

Evaluation and suggestion of the essential context and sustainability of the 2021 Jeju World Natural Heritage Festival through multi-faceted evaluation¹

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Abstract

This study conducted a survey and evaluation on 'The 2021 Jeju World Natural Heritage Festival' with a framework of various stakeholders related to festivals. While aiming for the essential context of the celebration, we tried to find suggestions to ensure the continuity of the celebration and the designation of the World Natural Heritage.

As a methodology, surveys and interview surveys were conducted in parallel with the framework of multi-faceted evaluation.

To summarize the important contents presented as policy suggestions, first, it is necessary to expand the concept of 'encounter with hidden nature' from the positivity of the concept of 'encounter with hidden nature' to have fellowship with mankind about natural heritage. For reference to this, efforts should be made to secure the continuity of the designation of World Natural Heritage through a contextual approach using the frame of 'encounter'.

Second, since the participation of experts can help in many ways, it is necessary to encourage many experts to participate as a staff or activist.

Third, it is necessary to sublimate Jeju's natural heritage into a public celebration without damaging it.

Finally, it should be a festival centered on local communities and local residents. It is necessary to actively seek a system in which the World Natural Heritage Village Preservation Association, which will be created (tentative name), will be centered and promoted by the villagers.

Key words :

1) This study is a revised and summarized part of the contents of the 2021 Jeju World Natural Heritage Festival report.

Introduction

The purpose of this study is to ensure the continuity of the World Natural Heritage Festival through investigation and evaluation of 'The 2021 Jeju World Natural Heritage Festival' by asking various stakeholders. To achieve this purpose, first, a multi-faceted evaluation method was used. Second, visitors to outside officials were surveyed for satisfaction, but asked about the contents of the essential context of the festival. Third, it investigated whether internal stakeholders were also desirably executed to maintain the essential context of the celebration, and desirable aspects and concerns for the continuity of the celebration. Fourth, policy suggestions were investigated and presented to ensure the continuity of the celebration and the results of the World Natural Heritage Designation.

In order to maintain the continuity of the celebration, satisfaction must first be increased. Therefore, in this study, the degree of satisfaction was investigated in the essential context of the celebration.

According to previous studies, high satisfaction will maintain sustainability, but conversely, persistence can have a positive effect on festival satisfaction (Yun, Suk-Ju Yoon Seok-ju et al., 2017, 77) thus seeking ways to increase satisfaction and induce a positive effect on the continued designation of world natural heritage. At its starting point, this study was evaluated for efforts to secure storage battery attributes in the case of an important power storage in the sense of conservation such as World Natural Heritage.

The survey for this study was conducted for a month from October 1 to October 31 during 'The 2021 Jeju World Natural Heritage Festival'. A survey for the audience was conducted online, and for questions about internal stakeholders, online and direct interviews were chosen.

Theory related to festival evaluation.

1. The theory of festival sustainability

The concept related to the sustainability of the festival needs to be derived from the concept of sustainable development that began in discussions in the urban and environmental fields in the 1990s, not simply to

the extent that the festival is held continuously. The concept of "development that can satisfy the needs of the present generation without compromising the ability of future generations to satisfy their needs" is the concept of sustainable development (ESSD). (Lee, Dong-Kun et al., 1997, 35)

If we connect this to the World Natural Heritage Festival and discuss sustainability, it can be defined as "a celebration where we experience the World Natural Heritage without damaging the demand for our descendants to experience the World Natural Heritage in Jeju."

2. The concept and meaning of multi-faceted evaluation.

Multi-faceted evaluation began to be mainly used in individual performance evaluation in personnel administration, but has recently been recognized as a system that can ensure evaluation acceptance by strengthening opportunities for various stakeholders in the performance evaluation process. (Taejun Cho et al., 2020, 211) In this study, it is intended to be used as a framework for participating various stakeholders in the evaluation of the festival.

3. Classification of festival stakeholders for multi-faceted evaluation

Douglas stipulates festival-related stakeholders as follows. Includes staff and volunteers, investors and sponsors, local residents of administrative agencies and facility managers, participants, and other related persons (Douglas et. al., 2001:370). In this study, the subjects of stakeholders were categorized using this Douglas framework.

