

A Preliminary Study on the Leisure Life Style in Korea : Based on the life value system and leisure life type

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Abstract : Leisure time is a critical part of modern life and is increasingly important in modern society. Therefore, analyzing expectations and values of leisure and researching leisure practices are integral in measuring the quality of life. In this respect, differences between values and attitudes leading to the ideal leisure life and the actual leisure life could provoke negative influence on our lives, further, decreasing quality of life. Therefore, classifying leisure lifestyle through analyzing value of lifestyle and the actual state of leisure precisely is very necessary. Leisure lifestyle could be very useful standard satisfying various desires and demands related to leisure. In the research, we surveyed 3,000 people over 10 years of age, one on one interview method, asking value of life behaviors (Individualism vs. Collectivism, Pro-Stability vs. Pro-Change, Statistical way of life vs. Active way of life, Family-centered life vs. Work-centered life) and practices of leisure life (With whom, How frequently, Where, For what) in respect to both value and behaviors. Through this survey, five groups of leisure life type have been identified; “Community-oriented Type”, “Cocoon Type”, “Family-oriented Type”, “Personal-stability Type” and “Multiplicity Type”. These leisure lifestyles would provide effectual alternatives for reducing gaps between expectations for ideal leisure life and actual life. Furthermore, this could be used for ground work to develop measurements for satisfying various leisure demands.

Key Words : life value, leisure life type, participation at leisure activity, quality of life

I. Introduction

Korea's per capita GDP is \$16,291 USD placing 9th in GDP per capita of OECD members nations. However, Korea placed 102nd out of 178 countries in the happiness-related research conducted by NEF in 2006. Level of living condition is also very low compared with other OECD countries, ranking 25th among 29 countries (KCTPI, 2006). Meanwhile, concepts such as the quality of life, well-being, happiness, life-satisfaction have been studied closely and have become important in respect to everyday life as well in academic circles. In 2000, concerns about well-being in Korea society skyrocketed through the fact that mass media splashed it as important

way of life. The pursuit of happiness and value of well-being have people living their lives more freely, in particular, in contrast to work-oriented life.

The work-oriented value system, which stresses ‘company and work’ above all else, shifted towards the more personal. In “The Korean General Social Survey” (Samsung Economic Research Institute, 2005), most Koreans believe that businesses should make policies while taking WLB (Work Life Balance) into account. People want a life in which they can enjoy leisure time and work 40 hours a week, even though they may make less money than before.

This change of social values influenced the 40 hour work week policy, which reduced work hours and

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arranged holidays and vacations, beginning in July of 2004. Actual discussions about the reduction of work hours and the enactment of the 40 hour work week policy began in 2000. The policy had initially been put in force in enterprises that employ more than 1000 workers in 2004, and it would gradually be instituted at all levels through 2011 (KCTPI, 2005). Due to the 40 hour work week, the average annual number of working days had reduced to 197.6 days in 2004 from 204.8 days in 2000 and 195.1 days in 2005 (Ministry of Labor, 2006). It can be predicted that reduction of work hours may bring substantial changes to lifestyle through the increase of free time, and construct new trends in the respect to leisure, work and market.

In a survey conducted on the change of leisure life conducted in 2005(KCTPI, 2005), 79% of respondents said that they were satisfied with weekend-leisure time since the 40 hour work week had begun in 2004. This result shows that satisfaction in general leisure life has increased. Especially, it has proved that workers want to increase the time for themselves through dynamic activities such as travel, sports and leisure, as well as self-improvement activities such as study of foreign languages.

However, while most Koreans spend their leisure time on passive activities which do not require special skills to enjoy, such as social conversation, other people may consider regularly attending sporting events or participating in extreme sports in which they can experience adventure as enjoying as ideal leisure time. The former would be qualified as passive, quiet leisure activity whereas the latter would be considered as active, kinetic leisure activity. According to Stebbins(1982), the former is 'casual leisure' which puts emphasis on pleasure, while the latter can be classified as 'serious leisure' which addresses the concepts of satisfaction and fulfillment.

In addition, there can be identifiable differences in characteristics of leisure participants, as indicated in the results by Kim *et al.* (2004), he measured the leisure time use by gender and found out that males spend more time on leisure more frequently. Kim and Han (1997)

found out that females use more time on family-oriented activities while males enjoy culture, hobbies, watching and gathering. Also, notable differences can be found between age groups. As seen in the 2006 National Leisure Life Survey by KCTPI (2006), web-base activity is popular with in the teen-20's age group, whereas people in their 30s enjoy more varied leisure activities. Participants in their 40s and 50s value personal relationships, while people in their 60s prefer functional leisure activities indicating special interest in health problems. As Hong (1998) said, the elderly in Korea have little experience in leisure activities because of their poor adolescences, so that they have limited concepts of and skills to enjoy leisure. Idly passing time is most common thing among the old.

