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## A Study on the Training Plan of Local Culture Promotion Personnel through the Migrant Women in Uljin-gun

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### Abstract

*The means to train plan of local culture promotion personnel through the migrant women refers to the knowledge education of local cultural personnel through the accurate recognition of Korean culture and local culture and related information to foreign immigrants and workers in each region of the country. Through education courses in four areas, such as international manners, local promotion education, cultural heritage, and experience learning, the immigrant women will present a leading direction in which they can expect to play a role as experts in regional culture and public relations through the mother country's language.*

**Keywords:** *Immigrant women, local culture promotion education, international local culture promotion personnel training, education evaluation*

### 1. Introduction

The means to train plan of local culture promotion personnel through the migrant women refers to the knowledge education of local cultural personnel through the accurate recognition of Korean culture and local culture and related information to foreign immigrants and workers in each region of the country. While various activities are being carried out to promote regional culture, the measure is being held in the region, and the need for fostering professionals is being raised to better develop the project.

The development of reserve personnel in the local cultural industry is pointed out in terms of oversupply in terms of quantity, but in terms of working capacity, problems are pointed out. Four-year universities do not have the characteristics of their curriculum as compared to two-year colleges that accept the demands of the industry. Recently, the selection of local culture promotion fields is insufficient in the government-funded local university workforce development projects and job support projects. In particular, the Ministry of Gender Equality and Women's Employment Assistance Project, which is characterized by the lack of consideration of the possibility of employment in the industry. Therefore, it is required to foster the region and has publicity personnel for the need. From October through October through October through October, the 3rd Regional Culture International in Uljin-gun, which was conducted for several years, and the 20th Promotion Staff for Migrant Promoters and Education Survey for Women in the Education of Breeding Methods 20 is to report on women's education for female residents through a survey on the effectiveness of 12 to 20 immigrants to examine and train women's more desirable international cultural promotion personnel for education through the process.

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## **2. Local Culture Promotion Education for Migrant Women**

### **2.1 Training Project of International Local Culture Promotion Personnel**

The project was carried out for the purpose of fostering the public relations personnel of the international community as a person in charge of cultural promotion in each region through accurate recognition of Korean culture and regional culture, the cultivation of culture as an international person, and the promotion of information related to personality development education and public relations to foreign immigrants and local people in a particular region.

#### 1) Project Summary

This training was conducted from December 20 $\Delta\Delta$  to March next year, and was divided into morning and afternoon classes for six hours every Saturday at the General Welfare Center in Uljin County. The selection of education subjects resulted in difficulties in the selection of education subjects, and the initial plan to educate only naturalized foreigners in government offices was revised and expanded to 29 residents in government offices, and as a result of the recruitment. For the purpose of quality education, the steel photography was organized through invitation of professional external lecturers and local lecturers for each subject, and the publication of teaching materials, audio-visual materials, etc. were utilized for the effective delivery of teaching contents. In addition, a field trip education was provided for practical experience education through field learning.

#### 2) Project Goal

The purpose of the international community culture promotion workforce training program is as follows under the theme of <International Promotions to Promote Global Uljin>.

- Knowledge education of public relations personnel is provided through accurate recognition and information provision of Korean culture and regional culture to foreign immigrants and workers in Uljin.
- Conducts a global business education that enables accurate promotion of regional excellence.
- Efforts are made to foster foreign immigrants as public relations personnel who can expect to play a role as an advance in private diplomacy.
- To enhance awareness of the location of Korean society and new cultural values in the international community by conducting one three-hour curriculum in four areas, including international manners, promotion education for regional culture, cultural heritage and experience learning, over two months.
- Efforts are made to foster a practical international by providing a field of hands-on experience for participants through an experience program.
- Evaluation of this project and criteria for future similar projects are prepared through analysis of the participants' curriculum through surveys and interviews after the completion of the course.

#### 3) Project Promotion Direction

- Conducts a requirement analysis through a meeting with project managers and trainees.
- Establishing a plan for class progress through workshops between instructors and business representatives of each curriculum according to the analysis
- Establishing an operation plan for a class and detailed consultation classroom

- Elastic modification and supplementation of a project through the intermediate assessment and demand analysis of the trainees.
- Conducting a final assessment of the educational content of the trainees and analyzing their performance.

