetic measure for rural tourism activation, developing an experience program that

reflects local distinctiveness, active participation by local residents, interchange between urbanites and local residents, and finally implement marketing and public information. Considering that Korea's situation is different than that of other advanced nation's rural tourism program, Shin and Gwak emphasize that actual experience is as an essential component of a successful rural tourism

Song (2001) insists that the model of a desirable rural tourism program should correspond with the expectation of urbanites with respect to the farm village. Urbanities should have opportunities to experience farm village life beyond their expectations. Song points out four problem areas. The first is how to utilize hidden resources in the farm village. The second is how to commercialize these resources. Third is how to continue the interchange, The last challenge is to ensure that the farmer should be the main subject to deal with these challenges. Song believes that the software side of the problem is more important than hardware side, which has already been pointed out as one of the existing problems in our farm villages.

Song (2002) also suggests that the conditions of success are rurality, the residents of rural community and the sustainability of the rural community.

Kang (2002) who emphasized business aspect of rural tourism suggests that success factors of rural tourism include developing unique content, composing a profitable portfolio, distinctive service and experiences, marketing and network strategy, winning over customers for the purposes of revisiting, and establishing a village unit network.

When examining existing studies, there are many important factors to activate rural tourism, but the most important leading factor is that charm of rurality and the farm village should appeal to urbanites. Because rurality is the

best asset of farm villages and it can bring urbanites the feeling of coming to their home town. The second factor is that the inhabitants of the farm village must maintain the rural tourism continuously. A numbers of farm villages that have not had active participation by their inhabitants have failed so far. The third factor is public information and marketing to continuously attract new visitors. Public information and marketing are essential elements to sustain the development of rural tourism.

Conclusively, in order to activate a rural experience tourism program, it is important to have visitor experience programs which include the three elements of rural tourism development, including rurality, farm village inhabitants, and public information and marketing. Because diverse and well planned experience programs give participants the chance to feel and experience joy, and moreover they present participants with unforgettable memories, inducing them to revisit the village.

Key Success Elements for Rural Experience Tourism

■ Rurality

Rurality is an asset of farm villages, providing opportunities that give comfortable feeling, freedom, and silence, which contrast with the perpetual activity of city life. Obviously, rurality is the most fundamental determinant quality of rural tourism. If a pleasant farm village environment exists, urbanites will seek to visit the rural area.

The OECD divides the amenity of farm village into three categories according to degree of participatory activities.

The first amenity is a state of nature in an as-is environment. In this amenity humans seldom interact in these environments, which include virgin

forests, wilderness areas, high mountain land etc.

The second category is that the amenity is formed through the interaction of humans with nature. Most farm village areas have been deformed by human activity over the years, and the interaction between humans and nature is an important source of the farm village's amenity.. Farming activity, traditional methods of fishing activity, forest that are in rest are all examples that fall in this category.

The third category is an artificial amenity. Tradition or culture expressed in historic souvenir, traditional fancy works, village festival all fall into the third category. People tend to give high value to such cultural amenities because they symbolize unique cultural identity.

Cho and Kang (2002) break down farm village resources as natural resources, cultural resources, and social resources based on the OECD classification system.

Natural resources include both natural environments and the farm ecosystem. They consist of nature resources such as water, green lands etc. and environmental resources such as the quality of nature, for example nature related to the environmental pollution.

Cultural resources are the historical resources and scenery resources that represent the peculiarity of the area.

Social resources can be classified into three types, facility resources which promote the convenience of farm village life, economic activity resources that are human-centered and community activity resources.

Natural resources, cultural resources and social resources are classified into environment resources, nature resources, historical resources, spectacle resources, facility resources, economic activity resources, and community

activity resources as their details shown in Table 5.

Rurality that appears through spectacle and amenity of farm villages can be applied as a fundamental resource of rural experience tourism and at the same time, it forms the theme of the village

Table 5. Classification of Rural Resources

Classification		Rural resources
Natural resources	Environment resources	Quality of atmosphere (clean air), quality of water, no noise environment
	Nature resources	Fertile soil, microclimate (snow, the fog etc.), topography, animals, water resources, marsh plants, swampy land or creature habitat
Cultural resources	Historical resources	Appointed traditional buildings, historical relics, faith space, traditional houses, the traditional village, symbols of the village, famous residents or visitors, theory of divination based on topography or legend
	Scenery resources	Agriculture, river, forest, residing scenery
Social resources	Facilities resources	Community facilities, infrastructure, convenient public facilities, environment administration equipment, information infrastructure, agriculture equipment
	Economic activity resources	Interchange activities between cities and farm villages, special product production, special-use crop production
	Community activity resources	Community living activity, agricultural community activity, family events, village cultural activities, village play, village administration and public relations, village maintenance, village cleaning, garbage collection, village public information and guidance activities, etc.

* Sources: Korea Rural Economic Institute, 2003

■ Experience program

Rural tourism includes an experiential aspect by providing opportunities

for visitors to consume the amenity resources of farm village by forms of action such as seeing, feeling, and making.

Experience programs can incorporate farm stay, farm produce trade, foods and recreation to maximize the effects of rural tourism.

Rural tourism can achieve its real value when experience programs are added, and distinctive local experience programs become the essential factor of rural tourism as they provide unforgettable memories to visitors.

The classification of experience programs can be listed variously by subject, season, form of visit, subject of operation, characteristic of the area, duration of stay, however this study covers classification by subject and activity, and their details.

Experience programs should make use of the various assets of farm villages, such as mountains, fields, rivers, and the sea to create experience program that can be operated during all four seasons. The activation forms of these programs can further be classified into theme type and omni-directional type. "Theme type" is defined as activities related to a specific theme, and these themes may change by seasons in order to operate throughout the year. The omni-classification is for program that consists of various kinds experience activities utilizing a range of subjects to maximize the village's resources and to create programs throughout the year.

Table 6. Activation Form of Experience Program

Theme type	Specifies a subject and creates experience activities that are related to the subject.
Omni-directional type	Creates and operates a variety of experience programs while making the best use of the village resources.

The experience program activation stages can be divided into “Beginning Program,” “Developing Program” and “Mature Program” based on the levels of development and operation of program.

Figure 2. Experience Program Activation Stage

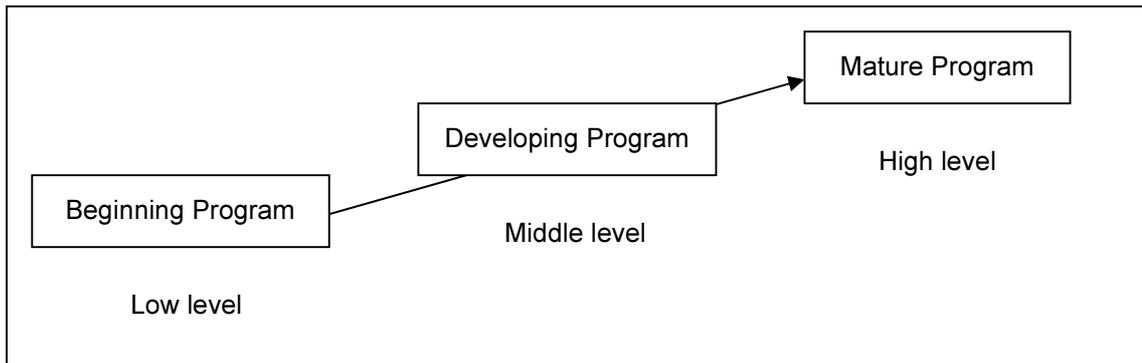
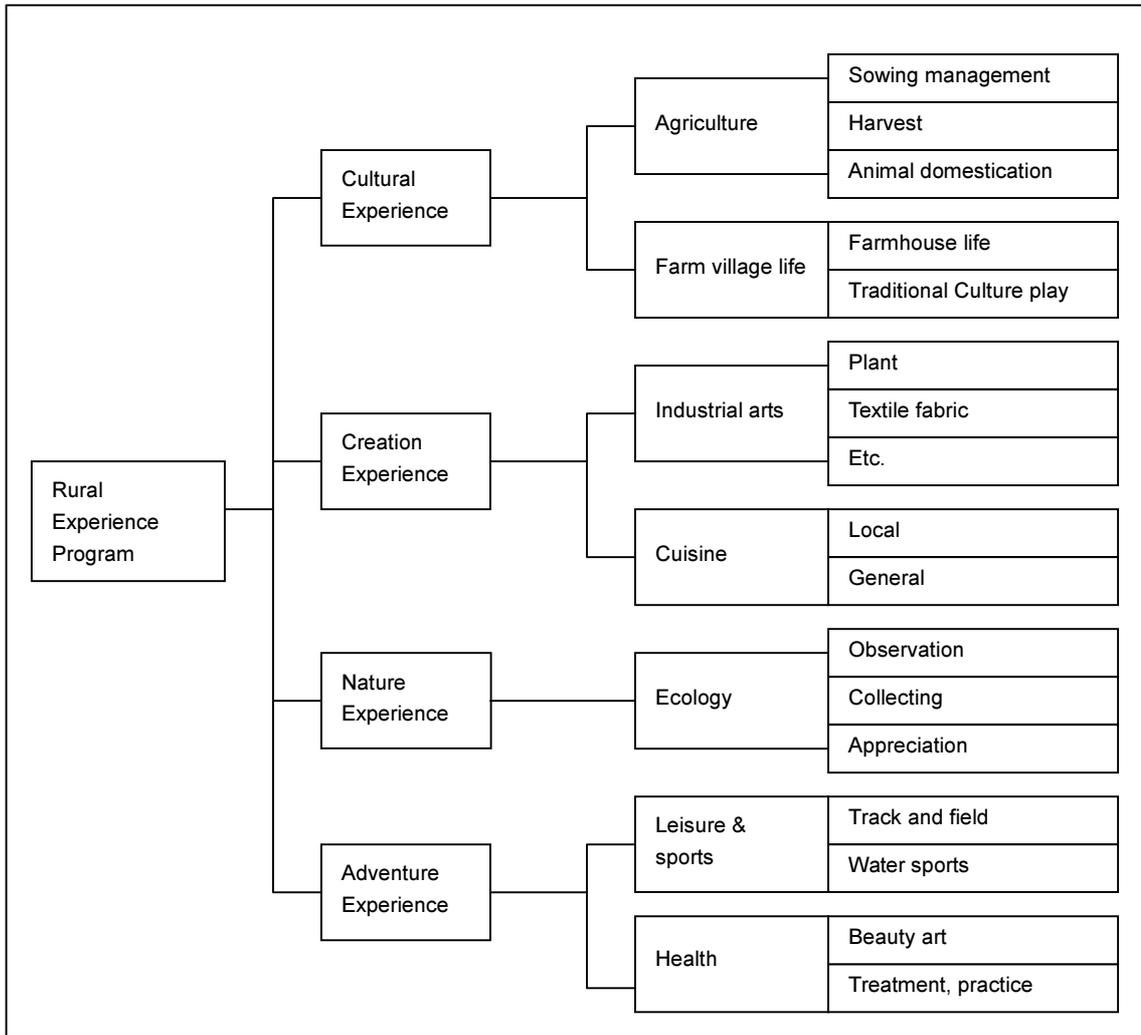


