

# Local Residents-driven Village of Excellence in National Park

Seungho Lee

Program Coordinator  
Korea National Park Service

# *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

1<sup>st</sup> Myeongpum Maeul

(Gwanmae-do Island)



# 1. Background and Strategies



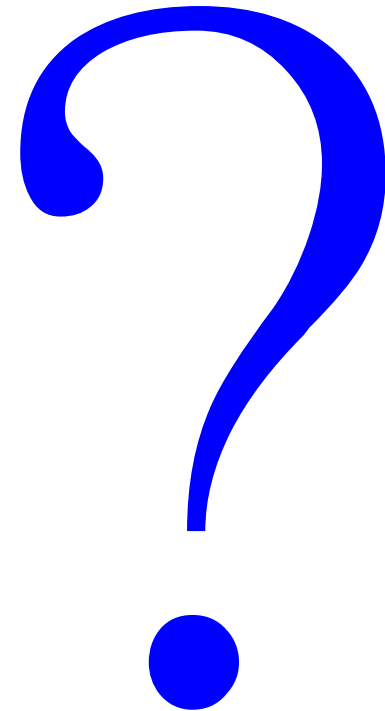


## Background of making Myeongpum Maeul by KNPS

- ◆ 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

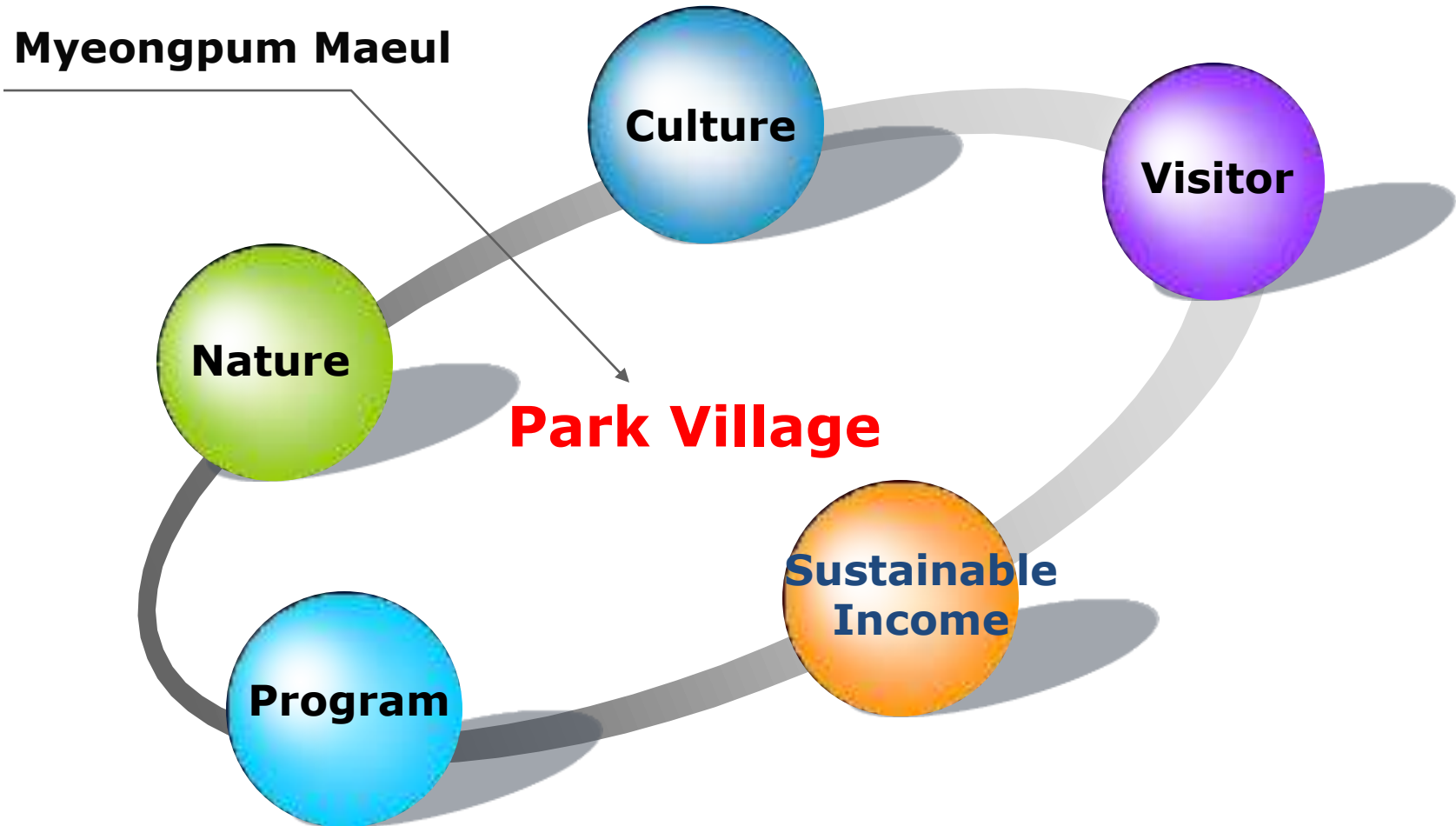
명품마을

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 (1<sup>st</sup> → 3<sup>th</sup>)

