

The Roles of the 6th Industry for Job Creation in the Elderly: Korea Cases

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Abstract

As South Korean population is aging and the elderly have to continue their economic activities, the problem of jobs for the elderly is coming to the fore. In particular, in the situation where traditional agriculture is preferred over strategic mechanized agriculture, due to the reality of South Korean agriculture dominated by farming by the elderly, the paradigm of South Korean agriculture should be changed into completely new one in order to have new competitiveness. Therefore, the purpose of this study is to propose the 6th industry as an alternative to create jobs for the elderly. To this end, 6th industry success cases in South Korea are analyzed with a view to discovering implications applicable to other countries too.

Keywords The 6th Industry, Agriculture, Elderly in the Rural Area

1. Introduction

Population component ratios are drastically changing in some OECD countries, such as Japan and Korea, due to population aging and declining birth rates. In this situation, the elderly have a task to continuously participate in production. Meanwhile, among middle-aged persons, those who want to get out of urban life, which involves keen competition, and return to farming and their home villages have been steadily increasing. Returning to farming refers to moving to a farm village and being engaged in farming for livelihood and returning to home villages refer to moving from urban areas to rural areas to lead rural life regardless of whether being engaged in farming or

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not (Kim, 2009). In the situation where returning to farming and home villages is gradually diffused, a survey of motives or types of returning to farming and home villages (Cho, 1998) identified diverse purposes and motives for returning to farming and home villages such as ① preference of rural life ② protection of the health of oneself and his/her family members ③ bright prospects of agriculture ④ escape from low incomes in urban areas ⑤ preparation for the rest of one's life after regular retirement or resignation ⑥ succession to parents' farming ⑦ failure in business or loss of job ⑧ meetings of the group to which one belongs. Returning to farming and home villages is being accelerated further due to the leaving from urban areas to move to rural areas of the 7 million baby boomers (aged 55~63 years) because of reasons that appear as factors for escape from urban areas such as increases in the unemployment rate, noises in urban areas, excessive survival stress, contaminated drinking water, increasing crime rates, high commodity prices, and housing shortage.

On reviewing the 2017 data from the National Statistical Office on returning to farming and home villages, it can be seen that persons in their 50s and 60s account for the majority of those who return to farming and their home villages. At ages where they should become advisers to the urban system, they are challenging new possibilities through returning to farming due to diverse factors for escape from urban areas. However, problems of those who choose returning to farming and home villages into the reality of farm villages are that they are facing aging and that 10 years will pass before they complete agriculture training to the extent that they understand the land and the sky. In other words, they start farming when they are around 60 years old and they lose their ability to work when they have become to understand farming.

For this reason, interest in the 6th industry has been increasing recently to respond to increases in aged populations and increases in intentions to return to farming and home villages and achieve the development of higher value-added businesses. In terms of sizes, the polarization of farmers into a few large-scaled farmers and many small-scaled farmers shows stark differences. A diagnosis is that the sixth industry can lead to the creation of jobs and income increases through farm scale-up by collectivization of small-scaled farmers.

In the case of South Korea, with such an approach, the government is further activating policy support for the 6th industry. In particular, most of those who return to farming and home villages have been engaged in professional work in their fields in urban areas. If their expertise is grafted on farming villages to implement live field practical education, the 6th industry can be activated.

Although agriculture and farming villages, which are the basis of the 6th industry, are facing very difficult environments both internally and externally, increases in social interest in safe food, quiet and still farming village and mountain village lives, rural traditions and diverse cultural experiences, experiential agriculture, and returning to farming and home villages are generating

changes and demands that require new lives. The state should accept the new social culture and demand based on the development of practicable and sustainable rural development that fuses the sixth industry and jobs for the elderly.

Therefore, the purpose of this study is to graft the problem of social aging, which has become a national problem, onto the advantages of agriculture and the 6th convergence industry to examine the problem of creating 6th industry type jobs for the elderly in farming villages (farming) and present a possibility to create 6th industry type jobs in farming villages (farming) through segmentation of education on returning to farming. To this end, cases in South Korea will be analyzed to discover implications applicable to other countries too.

