

# 문화를 이용한 전통시장 활성화 방안 (부산 남항시장을 중심으로)

## The Study on the Revitalization of Traditional Market through the Use of Cultural Properties (Focused on Namhang Market in Busan)

김혜진

공주대학교 조형디자인학부

Hae-Jin Kim(artceramic@kongju.ac.kr)

### 요약

서민들의 삶을 대변하는 전통시장이 오랫동안 소매유통의 중추적 역할을 담당하였으나 생활패턴의 변화와 대형 유통 상권에 능동적으로 대처하지 못해 경쟁력 저하로 침체를 겪고 있다. 최근 전통시장 활성화를 위한 노력이 활발히 전개되고 있는데 사회문화적 기능을 갖고 있는 시장의 경쟁력과 문화를 이용한 활성화 필요성에 대하여 연구하였다. 부산의 남항시장의 사례를 분석하여 하드웨어, 소프트웨어, 휴먼웨어, 공동사업으로 나누어 구체적인 활성화 방안을 제안하였다.

■ 중심어 : | 문화 | 전통시장 | 남항시장 | 도시재생 |

### Abstract

The traditional markets representing the lives of ordinary people have been pivotal in retail markets for a long time, but they suffer from deterioration due to the downturns of competitiveness caused by the inactive confrontation with changes of life styles and the large retailers' marketing territories. Recently the efforts to vitalize the traditional markets are widely developed, and this research will cover the necessity of such activation through the use of market competitiveness and cultural properties which have the social and cultural functionalities. By analyzing the case of Namhang market in Busan, this study suggests the specific activation measures in the aspects of hardware, software, human ware, and a joint venture.

■ keyword : | Traditional Market | Namhang Traditional Market | Urban Regeneration |

## I. Introduction

### 1. Research background and purpose

Namhang market has established in the 1960s. As old ordinary-people-oriented traditional market handling all kinds of products of agriculture, fishery,

and stock raising, Youngdo in Busan had an important role in our country and has been the cultural assets of history, humanity, and geography. Also, as it is located at the key area connecting the Youngdo bridge of neighboring nostalgia and Namhang grand bridge of modernity, the Namhang

접수일자 : 2014년 06월 23일

수정일자 : 2014년 08월 13일

심사완료일 : 2014년 08월 13일

교신저자 : 김혜진, e-mail : artceramic@kongju.ac.kr

market can be expected that it can play the role to bring the ripple effect to the whole surrounding areas as the melting pot of the past and the present sectors together.

This market has been officially executing the modernization of traditional market which enhanced the cohesion of merchants and hardware-maintenance operation. However, due to the introduction of hyper-marts around this area, the Namhang market is in the situation of decline in revenue and increase in future uncertainty. This study purports to develop the role of the traditional market along with its history and the assets of neighboring Youngdo-Gu as the contents of Namhang market making the turning point to become competitive communities through their characterization.

## 2. Research Scope and Methods

Since the previous Namhang market was greater in size than the current one, this research objective was about transition process in traditional market covering Namhang 1 street, the districts of Yeonsun 1st and 2nd streets(Youngdo bridge, Namhang market and Namhang grand bridge district). This study will specify the strength and weakness of the transmission process of traditional market, the current issues and status of Namhang market, as well as the justification of traditional market activation and the direction of its contents development. In addition, this research will divide the development directions into sectors of hardware, software, human ware, and the joint venture operation.

## II. The theoretical background of the traditional market

### 1. Function and role of the traditional market

The traditional market essentially has the economic function of selling and buying the products, which also shows the horizontal (Rural - Rural) and vertical (Rural - Urban) transaction to exchange products and services. Moreover, traditional market shows the internal transaction function to enable complementary relations in areas to supply the household agricultural products, areas to demand certain products, the centralized transaction function to supply and purchase, the industrial consumer products, imported food, handicrafts, services, and internal transactions[1].

Furthermore, the traditional market has performed the function as the center of regional communities such as the exchange of news or information, diplomacy, marriage counseling, and job placement. It was also recognized as an important place holding political function such as independent movement through combining the community residents in the specific time and space. Not only that, but it also has been an entertainment place for the community residents to enjoy their leisure time as the central stage of regional rites and festivals. This performed the important social function to preserve and succeed the traditional culture. For example, traditional market has performed multiple functions as the commercial space in term of economic function, as well as the space to enforce the cohesion of regional community in terms of social and cultural function.

Since the 2000s, the traditional market has been weakened in its competitiveness and is passing through the recession period. Although there are several countermeasures for its revitalization being propelled and suggested, it is in the status of difficult activation.