#### 4) Project Expected Effect

The expected effects of the international community culture promotion personnel training project can be divided into two main aspects: regional and social. The local aspects can be further divided into the balanced role sharing of the local people for the development of the first region and the international publicity effect of the second region, and the social aspects can be divided into one open multi-cultural society, the promotion of the superiority of the culture in the second region, the application of the three education programs to other regions.

##### (1) Regional Aspects

- ① Balanced Role Sharing of Local People for Regional Development
  - Education is provided to understand areas such as traditional, historical, and cultural areas for linkage with local industries.
  - Global business education is conducted for local public relations personnel.
- ② International Public Relations Effect in Regions
  - Assist foreign immigrants in various fields to serve as ambassadors for Korea and the region.
  - Allowing foreign immigrants from other regions to promote the region.

##### (2) Social Aspects

- ① One-way multi-cultural society
  - Efforts are made to evolve into an open society with the activities of foreign immigrants with various cultures.
  - Cultures the ability of foreigners to accept foreign cultures.
- ② Region Culture Superiority Promotable
  - Promote the superiority of regional culture to outsiders.
  - Through Korean history education, it is possible to cultivate oneself as a missionary of Korean culture.
- ③ Training Program Applicable to Other Regions
  - Development of models in this program enables use in other areas.

## 2.2 Contents of the Project for the Training of the Promotion Personnel of the International Regional Culture

The target area for the promotion of local culture for immigrant women is Uljin-gun, North Gyeongsang Province, and the target was selected by Korean female workers related to the promotion of local culture along with foreign immigrant women.

**Table 1. Current Status of Female Local Residents and Foreign Immigrants in Uljin County Education Targets (Unit: People)**

China	Japan	others	Kora	Total
14	6	8	9	37

Recruiting of disabilities to include the following four methods.

- List of foreign immigrants, Uljin-gun, secure : individual public relations
- Confirmation of cooperation with relevant institutions of foreign immigrants (church, volunteer groups, etc.)
- program guide distributed and pamphlet
- the local press announced with project and the publication of news

The education site selected <Universal Welfare Center in Uljin County>, and after each student's transport vehicle was located, the bus route was established and shuttle buses were operated.

In order to maximize the educational effects of the students, a preliminary survey was conducted and individual interviews were held. This is to improve the curriculum and establish a demand-oriented workforce training system by reflecting the students' understanding of the curriculum, satisfaction, and suggestions on the future workforce development program. A self-entering questionnaire survey was used for the survey method.

1) Survey and interview details

- Participating motive
- Survey of satisfaction and overall satisfaction of each subject completed by the trainees
- Evaluation of lectures on instructors in each curriculum
- Survey of satisfaction with field training programs
- The field of deriving the effectiveness and improvement of events
- Investigation of improvements made by students in education

2) Survey Schedule

- 3 weeks before the lecture: Questionnaire development and content confirmation
- 2 weeks before the lecture: Conduct a survey after completion of the training
- One week before class start: Analysis and report preparation

### **2.3 Programme of Education for the Training of Public Relations in the International Region**

1) Training Schedule

- Class hours: 10 am to 12:50 pm classes, 1:30 to 4:20 pm classes (a total of 6 hours daily)
- Class time: 50 minutes (1:00) × 6 hours (1 week) × 9 weeks (1 semester) = 48 hours

2) Training Progress

- Specialized experts in each area of education are invited to secure specific training content.
- The minimum training time for each discipline is set up for practical effects.
- Draws up detailed training schedules and executes them regularly accordingly.
- After the end of the training course, a survey and an interview are conducted to measure the educational achievement.

