

An Analysis of the Herbal Introduction Process and Trends of Industrialization in Korea

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This study gives prospects and tasks for the development of Korean herb industries and suggests as follows; There are some preconditions to be considered for the applications of functional traits of herbs and the effect of the profits when herb garden are promoted in Korea later. To activate Korean herb industries, the development of Korean unique herbs and aromatherapies should be settled down with training of specialists to reconcile the health, the beauty and interiors using herbs with human everyday life in Korea and the effects of economic benefits should be reconsidered with the activation of processing industries by developing the competitive goods from natural plants outside. To continue the development of Korean herb industries, some businesses should be executed step by step like the expansion of recognition for herbs, the promotion of the bases for the herb industry development and the increase of earnings with using herbs while the industrial-educational cooperation system are built and the settlement of the herb industries should be promoted with systematic devices for those systems preceded.

Key words : Herb, Herb industry type, Aromatherapy, Business

1. Introduction

Herbs are biologically defined as herbaceous plants, that is, green grasses. However generally herbs are all grasses with good scent and some of which have useful traits including medicinal use and edibility¹⁾. In other words, whatever has some aroma among all the grasses in the world and people use with special purposes can be herb. From this point of view, man have been used various kinds of herbs²⁾ such as red pepper, garlic, shallot, etc., and so on to man's life for a long time but we have differentiated them from herbs such as Lavender and Rosemary as we just do not have the word, HERB meaning all of them. It is uncertain that when herbs were introduced in Korea. It is assumed that herbs were introduced in early

1990 by some of private companies, even the number was few in nationally and started in Jeju, Pyungchang of Kangwon province and Koyang of Kyunggi province, began to sell herb pots with advertising them as special plants with good aroma³⁾. They have become industrialized from 1996 in earnest. There have been a lot of active studies to apply various functions of herbs for seeking the solutions for the local economic activation and the local instability of farm villages by introducing herbs as new materials for develop them²⁾.

With these social backgrounds, 'Health and Beauty' have been a global topic in public recently. Even though the desire for health and beauty has existed not to speak of all times and places, the reason that they are prominent topic nowadays because that the development of science has exposed its limitation recently⁴⁾ while it influenced on the modern medical science much after the social revolution. It naturally dragged public attention to alternative medicine, natural medicine, and so on and it

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brought 'Aromatherapy or Horticultural therapy' to the society with keen interest. Herbs are used as essential materials for many programs of the horticultural medical treatment⁵⁾; furthermore, the essential oil extracted from them is an important material for aromatherapy that has been taken notice for medical treatment and beauty treatment all over the world.

This research intended to suggest the desirable directions of Korean herb industries in the future through those research processes with a broad view. Furthermore, it tried to correspond to changing tastes of the Korean people, contribute to grow and develop the domestic herb industries creatively as a systematic argument that goes on focusing on the interviews with specialists.

2. Methods

As mentioned above, the world interest in herbs has been an important background to grow the herb businesses in Korea. However, it should be noticed that the herb businesses are not guaranteed only to be developed to the progressive sides even if Korean herb businesses grow from the overall view. In details, they have some problem that herbs have faded their natures and traits according to the expansion of the ranges in their use⁶⁾. Considering processed goods most of which rely upon the import in the base of our society, the public opinion that the development of our unique Korean Herbs among native plants should be settled down has been arisen rapidly. Regarding this situation, the concepts of herbs and cases for their use in the society should be fully understood first. On the basis of this, it is considered that development plans to increase the international competitiveness of Korean Herbs should be made while Korean Herbs are being considered as Herbs.

Above all, it paved the way for attracting the public that as a local government, Choongbuk (Choongbuk) province tried to drive a policy for herbs systematically giving effect to the research support for the introduction of herbs⁴⁾ for the first time in 1996. Based on this, the interest in herbs has continuously increased in the whole society from the advertisements of the media including TV, magazines or news-

papers, lectures from universities or social institutions, related books, research treatises, and so on. Especially, the Internet is a mediator to boost industrialization and it will become the biggest main factor for the advertise.

