

Local Residents-driven Village of Excellence in National Park

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Contents

A group of people, including children and adults, are sitting on a dark, rocky beach. They are wearing colorful clothing, and some are wearing hats. In the background, there is a body of water, a stone pier, and mountains under a clear sky. The scene is outdoors and appears to be a community gathering or a school activity.

1. Background and Strategies

2. Case of making the

1st Myeongpum Maeul

(Gwanmae-do Island)



1. Background and Strategies

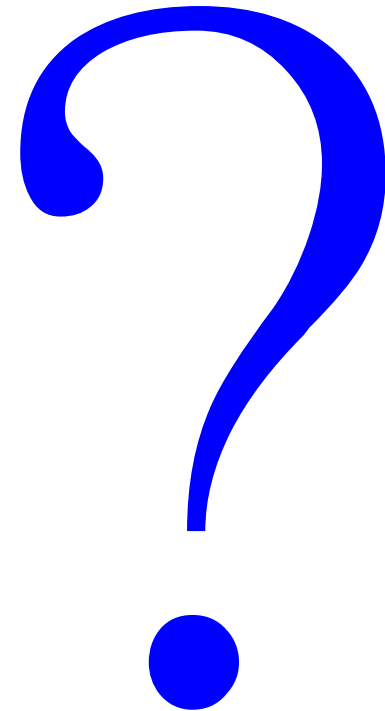


Background of making Myeongpum Maeul by KNPS

- ◆ In 2010, villages in national parks needed special supporting policies because of national park boundary adjustments
 - (before) 58,392 residents in 676 natural villages
 - (after) 5,846 residents in 129 natural villages
- ◆ There have been many conflicts between residents and KNPS since the designation of National Parks.
- ◆ The quality of life for residents was improved by their income sources and structure
 - Differentiating villages both in and out of national parks