Figure 3. Rural Experience Program Classification



Sources: Kang, Development and Operation of Rural Tourism Program, 2003

Table 7. Experience Program Activities

Classification	Program menu
Sowing management	Rice transplantation, making compost, stepping on barley, planting lettuce, planting chicory, growing vegetable
Harvesting	Potato, sweet potato, red pepper, persimmon, citrus, green tea leaf, acorn, chestnut, strawberry, radish, Chinese cabbage, rice, barley, wild vegetables, an apple, a pear, cluster, watermelon, onion, corn, ginseng, bean, tomato, a grape, honey, sesame, codonopsis lanceolata, wild balloonflower, pumpkin, mushroom, bean sprouts
Animal	feeding rooster, feeding cattle, feeding deer and rabbit, ranch experience, milking, poultry farm experience (gathering eggs)
Farmhouse life	Wood cutting and chopping, grinding beans by millstone, making straw rope and make gold vein .making cattle nose ring, baking sweet potato in fireplace, pounding treadmill, making scarecrow, smoothing cloth by pounding, Ironing, baking chestnut, making charcoal, placing stepping-stones, riding cattle cart, riding cultivator, making snowman, making raft.
Traditional culture play	Hoop cant, jumping rope, learning tea ceremony manners, chick-fighting play, riding horse play, making and riding ice sled, making slingshot, traditional play (stick-tossing game, Tuho game, Jwibulnoli, Jegi), traditional manners education, making and flying kite, making and playing yut, making A-frame, making bush clover broom, making top, making earth house by yellow earth brick, burning Daljip (traditional customs), building stone wall, field movie screening, seesaw
Plants	Fragrance, medical herb bag, totem pole, paper vessel, barbola, straw industrial arts (straw sandals, snowshoe), tree mailbox , palm garden, picture frame, wind-bell, pumpkin lamp, tree industrial arts bottle gourd industrial arts, Korean paper
Textile fabric	making quilt hand purse, nature dyeing, yellow earth dyeing
Etc.	Ceramics, gravel doll, natural material table ornaments, torchlight
Local	Sweet potato Mattang, Korean cookie (flower oil-and-honey pastry), grape jam, jelly, bean curd, side dishes (making side dish from dried slices of radish) fermented soybeans, soybean paste, Korean hot pepper paste, steamed rice cake. Songpyon (rice cake)

Table 7. Experience Program Activities (cont'd)

Classification	Program menu
General	Cold plum tea, Korean Schisandra cooking, peach bottling, grape bottling
Observation	Forest, ecology of tidal flats, wild plant, bird, beetle, <i>Luciola cruciata</i> , tadpole, Hydrophyte (water lily, great duckweed) local fish, cave exploration, migratory bird watching, listening to the sounds of the tree.
Collecting	Collecting insects, wild fruit classification, maple syrup making, ceremonial flower coronet, making reeds, field and mountain herb exploration, making acorn top, making botanical specimen, making willow flute, making and floating leaf ship, studying marsh snail
Appreciation	Appreciation sunset and sunrise, star gazing
Track and field	Gate ball, street basketball, riding snow sled, Korean wrestling, ice soccer, orienteering, dodge ball, baseball, marathon survival, snorkeling, skating, horse riding, archery, human curling, skating bowling, inline skating, climbing artificial rock wall, bicycling, football
Water sports	Ferry boating, rafting, smelt fishing (pond), fishing by fishing net, swimming and water play (NOTE: isn't snorkeling a water activity?)
Beauty art	Forest therapy, diet . Hub soap experience, foot bath, foot massage, healthy face washing, manage healthy hair
Treatment	Aroma therapy (fragrance method of treatment), folk remedy
Practice	Spirit gymnastics, walking yellow earth, yoga, hypogastric breathing

Sources: Kang, Development and Operation of Rural Tourism Program, 2003

■ Farm village inhabitants

Farm village residents have generally been excluded from the planning, developing and operating process of large scale resort complexes, as they did not have capital nor the expert knowledge to participate. However, these residents for discovering and exploiting areas of latent resources, as it is clear that residents are the specialists who the area's latent resources the best Therefore their direct involvement is imperative. Their participation means a more efficient use of manpower, from people who the area the best. Local

participation can also have the effect of continuing the durability of the business while overcoming limitations in governmental supports.

A successful rural experience program should include inhabitants' participation in decision-making, planning, implement processes. As such, inhabitants must learn the necessary knowledge and know-how, and gain the proper experience in operation of an experience program. Experience program operations can be divided into three types, which include single farmhouse operation, small group operation and village unit operation.

The single farmhouse operation is a small scale program and involving a small single group like a family or an individual. The disadvantages of this operation style are that it can only operate on a small scale, and it still requires much labor. The understanding and cooperation of neighboring farmhouses and village inhabitants is required.

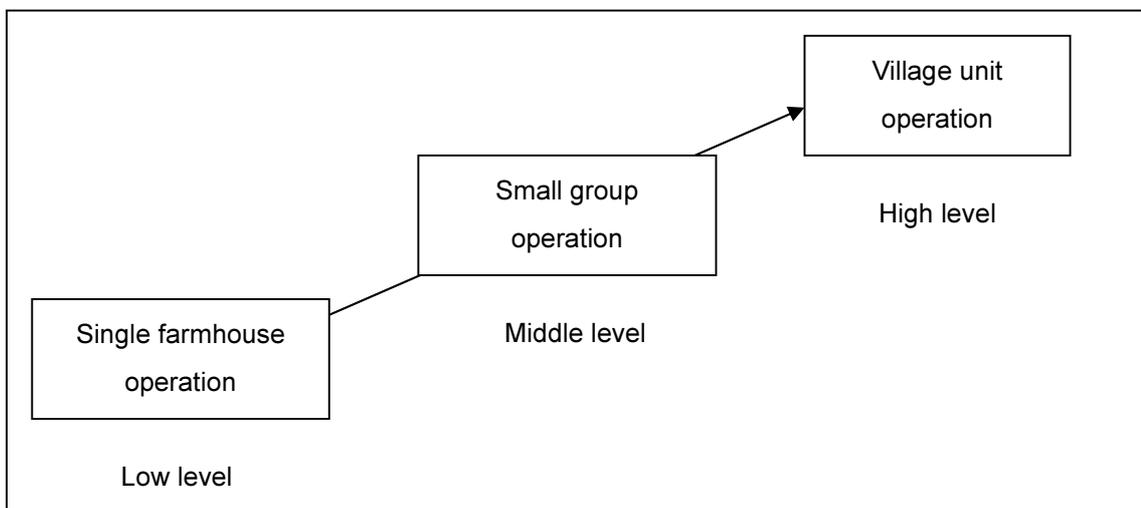
Second, the small group operation is one where small groups share the goal of operating programs jointly. Participants of the small groups can reduce individual's workload, as roles are divided according to each person's skills and ability. This type of operation style can develop into various experience programs. It is easier to gather program participants into this category than that of the single farmhouse operation, and it elevates satisfaction while developing suitable experience program for various classes of newcomers.

The last type is the village unit operation, in which the whole village divides roles and operates the programs jointly. This type can effect large-scale events and utilize various spaces, facilities, and equipments that commonly belong to village (Kang, 2003).

In order to activate an experience program operation, the small group operation is more desirable than single farmhouse operation, and village unit

operation is more desirable than small group operation. Experience program operation can strengthen the village community consciousness and can also help residents hand down the traditional and living cultures of the farm village. Also, the village unit operation has the advantage of creating multiple experience programs using various kinds of resources and cultures scattered throughout the village.

Figure 4. Rural Inhabitants' Participation Stages



■ **Public relations and marketing**

Marketing strategy is a process of analyzing markets, choosing the right target markets and securing a high level of competition within those markets. The process includes market segmentation, targeting, positioning, marketing mix, etc.

The goal of marketing rural experience tourism is to highlight the farm village attractiveness and sell those highlights to urbanites, thereby achieving off-farm incomes and helping to vitalize the rural economy.

In the case of our country's farm villages, most of the villages have many

challenges in planning and conducting marketing strategy independently because the scale of village is generally small and manpower is insufficient. However marketing is an indispensable element to accomplish the target of rural experience tourism activation.

Even though there are demands for rural tourism, if there is no activity to attract urbanites to the farm village, it will be difficult to sustain a growth in interest in rural tourism and the demands for this type of tourism will be diminished. Also, the marketing of rural tourism is very important in that rural tourism is an interchange between city and farm village and an interchange of information.

In addition to information exchange, specific marketing activities by operators, such as voluntary kind services, can include clean facilities management. The operation of assorted experience programs are determinant factors, which also directly relate to the favorable business results of rural tourism.

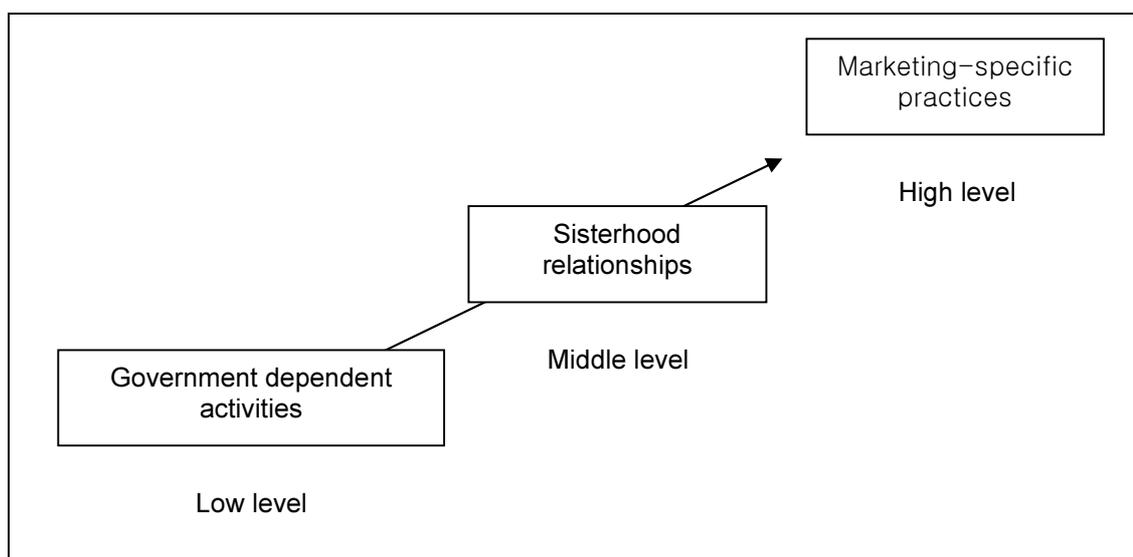
There are three types of government support-levels with respect to villagers' activities in public information and marketing rural experience tourism. They are government dependent activities, sisterhood relationships, and marketing-specific practices .