Table 1. Types of traditional markets[2]

Cycle of market opening	Handling commodity	Ownership of market	Purchase form of the users	Outward form
Permanent market Regular market	Common market (Total market) Specialty market	Corporate market Private market Municipal market Joint opening market	Neighboring type market Regional type market Metropolitan type market Hyper metropolitan type market	Commercial building type market Street shop type market Periodical opening market Commercial and Residential complex type market

Table 2. Significance and function of traditional market by era[3]

Era	Function of traditional market
Before the Lee Dynasty	Joint ritual(regular), Transactions of information and products(Non-regular, established in the hub of transportation)
During the Lee Dynasty	Social relations, Entertainment, Political enlightenment, Active transactions of surplus in the production areas, Contribution to the improvement of rural income
During the Japanese regime	Function to exchange the agricultural products, Distribution of products and culture transactions of household necessities between rural and urban areas through the diversification of handling materials
After the liberation (from 1950s~to middle of 1970s)	<ul style="list-style-type: none"> <li>· Weakened transaction function of traditional market due to the wholesale market (accelerated the weakening since 60s.)</li> <li>· Performed economic and entertainment functions.</li> <li>· Functions of the cohesion of rural residents and common mediator to form joint communities.</li> <li>· Function as the center of rural people's lives (until the early 70s)</li> </ul>
Close to the present (from mid-1970s to 1980s)	Weakened economic function but transformed to social and cultural functions

Table 3. Transformed process of traditional market since the recent time[4]

Period	Transformed steps	Sectors and contents of transformation	Transformation process
Before 1960s	Growth period	<ul style="list-style-type: none"> <li>· Cultural tradition, defensive marketing</li> <li>· Small capital business, traditional consumer's buying practice</li> <li>· Function to integrate the regional communities, demand from the low income citizens</li> <li>· Economic activities of small business owners</li> </ul>	Space type (regular market)
1960~1970s	Development period	<ul style="list-style-type: none"> <li>· Population increase, commodity production increase</li> <li>· Transportation development, social and economic modernization</li> <li>· Increase of consumers' income</li> <li>· Enhanced level of resident's life and range of activities</li> </ul>	Unplanned response to demand
1980~1990s	Recession period	<ul style="list-style-type: none"> <li>· Diversified appearance of modern distribution institutes and distribution facilities</li> <li>· Changed purchase activities of consumers per the increased income</li> <li>· Centralized population in the city areas, organized delivery system of products of agriculture and fishery</li> <li>· Developed public transportation, reinforced urban functions</li> </ul>	Out dated buildings and facilities
2000's ~ present	Search for revitalization period	<ul style="list-style-type: none"> <li>· Short of the confrontation with new industrial environment</li> <li>· Efforts to improve the out-dated environment</li> <li>· Efforts to enhance the function of social and cultural functions for the traditional market</li> <li>· Efforts to vitalize the internet transactions</li> </ul>	Startup of the activation process for the traditional market

## 2. Status of traditional markets

Table 4. SWOT analysis on the traditional market[5]

Strength	Weakness
<ul style="list-style-type: none"> <li>· Located near the residential area</li> <li>· Transactional type of negotiation, bonus, regular customer</li> <li>· Attract the market street nostalgia</li> <li>· Role of residential region community center</li> </ul>	<ul style="list-style-type: none"> <li>· Shortage of convenient facilities and surplus space</li> <li>· Pre-modernized transaction environment</li> <li>· Aged merchants and shortage of business motivation</li> <li>· Shortage of meeting the consumer's needs</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>· Support and investment of central/local governments</li> <li>· Potential as the tourism resources</li> </ul>	<ul style="list-style-type: none"> <li>· Introduction of enterprise type and online distribution retailers</li> <li>· Complicate changes of the consumer's consumption mode</li> </ul>

Due to customers' life patterns and the hyper-mart's market coverage, traditional market has many weakness and risky factors without its original functions. It has many functions other than the commodity trades, which its social and cultural function has been faded away due to the contemporary changes. Recent vitalization activities for traditional market have been processed through civilian and governmental basis, which doesn't indicate the remarkable results yet. It is necessary not only to change the negative sectors of traditional market but also to approach how to vitalize it by focusing on the positive sectors.

Traditional market has various positive sectors compared to the ordinary commercial space.

### 2.1 Superiority of its location

Traditional market has grown with the influence of city formation and development throughout the industrialization process. The markets located in the big cities have been developed as the center of the city, the center of district and the center of residential life zone, and the markets located in the local small and medium cities that is developed mostly as the

center of the commercial zone with the geographical conditions which can secure the regional distribution center. In other word, they are located in the city center or downtown area or the heart of residential area which can take the exclusive role of retail distribution function that ordinary people mainly use.

