

KCTI
WHERE THE VALUE BEGINS

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WHERE THE VALUE BEGINS

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A national research institute of culture and tourism that creates the value for Korea

KCTI believes in the infinite potential of Korea’s culture and tourism

We develop innovative culture and tourism policies to bloom the potential value of Korea, and spread the values in the global scene

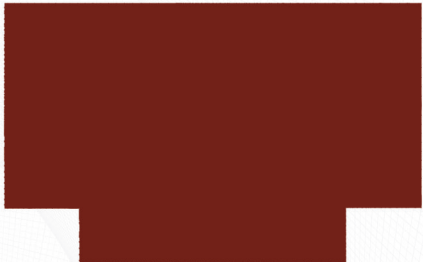
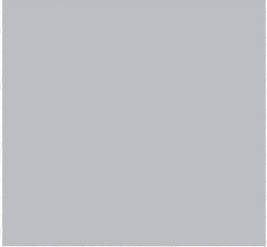
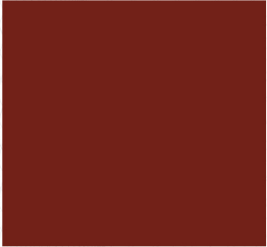
Beginning of values

Korea’s culture and tourism policies
begin here

We create new energy for the future of Korea

We dream of expanding Korea’s cultural territory
around the world

GREETING



Happiness for People!
Dignity for Korea!

KCTI is a national policy research Institute, affiliated with Korea Ministry of Culture, Sports and Tourism, leading the country's culture and tourism policy framework with creativity and innovation

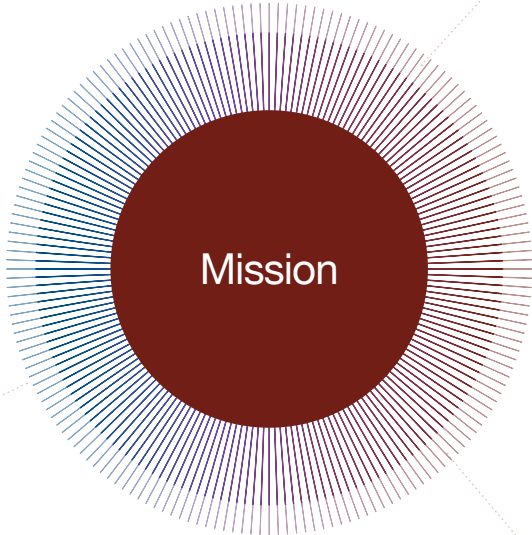
We are fully committed to helping Korea become a leader in culture and tourism. We will always do our best to make people happy, enhance the dignity of Korea, and promote the nation's culture and tourism industry

We earnestly request your continued support of KCTI as it strives to create added value for Korea