Research design and research model.

1. Research design.

This can be largely divided into two types, an internal party and an external party. In this study, participants were selected as external officials, and internal officials were set as officials in charge, secretariat employees, village leaders, participating celebrities, participating YouTubers, village program hosts, and PDs, referring to Douglas' classification. Since the public officials in charge were the organizers, they

were classified as internal officials, and the village leaders were also those who promoted the village-level program, so they were set as internal officials. The questionnaire was divided into external and internal officials. A survey was conducted in the form of a "visitor opinion survey" for external officials, that is, those who encountered the World Natural Heritage Festival through experiences or broadcasts. An interview-type questionnaire was conducted to internal officials.

1) General matters of the satisfaction survey of visitors to external parties.

The survey on visitors as an external official asked questions online, retrieved, and investigated those who participated in YouTube broadcasting. As they were willing to participate in advance, they were guided to participate in YouTube broadcasting, and questionnaires were distributed to investigate. The total number of visitors surveyed is 186. It consisted of 2 teenagers, 32 people in their 20s 17.2%, 60 people in their 30s 32.3%, 71 people in their 40s 38.2%, 13 people in their 50s 7% and 8 people in their 60s and older. Occupationally, it consists of 71 office administration workers (38.2%), 10 general professionals (10.8%), 22 self-employed service workers (11.8%), 15 students (8.1%), 35 housewives (18.8%), and 21 others (11.3%). The subjects of the survey are across the country. Jeju Island has the largest number of people with 44 and 23.7%. Gyeonggi-do consists of 34.3 percent, and Seoul Metropolitan Government has 16.7%. Busan Metropolitan City consists of 11.8% of 22 people.

<Table. III-1> General information of respondents.

Gender	Man	60(32.3%)
	Woman	126(67.7%)
Age	Teenage	2(1.1%)
	Those in their 20s and 30s.	32(17.2%)
	Those in their 30s and 40s.	60(32.3%)
	Those in their 40s and 50s.	71(38.2%)
	Those in their 50s and 60s.	13(7%)
	Over 60s.	8(4.3%)

Occupation.	Farming and livestock.	2(1.1%)		
	Office administrative position.	71(38.2%)		
	A general professional.	20(10.8%)		
	Self-employed service provider.	22(11.8%)		
	Student	15(8.1%)		
	Housewives.	35(18.8%)		
	etc.	21(11.3%)		
Residence	Seoul	31(16.7%)	Gangwon	2(1.1%)
	Incheon	9(4.8%)	gyeongsan nambuk	10(5.4%)
	Busan	22(11.8%)	Jeollanambuk	7(3.8%)
	gwangju	3(1.6%)	chungcheong nambuk	6(3.2%)
	Daejeon	4(2.2%)	Jeju	44(23.7%)
	Daegu	13(7%)	Foreigner	0(0%)
	Gyeonggi	34(18.3%)		

2) General matters of maintaining the essential context and continuity of the celebration targeting internal officials.

Interview surveys targeting internal officials were conducted online and directly. It was conducted by showing the Lijangs a questionnaire printed one-on-one. A total of 25 people responded to the interview for monitoring. It consists of four people in their 20s, eight in their 30s, seven in their 40s, two in their 50s, and four in their 60s. By role, it consists of four public officials in charge, nine secretariat employees, six village leaders, four village program hosts, and two PDs. All respondents are composed of people living in Jeju Special Self-Governing Province.

