

Marine Tourism Development Strategy of the South Sea through Sustainable Management of Coastal Environment

Wii-Joo Yhang*

**Department of Tourism Management, Pukyong National University, Busan 608-737, Korea*

Abstract : This study is to integratedly examine coastal management policy and marine tourism development project for Korean coasts, especially for the South Sea of high development pressure, presenting sustainable tourism development policies for the future. To do so, it is examined central government-level coastal development projects set up by the Ministry of Culture and Tourism, the Ministry of Maritime Affairs and Fisheries and the Ministry of Construction and Transportation, setting the direction of south coastal management and tourism development at a level of national territory planning. The problems of coastal management first and then the problems of the South Coast Tourism Belt Project are analyzed in order to present political and administrative alternatives. To overcome such problems and make Korea a marine tourism base in East Asia, there is a need for re-recognition of the value of the project and its continuous push through cooperation between central and local governments. Also, under the presupposition of consensus building among local people and the sustainable development of environments, there should be a re-recognition that the future of Korean marine tourism in the 21st-century and the success of an inverted π -axis national development depend on the South coastal Tourism Belt Development Project.

Key words : Coastal management, Marine tourism development, Inverted π -axis, Sustainable

1. Introduction

Damaged coastal environment and a lack of resources make the prospect for the restorative force of the nature for coasts difficult. They have been caused by many factors that include: increased pressure on coastal development due to population concentration and urban sprawl; subsequent coastal ecological disturbance; natural disaster by global climate change such as rising sea level; and increased conflicts between local people and developers over their respective interests. It is not so much local problems facing one region or one nation but raises need for integrated coastal management at a global level.

Socio-humanistic and natural environmental changes over coasts requires new coastal management administration, not the existing functional management. In other words, there are the emergence of 'integrated coastal management', the concept to overcome the limitations of 'divided coastal management system by field' that manages specific spaces by field, such as resource use, environmental protection and marine development, and to see coasts from a holistic perspective. The age of integrated coastal management has come to perceive coastal marine and land zones as an environmentally, ecologically, socially connected system to counter a lot of coastal problems, including development, use and preservation.

Recent economic growth and subsequently increased desire for travel have encouraged public demands for

visiting coasts, leading to an appreciable tendency to visit clean and safe coastal zones. In particular, noteworthy is that Korea is a coastal country, surrounded by seas, with 3,170 islands, 11,542km shorelines, 2,393km² tidelands, 354 beaches, 2,339 fishing ports and 3 marine national parks. As increased income level, a gradual reduction in working hours following 5-day work and vacation are expected to make a variety of tourism patterns and leisure activities become the norm, this diverse coastal resources will increase coastal tourist demands. So to speak, as future tourist demand is expected to get away from land-oriented tourism into dynamic tourism experiencing a variety of marine resources, the current simple beach-oriented tourism pattern is going to become differentiated soon, along with increased population participating in marine tourism.

With this background in account, this study is designed to integratedly examine coastal management policy and marine tourism development project for the South Coast of great development pressure, presenting sustainable coastal tourism development policy for the future.

2. Coastal Management and Marine Tourism Development

2.1 Coastal Management and Coastal Management Law

The Coastal Management Law(enacted in 1999.2.8 and

* Corresponding Author : Wii-Joo Yhang, wjyhang@pknu.ac.kr, 051)620-6549

Table 1 Basic Goals and Strategies of Integrated Coastal Management

Basic goals	Strategies
<ul style="list-style-type: none"> · life coasts of ecological balance · production coasts through environmental friendly development · coasts without disasters through coastal disaster protection project · human-oriented coasts as places of recreation and education · integrated coasts, with stakeholders cooperating 	<ul style="list-style-type: none"> - concentrated management of coastal ecological system through protection & designation - optimum management of coastal pollution, consistent with the characteristics of sea areas - coordination of coastal development projects, considering environmental capacity - systemic management of coastal disaster protection projects - building water-friendly coastal space and improved coastal access - setting-up, promotion and support of coastal area management projects - management of the nation's coasts by area

