The Cultural Costs and Benefits on Visitor Approval of Wall Mural Villages in South Korea: A Structural Equation Model (SEM)

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Abstract

Cities have recently been trying to gain the economic benefits of visitors by creating cultural amenities to attract tourists. One cultural amenity in use in Korea for this purpose has been wall mural villages. Wall mural villages in Korea have gained fame and have become an integral part of neighborhoods, which has garnered much research by those looking to utilize them for economic development. Past research shows the creation of cultural amenities has both cultural benefits and cultural costs. This study uses a structural equation model including the constructs of cultural benefits, cultural costs and the economic benefits as latent independent variables to measure the dependent variable visitor approval when visiting wall mural villages. This research shows that despite slight negative effects of the cultural costs felt by visitors, they do not heavily outweigh the cultural benefits and economic benefits on the visitor approval of wall mural villages as a whole. The results of this research imply that continued use of and perpetuation of wall mural villages as a method of redevelopment in Korea creates a positive externality on underdeveloped and economically depressed areas within cities.

Key words: wall mural villages, cultural benefits, cultural costs, economic benefits, approval of cultural villages, structural equation model

Ⅰ. Introduction

Creative and cultural areas have become one of the most popular alternatives for new types of business creation and revitalization strategies over the last couple of decades (Green & Plese,

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2014; Pratt, 2010; Sasaki, 2010). Studies have suggested huge potential for city regeneration and job creation (Scott, 2008; Noonan, 2013). The age old policies of economic development which encouraged dirty business to relocate have proven ineffective and a change toward resident focused cleaner areas has begun (White & Kotval, 2013). Until recently creativity and culture has been relegated to artists, poets and musicians and was being underutilized and its effects restricted to psychological studies (Landry, 2008). This research focuses on the cultural benefits as well as costs on their effect on visitor's approval of the reinventing of depressed areas into cultural neighborhoods throughout South Korea.

Many projects by cities in this redevelopment effort have taken on many forms. The projects range from keeping historical areas - as was done in Wildwood, New Jersey - by recreating the popular culture of the 50's and 60's using existing old buildings to attract tourists (Phillips & Stein, 2011) to taking over an old biscuit factory to make an area for artists, as they did in Bermondsey in London (Hall, 2006). In Korea this has been done through community building and different forms of city beautification projects (Hong & Lee, 2014). The most recent and popular cultural district is known as a wall mural village (Green et.al, 2014). A wall mural village is a way to avoid gentrification through beautification of a neighborhood which helps to evade eviction of residents from their homes and destroying the heritage of the area (Ha, 2007). A fresh way to bring community together through volunteering and project management, wall mural villages in Korea look similar to Chicano cultural movements in the United States (Gomex-Malaga, 2014). Several studies have researched the wall mural village phenomena including papers by Park (2013) who look at the aspects of art to Cho (2011) who look at the effects on residents, while Choi, Yoon & Ahn (2013) looked at the ways a community can best maintain and administer having such a cultural amenity in their city.

Fouser (2013) and Kim (2008) oppose these kinds of projects and believe that government money can best be spent in other ways to improve the community. Fouser believes that cities are not spending the money on the proper infrastructure and would that those monies would best be spent on libraries. Kim also is in favor of a leaner and fiscally conservative government that should not spend public money on decrepit neighborhoods. These and other opposition authors use examples that the people living in the area are opposed these kind of projects and their lives are being disrupted by artists, city workers and tourists all of whom do not respect the privacy of the residents and could destroy the area even more by visiting the area (Cho, 2011).

The purpose of the study is to investigate visitor's opinions as to their acceptance and acknowledgement of the area as economically beneficial as well as culturally beneficial to them and the residents of the area. As wall mural villages have become tourist spots several of them have attained a lot of notoriety and have become economically efficient. As noted above and the proceeding literature review, there has been some research into this subject and how visitors and residents feel about these sometimes dynamic tourist destinations. However this research looks to

add to the research by doing a quantitative study of visitor's approval looking at this cultural phenomena in an economic and cultural light. Hopefully this study can shed light onto future projects such as these for administrators as well as enlightening future research into the subject of cultural areas for redevelopment.