### 2.2 Configuration of diversified industrial sectors

Traditional market is composed not of single specialty shop but numerous shops and complementary products of various industrial sectors. As a result, the customers will have the opportunities to select various products and the convenience for the blanket purchase. Additionally, it secures the differentiation of products through the sale of regionally characteristic goods that the department stores or the hyper-marts cannot sell.

### 2.3 Price competitiveness

By accommodating many merchants as per industrial categories it is possible to sell at the low prices due to the formation of competition among many shops. It provides opportunities for the middle and low income people to buy the goods at low prices. Compared to hyper-marts, traditional markets handle the local product that can provide fresh agricultural and marine products. Also it allows consumers to compete with price differences, and contribute to regional activation.

### 2.4 Provision of job opportunities for the small business owners

Rapid industrialization led to the centralized population in the city and increased numerous people in the semi jobless status who are unable to maintain the complete life due to the income lower than their productivities. Traditional market has provided these people the measures and job opportunities. It offered

the livelihood grounds for the occupational small and medium merchants and street shop owners. It was the significant ground providing the stable activities to the people suffering from financial difficulties.

### 2.5 Fulfillment of psychological efficacy

Traditional market provides the psychological satisfaction through the purchase of goods and also the negotiation process with merchants. The results of discounted deal and the role of the stage experience human relationships by sharing the joys and sorrows of life. Emotional sympathy exchange based on such human relationships provides the satisfaction unattainable from the services offered by other normalized and standardized distributors. Also, through the supply of the opportunities, consumers enjoy the folks and traditions. The traditional market plays the role to purify emotions such as pleasure, fun, and relaxation etc.

### 2.6 expectation effectiveness

Though the current traditional markets have these strengths, they are unable to make good use of them. From the past, traditional markets were the places to own the traditional cultures and emotions for the local people. Traditional markets took part of the significant roles in local economy, and social and cultural aspects. Particularly, as it greatly affected the stabilization of low income people's livelihoods in certain regions and the balance of the development of the local economy, its significance is substantial. Accordingly, it is required to vitalize and reinforce, as well as to preserve its functions, roles, characteristics, and more. Even if its facilities and marketing are not rebuilt as the large scaled commercial zone, the activation through culture may be the alternative measure. A development of traditional market's creative cultural environment is an important factor to

fill the region's individuality and history, and also form an identity and an image. By making the traditional market to be called 'that' market, the traditional market's identity can be used as an important resource, which also can be used not only in business but a resource for cultural tourist, cultural business, or a regional economy. Traditional market does not simply stop at a commercial reason, but it also carries the product's value that includes productivity.

## III. Necessity of revitalization of traditional market through culture

Table 5. Necessity of cultural confrontation according to the external factor of market deterioration

External factor of market deterioration	Necessity of cultural confrontation
Increase of large scaled distributors	What is the cultural strategy of traditional market exceeding the cultural program that the hyper-marts?
Increase of industrial structures	How does the traditional market respond to the well-being trend of the cultural and symbolic consumption propensity?
Changed consumption pattern	How does the traditional market respond to the changed consumption pattern?
Movement of market zone to new cities	They located the traditional market in the center of the old cities. How will the city revitalization strategy be linked with the traditional market?

Strategy for the revitalization of the traditional market cannot get the answer though the resolution of the internal hardware issues. Therefore, it is time to use cultural approach to the traditional market.

### 1. Recovery of social and cultural functions of market

In order to confront the external changes, market is

required of the efforts to return the cultural and social functions of the traditional market itself. Korean markets were basically established their natural needs of the communities, however, they failed in adapting to the changes in the consumption pattern and distribution structure. The markets should be used as a space for cultural and artistic needs of each district, which the effort to restore the functions as places to exchange or communicate information that we need. For the revitalization of deteriorating traditional market, the demand for the discovery of cultural sectors such as things to be seen, things to be eaten, things to be played with, as well as the expansion of tourist features, is needed.

The preparation is required for the positive vitalization through the governmental and public co-operations and the specific vitalization measures for recovery of social and cultural function. It may be necessary to specifically direct and operate in order to present the local emotions and traditions to highlight the social and cultural localism of the traditional market.

## 2. Based on the present value of the traditional market

Traditional markets have been focusing on the nostalgic marketing rather than the livelihood marketing. Though nostalgic marketing has the intimacy to the daily life, it is not good enough to ensure its constant existence. Traditional market may become a place for the children and youth to visit once but never to return. Therefore, it is necessary for the traditional market to see the young people as the opportunity for the cultural space overcoming the recognition as the nostalgia of the past generation's preserved outdated features[6].