Assuming it, this research firstly tried to grasp if the concepts of herbs and cases for their use have been fully considered in the process of the introduction of herbs or not focusing on the processes of herb policies in Choongbuk. With this point, it also comparatively analyzed the industrialization trend up to now emphasizing on selling companies and current situation of the studies and predicted its direction.

3. Results and Discussion

3.1 Analysis on the introduction processes of herbs through the executive processes of the Herb Policies in Choongbuk

3.1.1 Outlines of the executive processes of the Herb Policies in Choongbuk

Choongbuk started business for aromatic Choongbuk using herbs as a part of plans for the local development in 1996. Many developed countries including European countries and Japan have obtained the activation of the local economy through reconsideration of the local image and profit from tourism connecting with local natural resources for a long time. Especially, the reproduction effect of the human resources that once flew in the big cities through herb industries was the main reason that Choongbuk wanted to introduce herbs.

Choongbuk embarked on the executive businesses by processes to activate the herb industries starting from the policies that raise herbs as its local special plants (Table 1).

It is recognized that it will use the surroundings of the public facilities, advertise herbs while producing herb plants and supporting sellers, promote trial herb gardens connected to the local natural resources, improve the industries for farming village incomes and processing industries and arrange the bases for herb industries. The primary reason that the promotion of herb industries is operated as the object of the trial industries is because that herbs have various traits for use except the scenic value

delivering aroma and these kinds of functional characters work as measuring indexes of herb industries.

3.1.2 Analysis on the introduction processes of herbs for the promotion of trial herb gardens^{3,8)}

Plans for the promotion of trial herb gardens were experimented daringly with some dangerous burdens of operating mistakes with no such cases were previously tested in Korea at that time. Choongbuk itself experimentally grew about 150 kinds of herbs in Choongbuk, and provided to each cities and counties that the result like growth characters and whether they will be able to pass the winter or not and support herb that it can introduce to the objective places for trial industries according to making up budgets. For the selection of the objective places, 2 proposed places were investigated firstly accordingly each city, county, and all the places were collected. Finally, five objective places were selected as they fit in with the standards of the selection. When Choongbuk selected the objective places, it

investigated some proposed places, which cover around 660 m², are closely connected with tourist resources for the location and have smooth traffic and easy accessibility. The places can be distinguished into three non-official operating places, Danyang, Choongjoo, and Goesan and two official operating places, Jechun and Okchun.

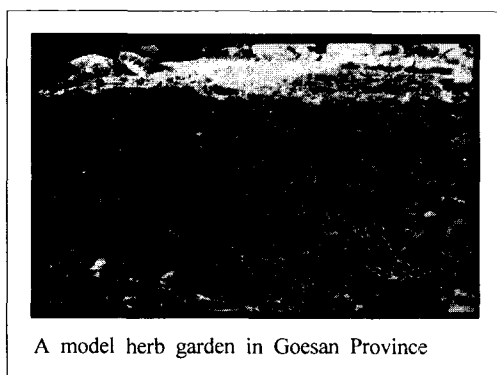
However, the scale of those places was small for accepting various programs for using and growing herbs that consider the traits of growing herbs and it can be pointed out as the first problem about Coongbuku executive processes of trial industries for the introduction of herbs. As the second problem, herbs such as Lavender and Rosemary those are weak to the coldness for the actual promotion even if there were processes for selecting the herbs that were supposed to be planted in the objective places. It is because the public officers in charge and the first sellers who did not have much knowledge about herbs selected seeds for planting and, in the last, these herbs died in those 5 objective places next year (Fig. 1).

