



Analysis of the Effect and Policy Proposal of City Culture Marketing on Seogwipo City's Local development¹

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1. This thesis is extracted from the dissertation "A study on the effect of city culture marketing on Seogwipo City's local development" written by Yong-Beom Kim (directed by prof. Kyung-Soo Hwang) and submitted at the Ggraduate School of Public Administration, JNU, June, 2014.



I. Preface

The purpose of the study is to analyze the effects of Seogwipo city's local development through a city culture marketing system.

Cultural policy to enhance the quality of life by giving the opportunities for culture nostalgia of residents has been approached from the perspective of economic development and activating the city in Western Europe since 1980. Since then, it has contributed to the enhancement of competitiveness through attracting tourism and enterprise. Recently, the development paradigm of Korean cities has turned quantitative growth into qualitative growth to enhance the quality of life. According to this change, awareness about culture will rise.

In addition, attaining the era of globalization and localization, a local self-governing body competitively pushes ahead with a regional activation project for the use of the culture-arts resources in order to raise its competitiveness in the region. In this situation, although Seogwipo City is the nation's top tourist destination, it is much more like a destination that relies on natural scenery. Seogwipo City has many cultural and artistic resources such as a culture and arts street, as well as, calligraphy, paintings and performing arts but it's currently hard difficult to link them to the tourism. Seogwipo City, which holds cultural and artistic resources, desperately needs a cultural marketing strategy to sell cultural tourism packages. The research was carried out in order that Seogwipo City would obtain a renaissance period consisting of culture and tourism through cultural marketing for regional development.

II. The Theory of Culture Marketing

1. The Introduction and Administration of Culture Marketing for City Development

There are two aspects of culture marketing. One is the culture marketing, literally. This means significant effort to commercialize the region's cultural factors and promote sales. The other is the cultural marketing. The local government's city marketing using cultural factors would attract more tourists. It could allow tourists to choose general merchandise and consequently bring about great development of the region². It has appeared 'Mecenat movement' etc. in some companies as a case of this cultural marketing. In many areas, it has made strenuous attempts improve its image through numerous cultural events such as the 'Biennale', 'music festivals,' and 'film festival'.

2. The Connection of Culture Marketing and City Culture Tourism

The efforts for culture marketing of the local government lead to culture and tourism activation. Along with artworks of culture, tourists visit the area so as to share the pleasure of arts and culture. Thus, tourists are able to take pleasure in culture and art after visiting.

According to Se-Jong Park (2014, 40), Cultural tourism is described by separating two concepts of the narrow and broad sense.

In cultural tourism of the narrow sense, it is essentially defined as "the movement of humans by cultural motivation such as a study trip, art and culture tour, -participation in festivals and other cultural events, visiting historical sites and monuments, natural·folk·art study tours, pilgrimage" etc. On the other hand, in cultural tourism of the broad sense, it is described as a meaning of all human actions to meet various needs such as raising the cultural standard, increasing knowledge, experience and meeting etc.

This study shows, culture marketing, which is targeted commercialization of cultural art work and , sales promotion, can be interpreted in two concepts including the narrow and broad sense. Additionally, cultural marketing that is trying to improve the image and identity of the local governments, making a city with cultural arts can be interpreted into administration with cultural tourism.

III. Design for Investigation and Analysis

1. Investigation Design and Analytical Framework

A Study on the model (Analytical Framework) is the same as that in <Figure 1>.

The overall framework of the thesis is to investigate and analyze effects on regional development.



<figure 1> Analytical Framework Including Study Model

2. Park, Heung-Sik (2003), 「Culture Marketing Strategy of Local Governments in the global era」



2. Overview of the Survey Analysis

This study is to analyze whether there is any impact on Seogwipo regional development with the introduction of the culture marketing system in Seogwipo City.

Therefore, culture marketing effects on regional development should be confirmed. The process and content outline for research and analysis of the survey is as follows. The population statistics in January 2014 was used as a criterion of the size and composition of the sample. Among the 159,290 people who are more than 20 years old in Seogwipo city, 400 people were selected as a sample and grouped by age.

The size of the sample can be calculated based on the formula of Krejcie & Morgan³.