partially revised in 2005.8.4; Law No. 7678) stipulates requirements for the efficient preservation, use and development of coasts to preserve coastal environment, promote sustainable coastal development and build coasts as clean and prosperous places of life. With the article 2 of the Coastal Management Law (revised in 2005.5.31) dividing a coast into a coastal sea zone and a coastal land zone,

coastal sea zone refers to a sea area that covers beach(the area from the water level at high tide to the area designated in cadastral survey) and a sea area ranging from the water level at high tide to the outer limits of national territory. Coastal land zone forms the boundary between unmaned island and the land within 500m from the land border-line of coastal sea zone. Therefore, coastal

Table 2 Direction of the 2nd National Tourism Development Plan and Coastal Tourism Development

Area	Development direction	Development strategy	Tourism development project by unit
Chun-Nam	to foster as a Dadohae marine, cultural tourism area	to develop Dadohae's marine tourism resources	<ul style="list-style-type: none"> - to designate marine tourism cities(Mokpo, Wangdo, Yeosu) - experience at tidesand - 2010 international Expo - clean marine resort in the Dadohae beach - experience in fishing village and tourism village
		to expand local tourism infrastructure	<ul style="list-style-type: none"> - scenery road along South sealine - to connect international marine tourism to cruise route - tourism route for marine experience
Kyung-Nam	to foster as a Hallyeosudo marine,historical, cultural area.	to build an international Hallyeosudo tourism area	<ul style="list-style-type: none"> - marine leisure sports tourism zone - to develop Tongyeong marine resort park and Donam recreation area - marine resort tourism zone and historic park at Tongjeyong in the Obido - to revamp collective facilities area in the Haekeum River and develop Kangok area - Goseong Dupo tourism site - Jinhae warship museum - to construct coastal bridge from Busan to Geoje and Jangmok tourism complex
		to expand local tourism infrastructure	<ul style="list-style-type: none"> - to attract first-rate tourism hotels with international chain and condominium
Busan	to foster as a base of marine tourism in East Asia	to expand marine tourism infrastructure	<ul style="list-style-type: none"> - to construct international cruise-only terminal - residence-type marine resort town in Eastern Busan area. - marine ecological park in Western Busan connected with horse race, New Port, international airport Western Busan area - marine museum, shell mound museum - Haeundae Dalmaji tourism road
		to develop motion picture, cultural theme tourism zone and facilities	<ul style="list-style-type: none"> - motion picture information complex, international motion picture theme park - cinema museum and cinema production center - to build cinema streets at Gwangbok-dong and Nampo-dong - Pusan International Film Festival(PIFF)', 'Busan Sea Festival', 'Busan Jagalchi Cultural Tourism Festival

revamping project, which is carried out in coasts, involves the followings : projects to protect seashores and revamp damaged seashores; projects to preserve and improve coastal sea zones; and projects to use coasts in a clean way, such as building recreation space.

The article 4 of the previous law stipulates the conducting of a foundation survey of the status of coasts every 5 years, so as to set up an integrated coastal management plan. A survey of the status of coasts should involve natural environment, socio-economic environment, use of resources, marine pollution and facilities to prevent coastal disasters, requiring complementing surveys for any area that verifies noticeable sealine and ecological changes as a result of the foundation survey and the setting up of a management system based on the survey. Also, the article 5 of that law requires the minister of Maritime Affairs and Fisheries to set up an integrated coastal management plan, which includes the followings: the determination of coastal land zone boundaries and areas of selection; the basic direction of coastal management; the direction of coastal preservation, use and development for sustainable coastal development; and coordination among related administrative institutions. The integrated coastal management plan shall be determined after deliberation by the Central Coastal Management Committee and the Environmental Preservation Committee.

Under the Coastal Management Law, therefore, a coast now needs a comprehensive and future-oriented management for its ecological, cultural and economic values in harmony and marine tourism needs to set up development plans for tourism activities that are on the basis of sustainable coastal management plan.

