RESIDENT’S PERCEPTION OF TOURISM IMPACTS, PLACE IDENTITY AND RESIDENT REACTION: THE CASE STUDY OF JINJUNAMGANGYUDEUNG FESTIVAL, SOUTH KOREA

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Abstract- Since 1995, community-based festivals have been growing phenomenon in South Korea as a social capital. JinjuNamgangYudeung Festival (JNYF) has become the leading event of its type of festival in South Korea, attracting many visitors every year. Generally, JNYF hold in early October along the Namgang (river) and represent City’s culture and identity which are the crucial elements for this festival. This paper discusses JNYF to understand resident’s opinions regarding to the festival to make better festival’s programs and activities to attract more tourists including foreigners. The aim of this article is to highlight tourism impacts that is role of the symbolic for development of community-based festival. This perspective expands on the relationship between tourism impacts, place identity and resident reactions of cultural festival. This quantitative research collected 400 valid questionnaires from host residents and the result will be indicated in December 2015. This study recommends that theory of festival tourism, place identity, and resident reaction and can be all utilized in connecting with supporting tourism development in host community. Furthermore, this article will be useful resource to policymakers and festival organizers for expanding their management of community-based festivals and it is also effective to governance of shared resources. This research is under processing and will have been accomplished in March 2016.

Index Terms- JinjuNamgangYudeung Festival; Place identity; Resident reaction; Tourism impacts

I. INTRODUCTION

Over the last few years, festivals have become prominent events in many cities throughout South Korea due to the number of Korean communities have experienced considerable growth in tourist numbers. Therefore, the popularity of Korea as tourist destinations have rapidly increased, with overseas arrivals doubling from 5.04 million to 13.9 million between 2000 and 2014 [1].

There are 900 to 1,200 festivals, of all types, held in South Korea, ranging from international events such as major cultural celebrations to small community projects, each providing tangible advantages in the form of community pride, creative focus, and economic benefits [2]. According to KCTI (Korea Culture and Tourism Institute) reported 926 local festivals held in 2008 which was the peak amount between 2006 and 2014 [3]. In 2014, however, the number of local festival was 555 opened that is lowest figure during the 8 years due to integration of similar festivals and events. The increasing interest in tourism industry as rural economic development tool locate a variety of challenging issues in order to revitalization of the nation’s smaller community [4]. Regional economic development often looks for balance between economic diversification and preservation of the life-style quality sought by rural resident while enhancing the range of choices available to them [4]. What has been seen in this phenomenon, festivals and special events in South Korea are being used as tool for promoting tourism and boosting regional development. There are many regions considered tourism as vital elements of products and a way of creating and promoting host cities for tourism destination [5].

Festivals as tourism indicator have been studies by many scholars. However, having traditional tourism indicators were more concentrated on tourist reaction for instance, motivation, satisfaction, and festival quality etc. Based on this, many governments were focused on principally upon monetary figures, now are interested in recognition of potential social environmental factors [6]. This has to lead to select the research of existing cultural festival as one of the main focuses for the future development of regional area in South Korea.

1.2 Overview of JinjuNamgangYudeung Festival

JinjuNamgangYudeung Festival (JNYF) held the early of October annually at the Namgang which is the river and located in center of Jinju. The city has a population of 342,906 [7]and has a long and rich history and modern infrastructure.

There are two common provenances about origin of JNYF[8]: firstly, JNYF was originated from the lantern custom in the Jinjuseong fortress battle during Japanese invasion of Korea in 1592. At that time, sky lantern was used military signal for soldiers who were in charge of outside of Jinjuseong otherwise, light lantern and torchlight floated in Namgang to prevent
Japanese troops from crossing the Namgang. In addition, lantern was communication method for people and solider who were in inside Jinjuseong[9]. The other lantern filiation is that festival was originated from memory of Nongae who was gisaeng of Jinju which means Korea women who served the cultural and sexual needs of the Korean yangban elite in the late 16th century. During the Jinjuseong battle, Nonage allowed Japanese general to cliff of Uiam Rock in Jinjuseong. Nongae held Japanese general in her arms and threw herself into the Namgang. Today’s JNYF reformed due to the customs and activities on lantern festival has been changed with development of history and society [10].