Therefore, if the 159,290 people who are more than 20 years old in Seogwipo city are calculated by applying the formula above, the size of the sample becomes 383. In this actual analysis, due to the size of the sample, we distributed 400 copies and analyzed 363 copies in total.

The survey targeted the Seogwipo District residents based on the premise of random sampling from April 10 through April 30, 2014. We used quota sampling and random sampling by reflecting the ratio by gender and, age of the local residents. A total of 400 surveyed questionnaires were distributed, and 363 copies (return rate of 90.8 %) with insincere and unreturned surveys not used for the final analysis.

3. Method of Analysis

In order to carry out the objective of this study, SPSS 18.0 for Windows was utilized for the statistics processing of collected data through data coding process.

IV. The Analysis on the Impacts of Culture Marketing on the Regional Development

1. Demographics Characteristics

The number of Seogwipo City residents who responded to the survey is the same as that in <table 1>. In total 363 respondents, the gender category shows that males are 186(51.2%) and females are 177(48.8%) with. males representing more than females. In the comparison by age, 40s are 92(25.3%), above 60s are 85(23.4%), 30s are 69(19.0%), 20s are 60(16.5%) and 50s are 57 (15.7%).

<Table 1> Demographics Characteristics of all the people surveyed

(n=363)

Classification		frequency	Rate(%)
Gender	Male	186	51.2
	Female	177	48.8
Age	20s	60	16.5
	30s	69	19.0
	40s	92	25.3
	50s	57	15.7
	Above 60s	85	23.4
Academic background	Graduating from middle school	41	11.3
	High school diploma	169	46.6
	Completed college	146	40.2
	Graduate school	7	1.9
Total			100.0

In terms of academic background, the people who have a high school diploma are 169 (46.6%), the people who completed college are 146 (40.2%), graduating from elementary and middle school are 41 (11.3%), graduate school students are 7 (1.9%).

2. A Study for Impact of Culture Marketing on Regional Development

Regression analysis based on the eight factors was carried out to research for the impact of culture marketing on regional development. Eight factors contributing to this effects of regional development are 1) the effects on the psychological well-being of local residents, 2) balanced development between local people, 3) the effects in a balanced development among regions, 4) the effect on activation of cultural tourism, 5) the effect on the enhancement of the cultural image of an entire city, 6) attracting more tourists, 7) the effects on the population influx 8) the effects on attracting companies.

1) The Effects on the Local Residents's Happiness with Culture Marketing

In order to study the effects of culture marketing on the local resident's happiness, regression analysis was conducted. The result of that explaining

3. Krejcie & Morgan, 1970:607-610



degree had approximately 13.6% ($R^2=.136$) power of explanation, and also the regression model was found to be statistically significant ($F=41.471$, $p=.000$). In directional characteristics of culture marketing, variable factors of activating the local culture (x_3) have appeared statistically significant ($\beta =.321$, $p<0.001$). This activating local culture has emotionally affected on the local resident's feeling of happiness. The expanded cultural facilities (x_1) and the cultural services (x_2) in the directional lower variable didn't turn out to be statistically significant. Therefore, the more we activate local culture of directional factors, the more local residents feel a sense of happiness.

The regression equation is achieved from these results as below.

$$y = .158x_1 + .007x_2 + .458x_3 + 1.289$$

(y = Local resident's sense of happiness,

x_1 = Expanding cultural facilities, x_2 = Cultural services, x_3 = Regional culture activation)

After conducting the regression analysis – the effect on the local resident's feeling of happiness with culture marketing factors and strategies found that the explaining degree has 18.3% ($R^2=.183$) power of explanation and also the regression model turned out to be statistically significant ($F=21.175$, $p=.000$). In elements of cultural marketing and strategic factors, distribution/promotion variable factors (x_2) have statistically appeared significant ($\beta =.360$, $p<0.001$). The performance which is taken place in the street, exhibition, market and so on, as well as the support or the promotion for artists and any activities of arts organizations have a positive influence. Meanwhile, process (x_1), price goods (x_3), physical entity/human being (x_4) factors are found to not be statistically significant.

The regression equation can be given from these results as below.

$$y = .020x_1 + .490x_2 + .026x_3 + .135x_4 + 893$$

(y = Local resident's sense of happiness,

x_1 = Process, x_2 = Distribution/Promotion,

x_3 = Price.Goods, x_4 = Physical entity.Human being

Hence, in order to make local residents feel a sense of happiness, the plans to vitalize Seogwipo city culture through the use of marketing strategies such as cultural street, culture exhibition center, culture market will be needed in Seogwipo city.