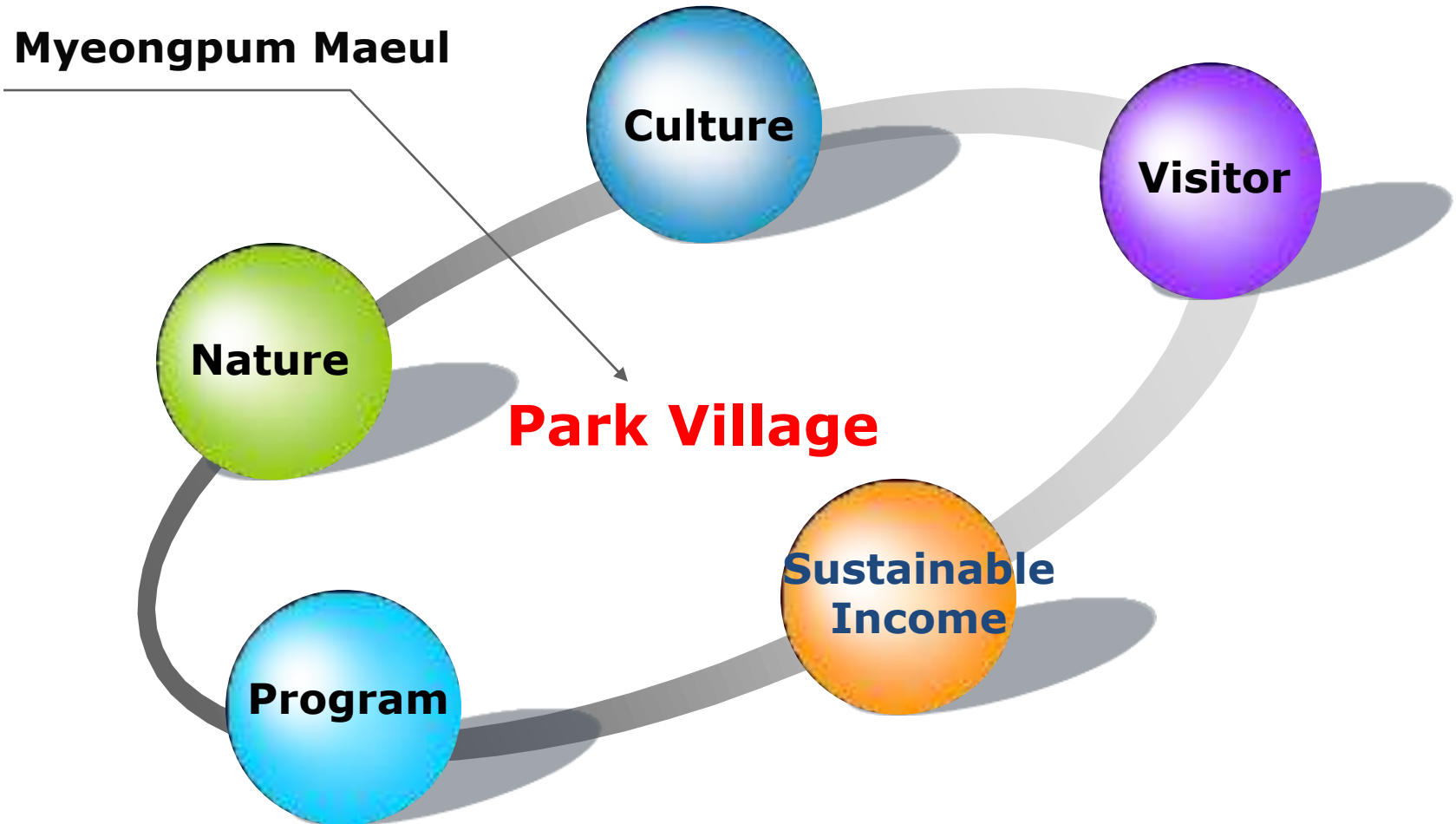
명품마을

名品村



Myeongpum Maeul
(Village of Excellence)

What is the Myeongpum Maeul?



Background of making Myeongpum Maeul by KNPS

increase of village income



Job creation for residents

Change of Industry
Structure (1st → 3th)

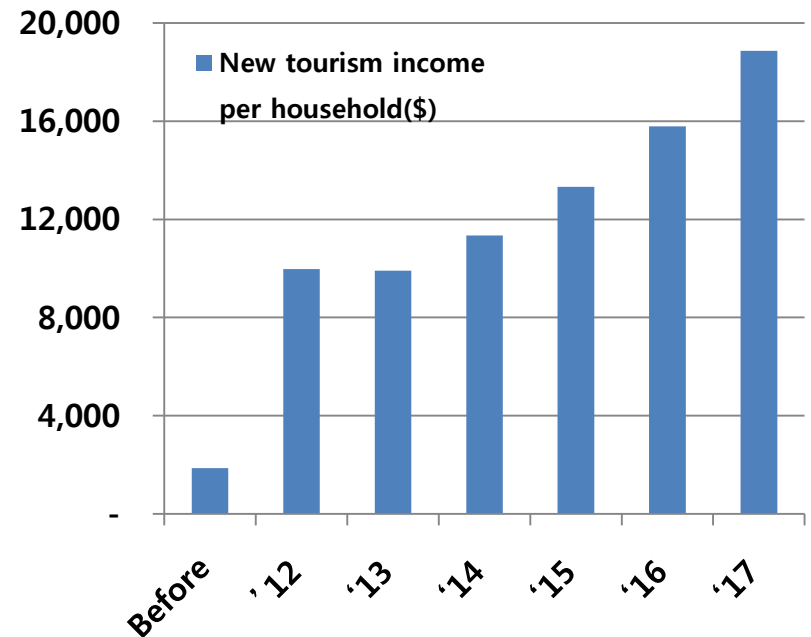
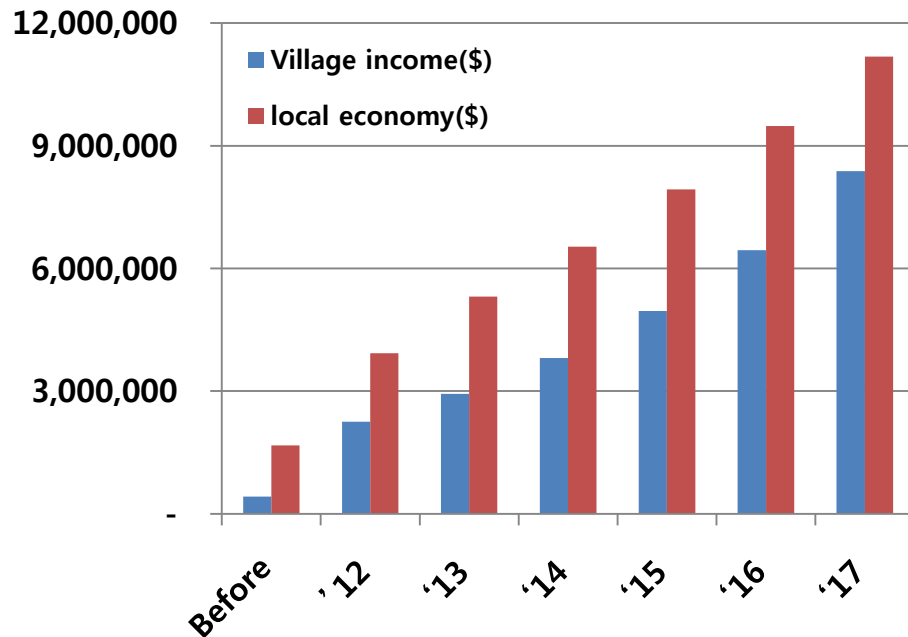
revitalization of local economy