Thank you

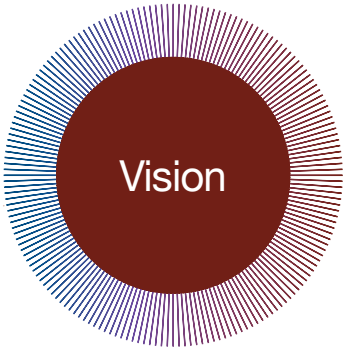
MISSION & VISION

We will create
invaluable values
for Korea’s culture
and tourism



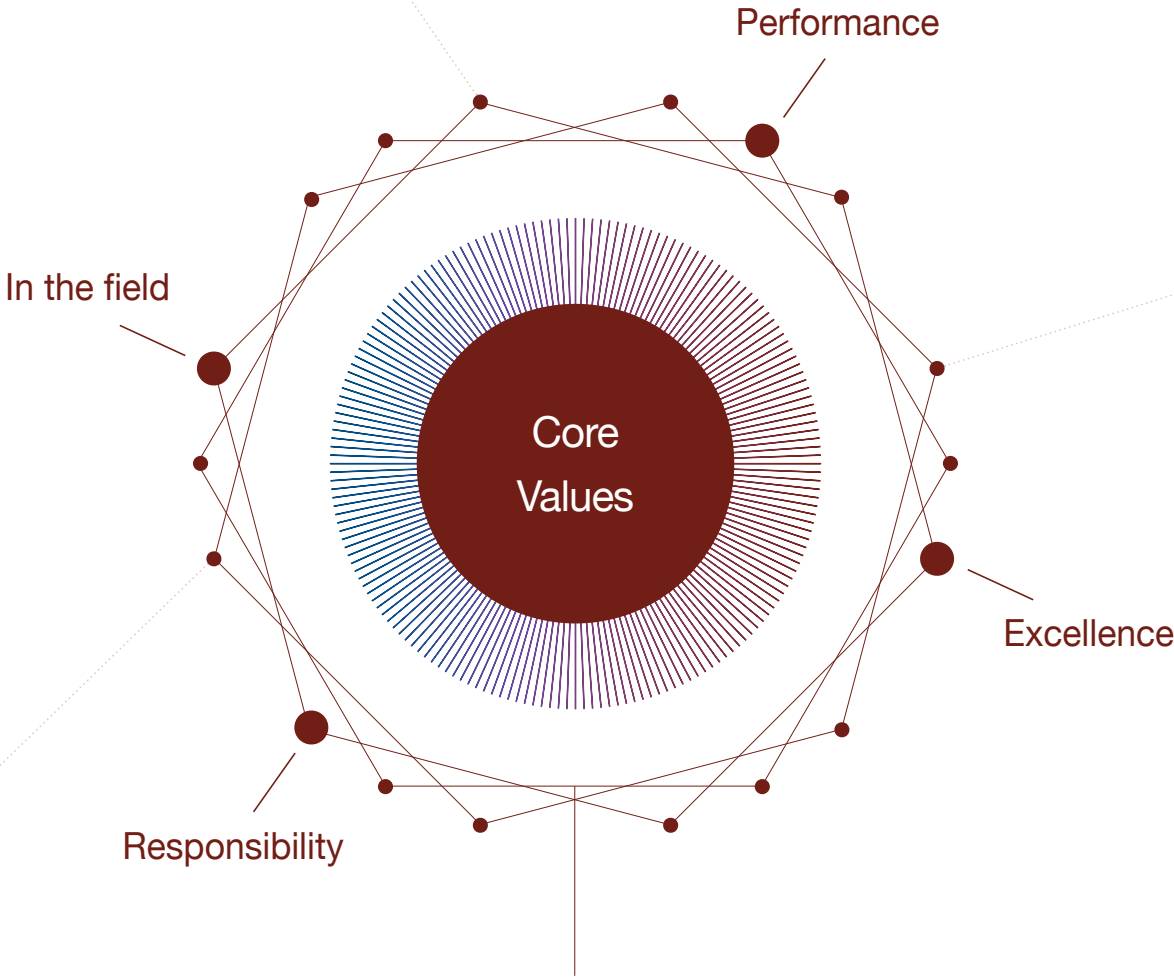
Research, survey and assessment
for the development and growth
of Korea’s culture and tourism

[Paragraph 2, Article 11 of the Basic Law on Culture
(Establishment of the Korea Culture and Tourism Institute)]
① The Korea Culture and Tourism Institute was established to research,
survey and assess development and growth of the culture, arts and tourism



A leading national policy research
institute dedicated to
culture prosperity and tourism
advancement

CORE VALUES



KCTI will constantly strive to
Pay attention to demands in the field,
Do the best research performance,
Take our social responsibility,
Be a excellent organization

HISTORY

Culture and tourism got together,
We have created greater values
and experienced steady growth



Qualitative Growth

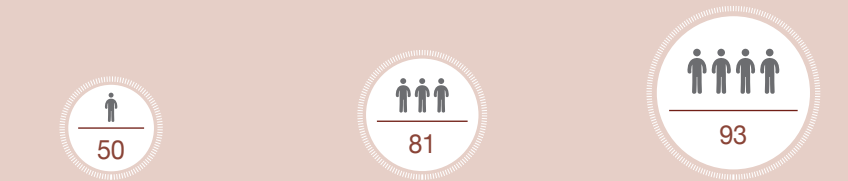
We have grown into a national policy research institute as we played diverse roles in the fields of culture and tourism