3) Detailed Training Schedule

- Week 1: Morning training = Business manners  
Afternoon training = English for promoting regional culture
- Week 2 : Morning training = Tourism in the surrounding area  
Afternoon training = Business manners 1
- Week 3 : Morning training = Understanding the resources of cultural relics  
Afternoon training = Business manners 2
- Week 4: Morning training = Trends in Korean Culture and Region

- Afternoon training = English for promoting regional culture
- Week 5: Morning training = Understanding the promotion of local culture  
Afternoon training = Promote International Events
  - Week 6: Morning training = Introduction to Regional Cultural Heritage  
Afternoon training = field practice and field trip
  - Week 7: Morning training = Regional society and culture promotion 1  
Afternoon training = Regional Society and Culture Promotion 2
  - Week 8: Morning training = Explanation of regional cultural heritage 1  
Afternoon training = Explanation of Regional Cultural Heritage 2
  - Week 9: Morning training = Announcement of promotion of regional culture 1  
Afternoon training = Announcement of the Promotion of Regional Culture 2

### **3. Evaluation of Training Content**

The project was conducted for foreign immigrants and local residents in Uljin, with the aim of fostering knowledge as a person in charge of promoting local culture through accurate recognition of Korean culture and culture, international culture as well as information promotion related to personality development education and public relations.

This training was conducted in nine weeks, and was divided into morning and afternoon classes every Saturday at the General Welfare Center in Uljin County. The selection of education subjects resulted in difficulties in the selection of education subjects, and the initial plan to educate only naturalized foreigners in government offices was revised and expanded to 29 residents in government offices, and as a result of the recruitment. For the purpose of quality education, the steel photography was organized through invitation of professional external lecturers and local lecturers for each subject, and the publication of teaching materials, audio-visual materials, etc. were utilized for the effective delivery of teaching contents. In addition, a field trip education was provided for practical experience education through field learning.

After completion of the curriculum, a survey was conducted on the students of education for the overall evaluation of the project for the promotion of the international community culture promotion personnel in Uljin. The survey was conducted by 21 trainees. First, the questionnaire was organized around the motivation for participation, satisfaction by detail program, overall satisfaction, effectiveness of the program, future engagement will, and other opinion surveys and surveys of demographic status. The questionnaire was used for the questionnaire.

In the question of information acquisition, the respondents had the highest level of awareness of events through acquaintances and the delivery of events through welfare centers and public institutions. The main motivation for participation was to learn about local cultural history, followed by an incentive to acquire expertise as a public relations officer.

Detailed satisfaction with the education program was said to be satisfied as a whole when the satisfaction of the instructor and the lecture was assessed, and the tourist showed the highest satisfaction with the visit to the Gyeongju Cultural Heritage site.

The students replied that they had helped them with their knowledge as a local PR worker through the education program, and showed a high willingness to participate if they were to take in-depth lessons in the future. The program's opinion poll suggested that there were fewer foreign language classes and that there were more opinions than expected from teachers from Uljin.

The overall satisfaction of the Uljin International Promotion Agency education program was found to have been a successful event, with more than 80 percent showing satisfaction and satisfaction.

### **3.1 Investigation Method**

The poll of students of the Uljin International Culture Promotion Project was conducted around the motivation for participation in education, the satisfaction of the students, and the effectiveness of the education program. The data was collected for Korean, Chinese and Japanese students who are fluent in Korean.

After completion of the curriculum, a survey was conducted on the students of education for the overall evaluation of the project for the promotion of the international community culture promotion personnel in Uljin. Twenty-one out of 37 trainees participated in the survey. First, the questionnaire was organized around the motivation for participation, satisfaction by detail program, overall satisfaction, effectiveness of the program, future engagement will, and other opinion surveys and surveys of demographic status. The questionnaire was used for the questionnaire.

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### **3.2 Investigation Details**

The details of the investigation are as follows:

- ① Participation Behavior
  - ② Detailed Satisfaction with the Education Program
  - ③ Overall Satisfaction and Operation of the Training Program
  - ④ The Effect of Educational Program and the Will to Participate in the Future
  - ⑤ Opinion Survey of Educational Program
  - ⑥ Current Status of Students in Education
- Survey Method: Local survey using self-involved questionnaire (see the attached document 1)

Attached Document 1.Education Evaluation for the Uljin Local Culture Promotion Personnel Training Project

A public opinion survey is conducted on education students in order to evaluate the education of Uljin International Culture Promotion Personnel.