JNYF was launched under the name of Yeongnam Arts Festival included lantern activity in 1949 [8]. To commemorate of establishment self-government system, Yeongnam Arts Festival found in order to develop art and culture [8]. Since 1959, Yeongnam Arts Festival changed the name into Gaecheon Arts Festival to expand popularity of fine arts. Gaecheon Arts festival contained Gaesjesik that is lighting of lantern to remember of Jinjuseong fortress battle, costume parade, and arts contest and officially designated as composite art festival in 1983 [8].

Floating light lantern in Namgang was not main event during the 1990s. To develop place image and boost local tourism, JYNF have become model of local festival since 2000 [8]. However, from 2000 and 2001, the festival would like to promote both nationally and internationally therefore, it changed the name JinjuNamgang International Lantern Festival. Since, 2002 JYNF reorganized festival program to expand size, the number of tourists, and activities [8].Fig.2. has shown JNYF’s development process.

As a result, JYNF is selected by specialized and outstanding festival from Ministry of Culture, Sports and Tourism in South Korea between 2002 and 2005 therefore, JYNF has become a renowned festival in South Korea. In addition, this festival received the grand prize from Ministry of Culture, Sports and Tourism for four straight years between 2006 and 2009 [11].

Basically, JNYF has three main programs. Firstly, main events are included lighting ceremony, floating lanterns on the river, Korean lantern exhibition, world traditional lantern exhibition, traditional crafted lantern exhibition, and hanging wish-lantern. The other event is hands-on programs will allow visitors to participate in making wish lanterns, crafting lanterns, riding the river ferry, playing traditional Korean games and much more. Lastly, there are various subsidiary events for example, fireworks show, Namgaram Get-Together (outdoor performance), traditional local food and speciality shops [12]. The highlights of JNYF are the floating of lanterns carrying personal wishes of the citizens along the Namgang, and the parade of lanterns created by the students themselves.

JNYF held from 1st to 12th of October in 2014. During the festival period, 760,000 tourists attended it especially, 270,000 people who entered the Jinjuseong area between 3rd and 4th of October in its consecutive holiday [13]. However, during the consecutive holiday, it was crowded by the tremendous number of tourists therefore, it was occurred traffic congestion. Even though there was no complaint against festival contents and received high evaluation for festival quality [14]. According to the Jinju Council Report (2014), economic value of JNYF has been estimated around 160 trillion Korean Won (KRW) [14].

Previous chapter mentioned that JinjuNamgangYudeung Festival (JNYF) has become for global scale festivals with a strong cultural component. However, since JNYF has developed and adopted to serve the needs of visitors beyond a local community, it faces common challenges such as expansion of cultural tourism and the social and economic conditions in Jinju City. Therefore, understanding of resident’s response is important key factor for developing cultural festival in local area. Therefore, in this study has focused on how resident differ in their reaction to the impacts of tourism on community life. According to Getz, festivals and events are as a new trend of alternative tourism which can improve the relationship between host community and tourists [15].

The research attempts to examine relationship between distinctive social and environmental variables from tourism study; tourism impacts, place identity and resident reaction to understand resident perception toward JNYF. The purpose of this study is to determine the impacts of the festival as perceived by the resident themselves. This is done by exploring socio-demographic characteristics of resident, determining the impacts and analyzing differences regarding variables.

Some literatures attempted to analyze the relationship between variables as tourism impacts, place identity and resident reaction, however, it is hard to apply case of JNYF. This is because local festivals have various geographical and cultural characteristic from different countries. Nevertheless, pervious researches regarding resident’s perception toward community-based festivals have similar purposes and objectives.
II. LITERATURE REVIEW

2.1 Festival combines with tourism

The term of festival comes from the Latin words “festum” and “feira” [16], both words demonstrated festive happenings. “Festum” means public happiness, the jolly and playful, while “Feira” is the absence from work to honor the gods. According to the Falassí (1987), festivals are periodically recurrent, social occasions that has multiplicity of forms and a series of coordinated events, participate directly or indirectly and to various degrees, all members of a whole community, united by ethnic linguistic, religious, historical bonds, and sharing a worldview [16].

