



KCTPI
Korea Culture & Tourism Policy Institute

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Cultural Development and R & D

A national research and development programs aim to produce best policy and technology for the country. In the 20th century, the economic growth of the country was mainly encouraged R & D in science and technology. Whereas, the 21st century is the era of culture, in which the national R & D in areas such as art and culture, cultural industry and tourism plays a leading role in the national development.

Mission and Function

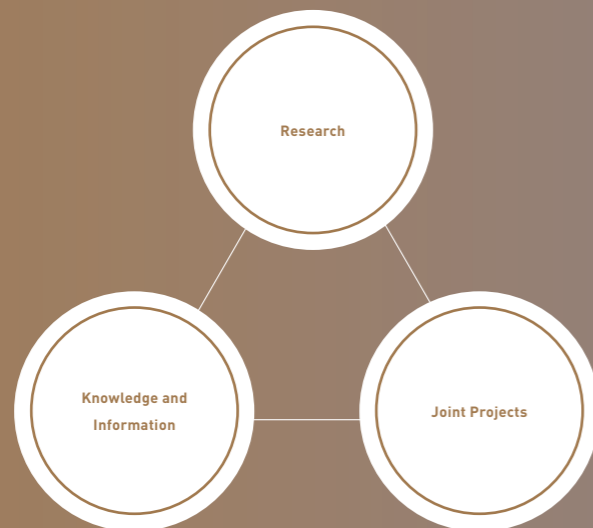
Think Tank for Creative Korea

Korea Culture & Tourism Policy Institute (KCTPI) contributes to realizing Creative Korea and improving the quality of cultural life. The research, information service and joint projects in the institute help to establish, implement and evaluate the best policy for the nation, by promoting joint work by the government, local authorities and private sectors .

Policy implementation paradigm is changing. As power is being decentralized and distributed to local governments, and then to private sectors, policy implementation paradigm has more focused on a cultural governance system, in which the central government, local authorities and private sectors collaborate.

Policy research on art and culture, cultural industry and tourism at KCTPI support this cultural governance system. In addition, the institute provides information which serves as a basis for systematic policy frameworks. It also conducts various joint projects commissioned by the government.

Three Major Functions



Vision and Goals

KCTPI as an International Research Organization

The 21st Century is the era of knowledge and information, in which art and culture, cultural industry and tourism function as key areas for the country's overall development. KCTPI is transforming into an international research organization that takes a lead in culture and tourism policies. The institute will support the government in building Korea a culturally advanced country, in which culture serves as a basis for individual, local, and national development.

High-quality Research We will become a compatible institute which provides high-quality research. We will become an institute which swiftly responds to current policy issues.

Establishment of a Knowledge and Information Hub We will establish a knowledge and information hub for culture and tourism policies that produces reliable statistics, scientific trend analysis, up-to-date overseas information and comprehensive local information.

Diversification of Joint Projects We will reinforce the evaluation on policy effectiveness, while strengthening the education and training programs to improve the capacity of local authorities and private sectors. In addition, we will support joint projects and information exchanges in order to develop policies that meet international standards.

Management Innovation based on Actual Achievements We will become an institute with self-innovation. We will establish impartial evaluation and compensation systems. We will also continue to work on innovation and further education, and reinforce public relations.

The Four Objectives



KCTPI Will Be Your Partner in Realizing the Vision of Cultural Era and Creative Korea

Government administration paradigm is changing in the 21st Century. The government in the past had a supplier-based paradigm which took full responsibility of planning and executing policies. However, nowadays, because of the changes in the local and overseas policy environment and diversification of demands by the civil society, it has become impossible for the present government to take further steps unless it collaborates with local authorities and civil society. Therefore, as the primary task for government innovation, the government has established a new governance system in which local authorities and the civil society cooperate. The government is on its way to establishing the basis for receiver-based policies.