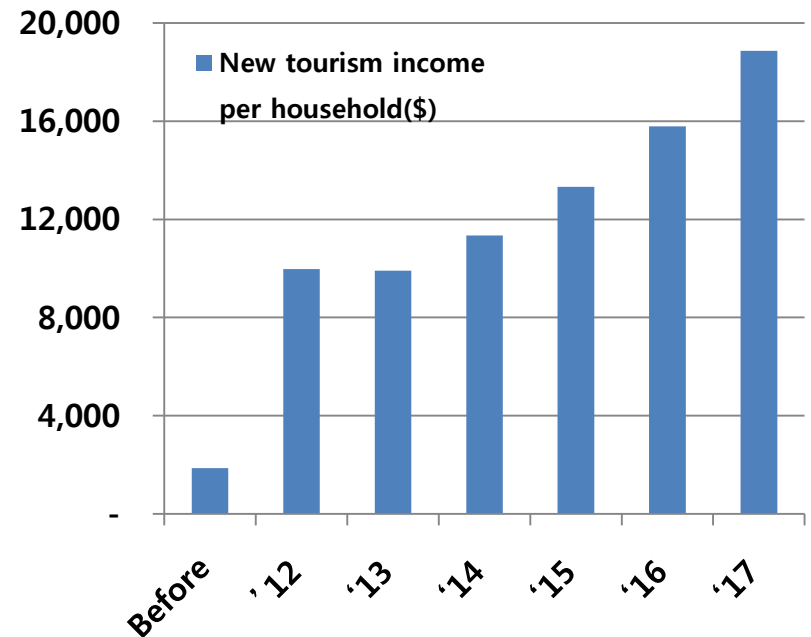
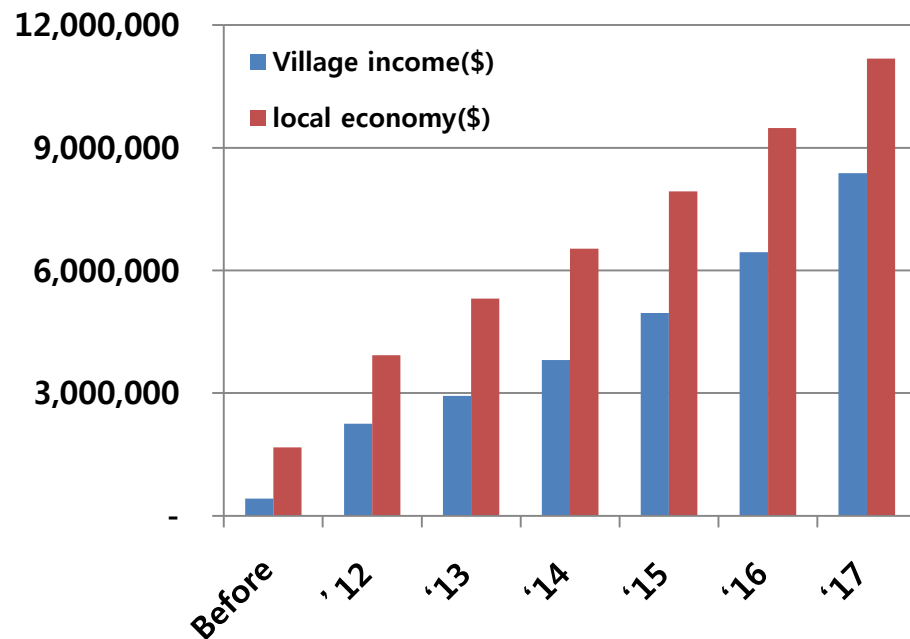
revitalization of local economy