II. Literature Review

1. Cultural Amenities

An amenity is a specific location or thing that while in a specific place adds value to that specific location. According to Green & Ko (2015) examples of amenities include but not limited to areas with low crime, good government services, environmentally friendly, good school systems, recreation areas, cultural or having good housing or a low cost of living. Waltert & Schlapfert (2010) describe amenities as physical attractions that bring people to an area. Culture is a group of person's norms, beliefs, behaviors and tastes. According to Snowball (2008) culture is not simply something valued monetarily and when absorbed by the populace can create only positive externalities. A cultural amenity is a groups creation of or use of a specific location that adds to that location or thing, the group's norms beliefs, behaviors and/or tastes of which they value. Green & Ko (2015) also say that cultural amenities create mental stimuli through art and have the ability to attract tourists to an area through festivals. Cultural amenities are often ascribed to being thought of as only museums and theaters (Clark & Hunter, 1992) but more recently cities are using creative ways to make cultural amenities to attract people to live and work near (Florida, Mellander & Stolarick, 2011). These include fairs and festivals (Snowball, 2008), art spaces and cultural villages (Green & Plese, 2014) and restoring historic buildings (Coulson & Leichenko, 2001) to name a few. These cultural amenities can, "…improve cities competitive edge, create a foundation for defining a sense of space, attract new and visiting populations, integrate the visions of a community and business leaders and contribute to the development of a skilled workforce…" (Murray, 2011). Cultural amenities use is spreading throughout the world's urban and rural areas as we become more globalized and move from an industrial factory economy to a knowledge based economy (Florida, 2012; Hall, 2006; Scott, 2008).

2. Wall Mural Villages

In 2006 the Korean ministry of sports, tourism and culture engaged in a program called Maeur Misur or art village (Yun, 2012). This program gave money to local governments and nonprofit

organizations to go into economically depressed areas around the country and beautify them with wall mural art (Kim, 2011). This was done not only to beautify but also to give the community a sense of pride and rebuild community relations (Park, 2013). These areas were designated as wall mural villages and the area within these wall mural villages could not be developed by developers. Most of these areas slotted for wall mural villages are in badly rundown areas of a city or in depressed areas scattered throughout the country (Kim, 2011). The people living in these wall mural village designated areas have protection and the areas that are designated have become tourist destinations (Park & Kim, 2014; Cho & Seo, 2013). Hundreds of blogs and many newspaper articles have been written about these wall mural villages. These areas have attained a lot of popularity and even some have been featured on television programs, not only in Korea, but also internationally. There are approximately 31 wall mural villages throughout South Korea in both rural and urban areas. The initial project was not intended to last long – perhaps three to four years – and no new villages have been funded nationally since 2009. There have been several villages that have been overrun by redevelopment, but most have withstood the test of time. Several scholars have analyzed some of the villages to find out the best administrative and community related ways to maintain and revitalized the areas that have been left to decay (Kim, 2011). Though the studies have been extensive only the paper by Cho and Seo (2013) has yet to look at visitors views of how they look at the villages. It looked at one village in Suwon, South of Seoul, and found that the visitors did feel good about their experience visiting the area (see Table 1).

〈Table 1〉 Vistor's Responses to Wall Mural Village

Sex	Males				Females			
Age	20's	30's	40's	50's	20's	30's	40's	50's
Were you satisfied after visiting the wall mural willage?	4.5	4.5	4.3	4.0	4.2	4.4	4.3	4.1
Would you recommend others to visit?	4.5	4.4	4.3	3.9	4.1	4.3	4.2	3.9
Is this an urban regeneration success story?	4.5	4.5	4.4	4.0	4.4	4.2	4.1	4.0
Is this a creative tourism success story?	4.3	4.3	4.2	4.0	4.2	4.1	4.0	3.9