The key factor in this innovation in the government management system is creative policy making, which concords with the long term development goals of the country and meets the complex demands of the policy receivers. In this sense, KCTPI, the one and only national policy research institute specializing in culture and tourism areas has a heavy responsibility in promoting such policy making for the government. It is a coordinator and think-tank for connecting local authorities, working groups in culture and tourism areas, and civil society.

By playing this new role, KCTPI collaborates with the government, local authorities and civil society to serve as the very basis for realizing the vision of Creative Korea.

President, Korea Culture & Tourism Policy Institute
Lee, Young Wook

R e s e a r c h

Culture and Arts Policy Research

The Culture and Arts Policy Research Division makes alternative policies to secure Korea's position as a cultural country. It establishes a basis for individual, local and national development by expanding cultural area for the citizens and promoting balanced development of local culture. The Culture and Arts Policy Research Division also makes alternative policies to expand art and culture education, preserve cultural heritage, promote contemporary art and international exchange. This will facilitate the inheritance, creation, supply and exchange of art and culture, which are the mainspring of cultural creativity.

- Balanced expansion and management of cultural facilities
- Construction of pleasant and beautiful spatial environment
- Establishment of cultural information system, and execution of research on the improvement of leisure quality
- Establishment of open identification of national culture
- Expansion of culture sites for challenged social classes
- Reinforcement of cultural capacity through education in art and culture
- Preservation of cultural assets and inheritance of traditions in a contemporary manner
- Promotion of creative diversity of arts
- Promotion of local culture compatibility and research on dynamic specialization strategies for local culture
- Expansion of cultural diversity through cultural exchange
- Reinforcement of cultural exchange and collaboration in Northeast Asia and between South and North Korea

Major Research Projects

Culture Policy

- Measure to Promote Culture Cooperation Projects with International Organizations (2005)
- Gender Equal Culture Policy Evaluation Indicators (2005)
- Cooperative System of Leisure Infrastructure and Resident Participation in Living Area (2004)
- Counterplan for the International Agreement on Cultural Diversity (2004)
- A Basic Study for Enactment of the Fundamental Act on Culture (2004)
- Counterplan to Improve Local Culture Promotion System in the Decentralized Era (2004)
- Evaluation and Improving on Contracting-out of Public Cultural Facilities (2003)
- Foreign Countries' cultural budgets (2003)

Arts Policy

- Art Market Survey Design (2005)
- Human Resources Development Policy for Culture, Tourism and Sports (2005)
- Facilitation of Artists' Studio Management (2004)
- A Study on the Ways to Promote the Cultural Arts Exchanges in Northeast Asian Cooperation Initiative (2004)
- Measure to Improve Art and Culture Education Linked to Public Education (2004)
- Social Welfare Systems for Artists (2003)
- Adoption of Income Deduction System for Art and Culture Expenditures (2003)

Tourism Policy Research

The Tourism Policy Research Division continuously pursues the new role of tourism as a future-oriented information industry, in which the entire nation takes part. The Tourism Policy Research Division works with the central government, local governments and industries to nurture Korean tourism. It pursues diverse strategies to utilize Korean history, traditional culture and natural resources as representative tourism resources and products.

- Survey and research on tourism promotion policy and national tourism policy
- Tourism exchange and collaboration between South and North Korea
- Survey and research on tourism resources and products development policy
- Research on expansion and improvement of tourism facilities
- Research on activating the promotion and collaboration of international tourism
- Trend analysis on domestic and international tourism policy & industry
- Survey and research on developing tourism-related human resources
- Tourism statistics analysis
- Improvements in tourism industry management

Major Research Projects

Tourism Policy

- Basic Plan to Facilitate Tourism Between South and North Korea (2005)
- Sustainable Tourism Development Model (2005)
- Integration of Ubiquitous System with Culture and Tourism (2005)
- Development of Regional Visitor Tourism Statistics (2004)
- Establishment of An Evaluation system for Regional Tourism Development Projects (2004)
- Tourist Safety and Protection (2003)
- Analysis on Tourism Trends and Policies of Major Tourism Countries (2003)
- Facilitation Strategies on Welfare Tourism for the Estrangement Class (2003)