2.2 Marine Tourism Development

1) The Ministry of Maritime Affairs and Fisheries and Maritime Tourism Development

Korea's marine tourism development plan requires to

examine first the Integrated Coastal Management Plan by the Ministry of Maritime Affairs and Fisheries, the authorities in charge, in that major areas of selections lie in coasts. The plan that suggests the direction of integrated coastal management policy at a national level was set up and officially notified in August, 2000, dividing the nation's coasts into 10 areas to realize sustainable coastal preservation, use and development through 5 basic goals and 7 strategies and suggesting the respective basis goals and policy directions of 10 areas.

According to the principle of 'Plan first, use and development later', which means "no development without plan", the plan induces integrated coastal management through planning control, with the following major contents.

- programs to build water-friendly coastal space and improve coastal access: to push for the expansion and diversification of water-friendly facilities, as by securing water-friendly coastal spaces in the nation's 54 coasts, including harbor, industrial complex and fishing villages; to build marine ecological parks in tidelands and stopping-places for migrant birds that are environmental preservation-type, water-friendly spaces; and to restrict activities that damages coastal landscape and disrupts sea currents and sea sands, including installation of structures within the joint surface of water.
- programs to set up, promote and support coastal area management plan: to support unified coastal management among central government, local governments and local people; to induce an environmental friendly coastal development by area ; and to build the basis of setting up coastal management plan to promote participation of local governments.
- programs for coastal management by area: to coordinate calls for coastal development at a national level for a more substantial integrated coastal management system; to establish an organized management infrastructure to

Table 3 Development Direction of Tourism Belts

Tourism belt		Area	Development direction
tourism belt	South coast tourism belt	Mokpo~Busan	continuing push for the South Coast Tourism Belt Development project for the joint development of cultural, tourist resources in the Dadohae and the South coast
	West coast tourism belt	Kyunggi-man~Mokpo	push for the West Sea Tourism Belt Development Project to expand tourism infrastructure and build an international ecological, marine tourism zone in the West Coast area
	East coast tourism belt	Seorak mountain~Busan	push for the East Coast Tourism Belt Development Project to build a Keumgang mountain-Seorak mountain tourism zone, expand tourism infrastructure in the East Coast area and develop a plateau resort in Gangwon mountain area and the closed mine village
	Peace belt	area near non-militarized zone	build a peace tourism belt to foster as a base of ecological tourism and South-North exchange

achieve an environmental friendly coastal development, including comprehensive management that considers changes in the respective socio-economic situations, development demands and environmental capacities of 10 coastal areas; and to establish an efficient integration and coordination system among coastal management entities by preparing appropriate coordination methods in response to emerging conflicts over coastal use.

According to the integrated coastal management plan, a tentative analysis shows an implementation rate of 61.1 percents as a whole, with the highest implementation rate for Southeastern area, the study area.

2) The Ministry of Culture and Tourism and Marine Tourism Development

Given the use of tourism as a mechanism for coastal development, there is a need to examine the 2nd Tourism Development Master Plan that has been pushed by the Ministry of Culture and Tourism, the authorities in charge of tourism. Under the article 47 of the Tourism Promotion Law, this plan was designed in July, 2001 to set up the

basic direction of national tourism development over the next 10 years and the strategies and methods to preserve, develop and manage tourist resources for their efficient progress, so that Korea becomes a major tourism country and contributes to improved international friendship, improved national economy and national tourism development. It is a 10-year-legal period plan from 2002 to 2011, allowing an examination of the basic direction of marine tourism development.

