

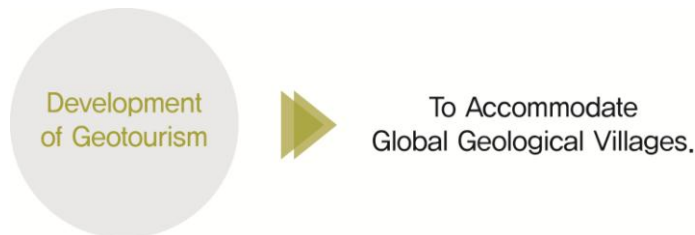
UNESCO Global Geoparks Certification Reinforcement Project of Core Countryside Villages

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1. Background and Purpose of Research

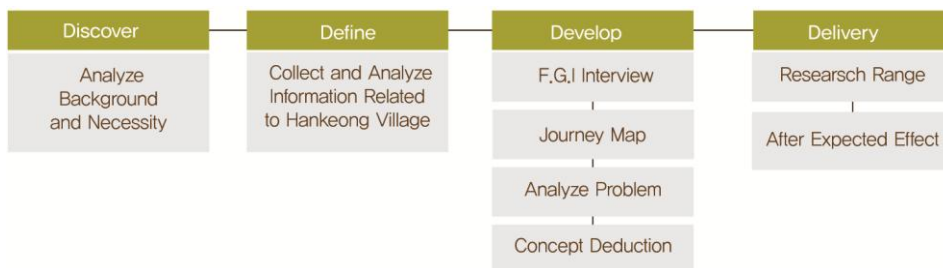
Jeju Island is known as South Korea's most popular tour site. Jeju Island is currently the world's only UNESCO triple crown island. UNESCO is a core brand of Jeju Island. When looking at the growing Jeju tour industry, Jeju needs a new tourism trend. Reinforcement of Countryside tour is needed. Geoparks are important in an Earth-Science way carrying beautiful sceneries. We are planning geotourism with this geopark.



Index 1. Purpose and Expectation

In this project, 'Hankyung' region from the six 6 geopark villages designated from Jeju Island was chosen for development. Jeju Island used UNESCO's global geopark certification value to seek branding of local agriculture and development of international product development proving the value of Jeju geopark.

2. Design Process



Index 2. Research Process

3. Analyze Hankeong Village Information

Hankeong Village is located in the west part of Jeju Island. The geopark designated by UNESCO is 'Suwolbong'. Hankeong Town is affiliated of courses 12, 13, and 14 of Jeju's Olle Roads. The red clay garlic is the village's special product.

3.1. Derive Four direction

Our team has organized the direction of the four types, Jeju Tour Construction, Hankeong Village residents, Jeju Tourists, and our project team, and we found something in common through the four direction with FGI Interview process with the residence of Hankeong Village and journey map was composed with the tourists as targets.

Hankeong Village resident: To make a village where people want to reside. Jeju Tourist(User): Special tour is needed per village. Jeju Tourism Organization (Client): Construct trend of Jeju tour through new village branding. Jeju University Student (Project Team): Suggest brand concept through the village's legacy and storytelling of geoparks.

The overall similarity and direction through F.G.I interview and team discussion was decided as 'a village that can communicate with tourists'.

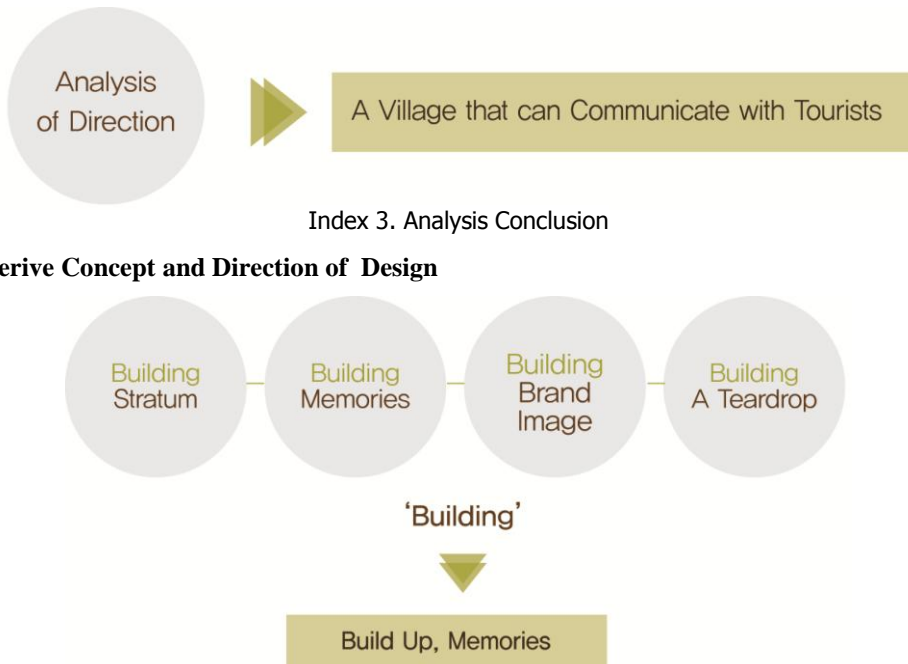


Figure 1. Design Keyword & Concept

With the previous details as background, building stratum, building memories, building tears, we derived the final concept of “building”. We found ‘to build’ as a common keyword. Also, we applied the direction of ‘a village that can communicate with tourists’. We selected the final concept as ‘building memories’.



Figure2. Rough Style Prototype

4. After Expected Effect

In conclusion, as the expectation effect, Jeju’s new tourism trend will be developed, a profit effect will exist through tour promotion, continuous tour will be made, and the first farming products will be branded to use the values of UNESCO Global Geoparks certification.