

Workshop Project Application Form

City: **Andong, S. Korea**

Mayor (political authority): KWEON Young-Sae

Date and duration of the mandate(s): July, 2010 to present

Title of the project: World Heritage, Korea's Historical Village Development Program

Person in charge: Manager of World Heritage

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Position: Government Official

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Project inprogress

Expected date of completion: annually continued project

What percentage of the project is completed? Specify.

The development program has been conducted annually to provide benefits to the residents of the village and at the same time, to preserve the tangible and intangible historical properties.

The completion of the project almost reached 100% since 2010 and continue to present.

Information on the city

- History and Traditional Culture -

As the former capital of the province in the past, Andong has been home to many renowned sages and scholars. The quintessential Korea inside South Korea, Andong is called *the Capital of Korean Spirit* and the city of the Korean aristocracy, because the city has preserved Korean Buddhist and Confucian traditions over a long period of time, from the Unified Silla Dynasty (BC57-AD 918) and Goryeo Dynasty (AD 918-AD 1392) to the Joseon Dynasty (AD1392-AD 1910) along with the traditional cultural treasures of folk culture, old houses, Buddhist temples, and Confucian lecture halls.

Korea's *Yangban*, the noble culture flourished during the Joseon Dynasty (1392-1910) in the typical lineage villages of Hahoe, located in the Southeast (Yeongnam region) of the Korean Peninsula. *Hahoe folk village*, the World Heritage, is ideally situated with mountains behind and water in front, which is unique shape among Korean villages. The village still has typical elements of noble lineage village such as Jongga (the main family house of the eldest son), private homes, pavilions, lecture halls, and intact farmland and natural scenery in the vicinity. In addition to this tangible heritage, a great deal of related spiritual heritage is retained such as rituals, recreation, writings, and artworks.

The total area of the city is 1,521.82km² (Forest and field: 71.0%, Arable area: 15.0%, Other: 14.0%) and has 168,251 residents, making it the largest area of cities in South Korea and two and a half the size of Seoul. The major industry sectors consist of 53.0% service tertiary industry, 32% agriculture and fishing industry and 15% mining industry.

Present function of the city

A location with strong historical and cultural characteristics dubbed the '*Capital of Korean Spirit*'.

◦ Major economic activities

· Population and households of Hahoe village: 125 households; 238 people (115 men, 123 women)

- 84 Ryu families of Pungsan (67%) - 68 members of which are aged 65 or over (28%)
- Buildings: 458 (162 tile-roofed houses, 211 thatched houses, 85 other buildings)
- Designated area: 1195 lots, 7,200,660 m² (including Hahoe, Byeongsan, Gwangdeok, and Ingeumri)
- Economic activities: Agriculture and tourism

Information on the Property inscribed on the World Heritage List

- **Name of property:** South Korea's historic villages: Hahoe
- **Year of inscription:** 2010
- **Inscription criteria :** Of the registration requirements of world heritage sites (I) ~ (X), Korea's historic villages Hahoe meet (III), (IV), (V) and (VI). Criteria (III), (IV), (V) and (VI) are as follows.
 - (III) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
 - (IV) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
 - (V) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
 - (VI) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- **Land area and location of the property :** Andong-city, Gyeongsangbudo province, South Korea

Is there a sustainable development policy at the city level? If yes, what are its broad lines?

The creation of the World Confucian Classical Scholar Cultural Park and a Korean culture theme park is scheduled for 2016 in the Dongbu-ri, Dosan-myeon area as the leader of three regional cultural projects in efforts to create a hub city of world Confucian culture. The World Confucian Classical Scholar Cultural Park will be designed to allow people to use 21st century technology to rediscover Confucian culture, the basis of Korea's spiritual culture. 245 billion won will be spent on an area of 484,000 m² in Dongbu-ri and Dosan-myeon in the construction of a "World Confucian Cultural Convention Center" and "Seonbi (classical scholar) and Scenery Trail," which will be an arena with a World Confucian Culture Museum, international conference, exhibition and events by 2015.

The area surrounding the World Confucian Culture Museum will become a Korean cultural theme park which will demonstrate Korean culture by re-imagining Korea's unique traditional values from a touristic perspective. 138.9 billion won including 25.2 billion won of private funding will go to a theme park featuring a Hanok (traditional Korean house) Experience, Korean-style experience theme park, Seonbi (classical scholar) lecture hall and art theater, martial arts experience, Toegyemeditation center, virtuous living school, Gaegujaengi (mischievous scamps) Square, and observation platform, to showcase Korea's unique food, clothing and dwelling culture. The World Confucian Culture Forum will be modeled on Switzerland's Davos Forum.