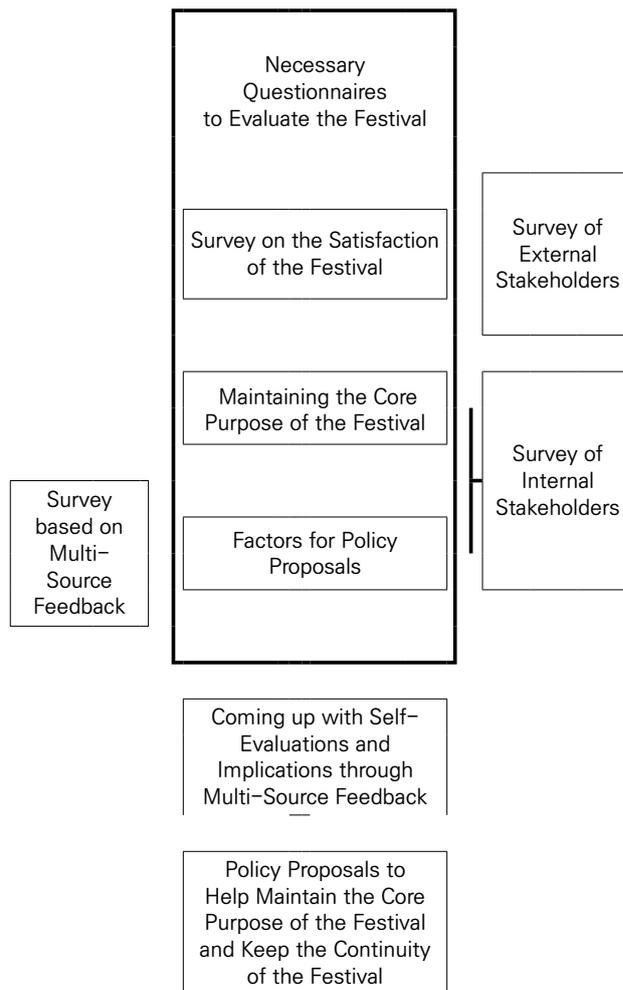
<Table. III-1> General information of respondents.

Gender	Man	16(64%)
	Woman	9(36%)
Age	Those in their 20s and 30s.	4(16%)
	Those in their 30s and 40s.	8(32%)
	Those in their 40s and 50s.	7(28%)
	Those in their 50s and 60s.	2(8%)
	Over 60s.	4(16%)
Job	The civil servant in charge.	4(16%)
	Secretariat staff.	9(36%)
	Village leader.	6(24%)
	The host of the village program host.	4(16%)
	PD	2(8%)
Residence	Jeju Special Self-Governing Province.	25(100%)

2. A research model.

The research model was largely composed of three frames. First, it is the application of the framework of multi-faceted evaluation to the survey subjects. Second, it is a survey to grasp the essential context of the celebration and sustainability. Third, it presents policy suggestions for the continuity of the celebration through investigation and analysis.

Factors for application to the framework of multi-faceted evaluation of the survey are as follows. First, a general survey of visitors from outside parties. Second, an interview survey of an insider. Third, external and internal officials are composed of evaluation through the framework of stakeholders. The elements of the investigation for understanding the essential context and sustainability of the celebration are as follows. In the survey of visitors to outside officials, the following four factors were investigated. First, the characteristics and subject of World Heritage are reflected in the program. Second, the degree to which it consists of a program that makes it easy to understand the outstanding value of Jeju World Heritage. Third, it consists of a program that is good to enjoy the outstanding value of Jeju World Heritage. Fourth, through participation in the program, the perception that the World Heritage should be preserved has increased. For insiders, the following questions were composed. First, the degree to which a program to empathize and enjoy natural heritage is well organized. Second, whether there is an opportunity to re-recognize and spread the value of Jeju's World Natural Heritage. Third, it is well-planned with the concept of "encounter" aimed at the Jeju World Heritage Festival. Fourth, rather than the "efficiency" standard, whether it was set as "understanding the essence" or not. Fifth, as a question for the sustainability of the festival, whether it has been an opportunity to promote the harmful effects of the existing type of festival through the World Heritage Festival. The questionnaire elements for policy suggestions are composed as follows. First, appropriateness of execution according to planning. Second, the designated sustainability efforts and systems of World Natural Heritage. Third, a proposal for the sustainability of the World Natural Heritage Festival. The following is a picture of this content.



The results of the analysis for the satisfaction of the celebration, maintenance of the essential context, and sustainability.

1. Survey on visitor satisfaction of external officials

1) The characteristics and theme of World Heritage are reflected in the program.