Native plants replaced most of the herbs that died whereas dead herbs can be replaced by

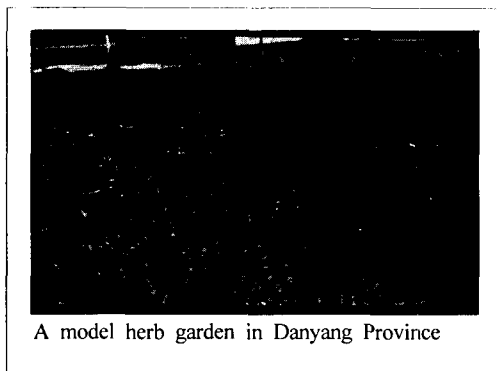
Table 1. A plan for a phase-in of herbs in Chungbuk

Steps	Projects	Note
1st step (1996~1997)	<ul style="list-style-type: none"> ▪ to study the herb industry ▪ to study the actual conditions of the herb industry in advanced countries ▪ to take a experimental cultivation initiated by government ▪ to foster distributors of herb seedlings and those who both produce and sell potted herbs ▪ to improve the surroundings of public facilities and step up spreading herbs for publicity 	extension of recognition of herb and acquisition of techniques
2nd step (1998~2000)	<ul style="list-style-type: none"> ▪ to construct an inland circular sightseeing road and make a model herb garden around the tourist resort having a lot of visitors ▪ to make a herb garden, plant seedlings, and recommend producing finished goods by hand ▪ to hold a specialist's herb lecture class ▪ to make a plan of special events like a herb festival ▪ to design the spread of herbs into a farm and the processing industry 	forming the foundation for development of the herb industry
3rd step (2001~)	<ul style="list-style-type: none"> ▪ to hold a herb festival (every year) ▪ to develop and popularize programs of herbal events ▪ to develop and produce goods through a private corporation ▪ to select full-timers and increase profits by contract farming 	activation of the tourist industry by using herbs and realization of an increase in profits ⇒ revitalization of local economics and bringing a new image of Chungbuk into relief

the herbs that can pass the winter (Fig. 2). This caused not only the economical damages for businessmen but also the failure of the executive processes for herb policies by steps. In the long run, there were smooth processes up to the selection of sites but the plans depending on the directions of the specific development such as reconsideration of the local image or the development of programs through herb gardens.



A model herb garden in Goesan Province



A model herb garden in Danyang Province

Fig.1. Withering to death of the herbs unfeasible for wintering introduced into model herb gardens.



Fig. 2. Planting of other replaced plants⁸⁾.

3.2 Analysis of the trend toward the development of Korea herb industries

3.2.1 Analysis of the current situation of major companies related to herbs

The number of companies for selling herb pots in a large scale has increased starting from Kwangyuk cities all around the country including the national capital region since 1997 as floriculture companies around big cities have introduced herbs in large quantities by using existing facilities that new companies do not hold. In addition, there have been more herb shops that sell some processed goods for various purposes, that is, products relevant to aroma and it is presumed that there are approximately 30 floriculture companies and 55 herb shops in 2001, 4 times as many as the number of those companies in 1997⁹⁾. Domestic herb industries can be largely distinguished into companies for selling herb pots through the glass culture and herb shops and if the recent social atmosphere is considered, aromatherapies or companies related to the horticultural medical treatment could be included later. Businesses for selling herb pots and herb shops were operated independently in the beginning and there have been more companies running businesses for selling herb pots and herb shops or considering them as the industrialization has been activated. After 1998, some companies also started running the advertisement businesses and the mail-order businesses with the commercial use of the internet. This is the encouraging trend that has been growing since the introduction of herbs in general whereas the herb industries in Choongbuk were relatively spurned due to the failure of herb policies. On the other hand, the processing industries have been tried as the demand of products related to aroma and natural resources has increased rapidly. Nevertheless, most of them except ones in Jeju depend on their import, which is concluded through the investigation that the adverse condition of the international trading is very serious^{10,11)}.