2) The effect of the culture marketing on the balanced development between local residents

The regression analysis was carried out to research the effect of the culture marketing on the balanced development between local residents.

Through the regression analysis, we found that the result of that explaining degree had approximately

14.6% ($R^2=.146$) power of explanation, and also the regression model statistically turned out to be significant ($F=21.512$, $p=.000$). In the lower factors of directional characteristics of city marketing through culture, the variable factors of cultural facilities expansion (x_1) have statistically appeared significant ($\beta =.105$, $p<0.01$). The variable factors of regional culture activation (x_3) was also statistically analyzed as a significant level ($\beta =.321$, $p<0.001$).

Therefore, in the directional characteristics of culture marketing, the facilities expansion and activation of local culture has a positive impact on the balanced development among local people. On the other hand, the variable factors of the cultural services provision didn't show up as a statistically significant result.

The regression equation can be given from these results as below.

$$y = .268x_1 + .092x_2 + .342x_3 + 895$$

(y = Balanced development between local people,

x_1 = Expansion cultural facilities, x_2 = Cultural services provision,

x_3 = Regional culture activation)

After conducting the regression analysis – the effects on the balanced development between the local people with factors and strategies of culture marketing found that explaining degree has 18.5% ($R^2=.185$) power of explanation and also the regression model statistically turned out to be significant ($F=21.175$, $p=.000$).

Thus, in the elements and strategy factors of culture marketing, the distribution and promotion (x_1) variable factors statistically appeared as a significant level ($\beta =.360$, $p<0.001$). Also, the process (x_2) variable factor has statistically appeared as a significant level ($\beta =.134$, $p<0.05$) as well. Whereas the price.goods (x_3) variable factors and physical entities.people (x_4) variable factors didn't appear as a statistically significant result.

The regression equation can be given from these results as below.

$$y = .197x_1 + .439x_2 + .058x_3 + -.006x_4 + 625$$

(y = Balanced development between local people,

x_1 = Process, x_2 = Distribution.Promotion,

x_3 = Price.goods, x_4 = Physical entity.People)

Therefore, the promotion for development of sustainable demands and various arts and culture has a positive impact on the balanced development between the local people. A positive effect will be obtained on balanced development between local residents to make the culture marketing strategies with creating the marketing products that symbolize the local, securing marketing communication channels and considering the available elements that would link regions. Accordingly, we actively need to take advantage of process, distribution.



promotion of culture marketing for balanced development between the local residents.

3) The Effect of Culture Marketing on the Balanced Development Between Regions

A regression analysis was carried out to research the effect of culture marketing on the balanced development between regions. Through the regression analysis, we found that the result of the explaining degree had approximately 15.1% ($R^2=.151$) power of explanation, and also the regression model turned out to be statistically significant ($F=22.482$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, the variable factor ($\beta =.210$, $p<0.001$) of cultural facilities expansion(x_1) and the variable factor ($\beta =.193$, $p<0.001$) of regional culture activation(x_3) were analyzed as a statistically significant level. On the other hand, the variable factors of cultural services provision(x_2) didn't show up any effect statistically. Thus, the more we will reinforce cultural facilities and invigorate the local culture, the more that will contribute to the balanced development between regions in Seogwipo city.

The regression equation can be given from these results as below.

$$y = .325x_1 + .133x_2 + .283x_3 + .951$$

(y = Balanced development between regions,

x_1 = Expansion cultural facilities, x_2 = Cultural services provision,

x_3 = Regional culture activation)

It will be helpful in balanced development between regions in Seogwipo City if we support culture-immigrants so as to be able to become main agents of regional culture and art through creating the street of windowship culture as well as we actively enlarge the promotion for regional culture and art. Therefore, the aggressive measures of expanding cultural facilities and regional culture activation should be needed to set up balanced development between regions in Seogwipo City.