As stated above, the scale and the contents of leisure differ demographically, especially, there are several classes of leisure activity according to generation, gender, and so on. Also leisure is style of behavior, it is important use of understand leisure time in order to appreciate general life behaviors (Shaw, 1984). Therefore, leisure lifestyle of specific demographic can partly be analyzed through participant's consciousness and lifestyle.

The definition of happiness and quality of life can be as variable as each individual so that need for leisure is also as different as the characteristics of the participants. Because satisfaction would be decided by participation and experience, the need for leisure and reason for leisure which lead leisure-activity are significant factors estimating leisure-life satisfaction and quality of life (Park, 2000; Lee, 1998; Lee, 1995). Godbey (2000) said that people will pursue not so much an increase of time for leisure or rest after work as a central life interest, which would complete the core of personal life. Therefore, we cannot judge leisure by people's activity. We should analyze leisure through the motivation behind the activity. That is to say, the significance of personal value would decide activity, interest and opinion people pursue, and show lifestyle responding to change of social environment. Therefore, it is necessary to classify leisure life styles, which prove personal value

of life, and make policy for revitalization of leisure according to the participant's individual characteristics (Jang & Kim, 2003; Jung & Lee, 2003).

The purpose of this research is to examine leisure activity and to classify leisure lifestyle. Then, we will try to identify differences between practice of leisure activity and demographic traits based on value system relating to national leisure as a measure of leisure lifestyle. This report, in particular, tries to form practice of leisure activity based on life-value system which has not been identified by previous research that examined the reasons and satisfaction of leisure according to lifestyle, or satisfaction of leisure or life according to leisure lifestyle. In detail, this report will classify leisure lifestyle based on a leisure-related value system, defining parameters such as most popular leisure activity, presence of company, frequency of participation, place of activity and purpose of activity. Also, analyzing characteristics classified above, we will examine practice of leisure activity by generation, gender and income level.

II. Methods

1. Subjects

This study attempts to investigate Korean Leisure Life Type. More specific research purposes are: (1) to classify types by the life value- 'Individualism vs. Collectivism', 'Pro-Stability vs. Pro-Change', 'Statistical way of life vs. Active way of life', and 'Family-centered life vs. Work-centered life'. (2) to explore the practices of leisure activities regarding life value types- With whom, How frequently, Where, For what. (3) to identify leisure life types and examine socio-demographic characteristics by leisure life types.

2. Data Source

Complete data on 3,000 participants was taken from

<Table 1> Number of participants by gender and age

Age	Male	Female	Total
10s	256	237	493
20s	319	304	623
30s	321	310	631
40s	268	260	528
50s	165	166	331
over 60s	163	231	394
Total	1492	1508	3000

the 2006 National Leisure Life Survey by KCTPI. We surveyed 3,000 people over 10 years of age by one on one interview method. The respondents were asked about their leisure life type. The leisure life types refer to how individuals define or approach leisure life in life value, such that their attitudes regarding life guide their behavior toward, and experiences of those that have leisure time.