3.2.2 Analysis of the current situation for major studies relevant to herbs

There are lots of studies of the activation of

the local economy starting from the research for cases of herb gardens in Japan, 1996 excluding biological studies among studies related to herbs in Korea^{2,3,12,13}. Later, many plans based on investigation of the import situation such as western vegetables or aromas^{11,14-16} and studies for prediction and solution on the basis of investigations of the overall domestic herb industry situation^{9,15,17} have been announced. Moreover, the rising trend of the aromatherapies has dragged the social atmosphere to aroma industries and there have been active researches from 2001. Related books whose topics are herbs were published especially in 1997 and 1998 and aromatherapies have been following this trend (Table 3). With this kind of research situation, some associations activities using the lectures and the internet from the social edu-

cational institution at the universities or related groups have been animated. Some groups organized with doctors as main members also have promoted the aromatherapies¹⁸. However, from the international view, the related specialists should be trained without delay as the research activities have been limited. As Korea Aromatherapy Certification Academy was established in July, 2002 and internet lectures whose topics were aromatherapies in the cybernetics started from 2003, the training of specialists and the advertisement are expected to expand to the base of the society.

3.2.3 Future prospect and assignment

Korean herb industries started from selling herb pots focusing on the scarcity and the aromas of Herbs in the beginning of the introduction and they have been approached for materials for various kinds of treatments, the edibility, the beauty, dyeing and decoration. With more mature spirit of the national people after 2002 Worldcup, the preference to lots of functional value of herbs will be continuous from the social background that the interest in the alternative medical sciences and natural treatments have been spot lighted⁵. In other words, herbs will be generalized on the purpose of the health and the beauty focusing on the essential oil in the 21st century while they were used for the edibility, materials for treatments or aromas.

Table 2. The current status of major enterprises by types of the local herb industry (Dec. 2001)

Re. No.	FTG	GTG	HS	IS	Re. No.	FTG	GTG	HS	IS
01	●	●	●		22	●	●		
02	●	●	●	●	23	●	●		
03	●	●	●	●	24		●	●	●
04	●	●	●	●	25		●	●	
05		●			26				●
06	●	●	●		27				●
07		●	●		28		●		
08		●			29		●	●	
09			●	●	30		●		
10		●	●	●	31		●		
MA 11				●	32	●	●	●	●
12				●	33	●	●	●	●
13				●	34	●	●	●	
14				●	35	●	●	●	●
15				●	36		●	●	●
16				●	37		●		
17			●		38		●	●	
18			●		39				●
19			●		40			●	
20		●	●		JJ 41	●	●	●	●
21				●					

Note : Re. ; Regions, No. ; Industry number, FTG; Field type of garden, GTG; Greenhouse type of garden, HS; Herb shop, IS; Internet shopping mall, MA; Metropolitan area, GW; Gangwon-do, CC; Chungcheongbuk-do, JL; Jeolla-do, GS; Gyeong-sang-do, JJ; Jeju-do

Table 3. The present status of domestic researches in herb and aroma therapy

		prior to 1997	1997	1998	1999	2000	2001	2002
D	A	-	-	2	2	4	-	2
	B	-	-	-	-	1	1	3
G	A	1	2	2	6	4	2	3
	B	-	-	3	1	1	6	5
R	A	3	6	4	3	3	3	-
	B	3	1	-	-	1	4	5

Note 1) A; A field related to herb, B; A field related to aroma therapy, D; Dissertation, G; General research, R; Related publications
 Note 2) <http://www.nanet.go.kr/dl/SimpleSearch.php>, <http://jongro.booksetong.com/>, <http://www.kyobobook.co.kr/intershoproot/eCS/Store/en/Home/home.htm>