- We are the one and only National Culture and Tourism Research Institute
- We are a Compiling Agency of National Approved Statistics
 - Survey on National Leisure Activity
 - Survey of Cultural Enjoyment
 - Korea National Tourism Survey
 - International Visitor Survey
 - The Census on Basic Characteristics of Tourism Establishments
 - National Library Statistics
 - Report on Local Visitors
- We have been endowed with various roles by government
 - Assessing Cultural Impact
 - Training Regional Culture Experts
 - Managing R&D of Tourism Services
 - Charging Public Private Partnership in Culture and Tourism

Quantitative Growth

Since consolidation in 2002, we have displayed surprising growth and development

Manpower Unit : Person



Budget Unit : Million won



Research Unit : Case



Coexistence of values

Past, present and future values of Korea
coexist in harmony

We explore, develop and spread the values of culture
and tourism so that everyone can enjoy them

Research

Solutions change when people change, Values change when solutions change



Arts & Culture

Dignified Korea,
We make people enjoy
cultural life in their daily lives

We explore ways to heighten national
status and people's quality of living
through Arts & Culture

Field	
Research on Arts & Culture Policies	Research on Arts & Culture Trends
Research on Arts & Culture Laws and Regulations	
Guarantee of Basic Rights to Culture	Cultural Resources
Protection of Cultural Diversity	Advancement of Regional Culture
Preservation and Use of Cultural Heritages	Expansion of Cultural Infrastructure
Visual Art and Performing Arts	International Cultural Exchanges
Advancement of Everyday Culture	Culture for Korea Unification
Arts & Culture Education	Promotion of Humanistic Spirit
Expansion of Cultural Welfare	

KCTI makes Korea more dignified, attractive, creative and Leisurely

Tourism

Attractive Korea,
We lead Korea into a world
class tourism attraction

We explore the policy agenda
enhancing the quality of Korea's
tourism

Field	
Research on National Tourism Policy Design & Evaluation	
Research on Tourism Market Trends	Research on Tourism Laws and Regulations
Tourism Service Design	Tourism Safety
Tourism Industry Studies	Current Issues in International Tourism Organizations
Tourism Convergence Policy (MICE, Cruise)	Intra-Korean Tourism
Tourism Economics	Development of Tourism Resources
International Tourism Market Research and Analysis	Creative Tourism
Urban Tourism	Smart Tourism
Regional Tourism	Public Tourism
Sustainable Tourism	



Content Industry

Creative Korea,
We supply new sources
for growth

We search for the sustainable
development of the content industry

Field	
Research on Content Industry Policies	Research on Content Market Trends
Research on Content Industry Laws and Regulations	
Cultural Contents	Distribution & Consumption
Human Resource Development & Employment	Hallyu (The Korean Wave)
Research & Development	Intellectual Property Rights
Financing & Investment	Local Content Industry
Fair Transaction	Cultural Economy (Analysis, Evaluation)

Research



Leisure

Leisurely Korea,
We promote well-rounded
happiness in Korea

We promote leisurely lifestyles to
make people happy across the
nation

Field	
Research on Leisure Policies	Research on Leisure Trends
Research on Leisure Laws and Regulations	
Work & Life Balance	Leisure Education by Age Group
Holiday and Leave Policy	Leisure Communities
Leisure Happiness Index	Leisure for Seniors
Leisure Culture	Leisure Consumption Trends
Leisure Space Planning	Barrier-free Leisure
Leisure Services Design	Leisure Coordinators

Statistics & Information

Policies are more solid through evidence-based research
We produce timely culture and tourism statistics which provide viable insight in creating policies

We provide readily available statistics and information on culture, sports and tourism for the public



Surveys / 12 kinds
Survey on National Leisure Activity / Survey of Cultural Enjoyment/ Korea National Tourism Survey / International Visitor Survey / The Census on Basic Characteristics of Tourism Establishments / Culture and Leisure Index Surveys / Culture, Sports and Tourism Consumer Survey / Culture, Sports and Tourism Business Survey / Culture, Sports and Tourism industry Survey / Culture, Sports and Tourism Employment Statistics Survey / Tourism Spending Outlooks / **Survey On Citizens' Sports Participation**

Refined statistics / 6 kinds
Consumer Price Index / Services Production Index / The statistics of Labor / The statistics of Import and Export / The statistics of Household Expenditure on Culture, Sports and Tourism / The statistics of Leisure Expenditure on Culture, Sports and Tourism for GDP