## 3. Differentiated respond to the growth of large scaled distributors

The reason people prefer the hyper-marts is that they avail the possibility of collective purchase, a variety of items, and the inexpensive industrial products. While the cultural needs are growing, the hyper-marts are equipped from bookstores to the cultural centers, and they also play the role to meet the cultural needs of customers. Traditional market should be evaluated not only from the aspect of the economic value but also from the social and cultural value goods, which should restore its role as the cultural transactions as well as the window of the communication. It is necessary to understand the market as the space for the transaction of communities, relaxation, and play. For instance, the Gwangjang market in Cheongchon in Seoul is to be revitalized as the food culture street, from the Cheongchon road. Also, Tongin market at Hyojadong in Seoul is known to have various cultural attempts to recall the emotions. Like these, it is important to restore the market as the place where the people have the communities stayed and beloved.

## 4. Respond to the change of consumption pattern

There are no traditional market policy for consumers and citizens. If we say the traditional market policy as of today has been developed by focusing on the interests of merchants, the future one should be the development for the consumers and citizens who actually make a practical use of it. Analysis of the market culture trends and consumption patterns should be performed by focusing on the local people, and it is imminently imperative to create the cultural design to cope with the changes in lifestyle. Not as the finished products

as the fixed ones or objectives or commodities, but through the cultural art generating the relationship, creative process, and value, the restoration of city through the market may be possible when the in/out of the market. When it is pursued that the market environment put the livelihood as the priority and that life can be culture, the market can secure the cultural force and culture can also be located in the market[7].

### 5. Successful cases

Since the year of 2008, the renovation project of the traditional market through the idea of culture operated by Ministry of Culture, Sports, and Tourism and Small & Medium Business Administration has changed from an economically depressed market to a place where people can experience traditional market culture and a place where tourists can visit. In early stage, business was more focus on hardware for tangible results, however, it wasn't successful. For now, government start analyse past results and carefully re-design the project. The new business approach is improving software, which is convert old traditional market to center of local community. In the year of 2008, the Gangneung Jumunjin market had a weakness of having the slow season in exchange of products, but the new naming called 'Fluttering Jumunjin market' has offered the tourists to spend wisely in creative cultural environment. This naming has changed the traditional market to a place where tourists can enjoy. By using the regional market's special products, the traditional market started a various market festival, regular performance, exhibition projects, and so on. For example, in 2010, the Onyang Spa Market has successfully used its special product, the Onyang Spa, which has brought a success into the market.

A distinguishable features are the aspects of cultural and tourist, and most importantly, merchants'

participation. Onyang Spa Market's tourism infra, market merchant's association as well as direct participation, and merchants' satisfaction of program's internal stabilities are fundamentally affecting the entire business evaluation. A similarity of the two businesses is that both increased the awareness and preference of their market by having unique events and program development, and eventually leading to the increase of market's sales. Especially by using the market's unused space, it is able to construct a cultural infra and make a creative cultural environment by using the market's uniqueness and contents. In addition, there are similarities in succesful case in Yeosu Gyodong market, Seogwipo Everyday market, Seongnam Sangdaewon market, and so on, as well as a totally different amount of monthly sales and consumers compared to the times before the project was executed[8][9].

## IV. Status and development project of Namhang market

### 1. Status and environment of Namhang market

'Namhang market' is a traditional market established in 1960s when the Busan Youngdo played the role of central area in our country during the 6.25 civil war and the 3rd largest market in size among the street markets in Busan[10]. Also, it is an intimacy type market to the ordinary people and the integrated market composed of various industrial products mainly trading the commodities of agriculture, fishery, and livestock - especially the eatery shops such as natural raw fish, raw fish in the water, pork porridge and rice bowl, etc. The representative cultural and tourism items of Youngdo-Gu are centralized by Mt. Bongrae, which

preserves the Youngdo's energy and plays the role as the neighboring park of city center and 'Dongsamdong Shell tomb' as the artifact of the New Stone Age, 'Yongdo bridge' which contains joy and sorrow of our nation, and 'Hyunin's song monument', 'Taejongdae' as the national scenic beauty #17 of the gift of nature, 'Jeolyoung beach promenade' and 'lighthouse museum' at Taejongdae, 'Haesa museum' at Korea Maritime college, 'Taejongdae spring', 'Sightseeing ferry over the sea', 'Old tram terminal', 'Yongdo sightseeing(bullet) shooting gallery', 'International cruise passenger terminal', historic 'Kookmajang' remains etc. where there are a variety of tourism items for domestic and overseas travelers to visit (Number of visitors to Taejongdae resort area in 2011 : 1.7 million people).