Your feedback is valuable material for the project of promoting better international regional culture, so we ask you to participate in the survey, even if it is inconvenient. In addition, your personal information is used only for statistical analysis and we promise not to use it for any other purpose.

20△△. 3.

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Jungwon University

## Opinion Poll of Students in Education

1. How old are you? (                    )

2. What is your nationality? (                    )

3. What is your job?

① Self-Employment ② A Public Relations Worker ③ Housework

④ An Office Worker ⑤ A Public Officer ⑥ Not Employed

⑦ Other (                    )

4. Are you married?

Unmarried (     ) Married (     )

5. What path did you find out about “Uljin International Local Culture Promotion Personnel Training Project Education”?

① Through the Uljin Community Center / Public Organization

② Through the Internet

③ Through Acquaintance

④ Other (                    )

6. What motivated you to visit “Uljin International Local Culture Promotion Personnel Training Project Education”?

- ① Simple Curiosity
- ② Gain Expertise as a Public Relations Officer
- ③ To Learn about Local Cultural History
- ④ To Form a New Human Relationship
- ⑤ To Enjoy the Atmosphere

7. This is a satisfaction survey for the training program.

All Course Contents					
	very bad	bad	normal	good	very good
The class was interesting and informative.					
The instructor's transfer of knowledge was appropriate.					
The instructor's verbal transmission was appropriate.					

8. What was your favorite spot for field trips?

(Duplicate Check Possible)

Gu Shugok Nuclear Exhibition Center( ) Wolgye Seowon( )

Mangyangjeong( ) Wolsongjeong( ) Haewolheon( )

Visiting and Experiencing in Gyeongju Cultural Heritage Site( ) The Coast Road( )

9. How satisfied are you with this “Uljin International Local Culture Promotion Personnel Training Project Education”?

- ① very unsatisfactory      ② unsatisfactory      ③ ordinary
- ④ satisfactory      ⑤ very satisfactory

10. What's the best part of this “Uljin International Local Culture Promotion Personnel Training Project Education”? (Specifically)

( )



11. What is the most improvement in the “Uljin International Local Culture Promotion Personnel Training Project Education”? (Specifically)

( )

12. What do you think is the biggest effect of “Uljin International Local Culture Promotion Personnel Training Project Education”?

- ① It has helped to accurately recognize Korean cultural assets.
- ② It was helpful to have an accurate understanding of local cultural resources.
- ③ As a local publicity worker, it was helpful to foster knowledge.
- ④ It helped set the stage for promoting local culture.

13. Would you be willing to participate if you can take an in-depth study of “Uljin International Local Culture Promotion Personnel Training Project Education”?

- ① Yes
- ② No

Thank you for your answers.

### 3. Investigation Results

#### 1) Participation Behavior

##### (1) Information Acquisition Path

When asked how they got information on education for promoting international community culture in Uljin, they found that out of the total number of students (n=21), they found out the most among those around them (13 students, 61.9 percent). Next, they were found to have known through Uljin Welfare Center and public institutions (6 people, 28.57 percent) and other community culture promotion associations (2 people, 9.52 percent), and none of them received any information through Internet advertisements.

##### (2) Participatory Motivation

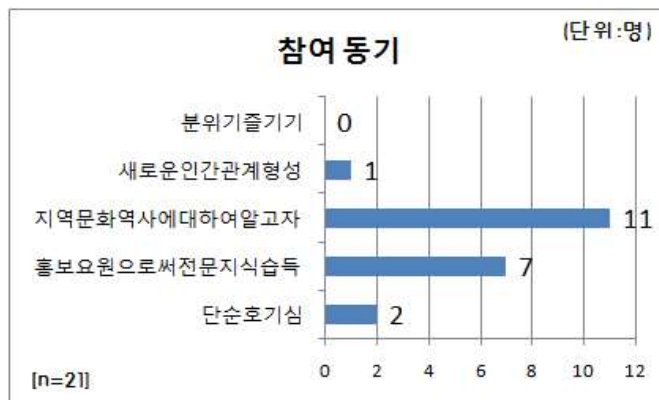


Figure 2. Participation Motivation

When asked about the motivation of participating in the education program for promoting the international community culture in Uljin, the largest participation motivation (11, 52.38 percent) was to learn about local

cultural history. Next, there were many people who aimed to acquire expertise as public relations agents (7 people, 33.33 percent), followed by simple curiosity (2 people, 9.52 percent), and the formation of new human relationships (1 person, 4.76 percent).