After conducting the regression analysis - effects on the balanced development between local residents with culture marketing factors and strategies found that explaining degree has 15.9% ($R^2=.159$) power of explanation and also the regression model turned out to be statistically significant ($F=18.057$, $p=.000$). In the elements and strategy factors of culture marketing, The process (x_1) variable factor ($\beta =.167$, $p<0.01$), distribution. promotion(x_2) variable factor ($\beta =.163$, $p<0.01$) and price.goods(x_3) variable factor ($\beta =.146$, $p<0.05$) have appeared at a statistically significant level. On the contrary, the variable factors of physical entity. people(x_4) didn't show any result statistically. Thus, if the promotion with a differentiated cultural sector

in comparison with other cities is properly utilized for the development in Seogwipo City, the balanced development of the area will come true. Also, as long as we take advantage of indirect advertising such as TV dramas, movies and so on, and expand the personal selling that artists sell about cultural products in person and perform etc., they will bring a positive impact on balanced development between regions in Seogwipo City.

The regression equation can be given from these results as below.

$$y = .253x_1 + .230x_2 + .085x_3 + .122x_4 + 670$$

(y = Balanced development between regions,

x_1 = Process, x_2 = Distribution.Promotion,

x_3 = Price.Goods, x_4 = Physical entity.People)

For balanced development between regions using culture marketing, local government needs to much great effort in setting up the target group, encourage marketing organization, revitalize personal selling, and provide active support for culture etc. Also in regards to the sales promotion. publicity, all of Seogwipo citizens need to be host of the city and have an active campaign about the sales promotions and, publicity of the culture in Seogwipo City.

4) The Effect of Cultural Tourism Activation through Culture Marketing

A regression analysis was conducted to research the effect of cultural tourism activation through culture marketing.

Through the regression analysis, we found the result of that the explaining degree had a somewhat low 8.1% ($R^2=.081$) power of explanation but the regression model was statistically found to be significant ($F=11.537$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, the variable factor ($\beta =.136$, $p<0.05$) of cultural facilities expansion(x_1) and the variable factor ($\beta =.144$, $p<0.05$) of regional culture activation(x_3) were analyzed as a statistically significant level. While, the variable factors of cultural services provision(x_2) didn't show up any statistically significant result.

Thus, cultural tourism will be highly activated if the various genres of art culture are developed and street theatre such as music.art etc. is activated. For example, creating a performance work such as a historical musical theater production in Seogwipo City can also be a way of activation. The regression equation can be given from these results as below.

$$y = .198x_1 + .122x_2 + .197x_3 + 1.990$$

(y = Cultural Tourism Activation,

x_1 = Cultural facilities expansion, x_2 = Cultural services provision, x_3 = Regional culture activation)



The cultural facilities expansion for a declining downtown including examples such as artistic facilities, fostering the street of cultural artistic atmosphere, the bench of cultural art street etc. will be expected to effect cultural tourism activation positively in many ways.

After conducting the regression analysis—effects on the cultural tourism activation with culture marketing factors and strategies found that the explaining degree has 8.3% ($R^2=.083$) power of explanation and also the regression model turned out to be statistically significant ($F=9.119$, $p=.000$).

In the elements and strategy factors of culture marketing, only the distribution.promotion (x_2) variable factor has statistically appeared as a significant level ($\beta =.187$, $p<0.01$). On the other hand, the variable factors of the process (x_1), price.goods (x_3), physical entity.people (x_4) didn't show any statistically significant result.

Thus, if the promotion with differentiated cultural programs in comparison with other cities is actively utilized, it will have a positive effect on the cultural tourism activation.

The regression equation is given from these results as below.

$$y = .080x_1 + .246x_2 + .032x_3 + .133x_4 + 1.913$$

(y = Cultural tourism activation,

x_1 = Process, x_2 = Distribution.Promotion, x_3 = Price.Goods, x_4 = Physical entity.People)

In order to activate cultural tourism in Seogwipo city, cultural support policy from the local government ought to be more active, and promotional activities through culture and art should be made actively for development in Seogwipo city.

5) The Effect on the Cultural Image Boosting of the Whole City through Culture Marketing

A regression analysis was conducted to research the effect on the cultural image boosting of the whole city through culture marketing.