Source: Cho & Seo(2013). Note; out of a ranking of 1 to 5, being very satisfied

By maintaining the area as a tourist district as well as a wall mural village area, the residents of each area have successfully been able to retain their residence until now (Cho, 2011). Several of the research papers have looked into how to maintain the wall mural villages. Park and Kim (2014) looked at the villages of Anhyeon in Gochang city, Dongpirang in Tongyoung city, and Byeolbyeol village in Yeongcheon city, while Sung and Byun (2013) looked at the villages of Oo 2-dong in Busan, Dongpirang and Jangsoo village in Seoul and how the original focus or theme

was not maintained. Other research focused on Busan such as Kim (2011) who looked at how art can be the main focus of the village and Choi, Yoon, Seo and Won (2013) which focused on social capital of the residents as a priority in one village - Gamcheon cultural village. Though the research topics were varied, most of them did have a common theme when they concluded, that of community, government and other outside actors involved in maintaining the neighborhood. The research design by Lee & Kim (2013) whom condensed most of the villages into a concise framework seen in Table 2 shows three areas wall mural villages need to fulfill in order to be successful.

〈Table 2〉 Type of initiative taken in Regional Development

Initiator	Details of Initiators involved
Population	The general public, residents organizations, traders, dealers organizations, farmers, parents
Government(municipalities)	Central government agencies, local governments, local governments and the Eup, Myeon and Dong offices, officials
Non-profits and experts	Traffic-related NGOs, citizen participation-related NGOs, social welfare NGOs, ecological environmental NGOs, community NGOs orchestral culture, education, environmental NGOs, urban-related NGOs and professors, professional Skills, researcher

Source: Lee & Kim(2013)

The framework consists of areas of government, nonprofits, experts and the general population at large. Another study into the successful co-creation of a wall mural village which looked at one village qualitatively by Hong and Lee (2014), set up another framework but also called for more quantitative studies into wall mural villages to draw better conclusions. In their paper interest and expectation from the project (Causal Conditions) and motive of participation, factors that prevent participation and the participation experience (Context conditions) effect resident's participation. With the residents participation (Central phenomena) being the mediating variable onto which a successful village is created.

Ⅲ. Theory, Variables, Model and Hypotheses

1. Theory

The theory used in this research is that of social action theory. This theory was developed by Noe & Uysal (1997) and determines tourist's satisfaction. It is represented by two variables that of instrumental and expressive forms as seen in Table 3.

〈Table 3〉 Dichotomy of instrumental and expressive variables

Instrumental	Expressive
- Evaluation of the physical product - Physical things - Cultural objects and business products - If absent creates dissatisfaction	- Core experiences - Intent of and act - Seeking satisfactory cultural awareness

Source: Noe & Uysal(1997)

The first variable the instrumental form is goal oriented and a pure evaluation of the physical product of the tourist location. It deals with physical objects in this case paintings, art and infrastructure. Happening alongside of the variable instrumentalism is the expressive form variable which includes the core experiences of the tourist area, in the case of seeking satisfaction in cultural awareness, local culture, purchased items and the general atmosphere of the area. In the instrumental case the cultural benefits can be seen as a positive externality (Snowball, 2008) and have a positive impact on cultural identity, the perception of an area and foster cultural exchange between the residents of an area and the visitors (Besculides, Lee & McCormick, 2002). However the expressive angle of experiences in visiting an economically depressed area could have a negative externality or consequence on the visitor (Walpole & Goodwin, 2000). As an outsider the visitor could dislike intruding and feel the people in the area suffer from living in a tourist destination and that outsiders presence has a negative effect on local culture while distorting the economy by driving up local prices due to high spending by tourists (Roe, Ashley, Page & Meyer, 2004).