It was a question of whether the characteristics and themes of World Heritage were well reflected in the program. Usually, there were three people, which was 1.6%. The positive was 171, which was 91.9%.

<Table. IV-1> Are the characteristics and themes of World Heritage well reflected in the program?

Question: Are the characteristics and themes of World Heritage well reflected in the program?			
Not at all	1(0.5%)	Slightly not	32(17.2%)
Not so	2(1.1%)	Yes	72(38.7%)
A little bit not so	9(4.8%)	It really is	67(36%)
Normal	3(1.6%)	Total	186(100%)

'The 2021 World Natural Heritage Festival' gave an opinion that the characteristics and themes of World Heritage were well reflected in the program.

2) It consists of programs that make it easy to understand the outstanding value of Jeju World Heritage.

It was a question of whether the excellent value of Jeju World Heritage is well organized into an easy-to-understand program. Usually, 9 people accounted for 4.8%. The positive was 169 people, 90.8%. At the 2021 Jeju World Heritage Festival, it can be said that it is well organized into a program that makes it easy to understand the outstanding value of Jeju World Heritage.

<Table IV-2> Is it well organized into a program that makes it easy to understand the outstanding value of Jeju World Heritage?

Question: Is it well organized into a program that is easy to understand the outstanding value of Jeju World Heritage?			
Not at all	0(0%)	Slightly not	33(17.7%)
Not so	1(0.5%)	Yes	67(36%)
A little bit not so	7(3.8%)	It really is	69(37.1%)
Normal	9(4.8%)	Total	186(100%)

3) It consists of a program that is good to enjoy the outstanding value of Jeju World Heritage.

It was a question about the degree to which it is well organized as a program that is good to enjoy the outstanding value of Jeju World Heritage. Usually, 11 people accounted for 5.9%. The positive was 170, accounting for 91.4%. At the 2021 Jeju World Heritage Festival, it can be said that it is well organized as a good program to enjoy the outstanding value of Jeju World Heritage.

<Table IV-3> Is it well organized as a program that is good for enjoying the outstanding value of Jeju World Heritage?

Question: Is it well organized as a program that is good for enjoying the outstanding value of Jeju World Heritage?			
Not at all	1(0.5%)	Slightly not	26(14%)
Not so	0(0%)	Yes	75(40.3%)
A little bit not so	4(2.2%)	It really is	69(37.1%)
Normal	11(5.9%)	Total	186(100%)

4) The degree to which the perception that the World Heritage should be preserved has increased through participation in the program.

It was a question about the degree to which

awareness that world heritage should be preserved through participation in the program has increased. Usually, there were 7 people, which was 3.8%. The positive was 174, which was 93.5%. At the 2021 Jeju World Heritage Festival, there was an absolute opinion that the perception that the world heritage should be preserved through participation in the program increased. This item scored higher than other items.

<Table IV-4> Has participation in the program raised awareness that world heritage should be preserved?

Question: Has the perception that world heritage should be preserved increased through participation in the program?			
Not at all	1(0.5%)	Slightly not	15(8.2%)
Not so	0(0%)	Yes	53(28.8%)
A little bit not so	4(2.2%)	It really is	106(56.5%)
Normal	7(3.8%)	Total	186(100%)

2. As a result of the analysis related to the essential context and sustainability of the festival in internal relationship.

1) Empathy and enjoyment of natural heritage.

It is a question about the degree to which a program for empathy and enjoyment of natural heritage is well organized. Usually, 4 people are 16%, and the positive is 21 people, 84%.

<Table IV-5> Is the World Heritage Festival well organized as a program to empathize and enjoy?

Question: Is the World Heritage Festival well organized as a program to empathize and enjoy?			
Not at all	0(0%)	Slightly not	3(12%)
Not so	0(0%)	Yes	9(36%)
A little bit not so	0(0%)	It really is	9(36%)
Normal	4(16%)	Total	25(100%)

The positive expressions were as follows. "It is positive that the festival has a wide range of accommodation. From programs for local residents to programs to think of World Natural Heritage. There was more than just a festival effort." "As a result of the program linked to the attributes of the content, it was possible to deliver information on the legacy." "It is positive that it is a program that induces enjoyment and empathy for content." "In the Kobe situation, efforts to share empathy, not the number of participation, were positive." "Unlike existing tourism, it consists of a program that allows you to

feel the value and excellence of natural heritage." "I liked the planning program to reveal various aspects." "The title "Jou" was appropriate, and the programs were set up to suit the context." "It had the effect of informing the residents of what they did not know about natural miscarriage."