Getz (2008) demonstrated that festivals especially, planned events are temporal phenomenon, and each has unique feature. This is because interactions among the setting, people, and management systems and much of festivals and events are never the same, and you have to 'be there' to fully enjoy the unique experience; if you miss it, it is a lost opportunity [17].

When festivals connected with tourism, it can be related with economic and social motivation which means it must be viewed from both demand and supply sides [17] that gather of people for some common purpose for either leisure or business [18]. Festivals can be seen as experience economy [16] which is strong connection between financial resources and culture. This is recent economic issue for business sectors as tourism, events, lifestyle products, leisure time and culture, addressed ‘cultural economics’ [19]. Festivals offer commodified certain cultural expressions to fit for consumption by participants in busy time-schedules of the visitors, exhibitors and performers [20].

Festival tourism is defined as a phenomenon which people from outside a festival locale visit during the festival period [21]. At other times, the use of the term has been founded on a number of apparent assumptions that festivals inevitably strive to function as tourist attractions, that tourists are invariably attracted to festivals, and that a relationship exists between the growth of festivals and tourist demand [22]. Broadly speaking, festival tourism grouped under the four areas: sociological; leisure participation; community development; tourism industry perspective [21].

2.2 Resident perception of tourism impacts

The term of tourism impacts has received great attention in literatures. Based on this reason, the number of studies have examined the resident’s attitude or perception from tourism impacts [23]. The main reason for this rising interest is focused on tourism development does not only bring positive effects but also have potentially negative impacts on the local community [23]. Research on the tourism impacts has reached a consensus on the following groups (Andreck, Valentine, Knopf, & Vogt, 2005; Diaz & Gutierrez, 2010; Gursoy, Jurowski, & Uysal, 2002; Gursoy&Rutherford, 2004): economic, socio-cultural and environmental impact. It is articulated that tourism has the potential for both favorable and unfavorable impacts on the local community with regard to each of these impacts connected [24]. For example, tourism may boost employment opportunities and improve quality of life or standard of living, but can be increased the cost of living included land value [23] and housing [23]. Frequently, tourism development enhances cultural exchange activities [23] but can be increased crime rate [23]. Tourism is also considered responsible for environmental pollution [24], however, tourism impacts can be brought positive environmental impacts by improving the area’s appearance and enhancing natural and cultural protection [24].

Jurowski et al. (1997) analyzed impacts of economic, socio-cultural and environmental and demonstrated direct direct positive relationships between all three types of impacts and resident’s support for nature-based tourism development. Based on this result, a sustainable development approach represented that the favorably or positively resident recognized the various impacts of tourism, and they are willing to support for tourism development [25]. Meanwhile, if tourism received less favorable impacts such as harming the economic, socio-cultural and environmental in host community, residents are less likely to support further development [24].

H1: There is a positive relationship between the perceived tourism impacts and resident’s support for tourism development.

H2: There is a negative relationship between the perceived tourism impacts and resident’s support for tourism development.

2.3 Resident perception of place identity

Sets and Biga (2003) noted that identity is a set of meanings attached to self that serves as a standard or reference that guides behavior in situations [26]. Therefore, a place identity can extensive between human interactions with their surroundings [27]. In other words, place denotes humans’ subjective experiences and meaning of the locations person’s inhabit [27].

In the place-behavior studies, Brekwell (1986) arranged an identity process theory that identity has seen as a dynamic, social product of interaction of capacities for memory, consciousness and organized construal, which are pointed by four principles; distinctiveness, continuity, self-esteem and self-efficacy [28].