Tourism Development

- Development Model and Policy for Tourism and Leisure City (2005)
- A Study on Growing Traditional Accommodations (2004)
- An Improvement of Legal Ground for Tourism Resource Development (2003)
- A Study on Magnifying and Improving upon Tourism Information Centers (2003)

Tourism Industry

- General Plan on Educating Tourism-related Professionals (2005)
- Directions for the New Tourism Industry Policy (2005)
- A Study on the inducement of Tourism investment by private sector in Korea (2004)
- Policy Measures for Building the Regional Tourism Innovation System (2004)
- An Economic Impact Analysis of Regional Tourism Industry (2003)
- Policy Measures for Enhancing the Competitiveness of Gaming Industry (2003)

Cultural Industry Policy Research

Creative cultural contents have become a new motive for economic growth. The Cultural Industry Policy Research Division executes policy research which actively responds to the advancement of the Korean cultural industry. Major research areas are cultural industry policy, analyses of cultural industry trends, development and analyses of econometrics research models of cultural industry, and counterplan strategies for different genres.

- Mid and long term development strategy for cultural industry
- Industry structure analysis
- Research on laws and policies on cultural industry
- Research on international commerce and overseas expansion of cultural industry
- Balanced national development and nurturing of local cultural industry
- Research on human resources development and contract policies
- Analysis on policy and management
- Analysis of Consumers and industries

Major Research Projects

- Evaluation and Prospects for 10 Years of Cultural Industry Policy (2005)
- Japanese Consumers for the Korean Wave (2005)
- CGE Analysis Model Development for Cultural Industry (2004)
- Policy strategy to Perk up On-line Music Market (2004)
- The Promotion Plan of Educational-Industrial Cooperation of Cultural Industry (2004)
- The Usefulness of the Loan of "The Cultural Industry Promotion Fund" to the Cultural Industry (2003)
- Cultural and Economic Growth-An Analysis of Contribution of Cultural Investment on Economic Growth (2003)
- Economic Contribution of Copyright Industry and the Input-Output Analysis (2003)

Knowledge & Information

Statistics and Trend Analysis

Culture and Tourism Statistics Information Center

The Culture and Tourism Statistics Information Center serves to actively meet the demands of the government, private organizations and related academies for statistics and informationalization in the culture and tourism industry, and effectively manage culture and tourism information by providing useful information for policy making and management decision making. It provides useful basic information for the development of culture and tourism industry through statistical survey on culture and tourism. The major duties of the center are trend analysis and prediction, as well as informationalization.

Art and Culture Statistics(1989~2004, published every 3 years)

Commissioned by the Ministry of Culture and Tourism, KCTPI conducts survey and research on culture enjoyment and artists. It provides statistical data on the trend and changes in the cultural environment Korea and the nation's cultural enjoyment. Major activities are composite analysis on the cultural enjoyment trend surveys and art and culture groups trend survey.

- **Survey on Cultural Enjoyment (1994, 1997, 2000, 2003)** The institute provides statistical illustration of cultural understanding, leisure life, art enjoyment, art and culture education, culture facility use, cultural activities, traditional culture, regional festivals, cyber culture, and cultural policy.
- **Survey on Artists and Related Professionals (1994, 1997, 2000, 2003)** The institute performs survey on the creative activities, working conditions and attitude of artist and related professionals.
- **Survey on Art and Culture Groups** The institute introduces the general and financial conditions, activities and development of art and culture groups in different fields.
- **Korea Culture Statistics** The institute designs statistical graphs and diagrams in order to allow easier access to the statistics on Korean culture.