Information on the project

Project summary

The conceptual scope of heritage has expanded from just monumental structures registered as world heritage sites to intangible value including historical urban landscapes. The value of preservation has also

changed from the maintenance of physical heritage to maintaining sustainable lifestyles of the local communities connected to the heritage. These changes imply a reflection on the interpretation that true preservation and the maintenance of such preservation is possible if the focus is on the people who live among, use, and own the heritage.

Therefore, the preservation and utilization of heritable value possessed by Hahoe village, registered as one of Korea's historical villages, may be sustained between generations and the traditional lifestyles performed by the village community maintained through sharing and communicating with visitors.

Visuals : Maximum 5 photos/maps, one file in PDF format (maximum 5 GB)

[Attachment]

1. To which of the following sub-themes is the project related?)

III Culture and Heritage

a. Citizens' awareness-raising and education tools on the issue of sustainable development

- World heritage 'Hahoe, Korea's historical village' : Attempt at preservation of sustainable world heritage value
- Presentation of cases from Hahoe village world heritage utilization program

2. Location of the project in relation to the Property inscribed and to the city (where applicable)

- Andong Hahoe Village was registered as a World Heritage Site in 2010

3. The challenges of the project [maximum 250 mots words per question]

a. Which urban problem(s) does the proposed project address?

The most serious problem is the relative deprivation of traditional village communities, deprived of the conveniences of modern society. The provision of large-scale appliances, unsuited to the dimensions of traditional housing, changes the traditional residential environment. Combined with the fragmentation of extended family structures into nuclear families and the pressure for new space, changes in the usage of interior design including annexes and reconstruction, removal and movement of walls and columns due to change in interior space, and change in materials takes place. Primarily, the phenomenon of rapid urban migration leaves houses empty and unmanaged, adversely impacting the village landscape.

In addition, since registration as a world heritage site one million tourists have visited the villages each year, and this challenge to their accommodation capacity is a serious and growing problem. Therefore, policy introduction and attempts to transmit sustainable world heritable values to subsequent generations intact may be a critical factor in the preservation of the village landscape and maintaining the value of the inheritance.

b. What are the objectives of the projects (quantitative and/or qualitative)?

Various programs to advertise the value of Hahoe Village have been provided to lead the change in the village community and to correctly maintain what has been recognized by the UNESCO World Heritage Committee as "living heritage." The new programs that attempt this aim to enhance the pride of villagers in their heritage and provide an experience to reproduce and utilize traditional living culture maintained by passing down the generations. Although not large-scale, we have confidence that these programs will play a catalytic role in allowing tourists to experience the lifestyles of our ancestors.

c. Operational strategy to address the problem(s)

A typical program is the introduction of a village master craftsman system to discover and protect various

living culture practitioners, and management of a world heritage educational program to strengthen community capabilities targeting world heritage heirs. These programs provide opportunities for these communities to authentically maintain their world heritage, preserve living heritable values and convey these values to visitors with programs providing opportunities for visitors to experience various traditions.

d. In what way is the project relevant in relation to the problem?)

The village master craftsman system is designed to transmit and preserve the remarkable universal values of humanity possessed by the World Heritage Site of Hahoe Village, discover, protect and foster talent in the art and technique of Hahoe Village's unique living culture, and to transmit the authenticity, integrity, and originality of the universal values of Hahoe Village.

In order to preserve the remarkable universal values of Korean historical village world heritage sites and sustainable world heritable values, a change in perception of village communities is judged to be important. To achieve this, the world heritage special education program has the objective of promoting the capabilities of villagers through the education of world heritage recipients and cultural tour guides.

The heritage utilizing program is designed for visitors to experience the living heritable value of Hahoe Village, an Outstanding Universal Value (OUV) of humanity to advertise the authentic value of Hahoe Village and accordingly attract sustainable tourism and convey the traditions of Hahoe Village to future generations.

4. Implementation of the project: (Who, when, how, financing)

a. Who is driving the project?

The management of this project is planned by the department of arts and culture and world cultural heritage of Andong city government and management of its operation is performed by the Andong Hahoe Village Conservation Association, an autonomous community body.

b. Who is implementing the project?

The implementation of the project is conducted directly by local residents.

c. What is the role of the citizens in the project?

This project may be utilized in all areas of village folklore, which has been conveyed throughout its long history. It is performed and implemented by residents to maintain its value, so everything is managed and operated by residents.

d. Present the financial framework of the project.

In 2012 the project was conducted with 50 million won provided from the Andong city government i budget. In 2013 it will be expanded to 1400 million won (split evenly between local government and national funding).