Brekwell (1986) demonstrated that the first principle of place identity is the establishment of sense of personal distinctiveness or uniqueness [28]. Based on principle of distinctiveness by McGuire,this research predicts that resident living in a distinctive or unique place either physically or culturally, which can be relative to other alternative places are comparable to...
the current place, can exhibit more place identifications [28]. Secondly, the principle of place identity is the desire to preserve continuity of self-concept taking maintenance and development of one’s sense of continuity into account [28]. From this perspective, individuated knowledge is connected with place and self-experience that may be shared with others. The third principle is self-esteem that demonstrated a positive evaluation of individual or the group [28]. Regarding to place identity, Korpela (1989) articulated that to maximize the pleasure or pain, it needs to maintain a favorable level of self-esteem [29]. Self-efficacy is the last principle of place identity. Self-efficacy determines motivational behaviors including goals, effort, and persistence [28]. It is also a sense of belief in one’s own capacities to meet and deal with changing circumstance [30]. In overall, the concepts of place identity, can be connected with tourism impacts and affected by sense of self and perceptions of changes [30]. As a result, according to Ryan, Scotland and Montgomery (1998), resident perception toward tourism connected with place identity indicates personal value systems [31]. In the study of tourism destination, place identity is connected with resident perception toward tourism and supporting tourism development, and self-identity is a determinant of resident reaction [32]. McCool and Martin (1994) and Kitnuntaviwat and Tang (2008) mentioned that supporting for nature and strength of resident’s place identity and attachment to one’s community might be important dimension of successful coexistence between resident and tourism industry [33], [34]. Thus, examine into the emotion and reaction from resident may be able to help tourism planners in choosing the types of developments to maximize positive and minimize negative effects on the host community [35]. For example, resident attitude toward supporting tourism development is also recognized by resident reaction regarding to tourism impacts [36]. Otherwise, Jackson and Inbarakan (2006) studied on behavioral intent linked between support for tourism development and resident act toward tourism [37]. This study analyzed resident perception toward tourism in terms of resident reaction has both positive and negative tourism impacts and support for tourism development using a concept of behavioral intent. Based on this conceptualization, it makes place identity theory more comprehensive framework to understand the effects of place identity on resident perception toward tourism impacts and support for tourism development.

H3: Resident’s place identity distinctiveness, continuity, self-esteem and self-efficacy have an influence on resident’s perception toward tourism impacts.

H4: Resident’s place identity distinctiveness, continuity, self-esteem and self-efficacy have an influence on resident’s perception toward negative tourism impacts.

H5: Resident’s place identity distinctiveness, continuity, self-esteem and self-efficacy have an influence on resident’s behavioral intent toward support for tourism.

2.4 Resident perception of Resident reaction

Resident reaction of tourism studies has been conducted in local communities where most of these places focused on economic viability [38]. Before starting tourism development as resource in local community, it is important to understand resident’s opinions regarding tourism impacts. Thus, it is difficult to develop tourism industry in local community without resident’s opinions [38]. Menning (1995) articulated that tourist needs, what entrepreneurs and business can offer, what aspects of tourism development and its positive and negative impacts should be acceptable to local resident [39]. The vast majority of studies have concentrated resident reaction towards tourism either generally or with reference to specific community, a few researches have looked at the relationship between resident reaction and support for tourism product development [38]. This investigation is essential for local community to success and sustain for their tourism resources, therefore understanding of resident’s point of views is supportive for local government, policy makers and business to support local community [24].

In most studies mention that resident has apparently positive opinion toward tourism imply support for tourism development [38]. King, Pizam and Milman (1993) found relationship between resident’s overall opinions about tourism such as oppose tourism vs. favor tourism [40], while Jurowski, Uysal, and Williams (1997) noted that resident perception of tourism impact affected support for nature-based tourism development [25].

According to SET (Social Exchange Theory), resident’s perceptions toward tourism impacts are influenced to overall resident reaction and can decide supporting level of tourism development due to consequence of resident reaction [41]. Resident reaction studies (e.g., Andereck & Vogt, 2000; King et al., 1993; Kitnuntaviwat & Tang, 2008; Yoon et al., 2001) noted that overall resident reaction mediates the relationship between perceived tourism impacts and support tourism development [34], [38], [40], [42], and Yoon et al. (2001) found correlation from resident reaction can understand the relationship between perceived tourism impacts and support tourism development [42].

H6: Resident’s overall reaction from perceived tourism impacts is positively related to support for the tourism development.

H7: There is a relationship between the positive and negative tourism impacts and support for tourism development by resident’s overall reaction.
III. RESEARCH DESIGN AND METHODOLOGY

3.1 Study location
To test the hypothetical relations, Jinju City in South Korea was chosen as the focus of this research. This is because there is lack research on resident perception toward tourism impacts linked with place identity in Korea tourism industry and academic.