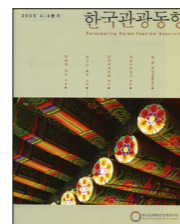
Quarterly Trend Analysis for Culture Industry

KCTPI examines the changes in the Korean culture industry and also examines the cause of these changes. Based on this analysis, it establishes short term policy counterplan and management strategy, allowing fundamental prospects and information for the government to establish culture industry policies.



Quarterly Analysis for Tourism Trends in Korea

KCTPI predicts the demands and trends on tourism, establishes the direction of tourism policy for public sectors, predicts international demand on tourism related to the information on tourism trends and prospective useful for decision making by private sectors, predicts domestic tourism demands, publishes the Tourism Business Survey Index, and also produces a quarterly prediction on Northeast Asian tourism.



Culture and Tourism Information Database

Tourism Informationalization Project

The Tourism Information System(www.tour.go.kr) is an information management system specializing in tourism. It has been designed based on the National Tourism Informationalization Promotion Strategy Plan. It provides information on tourism organizations, analysis of tourism trends, and documents on tourism policy research that includes resources, statistics, legislation, and investment on the development of tourism. These are useful information for the establishment of scientific tourism policies, which allows us to respond to diverse demands for tourism information, while systematically managing and providing tourism information at the same time. In addition, local portal services for specialized search, tourism geography information and statistical thematic maps are also provided.



Participation in the Establishment of the Comprehensive Art and Culture Information System

In order to function as a core for the informationization of art and culture policy, KCTPI has taken part in establishing the Comprehensive Art and Culture Information System, which was a project performed by the Ministry of Culture and Tourism. As a part of this project, the institute created the Cultural Policy Documentation Database, North Korean Art and Culture Website, North Korean Art and Culture Database(consisting of movie and sound clips in PDF format), and Culture Statistics Database. These information can be reached through the Comprehensive Art and Culture Information System website (www.culture-arts.go.kr) and Culture Portal of Korea (www.culture.go.kr), as well as the institute website.

The North Korean Art and Culture Website (www.nk-culture.re.kr) helps the understanding of North Korean art and culture and sharing of related information. The information has been categorized into 10 different databases literary arts, tradition, literature, music, visual arts, theatre, film, dance, opera and others. The information on this website is useful for the general public as well as professionals. The website includes a video clip archive which provides North Korean films and serial broadcast drama in ASF format. There is a information database for North Korean culture facilities and art groups, and the North Korea Literary Arts Dictionary is searchable through this website



Periodicals

'Culture and Tourism Policy Newsletter' (biweekly webzine)

The Culture and Tourism Policy Newsletter is a biweekly webzine, first published in 2005. It leads the direction of policies by discovering various policy agendas through public subscription. It also provides a high quality policy information service to the readers.



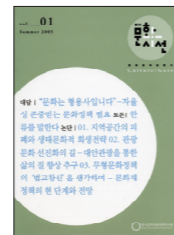
'Culture City, Cultural Welfare' (monthly information magazine)

Culture City, Cultural Welfare, first published in 1997, is a monthly information magazine specializing in culture. The information it provides on culture and tourism policy is a useful source of urban development models and basic information for academic research and policy making.



'Culture / Gaze' (quarterly political discussion paper)

Culture and Gaze is a quarterly political discussion paper, first published in 2005. It pursues deep understanding and analysis on cultural changes as well as prospects and strategies for the future. In addition, it functions as a site where related professionals can carry out in-depth discussion for various issues on art and culture, culture industry and tourism.



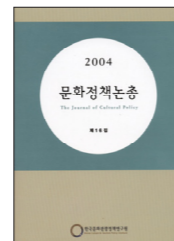
'Korea Tourism Policy' (quarterly information magazine)

The quarterly Korea Tourism Policy is a professional tourism policy information magazine. The policy analysis and information provided by this magazine suggests informative tourism agendas to tourism policy planners and CEOs in the related industry.