Mid and Long-term development plan

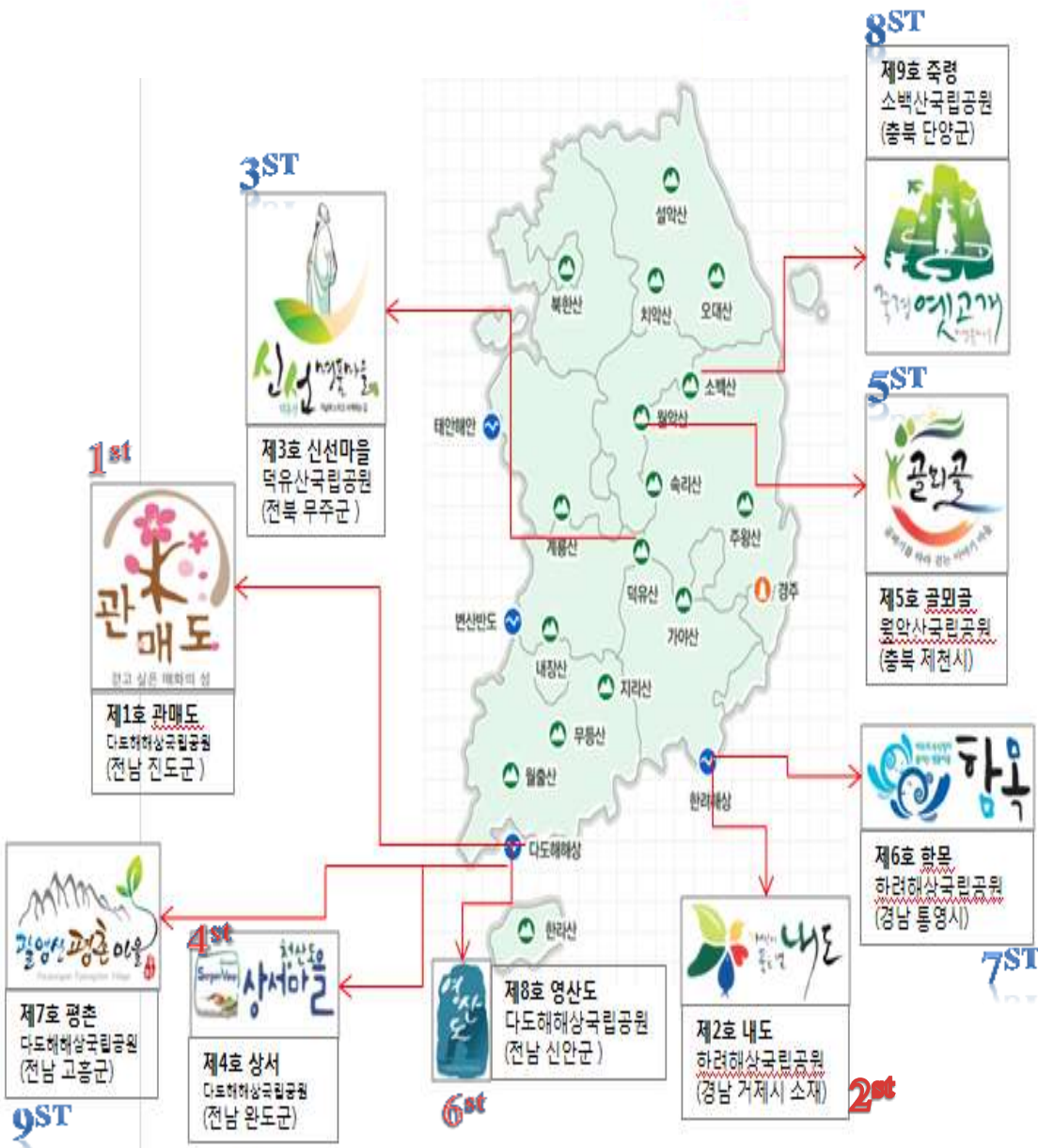
Plan of making KNPS Myeongpum Maeul

Contents	Total	By '12	'13	'14	'15	'16	'17
No. of Myeongpum Maeul	18	9	1	2	2	2	2

Forecasting economic value



Current Status of KNPS Myeongpum Maeul



2010

- 1st Gwanmaedo (Dadohaehaesang NP)