2) Detailed Satisfaction

(1) Satisfaction with Education Programs

The satisfaction level of the education program for the trainees was assessed on the contents of the class, the knowledge transfer by the instructor, and the language transfer of the instructor using the Lycert (five points) scale. Overall, the detailed program was 4.07 out of 5 points. Among the education programs, education on effective interpersonal improvement skills appeared the most satisfactory, followed by education on business manners.

(2) Satisfaction with Field Practice and Field Trips

The tour took place three times, with the greatest satisfaction with the Gyeongju Cultural Heritage site. And there was a low level of satisfaction with Haewolheon and Mangyangjeong.

3) Overall Satisfaction

In a survey on the overall satisfaction of Uljin's project to train international regional culture publicists, 59.09 percent (13) said they were satisfied. It was followed by a very satisfactory rate of 31.83% (7), and 4.55% (1), with very little dissatisfaction and dissatisfaction.

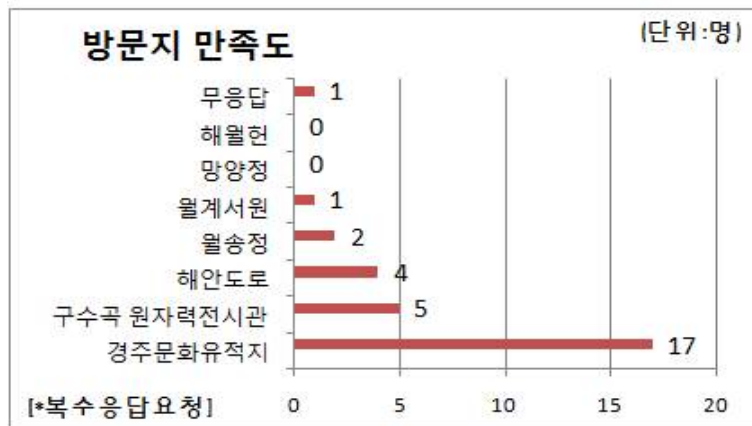


Figure 3. Visiting Site Satisfaction

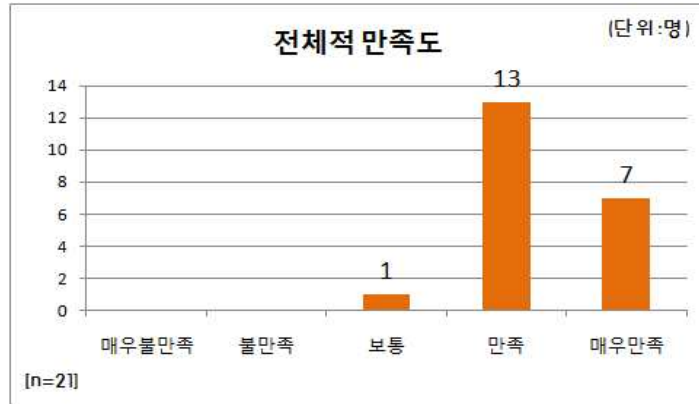


Figure 4. Overall Satisfaction

4) The Effect of Educational Programs and the Will to Participate in the Future

(1) The Effect of Educational Programs

When asked about the effects of the education program, nine out of the total respondents (42.86 percent) said they helped foster knowledge as a local PR workforce. Next, it helped us understand the cultural resources of the region (7 people, 33.33 percent), helped us to accurately recognize Korean cultural assets (6 people, 28.56 percent), and helped us to promote local culture (4 people, 19.05).

