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# Character and Sustainability of Built Heritage Listed in the Eight Scenery

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#### Abstract

The purpose of this study is to examine the characters and sustainability of built heritage featured in the eight-scenery listings of Gyeonggi municipalities in South Korea. Eight scenery is a place marketing medium that reflects the community's appreciation of the selected resources. For a research method, we utilize framework analysis to understand the cultural resources in three categories: heritage value identification, preservation, and dissemination. Primary sources for data collection include the chosen eleven cities' eight-scenery webpages, the National Cultural Heritage Portal, and articles about the built heritage resources included in the eight scenery. The results of this study show the public's acknowledgment of diverse built heritage, from prestigious monuments to local heritage interpretations, and various preservation and public program development approaches. The conclusion discusses the research findings regarding historic preservation, sustainable development, and place marketing.

Keywords: Built Heritage, Historic Preservation, Eight Scenery, Place Marketing, Municipality

#### 1. INTRODUCTION

## 1.1 Research Background and Purpose

Municipalities in South Korea and other countries are increasingly competing to attract tourists and residents by developing and promoting distinguishing public destinations and programs using their cultural and natural resources. Built heritage can help enhance unique place identities and facilitate the sustainable development of cities. At the same time, municipal place marketing through community engagement can potentially help raise the public awareness of cultural resources' significance, which is critical for heritage sustainability and preservation. Therefore, this study is to understand what types of built heritage are represented in the Korean municipal place marketing medium, eight scenery, and what preservation and engagement strategies the public appreciates.

#### 1.2 Research Methodology and Scope

This study analyzed the characters and sustainability of built heritage featured in the eight-scenery listings using frameworks developed based on literature review. We focused on municipalities in Gyeonggi Province, South Korea. First, we sorted out municipalities that have determined their eight-scenery listings among the 31 municipalities in Gyeonggi. Second, this study focused on eleven cities whose eight scenery incorporated built heritage. Lastly, we classified and examined the featured built heritage resources through the frameworks.

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The primary data sources about the eight-scenery listings were the municipal websites, specifically their culture and tourism sections, and printed brochures. Each built heritage resource's landmark designation status and other information were gathered from the eight-scenery descriptions, relevant articles, and municipality databases and verified through the Cultural Heritage Administration of South Korea's National Cultural Heritage Portal [1]. This article focuses on the character and sustainability analyses and discusses only limited historical backgrounds of the region, cities, and individual cultural resources.

## 2. THEORETICAL FOUNDATION

## 2.1 Definition and Scope of Built Heritage

In South Korea, cultural heritage designated internationally, nationally, and locally includes tangible heritage raging from artifacts to historic structures, intangible heritage ranging from arts, performances, and craft techniques to human holders of the intangible assets, and others such as natural resources and archaeological sites. This study focuses on built heritage such as historic structures, sites, and human-made landscapes. Korean municipalities also inventory and hold stewardship for undesignated but significant and endangered cultural heritage. This study calls built heritage officially protected by a government entity a historic landmark, whether designated or undesignated.

Historic landmarks represent a limited scope of historic built environments [2]. Historic landmarks are protected because they are rare remaining properties with high integrity and great historical and aesthetic values. Cultural resources, in contrast, represent a broader meaning of built heritage and are often integral to everyday living environments [3]. Cultural resources thus embrace both official historic landmarks and other assets that may retain lower degrees of integrity but whose historical, cultural, and archaeological significance is acknowledged by the communities. Cultural resources can include a specific site and an extended area associated with significant figures and events of the past proved by archival records, oral histories, and archaeological investigations. Original structures and features may remain to varying degrees or be completely gone. Nonetheless, these places can also inform the development of tourist attractions and media contents [4]. This study calls built heritage that is not a historic landmark but falls under the broad cultural resource category an *unlisted cultural resource*. A complex with landmark and non-landmark structures can be defined as either a historic landmark or an unlisted cultural source, depending on the landmark structures' dominance.