2011

- 2nd Naedo (Hallyohaesang NP)
- 3rd Sinsun (Deokyusan NP)
- 4th Sangsoe (Dadohaehaesang NP)
- 5th Golmaigol (Woraksan NP)

2012

- 6th Yeonsando (Dadohaehaesang NP)
- 7th Hammok (Hallyohaesang NP)
- 8th Beodeulbat (Sobaeksan NP)
- 9th Pyeonchon (Dadohaehaesang NP)



2. Case of making the 1st Myeongpum Maeul (Gwanmae-do Island)



- Gwanmae Island was....
 - Typical fishing village (126 households, 212 residents)
 - Fishing and aquacultures (main income sources)
 - 5,000 of annual visitors
 - 80% of residents are over 60 years old
- Village residents wanted the Gwanmae island stay in Dodohaehaesang National Park during 2010 national park zoning adjustment project
- KNPS implemented the first Myeongpum Maeul Project (1 million USD) in Gwanmae island

Prior preparations



Basic infrastructures built at Gwanmae-do Island in 2010

관매도 명품마을 조성 현황도



Village Organizational Structure of Gwanmae-do Island

**Gwanmae Island Residents
Organizing Committee**

Chairman

Vice Chairman

**Composition of Village
Management Consulting Group**

Marketers, Cooks and others
(5 people or less)

Implementation Member

Village
Environment
Improvement
Sector

Resident
Income
Creation
Sector

Resident Life,
Education
Sector



Developing local food using local materials



Making lodging using abandoned or closed buildings



Developing tourist attractions



Developing hands-on programs



Providing education for residents



Community projects by residents



Strengthening marketing activities (shaping initial brand image)