2. Agricultural 6th industry

The term 'sixth industrialization of agriculture' is a coined word advocated by Professor Emeritus Naomi Imamura of the University of Tokyo in Japan in the early 1990s as a concept indicating that the scope of agriculture should not be limited to primary industry (production of agricultural and livestock products) but should be expanded to include the secondary industry (processing of agriculture and livestock products) and the tertiary industry (distribution of agricultural and livestock products and tourism) and that new value can be created in farming villages and new opportunities for women and the elderly to get a job can be created only when agriculture is transformed into an integrated industry (Yu, 2013). The 6th industry is said to mean activities to create new added value by linking agriculture with food and special product manufacturing and processing (secondary industry) and distribution and sales, culture, experience, tourism, and service (tertiary industry) based on all tangible and intangible resources existing in farming villages (<http://6차사업.com>).

The sixth industrialization of agriculture means organic convergence of the primary industry in an individual management body (farm household, corporation, etc.) or a region (village) with the secondary industry, which is agricultural product processing, and the tertiary industry such as direct dealing, tourism, and service. That is, the sixth industrialization of agriculture refers to the business ① led by regional residents including the elderly ② that utilizes diverse resources (agricultural products, natural resources, culture, etc.) existing in the region ③ to form an ecosystem that vertically integrates production, processing, sales, and exchanges thereby creating new value (Kim et al., 2013).

Currently, diverse forms of management bodies that have become the 6th industry are appearing in South Korea but most of them are small in scale with annual sales not exceeding 100 million won and their effects to create jobs are not large because they are operated by family members. In

addition, secondary processed products using agricultural products are mostly single items and are produced in small quantities. Therefore, they are inadequate for systematization and scale-up of distribution and this makes pioneering the market difficult. In addition, even when good quality secondary processed products have been produced, the small-scaled management bodies experience difficulties due to their lack of knowledge of distribution in many cases. In order for the small-scaled management bodies that have become the 6th industry to become more stable and grow, distribution and marketing that fit these small-scaled management bodies should be established and supported (Bae, 2013).

The 6th industry is divided into three types: community type (local community type), franchise type (future trading type), and network type (agriculture-industry-commerce solidarity type) (Kim, Huh, and Yang, 2013). The community type (local community) is purposed to create jobs for the elderly and women, who are the majority in rural areas, and improve their incomes with a view to restoring the local community. To this end, agricultural production corporations or regional producer groups expand their business area from production to processing and sales sectors (primary industry x secondary industry x tertiary industry = 6th industry) (Kim et al., 2013). The second one, franchise type (future trading type) is currently popular among coffee shops, bakeries, food service industries in urban areas. In the agricultural sector too, agricultural production corporations or enterprises (headquarters) engage in future trading with many small-scaled farm households for diffusion of new technologies or enhancement of added value. The third one, network type (agriculture-industry-commerce solidarity type) aims to create new value through the development of new products, branding, and new market development. When agricultural management bodies advance to the processing and sales sectors, restrictions may appear. To overcome such restrictions, agricultural management bodies band together with different industries to share technologies or information with enterprises not in farming that have production or processing technologies or advantageous sales networks (Kim et al., 2013).

3. Agriculture by the elderly and the 6th industry

Most of South Korean elderly persons have no job except for those who are engaged in agriculture, fishery, or jobs to provide simple labor. Even the jobs for long-term employment arranged by the elderly manpower bank are limited to simple labor jobs such as joint work. In addition, most of former technical professionals, general professionals, and high-ranking post professional managers were shown to have a desire to do the same work as the work they were doing before their retirement.

Problems in jobs for the elderly based on this background are as follows. First, the number of

types of occupations selected as those suitable for the elderly is too small, and the related fields of types of occupations are limited. Since those elderly job seekers who wish to use their skills and experience or those who do not prefer simple labor positions are actually deprived of opportunities for re-employment, diverse types of occupations for the elderly should be developed urgently.

Second, the selected types of occupations are not suitable for the changing social environment. The selection of those types of occupations that are declining may emphasize the negative aspects of elderly person reemployment rather than encouraging the elderly to get a job.