'Culture and Arts Policy Journal' (annual academic journal)

Culture and Arts Policy Journal is the only culture policy journal in Korea. It initiates discussions on culture policy and provides an excellent collection of research papers, which serve as a basis for academic work and discussions on culture policy making.



Policy Seminars

KCTPI provides a site for discussion by organizing international and domestic symposiums for discussing current issues on policy making. This allows social discussion on the major policy issues on art and culture, culture industry and tourism, initiates active discussion between local and foreign professionals, and establishes abundant human resources who serve as a basis for policy research.

International Symposiums and Seminars

- Culture and Tourism Exchange and Collaboration of Culture Projects in the Northeast Asia (International Commemorative Seminar for the 1st Anniversary of the Foundation of KCTPI, December 2, 2003)
- Characteristics and Implication of Green Tourism in Japan (April 14, 2005)
- Forum for Cultural Diversity in East Asia (co-organized by UNESCO, June 27 - 29, 2005)
- Future Lies in Culture (International Commemorative Symposium for the 60th Anniversary of Korean Liberation and the 3rd Anniversary of the Foundation of KCTPI, October 28 - 29, 2005)

Local Symposiums, Seminars and Public Hearings

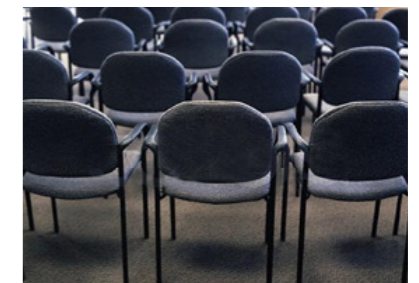
- Culture Industry and Technology Development: Seminar for Culture Technology R & D Strategies (September 25, 2003)
- Public Hearing for the Basic Plans on the Restoration of Myeong-dong National Theater (July 14, 2004)
- Open Discussion on the Foreigner Casino Policy (August 9, 2004)
- Balanced Development of Korea in the Perspective of Culture and Tourism (Commemorative Symposium for the 2nd Anniversary of the Foundation of KCTPI, December 3, 2004)
- Establishing the Basis for Culture Industry and Related Policy (December 12, 2004)
- Open Symposium for Policy on Leisure Culture Facilitation (November 3, 2004)
- Public Hearing on the Basic Planning of National Asia Cultural Center (March 21, 2005)
- Tourism Development Plan of the Jiri Mountain Region (April 8, 2005)
- How to Promote the Construction of Tourism and Leisure City (April 20, 2005)

Policy Forums

- Distribution and Implications of Korean Mass Culture Contents in Japan (July 15, 2004)
- Improving the Centralized Tourism Administration System (December 17, 2004)
- Development of Culture and Tourism Resources (November 24 - 26, 2004)
- The 38th Policy Forum for the Unified Culture and Tourism Policy (October 2005)

Discussion Sessions

- Discussion sessions for related professionals organized by the Culture Industry Policy Research Department
- Discussion sessions for related professionals organized by the Tourism Policy Research Department
- Invited talk sessions by task development professionals for the Art and Culture Policy Division



Libraries

General Library

The General Library is a unique library in Korea specializing in art and culture, cultural industry and tourism policy areas. It has a collection of over 13,000 documents and books including books on various fields, research reports, periodicals and so on. The General Library is on its way to becoming a digital archive by creating a digital database making use of various outcomes and documents created by the institute. It is also collecting more information and documents of overseas culture and tourism.

Opening Hours: 09:00 - 18:00 (closed on Saturdays, Sundays and national holidays) | Contact: 02-2669-9818

Special Library

The Special Library is the largest library in Korea that specializes in North Korean documents including books on North Korean art and culture, films and videos, music and periodicals. It contributes to promote mutual understanding between North and South Korea, especially in culture and arts, and tourism areas. Film screening services and photocopying of special documents for authorized individuals are also provided.