In the neighborhood of Yongdo gu, linking with the nearby sightseeing spots and commercial zones such as Jagalchi market, Yongdoo mountain park, Gwangbokdong street, International market, Amnam park in Seogu, and Songdo beach, developing and operating the 'traditional market sightseeing tourism course' may be very helpful not only for vitalizing the traditional market, but also for the development of regional economy.

Currently being promoted projects are the 900-million-won budgeted "walking type Jeolyoungro sidewalk' combined with the suspension bridge, 'new town' being constructed in Youngsundong, Shinsundong, Bongraedong districts, 'Dongsamdong innovation city construction and maritime, fishery related 4 major public institute attraction', 'National Marine Museum construction', 'Construction of the 2nd Lotte World in the size of 107 floor above the ground on the old city hall site'. Configuration of 'Taechongdae zone integrated development', 'Tea town construction' projects are being planned under the Youngdo vision 2020 project, and along with

those, it is imperative that the propulsions of resolutions to ensure the competitiveness and to revitalize the traditional markets are desperate in order to cope with such rapidly changing internal and external growths. Youngdo district has three registered traditional markets(street market type) 'Namhang market', 'Youngdo Bongrae market', and 'Cheonghang market', which is populated with about 150,000 people.

When it comes to Youngdo-Gu's linkage with the industries, Youngdo-Gu is the birthplace of the world best shipbuilding industry that has the shipbuilding related conglomerate such as Hanjin Heavy Industry, STX shipbuilding Busan yard, and Daesun shipbuilding, as well as about 580 small and medium manufacturers related to the shipbuilding facilities and materials are concentrated. Those manufacturers are sisterhood relationship with the traditional market and purchase supplies from them.

The location of 'Namhang market' is adjacent to 'Youngdo bridge', 'Namhang Grand bridge', and 'Busan Grand bridge' which plays the role of gateway to Youngdo, and will be the market located at the transportation hub extended world wide when 'Bookhang Grand bridge' is under construction nowadays. Located in the center of the Youngdo-Gu commercial zone and with a lot of floating population, Namhang market will be very helpful for market vitalizations and local economic stabilization if the modernization of facilities and the formation of cultural and tourism type market are composed. ※ Current Floating Population in 2011: 3,500 people at Nam market per day

## 2. Challenges of Namhang market

Due to the narrowness inside of the market without surplus space, it is evitable to create a whole synergy effect making use of the neighboring areas and



spaces being centered at Namhang market. It is unlikely to improve merchants' awareness and not easy to change their minds in a short period of time due to the nature of traditional market with a long term tradition, however, great efforts and time should be invested for the training of merchants and service improvement. Also, numerous discussions and conferences about diversified issues should be carried out while in the process of market characterized project, which merchants' efforts to build the voluntary and positive market are required.

Table 6. Competitiveness and challenges of Namhang market(SWOT analysis)

Strength	Weakness
<ul style="list-style-type: none"> <li>· Natural scenic beauty of the gift of nature and its story</li> <li>· Taechongdae, Jeolyoung beach promenade, Bongrae mountain walkroad, Gamji beach neighborhood</li> <li>· One of three major street markets in Busan</li> <li>· Market of eatery</li> <li>· A variety of specialty products by village type enterprises such as Chamok salt, Jonaegi sweet potato, Taejongdae Hwangchil teaetc.</li> <li>· Advanced intention of merchants</li> </ul>	<ul style="list-style-type: none"> <li>· Deactivated economy as the initial city center</li> <li>· Psychological distance to cross over the Busan Grand bridge and Youngdo Grand bridge as the island district</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>· Center of the distribution as the innovative city and due to the construction completion of Bookhang Grand bridge</li> <li>· Using roads and ships, possible to design tourism items with stories such as sightseeing tour, bridge sightseeing tour, Galmaetgil tour</li> </ul>	<ul style="list-style-type: none"> <li>· Introduction of large scaled stores such as Lotte Mart etc.</li> <li>· Growing trends of internet shopping</li> <li>· Hesitation of using the traditional markets by the youth</li> </ul>

### 3. Commercial zone forecast from the aspect of consumption

Even though Youngdo-Gu residents', average monthly income (2,578,000 won) is lower than that of average Busan citizens, their expenditure for

consumption is 3.9% more than that of Busan citizens' average and their saving(17.4%) shows the highest ratio in Busan, which is to be called as the practical type of economic life. Configuring products with high quality at low prices at Namhang market can contribute to the stable consumption economy of regional residents. And it is possible to attract the high income residential population to this commercial zone developing integrated residential areas with scenic beauty of nature's gift processed in the line of marine cultural sightseeing development. Configuration of historic culture space provide cultural pleasure using the remaining ships and buildings at the old wharf, the development of the scenic view of Busan port and Lotte Gwangbok shop are to be expected. Introducing the floating population of the city will vitalize the commercial zone.