Third, there is no research institute that conducts studies necessary for selection of occupations for employment of the elderly. Despite that surveys and studies are necessary to find out those types of occupations that are suitable for employment of the elderly such as studies to compare the types of occupations and elderly persons' ability, those to find supplementary conditions for working environments, and those to find out demands from the economy and the manpower market, there has been no such study and this can be said to be the reason why the actual suitability of the selected types of occupations is low.

Fourth, even if the types of occupations are appropriately selected across all job classifications in consideration of the general characteristics and individuality of the elderly, the relevant legal provisions are just nominal unless they have legal force. Although selecting those types of occupations that are suitable for the elderly is important, legal actions should be also taken so that reemployment is possible according to the selection (Choi, 2008).

The production of ideas that can overcome the limitations of jobs for the elderly should simultaneously solve complex problems including social environments and national problems in a positive direction. The limitations of jobs for the elderly can be overcome by segmentation of education on returning to farming in the 6th industry and policy support. If structures where people can work happily are made, the idle labor force in urban areas will move to farm villages.

The reason why agriculture in farming villages is called elderly persons' agriculture is that most of farmers actually participating in cultivation are aged old persons. A problem of farm villages is shortage of workers and a problem of urban areas is excessive idle labor force. If approached simply, these problems can be solved by sending the surplus manpower to areas where there is a shortage of manpower and support the manpower to live well there.

Problems that the state has or should have hereafter include the lack of competitiveness of farm villages and various problems of the elderly that the state has to face in the super-aged society. This study is intended to solve these two problems by grafting the 6th industry onto elderly persons' agriculture and jobs for the elderly as large concepts.

Those retirees or elderly persons who want jobs are not satisfied with the current government's returning to farming system because the system does not have works they can do well. The most

reasonable way to create diverse jobs wanted by them is solving the problems related to jobs together with problems in farm villages.

Securing competitiveness of agriculture is an important national task that must be solved.

When retirees seek new jobs, it is very difficult for them to push out young competitors and find those jobs where they can do best. Although youth unemployment is serious, as soon as retirees in their middle age become the elderly, they are classified into those who lost working ability and completely alienated from society. The alienation from society leads to alienation from relationships and when the breach in the relationship between society and the persons has begun, diverse elderly persons' problems occur due to the loss of economic power and the increase in loneliness.

The issue of urban elderly persons' jobs and the issue of elderly persons' agriculture in farm villages have problems conflicting with each other. The elderly as retirees in urban areas have a problem of shortage of jobs and the elderly persons' agriculture in farm villages has a problem that it is very difficult to find those who would do farmwork.

In the case of elderly persons' agriculture too, aging is the biggest problem as with the urban elderly. If the rural farming manpower becomes a little younger, young people in the next generation may return to farm villages that recovered competitiveness and this will recover the competitiveness of agriculture and agriculture will be reborn as a new national growth engine.

A method to make young farm villages is supporting people's migration to farm villages so that they can live well there and this is the beginning of the stabilization and development stage of the 6th industry through education.

The measures for the creation of jobs for the elderly through education for experts in the 6th industry are dividing the elderly in urban areas into the areas where they can do best and inducing them to move to farm villages desired by them through education on returning to farming for sixth industrialization to operate profit-making businesses based on the villages or work as supporting forces for the 6th industry to become a foundation for the maximization of profit-making businesses.

If those who returned to farming and their home villages construct organizations, unite with other organizations, and prepare systems of organizations through networking later, organizations for the same type of business can unite with each other to compose large units of agricultural products to be sold so that sales structures for distribution surpassing existing structures can be made.

As another example, a paper hanger who returned to farming may support diverse villages while being located in a village thereby making some profits.

Although the reduction of income disparity between urban areas and farm villages remains as

the largest problem, which is a general obstacle to returning to farming, the problem should be solved by continuously supporting, organizing, revising, striving for, and educating the creation of urban elderly persons' jobs in farm villages through the practice of the 6th industry until it is segmented and concretized in terms organizations, systems, scales, and education.

Eventually, urban elderly persons can become a foundation for the creation of jobs in farm villages in the 6th industry to contribute to national economy as those who solve problems in jobs for urban elderly persons and problems in elderly persons' farming.