Participation of and support from local government



Participation of and support from local government

local government Support



Roofscape
design



Waste incinerator

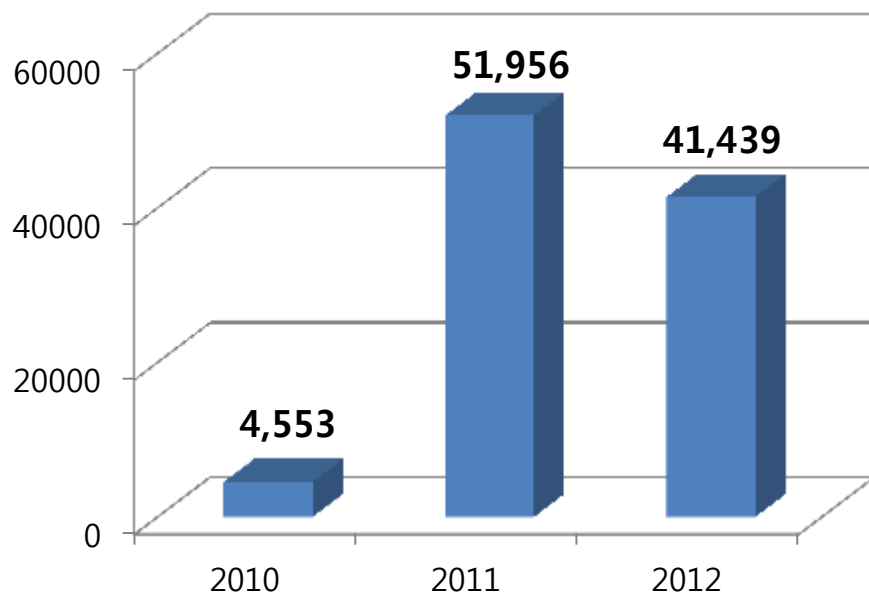


marketplace for
local products

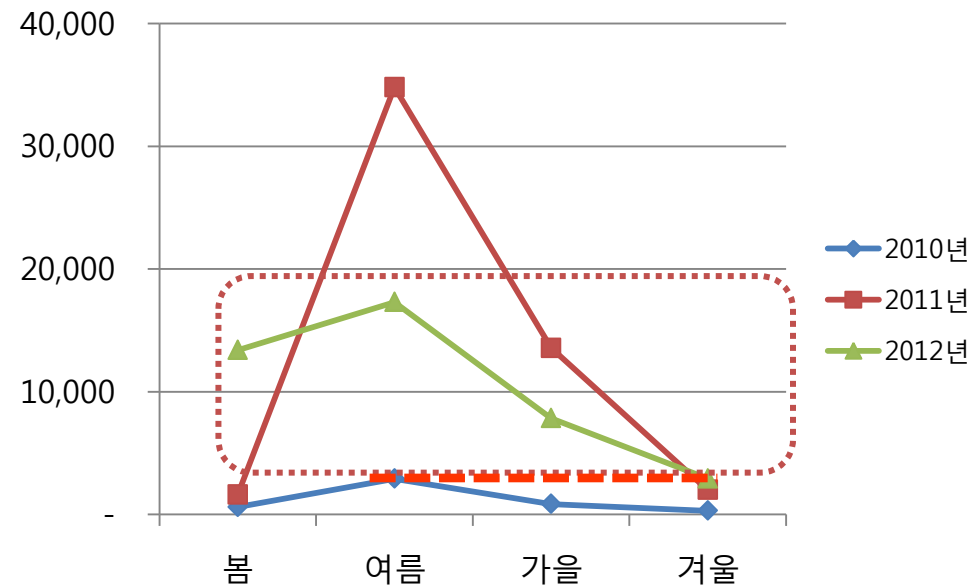


- No. of visitors increased 10 times on average compared to 2010
Village income increased more than 10 times on average

(155% increase of visitation rate during off-season, 3,500 visitors on average per month)



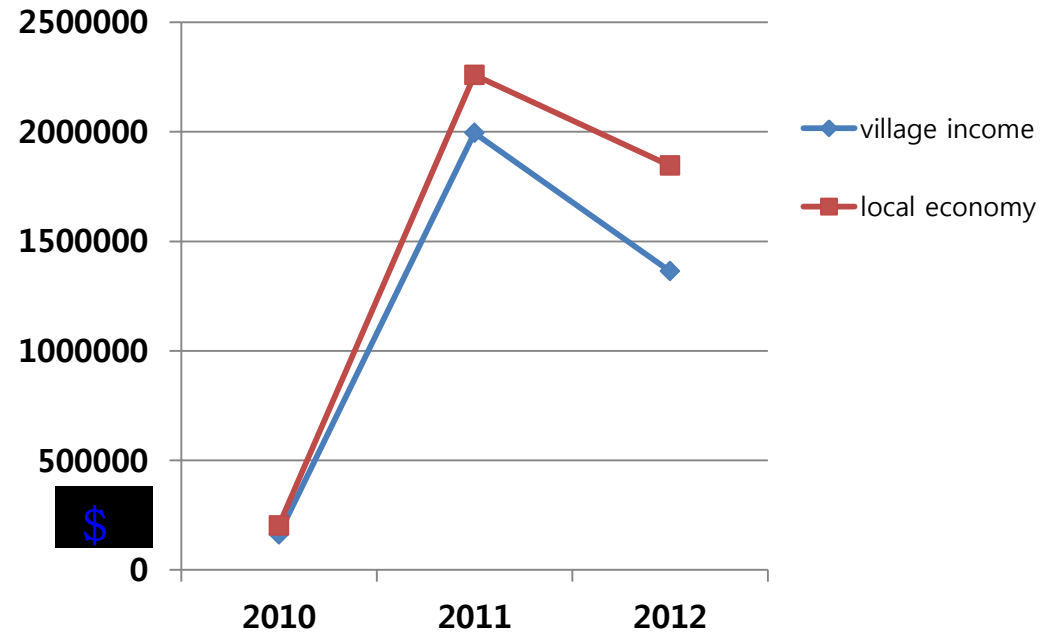
increasing trend of annual visitors



increasing trend of seasonal visitors

<Visitors>

Village income & revitalization effect on local economy



As a result....

- Return of village residents left to the city (17 persons)
- Request of re-inclusion into Park zone (villages excluded from NP in 2010)
- Sustainably developing investment-friendly environment by local government (1.1 million USD)
- Revitalizing local economy in National Parks prompted residents to voluntarily participate in conservation activities

For the Future





Thank You very much !