## 2.2 Built Heritage and Sustainable Development

Sustainable development "meets the needs of the present without compromising the ability of future generations to meet their own needs" [5]. Built heritage is part of the urban and natural environments that continuously evolve. Providing "a sense of continuity and a source of identity," built heritage is "a social and economic asset and a resource for learning and enjoyment" of the public [6]. Historic preservation policies and practices have globally adopted the sustainable development concepts and vice versa. This approach has also been widely discussed and implemented in South Korea in the twenty-first century. To preserve and manage built heritage as a resource for sustainable development, research suggests three principles: value identification, value-based decision-making, and value dissemination [7]. Built heritage is defined as a country's cultural industry asset that requires a systematic approach [8]. Another study highlights Korean municipalities' essential roles in managing and using cultural resources for place marketing, economic development, and public goods [9].

# 2.3 Concept of Eight Scenery

The term "Pal-Kyoung," meaning eight scenery, originates in the ancient Chinese landscape paintings of eight best views in a specific region and their influence on arts and landscape appreciation cultures in other Asian countries [10]. In the modern era, various eight scenery was chosen at national and regional levels in East Asian countries to inform the public of beautiful landscapes [11]. More recently, Korean municipalities have adopted this concept as a place marketing tool. This is relevant to the global trend of municipalities'

developing relocation guides and tourist websites, often named "visit my city.com," introducing the best places to go under various themes. The Korean municipalities have determined eight scenery among the most appreciated and attractive destinations in the city through the discussions and votes by residents, visitors, and stakeholders. Therefore, the official eight-scenery listing reflects the community's recognition of the local resources' significance to some extent. The numbers, one through eight, represent the rankings of the resources. Not every listing sticks to the number eight; some cities have chosen more than eight destinations. However, this study calls them all *eight scenery*.

## 3. FRAMEWORK DEVELOPMENT

### 3.1 Case Studies Selection

This study focused on Gyeonggi Province and its municipalities that have determined and promoted their eight scenery, incorporating built heritage, as a place marking tool. This study excluded where existing listings were being reconsidered or the information was unclear. The name of Gyeonggi means a region surrounding Seoul, the capital of South Korea. The cities in Gyeonggi Province share related historical backgrounds, such as defense, food supply, and other supportive roles for the historic capital, and have preserved great cultural resources. We selected and examined eleven cities including Seongnam, Namyangju, Ansan, Anyang, Siheung, Gwangju, Gwangmyeong, Icheon, Guri, Anseong, and Uiwang.

## 3.2 Analytical Framework

This study examined built heritage represented in the eight-scenery listings through the frameworks developed based on the theoretical foundation. As shown in Table 1, the frameworks included heritage value identification, value preservation, and value dissemination, which are the core elements of heritage sustainability and characters.

		Value Id	dentification	Value	Value Di		eminatio	n
Rank	Built Heritage	Class	Desig./Assoc.	Preservation	Ne	twork	Comn	nunity
		Olass	Beolg:// 10000.	1 reservation	Trail	Palace	Event	Daily
#	Name	Landmark	International	Authenticity				
			National Provincial Local	Interpretation	0	0	0	0
		Unlisted	Tradition Figures Industry					

Table 1. Framework for analyzing built heritage character and sustainability

First, to identify heritage values, this study classified historic landmarks and unlisted cultural resources, as defined in this article (Table 1). Eight scenery listings feature destinations that many residents and visitors love to go and enjoy as part of their daily lives and travels. The listings include natural resources (e.g., lakes), daily and seasonal views (e.g., sunset and cherry blossom blooming), designed landscapes (e.g., public and themed parks), and cultural and civic facilities (e.g., performing arts centers). Among these, this study sorted out built environments more than 50 years old or strongly associated with a long specific history. Historic landmarks' designation statuses were verified and categorized into four levels of significance: international (UNESCO designation), national, provincial, and local. To understand where their heritage values lie, unlisted cultural resources were divided into three types: a place-based tradition, a place associated with the lives of figures and communities significant in the history, and a place representing the development of the specific industry.

Second, heritage value preservation approaches were defined by two types: the protection of the original

structures and site features' authenticity and the interpretation of what existed before through exhibits, reconstructions, and new additions (Table 1). These two preservation approaches are often combined, but this study classified the built heritage based on the dominant one.