The farm village should have to eventually transfigure to marketing-specific activities for the subsistence and growth of their rural tourism businesses. The progress stage of public relations and marketing are shown in figure 5.

Table 8. Public Relations and Marketing Classifications

Government dependent activities	Utilizes the government and related organization's public information resources
Sisterhood relationships	Form that utilizes the establishment of sisterhood relationships with corporations, consumer groups, school groups, etc.
Marketing-specific practices	Step that use self-contained marketing abilities to create a self-actualized marketing campaign

Figure 5. Public Relations and Marketing Stages



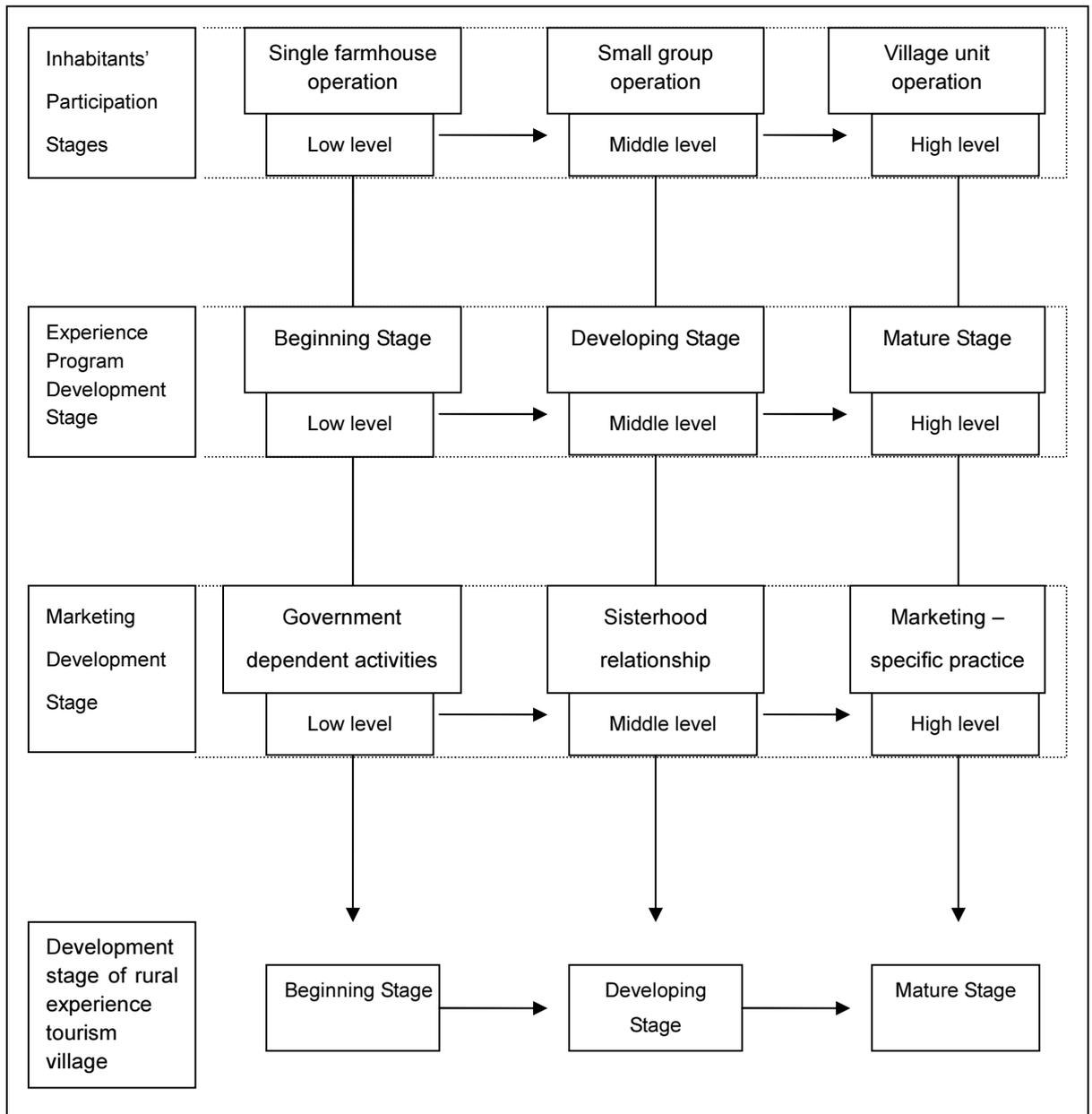
Classification of rural experience tourism development stages

The development stages of rural experience tourism are categorized based on the activation level of the three elements (farm village inhabitants, experience program, marketing). In total, there are 27 sub-stages however, this study categorizes the development stages into three levels, “Beginning Stage,” “Developing Stage” and “Mature Stage.”

Table 10. Rural Experience Tourism Development Stages

Pattern	Classification standard
Beginning Stage	All elements' or two elements' development level are of the low type
Developing Stage	Three elements are close to or just above the middle level
Mature Stage	The activation stage of three elements all are at a high level

Figure 6. Rural Experience Tourism Development Stages



III. Green Agriculture Experience Villages Analysis

1. The Present Situation of Green Agriculture Experience Villages

The Ministry of Agriculture & Forestry is promoting Green Agriculture Experience Villages, which are farm village in the business of tourism for the purpose of developing the farm village's scenery resources, increasing the income of the village unit, diversification of the farmhouse business, and diversifying traveler's leisure opportunity. Since 2002, the government has focused on promoting the village unit, instead of the individualization of business and farm tourism policy, for which we've already discussed limitations in that business model. The Green Agriculture Experience Village business model is being supported with 100 million Won by the federal government and 100 million Won by local self-governing body respectively, and the sum of 200 million Won is for one village for a one-year business period.

The supporting money is being spent on necessary and basic farm village facilities, convenient living facilities, and improving the village scenery. The operation plans for this money is being jointly decided by agreement with village inhabitants' mutual consent. The selection of participatory experience villages is being made based on the premise of village inhabitants' participation, and through a village screening committee, which study three criteria, including tourism resources and conditions, volition of inhabitants, and sustainability and feasibility of the plan.

In 2002, 18 villages were designated as Green Agriculture Experience Villages and another 123 villages received the designation at the end of 2005. The provincial breakdown of the selected villages are Gangwon-do -- 22 places, Jeollabuk- do -- 18 places, Chungchongnam-do -- 16 places,

Gyeonggi-do -- 15 places, and Gyeongsangbuk-do 15 places. Currently, there are plans to include an additional 727 villages in this program between 2006 and 2013, and the total number of 'Green Agriculture Experience Village' is expected to reach 850 villages (National Assembly Budget Office, 2006).

This study focuses on the 15 Green Agriculture Experience Village in Gyeonggi-do because they have the potential to achieve the greatest business returns, due to their proximity to Seoul and other metropolitan areas.

2. Outline of Gyeonggi-do's 15 Experience Tourism Villages

Sangho-ri

① Village Outline

- Sangho-ri may not present a view carved out of fantastic rocks, but the clean, fresh air of the isolated forest, hidden away from civilization, makes it seem as if the scenic mountain valleys of Gangwon-do have been transplanted to Gyeonggi-do. Surrounded by Daeryeom Peak, Suri Rock Mountain and Hoshilryeong, Sangho-ri, during the spring, is abundant with fresh greens and organically grown vegetables, grains and shitake mushrooms.

② Village Inhabitant Participation

- 60 households total, .20 households participating in the experience program

③ List of Experience Programs

- Agriculture: strawberry picking, wild mushroom picking, mushroom harvesting, melon picking, wild vegetable picking, sweet potato gathering, potato gathering, corn collecting, tomato picking, seed planting, chestnut gathering

- Farm village life: Traditional play (Jegi, kite, top)

- Industrial arts: Natural dyeing, straw arts, soap making
- Cuisine: Bean curd, rice cake, folk food, Kimjang (preparing Kimchi for the winter), soybean malt
- Ecology: insect collecting
- Leisure sports: fishing mudfish, sledding, fishing
- Health: yellow earth experience house

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operating a homepage (<http://farmstay.invil.org>), assisted by government.
- Lively interchange activities through 12 sisterhood organizations

Yangsu-ri

① Village Outline

- Yangsu-ri is situated in area where the North Han River and South Han River meet. The area has a graceful combination of the mountains and a lake. Having suitable climatic condition and topography for fruit cultivation, Yangsu-ri produces superior fruit products. Yangsu-ri hosts the pear flower festival (April) and lotus festival (July) every year.

② Village Inhabitant Participation

- 60 households total; 31 households participating in the experience program.

③ List of Experience Programs

- Agriculture: Weekend orchards, sweet potato gathering, potato gathering, pear picking, grape picking, peach picking, apple picking, cherry gathering,

lime gathering, arrowroot gathering, collecting edible shoots of a fatsia, acorn gathering.

- Farm village life: Jwibul play (traditional customs), fireplace kindling
- Industrial arts: Making a water dipper from gourd, Ssusemi, bar bola postcard, bar bola ruler
- Cuisine: rice cake, uncurdled bean curd, Kimchi preparation for the winter, local cooking, etc.
- Ecology: wild flower observation, pear flower appreciation, lotus appreciation, grasshopper catching, mud snail catching, aquatic plant observation
- Leisure sports: Sled, skates, water play, hiking, loach catching, bicycling
- Health: experience perfume of hub

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>), Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And homepage operation (<http://www.yanghuri.or.kr>) assisted by government
- Lively interchange activity through 5 sisterhood organizations and groups
- Using village character and CI. Distributing a village information pamphlet, and sending out an event guidance letter to customers. Also promoting through media such as newspaper and TV.

Buraemi

① Village Outline

- Burami is a small village that keeps a well-preserved appearance of an old farm village, and does not have any modern-style houses. The mountain which surrounded the village and reservoir around the village entrance gives

the area a peaceful environment.

② Village Inhabitant Participation

- 30 total households; 20 households participating in the experience program

③ List of Experience Programs

- Agriculture: seed planting, beans, corn, young plants, sweet potatoes, wild berry picking, corn, grapes, potato gathering, herb, rice reaping, bean harvesting, tomato harvesting, strawberry harvesting, pear harvesting, grafting
- Farm village life: traditional farm village play, rolling a hoop, banging a gong, a drum, a janggu, learning instruments for folk music, making a sled
- Industrial arts: ceramic making, straw pool industrial arts, natural dyeing, candle making
- Cuisine: Cooking bean curd, buckwheat paste, rice cake, wild berries wine, small red-bean porridge
- Ecology: To find insect which hibernate, catching a Crucian carp, catching mud snails, observe the ecology of insects, insect collecting, catching grasshopper
- Leisure sports: Fishing, hiking, catching loach
- Health: A shampoo of iris water

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>), Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And a homepage (<http://www.buraemi.com>).
- Successfully created a good brand for farm produce, including rice, grapes, peaches, etc.