As visitors visit each wall mural village they can a priori see the economic benefits ‒or lack thereof- during each visit and can be the judge as to whether this is beneficial to the local economy (Santagata, 2002). The economic benefits of having a wall mural village can be seen through changes in employment, investment, local business creation and the revenues tourists bring to the local area (Gursoy & Rutherford, 2004). Consequently the visitors can also derive the conclusion as to whether or not they are satisfied with such an area (Noe & Uysal, 1997; Yoon & Uysal, 2005; Sampaio, 2012). This satisfaction can be seen in their opinion of the area retaining its sense of community, its ability to make the visitor feel creative, want to see more of these types of villages and ultimately by contributing monetarily while visiting (Richards & Wilson, 2007; Clark & Kahn, 1988).

2. Variables

Below are the latent variables, the descriptions of the observed variables can be seen in Table 6 below. The dependent variable is visitor approval (VA) of the area. If visitors feel the area has fulfilled their needs as a cultural area then they approve of the area as a whole then the overall project is worthwhile. The mediating variable is economic benefits (EB). If the visitors feel that

having a wall mural village is economically beneficial they will leave satisfied and feel the wall mural village contributes to the area economically. The independent variables are the cultural benefits (CB) and costs that the visitor has received while visiting the area. If the visitor feels that the cultural benefits of them outweigh the cultural costs (CC) of them intruding on the people's space. The cultural experience is overall the main reason for the tourists visit to the area therefore it has a relationship to their satisfaction or dissatisfaction of the area.

3. Hypotheses

Description of set of hypotheses between the latent variables cultural benefits, cultural costs, economic benefits and visitor approval.

H1a – Cultural benefits (CB) directly and positively affect visitor approval (VA)
H1b – Cultural benefits (CB) indirectly effect visitor approval (VA) through the variable economic benefits (EB)
H2a - Cultural costs (CC) directly and negatively affect visitor approval (VA)
H2b - Cultural costs (CC) indirectly effect visitor approval (VA) through the variable economic benefits (EB)
H3 - Economic benefits (EB) directly and positively affect visitor approval (VA)

4. Model

Linking all of the observed variables from the literature on cultural benefits and cultural costs, economic benefits and visitor approval on how visitors' perceptions of wall mural villages has on approval of the cultural amenity, the following model has been created and shown here in Fig. 1.

〈Fig. 1〉 Conceptualized model
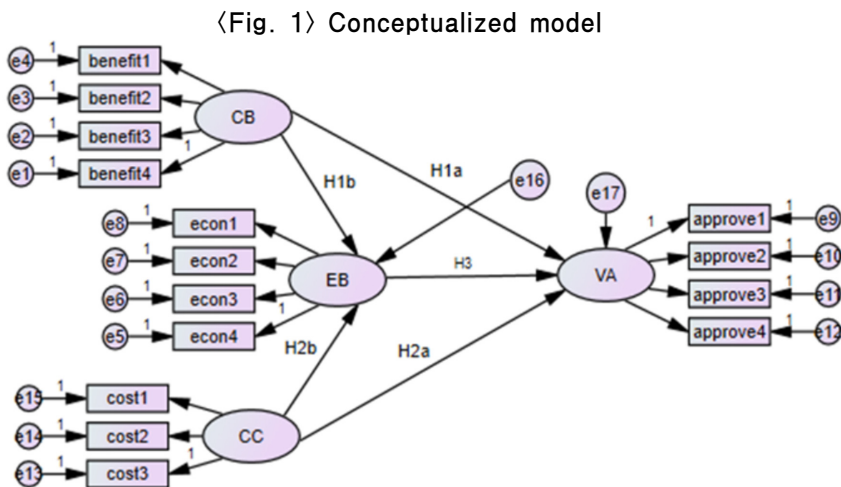
Ⅳ. Data and Methods