5. What is the link between the sustainable development project and heritage management in your city?

The project started with the authentic question of how to preserve and utilize the value of Hahoe Village. Last year, Andong city government introduced the "folk village master craftsman" system in affiliation with the Cultural Heritage Administration to convey the traditions of folk villages to the next generation. The system aims to designate those who excel at village folk art techniques conveyed down the generations to enhance the responsibility and pride of 'village master craftsmen.' The system has been highly rated in the preservation of Korean traditional folk villages. Hahoe Folk Village has maintained this tradition with the designation of 34 village master craftsmen in 15 areas, comprehensively spanning all living culture including head boat builder.

Also, from last March the village provided "world heritage special lecture" programs to lead the change and strengthen the capability of local residents. World heritage special lectures are designed to seek solutions and serious attempts regarding village preservation and future utilization by local communities. So far, the management to preserve folk villages has been primarily performed by the state with the focus on the preservation of buildings and structures.

6. Explain how the project ties in an innovative step of sustainable development within your city.

The fundamental objectives of sustainable preservation and utilization of the World Heritage Site of Hahoe Village are to protect the residential environment and secure the continuity of its unique cultural properties, and also provide opportunities for visitors' enjoyment. Measures to preserve sustainable world heritage sites of this project will allow world heritage tourism to contribute to the villagers' living quality, protect the village and its cultural heritage, and discover new heritage, accordingly conveying warm hospitality in a pleasant environment.

7. Explain how the other cities that are members of the OWHC will be able to benefit from the lessons learned from this project.

As recipients and guardians of world heritage, how local residents participate in its preservation and implementation are things to consider. Also, common issues may be shared through community participation in the course of the preservation of world heritage, and countermeasures sought.

An important element in the preservation of cultural heritage and "sustainable development" is after all people, i.e. local communities. Direction to preserve cultural heritage in a sustainable way will be provided through the operation of programs allowing consultation and accommodation of opinions to preserve the cultural heritage of various involved parties: Those who enjoy cultural assets, those who live on or in cultural heritage sites, those who manage cultural heritage, and those who retain assets around cultural heritage sites.

8. Evaluation of the project

a. What are the expected results of the project? / What are the results observed of the project?

Hahoe village is a lineage village deep-rooted in Confucian tradition including the Confucian culture of the Joseon Dynasty and many varied forms of other various other national living culture. The vestiges of Confucianism influence the decision-making system of the residents. In addition, the rapidly changing social conditions of the 21st century and convenient environment are capable of disrupting traditional inherited modes of thought and customs. Therefore, this project will provide residents sharing traditional living culture and heritable values with visitors to have a significant impact on preserving and protecting the value of the heritage.

b. What are the main beneficiaries of the project

The world heritage utilization program, designed to transmit and preserve sustainable heritable values, shows a correlation between those who own, use, and embody heritage and the maintenance of their traditional heritable values. This is because the environments where residents strive and their lives have heritable value. Therefore, in the case of Hahoe Village, which includes a historical environment and intangible values, the most important thing is to establish and implement preservation policies from the perspective of residents to attract sustainable preservation. Therefore, the main beneficiaries of this project are the villagers, who are heirs to the heritage. However, the benefits to visitors should not be neglected. A major objective of world heritage tourism is to understand the value of heritage through direct experience and share its value. As a result, the world heritage utilization program will be a measure of preservation management in which those who manage, enjoy, and inherit heritage are all

beneficiaries.

c. What are the major impacts of the project on the societal, economic and environmental levels?

Unlike typical cultural assets, Hahoe Village is a traditional folk village and living heritage that is still inhabited. Registration as a world heritage site in 2010 brought changes to many areas of village life, and the growing number of visitors causes problems in various ways in the village. The surge in tourists has caused a schism in the village community and the destruction of lifestyles and productivity, bringing the significant risk that the community may degenerate to a purely tourism-oriented folk village.

The conventional dichotomy between the preservation of value of all areas of living culture handed down the generations and the residents who seek the conveniences of modern society is a potential source of conflict in heritage preservation. Improvement of the quality of life of the community interpreted in the extended conceptual framework of the world heritage convention causes continued dispute. The concept of preservation is perceived by residents of the historic village as enforced abstinence from modern conveniences, in the sense they are condemned to conduct historically faithful lives devoid of many of the benefits of modern society.