- Developed 'Cyber Palm' which is charged out of farm profits and manages crop growing through the internet; Membership is limited to 100 people.
- Operating an experience program which is arranges all the processes of farming and harvesting
- Lively publicity activities through TV, newspaper, etc.

Julok-ri

① Village Outline

- Julok village is a clean and beautiful village where one can find deer roaming the woods. Visitors can also catch smelt and crawfish, which only live in the cleanest waters. Nearby is the Geumsa Reservoir

② Village Inhabitant Participation

- 65 total households; 13 households participating in the experience program

③ List of Experience Programs

- Agriculture: Rice transplantation, strawberry picking, melon picking, corn gathering, sweet potato gathering, young greens gathering, peach picking, watermelon picking, potato gathering, mushroom harvesting, domestic animal breeding
- Farm village life: Driving the cultivator, traditional manners, traditional play, making Jegi (shuttlecock game played with the feet), scarecrow making and kite making and flying.
- Industrial arts: Natural dyeing, ceramics
- Cuisine: potato pan cake, Kimjang (preparing Kimchi for the winter), motherwort cake made from glutinous rice, fermented rice punch, dumpling, Korean hot pepper paste, soybean paste, soybean malt, acorn jelly, rice cake

- Ecology: Grasshopper catching, collecting plants, insect collecting, constellation observation
- Leisure sports: Sledding, pond smelt fishhook, playing on top of the ice, fish net and hooks
- Health: Hub experience

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>), Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operate a homepage (<http://julok.invil.org>, <http://www.julokfarm.com>) assisted by government
- Formed sisterhood relationship with some corporations and schools, developed interchange activities.
- Utilizing TV and the radio for publicity activities.

Sinnon-ri

① Village Outline

- Sinnon-ri is situated in Yangpyeong-gun. In front of the village there is the Sinnon River where lightning beetles and wild ducks live because the river waters are uncontaminated. The village neighborhood is a silent farm village that is enclosed within the forest of the Galgi Mountain. Special products of the village are rice, soybean malt, soybean paste, mushroom, garlic, *Codonopsis lanceolata* etc.

② Village Inhabitant Participation

- 40 total households; 26 households participating in the experience program

③ List of Experience Programs

- Agriculture: Rice transplantation (large water dipper, water pump), wild

- vegetables, corn picking, potato gathering, rice cutting, rice threshing, turning the wooden mill for hulling rice, polishing the rice, gathering Codonopsis lanceolata, gathering balloon flower, gathering apyogo mushroom, cucumber picking, vegetable picking, tomato harvesting, watermelon picking, chestnut gathering
- Farm village life: Tractor riding, yut play, cutting wood, crossing a brushwood bridge, kite making, slingshot making, Tuho (traditional game), swing play
 - Industrial arts: Making Codonopsis lanceolata flowerpot, making sound boxes, straw industrial arts, making flying disks
 - Cuisine: Buckwheat pancakes, glutinous rice cake, hand made tofu, acorn jelly, potato pancake, potato rice cake, taffy, soy sauce
 - Ecology: Making willow flutes, tadpole observation, forest experience, trout catching, crawfish observation, bat cave exploration, grasshopper catching, wild flower observation
 - Leisure sports: Korean archery experience, rippling, rafting, sledding, and hiking
 - Health: Yellow earth mud pack, yellow earth house experience

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And homepage operation (<http://www.sinnon.net>).
- Established a sisterhood with Samsung Credit Cards and developing interchange activities.
- Utilizing TV and the radio for public relations; word-of-mouth marketing through visitor satisfaction, and handing out village guide brochures.

Haemaru

① Village Outline

- Haemaru village, situated in Paju city, had restricted civilians from visiting for about 50 years, because of the village's proximity to the DMZ. Therefore the forest has been kept in great condition and many species of animals and plants have been well preserved. It is possible to experience ecology here, because the natural setting is well-preserved, clean and untouched. Special products are rice, cucumber, ginseng, medical plant, bean, wild vegetables etc.

② Village Inhabitant Participation

- 48 total households; 15 households participating in the experience program

③ List of Experience Programs

- Agriculture: Potato planting, transplanting rice seedlings, red pepper picking, potato gathering, sweet potato gathering, corn, fruit picking
- Industrial arts: Wild flower accessories, medical plant soap.
- Cuisine: Bean curd, soybean malt
- Ecology: Migratory bird watching, wild animal observation, wild flower observation, mud snail catching, field of reeds observation, aquatic plant observation

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And homepage operation (<http://www.haemaru.org>).
- Established sisterhood relationship with some corporations organizations but

activity is recumbent.

Ogam

① Village Outline

- “Ogam” or acorn vilage originated when five Daegams inhabited this village after they quit their job at the end of the Goryeo Dynasty. Today, the Gwon family of Andong, the Jeong Family of Yongin, and the Lee family of Hacheon are sworn brothers and thei old traditions and culture still exist in the village.

② Village Inhabitant Participation

- 99 total households; 15 households participating in the experience program

③ List of Experience Programs

- Agriculture: Free ducks in the rice paddy fields, potato gathering, corn gathering, transplanting rice seedlings, red pepper planting, wild vegetable gathering, sweet potato gathering, rice cutting, chestnut gathering, acorn gathering
- Farm vilage life: Cocoon thread drawing, kite flying, shooting a slingshot, top playing, Jegi playing
- Industrial arts: Natural dyeing, straw industrial arts, acorn ceramics, flower rubbings
- Cuisine: Acorn songpyon, rice cakes made from glutinous rice, bean curd, acorn jelly, Kimjang, soybean malt
- Ecology: Grasshopper catching, wild flower observation
- Leisure sports: Sledding, loach catching

④ Marketing

- Public relations utilizing farming and fishing vilages integrated information

portal (<http://www.nongchon.or.kr/krgreen>) which is operated by government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operating a homepage (<http://ogam.invil.org>) assisted by government.

Do-ri

① Village Outline

- Do-ri is situated in an area where the South Han River and Cheongmi River meet. The village mostly consists of flat lands and the main crops of Do-ri are rice, miscellaneous cereals, red pepper, corn, sweet pumpkin, and sweet potato

② Village Inhabitant Participation

- 53 total households; 20 households participating in the experience program

③ List of Experience Programs

- Agriculture: Potato gathering, sweet potato gathering, corn picking
- Industrial arts: Natural dyeing, straw industrial arts
- Cuisine: Making rice cake made from glutinous rice
- Ecology: Mudfish catching

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operates a homepage (<http://dori.or.kr>).

Sun flower

① Village Outline

- There are 4 kilometers of sunflower-lined roads in front of the village.

Bupyeong-ri was originally a subject of Wapyeong-dong, Gangcheon-myeon, Wonju-gun, Gangwon-do but eventually incorporated into Yeosu-gun in the 32nd year of King Gojong, when the name changed to Bupyeong-ri, which was later combined with Wapyeong-dong and Satgatbong, during an administrative district reorganization in 1914.

② Village Inhabitant Participation

- 60 total households; 38 households participating in the experience program

③ List of Experience Programs

- Agriculture: Rice transplantation, sweet potato and potato planting, bean planting, sesame sowing, wild sesame sowing, freeing duck onto the rice paddies, corn and pumpkin gathering, potato gathering, sunflower gathering and oil pressing, acorn gathering, cabbage and radish harvesting
- Farm village life: Riding the cultivator Yut play, Jwibul play, kite flying, scarecrow making, slingshot making
- Industrial art: Straw industrial arts, natural dyeing, wooden arts experience
- Cuisine: Korean hot pepper paste, bean paste, traditional alcohol, potato pancake, bean curd, sweet potato songpyon, Kimchi
- Ecology: Fishing experience, ecology park experience, bird observation, constellation observation, cave exploration, forest therapy.
- Leisure sports: Water play, promenade jogging, sledding, skating
- Health: sunflower tea, experience yellow earth house, sunflower soap experience.

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal

(<http://kgtour.gg.go.kr>). And operates a homepage (<http://sune.invil.org>) assisted by the government.

- Formed sisterhood relationship with 13 corporations and schools, and manages progressive interchange activities.

Sansuyu

① Village Outline

- Sansuyu Village, Naeri, Gaggunmyeon, is home to more than 7,000 cornelian cherry trees that are over 100 years old. In March-April, the trees tint the entire village with yellow, adding to the beauty of the rural village. The annual Sansuyu Festival in April, within this clean and friendly environment, is a popular respite for urban citizens looking to leave the city behind.

② Village Inhabitant Participation

- 177 total households; 91 households participating in the experience program

③ List of Experience Programs

- Agriculture : Pumpkin gathering, red pepper picking, potato gathering, corn baking, potato baking, planting edible shoots of a fatsia
- Farm village life: Yut play, kite flying
- Industrial arts: industrial art from the fruit of cornelian cherry, making bar bola accessories with cornelian cherries
- Cuisine: Making health foods from the cornelian cherry, cornelian cherry bean curd, cornelian cherry wine, cornelian cherry rice cake
- Ecology: Leaf rubbings, mud snail catching, fish observation
- Leisure sports: Walk along cornelian cherry flower road, sledding
- Health: Cornelian cherry tea

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>).

Madlgari

① Village Outline

- Gosong-ri (old pine trees village) is a village where 170 residents reside in 65 houses divided into 3 bans. The name originated from the pine trees which have been there hundreds of years. The city was incorporated into Yangpyeong-gun in 1908, and with the merger and abolition of local administrative divisions in 1914, Jangman-ri and lower Gosong-ri of Sangbuk-myeon conjoined Gosong-ri, which was then incorporated into Yangdong-myeon.

② Village Inhabitant Participation

65 total households; 20 households participating in the experience program

③ List of Experience Programs

- Agriculture: digging wild ginseng, wild vegetable picking
- Farm village life: Learning to preserve the forest, turning the water mill, bonfire making, decorating flowerpots
- Ecology: Constellation observation, lightning bug observation, annual ring observation, wild flower observation, insect observation, birds observation, valley exploration
- Leisure sports: Water play, sledding

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operates a homepage (<http://madlgari.invil.org>) assisted by the government.
- Formed a sisterhood relationship with Gyeonggi-do and Forest and Green Track Division.

Gume

① Village Outline

- Anseong is the southernmost part of Gyeonggi-do and Gume Village is a part of Sindae Village in Chiljang-ri of Juksan-myeon, the eastern part of Anseong. Gume Village used to be called “Saeteomal” because this town was newly formed nearby the 1,000-year-old Chiljangsa Temple and Chiljang Stream.