Through the regression analysis, we found that the result of the explaining degree had 10.7% ($R^2=.107$) power of explanation and regression model found to be statistically significant ($F=15.481$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, The variable factor ($\beta =.235$, $p<0.001$) of cultural facilities expansion (x_1) and the variable factor ($\beta =.177$, $p<0.01$) cultural services provision (x_2) appeared at a statistically significant level. On the other hand, the variable factors of regional culture activation (x_3) didn't appear at any statistically significant level. Accordingly, to boost the cultural image of the whole city in Seogwipo, the revitalization of voucher business on cultural performance, the culture and art service in the traditional market, and the services to reach out for the vulnerability of cultural consumption should

be implemented. In addition to this, active support for artists and arts organizations should be made since they are the main provider of arts.

The regression equation is given from these results as below.

$$y = .342x_1 + .218x_2 + -.038x_3 + 1.895$$

(y = Cultural image boosting of the whole city,

x_1 = Cultural facilities expansion, x_2 = Cultural services provision, x_3 = Regional culture activation)

Seogwipo city should drastically expand its artistic and cultural facilities and try to develop sustainable demand, etc.,. Also, if it provides a variety of cultural services, Seogwipo-city is expected to have a positive impact on the cultural image boosting of the whole city.

After conducting the regression analysis—effect on the cultural image boosting of the whole city with culture marketing factors and strategies found that explaining degree has 13.7% ($R^2=.137$) power of explanation and also regression model has statistically turned to be significant ($F=15.338$, $p=.000$).

In the elements and strategy factors of culture marketing, the distribution.promotion (x_2) variable factor ($\beta =.076$, $p<0.01$), the price.goods (x_3) variable factor ($\beta =.056$, $p<0.01$) appeared statistically significant. On the other hand, the variable factors of the process (x_1) and physical entity.people (x_4) didn't show up at any statistically significant level.

Thus, in order to boost the cultural image in Seogwipo city, promotion through culture and art must be active for the development of its area. In the elements and strategy factors of culture marketing, the distribution.promotion should be aggressively activated. Also, As long as we make new strategies of using marketing elements, take advantage of indirect advertising such as TV dramas, movies etc., and expand the personal selling that artists sell about cultural products in person and perform etc., the cultural image of the whole city in Seogwipo will noticeably rise.

The regression equation can be given from these results as below.

$$y = .112x_1 + .250x_2 + .085x_3 + .120x_4 + 1.310$$

(y = Cultural image boosting of the whole city,

x_1 = Process, x_2 = Distribution.Promotion, x_3 = Price.Goods, x_4 = Physical entity.People)

If Seogwipo city with its differentiated unique cultural programs in comparison with other cities is created, it will be able to upgrade the cultural image of the city.

6) The effect of Culture Marketing on the Inducement of Tourists

A regression analysis was carried out to research the effect of culture marketing on the inducement



of tourists.

Through the regression analysis, we found that the result of that explaining degree had a somewhat low 7.6% ($R^2=.076$) power of explanation but regression model was found out to be statistically significant ($F=9.119$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, the variable factor ($\beta =.196$, $p<0.01$) of cultural facilities expansion (x_1) and the variable factor ($\beta =.121$, $p<0.05$) cultural services provision (x_2) statistically appeared at a significant level. However, the variable factors of regional culture activation (x_3) didn't appear at any statistically significant level. Accordingly, in order to attract tourism through culture marketing, services to reach out for the vulnerable of cultural consumption should be provided and the voucher business of the cultural performance should be vitalized. Add to this, if the local government actively provides support for artists and arts organizations as the main provider of arts, there will be a positive impact in attracting tourists to Seogwipo city.

Seogwipo city should drastically expand its artistic facilities to attract many tourists and try to develop sustainable demand and change the whole city of cultural artistic atmosphere such as street, benches of the street and buildings.

The regression equation is given from these results as below.

$$y = .302x_1 + .157x_2 + .050x_3 + 1.930$$

(y = Inducement of tourists,

x_1 = Cultural facilities expansion, x_2 = Cultural services provision, x_3 = Regional culture activation)

The development in various genres of arts and -culture with traditional markets in Seogwipo city is expected to have a positive impact on the inducement of tourists.