3) The Ministry of Construction and Transportation and Marine Tourism Development

An examination of the Comprehensive National Territory Plan(revised in 2005. 11) set up by the Ministry of Construction and Transportation, the authorities in charge of national territory, is a prerequisite for the systemic examination of Korea's future coastal tourism development. The plan shows, for the development of Korea's national territory in the 21st century, the development of Pan East Sea and Pan West Sea axes with South Sea axis as its base. However, noteworthy is that the South Sea Tourism

Table 4 Plans of the South Coast Tourism Belt Development Plan(million won)

Area	Base area	Sub -base	Linked project areas	expenditure
4 tourism zone	5 bases	6 sub bases	63 linked projects	50,432
Busan city tourism zone	Busan international port district	Eastern Busan Green City	Gadeok district; Eulsukdo ecological park; Mipo district; Dongsamdong Marine Cultural Institute; Busanjin castle cultural heritage; revamping Gaya history and Culture; Gaya historic folk village; Kimhae pottery village.(8)	18,350
marine leisure tourism zone	Tongyeong port district	Jangmok district	Junam water resource ecological park; Gusan Marine tourism zone; rest oration of Tongjeyeong; Obido district; Haegeum river district; Gankok district; Geoje Shipping museum; Dongbaek Theme Park; Goseung dinosaur theme park; Dopo tourism zone; Soeulbipo castle place; Minor Gaya cultural village; Shipping museum; restoration of Ungcheon castle and Ungcheon Japanese-style castle; Ungcheon pottery village; restoration of Angol Japanese-style castle(16)	8,689
comprehensive resort tourism	Yeosu Marinepia South Sea Harmony resort	Boseung Gulf district Sacheon Silanman, Beeto district	Geumseung district; Goso castle monument place; South Sea traditional cultural art village; Family resort village; Choseun Maksabal pottery village; making Seunjinli castle a park; Okyong district; Suncheon Nature Ecological Park; making Korean-Japan war historic place a park; Chogae Mountain Buddhist Theme Park; Sado Nangdo district; Museulmok Park; Bibong Dinosaur Park; Taeback Mountain Literary Park; Baekje Toseungdong castle; Na myeol, Palyeong district; Narodo district(17)	9,667
historical, cultural tourism zone	Mokpo Gate City	Haenam Flower Garden Tourism Complex Marine King, Jangbogo Cultural Heritage	Gohado Park; Samhakdo restoration; Natural History Museum; Bangchon district; the End of the Ground tourist site; Uhyang dinosaur fossil site; Right Suyeong tourist site; Yunsungdo monument place; Daegu Goryeo celadon pottery site; Maryang district; Jeungdasan monument place; Seunggidong tourist site; Manhan literary park; Yeongsanho tourist site; Bogildo Yunseundo monument place; Myodanngdo Lee Sunsin monument place; Shinjinmyungsasibli; Hoidong tourist site; Aryrang village; Sangman. Guiseung art village; Jeung-do tidesand ecological park; Imja. Daekwng district (22)	13,726

Table 5 Status of Operation of Government Subsidies regarding the South Coast Tourism Belt Development Project

Area	cancelled	excluded	added	reduced	name changed	duration changed	contents changed	expenditure
subtotal	7	1	1	2	7	36	33	50
Busan	—	—	—	—	—	2	3	5
Kyungsangnam-do	4	1	—	1	4	13	12	20
Chunranam-do	3	—	1	1	3	21	18	25

Belt Development Plan is the basis of South Sea axis. It means that the basic direction of tourism development in the comprehensive national territory development has South Sea axis as its base, aiming to expand international tourism infrastructure and manage tourism resources in a sustainable way.

The above table shows that the development direction of national tourism revolves around 'marine belts', including the East Sea, the West Sea and the South Sea. Especially, the development plan encircles the inland through the inverted- π axis of the South coast-the East coast-the West coast for the joint development of inland and sea, maximizing the synergy effects of tourism. To do so, the plan aims to develop a tourism belt symbolizing global peace, with a peace belt as its basic concept, where the inland area near the non-militarized zone has the theme of ecology and peace. Korea's marine tourism in the 21st century ultimately aims to enhance tourists' access through securing land, sea and air traffic network that is now lacking and become a base of marine tourism in East Asia by developing marine tourism products that would allow tourists to experience the diverse natural and socio-humanistic environments of tourist destinations.