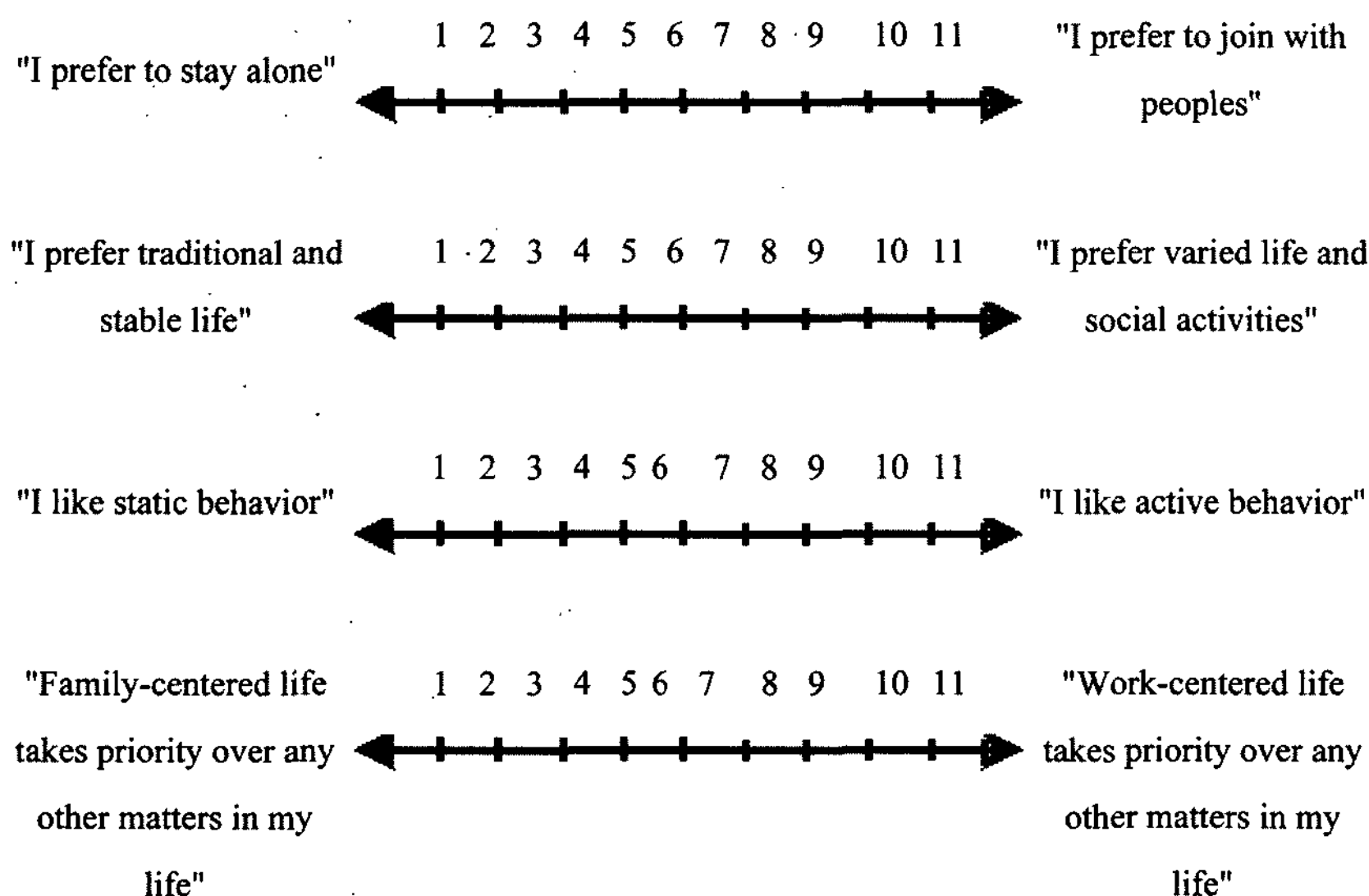
3. Scale and Analysis

We have used two scales. First, we measured leisure life values such as 'Individualism vs. Collectivism,' 'Pro-Stability vs. Pro-Change, Statistical way of life vs. Active way of life, and Family-centered life vs. Work-centered life among life values. This is measured by the 11-point index from '1 = very individual / pro-stable / statistical / family-centered' to '11 = very collective/pro-change / active / work-centered'. Second, we measured participation in leisure activities. That is composed of most popular leisure activities, presence of company, frequency of participation, place of leisure activities, and purpose of participation. Data was analyzed using SPSS 13.0 program. For the analysis of data, K-means Cluster Analysis and Frequency were applied.