1. Data Collection and Analysis

The populations used in this study were the visitors to Korea's wall mural villages. The survey took place both in person at seven of the thirty-one villages spread throughout Korea as well as administered online anonymously through a site on facebook. The survey was conducted on site at wall mural villages in the cities of Busan, Tongyoung, Daegu and Cheonan during the months of July through September 2015. Due to financial and time restrictions these sites were chosen because of location as well as visitor attendance rates, a total of which 246 questionnaires were collected. The survey instrument was created using variables from the literature consisting of 15 questions written in English and Korean languages to capture as many visitors as possible in the time allotted. The questions used a five-point Likert scale with, completely disagree, with a score of one at the low end and, completely agree, with a score of five at the high end. The questionnaire included questions about sex, age, occupation, city and country of residence, nationality and what wall mural villages visited in the past, if any. The sex was broken up into male or female, while the age was broken up into four categories of 20's, 30's, 40's and 50 years of age or older. The section of the questionnaire for occupation, city, nationality and wall mural village was left open ended. Apart from the introductory section of the questionnaire, which was designed to characterize the visitors of wall mural villages Table 5 lists the items for mean, factor loading, p-value and Cronbach's alpha scores for each latent variable. Before beginning the estimation process data was analyzed for reliability and validity. The Cronbach's alpha scores for the latent variables of visitor approval, economic benefits, cultural benefits and cultural costs came out as 0.73, 0.77, 0.82 and 0.66 respectively and equaled or exceeded the benchmark of 0.70 (Nunally & Bernstein, 1994) with the exception of cultural cost. These scores proved that the latent variable constructs and the variable indicators were reliable and valid and therefore satisfactory.

Ⅴ. Findings

The data set used in this analysis obtained anonymously at the locations given above resulted in the total number of respondents at 246, of which 73% were Korean citizens and the remaining 27% were foreign born residents or travelers. There were 28 foreign countries represented the majority of which were American at 5% and Chinese at 3%. 53% of the respondents were female while the other 47% were male. 60% of the respondents were in their 20's while 22% were in

their 30's, 9% in their forties and seven percent were fifty or older. A majority of the respondents were university students at 47 percent while 19% said they were office workers and nearly 8% identified as teachers, the remainder was miscellaneous. 56% of the respondents were from Busan and the Kyungsang-namdo area while 27% were from Seoul and the Kyungi area, while nearly 9% were from Daegu and the Kyungsang-bukdo area. As for the wall mural villages visited, 45% responded from Busan based villages, 35% from Tongyoung, ten percent from Daegu and nearly nine percent from Seoul based villages.

The properties of the four hypothetical constructs in figure one were tested separately with a confirmatory factor analysis (CFA) for validity and reliability before testing the overall model seen in Table 4.

〈Table 4〉 Goodness-of-fit indices of Latent Variables in confirmatory Factor Analysis

Variable Label	CB	EB	VA
GFI	.990	.992	.949
AGFI	.951	.958	.743
CFI	.991	.993	.901
RMSEA	.119	.066	.216
p-value	.078	.128	.000

Note; all observed variables were used for analysis;

As seen in Table 4 the testable cases reached a GFI of over .900 but the RMSEA and p-values were not as consistent but due to the GFI scores were still acceptable (Yoon & Uysal, 2005).

〈Table 5〉 Goodness-of-fit indices for the CFA(Using all observed variables)

X^2	DF	Cmin/df	p	GFI	AGFI	PGFI	NFI	CFI	RMSEA	pclose
229.47	84	1.775	.000	.888	.840	.662	.852	.900	.08	.000

Following the acceptability standards of the individual case CFI the variables were then tested in a full CFA. As seen in table 5 the GFI numbers using all observed variables was valid and strong. However in order to obtain a better GFI score as well as lower the RMSEA and increase the pclose weaker observed variables were eliminated. Of the responses to the initial fifteen questions, outliers came out in the Cronbach's alpha analysis. Those questions were whether the visitors would contribute monetarily (econ4) and whether having a wall mural village creates cultural exchanges between visitors and residents (approve2). These responses were omitted (Anderson & Gerbing, 1988) in order to obtain an acceptable model. Reliability analysis was then

performed to do the CFA minus the two variables. As seen in Table 5, all factor loadings exceeded 0.50, reaching a level convergent validity and most exceeded 0.60 showing a high level of consistency for the latent variables and of the variables regressions were significant at less than 0.001.