Jinju city is not as popular as the same other Korea Cities, such as Seoul or Pusan in the eyes of international tourists, Jinju City has made continuous efforts in promoting and developing urban tourism. A decade ago the Jinju Council was set up, aiming to position the city as nationally and globally making an urban tourism destination. In 1972, Gaecheon Arts Organization was established, it has been changed the name into Jinju Culture and Arts Organization in 2002 to support and encourage JNYF, helping improve the quality of life for Jinjuresident, and enhance visitors’ experience.

In JNYF, the number of tourists reached 4.1 million in 2014, with the main visitors from Gyeongsangnam-do (49.5%), Pusan (13.2%), Seoul (6.4%), and Gyeonggi-do (5.2%) (Kim, 2014). The city offers various tourist activities, from river and heritage are at ocultural festivals, and religious tourism.

3.2 Measurement scales
On the basis of pertaining to literaturere views of resident’s perception toward tourism impacts regarding JNYF, a survey instrument was developed for this study. The questionnaire incorporated question designed to examine correlation among the variables as four place identity principles (i.e. distinctiveness, continuity, self-esteem and self-efficacy), resident perception to wardperceived tourism impacts, and resident’s overall reaction toward support tourism development.

These variables used to measure each construct were mainly derived from the prior studies. Amongthem, the 'tourism impacts’ variable is from Stylidis et al. (2014), and Garcia et al. (2015) [23]-[24]; ‘placeidentity’ variable is based on Wang et al. (2015) [28]; ‘resident reaction’ variables is referred to Gibson et al. (2004) [44]. The items used to measure resident’s overall reaction toward supporting tourism development is based on Ross (1992) [6], and Lee (2013) [45].

3.3 Sampling plan
This research is based on a quantitative survey of 400 residents who are living in Jinju City, South Korea, conducted in Jinju City in December 2015. The main survey is preceded by a pilotsurvey in November 2015, which led to some minor changes to the wording of some of the items to improve comprehensibility the questionnaire. It is also that the main survey was conducted on different daysofweekend at different times of the day to cover the full range and type of residents. Residents were randomly approached in Jinju City to complete a questionnaire.

The self-completion questionnaire forced on resident’s perception toward tourism impacts, place identity and support tourism development regarding to JNYF. The questionnaire also collected socio-demographic data and visiting history. The data in this paper stem from a range of off-point Likert scale questions covering attitudinal statements on JNYF, and measures that JNYF could adopt to improve the performance. The questions have four sections including demographic information and small questions (9 items), tourism impacts (20 items), place identity (21 items), and resident reaction (26 items). All of the questions were tested to ensure the reliability and validity of the constructs.

3.4 Research instrument
To examine the relationship between three variables (tourism impacts, place identity, and resident reaction), the first step is conducted pilot tests that can find reliability from given hypotheses. Therefore, Cronbach’s Alpha will be used as a measure of internal consistency and reliability of pilot tests, while Factor Analysis will be performed to describe variability among correlated variables, to know whether the original data are stationary.

The second step is to confirm the hypotheses that have been further assessed for content validity based on outcomes of pilot test. Descriptive Statistics, Regression Analysis, and Correlation Analysis are adopted to know whether the original data are stationary using SPSS. In addition, Standard error of the means (SEM) from AMOS is also applied to estimate the standard deviation using the sample to avoid error caused by biased estimators. Lastly, depend on the test result from Descriptive Statistics, Regression Analysis, Correlation Analysis, and SEM will be employed to analyze the correlation among the three variables; tourism impacts, place identity, and resident reaction.

3.5 Pilot survey
A pilot survey was conducted prior to implementing the formal survey. 90 permanent residents in Jinju City since 2002 (the year indicated that JNYF reorganized), attended the survey from 17th to 18th of November 2015. The questionnaires were further assessed for content validity based on feedback from a scholar who specializes in local festival and eight host residents, who offered comments concerning items comprehensibility. 8 items have been modified to deliver more clear idea. The main purpose of the pilot test is to investigate its validation. To detect scale dimensionality, an exploratory factor analysis with the principal component method has conducted with Cronbach’s Alpha and Factor Analysis for each construct in order to ensure that each factor identified
by the exploratory factor analysis has only one dimension.

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