III. Results

1. The types by Life values

We analyzed life values by K-means Cluster Analysis



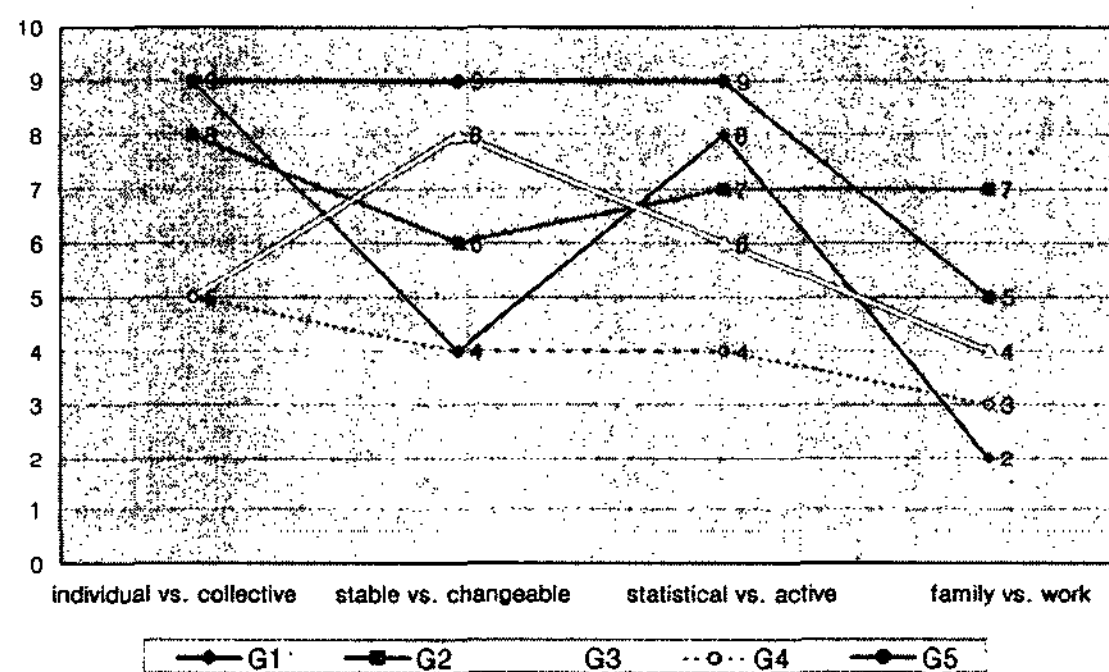
<Figure 1> The scale of life value.

<Table 2> The factor points of life values by 5 groups

Groups	individual-collective	stable-changeable	statistical-active	family-work
Mean	7.68	6.32	7.11	4.54
G1	9	4	8	2
G2	8	6	7	7
G3	5	8	6	4
G4	5	4	4	3
G5	9	9	9	5

and then found 5 types of life values. <Table 2> and Figure 2 show these 5 types.

The first group prefers joining people and they make stable life a priority. They also like active behavior and think that family-oriented life is prior to all other matters in their life. The second group consider work-centered life most important and have a point of view based on collectivism. They have a varied and active life. Third is the group that likes to be alone and seeks a varied and active life. The fourth group prefers being alone and seeks a stable life and family-oriented life. The last group puts an extreme value on collectivism and consider a varied, active and family-oriented life very important.



<Figure 2> The Groups by life values.

2. Practice of Leisure Activity

<Tables 3 and 4> show the rate of participation in leisure activities and characteristics by life value groups. Activities are arranged in rank, in order of their popularity. Watching TV was the most popular leisure activity in all groups. The first group consider social activities of importance and frequently participates in leisure activities with someone, such as going to movies (5.0%), social meetings (4.9%), chatting and/or calling someone (4.1%). They have leisure activities based on friendly relationships. The second group participates in leisure activities with the object of self-satisfaction and killing time, such as reading newspaper/magazines (7.8%), and internet browsing (3.5%).

<Table 3> Participation Rate at Leisure Activities by life value group

Rank	Activity (%)				
	G1	G2	G3	G4	G5
1	Watches TV (12.6)	Watches TV (14.0)	Watches TV (16.1)	Watches TV (14.2)	Watches TV (14.1)
2	Reading Newspaper (6.5)	Reading Newspaper (7.8)	Reading Newspaper (8.3)	Shopping (5.5)	Reading Newspaper (7.0)
3	Going to movies (5.0)	Drinking (5.1)	Walking (5.5)	Sauna (5.0)	Drinking (6.4)
4	Shopping (5.0)	Chatting/Calling (4.2)	Drinking (5.5)	Drinking (4.8)	Games (4.9)
5	Social meeting (4.9)	Going to movies (3.9)	Games (4.1)	Reading Newspaper (4.8)	Shopping (4.7)
6	Sauna (4.1)	Sauna (3.9)	Going to movies (3.9)	Walking (4.6)	Social meeting (4.1)
7	Chatting/Calling (4.1)	Social meeting (3.9)	Shopping (3.7)	Going to movies (3.9)	Jjim-jil-bang* (3.6)
8	Games (3.8)	Games (3.8)	Sauna (3.4)	Games (3.9)	Going to movies (3.4)
9	Drinking (3.8)	Walking (3.6)	Internet searching (3.2)	Chatting/Calling (3.9)	Religious activity (3.4)
10	Walking (3.4)	Internet searching (3.5)	Social meeting (3.2)	Social meeting (3.9)	Internet searching (3.0)

* A kind of public sauna, Jjim-jil-bang is the place where people can enjoy multiple entertainment such as massage, singing songs, watching video-tapes, reading, eating, resting and so on, as well as taking fomentation.