After conducting the regression analysis - how effect on inducement of tourists with culture marketing factors and strategies found that explaining degree has 12.4% ($R^2=.124$) power of explanation and also regression model has statistically turned to be significant ($F=13.800$, $p=.000$)

In the elements and strategy factors of culture marketing, the process (x_1) variable factor ($\beta =.203$, $p<0.001$), the distribution.promotion (x_2) variable factor ($\beta =.128$, $p<0.05$) statistically appeared significant. On the other hand, the variable factors of the price.goods (x_3) and physical entity.people (x_4) didn't show any statistically significant result.

Therefore, in order to attract more tourists to Seogwipo city, the marketing goods that symbolize the area should be developed and by setting the target group, focus on securing the marketing communication channel etc..

Also, when it has a differentiated cultural program in comparison with other cities and actively supports to the culture, the city has a positive effect on the inducement of tourists.

The promotion for the development of Seogwipo city along with culture and arts must be actively utilized. In order to do that, local government (Seogwipo-city) and the citizens in Seogwipo need to make an effort together.

The regression equation can be given from these results as below.

$$y = .304x_1 + .179x_2 + .052x_3 + .103x_4 + 1.157$$

(y = Inducement of tourists,

x_1 = Process, x_2 = Distribution.Promotion, x_3 = Price. Goods, x_4 = Physical entity.Ppeople)

7) The Effect of Culture Marketing on the Influx of the Population

A regression analysis was conducted to research the effect of the culture marketing on the influx of the population.

Through the regression analysis, we found that the result of the explaining degree had a low 7.2% ($R^2=.072$) power of explanation but the regression model was figured out to be statistically significant ($F=10.297$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, the variable factor ($\beta =.194$, $p<0.01$) of cultural facilities expansion (x_1) and the variable factor ($\beta =.151$, $p<0.05$) of cultural services provision (x_2) statistically appeared at a significant level. However, the variable factor of regional culture activation (x_3) was not statistically significant. Therefore, to bring a result of the influx of the population in Seogwipo city, we should strive to develop a variety of cultural genre and sustainable demand by stimulating street performances such as music and art etc. Seogwipo city should drastically expand its artistic facilities and change the whole city of cultural artistic atmosphere such as street, benches of the street and buildings to bring a positive effect on the influx of the population.

If it provides the expansion of voucher business and the services to reach out for the vulnerable cultural consumption, Seogwipo city will have a positive effect on the influx of the population as well.

The regression equation can be given from these results as below.

$$y = .300x_1 + .196x_2 + -.041x_3 + 2.030$$

(y = The influx of the population

x_1 = Cultural facilities expansion, x_2 = Cultural services provision, x_3 = Regional culture activation)

Therefore, for the development of Seogwipo city, a variety cultural facilities expansion and the services to reach out for the vulnerable cultural consumption



will have a positive impact on the influx of the population.

After conducting the regression analysis—effect on the influx of the population with culture marketing factors and strategies found that explaining degree has 13.4% ($R^2=.134$) power of explanation and also regression model has statistically turned to be significant ($F=14.934$, $p=.000$).

In the elements and strategy factors of culture marketing, the process(x_1) variable factor($\beta =.221$, $p<0.001$), the Price.Goods (x_3) variable factor($\beta =.227$, $p<0.001$) appeared statistically significant. On the other hand, the variable factors of the distribution.promotion(x_2) and physical entity.people(x_4) didn't show any statistically significant result. Therefore, to bring a positive effect on the influx of the population, the local government (Seogwipo city) needs to establish a strategy with culture marketing elements and strongly support promoting and marketing organizations. Also, creating the products of cultural marketing that symbolize Seogwipo city and setting up the target group would be important elements for the influx of the population.

The regression equation is given from these results as below.

$$y = .332x_1 + .033x_2 + .131x_3 + -.022x_4 + 1.296$$

(y = Influx of the population,

x_1 = Process, x_2 = Distribution.Promotion, x_3 = Price.Goods, x_4 = Physical entity.People)

Thus, in order to bring population influx into Seogwipo city, mid and long term policy strategy plans are needed.

8) The Effect of Culture marketing on Attracting Companies

A regression analysis was conducted to research the effect of the culture marketing on attracting companies.

Through the regression analysis, we found the result of that the explaining degree had low 9.0% ($R^2=.090$) power of explanation but regression model was statistically figured out to be significant ($F=12.934$, $p=.000$).