4. How to create jobs for the elderly by the 6th industry

4.1 The 6th industry and changes the paradigm of jobs for the elderly

Whereas the traditional concept of the elderly is those who are considered and respected and enjoy relaxed and leisurely time in everyday life after retirement, the elderly of today became to have long life-spans thanks to the development of science and began to express that they have sufficient working ability in everyday life where their healthcare is in progress without any problem.

The following <Table 1> shows the results of a simple consciousness survey conducted with those who work for the Urban Railway Corporation regarding whether they have an intention to return to farming and home villages, participate in urban agriculture, field agriculture, or mountain village agriculture after retirement indicating that there were changes in urban workers' consciousness about agriculture as jobs after retirement or elderly persons' jobs.

Table 1 Urban workers' consciousness about agriculture after retirement

Division	Participation in urban agriculture	Participation in field agriculture	Participation in mountain village agriculture	No job is necessary
Ratio of responses	50 %	40 %	10 %	0%

The higher the age of urban workers, the more they worried about retirement. Most workers expressed opinions that they would like to work as long as their health allows, and most of the opinions were that if they cannot easily find jobs in urban areas, they would like to return to farm villages to find jobs they could do well there.

Most of the workers answered to a question about no necessity of jobs that it was a meaningless question, some of them asked concrete questions education about the 6th industry, and many of them hoped that diverse jobs would be created through detailed education in the current

government's education system.

Dominant opinions about preconditions for returning to farming and home villages are that there should be jobs one can do well in farm villages and that agriculture should be competitive. Items regarding the reinforcement of the competitiveness of agriculture were supported by 95% of the workers and items regarding participation in urban agriculture were supported by 50% of the workers indicating that most of the workers wanted to find jobs without leaving urban areas because their bases of living were urban areas.

4.2 Creation of jobs dedicated to the elderly in farm villages in the 6th industry

In South Korea, as aging progresses rapidly, jobs in the silver industry are increasing sharply. The health industry, including the silver industry, the social welfare service industry, business, and personal and public services, recorded the highest rates of increases in jobs in history. In a society where rapid aging is in progress, not only the aging of the production-active population progresses but also the production-activities per se decrease. In the case of South Korea, decreases in the production-active population began in 2017 and changes in the composition of labor force are expected to be unavoidable. Such a situation will lead to drops in labor productivity and economic growth rates so that a national crisis may arise.

In order to prevent and minimize such a situation, Lee In-jae suggests the following. First, diverse jobs should be developed and through the foregoing, an old-age income security system linked with employment, business start-up, and public pension systems should be established. Second, healthy and vibrant aged life should be supported through elderly workers' active participation in society such as employment in the labor market and in jobs in society. Third, a society where the economic and social value and dignity of the remaining ability of the elderly are recognized should be pursued so that even the elderly can contribute to social integration.

There are so many things that the elderly can do in the sites of the 6th industry in both rural and urban areas. Most jobs for the elderly in the 6th industry will be classified into the secondary industry and the tertiary industry when they are implemented because farming, which is the primary industry, is very hard for the elderly to do. As for the urban primary industry, the suburban farming using facilities and equipment is the most suitable for the elderly because most cases of suburban farming are systems where machines produce agricultural products.

There are diverse jobs for the elderly such as the manufacturing and sales of products using diverse agricultural products and forestry products produced in the 6th industry sites in farm villages and the manufacturing and sales of diverse foods using the foregoing, village guides and commentators, teachers of experiential learning, commentator of night sky constellation,

broken-down agricultural machine repair workers, forest exploration guides, chefs who run farm household restaurants, publicity agencies that promote villages, and village doctors and nurses.

If urban workers have diverse talents and skills and professional understanding, retraining them and sending them to the 6th industry sites will lead to new vitality in agriculture. The meaning of elderly persons' agriculture will create new hope in the 6th industrial sites. The reinforcement of competitiveness of agriculture and education for jobs in the 6th industry become a foundation to solve the immediate national problems (Choi and Choi, 2014).