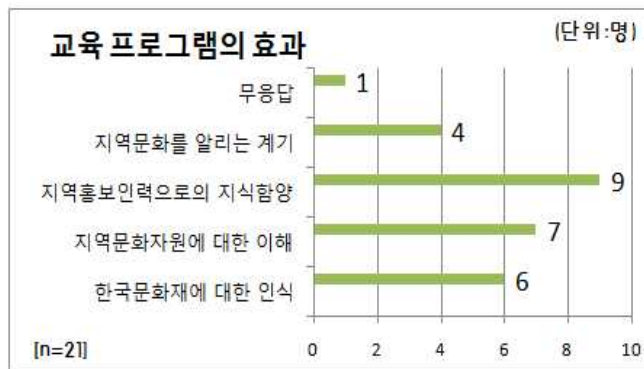


Figure 5. The Effect of Educational Programs

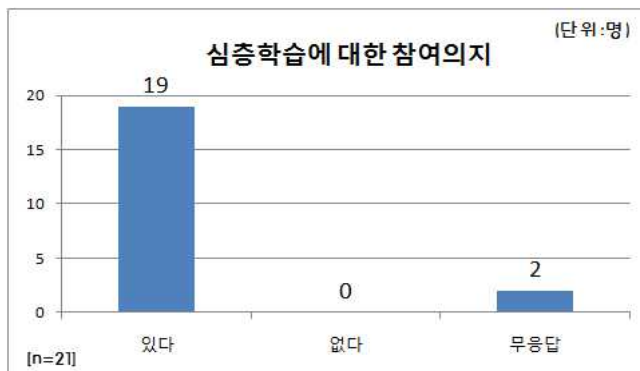


Figure 6. Willing to Participate in Further Study

(2) Willing to Participate in Further Study

In a question on whether Uljin will participate if the education for promoting international regional culture is conducted in depth in the future, 19 out of the total respondents (n=21) (90.48 percent). And there was no response that there was no willingness to participate.

5) Opinion Survey of Educational Programs

Many people wanted to give lectures on local culture to their instructors who lived and grew up in Uljin due to their opinions on the education program. Also, it was suggested that international community culture promotion personnel could not provide lectures in the foreign language sector and expand field trips. Others suggested that it was a good time to understand Korea and local culture, as well as to enhance knowledge as a local information agent.

6) Current Status of Students in Education

(1) Age Distribution

Among the 21 women surveyed, 40s showed the highest distribution with 10, 8 in 30s and 3 in 50s.



Figure 7. Age Distribution

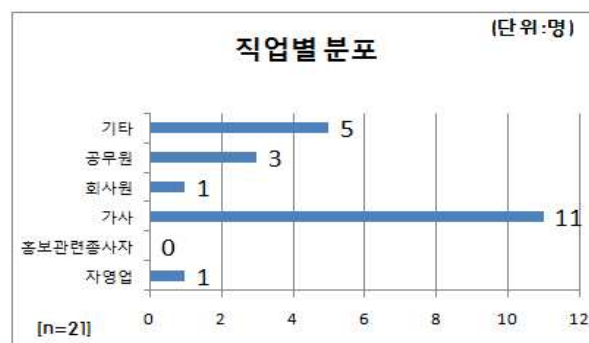


Figure 8. Occupation Distribution

(2) Occupation Distribution

According to the respondents' work distribution, the number of housewives was the highest with 11; three government employees, one company employee, one self-employed person, and five others (children's home teachers, living guides, government contracts, and senior citizens' welfare workers). There were no public relations workers.

#### **4. Conclusion**

The project, which was conducted from December 20△△ to March 20△△, was carried out to promote international regional culture in Uljin-gun to enable local people to act as local public relations agents through awareness education, international manners education, personality and public relations education on regional and Korean culture.

The difficulty of securing educational life that occurred at the beginning of the event was successfully achieved thanks to the active cooperation of the local people, which in turn led to the active participation of the students in education, further enhancing their achievements. I think this reflects the local culture of the local people and their great interest as a local publicity agent.

A post-training survey showed that the students were generally satisfied with the project. As shown in the evaluation of the effectiveness of education, the project could once again be recognized in that it helped to understand local culture, increase understanding of Korean cultural assets, and prepare for regional promotion. In addition, it has been shown that the project will not end up as a short-term project but will have to bring more results through long-term plans.

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