Therefore, the utilization of world heritage sites as tourist attractions should be conducted with the close and continued cooperation of national and local government, village organizations, and private groups. In particular, administrative departments and autonomous community organizations must maintain mutual oversight and supplementation in their relations. Measures to preserve sustainable world heritage sites of this project will allow world heritage tourism to contribute to improvements in the quality of life of village residents, protection of the village and its cultural assets and the discovery of new sustainable world heritable value that may be retained through the generations.

World Heritage 'Hahoe, Korea's Historical Village'

Attempts to Preserve Sustainable World Heritable Value

I Preface

Since the establishment of the World Heritage Convention in 1972, the aspects of cultural heritage preservation have continued to be developed, partly through trial and error. The conceptual scope of heritage has expanded from just monumental structures at the agreement of the convention to the recent inclusion of intangible value including historical urban (village) landscapes. The value of preservation has also changed from the maintenance of physical heritage to maintaining sustainable lifestyles of the local communities connected to the heritage. These changes are based on the interpretation that true preservation and the maintenance of such preservation is possible if the focus is on the people who live among, use, and own the heritage.

From this perspective, the Korean historical village of Hahoe, registered as a world heritage site (in 2010), is a living space for its residents with a traditional living culture passed down through the generations over a long history, so the village had its outstanding universal value recognized as "living heritage" at the 34th World Heritage Committee meeting (in Brasilia, Brazil). These values show correlation between those who own, use, and embody heritage and the maintenance of their traditional heritable values. This is because the environments where residents strive and their lives have heritable value. Therefore, in the case of Hahoe Village, which includes a historical environment and intangible values, the most important thing is to establish and implement preservation policies from the perspective of residents to attract sustainable preservation. However, the conventional dichotomy between the preservation of value of all areas of living culture handed down the generations and the residents who seek the conveniences of modern society is a potential source of conflict in heritage preservation. Improvement of the quality of life of the community interpreted in the extended conceptual framework of the world heritage convention causes continued dispute. The concept of preservation from the residents of the historic village is perceived as the enforced sacrifice of conveniences, in the sense they are condemned to conduct historically faithful lives devoid of many of the benefits of modern society. Therefore, the preservation of world heritable value possessed by traditional folk villages such as Korea's historic communities is facing multiple challenges from the rapidly changing external environment which risks the world heritable value losing its unique character that has been maintained by villagers.

Now we'll analyze factors threatening the preservation of Andong Hahoe Village, registered as a world heritage site at the 34th World Heritage Committee meeting in 2010. On this basis we'll look at sustainable preservation methods of world heritage through various case studies conducted on the preservation of world heritage and roles of the local community.

II Threats to the Preservation of the Korean Historic Village of Hahoe

1. Pressing Preservation Issues

1.1 Changes to the Living Environment

Industrialization in Korea since the 1960s has changed the lifestyles of Hahoe. The fragmentation of extended family structures into nuclear families and pressure for new space has resulted in change in the usage of interior design including annexes and reconstruction, removal and movement of walls and columns due to change in interior space, and change in materials. The provision of large-scale appliances, unsuited to the dimensions of traditional housing, has significantly damaged the landscape of traditional residential environments. Also, rapid industrialization has caused large-scale migration from agricultural areas, leaving villages empty and damaging the overall village landscape. Therefore, the Cultural Heritage Administration published 'folk village design guidelines' in 2007 to

promote the convenience of residents' lives within the scope of preserving original features by dividing structures into buildings and residential facilities and village community facilities and village infrastructure facilities in recognition of changes to the residential environment. In particular, regarding major industries of Hahoe Village, namely agriculture and husbandry, it is a principal that public livestock housing facilities should not be housed within the village. If they are necessary, it is recommended that the annex facilities of existing buildings are utilized.

1.2 Environmental Pressure

The environmental pressure Hahoe Village faces today is water pollution. This is due to the poor sewage processing from a modern perspective. This is caused by the outdated layout and structure of the houses in the village, in which the drain of each house directly connects to open water without passing through any water treatment facilities, raising the possibility of water contamination. Also, compromised existing natural rock drainage causes landslides if unable to perform drainage functions adequately. Drainage pipes are exposed to the street, which interrupts smooth drainage. In particular, with the recent surge of vehicles associated with tourism, natural rock drains are collapsed and narrowed. This is why the Cultural Heritage Administration issued 'folk village design guidelines' in 2007 regulating the prevention of water contamination and damage through the installation of natural rock drains to locations requiring it in consideration of the terrain of the village, or improvements to and mitigation of problems with existing natural rock drains. The introduction of ecological water purification biotope systems for self-purification of ecosystems is promoted.