② Village Inhabitant Participation

- 36 total households; 23 households participating in the experience program

③ List of Experience Programs

- Agriculture: Sweet potato gathering, persimmon picking, red pepper picking, plowing, rice transplantation
- Industrial arts: Making bamboo bars, making bokjori
- Ecology: Grasshopper catching, forest experience, insect observation
- Leisure sports: Sledding, loach catching, eel catching
- Health: Yellow earth house experience, tea ceremony experience

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operates a homepage (<http://gume.invil.org>) assisted by the government.
- Formed sisterhood relationship with three organizations and schools, but interchange activity is recumbent.
- Distributes a village brochure, and promotes through TV and radio

Samsang-ri

① Village Outline

- Located in the south of Yanju, Gyeonggido Province, the village is near the capital area; which makes it easier to visit the village without having to deal with long traffic delays. Gokreungcheon River surrounds the village and Nogosan Mountain (495m) is in the background. Here, various activity programs operate around the a lotus theme.

② Village Inhabitant Participation

- 53 total households; 35 households participating in the experience program

③ List of Experience Programs

- Agriculture: Weekend farming, chestnut gathering
- Farm village life: Performing on local instruments, folk music
- Industrial arts: Natural dyeing, industrial arts from lotus fruits, flowerpot making
- Cuisine: Lotus leaf wine, lotus leaf cooking, lotus root cooking, Kimjang.
- Leisure sports: Sledding, fishing, water play, climbing, bicycling
- Health: Lotus flower tea, lotus leaf tea, wild flower tea

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operates a homepage (<http://lotus.invil.org>) assisted by the government.
- Formed sisterhood relationship with Korea Land Corporation.

Dopyeong-ri

① Village Outline

- Dopyeong-ri is a small village situated on border of Gangwon-do and Gyeonggi Province. The whole village is has an uncontaminated environment because of its proximity to the mountain. Dopyeong-ri is famous for Kimchi making with traditional oriental medicine herbs and has a Kimchi festival every year November.

② Village Inhabitant Participation

- 50 total households; 6 households participating in the experience program

③ List of Experience Programs

- Agriculture: Medical plant gathering, wild vegetable gathering, sweet potato and potato gathering, corn picking.
- Farm village life: Tuho (traditional game).
- Industrial arts: Making insect model from trees.
- Cuisine: Soybean malt, Kimchi-making from traditional oriental medicines
- Ecology: Valley ecology exploration
- Leisure sports: Bow shooting, hiking
- Health: Teas from medicinal plants

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/krgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>).

Gumi-ri

① Village Outline

- Gumi-ri is a mountainous farm village in front of which passes the Imjingang River. Gumi-ri is a clean area with little pollution because it was discharged from civilian restrictions only 10 years ago. Gumi-ri is a place of rest for many birds because it has pampas grass fields which provide a cozy nest for migratory birds. Rice, red pepper, sesame potato, corn, green perilla are the main crops.

② Village Inhabitant Participation

- 46 total households; 13 households participating in the experience program

③ List of Experience Programs

- Agriculture: Rice transplantation, young greens picking, seed sowing, potato and sweet potato gathering, bush bean picking, red pepper picking, corn gathering, pepper picking, tomato picking, chestnut gathering, acorn gathering
- Farm village life: Samulnori experience, Jwibul play, top play, kite flying, riding a big plastic bag
- Industrial arts: Soap making, natural dyeing, making egg bundles by straw
- Cuisine: rice cake, traditional bean curd, traditional food
- Ecology: Mud snail observation, collecting plants, insect collecting

- Leisure sports: Horse riding, riding tractor skiing, four-wheel drive, motorcycles, fishing

④ Marketing

- Public relations utilizing farming and fishing villages integrated information portal (<http://www.nongchon.or.kr/kgreen>) which is operated by the government, and Gyeonggi province experience tourism portal (<http://kgtour.gg.go.kr>). And operates a homepage (<http://Gumiri.invil.org>) assisted by government.
- Formed a sisterhood relationship with some organizations including an apartment complex community. Has interchange activities such as experience tourism, and actively promotes direct trade of agricultural products.
- Participating in regional festivals for publicity purposes

Managed Results of Green Agricultural Experience Villages in 2006

Managed results of green agricultural experience villages in 2006 are shown in Table 11.

Table 11. Managed Results of Green Agricultural Experience Villages in 2006

Village	Year	No. of Experience Visitors	Experience Tourism Sales (thousand won)
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Sangho-ri	2002	13,159	123,389
Yangsuri	2002	9,421	99,800
Buraemi	2003	51,321	138,230
Julok-ri	2003	16,190	143,490
Sinnon-ri	2003	60,272	694,545
Harmaru	2003	4,274	16,735
Ogam	2004	950	4,421
Do-ri	2005	1,720	845
Sun flower	2005	9,134	87,131
Sansuyu	2005	460	4,400
Madlgari	2005	490	5,650
Gume	2005	1,967	60,615
Samsang-ri	2005	15,060	43,940
Dopyeong-ri	2005	552	5,321
Gumi-ri	2005	2,113	13,500

Source: Gyeonggi provincial government, 2007

3. Analysis and Stage Type classification

Analyzing key elements of success for the 15 villages

■ Village Inhabitant Participation

In the initial phase of business plan, the village inhabitants participation level is outstanding, because the inhabitants' participation is important in order to secure financial support from the Ministry of Agriculture & Forestry when applying for Green Agricultural Experience Village status. However as the process continues, various problems have deteriorated the inhabitants' participation rate.

The household participation rates of the 15 villages are shown in Table 12 and the average participation rate is 42.4%, which is high considering the rural population's graying.

Table 12. Village household participation rate

Village	Total households	Participating households	Participating rate
Sangho-ri	60	20	33.3%
Yangsu-ri	60	31	51.7%
Buraemi	30	20	66.7%
Julok-ri	65	13	20.0%
Sinnon-ri	40	26	65.0%
Haemaru	48	15	31.3%
Ogam	99	15	15.2%
Do-ri	53	20	37.7%
Sun flower	60	38	63.3%
Sansuyu	177	91	51.4%

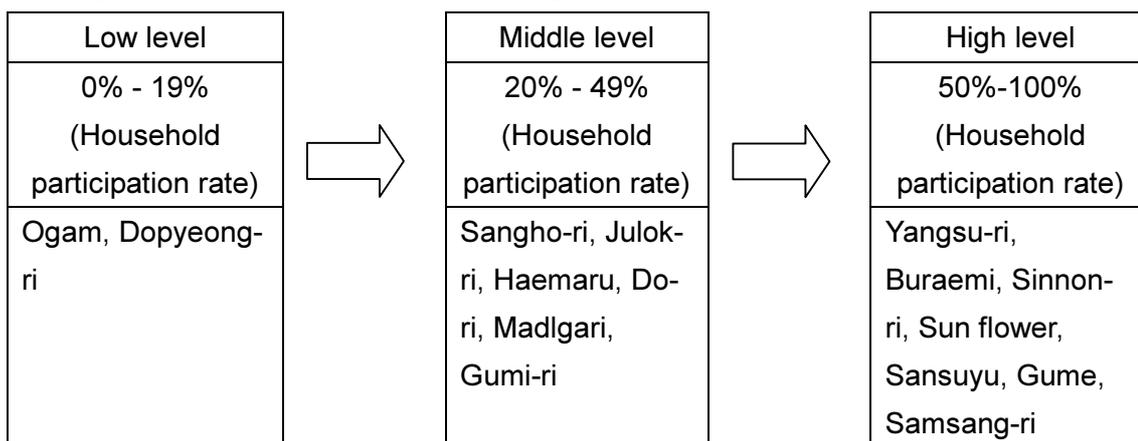
Table 12. Village household participation rate (cont'd)

Village	Total households	Participating households	Participating rate
Madlgari	65	20	30.8%

Gume	36	23	63.9%
Samsang-ri	53	35	66.0%
Dopyeong-ri	50	6	12.0%
Gumi-ri	46	13	28.3%
Total	942	386	42.4%

When dividing the 15 villages into 3 groups based on participation ratio, there are 7 villages rated high, with a ratio of more than 50%, 6 in mid-range (20~49%), and 2 villages falling into the low group.

Figure 7. Group Classification by Village Household Participation Rate



Ogam and Dopyeong-ri are villages with a low participation ratio. The participation ratio is 15.2% and 12.0% respectively. The reason for the inactive participation is due to conflicts among village inhabitants. In this case, the operation of the experience village has fallen into trouble, and the most important matter is to resolve the conflicts among the inhabitants.

In case of the mid-level group or villages that have ratios of more than 20% and less than 50%, the village business form of the village was established by several leading farmhouses. Here, groups that operate tourism

activities and provide farm stay have become the main drivers of the program, with others acting as surrounding participants.

In the case of the villages where the household participation rate is high, most of the village inhabitants are taking part in the experience village business. These village's nonparticipation households are found to be either old aged households who find it impossible to participate or weekend inhabitants who commute from city.

As discussed, the first hindrance factor of participation is the conflict among inhabitants. In the early business stage, in case discord arises between inhabitants, the development of a successful experience program is nearly impossible. Even in cases where the experience program is developed and operating well, inhabitant discord can arise because of the conflict, such as profit distribution.

Secondly, developing programs in which the whole village can become involved, unlike individual businesses such as farm touring or farm stay, is important to expand the experience tourism. The last factor is the resource of youthful participating, in order to help actively drive the rural experience tourism business. The absence of a youthful energy is found to be the biggest hindrance factor in the diversification of the experience program.

■ Experience Program Diversification

The rural experience program can be divided into 7 thematic categories such as agricultural experience program, farm village life experience program, industrial arts experience program, cuisine experience program, ecology experience program, leisure & sports experience program, health experience program.

Among these seven categories, the agricultural experience program is well developed in 11 villages (Sangho-ri, Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Haemaru, Ogam, Sun flower, Sansuyu, Gume, Gumi-ri), with only four villages not having an established agricultural experience program. This demonstrates that the agriculture experience program is an important component of the experience villages. The challenge is that all villages are operating similar agricultural experience programs. Unique agricultural experience program are not well-developed, making a weak point for all the experience tourism villages.

Secondly, the theme of farm village life experience is operating at various levels in 7 villages (Sangho-ri, Buraemi, Julok, Sinnon-ri, Ogam, Sun flower, Gumi-ri). These programs generally focus on traditional play.

Thirdly, with respect to the Industrial arts experience program, these programs are not well developed, only being present in two villages (Buraemi, Sun flower). In the case of villages that have Industrial arts experience program, the most common programs are natural dyeing, straw industrial arts, and ceramics.

Fourth, a cuisine category is run at varying levels eight villages (Sangho-ri, Yangsu-ri, Buraemi, Julok, Sinnon-ri, Ogam, Sun flower, Sansuyu).

The ecology category is managed in seven villages (Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Haemaru, Sun flower, Madlgari).

The sixth category, leisure & sports is operated in four villages (Yangsu-ri, Sinnon-ri, Samsang-ri, Gumi-ri).