5. South Korean sixth industrialization success cases

According to a plan to conduct surveys of the actual states of sixth industrialization such as the management of certified business operators, the Korean government is creating many success cases. Successful cases can be classified into four types according to the diversity of the main organizations: farm-led type, village-led type, corporate-led, and local government-led type.

5.1 Hoengseong Eden Bee Farm

Hoengseong Eden Bee Farm established 'Eden's Honeybee School' in 2011 to promote the 6th industry in earnest. It grafted creative education and learning on farm village experience tourism for children and youths and is promoting sixth industrialization in earnest such as developing diverse honey related processed products and selling the products through offline and e-business (Yu and Lee, 2014).

This bee farm began with supply of honey to wholesalers by the founder's father. Given this fact, it can be seen that even farm-led type business in the form of bee farms can also be led by the elderly. This bee farm produces not only honey but also waxy corn and potatoes. In addition, this bee farm produces secondary processed products too. This bee farm also developed honey gift sets using honey and produces liquid propolis products under an OEM system. Furthermore, this bee farm is implementing the tertiary industry centered on direct transactions and experiential education. Although this bee farm had been selling diverse honey-related products through large distributors such as farmers' markets and department stores in the past, now it sells 100% of its products through its Internet homepage to minimize distribution costs. This bee farm formed a mini honeybee exhibition hall, a honeybee classroom, a honey collection learning site to run a creative education centered farm village experience program for children and youths. In conclusion, the Eden Bee Farm in Hoengseong is a case of the 6th industry started by the elderly.

To review the outcome and success factors, the annual sales of this bee farm exceed 100 million won and the number of visitors for experience reaches several hundreds. In addition, this bee farm

listened consumers' voices to change production and packing units as desired by consumers and conducted marketing and promotion directed to consumers leading to the enhancement of brand awareness. Through efficient work division among family members, CEO Yun's father is engaged in bee-farming, which is a primary industry, As a result of efficient family division, his father is engaged in the primary industry, CEO Yun firsthand operates experiential education and the educational farm, and his other family members are in charge of direct transactions and restaurant operation. In addition, to enhance experiential education revisit rates, this bee farm has developed and is operating a program to enhance the revisit rate through multi-session education in the form of series instead of one-off experiential education.

5.2 Seocheon Dalgogae ramie village

This village began a rural development project following its selection as a "Seocheon amenity village" in 2005. This village is implementing a typical village-driven sixth industrialization in which about 90% of the villagers participate in related projects. The total number of households in Dalgogae village is 52 and of which, 46 directly or indirectly participate in the related projects. Along with the start of the experience village project in 2006, diverse projects for aged farm households have been in progress contributing to incomes of aged farm households. In addition, this village promotes projects centering on the village community such as organizing and operating a joint village council so that residents in the farming society, women's association, and elderly society can participate in the council(Yu, 2014).

As for the form of the sixth industry, this village focuses on the cultivation of rice and ramie. The main crop of Dalgogae village is rice and ramie is cultivated in an area of 16,500 square meters as a side crop. Ramie leaves are harvested three times per year, in June, August, and October for the production of secondary processed products using ramie leaves, and all the harvested leaves are used in the production of ramie songpyeon and ramie rice cakes. Since the beginning of ramie rice cake manufacturing in 2011, village residents have been participating directly or indirectly in the project.

A characteristic of Dalgogae ramie village is that it encourages elderly persons' social activities such as enabling the elderly in the village to create incomes by securing works in which even the elderly can participate (Im et al., 2013). In addition, this village ensured more incomes for the elderly by distributing incomes according to sales results (Lim et al., 2013). For example, this village distributed 7% of investment money in 2012 thereby contributing to the creation of farm household incomes. In addition, the development of the projects brought about the effects to create employment by having several dozens of residents participate in the projects.

The projects could succeed as recent changes in the perception of food, urban residents' preference for traditional foods and foods with face, and the popularity of Hansan ramie, which is a specialty product, were appropriately combined. The projects were promoted based on the village community spirit. The projects were developed into novel projects participated by all village members by sublimating the crisis of the aging village in which at least 70% of the residents were in their 60s or older through the pursuit of happiness, recovery of self-esteem, and consideration. In addition, this village is practicing community restoration by donating profits to the weak in the region and holding birthday feasts for village seniors every month.