Big Data / 1 kind
Analysis on Foreigner Credit Card Expenditure

Reporting statistics / 2 kinds
National Library Statistics / Report on Local Visitors

Bold fonts indicate National Approved Statistics

Statistics & info Service



Arts and Culture Knowledge Information system
<https://policydb.kcti.re.kr>
Statistical Materials on Arts & Culture
Indices on Arts & Culture
Arts & Culture Trends in Korea and Abroad
ACKIS Briefing
Culture Focus



Tourism Knowledge Information System
<http://www.tour.go.kr>
Statistical Materials on tourism
Indices on Tourism
Tourism Trends in Korea and Abroad
Tourgo Insight
Tourgo Infographic



Statistical Information Service on Culture, Sports and Tourism
<http://stat.mcst.go.kr>
Statistical Database on Culture, Sports and Tourism
National Statistics
Major Index
Overseas Statistics
Statistical Geographic Information Service
Electronic Book Service

Evaluation

Sustainable policies are maintained through accurate evaluation and proper feedback

We coordinate policies related to culture and tourism, and offer viable alternatives by constantly communicating with practitioners in the field



Cultural Impact Assessment

We assess the cultural impact of governmental policies on people’s lives

[Article 5, Basic Culture Law (Responsibilities of the central and local governments)]
④ The central and local governments must assess the potential influence of devised policies on people’s lives from the standpoint of culture, and ensure that cultural values are spread throughout society

We assess the cultural impact of policies and projects carried out by the central and local governments, and provide pro-active support to enhance the cultural aspect of policies through training and consulting

We will contribute to enriching people’s lives by developing policies that can empower people’s lives

Regional Tourism Planning & Evaluation

We evaluate regional tourism projects that can be developed effectively

We monitor projects, and provide end-to-end project cycle consulting to ensure integrative management

We will develop tourist attractions nationwide to attract tourists, and thus contribute to invigorating the local economy

Policy Projects

We directly participate in projects to ensure that culture and tourism policies take firm root in the field

We contribute to job creation, invigoration of the local economy and global cooperation, and support effective policy implementation through participation in policy sites



R&D of Tourism Services

We lead the advancement, popularization and globalization of tourism services by improving tourism service processes and developing new models

We are expanding the domestic and overseas tourism markets by developing tourism business models and improving service delivery systems

We create new tourism values to secure the driving force behind the tourism market

Tour Dure Project

We support local tourism startups and business infrastructure for sustainable growth

We enhance the viability of local tourism-related businesses through our mentoring service and the promotion of healthy competition

We support tourism startups in local communities for successful regional-based tourism

Training Project for Regional Culture Experts

We train regional culture experts to build a lasting foundation for promoting regional culture

We provide systematic training for aspiring culture activists to help the regions in fostering local culture professionals

We help regional culture flourish by training cultural leaders across Korea

Cultural Partnership Initiative

We invite public officials from developing countries to share our expertise on culture and tourism policies

We share our expertise with international guests to promote mutual development of culture and tourism

We share our research assets with the world to contribute to uniting the world through culture and tourism

Achievements

We have restored forgotten values and protected precious values while also created exceptional values by conducting culture and tourism research, producing timely statistics and feasible information, and carrying out evaluation and policy related projects

Restoration of Forgotten Values

We have promoted a well-rounded life by restoring values lost due to rapid industrialization and busy lives

Rediscovery of Leisure

- Research on Enacting of “The Basic Law” for Promoting Leisure Culture
- Research on Establishing a Government Master Plan for Promoting Leisure Culture

Regeneration of Cities

- Research on Making Urban Tourism Policies in Accordance with Urban Regeneration
- Research on Including Arts & Culture into Urban Regeneration Projects

Revitalization of Humanities

- Research on Directing Future Policy for Convergence of Humanities
- Research on Revitalizing History and Tradition for Culture Experiential Tourism

Protection of Precious Values

We have contributed to the creation of a country where important values that were overlooked in industrialized societies are protected and where diverse values coexist

Protecting the Basic Rights

- Research on Making a Law for Cultural Right
- Research on Developing the Basic Plan for Cultural Development
- Research on Implementing Cultural Impact Assessment to Field

Protecting Cultural Diversity

- Research on Planning for Protection of Cultural Diversity
- Research on Developing Regional Culture
- Research on Directing Cultural Integration for South and North Korea