Opening Hours: 09:00 - 18:00 (closed on Saturdays, Sundays and national holidays) | Contact: 02-2669-9817

Bibliography is provided on the library website. In order to visit the Special Library, online registration is required for identification.



Cooperation & Networking

Evaluation Projects

Culture & Tourism Policy Evaluation Center

Culture & Tourism Policy Evaluation Center was founded in 2003 in order to secure independent and competitive powers for the changing environment for performance art. The center manages and supports artistic activities of certified arts organizations. It also induces secure establishment and continuous development of promote policies. It tries to institutionalize the reflection of evaluation results to policies through research on evaluation systems and establishment of objective evaluation systems.

Major Evaluation Projects

- Certified art organizations support
- cultural environment management support
- Evaluation and research on culture and tourism policies
- Evaluation on government-funded projects
- Evaluation on traditional arts competitions
- Evaluation on management and administration of national cultural organizations
- Evaluation on management and administration of cultural-based facilities
- Evaluation on management of culture and tourism related industries
- Establishment of general information support systems
- Evaluation on commemoration events for the 60th anniversary of Korean liberation
- Operation of website and advisory committee
- Publication of Certified Arts Organization White Book

Evaluation Center for Tourism Ventures Businesses

In 2001, the Evaluation Center for Tourism Ventures Businesses has been designated by the Small and Medium Business Administration (SMBA) to evaluate venture companies. As SMBA executed a midterm evaluation on venture businesses in 2002, the center also carried out actual inspections on the self-evaluation results of 11 venture companies. Since 2003, SMBA has been collectively receiving applications and allocating them to related evaluation organizations. Therefore, the center is entrusted to carryout evaluations on tourism related venture companies by SMBA, and investigates the actual conditions and deliberates over them.



International Cooperation Projects

United Nations Development Programme (UNDP)

KCTPI is working on a large-scale international project funded by the United Nations in order to facilitate external affairs. This project will ensure a more secure and superior position to Korea as a donor country. It will also enable Korea to share development strategies with other developing countries so that both sides benefit in improving economic and governmental development strategies.

- 2005 International Workshop on Women's Cultural Policies in Korea and Southeast Asian Countries: Rediscovering the Culture of Asian Women and Establishing Cultural Network between Women (October 27 ~ 28)
- Cultural Administrator Training Workshop in Southeast Asian Countries of Vietnam, Cambodia and Indonesia (October 17 ~ 28)
- Tourism Administrator Training and Support Project in Southeast Asian Countries of Vietnam, Cambodia and Indonesia (October 30 ~ November 9)

Asian Cultural Partnership Initiative (ACPI)

As a part of the Asian Cultural Partnership Initiative (ACPI) promoted by the Ministry of Culture and Tourism in order to establish cultural communication within Asia, the institute will organize the Cultural Policy Research Fellowship. The institute is inviting researchers of culture and tourism in Southeast Asia in order to provide education and training on Korean tourism policies and facilitate cultural exchange.

- Researchers invited in 2005: 1 researcher from Vietnam Institute of Culture and Information, and 1 professor from the Fine Arts Department, University of Culture, Myanmar

The A-One Project Promotion Team

The A-One Project Promotion Team is run by KCTPI, which takes charge of the overall management of the Asian Cultural Partnership Initiative (ACPI), promoted by the Ministry of Culture and Tourism. The institute will be holding symposiums and presentations in Asia in order to establish social sympathy as well as improving the understanding on Asian tourism. It will also construct the A-One online community for international networking.

Establishment of a Memorandum of Understanding with Overseas Research Organizations

In order to enhance the information power of researchers and promote international networks, the institute plans to establish a memorandum of understanding with overseas research organizations. This will promote information exchange and technical collaboration, encourage the exchange of human resources as well as joint research and activities, and regulate dialogue channels and initiate mutual support. The MOU will enhance the local and international competitiveness of the institute.