Lastly, heritage value dissemination was examined in three categories: community appreciation, cross-boundary network, and community engagement (Table 1). Firstly, the rankings of the eight scenery, determined through public and stakeholder votes, can represent the communities' perception and acknowledgement of the chosen destinations to some extent. Secondly, this study examined tangible and intangible heritage networks crossing the municipal boundaries in two types, such as heritage and hike trails and historical association with the royal palace. Thirdly, community engagement looked at two approaches, including hosting festivals and special events and contributing to daily-life activities (e.g., markets and parks) and other participatory programs.

## 4. RESULTS

## 4.1 Seongnam

The City of Seongnam has listed and promoted its Nine Scenery incorporating three built heritage resources (Table 2) [12]. Namhansanseong (mountain fortress), a UNESCO World Heritage Site, is historically associated with the royal palace as a primary defense structure and crosses municipal boundaries (also listed in Gwangju's). Connected with other hiking trails, it provides a daily civic place. Moran Folk Market has retained the tradition of an outdoor market held every five days since the 1960s.

		Value Id	lentification	Value	Value Dissemination				
Rank	Heritage	Class	Desig./Assoc.	Preservation	Network		Community		
		Class	Desig./Assoc.	1 10301Valion	Trail	Palace	Event	Daily	
3	Namhan-	Landmark	International	Authenticity	0	0		0	
3	Sanseong	Lanaman	memational	, tati formoley					
4	Bongguksa	Landmark	Provincial	Authenticity					
7	Temple	Landinark	1 TOVITICIAI	Additionly					
2	Moran	Unlisted	Tradition	Authenticity				0	
	Folk Market	Uniisted	Tradition	Additional					

Table 2. Seongnam Nine Scenery's built heritage analysis

#### 4.2 Namyangju

The City of Namyangju's Eight Scenery includes one built heritage resource (Table 3) [13]. Dasan Heritage Site features a historical figure Dasan's memorial and the 1960s reconstruction of his residence, combined with a museum and civic park addition for public interpretation and daily use. An annual festival and special events are held at the site.

			<u>.                                    </u>						
Rank		Value Id	lentification	Value	Value Dissemination				
	Heritage	Class	Desig./Assoc.	Preservation	Ne	twork	Comn	nunity	
		Olass B	2001g./7 (0000).	1 reservation	Trail	Palace	Event	Daily	
1	Dasan Site (museum)	Unlisted	Figures	Interpretation			0	0	

Table 3. Namyangju Eight Scenery's built heritage analysis

#### 4.3 Ansan

The City of Ansan's Nine Scenery incorporates one unlisted cultural resource (Table 4) [14]. Dongju Salt Farm has preserved its tradition of producing organic salt since the 1950s and provided food products and education programs to the residents and visitors. The site stretches to other eco-tour trails.

Rank		Value Id	lentification	Value Dissemination				
	Heritage	Class	Desig./Assoc.	Value Preservation	Ne	twork	Comn	nunity
		Olass	Desig.// 10000.		Trail	Palace	Event	Daily
6	Dongju Salt Farm	Unlisted	Tradition	Authenticity	0		0	0

Table 4. Ansan Nine Scenery's built heritage analysis

## 4.4 Anyang

Two built heritage resources are listed in the City of Anyang's Nine Scenery (Table 5) [15]. Manangyo Bridge was moved from its original location to save it from urban development in the 1980s. This study thus considered heritage interpretation as its preservation method. An annual festival celebrates its history that kings crossed it for ancestor worship. Surisan Holy Place is connected with other Catholic pilgrimage networks.

		Value Ic	Value Identification		Value Dissemination				
Rank	Heritage	Class	Desig./Assoc.	Value Preservation	Ne	twork	Community	nunity	
		Class	Desig./Assoc.		Trail	Palace	Event	Daily	
9	Manangyo Bridge	Landmark	Provincial	Interpretation		0	0		
6	Surisan Holy Place	Unlisted	Figures	Interpretation	0				

Table 5. Anyang Nine Scenery's built heritage analysis

# 4.5 Siheung

The City of Siheung's Nine Scenery incorporates one heritage site (Table 6) [16]. Wolgot Harbor Boat Return is a view and an activity of certain times of the day; when the fishing boats return, the market becomes more vibrant. This place-based tradition has continued since the early twentieth century.