The disappointing points are as follows. "It was difficult to obtain the effect of empathy through direct experience through non-face-to-face conversion." "It is regrettable that face-to-face events were possible, not non-face-to-face conversions.(This is something that the Heritage Festival team couldn't do autonomously.)"

Reflecting on the above, it was found that village programs wanted to be expanded. It can be seen that the World Natural Heritage Festival is not a number, but a sharing of empathy and the spread of that empathy.

2) Re-recognition and spread of the value of natural heritage.

It is a question of whether there is an opportunity to re-recognize and spread the value of Jeju's world natural heritage. Usually, it's 20% of 5 people. Positively, 18 people account for 72%.

<Table IV-6> Has there been an opportunity to re-recognize and spread the value of Jeju's World Natural Heritage?

Question: Is there an opportunity to re-recognize and spread the value of Jeju's World Natural Heritage?			
Not at all	2(8%)	Slightly not	2(8%)
Not so	0(0%)	Yes	10(40%)
A little bit not so	0(0%)	It really is	6(24%)
Normal	5(20%)	Total	25(100%)

The contents of the positive aspects are summarized as follows. "I could feel the nature." "I could feel the importance of World Natural Heritage again." "It was excellent in discovering values in areas I didn't know." "Although my knowledge of World Natural Heritage was not deep, it contributed to my concrete recognition." It has contributed to raising awareness of conservation. Although it is non-face-to-face, I think the importance of World Natural Heritage has been fully conveyed."

The contents of the regrettable points are summarized

as follows. "I tried to look at the essence, but I still felt that I tried to focus on what I could enjoy." "Since it is a program that humans use nature, there is still a feeling of a general festival or festival." "As it turned non-face-to-face, there was a limit to re-recognizing value." "It was insignificant to attract generations who watched many videos. There were not many videos that would attract or recommend young students to spread."

Based on this survey, reflection was based on the premise of a face-to-face event, but it was changed to non-face-to-face only two or three days ago, which was insufficient to prepare for non-face-to-face video. The quality of video has become a precious era. In addition to the content, the quality of the video is needed. The quality of storytelling and composition should be improved. It is a legacy that still has a lot of things that I didn't know. It is necessary to preserve this part well and prepare for proper storytelling.

3) 'Planning with the concept of "encounter".'

It is a question to see if it was well planned under the concept of "encounter" aimed at the Jeju World Heritage Festival. Usually, it is 24% of 6 people, and positive opinions are 72% of 18 people.

<Table IV-7> Was it well planned with the concept of "encounter" aimed at the Jeju World Heritage Festival?

Question: Was it well planned with the concept of "encounter" aimed at the Jeju World Heritage Festival?			
Not at all	0(0%)	Slightly not	1(4%)
Not so	1(4%)	Yes	10(40%)
A little bit not so	0(0%)	It really is	7(28%)
Normal	6(24%)	Total	25(100%)

The positive aspects are as follows. "I felt like meeting and meeting with World Natural Heritage." "The encounter with the natural scenery as well as the mystery was well planned." "Because I could experience a private section, not a general tourist destination, I could encounter the unique nature." "I could feel the encounter with scarcity." "It was possible to understand the meeting with the purpose of conducting the event on the original preservation without installing excessive amenities." "The World Natural Heritage Festival was meaningful in encounter with the direction that it was different from the

existing festivals." "When I first met Jeju's hidden heritage, I was moved and exclaimed. The encounter with hidden nature matched the festival orientation of natural heritage." "It was planned and realized so that the encounter between nature and people, people and people, and nature and art appeared as a program."

The regrettable points are as follows. "It was not easy to find out what 'meeting' was in the field and the concept." "The effect of encounters by chance was small. It was not enough to feel it because it was non-face-to-face." "It was regrettable that the concept of meeting and the audience felt through the video."