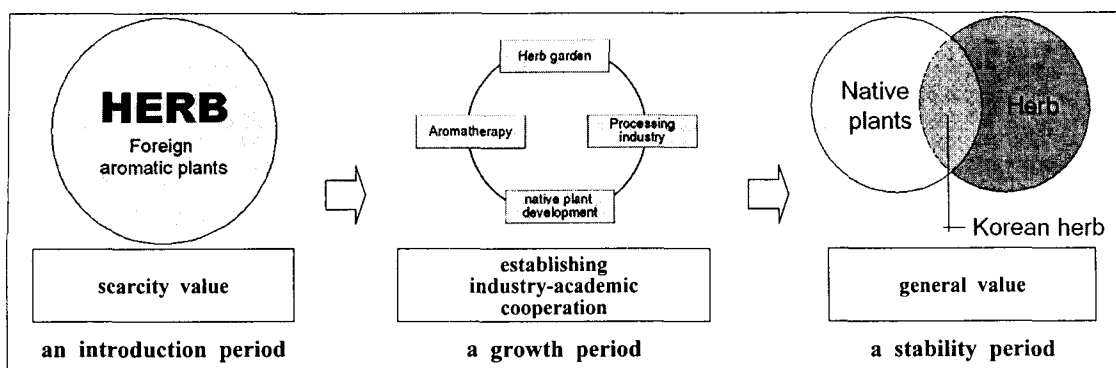


Fig. 3. An outlook for the herb industry in Korea.

Regarding these kinds of prospects, it is considered as the first task to be done that Korean unique products should be developed corresponding to various functions of herbs like the edibility, materials for treatments, the phonological interpretation, the beauty, the interiors, and so on to develop Korea herb industries continuously and make profit from them. Especially herbs not for medical use but for good aroma should be developed as herbs that have excellent effect for medical treatments without good scent can not give enough international competitiveness of Korean herbs, advertisement and effect for persuading people. In addition, natural plants that can be herbs should be carefully classified and especially garden designs using common materials like garlic, shallots and peppers and programs for using herbs should be developed as it is an important task to reduce the time to recognize natural plants as herbs.

The unique traits of herbs that are different from traits of other plants are aromas and functions. Especially, aromas are the biggest traits of herbs¹⁹⁾. Therefore, above all, herbs with good scent should be selected and developed. Then some of them with excellent functions should be selected and be regarded as Korean herbs. Furthermore, if the promotion for herb gardens based on the attractive and careful programs for using herbs, the generalization of aromatherapies, the activation of processing industries focusing on the main products and research activities are preceded, Korean herb industries will make a progress stably in the future (Fig. 3).

4. Conclusion

This study analyzed from the introduction of herbs to Korea to their industrialization for 10 years with a broad point of view, limiting the trend of the industrialization to related companies and research situation starting from the processes of introduction of herbs emphasizing on the executive processes of herb policies in Choongbuk through the related books and the interviews with specialists. With these kinds of research processes, this study gives prospects and tasks for the development of Korean herb industries and suggests as follows.

- 1) There are some preconditions to be considered for the applications of functional traits of herbs and the effect of the profits when herb garden are promoted in Korea later. First of all, the place with the beautiful nature environment and the smooth traffic connected to natural resources should be selected to raise the expectation of herb gardens as tourist places or industry bases. Secondly, herb gardens need places larger than some standard so they can hold the space for introducing related facilities and growing herbs for processing, selling, tourist, and so on whereas existing studies³⁾ regard 50,000m² as the standard size for the cases of herb gardens in Japan and European countries. Thirdly, for the master plans, the programs for using facilities should be arranged to make visitors use in the delightful atmosphere and the connection between facilities should reflect the one overall topic. This kind of gardens with environmental harmony raises psychological cultivation and

joy of visitors and they can be important scenery resources for reconsidering the local image.

- 2) To activate Korean herb industries, the development of Korean unique herbs and aromatherapies should be settled down with training of specialists to reconcile the health, the beauty and interiors using herbs with human everyday life in Korea and the effects of economic benefits should be reconsidered with the activation of processing industries by developing the competitive goods from natural plants outside.
- 3) To continue the development of Korean herb industries, some businesses should be executed step by step like the expansion of recognition for herbs, the promotion of the bases for the herb industry development and the increase of earnings with using herbs while the industrial-educational cooperation system are built and the settlement of the herb industries should be promoted with systematic devices for those systems preceded.

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