5.3 Yesan Apple Wine

Yesan apple wine farm is a representative case where processing, distribution and farm village experience tourism were combined based on primary agricultural products as agriculture based sixth industrialization. This farm aimed at high added value by combining experience and experience programs utilizing the local agricultural product termed Yesan apple (Wu, 2013). Yesan apple wine began its "apple wine festival" with apple wine in the form of home-brewed liquor in 2004, and continued the festival with selected differentiated targets such as wine making clubs, wine associations, camping clubs, and barbecue clubs, which can get along with apple wine. The farm established an agricultural corporation Yesan Apple Wine in 2008 to promote sixth industrialization in earnest and completed the construction of a winery in 2010 to begin to release apple wine under the brand Chusa. In 2012, Yesan Apple Wine won the grand prize in the sector of fruit wine in the South Korean Wine Fair(Yu, 2014).

Yesan Apple Wine produces about 50 tons of apple per year in an eco-friendly, low-pesticide farming method in an apple orchard (Eunseong farm) managed by family members. With the European style low tree height high density planting, not only labor is saved and the sugar content and chromaticity of apples increase but also the output per the unit area increases. Yesan Apple Wine produces secondary processed products such as apple wine using 100% Yesan (local) apples. The wine is produced using 100% Yesan apple cultivated in the company's farm and nearby farms without adding any water or spirit of wine through fermentation for 30 days and low temperature aging for one year. The company is diversifying its secondary processed products, such as launching a brand Apple for distilled liquor in 2013. The company operates diverse experience programs under theme of apple such as making my own apple wine, making apple pie, making apple jam, making apple sausage, and apple tree music concert and visitors for experience increase rapidly every year. In addition, the company operates apple brewery education programs divided into professional and basic courses. As a results, apple farm and winery visitors increased every

year so that the number of visitors reached about 30,000 in 2012.

Whereas the first-generation founder of Yesan Apple Wine focused on apple farming only, the second generation manager aims at high added values with the 6th industry leading to the growth of the company. Currently, he is implementing wine promotion and festival related promotion through social media and transacts and delivers wines through electronic commerce. This has become possible by maximally utilizing the fame of the Yesan area as a good apple producing area.

Yesan Apple Wine is basically managed by family members and workers additionally necessary for experience and processing are covered by local residents. That is, full-time workers are family members and non-regular workers are village residents. Therefore, this company contributes to the creation of jobs in the area. Yesan Apple Wine would have been more likely to fail if it settled for the secondary industry of brewing. The expansion and linkage to the tertiary industry such as experience, accommodation, and services has become the driving force for success. This company shows an important implication that although small management bodies cannot stand against large companies' distribution networks, public relations and marketing strategies, if they link to the tertiary industry, they can do distribution and public relations at low-costs through buzz marketing (word-of-mouth marketing).

5.4 Jecheon oriental medicine bio valley

Jecheon-si is one of the three major medicine markets in South Korea. With the sense of mission to foster it into the best oriental medicine bio hub in Northeast Asia, Jecheon-si is intensively fostering and managing 10 items through a GAP medicinal herb cultivation project, which was collectivized for the first time in the country. Jecheon-si has been making diverse efforts with a view to constructing a city specialized in oriental medicine such as holding the Jecheon oriental medicine bio fair in 2011 after it was designated as a special medicinal herb wellbeing zone in 2005 as part of the foregoing (Song et al., 2013). In addition, it has 74 stores in the dedicated medicinal herb market, and accounts for 80% of the quantities distributed in the entire country in the case of some medicinal herbs such as Astragalus roots and polygonatums (Yoo, 2014).