Resolving the Cultural Divide

- Research on Making Cultural Indices by Region
- Research on Planning for Cultural Welfare
- Research on Activating Creative Activities of Disabilities

Creation of New Values

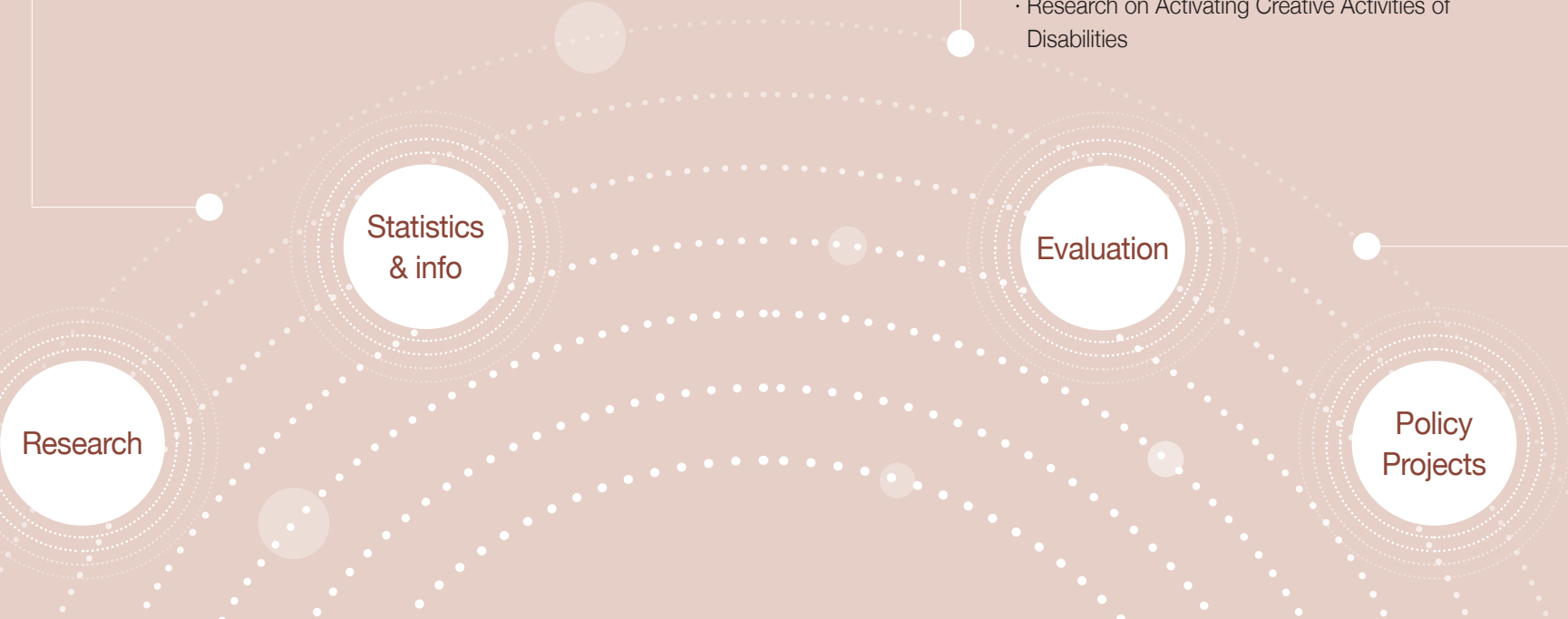
We have developed the abundant assets of Korea in novel ways to create values that can be shared with everyone

Advancing tourism

- Research on Devising a Basic Tourism Development Plan
- Research on Devising Five-year Tourism Development Plans
- Research on Planning MICE Industry Development
- Research on Nurturing Converged Growth Engines for Tourism
- Research on Making Tourist Raising Strategy

Advancing content industry

- Research on Mapping Out Strategy for Content Convergence Industry
- Research on Evaluating The Korean Cultural Industry Policy
- Research on Prospecting Future of Cultural and Content Industries
- Research on Financing in the Content Industry