1.3 Pressure Due to Natural Disasters

A major pressure due to natural disasters that Hahoe Village faces today is fire. The rare flood damage Hahoe Village is subjected to occurs not from erosion but sedimentation due to the geographical location of the village on the inside of a meander in the river. On the other hand, the lack of facilities to immediately extinguish fires in the village urgently necessitates the provision of fire extinguishing systems. Therefore, from 2003 to 2005 five additional fire hydrants were installed in the village and 6.5 kg of powder fire extinguisher was provided to each home.

In 2009 a fire station branch was established and fire trucks and firefighters allocated with the capability of being deployed at any time within five minutes. In particular, a comprehensive prevention system was established following registration as a world heritage site in 2010 to provide active countermeasures.

1.4 Changes in Tourism

Guaranteeing the preservation of the original form of cultural assets and the convenience of residential environment is a typical subject that the traditional village tourism industry is facing today. The increasing number of visitors every year encroaches onto the traditional village residential environment, and is very often associated with damage to cultural assets and the destruction of the local community. One thing to point out here is that the village is crowded with parking lots, restaurants, lodging facilities and other aspects of the tourism industry, which results in damage to the landscape of traditional villages. In response, Hahoe Village created a commercial complex outside the town in June 2008 to relocate commercial enterprises (restaurants, souvenir shops).

2. Preservation Strategies

The preservation of historically significant structures today has expanded in scope from the preservation of merely cultural assets to include the overall environment in which these assets are situated. It is based on the change in perception that historic environments consist not only of the physical manifestation of cultural assets but include the region or landscape in which physical and cultural properties are associated.

An important aspect of the preservation of residential style historic environments is understanding the correlation between the historic environment and its surroundings, and also to have views and policies

which do not neglect the space and social context in which the historic environment is situated. The preservation of traditional villages currently implemented in South Korea has the principle that they are maintained and restored to their original form; however, a traditional village is not simply a fixed object but a continuously evolving residential space in which residents base their production and livelihoods, so it is performed from the view in the context that spatial characteristics, that is, an agricultural living environment, should be accommodated with its historic values. Based on this, the application of the 5 C's of the World Heritage Committee (conservation, capacity-building, communication, community and credibility) specified by UNESCO world heritage operational guidelines in the preservation strategy of Hahoe Village is as follows.

2.1 Rational Preservation (Conservation)

In traditional villages the enforced system for the purpose of preservation of the original form of cultural assets restricts residents' lifestyles and productivity in many aspects. This causes conflict between public bodies and residents. Hahoe Village is one of the traditional villages with these problems. Because this conflict arises due to the expression of reasonable and rational demands of the villagers to protect their place of residence, reasonable preservation measures in which the principle of maintaining original form as a folk village and harmonization are balanced and securing the convenience of the lives of residents should be sought in order to fundamentally resolve this conflict of the village.

2.2 Capacity-Building for Preservation

In order to enhance value as a historic environment and living environment and effectively prepare for an increase in visitors due to registration as world heritage site, capacity building for preservation should be prioritized. To achieve this, it is necessary to provide the basis of self-sufficient preservation management by discovering and improving available human and physical resources through the cooperation and support of administrative organizations. Residents should build the capability to preserve their village to create a basis of preservation of the traditional village and sustainable maintenance must be adhered to.

2.3 Cooperation and Communication

The cooperation and voluntary participation of villagers who inhabit the village and comprise an important aspect of the historic environment is essential to preserve the folk village. Consensus on the value and necessity of preservation should be shared between experts, executive administrators, and residents. In order to achieve this, improvements to the perception of residents and measures for the meaningful participation of residents must be provided. It is necessary to attract the interest and concern of people outside on traditional villages and provide means of communication to reflect the information of various people and exchange opinions.

2.4 Credibility

Residents' willpower is the basis for the preservation of cultural assets. A preservation plan for a traditional village that does not take this into account will tend to experience considerable difficulties, which may easily result in diminished credibility of the plan in the eyes of residents. This plan includes the establishment of preservation measures for sustainable tourism to resolve economic constraints that were highlighted as one of the fundamental complaints of residents and leads to residents' establishment and implementation of systems themselves. In particular, a legal framework to guarantee this will be provided to enhance the credibility of this management plan.

2.5 Community

The traditional village should be conceived of as a comprehensive space and organization where contemporary environmental conditions and lifestyles are associated rather than an independent single object. The embedded order of the village is formed by a mutual relationship between the village and its residents, so for a village such as Hahoe Village with a Banchon culture (dominated by nobility) its social function is reflected in the spatial structure of the village, and symbolic elements

such as social stratification and the theory of divination based on topography (i.e. feng shui) are included as major target of preservation. In this context, reformation of the relationship between the village space and society is a work of restoration of the characteristics of the community and is also a work of restoration of the fundamental frame for the preservation of the village. Concrete strategies for preservation according to specific strategic principles are as follows.