<Table 4> The characteristics of Leisure Activities by life value groups (%)

Participation of leisure activity	Life Value Groups					
	G1	G2	G3	G4	G5	
	(N = 556)	(N = 691)	(N = 436)	(N = 457)	(N = 859)	
with whom	alone	36.3	43.4	38.4	40.9	39.8
	family	23.2	22.3	27.1)	22.8	22.7
	friends	34.2	29.8	29.7	31.7	31.8
	co-worker	4.0	2.9	2.3	2.4	3.4
	member of club	2.3	1.7	2.5	2.2	2.3
total	100.0	100.0	100.0	100.0	100.0	
frequency	everyday	28.4	36.7	39.1	33.5	33.1
	regularly	28.6	28.1	29.0	28.7	29.9
	occasionally	43.0	35.1	32.0	37.9	37.0
total	100.0	100.0	100.0	100.0	100.0	
place	at home	30.0	33.1	35.2	31.5	32.1
	indoor for leisure	45.5	39.7	39.3	39.6	41.4
	Outdoor	17.1	17.8	16.8	19.3	18.0
	cyberspace/mobile	7.4	9.4	8.7	9.6	8.4
total	100.0	100.0	100.0	100.0	100.0	
purpose	for health	18.3	16.5	17.0	17.9	18.4
	for pleasure	20.9	23.0	21.8	25.8	23.4
	for peace of mind	14.4	15.2	15.2	14.4	15.7
	for acquaintance	13.3	12.4	12.4	11.4	12.5
	for blowing off	16.5	15.2	16.3	15.3	14.7
	for self-development	8.3	7.4	7.4	7.2	7.3
	for self-fulfillment	2.2	3.5	2.8	2.2	2.9
	just killing time	5.9	6.9	7.1	5.7	5.0
etc.	0.2	0.0	0.0	0.0	0.1	
total	100.0	100.0	100.0	100.0	100.0	

For the third group, because they highly value the family-oriented life, the strong role of the family in leisure decision making is reflected in leisure activities with family, such as watching TV with family at home and going to the zoo or botanical garden with the family. This group shows a higher rate of watching TV than other groups tends to regard watching TV as killing time. The fourth group prefers shopping (5.5%), going to public saunas (5.0%) for personal pleasure. The last group prefers gathering with people, so they mostly play games (4.9%), go to Jjim-jil-bang (3.6%), and religious activities (3.4%) with friends and club members for pleasure and resting.

3. Socio-demographic Characteristics by leisure life types

The 5 leisure life types defined after classifying leisure life types by life value and practices of leisure life are described as ‘Community-oriented type’, ‘Cocoon type’, ‘Family-oriented type’, ‘Personal-stability type’ and ‘Multiplicity type’ (see Table 5).

In respect to socio-demographic characteristics (see Table 6), we can see that number of women surpasses that of men in the groups of ‘community-oriented type’,

‘family-oriented type’, and ‘personal stability type’, whereas the ratio of men outnumbers that of women among ‘cocoon type’ and ‘multiplicity type’. ‘Community-oriented type’ mainly consists of women in their 40s and 60s, whose jobs are housewives and service jobs. They enjoy leisure life through various social networks. The facilities they mostly use are located in their immediate areas: citizen autonomic center and community welfare facilities are the most popular places where they can make relationships. However, ‘Cocoon type’ mainly consists of men in their 30s and 40s, who work office jobs, service jobs, or are students. They live a work-centered life, whereas they regard leisure life as self-satisfaction only for oneself.

The ‘Family-oriented type’ is consists of housewives in their 30s and students in their teens. They tend to select leisure activities with family rather than by oneself. ‘Personal stability type’ consists of women in their 30s to 60s, who hope to enjoy a peaceful daily life. ‘Multiplicity type’ mainly consists of active men from their teens to 30s, whose jobs are students and work service jobs. They prefer to join with other people and to have various purposes of leisure activities than to stay alone and to have only one purpose.