〈Table 6〉 Factors, means and results of confirmatory factor analysis

| Factors and items	Mean	Regression weights	Cronbach's alpha
Visitor Approval (VA)			0.73
approve1: Develops cultural activities	3.5	.67***	
approve3: Need more cultural areas in the city	4.0	.54***	
approve4: Creates revenues for local government	3.8	.75***	
Economic Benefits (EB)			0.77
econ1: Creates new employment opportunities	3.3	.72***	
econ2: Creates investment opportunities	3.4	.80***	
econ3: Creates more businesses for local people	3.5	.83***	
Cultural Benefits (CB)			0.82
benefit1: The area feels like a community	3.2	.66***	
benefit2: Makes me feel creative	3.5	.63***	
benefit3: Positive impact on cultural identity	3.6	.83***	
benefit4: Creates positive perception on Korea	3.5	.78***	
Cultural Costs (CC)			0.66
cost1: High spending harms locals	3.2	.60***	
cost2: Tourists harm local culture	3.6	.76***	
cost3: Locals suffer from living in a tourist destination	2.9	.52***	

Note: *** = p< 0.001

When comparing the results of the goodness-of-fit test in Chart 5 and Chart 7, the chi-square value decreased from 229.47 with 84 degrees of freedom to 117.122 with 57 degrees of freedom and that the p-value remained at 0.000 which shows the null hypothesis has strong significance. The CMIN/DF increased from 1.775 to 2.055 ideally still less than 3 which is ideal (Burn, 2009). Though the initial GFI was 0.888 an acceptable number (Al-Refaie, Ko & Lee, 2012) a more acceptable number of0 .917 was achieved. The adjusted goodness-of-fit index (AGFI) increased from 0.840 to 0.872 and though the PGFI actually decreased from 0.662 to 0.594, both the normed fit index (NFI) and CFI increased from 0.852 and 0.900 to 0.894 and 0.934 respectively. Lastly, the root means squared error of approximation (RMSEA) decreased from 0.08 to 0.07 and the pclose increased from 0.000 to 0.005.

〈Table 7〉 Goodness-of-fit indices for the CFA

X^2	DF	Cmin/df	p	GFI	AGFI	PGFI	NFI	CFI	RMSEA	pclose
141.123	59	2.392	.000	.917	.872	.594	.894	.934	.07	.005

The next step of the analysis was to run the SEM in AMOS using the hypothetical paths from Diagram. As observed in Fig. 2 below all of the paths were run, but not all were acceptable. The initial hypothesized model with hypotheses 1A, 1B, 2A, 2b and 3 were run but 2B was weak at 0.1 and it was not statistically significant with a p-value of 0.20. After Hypothesis 2B was eliminated the GFI decreased to 0.904 and the pclose decreased to 0.000, therefore hypothesis 1A was eliminated resulting in the final GFI seen in Table 8.