In the lower factors of directional characteristics of city marketing through culture, the variable factor($\beta =.262$, $p<0.001$) of cultural facilities expansion(x_1) and the variable factor($\beta =.133$, $p<0.05$) of cultural services provision(x_2) statistically appeared at a significant level. On the other hand, the variable factor of regional culture activation(x_3) has was not statistically significant.

Therefore, making a cultural street of old downtown for attracting companies in Seogwipo city as one of the cultural marketing strategies is urgently needed and the publicity about the arts and cultural services of the area has to be actively expanded.

Attracting companies seems to be correlated with the population influx. When we support cultural immigrants to be main agents of local cultural art, they are able to play an active role for attracting cultural companies. Also, the active support for main agents of art supply such as artists and art organizations could be a main element of directional culture marketing for attracting companies.

The regression equation is given from these results as below.

$$y = .420x_1 + .181x_2 + -.124x_3 + 1.926$$

(y = Attracting companies,

x_1 = Cultural facilities expansion, x_2 = Cultural services provision, x_3 = Regional culture activation)

As long as Seogwipo city succeeds in attracting companies through its culture marketing with natural environmental conditions, it will have a positive impact on local development in regards to activation of local economy, the effect of the influx of the population, and improvement of the quality of the life in the area.

After conducting the regression analysis – effect on attracting companies with culture marketing factors and strategies found that explaining degree has 13.0% ($R^2=.130$) power of explanation and also the regression model has statistically turned out to be significant ($F=14.497$, $p=.000$).

In the elements and strategy factors of culture marketing, the Process(x^1) variable factor($\beta =.259$, $p<0.001$), the price.goods(x_3) variable factor($\beta =.158$, $p<0.01$) appeared statistically significant. On the other hand, the variable factors of the distribution.promotion(x_2) and physical entity.people (x_4) didn't show any statistically significant result.

Thus, in the culture marketing elements and strategic conditions for attracting companies in Seogwipo city, first of all, the city should concentrate on creating the cultural marketing products that can symbolize the city, and it must also set a marketing target group with consideration for the possible links between regions. It will be possible to attract various companies if attracting the companies is done both randomly and completely targeting at the same time.

Also, the activation of a cultural marketing strategy by cultural marketing elements of price and products will turn out to be a positive effect in attracting companies. As long as we promote Seogwipo city by taking advantage of indirect advertising such as TV dramas, movies etc., and we expand the personal selling of artist's cultural products in person and performance etc., the attracting companies in the whole city will noticeably rise.

The regression equation can be given from these results as below.

$$y = .402x_1 + -.030x_2 + .094x_3 + -.094x_4 + 1.143$$



(y = Attracting companies,
 x_1 = Process, x_2 = Distribution.Promotion, x_3 = Price.
 Goods, x_4 = Physical entity.People)

Like this, in order to attract more companies in Seogwipo City, it is needed to assure the competition for price and products through mid and long term marketing strategies.

3. Results of the Analysis and Interpretation

The findings of the analytical research is as follows.

First, in regards to the effects on the local residents's happiness with culture marketing, regional culture activation, distribution, and the promotion that belong to the marketing mix factors turn out to be the positive factors. From these results, local resident's' sense of happiness is connected with local culture activation such as the creation of a cultural street in the old downtown. Therefore, making the cultural street in the old downtown and the promotion about local culture and arts services are actively needed.

Second, in the effect of the culture marketing on the balanced development between local residents, the cultural facilities expansion and the regional culture activation in the lower factors of directional characteristics of city marketing through culture have positive effects. Also, in the culture marketing mix factors, the variable factors of process, distribution, and promotion have appeared significant. Therefore, for balanced development between residents in Seogwipo city, the city needs to activate the street performances and change the atmosphere of cultural arts throughout the whole city in of Seogwipo.

Third, in regards to the effect of the culture marketing on the balanced development between regions, the cultural facilities expansion and the regional culture activation in the lower factors of directional characteristics of city marketing through culture, the variable factors of the process, distribution and promotion equally appeared. Thus, between local residents, balanced development among regions shows show that they should set the policy in the same direction.