Conservation	<ul style="list-style-type: none"> • Seek reasonable preservation measures • Harmonization of securing living convenience of residents and maintenance of original form as a folk village 	Sustainable Living Heritage
Capacity-building	<ul style="list-style-type: none"> • Strengthening professional expertise of administration and support preservation management • Strengthen the residents' preservation capabilities • Assemble conservation council 	
Communication	<ul style="list-style-type: none"> • Establishment of public/private cooperation system • Provision of measures to improve residents' perception and participation • Communication through publicity and experience programs 	
Credibility	<ul style="list-style-type: none"> • Reflect the willpower of residents for village management • Legislation of detailed village management mechanisms 	
Community	<ul style="list-style-type: none"> • Maintain social stratification and village community • Enhance living convenience of residents 	

3. Preservation Targets

In order to understand and inherit the historical values of a traditional village, it is necessary to consider not only structures such as physical buildings but also the unique background of landscape formation and intangible cultural assets such as embedded order in the village and traditional folk events and ritual ceremonies. Hahoe Village has over 600 years of history of residential environments, so buildings, structures, historic sites (ruins), folklore, traditional industries, and nature, combine in a complex manner to form the environment. Such elements are closely linked in their forms and functions so they have unique historical meaning and symbolism. Therefore, when selecting preservation targets for the village, not only the physical environment of the village but also non-physical elements including the order embedded in the village, village maintenance mechanisms, and the willpower of residents should be included.

No inheritance can be utilized if it is not preserved. The fact that the region where residents live is a world heritage site contributes to the pride of the members of the community in living there and accordingly enhances their affinity and sense of belonging. World heritage sites are some of the most attractive destinations and a target of culture and tourism. Therefore, local communities may communicate with visitors through world heritage as a target of preservation and the sustainable value of preservation when they actively initiate in developing and operating various world heritage utilization programs in which their heritable value may be exposed.

III South Korea's Historic Villages Make Various Attempts to Preserve and Utilize Sustainable Value

With registration as a UNESCO world heritage site in July 2010 following the visits of Queen Elizabeth of the U.K. and both former U.S. Presidents George Bush in 1999, Hahoe Village is a destination visited by many tourists. However, it does not satisfy the cultural expectations of visitors in light of its reputation. In addition, there are numerous complaints that Hahoe Village doesn't have many activities to see and enjoy besides its harmoniously well-kept magnificent natural landscape and ancestral structures. Furthermore, as owners of the village, the residents have tended to focus on the pursuit of commercial profit rather than serious consideration of how the values and traditions of the village are authentically presented following the surge of visitors. This reality inspired sentiments of regret that the preciousness of Hahoe Village is underestimated following registration as a world heritage site.

At times like these, various programs to advertise the value of Hahoe Village, recognized by the UNESCO World Heritage Committee as "living heritage" and to correctly maintain it, have been provided to lead the change in the village community. The new programs that attempt this aim to enhance the pride of villagers in their heritage and provide an experience to reproduce and utilize traditional living culture maintained by passing down the generations. Although not large-scale, we have confidence that these programs will play a catalytic role in allowing tourists to experience the lifestyles of our ancestors. A typical program is the introduction of the village master craftsman system to discover and protect various living culture practitioners and management of a world heritage educational program to strengthen community capabilities targeting world heritage heirs. These programs provide opportunities for communities to authentically maintain their world heritage and provide opportunities for visitors to experience various traditions.

1. Designation of Village Craftsman

1.1 Objectives

The village master craftsman system is designed to transmit and preserve the remarkable universal values of humanity possessed by the World Heritage Site of Hahoe Village, discover, protect and foster talent in art and technique of Hahoe Village's unique living culture, and to transmit the authenticity, integrity, and originality of the universal values of Hahoe Village.

1.2 Project direction

(1) Although simple, techniques such as thatching and laying walls, both designated as important folklore material, actively promote the continued authenticity and originality of the village and differentiated traditional techniques may be passed down.

(2) The authenticity and completeness of the folk village may be maintained to maximize UNESCO world heritable value by expansion into various other fields. Discover those who possess expertise in living culture, folk religion, and arts and crafts of the folk village in order to protect and foster them.

(3) Designate, protect and foster the cultural heritage of Andong.