# Mid and Long-term development plan

## Plan of making KNPS Myeongpum Maeul

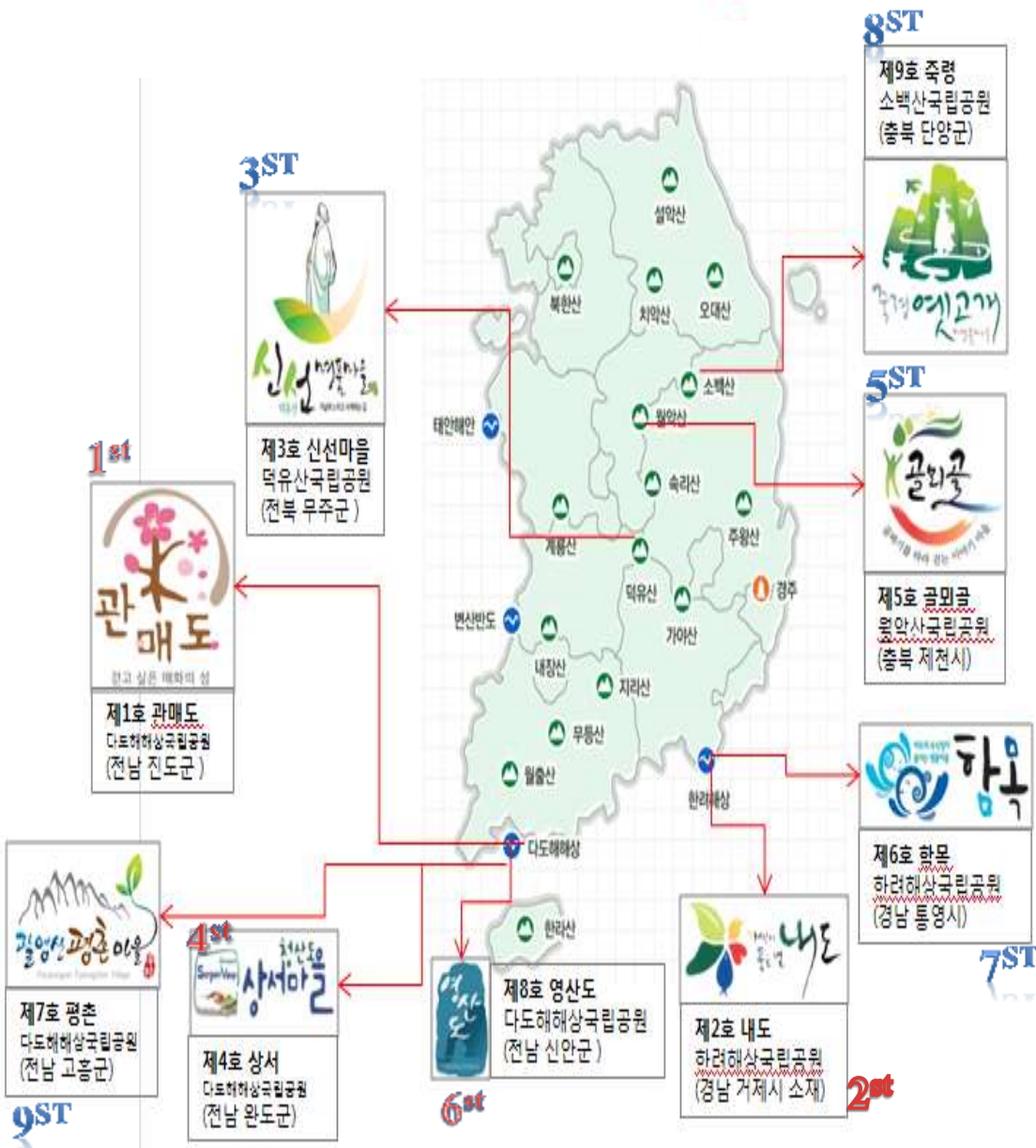
Contents	Total	By '12	'13	'14	'15	'16	'17
No. of Myeongpum Maeul	18	9	1	2	2	2	2

## Forecasting economic value





# Current Status of KNPS Myeongpum Maeul



## 2010

- 1<sup>st</sup> Gwanmaedo(Dadohaehaesang NP)