Fourth, in regards to the effect of cultural tourism activation through culture marketing, the cultural facilities expansion and the regional culture activation in the lower factors of directional characteristics of city marketing through culture have a positive effect. Also, in the culture marketing mix factors, the variable factors of distribution and promotion have an effect on culture tourism activation. In order to activate cultural tourism in Seogwipo city, a cultural facilities expansion is urgently needed and regional culture and arts with them would result in cultural tourism activation. Also, if Seogwipo city, with its differentiated unique cultural program in comparison with other cities is

created, It will be known as a cultural tourism spot.

Fifth, in regards to the effect on the cultural image boosting of the whole city through culture marketing, the cultural facilities expansion and the cultural services provision in the lower factors of directional characteristics of city marketing through culture have appeared significant, the variable factors of distribution.promotion and price.goods in the culture marketing mix factors have appeared significant. In order to make the city's cultural image, the cultural facilities expansion, voucher business of cultural performance, and the traditional market with cultural arts, etc., a member of culture marketing should be carried out.

Sixth, after analyzing the effect of the culture marketing on the inducement of tourists, the cultural facilities expansion and cultural services provision in the variable factors of directional characteristics of city marketing through culture have turned out to be significant, and process, distribution.promotion in the culture marketing mix factors have a positive effect on them. Therefore, in order to attract more tourists in Seogwipo city, the city should have an extensive range of cultural facilities and services to reach out for the vulnerable cultural consumption can be provided for the convenience.

Lastly, in the effect of the culture marketing on the influx of the population and attracting companies, the cultural facilities expansion and cultural services provision in the variable factors of directional characteristics of city marketing through culture, the variable factors of the process and the distribution.promotion in the culture marketing mix factors have been positively figured out.

The cultural marketing factor to attract tourists can be understood : As a result, tourist influx, population influx and the company attraction are the in the same context in that they can attract people.

V. Policy Proposal and Conclusion

The purpose of the research is to introduce on the culture marketing and analyze how it affects regional development through the culture marketing system in Seogwipo city.

The research conducted a survey of citizens in Seogwipo City, and then analyzed on the effect of its tourism and regional development through culture marketing. We noted policy suggestions focusing on theoretical study and analysis result regarding an artist's walkway.

First, the artist's walkway should be regard as a exhibition, The permanent and special exhibition program development should be followed all the year round. In the case of a shortage of space, linked activities should widen to the markets and Arts Center in Seogwipo. For instance, writer's



courses that related to the market can be carried out as an alternative way.

Second, we need a way to support incentives for cultural art immigrants of the artist's walkway and artists in Seogwipo through the Culture and Arts foundation, Film Commission, etc.

Third, there is recruiting experience in the whole nation in developing the education programs. In particular, the program of exploration and experience could be run by civil servants across the country, it may become well known as a successful example. It is also possible to be promoted by politically centered government office buildings.

Fourth, through the "artist's walkway" we need to develop tourism products and arts products including tour package products at low(reasonable)/average/costly prices. In the artist's walkway, A total of eight species of art products are being sold now, a variety of products are needed with using of the logo of artist's walkway . For example, the products such as key ring, mug, plate, art products with the picture of writer and so on are needed.

Fifth, most importantly however, is sufficient infrastructure. When people cannot perceive as theirs, they are not able to go on towards regional activation. A consultative body organized by local residents and artists is needed. This part can be composed of the ordinance or be entirely made as a protocol for community. The consultative body will be carried out to the advisory operations of artist's walkway and support of several projects that might be associated with the local economies.

Sixth, for local residents, the administrative support and education services are required in order to perceive artist's walkway as ours, that is to run the educational support program about arts and culture for local residents. Requiring the development of facilities of the demand and maintaining continuity through the various arts and culture program are also needed.

This research suggests the strategy of introduction of culture marketing as a development plan in Seogwipo city.

First of all, the strategy of culture marketing has some purposes to find the way to make the one of the best cities to live in for the citizen in by combining marketing elements. In other words, culture marketing is a hopeful alternative that can improve the quality of life of local residents.

First of all, short-term and long-term plans need to be taken at the local government (Seogwipo-si) level to activate the culture marketing system.

This study is conducted to inform the concept of culture marketing and that would have a positive impact on the local development.

Consequently, we are looking forward to being mentioned and written about concrete culture marketing strategy.

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Receiving Date : February 16, 2015

Reviewing Dates : February 23 & March 3, 2015

Reporting Date of Article Appearance : March 5, 2015