Based on the Cultural Heritage Protection Ordinance of Andong city (enactment/July 8, 2004 Ordinance Article 511), the definition of the cultural heritage of Andong is referred to as ① tangible and intangible materials with value in terms of history, art, scholarship or equivalent of Andong not designated as cultural assets in accordance with the "Cultural Properties Protection Law", ② heritage anticipated to have value to preserve as regional cultural assets and ③ materials required to study regional culture and local customs.

1.3 Designation target as village craftsman

The target has been set as 34 people spanning five fields and 15 categories based on the Cultural Heritage Protection Ordinance of Andong city

- Major practical fields: Thatchers, wall builders, etc.
- Religion and social community fields: Official national etiquette instructors, ritual ceremonial conductors, enshrined national heroes, national independence agitators, family deity shamen, ferrymen, etc.
- Entertainment fields: Traditional pyrotechnics, flower-cake play, noble female lyricists commentating on feudal society, etc.
- Culinary areas: Family cuisine, food heritage, snack food, Jeju Bitgi
- Art and craft fields: Mask maker, totem pole master, straw & grass arts and crafts expert, and funeral bier. These fields have been chosen as they encompass all areas of living culture.

1.4 Notification of designation as village craftsman

- Working level conference concerning designation of folk village craftsman by the Cultural Heritage Administration (3 May/16 June 2011)
- Identification and designation of craftsmen (June - November 2011)
- Report on craftsman designation result (December 2011)
 - Andong Hahoe Village: Designation of 28 people in 12 categories (thatcher, ferryman, totem pole master, etc.)
- Additional designation of craftsmen in 2012 at working level conference concerning preservation and management of folk village craftsman (12 March 2012)
 - Andong Hahoe Village: Additional designation of six people in three categories (study administrator, flower-cake play, village feng shui), so 34 people were designated in 15 categories

2. Operation of World Heritage Special Lecture Program

In order to preserve the remarkable universal value of Korean historical village world heritage sites and sustainable world heritable values, a change in perception of village communities is judged to be important. To achieve this, the World Heritage Special Education Program has the purpose of promoting the capabilities of villagers through the education of world heritage recipients and cultural tour guides. Correct understanding and direction of world heritable value passed down the generations permits the complete and authentic inheritance of the World Heritage Site of Hahoe Village to future generations, and provides a variety of services to visitors and contributes to the attraction of sustainable tourism in Hahoe Village.

The content of the education is the traditional culture and values of the World Heritage Site of Hahoe Village, correct understanding and inheritance of world heritage, how to utilize world heritage, Hahoe Village as a world heritage tourist destination, tourism services, tourism marketing, and Korean world heritage site field trips. A regular promotion schedule on the last Friday of every month is implemented to achieve a synergy effect. The lecture is conducted in the Hahoe world mask museum lecture hall. Lecturers are invited from regional colleges and experts in the field to raise the standard of education. A budget of 50 million won was provided by Andong city government for the operation.

The result of this was very beneficial in strengthening the capabilities of Hahoe Village residents and improving services for tourists, but most of all enhanced the pride of residents in inheriting the traditional culture of Hahoe Village intact and accordingly contributed to the attraction of sustainable tourism.

3. Reproduction and Experience Program of Traditional Lifestyle Culture

A heritage utilizing program is designed for visitors to experience the living heritable value of Hahoe Village, an Outstanding Universal Value (OUV) of humanity to advertise the authentic value of Hahoe Village and accordingly attract sustainable visitors and convey the traditions of Hahoe Village to future

generations. The program was designed to correctly bequeath the traditions of Hahoe Village to future generations by showing visitors the heritable value of Hahoe Village as an outstanding universal value in order that people can see the authentic value of Hahoe Village by experiencing it for themselves and accordingly attract sustainable tourism. Various programs were conducted in the Hahoe Village area between April and October 2012 (seven months, 30 weeks).

The program comprises ① traditional marriage and funeral rites demonstration, ② the sensitive touch of Hahoe Village, adults' outings in a historical context, old story-telling, ③ reproduction of Hahoe Village traditional living culture and experience program, and ④ straw arts and crafts and experience program with village craftsmen, all of which have received positive visitor feedback.

4. The World Heritage Site of Hahoe Village Utilization Program in 2013

So far, the preservation of Hahoe Village has mainly focused on buildings, but the area of preservation has been expanded to cover the development of various programs utilizing its heritable value following registration as a world heritage site in 2010, so the value of Hahoe Village may now be shared among everybody. These programs received great feedback from visitors, leading to national investment in the world heritage utilization program. A total of 1.4 billion won (with a ratio of state budget to local budget of 5:5) was secured for the 2013 world heritage utilization program, the elements of which are as follows.