Jecheon-si, which has the optimal resources and infrastructures for the sixth industrialization of oriental medicine, is a suitable area having limestone sandy loam necessary for medicinal herb cultivation and excellent infrastructures necessary for the oriental medicine industry. It was designated as a special medicinal herb well-being zone in 2005 has grown into a center for the production, processing and distribution of oriental medicinal herbs and has an industry-academy-research-government cluster formed for the success of sixth industrialization of oriental medicine. It is an oriental medicine health city true to the name in which the oriental

medicine bio industry and the life science industry have been combined and a city specialized in oriental medicine approved by the government. The form of sixth industrialization stably supplies raw materials for secondary processing through large scaled medicinal herb cultivation. Currently, 1,277 farms are cultivating various herbs such as Astragalus roots and polygonatums in an area of about 600ha as the first collectivized GAP herb cultivation in the entire country and the cultivation area will be expanded to 1,200ha hereafter. Diverse oriental medicinal herb processed products such as oriental medicine related medical care products and foods are developed and global level oriental medicine research and development infrastructures have been established to develop and produce pharmaceuticals, cosmetics, oriental medicine food, and oriental medicine cuisines. The Jecheon medicinal herb markets account for about 80% of the national medicinal herb distribution, and the Jecheon oriental medicine expo park has twelve herbal direct sales stores where direct transactions between producers and consumers are made. Jecheon-si formed an oriental medicine life science museum, a medicinal herb exhibition hall, an oriental medicine children's park to realize the oriental medicine sixth industry which is linked with the tertiary industry such as oriental medicine related experience, education, and medical service.

To review the outcomes and success factors, not only Jecheon-si contributed to the development of the oriental medicine industry but also industry, academy, research institute, and government such as medicinal herb cultivating farms, medicinal herb producers and distributors, and oriental medicine food companies, restaurants, research institutes have participated in the construction of an oriental medicine cluster project group for the development of the oriental medicinal herb industry that exports products to 13 countries. In 2012, oriental medicinal herb processed products produced by 19 companies amounting to 1.6 billion won to 13 countries including the US, Japan and Singapore to achieve the outcome of pioneering of diverse markets of oriental medicinal herb processed products.

Taking note of changes in the times of 'well-being' and 'healing', Jecheon-si accurately understood the stream of the times in which health such as wellbeing and healing is regarded important to develop the 6th industry that meets consumers' needs. The fact that, among the Jecheon region's specialized kinds of crops, medicinal herbs that have a comparative advantage over other regions in historically were intensively fostered as strategic items became a foundation of success.

Many elderly persons reside in Jecheon-si. Therefore, employment support centers, general senior welfare centers, senior clubs, etc. are making efforts to create jobs for the elderly such as employing the elderly mainly for public interest activities. Hereafter, jobs for the elderly will be also created in the Jecheon oriental medicine bio valley(Yu, 2017).

6. Conclusion

According to the present situation of the reflection of the Ministry of Agriculture, Food and Rural Affairs's revised supplementary budget in 2018, the budget for 2017 was 204,536 million won. In 2018, the budget for the Ministry of Agriculture, Food and Rural Affairs amounted to 285,784 million won, with a 39% increase over the previous year. In addition, considering the addition of 71,025 million won with the revised supplementary budget, the budget has increased by 74% compared to the previous year. The reason for the large increase in the budget in 2018 is that a new budget has been organized for support for youth farmers' settlement in farming and budgets for most detailed projects increased or were newly organized although those projects showed slight adjustments. It seems that the government is paying close attention to the revival of rural areas.

Although there are various reasons why the Korean government is leading the 6th industry but cannot connect the reinforcement of the competitiveness of farm villages to policies, the first thing to be approached here is the supplementation of consistent education for returning to farming, the development of detailed education programs for returning to farming, the construction of regional data for jobs in farm villages to which idle workers can be applied to cultivate integrated experts and local experts who can train the workers and input them. It is judged that current rural conditions can not withstand the pressure for complete opening. Concepts should be established and ideas should be concretized to reinforce the competitiveness and improve the constitution of farm villages.

South Korea is under pressure for the opening of the farm village markets. The sixth industrialization of agriculture enables competition against these challenges, and makes opportunities to be equipped with stronger competitiveness to advance into the world market. Furthermore, it provides new jobs and business opportunities for middle-aged and elderly people who are considering returning to farming. For other OECD countries that are on the path of aging similar to South Korea, the South Korean 6th industry success cases will be of important value as reference sites.

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