Rank		Value Id	dentification	Value Dissem			eminatio	mination	
	Heritage	Class	Desig./Assoc.	Value Preservation	Ne	etwork	Comn	nunity	
		<b>Sidos</b>	2 00.g.,, 100001		Trail	Palace	Event	Daily	
9	Wolgot Harbor Boat Return	Unlisted	Tradition	Authenticity			0	0	

Table 6. Siheung Nine Scenery's built heritage analysis

## 4.6 Gwangju

Three heritage sites are represented in the City of Gwangju's Eight Scenery (Table 7) [17]. Bunwon Ceramic Kiln Site has structures and exhibits built over and around the archeological site for public interpretation. The Kiln had supplied ceramic products to the royal palace and later grew into a commercial business. Aengjabong is a sacred site with interpretative structures and memorials based on archival records. This Catholic origin site is connected to other sacred heritage networks crossing municipal boundaries. The site is also part of an everyday mountain hiking course.

Rank		Value Id	dentification		Value Dissemination		n	
	Heritage	Class	Dooig /Aggog	Value Preservation	Network		Community	
		Class	Desig./Assoc.		Trail	Palace	Event	Daily
1	Namhan-	Landmark	International	Authenticity	0	0	0	0
'	Sanseong	Landmark	momanona	rtationitionty		O		0
2	Bunwon	Unlisted	Industry	Interpretation		0		0
۷	Kiln Site	Offinsted	industry	interpretation		O		O
4	Aengjabong (sacred site)	Unlisted	Figures	Interpretation	0			0

Table 7. Gwangju Eight Scenery's built heritage analysis

## 4.7 Gwangmyeong

The Eight Scenery of the City of Gwangmyeong features three built heritage resources (Table 8) [18]. Ori Yi Won-ik's Head Residence is a 1919 reconstruction but has added historical value for over 100 years. This study thus considered authenticity protection as its preservation method despite some additions in the 1990s. Gwangmyeong Cave had been an abandoned mine, but the City turned this 1912 industrial heritage into a public entertainment place. Gwangmyeong Market has preserved its function since the early 1970s.

Rank		Value Identification			\	/alue Diss	eminatio	n
	Heritage	Class Desig	Desig./Assoc.	Value Preservation	Network		Community	
			Desig./Assoc.		Trail	Palace	Event	Daily
4	Ori Yi Won-ik's	Landmark	Provincial	Authenticity			0	
7	Residence	Landinark	Trovincial	rtatrioritionty				
5	Gwangmyeong	Unlisted	Industry	Interpretation			0	0
	Cave	Ormoted	maden y	merpretation			)	)
6	Gwangmyeong	Unlisted	Tradition	Authenticity				0
О	Market	Offilisted	Tradition	Addictions				

Table 8. Gwangmyeong Eight Scenery's built heritage analysis

## 4.8 Icheon

The City of Icheon's Nine Scenery includes two historic sites (Table 9) [19]. The City reconstructed the Aeryeonjeong pavilion and developed a public park (for daily use) around it in the 1990s. This study considered interpretation as its preservation strategy. Seolbong-sanseong is an ancient mountain fortress and a

provincially designated landmark.

Table 9. Icheon Nine Scenery's built heritage analysis

Rank		Value Id	lentification	Value	'	/alue Diss	eminatio	n
	Heritage	Class	Desig./Assoc.	Preservation	Network		Community	
		Class	Desig./Assoc.	1 reservation	Trail	Palace	Event	Daily
4	Seolbong-	Landmark	Provincial	Authenticity				
4	Sanseong	Lanumark	FIOVILICIAI	Additionly				
3	Aeryeonjeong	Landmark	Local	Interpretation		0		0
3	(pavilion, park)	Lanumark	Local	interpretation		)		)

#### 4.9 Guri

The City of Guri's Nine Scenery includes a historical human-made landscape (Table 10) [20]. Donggureong Royal Tombs is a UNESCO World Heritage Site and hosts seasonal events.