Sharing of values

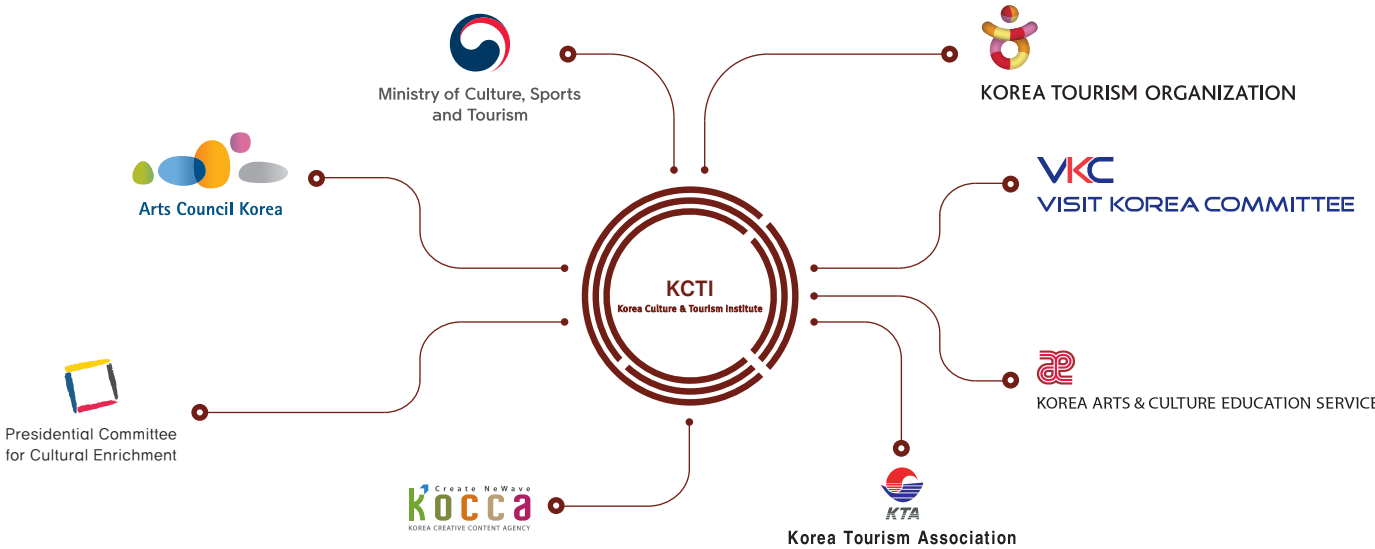
Virtuous cycle of Korea’s value
starts for tomorrow

- We exchange thoughts to broaden our perspective
- We communicate with people to share our value
- We contribute to society to live together

EXCHANGE

Partnership

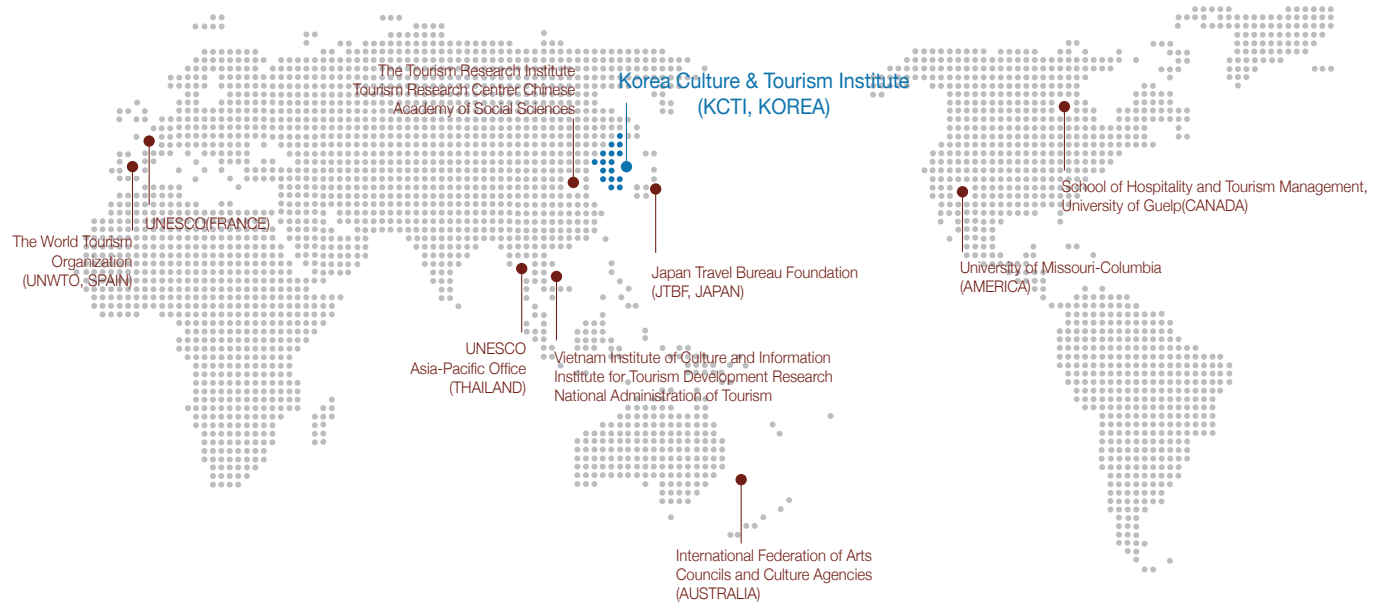
We will become a knowledge hub
leading the virtuous cycle of culture and tourism policies