The results of the reflection are summarized as follows. The World Heritage Festival had positive results that allowed it to encounter perceptions that should be carried out differently from existing tourism and festivals. There was a positivity to agree with the excessive avoidance of convenience facilities. It seems that prior efforts were needed to recognize the direction of encounter.

4) Rather than "Efficiency" standard, set it as "Understanding the essence.

Was the celebration set well as "understanding the meaning of essence" rather than the "efficiency" standard? It's a question asking. Usually, it is 16% of 4 people. On the positive side, 20 people account for 80%.

<Table IV-8> 'Is it better set as "understanding the meaning of essence" than the "efficiency" standard?

Question: Is it set well as "understanding the meaning of essence" rather than the "efficiency" standard?			
Not at all	0(0%)	Slightly not	0(0%)
Not so	0(0%)	Yes	11(44%)
A little bit not so	1(4%)	It really is	9(36%)
Normal	4(16%)	Total	25(100%)

The positive aspects are as follows. "Even if there was an admission fee, it was not burdensome because it was cheap." "I was faithful to the essence." "I think it is too much to say that the admission fee makes profits in terms of the overall operation of the event." "I was able to grasp the essential meaning of miscarriage and feel satisfaction." "Since we were asked to participate in the public offering,

the context of grasping the essence and meaning was well expressed despite many restrictions." "It played a role in signaling that it is not a heritage you can see when you want to see it, not a general tourist destination, but a precious asset recognized by the world, and that it is a rare heritage that you can meet only when you try hard enough."

The regrettable points are as follows. "The setting went well, but it is questionable how much the participants felt." "I couldn't proceed in the aftermath of COVID-19, so I couldn't help but feel sorry for the direction toward grasping the essence." "In addition to admission fees, it is a task to find a way to cover costs for management and preservation."

Reflecting on the above contents is as follows. It would be nice to invite teachers from related subjects so that their expertise can be delivered. Receiving admission fees is a concept that allows us to grasp the precious meaning of admission fees, so it is considered meaningful even if the efficiency of calculating compared to input is not guaranteed.

5) Taking it as an opportunity to announce the harmful effects of the existing festival for the sustainability of the festival.

Was it an opportunity to announce the harmful effects of the existing type of festival through the World Heritage Festival? I asked a question asking. Usually, it is 20% with 5 people. The positive is 13 people, 52%. This item can be said to have received the lowest support compared to other items.

<Table IV-9> Was it an opportunity to announce the harmful effects of the existing type of festival through the World Heritage Festival?

Question: Was it an opportunity to announce the harmful effects of the existing type of festival through the World Heritage Festival?			
Not at all	1(4%)	Slightly not	3(12%)
Not so	5(20%)	Yes	5(20%)
A little bit not so	1(4%)	It really is	5(20%)
Normal	5(20%)	Total	25(100%)

The positive aspects are as follows. "Unlike the existing festivals, I continued to think that natural heritage should be preserved." "It was positive that the planning and management team consciously approached

the harmful effects of the existing type of festival." It is very positive that the will to restore the complete state was in the planning process. This is because once the World Natural Heritage is damaged, it is irreversible. Therefore, the heritage headquarters and facility managers continued to communicate with each other about the photo zone so that there was no harm. "It is positive that the perception of nature conservation should be expanded and protected even in places that are already open." "The case of World Natural Heritage made me feel that it was precious unlike other cases." "If I had experienced it in person, I think it would have meant that human beings' risk of some inconvenience would have meant preserving the environment."

The regrettable points are as follows. "The issue that clearly informs the harmful effects of the festival has not been revealed." "Since existing festivals are not proceeding to damage Jeju's nature, efforts to compare them with this part are not necessary." "I prepared myself to feel the awareness of natural destruction or over-tourism caused by the existing festival, but I don't think it helped much because I couldn't hold an event."