2.3 South Coast Tourism Belt Development Plan

The South Coast Tourism Belt Development Plan (by the Ministry of Culture and Tourism in July 2000) is a 10-year, ₩5.432 trillion national project over the 2000-2009 period that has as its basic direction the building of tourism belts using the historical cultural resources of the Dadohae and the South coast. (₩662 billion in national fund, ₩827.5 billion in local fund, approximately ₩3.554 trillion). The followings are project plans by area.

3. Policy for Sustainable Tourism Development for the South Coast

3.1 Tourism Development Project for the South Coast

1) Problems of Development Project

For the sustainable tourism development of the South

Coast through management of coastal environment, there should be an analysis of the status of the South Coast Tourism Belt Project and alternatives to problems with the project. Therefore, this study should present problems with the South Coast Tourism Belt Development Project and possible solutions to problems from the standpoint of coastal management.

First, from costal management perspective, a lot of preservation, use and development projects for costal environment have conflicted and contested. It has not only undermined efficient use of coasts but damaged coasts without a comprehensive plan due to the permission granted to a developer who has applied first. Sea roads have been developed near seashore because of scenic regulations on ocean view or access, limiting a view of beaches and damaging coastal landscape. The increased coastal development pressure are putting the public right of environment and the future generation' right to enjoy coasts in danger.

Natural disasters, such as rainstorm or typhoon, have damaged and washed away coastal facilities, taking large-scale human and property tolls. Also, costal development in a variety of forms, such as reclamation and port development, have changed coastal environment, causing problems, such as costal erosion, loss of beaches, the burying of sea routes and damage to fishery industry by mudslide.

Secondly, from systemic perspective, basic plan or a feasibility study of the selection of marine tourism developers has not been conducted in a comprehensive and scientific way but determined by fragmentary assessment elements or political considerations, with some unreasonable area of selection causing no small problems.

The Tourism Belt Development Project that has started in 2000 is at a standstill, with only a 15 percents implementation rate, as of June 2004. Furthermore, economic conditions at home and abroad are expected to make it difficult to attract large-scale private capitals, which has led the Ministry of Culture and Tourism to scale back the development projects from 71 to 64 ones in August, 2004.

Thirdly, from economic perspective, considerable parts of

development projects for the South Coast have been dependent on national fund without sufficient examination of financing, which has led to stumbling blocs to the process of development. Especially the operation of government subsidies on the South Coast Tourism Belt Project is a case in point.(Table 5). 7 projects cancelled, 36 ones with changes in duration and 33 ones with changes in contents demonstrate lack of sufficient examination, feasibility study and analysis of their spread effects.

Also, the development projects' waste of budget was pointed out by the board of Audit and Inspection in July, 2004 and National Assembly in September 2005, including overlapping and dispersed investment and abuse of money. Too much overlapping investment will lead not only to budget waste but to lowered competitiveness in attracting tourists. For instance, there are four dinosaur parks or museums in Chun-Nam and Kyun-Nam, which demonstrates how stereotyped the project is. It will lead to a poor construction, raising questions to investment efficiency.

Another problem with budget is restrictions on the use of government subsidies. Ban on government subsidies as land compensations is expected to put financial pressure on local governments and construction process is expected to be in trouble as government subsidies are granted under Special accounting of balanced national development since 2005.

Fourthly, from administrative perspective, the 'Special Law of South Coast Tourism Development' was co-planned by 3 governors, while approval of projects was made by 3 respective governors concerned with individual projects. A lack of unified procedure and inharmony among projects may reduce the effectiveness of the plan.

Regarding the entities of pushing for the projects, the Ministry of Culture and Tourism has proceeded the projects without sufficient discussion with the departments concerned, causing a lot of problems. On the top of it, some projects were ruled out because of the failure to get cooperation from Cultural Heritage Administration, the sub-institution of the Ministry of Culture and Tourism. Also individual projects have been pushed by local governments without a comprehensive coordination apparatus of the Ministry of Culture and Tourism, local governments and private investors. This poor work has led to the disruption of the big development project, demonstrating the limitations of the development-centric system of local governments that try to secure budget first, dependent on the central government alone.