## 2011

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

## 2012

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



## 2. Case of making the 1<sup>st</sup> 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







# 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

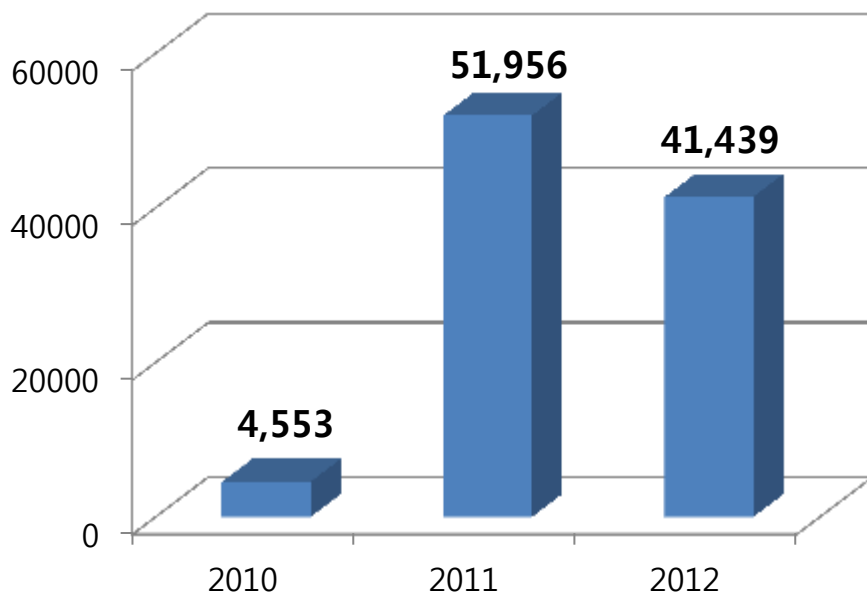


marketplace for  
local products

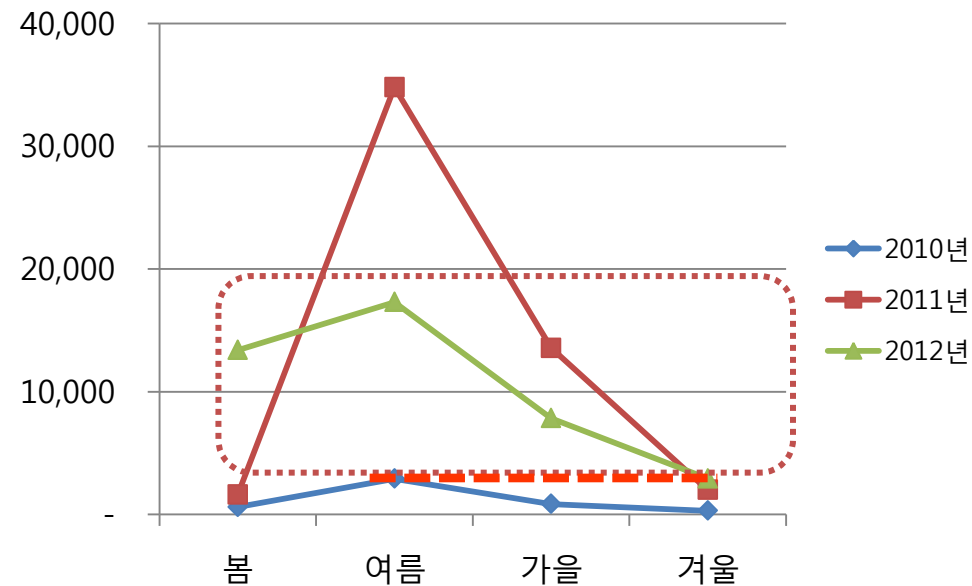




- No. of visitors increased 10 times on average compared to 2010
  - Village income increased more than 10 times on average
- (155% increase of visitation rate during off-season, 3,500 visitors on average per month)



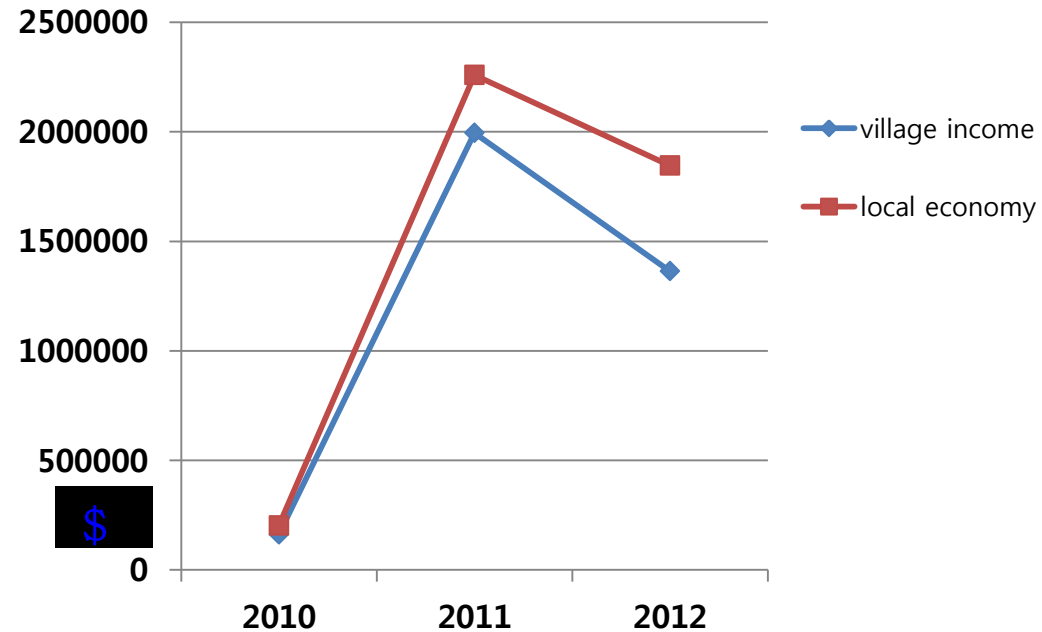
increasing trend of annual visitors



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 !