Finally, with respect to the Health theme, there are no villages that operate various health programs. This category is the most difficult one to develop among the experience programs, because some villages just do not

have the programs and facilities to support this category.

Table 13. Experience Program Categories & Village Participation

Category	Village	No. of villages
Agriculture	Sangho-ri, Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Haemaru, Ogam, Sun flower, Sansuyu, Gume, Gumi-ri	11
Farm village life	Sanho-ri, Buraemi, Julok, Sinnon-ri, Ogam, Sun flower, Gumi-ri	7
Industrial arts	Buraemi, Sun flower	2
Cuisine	Sangho-ri, Yangsu-ri, Buraemi, Julok, Sinnon-ri, Ogam, Sun flower, Sansuyu	8
Ecology	Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Haemaru, Sun flower, Madlgari	7
Leisure & sports	Yangsu-ri, Sinnon-ri, Samsang-ri, Gumi-ri	4
Health	-	-

Table 14. Number of Well-Developed Categories by Village

Village	No.	Well-Developed Categories
Sangho-ri	3	Agriculture, farm village life, cuisine
Yangsu-ri	4	Agriculture, cuisine, ecology, leisure & sports
Buraemi	5	Agriculture, farm village life, industrial arts, cuisine, ecology
Julok-ri	4	Agriculture, farm village life, cuisine, ecology
Sinnon-ri	5	Agriculture, farm village life, cuisine, ecology, leisure & sports
Harmaru	2	Agriculture, ecology
Ogam	3	Agriculture, farm village life, cuisine
Do-ri	-	

Table 14. Number of Well-Developed Categories by Village (cont'd)

Village	No.	Excellent category
Sun flower	5	Agriculture, farm village life, industrial arts, cuisine, ecology
Sansuyu	2	Agriculture, cuisine
Madlgari	1	Ecology

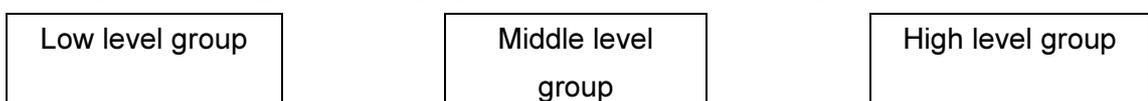
Gume	1	Agriculture
Samsang-ri	1	Leisure & sports
Dopyeong-ri	-	
Gumi-ri	3	Agriculture, farm village life, leisure & sports

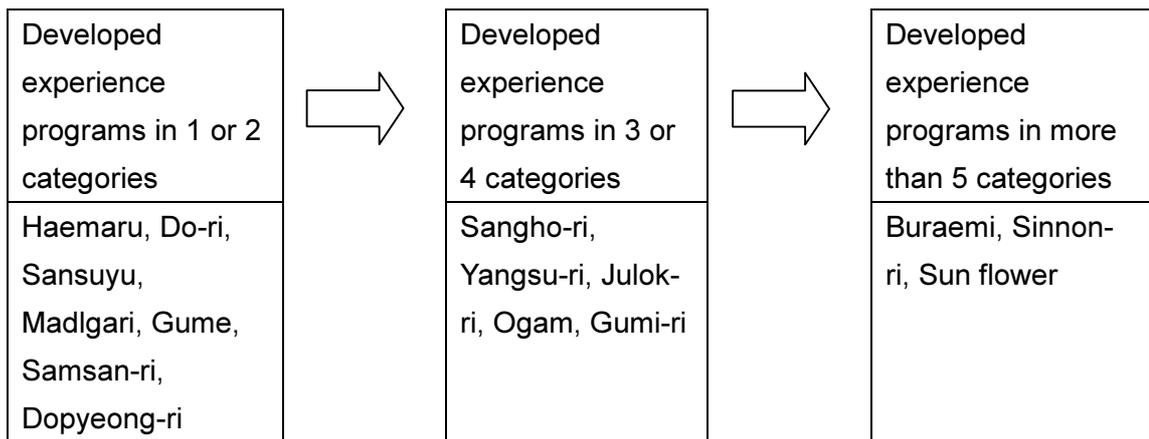
According to the preceding results, the 15 villages are divided into three groups, excellent middle-level, and low-level, based upon the number of experience programs in operation. The excellent group operates various well-developed programs ranging from five to seven categories and includes three villages (Buraemi, Sinnon-ri, Sun flower). The middle-level group manages between 3~4 excellent experience categories, and includes six villages. The low-level group operates excellent programs in less than 2 categories and six villages fall into this group.

Among the low group, 2 villages (Do-ri and Dopyeong-ri) do not have any excellent-level programs. In the case of Dopyeong-ri, the experience program is inactive because the village inhabitants' participation rate is low, and in the case of Do-ri, while the inhabitants' participation is good, there is lack of youthful human resources to operate experience program, due to the serious graying of the village.

The elements that hinder the development of various experience programs are first, village inhabitants' participation rate. Villages with high inhabitants' participation can take maximum advantage of village resources. The second challenge is the lack of young human resources. Activating an experience program is difficult without continuous involvement of young strength.

Figure 8. Village Grouping by Level of Experience Program Development





The majority of the villages are developing and managing programs that fall into the omni-directional classification, while only some of the villages are developing and operating theme-style programs. The village observing theme styles are Sansuyu and Samsang-ri. While these two villages are operating theme-style experience programs, the level of the program development and operation is inactive. While omni-directional programs can easily be benchmarked between villages, the theme-style experience program is difficult to benchmark relatively.

Because many similar Green Agriculture Experience Villages are being formed with funding support from the government and local self-governing bodies, competition between these villages is very fierce. In order for a Green Agriculture Experience Village to possess competitive power, they must diversify their programs, and rather than focusing strictly on easy-to-develop categories such as agriculture, farm village life, cuisine, ecology, they must include other areas such as industrial arts, leisure and sports and health experience categories. . The development of unique, theme-style programs may help improve village's competitive power.

Also, many current experience programs are presently being targeted mainly for children. The future development of programs should also be

targeted to young and middle age adults in order to help improve profitability.

■ Marketing

Because The Green Agriculture Experience Villages business promotion started with governmental support, the government still supports public relations and marketing efforts to help these businesses succeed.

The government has constructed and is operating a farming and fishing villages integrated information portal site ([http:// www.nonchon.or.kr](http://www.nonchon.or.kr)) to provide comprehensive information about rural life, farm village tours, housing and investment. The government helps support publicity for the experience villages by putting their information in this portal. This information includes village information, experience programs, farm stay information, special product information etc.

Also, the Ministry of Agriculture & Forestry invested 900 million won of its budget in 2005 to promote experience village campaigns. These promotions encompassed summer vacations in the farm village, green map publishing, farm village exhibitions, inviting elementary school teachers to experience the farm village, organizing a city and urban interchange activity camp, village culture experience public subscriptions, and supported public information and marketing. (2006, National Assembly Budget Office).

Gyeonggi province has also constructed and is operating a farm village experience tourism portal ([http:// kgtour.gg.go.kr](http://kgtour.gg.go.kr)) to help drive interest in farm village experience tourism. This portal introduces each village, and their experience programs, food and visitor facilities.

Some of local governments in Gyeonggi province have published experience village brochures to help promote various events. In the case of

Yangpyeong, a rural experience tourism public information organization called 'Yangpyeong nongchon nadeuri' was organized to promote public relations. 'Yangpyeong nongchon nadeuri' constructed an internet page <<http://ypnadri.com>> and published a brochure about its experience villages, and promoted these villages through the internet homepage and the brochure. The participating villages in Yangpyeong nongchonn nadeuri are Yansu-ri, Sinnon-ri, Madlgari, Sansuyu.

In the case of Yeosu-gun, a rural experience tourism village conference helped promote experience villages. There is no homepage, but a published brochure is used for public information. The villages included in the Yeosu rural experience tourism village conference are Julok-ri, Do-ri, and Sun flower village.

The Ministry of Governments Administration and Home Affairs is promoting an 'Information Network Village' business to help develop an internet utilization environment for farm villages, fishing villages and mountain village areas which are located in remote areas, far from information and technology. Through this business, the Ministry of Governments Administration and Home Affairs supported the construction and operation of an internet page for each village, helping drive electronic commerce and village publicity. There are eight villages receiving benefits from this business model, including Sangho-ri, Julok-ri, Ogam, Sun flower, Madlgari, Gume, Samsan-ri, and Gumi-ri.

The National Agricultural Cooperative Federation designates farm stay villages which offer programs in farm village culture that go beyond the current farm house stay. The organization also supports publicity and a reservations system on their home page, which is <<http://>

www.farmstay.co.kr>.. There are eight villages receiving benefits from this program, including Buraemi, Sangho-ri, Gumi-ri, Sinnon-ri, Yangsu-ri, Julok-ri, Haemaru, and the Sun flower.

Table 15. Supporting Publicity From the Central and Local Government

Organization	Program	Benefiting villages
Ministry of Agriculture and Forestry	Operates a farming and fishing villages integrated information portal (www.nonchon.or.kr) and supports publicity	All 15 villages
Gyeonggi-do	Operates a rural experience tourism portal (http://kgtour.gg.go.kr) and supports publicity	All 15 villages
Yangpeong – gun	Manages 'Yangpyeong nongchon nadeuri' organization, operating a homepage (http://ypnadri.com), publishing a brochure, supports publicity	Yansu-ri, Sinnon-ri, Madlgari, Sansuyu
Yeoju-gun	Managing 'Yeoju Rural Experience Tourism Village Conference', publishes a brochure, supports publicity	Sangho-ri, Julok-ri, Do-ri, Sun flower
Ministry of Governments Administration and Home affairs	Supports an internet homepage, construction and electronic commerce	Sangho-ri, Julok-ri, Ogam, Sun flower, madlgari, gume, Samsan-ri, Gumi-ri
National Agricultural Cooperative Federation	Manages an internet home page (http://www.farmstay.co.kr) for farm stay and experience tourism and supports publicity and reservations	Buraemi, Sangho-ri, Gumi-ri, Sinnon-ri, Yangsu-ri, Julok-ri, Haemaru, Sun flower

All the villages operating experience tourism programs can list general information about the village and its experience program in the experience tourism portal website operated by the Ministry of Agriculture & Forestry and Gyeonggi province government, but some of the villages are not fully taking advantage of the government support because some village are abusing this

system.

Since the local governing bodies of Yangpyeong and Yeosu support their villages with public information, Yangpyeong and Yeosu villages have additional public information opportunities compared to the other villages.

The villages receiving support from Ministry of Governments Administration and Home Affairs through the Information Network Village business has more public information opportunities than the villages that do not receive this benefit.

The National Agricultural Cooperative Federation supports farm stay businesses with public information providing extra support for villages that operate experience programs combined with farmhouse stay.

There are four villages receiving assistance from both Ministries and the Federation, including Sangho-ri, Julok-ri, Sun flower, and Gumi-ri. Clearly, these villages have more support than others.