Education and Training

Tourism Development Academy

The Tourism Development Academy is the first model of professional training for regional tourism development. In Cooperation with tourism industry, universities and research institutes, the Tourism Development Academy trains professionals in tourism by providing a curriculum that reflects new tourism trends, and inviting specialists from related fields. The academy contributes to lasting and efficient tourism development through the establishment of mutual collaboration network between private sectors and local authorities.

Major Projects in 2005

- **Organization** Ministry of Culture and Tourism & Korea Culture & Tourism Policy Institute
- **Management** Kyonggi University Tourism Management Consortium (Gyeongju University, Cheju National University and e-Tourism Council, Ltd)
- **Number of trainees** 40 (20 government officials and 20 private citizens)
- **Period** May 28 ~ July 23, 2005 (9 weeks)
- **Curriculum Characteristics**
 - Substantial education is provided through the integration of theory and field investigation.
 - Lectures are classified into common and specialized subjects in order to facilitate understanding of tourism development.

Culture & Tourism Policy Training

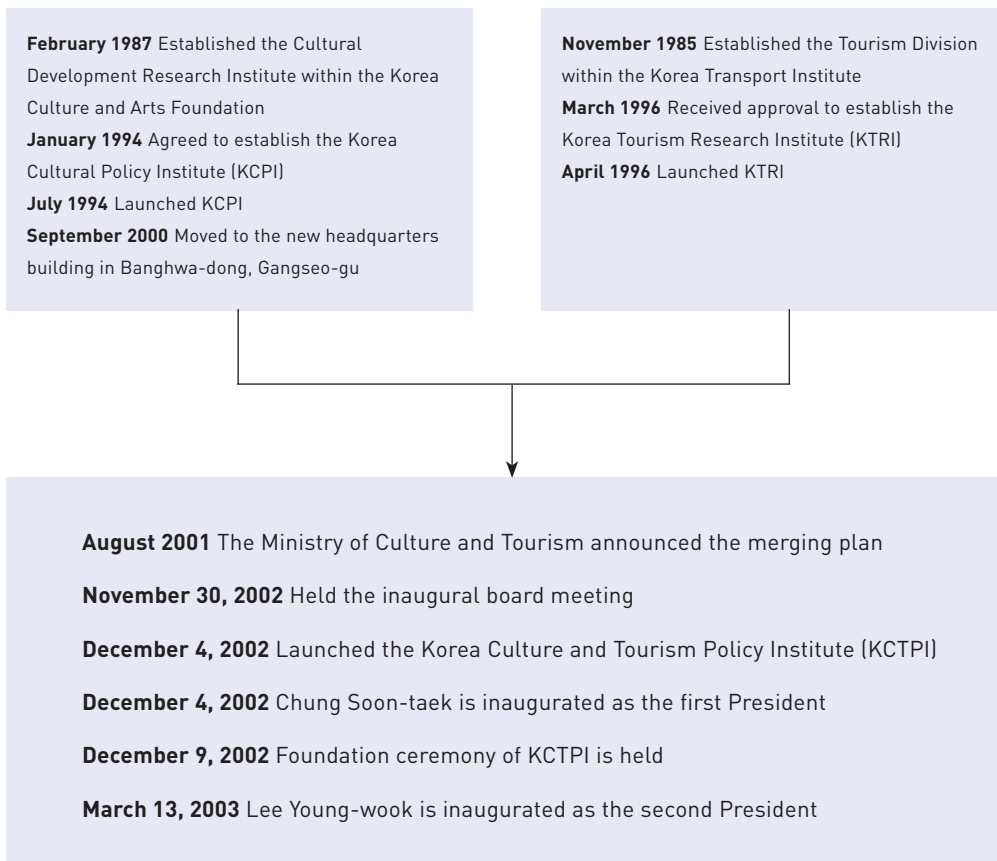
The Academy of Culture and Tourism Policy Education & Training Center will be established in the future for government officials.