### 4. Mid-and long term development projects of Namhang market

Through the analysis on human and material resources in the market, preparation of the market revitalization operation and projects are needed rather than the operation using external human resources. The development of Namhang market's own characteristics and the utilization of the mid and long term projects by using the integrated cultural marketing, which combines the cultural contents and a variety of resources that Youngdo bridge has, are required.

Table 7. Mid and long term development projects

Period	Challenge	Contents
1st~2nd year	Configuration of sustainable Namhang market base	<ul style="list-style-type: none"> <li>· Establishment of streets without cars community space</li> <li>· Development of market brand and cultural design using local cultural resources</li> <li>· Marketing of the market through cultural entertainment events</li> </ul>

		<ul style="list-style-type: none"> <li>· Building of the market-centered learning community for regional co-prosperity and co-operation</li> <li>· Creation of job opportunity through joint venture</li> </ul>
		<ul style="list-style-type: none"> <li>· Activation of community space</li> <li>· Reinforcement and management of regional cultural resources</li> <li>· Promotion of local festival and activation of permanent market</li> <li>· Build the internal area network</li> <li>· Operation and promotion of market school</li> </ul>
3rd ~ 4th year	Establishment of specialized Namhang market base	<ul style="list-style-type: none"> <li>· Linkage with Busan sightseeing tour and run culture experience class</li> <li>· Infrastructure equipment through development of its own brand</li> <li>· Build permanent promotion system in on/offline.</li> <li>· Development of festivals and events for expansion of promotions and marketing</li> <li>· Development of town enterprise and social enterprises (courier service, handmade fishcake factory, bike manufacturer for the recycling resources, etc.)</li> <li>· Organization of Jonaegi, a sweet potato street base</li> </ul>
5th ~ 6th year	Representative traditional market in Busan	<ul style="list-style-type: none"> <li>· Organic combination with the regional cultural resources and market</li> <li>· Sustainable healthy market in terms of society and economy</li> <li>· Promotion, marketing, and training of the market to develop the potential customers</li> <li>· Attraction of tourists and establishment of infrastructure through festivals and events</li> </ul>

## V. Revitalization model for Namhang market through culture

### 1. Hardware

Reflecting upon the visual and historical background of Namhang market, it is difficult to find out the room of life in narrow space. Because of the shortage of community spaces, ensuring of such spaces can be recognized as the convenient and comfortable market to all citizens. Though it is the third largest traditional market in Busan, the Namhang market has failed to satisfy the conveniences of the merchants or the visiting customers with the disadvantages of markets.

Particularly, both the structural narrowness of the ramp and tight positioning of many shops leads to disadvantages and requires improvement. While competing with the consumption pattern of the large scaled enterprises, the required strategies ensure the community space for rest areas, experiences, and eatery space which attracts to the Namhang market in order for it to grow as the brand of Namhang at Youngdo. It is necessary to change the relationships among the merchants in the traditional market, local population and the customers visiting the market to the participation type of community.

The Namhang market is located at the center among Lotte, Youngdo Bridge, and the Namhang grand bridge, which is thought to be positioned in the preoccupant location for the future tourism of Busan. Thus, vitalization of community space at Namhang market may diversify the customers' age groups more and can be newly acknowledged as the integrated cultural space containing the newly applied programs and diversified for the young generations.

The strategy to prepare surplus space for this community at the right hand corner of the first floor of Namhang market parking lot will attract the local populations and nearby residents, since the space would be used for training, relaxation, and experience for them.

### 2. Software

The operation focusing on the improvement as well as the facilities modernization has been processed step by step, however, the operations to promote the external recognition of the Namhang market's historic cultural intangible resources and its own branded products that the market has not been processed yet. The efforts to discover the contents for the Namhang market merchants and to attract the local customers is required. In terms of the branded product

development, it is required that the operations develop the integrated brand of Namhang market and make local specialized products brand-wised, such as Jonaegi sweet potato that is the 1st crop in our country. Also, it is necessary to develop the cultural design to be shared with Namhang market merchants, which contains geographical features(car stickers, promotion brochures, tourists' guide pamphlets, etc.) as well as manufacturing of design materials. Public culture design improve the market images(the signs such as lighting shade symbolizing the characteristic of the shop, gate indication, information board etc.; the symbolic sculpture, screen shades, price tags full of emotions, wrapping paper touching the customer's heart etc.) that should be developed and made.