〈Fig. 2〉 Final SEM model
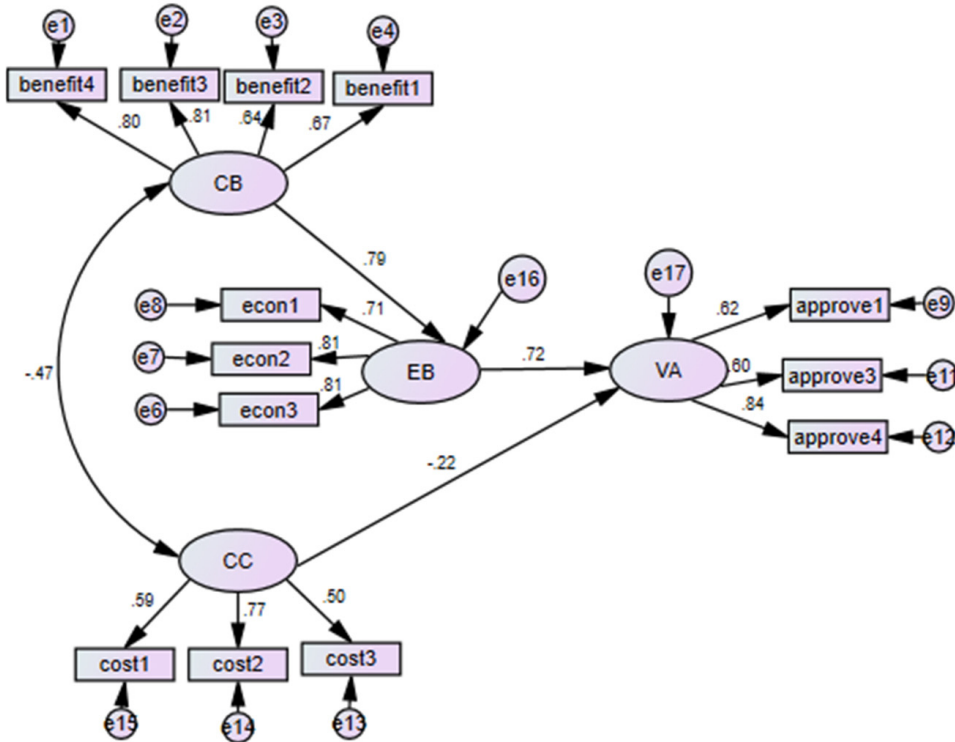
The results of the GFI as seen in Table 8 revealed that the p-value remained strong at 0.000 but the Chi-square increased from 141.123 to 147.914 and the DF and Cmin/df also increased from 59 and 2.392 to 61 and 2.425 respectfully. As was also observed the GFI actually decreased slightly from 0.917 to 0.915 even though the AGFI and PGFI increased from 0.872 and 0.594 to 0.873 and .613 respectfully. Other observations showed that the NFI, CFI and pclose all decreased

from 0.894, 0.934 and 0.005 to 0.762, 0.931 and 0.004 respectfully while the RMSEA remained at 0.07 in the final SEM.

〈Table 8〉 Goodness-of-fit indices for the SEM

X^2	DF	Cmin/df	p	GFI	AGFI	PGFI	NFI	CFI	RMSEA	pclose
147.914	61	2.425	.000	.915	.873	.613	.762	.931	.07	.004

The finalized model as shown in Fig. 2 indicate that the hypothesized linkages between three of the constructs in the model fulfilled the hypothesis except for that of hypothesis 2B, cultural costs having an indirect effect on economic benefits as the p-value was 0.199 and above the necessary 0.05 threshold to support the null hypothesis. Hypothesis 1A was also determined as not being a good fit for the model as even though it was statistically significant its presence lowered the GFI and the pclose to indeterminate levels, there for hypotheses 1B, 2A and 3 did achieve statistical significance. As hypothesized CB does positively affect EB at an estimated 0.80 while at the same time CB also positively and indirectly influence VA strongly at 0.72. Though CC did negatively directly affect VA it was also fairly weak at negative 0.22 but as mentioned did achieve statistical significance with a p-value of 0.006.

〈Table 9〉 Results for the hypothesis Visitor Approval model

Hypothesis	Relationship	Weight	S.E.	C.R.	p	Result
H1B	CB → EB	.80	0.82	9.3	***	**Accepted**
H2A	CC → EB	-.22	0.83	-2.7	.006*	**Accepted**
H3	EB → VA	.72	0.81	7.1	***	**Accepted**

Note: ***=p<0.001, *=p<0.01

Ⅳ. Conclusion

Visitor's approval is one of the major aspects towards making a successful cultural district in any city. When people visit an area that has been transformed into a tourist destination they may enjoy the art and culture, but also my feel that they are in some way intruding on the local people that inhabit the area. However their thought of the area as bringing themselves and the local's cultural benefits as well as helping the local economy could outshine the negative experience of invading the area with their presence. To determine if cultural areas like wall mural neighborhoods are something that bring in culture as well as economic benefits to a district is the purpose of this research. By looking at how visitors feel by visiting an area that has been

designated as such a spot for tourism, the questionnaire and SEM can help get a better understanding of visitor's opinions.