<Table 5> Definitions of 5 leisure life types by life values and leisure activities

Types	Descriptions
Community-oriented Type	This group prefers gathering with people and they make stable life a priority. They also like active behavior and think that family-oriented life is prior to all other matters in their life. They consider social activities of importance and frequently participate in leisure activities with someone, such as going to movies, social meeting, chatting and calling people. They have leisure activities with the purpose of friendly relationship.
Cocoon Type	They consider work-centered life most important and have a point of view based on collectivism. They have a varied and active life. They have leisure activities with the purpose of self-satisfaction and killing time, such as reading newspaper/magazines, internet searching.
Family-oriented Type	Family-oriented type is the group that likes to stay alone and seeks varied and active life. Because they highly value the family-oriented life, the strong role of the family in leisure decision making is reflected in leisure activities with family, such as watching TV with family at home, going to the zoo or botanical garden with family. This group shows a higher rate of watching TV than other groups and tends to regard watching TV as killing time.
Personal- Stability Type	This group prefers being alone and seeks stable life and family-oriented life. They prefer shopping, and going to public saunas for personal pleasure.
Multiplicity Type	They have extreme values of collectivism and consider varied, active and family-oriented life very important. They prefer gathering with people, so that they mostly play game, go to Jjim-jil-bang, and attend religious activities with friends and club members for pleasure and resting.

<Table 6> The social-demographic characteristics by leisure life types (%)

Social-demographic characteristics		Leisure life types				
		Community-oriented (N = 556)	Cocoon (N = 691)	Family-oriented (N = 436)	Personal Stability (N = 457)	Multiplicity (N = 859)
sex	male	43.0	52.7	48.4	46.0	54.4
	female	57.0	47.3	51.6	54.0	45.6
	total	100.0	100.0	100.0	100.0	100.0
age	10s	12.6	15.9	21.3	9.6	20.5
	20s	13.5	21.2	19	14.9	29.1
	30s	19.6	20.7	23.4	20.6	21.3
	40s	21.2	18.8	19.7	19.0	12.5
	50s	12.2	11.4	7.3	16.0	9.2
	over 60s	20.9	12.0	9.1	19.9	7.5
	total	100.0	100.0	100.0	100.0	100.0
occupations	managerial job	1.6	2.7	1.6	4.2	2.8
	office job	13.3	15.9	14.7	13.6	11.9
	service	23.4	24	20.2	21.4	26.0
	craftsman	6.7	5.9	7.1	4.4	5.5
	housewife	25.2	18.1	20.6	24.9	12.9
	Students	16.2	24.6	27.5	14.0	31.8
	etc	13.7	8.8	8.3	17.5	9.2
	total	100.0	100.0	100.0	100.0	100.0
income (US \$)	under 1,000	24.3	16.9	10.8	25.7	22.3
	1,000-2,000	18.6	22.8	13.8	18.4	26.5
	2,000-3,000	20.8	23.0	12.7	16.3	27.3
	3,000-4,000	18.9	24.8	15.3	14.4	26.6
	over 4,000	17.0	23.3	14.4	13.9	31.4
	total	100.0	100.0	100.0	100.0	100.0

IV. Conclusion

Through this research, we've found out that leisure life of Koreans can be divided into several types showing their life-value system. In particular, this research may prove very meaningful in analyzing leisure life type through classified value-system. In that transference to a leisure-valuing society would be accomplished through agreement of social value, personal leisure practice can be understood through tendencies of changing values.

Also this research surveyed not only popular leisure activities, but also presence of company, frequency of participation, place of activity and purpose of activity which can help understand the practical variables of

different leisure activities. In addition, comparing and analyzing demographic characteristics for each group, we make it possible to understand and support these activities.

These results contribute to solving the problems on popular leisure activity and leisure policy. There are two points. First, social support and political back up would be differentiated as the fact that Koreans' leisure activities can be divided into several categories and each group has their particular characteristics. Since former research has mainly focused on income, age, and gender as a standard of classification, there is a need to classify by value system for making policy, from now on. Second, in that this research was conducted as preliminary research for the measure of leisure life style, the next step would be developing a measure for

classification. Through this study, it is expected that we can contribute more about style of personal leisure activities, which can be used as data for leisure consultation and education.

This study began with research on the actual conditions of Koreans' practice and value of leisure life. So, it can be said that we are lacking consideration of outside factors such as institutional changes including the 40 hour work week, or economic factors like the IMF crisis, and other social factors while we focused on personal value system and characteristics of activity. As Rojek (2000) said, because leisure is influenced by social factors, close investigation into the factors that would influence the personal value system and characteristics of activity would be needed.

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