The cultural entertainment strategies such as 'Namhang market clamorousness and loudness' (tentative name), it is to let people visit freely to the Namhang market, making Namhang market as a collective stage for the residential people to get together and establish the identity of local community. And to attempt to resolve the regional issues overcoming the simple behaviors to sell and buy through attracting the people with the street art festivals and permanent events of the cultural artists.

### 3. Human ware

It is required to execute a variety of residents training and merchant's liberal education for the local people to understand and participate in the challenges of community formation centralized in the market. In addition, in order to activate the use of the market by external people, it is needed to create experience type of educational program in the concept of cultural entertainment such as the processes to manufacture the Namhang market's own specialty products and selling them etc. In order to live and work for the local development together with merchants and

residents, a variety of residential participation trainings will be executed to help the residents understanding the traditional market and participating in the regional common challenge to form the community centralized by the market.

- Market experienced education: It is the market experienced education that directly takes part in the manufacturing process of the local specialized products in order to promote external people's visits to the market and let the regional children and residents friendly access the traditional market.
- Namhang market cultural school: Performing the liberal, humanities, culture and art education etc. related to the practical daily life for the residents and merchants
- Research for oral history statement of Namhang market life: Creating a record book of merchants' honest statements about their own life working in the market at the level of oral history statement.
- Recycling energy experience: Opening experimental type lectures in the market as it is time to search for measures to utilize alternative energy in ordinary daily life.
- Support of market entrepreneurship school through the Namhang market item initial public offering: Recently the enterprises such as social enterprises, community business, co-created type enterprises are created. However, it is time to search for spontaneous enterprises. Support the entrepreneurship school for the market traders who conspired to place items through initial public offering (IPO).

It is demanded that the traditional market should be accessible to the citizens in friendly manner, and that the systematic regional education should enhance the coexistence and cooperation with the local people who are connecting with the boundary of the market. Also,

through the works to record and to preserve the value, lessons, and way of life penetrated in the lives of the market merchants, we should establish the market to exchange the human emotions.

#### 4. Joint venture business

By strengthening the capacity of local people and enhancing customer service, we would like to change the market as a reliable market to visit. And by increasing the aged and small scaled merchants, it is now in the status that the uncertainty of future condition is growing. Therefore, we are trying to create more job opportunities by inducing the community business, town enterprise, social enterprise etc to reinforce the service of Namhang market.

Namhang market is the old traditional market of which a vast number of merchants are small-scaled and older. In order to reinforce the customer service, it is necessary to perform education for the merchants and setup the project of market vision together with them, as well as strengthen their participation. There might be a limit in the individual promotion of traditional market and it is required to create the online homepage to set up a cooperative system through the communication with network, and to establish the courier service and locker box service system in order to create the customer's convenience and the merchant's job opportunity.

- Fair market promoting Namhang market: Promoting business to enhance the image of Namhang market and to increase sales
- Website creation and set up of media system in the market: Introduction of history, culture, stories of the merchants, information etc of Namhang market through website and continuous promotion of the market via media
- Support of Namhang market town enterprise

cultivation: Selection and intensive support of representative specialties of Namhang market (Jonaegi sweet potato, handmade fish cake, pork porridge and rice bowl etc.)

- Carts and locker box installation: Install the locker box and cart moving from parking lot to the market etc.
- Through the development of town enterprise and social enterprise, strengthen the self-sustaining capability of the sustainable Namhang market

#### 5. Ripple effects of revitalization operation

##### 5.1 Qualitative expected effect

As Namhang market is located in the center of commercial area at Youngdo-gu where there are lots of floating population. If the contents combine service enhancement and localism, it is expected that it have a great effect not only for the revitalization of the market compared with that of other markets but also a great contribution to the stabilization for the low income people and local economy. Due to the convenience of transportation for potential customers created through the rebuilding of the neighboring areas, Busan, Youngdo, Namhang grand bridges, revitalization and activation of the local commercial zone can be expected.

##### 5.2 Qualitative expected effect

Table 8. Qualitative expected effect(Yearly)

Classification		Target	Calculation based on
Beneficiary	Merchant , Local people	2,000,000 persons	5,617 persons a day*365days
	Customer		
Participant resources		300persons	Artist / Designer / Etc
Satisfaction			Monitoring, gallop survey(before/after)

Increase of visitors through vitalization and

introduction of cultural mediators may form cultural contents of close-to-modern history and cultural heritages of Youngdo as well as the livelihood of ordinary people and change of the traditional market into a space that every individual can enjoy and share with Namhang market. Such created contents can be made as local festival, performing art, design, art education, tourist attractions or as the consumers own experiences may be utilized for various cultural industries. Through the cultural contents focusing on the Namhang market, it is necessary to differentiate from other areas and achieve cohesion with the local communities and create chances to communicate with other areas.