Table 10. Guri Nine Scenery's built heritage analysis

Rank			Value Id	Value Identification		Value Dissemination				
	Heritage	Class	Desig./Assoc.	Value Preservation	Ne	twork	Community	nunity		
		Olass	Desig./Assoc.		Trail	Palace	Event	Daily		
1	Donggureong	Landmark	International	Authenticity		0	0			
1	Royal Tombs	Landmark	International	Additional		)				

## 4.10 Anseong

Three built heritage resources are listed on the Eight Scenery of the City of Anseong (Table 11) [21]. Chiljangsa and Seoknamsa are Buddhist temple complexes with historic structures and artifacts designated as national and provincial heritage. Mirinae Holy Site has a 1906 church, exhibits, and a 1980s memorial for an important historical figure in Catholic history. The site is part of a nationwide Catholic heritage network.

Table 11. Anseong Eight Scenery's built heritage analysis

		Value Id	lentification	Value	Value Dissemination				
Rank	Heritage	Class	Desig./Assoc.	Preservation	l Network		Community		
		Olass	200ig.,7 10000.	1 reservation	Trail	Palace	Event	Daily	
1	Chiljangsa Temple	Landmark	National	Authenticity		0			
3	Seoknamsa Temple	Landmark	National	Authenticity			0		
2	Mirinae Holy Site	Unlisted	Figures	Interpretation	0				

#### 4.11 Uiwang

The City of Uiwang's Eight Scenery includes three built heritage resources (Table 12) [22]. Cheonggyesa Temple and the Shrine of Prince Imyeong have a historical association with the royal palace. The Hauhyeon

Church complex includes a small provincial landmark building (1906), but the primary sanctuary building (1965) is not an official landmark. This study considered the complex as an unlisted cultural resource.

<u>-</u>	Value		dentification	Value	Value Dissemination				
Rank	Heritage	Class	Desig./Assoc.	Preservation	Network		Community		
		Class	Desig./Assoc.	1 10301 Valion	Trail	Palace	Event	Daily	
2	Cheonggyesa Temple	Landmark	Provincial	Authenticity		0			
3	Shrine of Prince	Landmark	Provincial	Authenticity		0			
	Imyeong	Landmark	Tiovincial	Additional		)			
1	Hauhyeon	Unlisted	Figures	Authenticity	0				
1	Church	Unlisted	i iguies	Additional					

Table 12. Uiwang Eight Scenery's built heritage analysis

## 5. DISCUSSION

A total of 23 (approx. 24%) built heritage resources are represented among 94 resources in the eleven municipal eight-scenery listings in Gyeonggi Province (Table 13). Namhansanseong (mountain fortress) repeats in the two listings; thus, only Gwangju's (higher-ranked) was included in the final analysis. Twelve (approx. 13%) built heritage resources are listed in the top 3 community appreciation ranking. The eleven eight-scenery listings prove the Gyeonggi communities' great appreciation of their built heritage, which is vital for heritage sustainability. This study discovered some critical points regarding the characters and sustainability of the built heritage featured in the eight-scenery listings.

Heritage Diversity. The top 3 ranked resources (the most appreciated by the communities) include both historic landmarks and unlisted cultural resources. Five out of the twelve top 3 resources are unlisted cultural resources. All designation levels are included within the top 3 landmarks: international, national, provincial, and local. Among the unlisted resources in the top 3, various historical association, such as historical figures, industry, and continuing tradition, is represented. This analysis leads to a conclusion that the prestigious landmark statuses do not necessarily affect the public's acknowledgment of built heritage in their communities.

Heritage Value Preservation. The communities appreciate both authentic heritage (e.g., well-maintained original structures and continuing tradition) and heritage interpretation (e.g., reconstructions, exhibits, museums, and other new additions to aid the public's understanding of the heritage) depending on the cultural resources' conditions. Authenticity did not much affect the ranking. Four heritage interpretation sites are in the top 3, and another four are in the other rankings. The quality of the individual resources was not evaluated or compared in this study.