Policy Forum

	Unification Culture Forum		Unification Tourism Forum		Leisure Policy Forum
	Cultural Industry Forum		Tourism Policy Council		Forum for Cultural Space Strategy with Local Networks
	Forum for Enculturation of Industry		Local Tourism Forum		Tourism Industry Meeting

Business Agreements



Overseas

Arts & Culture

- Vietnam Institute of Culture and Information(VICAS)
- International Federation of Arts Councils and Culture Agencies(IFACCA)
- University of Missouri-Columbia(AMERICA)

Tourism

- The World Tourism Organization(UNWTO, SPAIN)
- UNESCO Asia-Pacific Office(THAILAND)
- The Tourism Research Institute(CHINA)
- Tourism Research Centre Chinese Academy of Social Sciences(CHINA)
- School of Hospitality and Tourism Management, University of Guelph(CANADA)
- Japan Travel Bureau Foundation(JTBF, JAPAN)
- Institute for Tourism Development Research (ITDR, VIETNAM)
- National Administration of Tourism(VNAT, VIETNAM)

In Korea

Government agencies

- Arts Council Korea, Publication Industry Promotion Agency of Korea, Korean Educational Development Institute, Advanced Center for Korean Studies, Korea National Park Service, Arirang TV(The Korea International Broadcasting Foundation), Korea Labor Institute, Korea Data Development Institute, Korea Social Science Data Archive, Korea Maritime Institute
- Korea Research Institute for Human Settlements, Korea Institute for Industrial Economics & Trade, Korea Transport Institute, Korea Legislation Research Institute, Korea Institute for Health and Social Affairs, Korean Women's Development Institute, Korea Railroad Research Institute, Korea Institute of Ocean Science & Technology, Korea Environment Institute

Local Government and Regional Research Institutes

- Busan Cultural Foundation, Iksan Cultural Foundation, Chuncheon City Government, Chuncheon City Cultural Foundation, Chungcheongbuk-do Cultural Foundation
- Research Institute for Gangwon, Gyeongnam Development Institute, Jeonnam Development Institute, Daegu Gyeongbuk Development Institute, Busan Development Institute, Jeonbuk Institute, Jeju Development Institute, Chungnam Institute, Chungbuk Research Institute

Universities and associations

- College of Liberal Arts of Konkuk University, College of Tourism of Kyonggi University, Dongguk University, College of Seokdang Honors of Dong-A University, Seogang University, Seoul Women's University, Graduate School of Public Administration of Seoul National University, Graduate School of Governance of Sungkyunkwan University, Yeungnam University, Culture School of Jeonnam National University, Korea National University of Cultural Heritage, Korea Aerospace University, College of Languages & Cultures of Hanyang University, Hongik University
- Society for Leisure & Culture Studies

Private businesses and others

- Daum Communications, Donga Publishing, BC Card, Shinhan Card, The Hope Institute

SOCIAL RESPONSIBILITY

Knowledge Sharing

We fulfill our social responsibility as a public agency by free on-site culture and tourism advisory services