The results of reflection focusing on these contents are as follows. Efforts to inform the harmful effects of these festivals are meaningful, but it can be said that it is not easy to intentionally add them to the planning. This is because it is difficult to be an end in itself. The explanation and intention to aim for the content can be said to be a meaningful concept. It will not be easy to induce people to feel it right away at the congratulatory scene. However, it can be said that it is an item that can give a meaningful answer if you ask a questionnaire after the event.

3. Deriving contents related to policy suggestions through interviews.

1) Appropriateness of execution according to the World Heritage Festival Plan established by the Secretariat.

Was it appropriate to execute according to the World Heritage Festival plan established by the secretariat? I asked a question asking. From a positive point of

view, the proposed content is as follows. "The plan was good, and the execution came out well." "The encounter with nature was well expressed." "It seems to have been planned properly because of the points." "The cooperation of people in charge of various fields was seen." "In terms of the spread of value, I think it was more positive by sending it online non-face-to-face." "I don't think there was much difficulty in focusing on implementation because education, exhibitions, experiences, and performances that could be expected for each program were set differently."

The contents of the proposal with concern are as follows. "The situation of non-face-to-face left regrets over the execution evaluation." "The desirable results could not be derived due to the resistance of the participants following the cancellation." "I was making it well according to the planning direction, but I couldn't show these things as it was called as a non-face-to-face event." "It is regrettable that it could not be executed in areas that should be encountered in person."

As a result of reflection, the following implications were found. The participation and placement of experts should be further expanded. The concept of encountering nature was positive. It is necessary to prepare in advance a plan to actively respond to the resistance of participants due to cancellation.

2) Effort and system for sustainability of natural miscarriage.

The evaluation and direction of the effort and system to ensure the sustainability of the designation of World Natural Heritage were questioned. From a positive point of view, the proposed content is as follows. Efforts to focus on value rather than what is shown are positive. I hope this continues in the future." "Efforts are needed to organize short-term and long-term plans to be linked." "The protection aspect is also important, but it is necessary to continuously educate the importance and value by continuously producing the content used." "If you experience various things such as metabuses and Unreal engines, you need to continuously create amazing contents so that they can be delivered to more age groups and people." Once the World Natural Heritage is damaged, it has irreversible

characteristics, so continuous celebration should be guaranteed under the premise of preservation. This mindset is the first thing to approach."

The contents of the proposal with concern are as follows. "I thought it would be necessary to popularize to some extent." "I hope the plan will not change and proceed." "I hope that festivals will be held every time to promote Jeju's beauty and mystery to people around the world." "Before the continuity of the event, the continuity of publicity is first necessary."

The contents of reflection to ensure the sustainability of the designation of World Natural Heritage through the survey are as follows. Sustainability needs to be guaranteed through the activation of village programs. Through this, efforts should be made to contribute to the formation of a bond between communities in the village. It should be changed from a festival centered on the heritage headquarters to a festival centered on the heritage village. In doing so, the celebration will also be promoted in accordance with the context of the World Natural Heritage, helping to continuously designate the heritage. Since villagers must be well aware of world heritage, education and publicity must be given to residents first.

3) Proposal for the sustainability of the celebration.

Questions were asked about the celebration of the World Natural Heritage and the proposal for its own sustainability. The suggestions on the positive side are as follows. "Sustainability is needed in parallel with the process of creating content that reconsider the value of natural heritage." "Efforts are needed to make provincial residents realize the importance of value in participation." "Sustainability should be guaranteed by participating in the festival while recognizing the preservation value." – "World Natural Heritage is not easily accessible, so information delivery and education are necessary in advance. At least basic information on "where I go and what things are there" should be operated as such a festival that produces a lot of audiovisual educational materials that can be learned." It is necessary to reconsider the perception of value and preservation, but it is true that there is concern from the perspective of damage

to nature. A continuous power storage plan must be achieved by balancing these two perspectives. It is necessary to review the scope, limitations, and contents of the World Heritage Festival accordingly." "I hope there will be many programs that can be easily told to children." "We need to prevent damage caused by 'ignorance' through publicity." We need more realistic and appropriate support and treatment for activists. Then conservation and celebration can be successful and sustainable at the same time." "If those who participated can create a continuous network, it will help sustain the event and protect the World Natural Heritage."