Capital Heritage Relationship. The resources with a historical background associated with the royal palace are dominantly located in the top 3. The royal palace relationships represent historical significance (value) rather than the physical integrity of the resource. This may indicate that the communities understand and appreciate heritage values in the cross-municipal-boundary context.

Community Engagement. Fourteen (61%) out of 23 heritage resources facilitate community engagement by hosting special events or integrating with daily activity places (e.g., public parks and hiking courses). A high percentage of the unlisted cultural resources (eight out of eleven) provide community participation programs and spaces. Given that the rest three are sacred sites, the analysis shows that unlisted cultural resources utilize community engagement as a strategy for built heritage sustainability and promote it through the eight scenery and relevant media.

**Special Event and Modern Addition.** The analysis shows no correlation between the public acknowledgment rankings and the necessity of festivals or modern civic places around the heritage resource, even if they are generally appreciated. Only four out of nine places hosting special events and five out of ten daily activity places are listed in the top 3. The quality of the individual programs and places was not evaluated in this study.

Table 13. Analysis of built heritage listed in the eleven cities' eight-scenery listings

Rank	Heritage	Value Identification		Value	Value Dissemination			
		Class	Desig./Assoc.	Preservation	Network		Community	
					Trail	Palace	Event	Daily
1	Namhan- Sanseong (fortress)	Landmark	International	Authenticity	0	0	0	0
	Donggureong Royal Tombs	Landmark	International	Authenticity		0	0	
	Chiljangsa Temple	Landmark	National	Authenticity		0		
	Hauhyeon Church	Unlisted	Figures	Authenticity	0			
	Dasan Site (museum)	Unlisted	Figures	Interpretation			0	0
2	Cheonggyesa Temple	Landmark	Provincial	Authenticity		0		
	Moran Folk Market	Unlisted	Tradition	Authenticity				0
	Bunwon Kiln Site	Unlisted	Industry	Interpretation		0		0
	Mirinae Holy Site	Unlisted	Figures	Interpretation	0			
3	Seoknamsa Temple	Landmark	National	Authenticity			0	
	Shrine of Prince Imyeong	Landmark	Provincial	Authenticity		0		
	Aeryeonjeong (pavilion, park)	Landmark	Local	Interpretation		0		0
4	Bongguksa Temple	Landmark	Provincial	Authenticity				
	Ori Yi Won-ik's Residence	Landmark	Provincial	Authenticity			0	
	Seolbong- Sanseong (fortress)	Landmark	Provincial	Authenticity				
	Aengjabong (sacred site)	Unlisted	Figures	Interpretation	0	_		0
5	Gwangmyeong Cave	Unlisted	Industry	Interpretation			0	0

6	Dongju Salt Farm	Unlisted	Tradition	Authenticity	0		0	0
	Gwangmyeong Market	Unlisted	Tradition	Authenticity				0
	Surisan Holy Place	Unlisted	Figures	Interpretation	0			
9	Manangyo Bridge	Landmark	Provincial	Interpretation		0	0	
	Wolgot Harbor Boat Return	Unlisted	Tradition	Authenticity			0	0

## 6. CONCLUSION

There has been increasing competition between municipalities for developing and promoting attractive destinations for tourists and residents in South Korea and many other countries. At the same time, built heritage is globally recognized as a critical resource for sustainable development and place marketing. In this regard, this study examined the communities' appreciation of built heritage by analyzing the eleven Korean municipalities' place marking media, eight scenery, through the frameworks of heritage value identification, value preservation, and value dissemination.

We found out the diversity of built heritage represented in the eight-scenery listings. The communities appreciated heritage resources ranging from authentic cultural resources with varying levels of landmark designation to modern interpretations of historical information and remains. This analysis showed that using cultural resources for place marketing and development is not only about promoting prestigious landmarks. Instead, municipalities should help identify diverse cultural resources in the community and understand their historical values. Also, we recognized that the public appreciated not only those with modern civic spaces and participatory entertainment programs but also other various settings. Conservation and public benefit strategies should be designed based on heritage value and heritage conditions.

This study will hopefully provide some insights to municipal decision-makers and experts in historic preservation, urban planning, and tourism, among others, and help prepare a base for research on the relationship between built heritage and place marketing in other regions and countries.

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