2) Policy alternatives

In spite of the many problems presented above, the

South Coast Tourism Belt Development Plan should be pushed by gathering national competence. This study, therefore, will present policy alternatives to them.

The first is to develop a coastal erosion prevention technology in terms of utilization of water, the features of sedimentary environment and the cause of erosion. It would allow efficient and effective response to the topographical changes of the South Coast. Also, there is a need to provide a guideline for coastal security by presenting a guide for coastal revamping technology.

Secondly, for large-scale projects, there should be consensus building among the authorities concerned, opinions from experts and sufficient discussion from the stage of planning. The items to be discussed should include: the feasibility of tourism resources; the reasonableness of a project's scale; possible permission and discussion; prospect for financing; analysis of the feasibility of post-development projects; and analysis of economic impact. Also, there should be follow-up, for which participation from local people and their continuing monitoring of coasts is a prerequisite.

The third is to continuously and thoroughly monitor the accounting of subsidies and the process of projects every year. Local governments, therefore, should apply subsidies, with prior examinations and preparations(implementation of administrative procedure and local fund) into account. Also, efforts by Korea Tourism Organization, local assembly and government to attract private capitals are in desperate need and there is a need for enhanced incentives to facilitate private investments, including tax benefits.

The fourth is to enact a special law, tentatively named 'Special Law of South Coast Tourism Belt Development'). It will provide a legal device for supporting the national project, inducing a simpler administrative procedure and facilitating the attracting of private capitals. Above all, it will contribute to overcoming the administrative limitation of implementing the respective procedures of different laws. Last, there should be deregulation. Under the current laws on coastal marine tourism, the development of a coastal area should involve more than 40 regulations, including the Law of Natural Park and the Law of Coastal Management, etc. Therefore, there should be deregulation for a simpler and more efficient procedure for coastal development.

3.2 Sustainable Coastal Tourism Development Policy for the South Coast

1) Environmental-friendly Coastal Environment Management

For setting up sustainable coastal tourism development

policies for the South Coast, this study will present the following alternatives.

First, the success of integrated coastal management depends on decision-making and cooperative system among central and local governments, local people and experts. Given the fact, plans for coastal management set up by local governments is very crucial. Plans should be introduced with participation from experts on local plan, environment, marine ecological preservation and tourism development and determined through consensus by local people. Korea's integrated coastal management has established, in legal terms, a more forceful and efficient hardware than that of the United States. However, in terms of software, Korea's policy development on preservation of marine life and marine environment, estuary management and etc. is at the fledgling stage, which has stemmed from a lack of experts, poorer coast-related science and technology and information. More multilateral efforts at coastal management should be made for a more substantial coastal management, including recent push for marine and coastal application of GIS(Geographic Information Systems) and a survey of the state of coastal changes by developing coastal detection technology through satellite images.

Secondly, coastal tourism development plan should be carried out on the assumption of setting up a sustainable integrated coastal management plan. In other words, the concept of integrated management is the dynamic process of developing and implementing integrated strategy on environmental and social cultural resources and legal support, for the purpose of sustainable coastal development and must present integration among related fields, vertical, horizontal integration among government organizations and integration between sea and land area and between science and policy decision process.

Thirdly, to prevent increasing coastal erosion damages due to coastal developments, rising sea level and etc. and to secure a prevention-oriented coastal security and environmental-friendly preservation, there should be measures that include: erosion prevention measures suitable for the features of Korean coasts; in-depth study of the cause of erosion by area; and development and spread of the technology to counter such damages in a long-term view.