History & Present Status

History

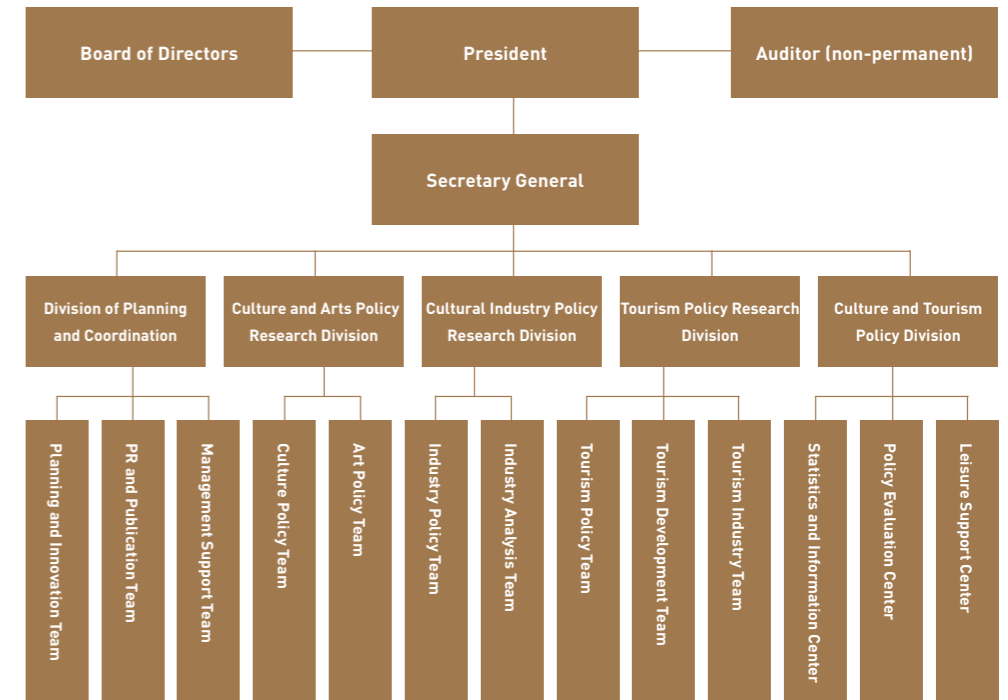
Korea Culture and Tourism Policy Institute (KCPTI) was founded in December 2002 by merging the Korea Cultural Policy Institute and Korea Tourism Research Institute, which were established in 1994 and 1996 respectively. Our researchers dream of a society in which a creative and diverse culture is created and enjoyed. They are performing in-depth research on the industry and policy of culture and tourism, which will be utilized by the government and private organizations.



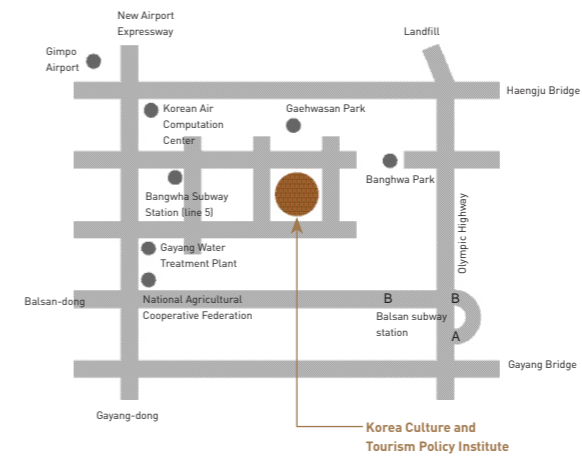


- 02 Cultural Development and R & D
- 03 Mission and Function
- 04 Vision and Goals
- 05 President ' s Message
- 06 Research
- 10 Knowledge & Information
- 16 Cooperation & Networking
- 20 History & Present Status

Organization / Address



Map and Directions



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