We support regional culture and the tourism industry by sharing our expertise and knowhow with regions whose culture and tourism infrastructure requires development



Work Experience

We contribute to fostering talents in culture and tourism by providing young people with the opportunity to gain work experience in the culture and tourism sectors

We help teenagers design their careers by providing them with various opportunities to gain work experience in culture and tourism and enhance their understanding of culture and tourism policy-related research



Social Contributions

We contribute to mutual prosperity, cooperation and regional invigoration through diverse sharing activities for underprivileged people in local communities

We grow alongside local communities by conducting social contribution activities directly within local communities, such as making Kimchi at social welfare facilities, hosting concerts and raising charity funds

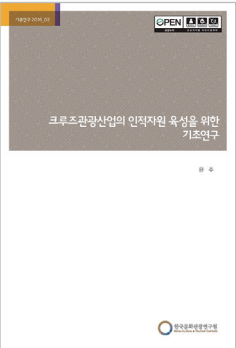


COMMUNICATION

Publications

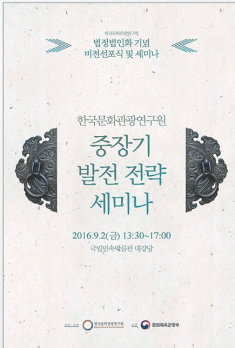
We share various regular publications with the public

Research Reports



We post reports of our regular and special research projects on our website

Academic Materials



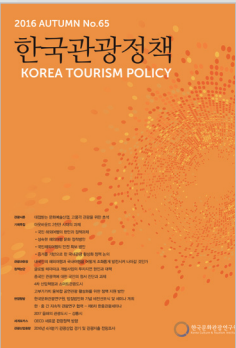
We post various academic materials on our website including economic indices for the culture, sports and tourism sectors; academic seminars and debates; overseas business trip reports; and other public information

The journal of Cultural Policy



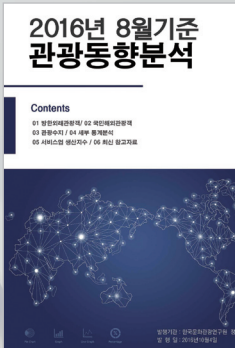
We biannually publish the only journal of cultural policies in Korea proposing the ideal direction and solutions for Arts & Culture policies

Korean Tourism Policies



We quarterly publish Korea tourism policies through in-depth discussions

Korean Tourism Trends



We monthly publish Korea tourism trends including information on foreign tourists visiting Korea and Korean tourists traveling overseas, supporting policy-making, research, marketing strategies in tourism

Online services

We provide research activities, achievements and various issues online, in real time

Website
(<http://www.kcti.re.kr>)



Introduction of KCTI, KCTI major activities, the latest trends in culture and tourism, KCTI news, research reports and publications

KCTI Insight
(http://www.kcti.re.kr/04_6.dmw)



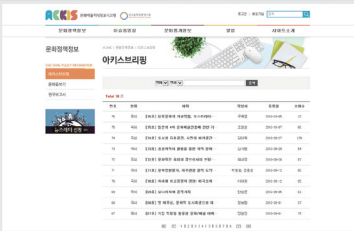
Policy issues and future outlook reports for culture and tourism, in-depth information provided biweekly

Facebook
(<http://www.facebook.com/kctif>)



KCTI events and news about research centers, introduction of various events, and sharing opinions

ACKIS Briefing
(policydb.kcti.re.kr/frt/acp/ackisBriefing)



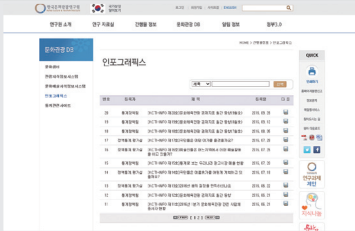
Analysis of domestic and overseas Arts & Culture issues, in-depth information provided weekly

Webzine
(<http://www.kcti.re.kr/webzine>)



Interdisciplinary approach on culture and tourism policy, in-depth information provided monthly

Infographics
(www.kcti.re.kr/04_8.dmw)



Infographics of the latest culture and tourism trends

PEOPLE



PROMISE

To enhance Korea's value

We **restore** forgotten values
protect precious values
and **create** new values

We pledge to always share the greatest
and most brilliant values with you