2) Methods to Facilitate Coastal Tourism Development

First, there should be basic principles to develop tourism for the South Coast, which should include: to introduce competitive marine tourism facilities, based on marine tourism development though clean water quality and preservation of marine ecological system in the South

Coast; to improve coastal landscape and share ocean view; to provide urban amenities in marine tourist sites; to respect the local tradition of the areas of selection and return profits to the community; and to trust future management and operation functions to private companies, while abiding by the basic principle of security for tourists.

The second is, as the role and challenges of the central government, to foster marine-oriented national policy and marine tourism-related businesses as part of national strategic industry. Through administrative integration of marine tourism departments in the Ministry of Culture and Tourism, the Ministry of Marine Affairs and Fishery, the Ministry of Environment and the Ministry of Construction and Transportation, there should be a unified and organic cooperative system for marine tourism development. Especially, given a lack of marine tourism experts, more efforts should be made to secure professionals, as by creating marine tourism major in schools or by introducing licensed marine tourist guide system.

Thirdly, as the role and challenges of local governments, they, including Busan and Kyung-Nam, should get away from a mere logistics-centric marine policy and create coasts as marine spaces that would provide a variety of urban functions, including local economy and environment as well as marine tourism. Also, there is a need to transform urban tourism policy from the current inland tourism to marine-oriented tourism, and to enhance amenities in coastal cities.

4. Conclusions and Suggestions

Marine tourism development should be pushed under the basic plan by the Ministry of Culture and Tourism, the authorities in charge of tourism, while there should be no overlapping projects among government departments. The Ministry of Culture and Tourism and local governments should set up tourism development master plans, foster marine tourism-related businesses and build marine tourism complex under the Tourism Promotion Law. Also, there is a need to induce local tourism development plans led by local governments that are consistent with the direction of tourism policies by the Ministry of Culture and Tourism, using the consultation clause under the article 12 of the Coastal Management Law.

However, given the many problems examined in this study, setting up a coastal development plan should need joint participation of the Ministry of Culture and Tourism, the Ministry of Marine Affairs and Fisheries and the Ministry of Environment toward an integrated marine

tourism development plan. In particular, there are needs to set up and push for comprehensive measures by putting together the geographical, cultural characteristics of Korea's coastal areas, expanding marine tourism facilities by area, developing marine tourism products and fostering the industry, based on the Ocean Korea 21 by the Ministry of Marine affairs and Fisheries that divides into 10 marine tourism development areas.

To suggest the direction of tourism development of the South Coast, this study analyzed the problems of the current South Coastal Tourism Belt Development Project and presented alternatives. Particularly, there were close examinations of national territory plan and South Coastal Tourism Belt Development Plan, looking coastal development plans at a central level that were set up by the Ministry of Culture and Tourism, the Ministry of Marine affairs and Fisheries and the Ministry of Construction and Transportation. The South Coastal Tourism Belt Development Project, the single most expensive tourism project has produced so many problems as pointed out above.

However, to overcome such problems and make Korea a marine tourism base in East Asia, there is a need for re-recognition of the value of the project and its continuous push through cooperation between central and local governments. To do so, the following actions should be taken: 1) The development, management and public relations of the South Coastal Tourism Belt Development Project, by its very nature, should be made in a comprehensive level. This requires smooth, administrative discussion between the Ministry of Culture and Tourism and three municipal governments, Busan, Kyung-Nam and Chun-Nam. 2) There are needs to cut red-tapes and ease regulation through discussion and cooperation between central departments. 3) Above all, enactment of tentatively named 'Special Law of South Coast Tourism Belt Development' is required for continuous push for tourism policies set by the government.

As seen above, there should be organic cooperative system between central and local governments, continuous support by central government and consensus building among stakeholders in a way that would lead to a more balanced, integrated and harmonious development of the South Coast. During the process, under the presupposition of the sustainable development of environment, there should be also re-recognition that the future of marine tourism in Korea in the 21th century and an inverted π -axis development of national territory depends on the South Coastal Tourism Belt Development Project.

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Received 10 May 2006

Accepted 22 June 2006