When people visit an area they have perceived expectations of seeing a new community and the way people live in that community. Visitors also have a sense of creativity, that the area portrays a cultural identity and a positive perception of the area. These cultural benefits as well as the experience can give visitors a sense of the cost of visitation of outsiders onto an internal culture. Their intrusion can also make people living in the area suffer from constant tourism which changes their daily habits and distorts the local economy by the increase of prices on certain goods which could become too expensive for locals to buy. The economic benefits seen by the visitors such as creating local employment, local investment, business and tourist revenues showed overall approval of the existing cultural villages. Though two of the initial hypotheses were excluded from the final model, as shown in Table 9, it was proven that three of the hypotheses were indeed true and that cultural benefits and economic benefits are strong indicators of visitor approval.

Though there was a slightly negative relationship between the cultural costs of having a wall mural district on visitor's approval of the area, the negative effect of these same cultural costs did not affect the perception of the economic benefits the village brings to the area. Also, the economic benefits of having a wall mural village in an area positively and directly affected visitor's approval of the area. Having a cultural district in a city is always positive in many ways. As Snowball (2008) pointed out, the externality of having culture of any kind is always positive and never negative because any type of art can only widen a person's perception of the world. Along with this the positive feeling people getting from having the physical product available for use makes visitors satisfied as its absence will make them dissatisfied (Noe & Uysal, 1997). Ongoing research into the benefits of cultural districts on a neighborhood helps to find the right method, correct tools and paths necessary for enriched development of an underserved location.

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Christopher James Green: 경성대학교 법행정정치학부에서 부교수로 재직 중이다. 경제학원론, 재정학, 인적자원 등을 강의하고 있으며, 주요관심분야는 지방정부행정, 인적자원, 지방정부재원조달 및 공공선택이론 등이다. 최근 논문으로는 Citizen based employee of the month program for local government workers: To improve city worker productivity and citizen participation (2013), Busan's foreigner programs and policies: A study on the effectiveness and responsiveness of the foreign population in Busan on citywide programs (2013), Wall mural neighborhoods of Busan: A city's transformation of favelas into prosperity (2014), Local government economic development: The impact of cultural amenities on a community throughout South Korea (2015) 등이 있다(cgreen@ks.ac.kr).

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국문요약

구조방정식 모형을 이용한 한국 벽화마을에 대한 방문객 인식에 관한 문화적 비용편익 분석

Christopher James Green

고 종 환

　한국에서 벽화문화마을이 명성을 얻고 있으며 이웃형성에 매우 중요한 부분을 차지하고 있다. 또한 문화마을을 경제개발에 활용하고자 하는 연구자들의 연구대상이 되고 있다. 본 논문에서는 문화적 편익, 문화적 비용, 문화마을을 방문하는 방문객들의 생각 등과 같은 변수를 이용하여 문화마을에 대한 경험이 문화마을의 가치를 인식하는데 어느 정도 영향을 주는 가를 정량적으로 분석하였다. 이를 위해 구조방정식모형을 활용하였는데, 이 구조방정식모형에는 문화적 편익, 문화적 비용, 경제적 편익, 방문객의 인식과 같은 잠재변수를 사용하였다. 본 연구결과에 따르면 문화마을을 방문하는 사람들이 지불하는 문화적 비용이 있음에도 불구하고 그 문화적 비용은 별로 크지 않아 문화마을에 대한 방문객의 긍정적 인식이 더 큰 것으로 분석되었다. 따라서 한국에서 재개발의 대안으로서 문화마을을 계속 활용하고 지속적으로 개발하는 것이 문화마을의 거주자에게 긍정적 외부효과를 가져다줄 것으로 판단된다.

주제어: 벽화문화마을, 문화적 편익, 문화적 비용, 경제적 편익, 문화마을에 대한 인식, 구조방정식모형