

A Study on the Culture of the Korea Traditional Clothing for Establishing on Experimental Tourism

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The 21st century is the cultural one and a cultural infrastructure is being recognized as a new industrial infrastructure. Culture and tourism will be a topic of a new era. Also, our leisure pattern may be directed toward enjoying culture and tourism. Thus, each local government as well as country makes every effort to establish a cultural marketing strategy to develop tourism product.

This study intended to suggest an example for establishing a marketing strategy in cultural tourism field by analyzing research data. It was expected to show the framework of basic educational program for cultural manpower, who is examined during research and selected for establishing a marketing strategy. The purpose of this study was to make an Korean example which builds cultural tourism infrastructure by finding culture of Korea traditional clothing in Hampyeong area in Korea, by weaving a unique local cultural story from it, and by experimentally suggesting the process of creating cultural industrial value added.

This study was conducted September 2001 through March 2002 in four areas in Jeollanam-do Province (Hampyeong-gun). The process of study was divided into three fields: the examination and finding of living culture of subject areas; the living culture training of subject areas; and the living culture experience tour of subject areas. The following explain its contents in detail.

Examining clothing culture focused on the head family

For the study on the development of traditional clothing culture, some head families in Hampyeong(Hampyeong Lee Clan, Hampyeong Mo Clan, and Papyeong Yun Clan). To examine clothing culture by domain, local history and folklore were researched at the same time, including living etiquette and tea ceremony. Clothing culture research was conducted using literature examination, questionnaire, and interview.

Clothing culture training

For clothing culture training, five or less women(including a homemaker) who were selected and trained over sixty hours. Also they directly participated in clothing culture experience of their place of residence, and played a role in explaining their learning to model visitors. They were called 'Jeumi'(connector in English) because they would play a role of connecting the past traditional clothing culture which was developed with the head family as the center.

The methods for training clothing culture consisted of theory, practice, and on-scene

education for 12 hours, 24 hours, and 24 hours respectively. The theory education included the whole understanding of the culture of the head family in the south, Jeumi's role and behavior as a professional of clothing culture, the importance of woman's role in the head family, the life and rite of the head family, the life story of the eldest son and his wife of the head family. The practice included making unique traditional clothing, dyeing, and sewing, and etiquette such as how to wear "hanbok"(Korean traditional costume) or the tea ceremony.

Model experience tour

The model experience tour was aimed at finding whether clothing culture, examined on the basis of the head family, could be tourist resources, though it is intangible property. Also it was the process to evaluate the possibility of local women manpower's activities by Jeumi. A model experience group, who was invited according to the purpose of experience, evaluated the potential of tourist resources of clothing culture by the developed course and the need and satisfaction of Jeumi activities.

The experience courses were designed to experience unique clothing culture which is different by area. They were divided into three by time: 4-hour course, 8-hour course, and two-day and one-night course. The model experience was performed based on 8-hour course.

This study finds as follow. First, The measure to preserve a variety of clothing culture which holds Korean tradition should be adopted. Secondly, the results suggest that Jeumi's role is required. Some women should be handed down the history of the head family and their traditional clothing culture, considering that the eldest son and his wife are old and it is impossible for their children to succeed their clothing culture. To be effectively handed down the clothing culture of local community, they should live around the head family house and have personal ties with them through direct visit and forming intimacy. Thirdly, visitors could directly experience Korean clothing culture through a model tour. As they can deeply think of their root and home, this program is expected to be the resource, which can provide urban residents with 'nostalgia'; students with 'the experience education in traditional culture and the head family'; woman or homemaker with 'the practice experience in clothing culture'; and family with 'family harmony'. Fourth, the clothing culture of the south has enough elements to form distinctive market. The clothing culture of the south is quite different from that of other areas because of its base as rural environment. It is the place to keep rural scene and atmosphere from undeveloped nature, its own house structure, good taste, and clothes culture(natural dyeing, unique sewing etc.) villager's warm heart, and its own local expression, and its own living history and culture, especially women's story. It will strengthen the value of clothing cultural product.

As a result, this study examined Korean traditional clothing culture, focused on the head family at Hampyeong area in Jeollanam-do Province. The clothing culture of the head family was researched by area and it will become the source which can evaluate the potential of tourist resource via the development of experience tour course.