Among the 15 experience villages in Gyeonggi-do, 13 villages operate their own internet homepage, eight of which are supported by the Ministry of Governments Administration and Home Affairs. One of the eight villages is supported by the Ministry of Agriculture and Forestry, while the other four villages operate homepages by themselves without government support.

Table 16. Internet Homepage For Each Village

Village	Homepage
Sangho-ri	http://farmstay.invil.org
Yongsu-ri	www.yongsuri.or.kr
Buraemi	www.buraemi.com
Julok-ri	http://julok.invil.org http://julokfarm.com

Sinnon-ri	www.sinnon.net
Harmaru	www.haemaru.org
Ogam	http://ogam.invil.org
Do-ri	http://dori.or.kr
Sun flower	http://sune.invil.org
Sansuyu	-
Madlgari	http://madlgari.invil.org
Gume	http://gume.invil.org
Samsang-ri	http://lotus.invil.org
Dopyeong-ri	-
Gumi-ri	http://gumiri.invil.org

In addition to governmental support of 'Green Agriculture Experience Villages', a one company-with-one village campaign was initiated by the Federation of Korean Industries, the daily Munhwa Il-bo and the National Agricultural Cooperative Federation in 2004. This program promotes environmental friendly farm products and rural experience tourism.

Mainly the one company-with-one village program helps farm village workers, experience activities, direct trading of farm products, linking the village's homepage to other online organizations, and supporting publicity through the corporation's promotional material. Recently the trend of one company-with-one village is spreading, and such new programs as one company-with-several village, one military unit-with-one village, one school-with-one village, one apartment complex-with-one village are also being developed. (KNTD, 2006).

Through the one company-with-one village campaign, eight villages including Sangho-ri, Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Sun flower, Gume, and Gumi-ri have established sisterhood relationship and are creating active interchange activities.

Three villages, Haemaru, Madlgari, and Samsang-ri, have established sisterhood relationships with some organization but they are not as actively linked.. Four villages including Ogam, Do-ri, Sansuyu, and Dopyeong-ri have no sisterhood relationship with any organization or company.

Table 17. Interchange Activity through Sisterhood Relationships

Sisterhood interchange activity	Village
Active sisterhood relationship and high-level interchange activity.	Sangho-ri, Yangsu-ri, Buraemi, Julok-ri, Sinnon-ri, Sun flower, Gume, Gumi-ri
Some sisterhood relationships, but insufficient interchange activity	Haemaru, Madlgari, Samsang-ri
No sisterhood relationships and no interchange activity	Ogam, Do-ri, Sansuyu, Dopyeong-ri

Interchanges activities through the establishment of sisterhood relationships with various organizations such as city corporations and schools are a good opportunity to help secure loyal customers. The villages with no sisterhood relationships must recognize that the establishment of these relationship are a basic effort for village’s tourism success.

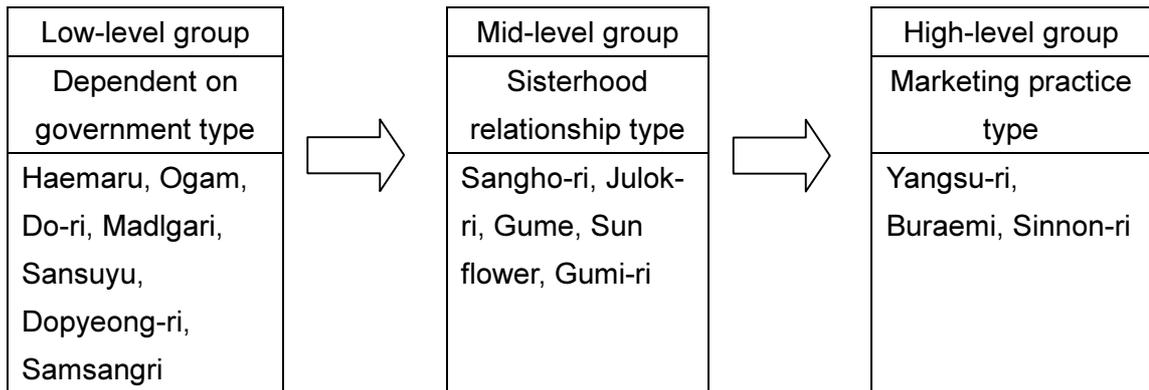
The villages that established some sisterhood relationships, but with low-level interchange activity, found that the sisterhood relationship ended conventionally or the economical profit from this relationship was insufficient.

Initiated by the government to support rural communities, the business of Green Agriculture Experience Villages is supported constantly by the central government, local self-governing bodies, and the NGO with respect to publicity and marketing.

But this supporting publicity and marketing has its own challenges, especially in publicizing the unique qualities of each village, because the

government publicizes farm village as a whole, instead of publicizing a particular village. There are some villages that implement their own public information and marketing campaigns in order to help overcome this challenge. These villages are Yangsu-ri, Buraemi, and Sinnon-ri.

Figure 9. Publicity and Marketing Activity Levels



Development Stage Classification

The 15 rural experience tourism villages can be classified into three types based on the three-development stage of three key elements. They are the beginning stage the developing stage and the mature stage.

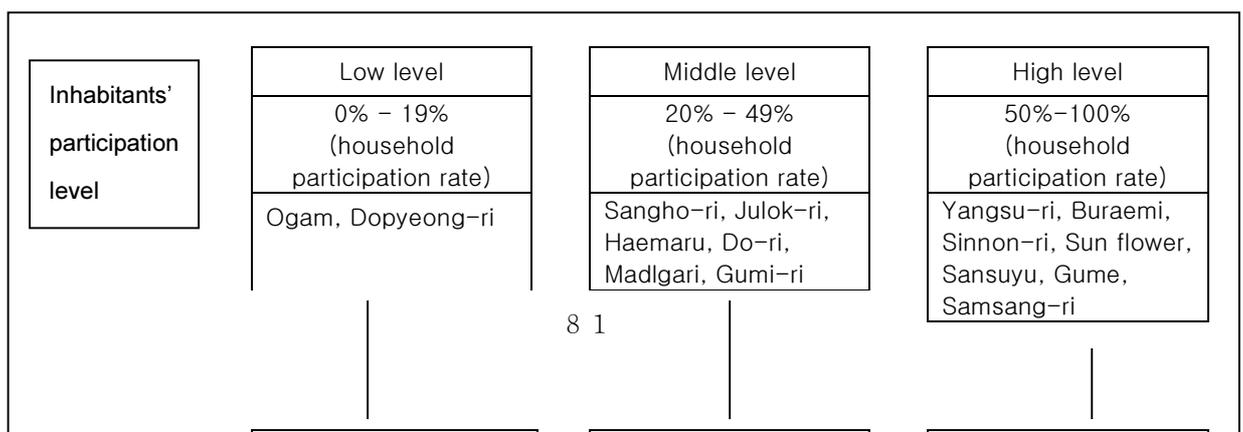
Villages in the beginning stage generally find that the development level is low type among many of these key elements. Most of these types of villages are weak with respect to developing an experience program and marketing, but generally, the inhabitants' participation rate is relatively fine. Seven villages, Haemaru, Ogam, Do-ri, Madlgari, Dopyeong - ri. Sansuyu, and Samsng-ri are fall into the beginning stage. In the case of Ogam and Dopyeong-ri, the experience tourism business itself is in difficulty because of the low ratio of participation.

In the developing stage there are at least thee elements that are close to

or above mid level. These types of rural experience tourism business have entered into a stabilization stage, and six villages, including Sangho-ri, Gume, Gumi-ri, Yangsu-ri, Julok-ri, and the Sun flower are included in this level. The aspects of program development and publicity are more advanced than those villages in the beginning stage

Finally, in the mature stage, all three elements are at a high level, and the village generally is an ideal type for a rural experience tourism village. The participation of inhabitants and the operation of experience programs are also at a level and the village also practices marketing of its own accord. Two villages, Buraemi and Sinnon-ri, fall into the mature stage.

Figure 10. Experience Tourism Villages Stage Classifications



To characterize each type, beginning state villages have inactive program development and marketing, but have outstanding inhabitant participation. In the developing state, the villages growth is contributed to by the inhabitants' participation, and programs and public relations are developing.

Mature stage villages have good program operations, a high level of inhabitant participation and good marketing practices. Most importantly, they show competitive power in marketing.

Table 18. Development Stage Characteristics

Beginning stage	Developing stage	Mature stage
Program development and marketing are inactive but the inhabitants' participation rate is relatively fine.	Program development and public relations are developing, based on inhabitants' good participation.	Inhabitants participation, program operation, and marketing -- all elements are superior

Table 19 shows the number of visitors in 2006 by type and by village. The average number of visitors for each level is: 3,358 visitors for beginning stage villages, 8,664 visitors for developing stage villages, and 55,796 visitors for developed stage villages. The results clearly demonstrate that visitor numbers increase with respect to the villages' development stage.

Table 19. Experience Tourism Visitor By Village Type (2006)

Developing Stage type	Village	No. of experience tourists
Beginning Stage	Haemaru	4,274
	Ogam	950
	Do-ri	1,720

	Madlgari	490
	Dopyeong-ri	552
	Sansuyu	460
	Samsang-ri	15,060
	Average per village	3,358
Developing Stage	Sangho-ri	13,159
	Gume	1,967
	Gumi-ri	2,113
	Yangsui-ri	9,421
	Julok-ri	16,190
	Sun flower	9,134
	Average per village	8,664
Mature Stage	Buraemi	51,321
	Sinnon-ri	60,272
	Average per village	55,796

IV. Recommendations for Rural Experience Development Strategy by Village Stage

1. Beginning stage

Villages in the beginning stage break down into two types, one with all

three key elements being at a low level and the other with a high inhabitant participation level, while the rest of the elements such as program development and public information are low.

All three elements at a low level

When all three elements are at a low level, the village primarily needs mutual consensus of its inhabitants to undertake successful village tourism development. The first and the most important step is to select leaders or to train leaders who can represent the village and lead this business successfully.

Since the leader's job is to collect and regulate the inhabitants' opinions and to achieve development of the group, participants with strong public confidence, affinity and a progressive driving force are suitable leadership material. A village chief, or religious group leader, or teacher who is active in the local community are all possible candidates to lead the group.

The secondary step is to achieve an outstanding level of participation by the inhabitants during the development and operation process. The range of inhabitants' participation in rural tourism is usually the processes of policy decision, execution, and estimation. Inhabitants should participate throughout the whole process, which also includes the processes of decision-making, practice and operation of development, benefit distribution and valuation and feedback.

Thirdly, a connection between benefit and preservation, for both the short term and the long term are needed. The provision of financial benefits is an effective way to induce inhabitants' participation during these initial phases. The inhabitants hope for direct and quick economical results, so it is important

to visualize specific income creation. Specific planning with quantifiable goals, rather than unmeasured profits in the long-term is a key factor. The special quality of these small-scale rural tourism projects can limit the profit creation by inhabitants.