Cultural content items will be the mediators that satisfy the passion to search for being a community and identity to all of the providers and consumers. The contents combining the past, present and future of Namhang market at Youngdo will prepare to be the turning point to unite the local people, and to enhance their participation in local patriotism. The establishment of cultural and educational promotion committee led by the merchants, residents, project hosting organization as well as the propulsion of operational projection, will enlarge the social and economic effects by such committee.

## VI. Conclusion

Large scaled - distributor's extension across the country has great effect on existing traditional markets. They withers the local commercial zone and shakes the ground of local economy on the basis of significant financial ability. Revitalization of Namhang market through culture is a very important issue that is related to the regional activation.

Meanwhile, the hardware-focused improvement

projects for the vitalization of traditional market, including the modernization of facilities, have been processed. However, it is true that the projects to enhance the characteristics of traditional market and the regional history, tangible and intangible cultural assets, and the branded unique item, the project enhance the external recognition of the market that have not worked properly. In vitalizing the traditional market through culture, it is imperative to make uniqueness of local resources, the market branded and to redesign the market containing localism.

Namhang market should be newly transformed as the community for travelers and residents through cultural art events overcoming the simple sell-and-buy activities. Through cultural entertainment, the efficient marketing and promotion methods should be developed. The 4 vitalization measure suggestions for Namhang market are summarized below;

First, hardware: Utilize the space near the Namhang market and create community space for customers and merchants.

Second, software: Execute the enhancement of Namhang market brand, development of product design and image marketing through festival and events.

Third, human ware: Run program to identify the market as the friendly space.

Fourth, joint venture project: Reinforce performance and service to enlarge the convenience and profits of merchants and customers.

Vitalization of traditional market using culture will be extended to be a turning point to solidify Namhang down as the local commercial zone which enables the introduction of population, job creation, and as a sustainable local market zone. In addition, with positive administrative and financial supports, it will be developed as further success of vitalization.

참 고 문 헌

- [1] “정기시장 활성화 방안 연구”, 시장경영진흥원, 2011(12).
- [2] “재래시장 활성화 지원사업 성과평가” 재구성, 중소기업청, 2007.
- [3] 이상옥, *한국재래시장의 변천과 유통근대화에 대한 연구*, 단국대학교 대학원 박사논문 재구성, p.59, 1994.
- [4] “재래시장 재개발사업의 효율적 추진방안” 재구성, 중소기업청, 1996.
- [5] “문화를 통한 전통시장 활성화 방안 연구”, 한국문화관광연구원, p.42, 2008.
- [6] “재래시장 특화전문시장 육성방안”, 부산발전연구원, 부산경제동향분석센터, 2006.
- [7] “예술인 참여를 통한 도농 활성화 방안”, 한국문화예술위원회정책연구, 2008(09).
- [8] 김광재, 조현구 “문화관광형 전통시장 육성사업의 상인만족도 분석” 재구성, p.155, 2012.
- [9] 양지애, “창의적 문화환경 조성을 통한 전통시장 활성화 방안 연구” 재구성, 단국대학교 경영대학원, p.43, 2010.
- [10] “특성화시장육성사업 선정시장 및 유관기관 설명회 자료집”, 중소기업청, p.16, 2012.
- [11] “정기시장 활성화 방안 연구”, 시장경영진흥원, 2011(12).
- [12] “문화를 통한 전통시장 활성화 방안 연구”, 한국문화관광연구원, 2008.
- [13] 이원태, “문화를 통한 5일장 활성화 방안 연구”, 한국문화관광연구원, 2011.
- [14] K. S. Seo, *A Study on Ways of Activation Conventional Markets*, Dankook University Department of Business Administration, 2007.
- [15] D. Y. Kim, *The Role of Neo-bohemian in Urban Revitalization*, Chonbuk National University Department of Archaeology and Cultural Anthropology, 2010.

저 자 소 개

김 혜 진(Hae-Jin Kim)

정회원



- 1993년 2월 : 이화여자대학교 도예과(예술학사)
- 2005년 8월 : 이화여자대학교 도자예술(예술학석사)
- 2011년 8월 : 한양대학교 응용미술(박사수료)

▪ 2011년 3월 ~ 현재 : 국립공주대학교 조형디자인학부 교수

<관심분야> : 공공예술, 문화예술기획, 예술콘텐츠, 공예