- Preservation of Confucian culture and its utilization centered on the four ceremonial occasions of coming of age, wedding, funeral, and ancestral rites
- Preservation and utilization of folk culture including reproduction of ritual ceremonies in respect of the village god and village exorcism rites
- Preservation and utilization of Jongga (eldest son) culture including traditional Korean style houses, family cuisine, and food heritage
- Wellbeing program utilizing Confucian culture trail (Seonbi (classical scholar) trail) according to the four-river restoration project
- Exhibition of work of village craftsman and experience program
- World heritage special lecture to strengthen residents' capabilities
- Hahoe Village sensitive touch storytelling program
- Reenactment of traditional living culture of Korea's historic village of Hahoe and street parade performance

IV. Conclusion

Cultural heritage such as the Korean historic village of Hahoe, which is close to the lives of residents, may be more completely preserved by utilizing it for the residents and visitors rather than simple "preservation." The authenticity and completeness of world heritage is sustainable when overcoming the difference between the preservation of original form and reasonable conservation, and additionally when providing measures that kill two birds with one stone which enable preservation and utilization of world heritable value. Therefore, various programs to advertise the value of Hahoe Village have been provided to lead the change in the village community and to correctly maintain what has been recognized by the UNESCO World Heritage Committee as "living heritage." The project started with the authentic question of how to preserve and utilize the value of Hahoe Village. In 2011, Andong introduced the "folk village master craftsman" system in affiliation with the Cultural Heritage Administration to convey the traditions of folk villages to the next generation. The system aims to designate those who excel at village folk art techniques conveyed down the generations to enhance the responsibility and pride of 'village master craftsmen.' The system has been highly rated in the preservation of Korean traditional folk villages. Hahoe Folk Village has

maintained this tradition with the designation of 34 village master craftsmen in 15 areas, comprehensively spanning all living culture including head boat builder.

Also, from March 2012 the village provided "world heritage special lecture" programs to lead the change and strengthen the capability of local residents. Various special lectures by experts on items of mutual interest to residents and discussions concerning world heritage were provided monthly from March to December. World heritage special lectures motivate the seeking of solutions and serious attempts regarding village preservation and future utilization by local communities.

So far, management to preserve folk villages has been primarily performed by the state with the focus on the preservation of buildings and structures. However, although this is a good system, it is useless without the willpower of residents to address problems themselves.

Therefore, Andong operates an experience program which supports the system and this program will positively influence village residents and visitors, motivating visitors to return to the World Heritage Site of Hahoe Village.

The utilization of world heritage sites as tourist attractions targeting Hahoe Village should be conducted with the close and continued cooperation of national and local government, village organizations, and private groups. In particular, administrative departments and autonomous community organizations must maintain mutual oversight and supplementation in their relations.

Also, the fundamental objectives of sustainable preservation and utilization of the World Heritage Site of Hahoe Village are to protect the residential environment and secure the continuity of its unique cultural properties, and also provide opportunities for visitors' enjoyment.

Therefore, measures to preserve sustainable world heritage sites of this project will allow world heritage tourism to contribute to improvements in the quality of life of village residents, protection of the village and its cultural assets and the discovery of new sustainable world heritable value that may be retained through the generations.

-Hahoe Village visitor numbers by year

	No. of Tourists				Year on Year	
	Sum	Domestic	Overseas	Free entry	No. of People	%
1994	250,884	187,838	3,270	59,776	0	0
1995	396,328	271,140	4,412	120,776	145,444	158
1996	438,127	308,521	4,628	124,978	41,799	111
1997	443,892	319,423	6,318	118,151	5,765	101
1998	369,443	275,126	5,488	88,829	△68,961	83
1999	1,089,586	754,801	15,334	319,451	729,989	295
2000	842,352	583,493	9,253	249,606	△262,568	77
2001	825,400	573,820	11,360	240,220	△16,952	98
2002	898,304	608,111	15,180	275,013	72,904	109
2003	850,223	569,417	15,249	265,557	△48,081	95
2004	772,653	532,152	16,787	223,714	△77,570	91
2005	830,993	497,916	15,465	317,612	58,340	108
2006	760,863	443,392	16,431	301,040	△70,130	92
2007	782,657	436,996	23,539	322,122	21,794	103
2008	773,764	386,423	37,795	349,546	△8,893	99
2009	775,396	391,966	40,574	342,856	1,632	100
2010	1,088,612	519,011	45,675	523,926	313,216	140
2011	1,027,405	431,086	43,700	552,619	△61,207	
2012	861,723	371,360	53,600	436,763		
Total	14,078,605	8,461,992	384,058	5,232,555		