When planning the development of rural tourism, it is important to develop a specific business category and item in which inhabitants can participate, and cultivate their financial abilities. During the beginning stage, in order to boost confidence and drive inhabitants' participation rate, tasks should be presented that are easy to understand and familiar to the village inhabitants.

It is important to never rule out the danger of failure if excessive focus on short-term goals means a failure to fulfill the conditions for a sustainable rural tourism program. All inhabitants should agree on the direction of the rural tourism development and should form a circulation structure that returns profits earned back into resource conservation.

The final recommendation is to organize a mediation board. This self-regulating organization is required to help mediate and settle different views among village inhabitants when the business undergoes difficult transitions. The board should let all parties thoroughly express their opinions before making decisions.

Inhabitants Participation Relatively Good

This type of program has a relatively high participation ratio of Inhabitants but needs to improve the program development and publicity. The priority of this type is to develop a program which takes the best advantage of the special qualities that the village possesses. Rural experience tourism villages should develop unique experience programs that reflect the merits of their

own natural and human resources. Therefore, they should find special qualities in the location itself, and develop an experience program according to those findings. They should especially develop various experience materials that use the qualities of the natural environment such as mountains, plains, rivers, and the sea

Also, they should compose programs that relate their special resources with the rural experience program. Farming experience and lifestyle experience programs should be developed jointly and the farming experience programs could extend further in forms of life practice experience and cooking experience. The village could further develop items from their resources, holding an annual festival, for example, that is linked with the experience program. Also seasonal programs other than that of the farming experience should be developed in order to overcome the seasonal imbalance.

The second priority for this type of villages is to secure and to cultivate human resources. By doing so, the village can actively use the its young manpower, allow them to inhabit the village thereby preventing the community's aging problem while giving the young people opportunities to work in creative field such as events and sales. The elderly members of the village should be educated so that they can contribute the business programs.

It is common that Inhabitants at the initial phase of tourism business development are not experts and therefore do not have any skills. Education should be made available for them to best understand tourism, tourism resources, and the visitors special needs. It is also essential to gather advice and information from experts regarding the rural tourism program.

2. Developing Stage

The developing stage occurs when all three elements are at mid-level or higher than middle level. The rural experience tourism in the developing stage are stable businesses, however they need to strengthen the operations of their various programs and/or strengthen their marketing efforts.

The most important consideration for this type of program, is to diversify the experience program, and run it in accordance with consumer needs. In rural tourism, software factors such as participation and mind-set is more important than the hardware, or facilities. In other words, the operation of consumer-focused programs is needed.

The rural tourism program should be operated on a small scale emphasizing quality, heightening consumer satisfaction when the programs are fit to target markets or target customers. The programs need to survey the demands of their customers, or need to make customer comment cards to grasp the visitors' preferred choice of experience programs and farm products. Therefore, in each rural experience tourism village it is necessary to collect the opinions of the urban consumers and visitors on a regular basis through surveys. By doing so, rural tourism villages can develop favorable experience programs for customers. Also, the establishment of a system that manages manpower and organization is needed for the operation programs with various experiences. The duties of the rural experience tourism program management should be assigned based on the organization of villages, each individuals' strength, and the function and character of the residents. When the operational duties are mostly assigned to the leader, this can cause the decline of a successful program due to an excessive workload, and can bring

a decline in interest when generating experience programs, which can result in the decrease of visitors. Therefore, the leaders duties need to be demarcated the entire organizations' manpower must be utilized in order to develop an efficient business.

Secondly, the rural experience village should utilize private organization support as well as governmental in order to maximize the effects of marketing. The one company-with-one village campaign started by the Federation of the Korean Industry, the daily Munhwa Il-bo and the National Agricultural Cooperative Federation is popularizing this trend in other formats such as one-school-with-one=village, etc. This establishment of sisterhood relationships provides a good opportunity for farm villages to secure regular customers.

Word-of-mouth marketing is also a good tactic. Because of the special characteristics of the farm village, many villages can not initiate independent marketing campaigns in the same manner as general corporations. However, the farm village should satisfy the visitors who visit. Commodities offered are service-type commodities. At its core, the rural experience tourism program is based of the interchange of human nature and trust between city dwellers and rural inhabitants. Therefore, the quality of service is very important at the point where visitors and farm personnel meet. Since agriculturists have to perform their sales promotion activities independently, it is critical to induce the visitor to revisit by satisfying them. The rural experience tourism program that does not leave a positive impression does not hold any value. Impressed visitors, on the other hand, will carry out the sales and promotion activities by passing along favorable word of mouth.

Another method of marketing for those who lack funds is internet

marketing. Recently, the internet is growing as a means of sales promotion. The internet enables two-way communications regardless of distance or location and has changed greatly the way sales and promotion activities are done. Marketing through the internet does not cost much and it is not restricted by geographical matters. Therefore, even an agriculturist with insufficient funds can easily use the internet ensuring his promotion can be seen all over the country.

3. Mature Stage

The mature-stage village sees a high-development level in all three elements This is an ideal type of rural experience tourism village. In this type of village, the Inhabitants participation is good and there is variety among the experience programs offered. Individual public relations and marketing activities are also practiced. However, marketing is still utilized in its most basic levels, even in the mature-stage villages. Rural tourism, at this level, should foster competitive power that can survive in competition with other visitor sites, and should continue to develop its marketing capabilities. Rural villages should use these enhanced marketing capabilities to stand out from other sites.

These villages perform marketing activities on their own as well as utilizing the offered NGO supports programs. Particularly, experience marketing programs that takes advantage of special-quality rural experiences are a good example.

Experience marketing is created in order to stimulate customers senses through atmosphere, image and brand unlike static promotional marketing.

Because customers expect unforgettable experiences or services that stimulate their senses or move their emotions, this is a more valuable form of marketing than that of simply listing a villages characteristics or product benefits.

There are five types of experience marketing. The first type is sensory marketing, which focuses on the aesthetic joy stimulating the customers senses. The second is emotion marketing which intensifies the relationship to a brand by influencing the customers sentiment and emotion. The third type is intelligence marketing which makes customers think creatively by stimulating their intellectual desires. The fourth one is action marketing, which maximizes physical stimulation by giving various options and having customers practice an active action. The last type is relationship marketing. This type of marketing emphasizes forming a brand community or social relationship between brand and customer (Kang, 2003).

Rural tourism is a service business that achieves profits by providing a series of services that are unlike other businesses involved in selling general goods. As a service commodity with special qualities, the experience tourism program needs to have a unique and varied approach to marketing.

In the aspect of positioning and the management of demand and supply, the villagers first need to decide who their customers are (target market), which image to present (service concept) and what methods to use (marketing mix). As the needs to be divided by various standards, marketing should focus on a specified class of customer for market segmentation. The target market should be evaluated on the segmented market's growth rate and competitive advantages, and once the target market has been decided, the experience program should be positioned to align in the direction of what

customers expect. Also, the management strategy of demand and supply is required because of rural tourism's huge seasonal fluctuations and indefinite demand during weekends and week days. The first strategy is to diversify the experience program. Planting fruit seasonally or preparing diverse recreational activities and programs are examples of this type of diversification.

The second strategy is to regulate timing and service location. For example, during the farmers' busiest season, the villagers can change the customer's arrival time to evenings.

The third strategy is to regulate demand by price, for example, .applying fixed discount rates during the off season such as winter and weekdays.

The fourth strategy is to expand communications. Inform customers of peak travel times by sending out newsletters and e-mails, or through the website.

The last strategy is that of supply management. During high-demand seasons such as summer, temporarily extend capacity by setting up camp grounds in the neighborhood forest or in the gardens of farm stay houses, for example.

Table 20. Recommendation By Stage

Stage	Recommendation
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Beginning Stage	Three elements at a low level	<ul style="list-style-type: none"> - Need inhabitants mutual consensus for tourism development of the village . Selecting a leader who can lead the inhabitants . Planning inhabitants' participating throughout the entire process of development and operation. . Linking benefits and preservation in short term period to a long-term period . Organizing a dissent settlement structure
	Inhabitants participation relatively good	<ul style="list-style-type: none"> - Developing experience program by taking advantage of the special quality of the village location. - Securing and utilizing human strength which can lead rural tourism
Developing Stage		<ul style="list-style-type: none"> - Operating varied experience programs <ul style="list-style-type: none"> . Operating different experience programs according to participants group characteristics . Establishing manpower and an organization management system - Introducing the concept of marketing <ul style="list-style-type: none"> . Utilize the support of the government and NGOs maximally . Word of mouth marketing . Internet marketing
Mature Stage		<ul style="list-style-type: none"> - Strengthen marketing <ul style="list-style-type: none"> . Differentiated marketing strategy . Experience-based marketing

V. Conclusion

Our farm villages' production activities have shrunk due to depopulation and aging, which have made rural communities hollow. However, a new era of leisure is coming, with the introduction of the five-day work-week system, and farm villages are becoming recognized as an alternative tourism destination. Accordingly, the importance of farm village tourism is emerging, and government and local self-governing bodies are giving support to help vitalize rural tourism.

For the development of rural tourism, rural experience tourism should be examined from the perspective of our country's past development of farm village tourism as well as today's changing trends in tourism around the world. The direction of rural tourism development should change from government driving hardware-centered development to development of software which is resident centered. Primarily this is because of the world wide tourism trend, in which the simple form of watching and enjoying tourism is changing to require a more experience oriented-form of travel involving observing, feeling, and handling.

This study recommends the development and operation of various experience programs that are based on rurality, that implement public relations and marketing campaigns, and that involve active participation of village inhabitants as a key element of success in the development of rural experience tourism.

The 15 experience tourism villages in Gyeonggi province were researched and analyzed based on development phases with three key elements and classified into three types; beginning stage, developing stage and mature stage. The beginning stage village has at least two elements being at a low level, while the developing stage village has all of its elements

close to a mid-level or above.. The mature stage village is an ideal type of rural experience tourism program with all three elements at a high level. Growth recommendations by each type are given in this study and are as follow.

First, the development strategies for the beginning-stage village are to secure and cultivate human strength, to develop experience programs that take advantage of the special qualities of the village, and to draw inhabitants' consensus on development plans.

The recommended strategies for the developing-stage village are to operate various experience programs for various needs and to establish a management system to help organize the personnel and the community.

The mature-type village should focus on expanded marketing strategies. Their strategies should be to complete tourism programs that are competitive and distinctive from other rural experience tourism programs. In particular, utilizing experience marketing will take advantage of the special qualities of experience tourism.

Our country's rural experience tourism program, which was started by the government in the early 2000s, is still in its initial stage of development. In order to change rural areas to be favorable living places and to overcome the difference of living styles and incomes between cities and rural areas, the development of rural experience tourism may be a good plan to stimulate alternative income. Research with respect to the rural experience tourism should be continue to be performed, and I hope this study will contribute a little in our country's rural experience tourism development.

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