The suggestions with concern are as follows. "Compensation countermeasures that can be compensated even if canceled need to be presented in advance." "Smooth communication with the executive team is needed." "Promotion through events should not be the main purpose. The event should not be the main event, but rather serve as a catalyst for the preservation of World Natural Heritage." There are too many permits not only for promotion but also for peddling. When the planning team and the management team comply with the matters to be held, it is necessary to create an atmosphere of acceptance."

The results of reflection on the World Natural Heritage Festival and the contents of the survey to secure its own sustainability are as follows. For protection and protection of natural miscarriage, it may be desirable to be a celebration that emphasizes the risk of some inconvenience. It is necessary to find a way to link natural and village heritage. If the program linked to the promotion of pride of the villagers expands, sustainability will improve.

Suggestions for maintaining the essential context and sustainability of the celebration.

Based on the results of the above investigation and reflection, the suggestions for maintaining the essential context of the World Natural Heritage Festival and maintaining the continuity of the festival are as follows.

- 1) The aspect of emphasizing that the World Natural Heritage Festival is not a number, but empathy sharing needs to be continued.
- 2) Efforts should be made to introduce the unknown parts of Jeju's World Natural Heritage by connecting them with good storytelling.
- 3) It is necessary to expand the concept of "meeting hidden nature" from the positivity of the concept of "meeting hidden nature" to fellowship with mankind about natural heritage.
- 4) It is believed that the pre-application and the resulting admission fee will help enhance the customer's sense of participation and the customer's sense of humility about 'selected'. Even if you receive subsidies, it seems necessary to consult and create an admission fee program linked to prior applications in necessary programs.
- 5) The participation of experts can help solve various unpredictable points. Therefore, since it plays a role in explaining, guiding, and securing safety, there is a need for a program that allows experts to work together everywhere.
- 6) It is desirable to go to the concept of simultaneous progress with the intention of planning that natural heritage protection embraces environmental protection. Programs that emphasize environmental protection in parallel for natural heritage protection need to be improved because they are difficult to understand or overlap.
- 7) Efforts are needed to prepare in advance for compensation for the backlash caused by the cancellation of the program. It was found to have a great influence on the image of the celebration.
- 8) It is necessary to sublimate Jeju's natural heritage into a public celebration without damaging it.
- 9) Currently, it is a festival centered on experts, and in the mid- to long-term, it is necessary to have a circular structure to generate income by promoting the World Heritage Village. The World Natural Heritage Village Preservation Association will be formed in 2022, so you can plan and operate it on a pilot basis, centering on this conservation association.

conclusion

This study conducted a survey and evaluation of the 2021 Jeju World Natural Heritage Festival with a framework of various stakeholders related to festivals. With the results, I tried to make a proposal to ensure the continuity of the World Natural Heritage Festival. To summarize it again, focusing on important things, First, it is necessary to expand the concept of 'meeting hidden nature' from the positivity of the concept of 'meeting hidden nature' to have fellowship with mankind about natural heritage. In the next festival, a festival should be held to secure the sustainability of the designation of the World Natural Heritage as a contextual approach to the festival by utilizing the frame of "Meeting." Second, since the participation of experts can help in various ways, it is necessary to induce active participation of experts in field steps and organizers rather than quantitative expansion of the festival. Third, it is necessary to sublimate Jeju's natural heritage into a public celebration without damaging it. It is important to keep the boundaries that do not damage the world's natural heritage. 9) Currently, it is a festival centered on experts, and in the mid- to long-term, it is necessary to have a circular structure to generate income by promoting the World Heritage Village. The World Natural Heritage Village Preservation Association will be formed in 2022, so you can plan and operate it on a pilot basis, centering on this conservation association. Lastly, in the context that festivals with the theme of local nature or culture must be constantly recreated through communities and local people (Ko, San-Hyun, 2019, 306), I would like to suggest that Jeju residents should continue to develop the Jeju World Natural Heritage Festival. In conclusion, it is necessary to actively seek a system centered on the World Natural Heritage Village Preservation Association and promoted by the villagers.

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