

## Korean HX Contents Construction Plan for Tourist Industry Vitalization

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### 1. Introduction

Home Exchange; HX is a tour style that tourists exchange their houses or residences, save travelling expenses, and experience local culture directly. The Home Exchange already had started in European universities since 1950's. However, regardless of domestic and overseas markets, Home Exchange tour culture is difficult to be expanded in Korea because of Korean indigenous residence culture.

In the body, HX service and Korean residence culture characters are discussed and limitations and alternatives of HX service in Korea are figured out. As a result, strategy and directions for HX contents to fit in Korea are needed. First of all, historical and cultural tour contents development should be assumed for domestic market activation. Second, exchange as family unit should be implemented based on Korean residence culture. Next, exchange system should be built that includes guarantor to build credibility when locations, culture, and language similarity are not guaranteed. The strategy is applied to HX contents and tourist industry, local tour contents ensures internal stability, and foreign tourists can be attracted and, domestic tourist industry activation and related business using history and culture can grow together at the same time.

### 2. Body

#### 2.1. HX(Home Exchange) Outline

HX is a abbreviation as Home Exchange. The tour style has been famous from European countries since 1950's in order for academic exchange among universities. HX can save room rent fee largely. People can experience the local culture directly. However, HX is currently implemented in European countries; EU. European made it possible to travel with HX because 56% of them recognize themselves as 'European' themselves and European identity is stronger than national identity in some cases[1].

Location, culture, and language similarity are directly linked to reliability. This affects directly for trade success rate. Accordingly, HX was hard to be accomplished in non-European countries and Asian countries where the big difference between language, culture, and custom exist. In the body, limitations and improvement and development directions are considered, and how important facts in HX; new type of tourist industry have is also discussed.

#### 2.2. Task for Korean style of HX

##### 2.2.1. Local Tour Contents Deficiency

HX is a system that can save rent fee for house exchange. Thus, local travel centered on key places is occupied the most and local tourist attractions are secured. The local travel will be actualized in convenient transportation area. For the reason, HX content should be made of city tour contents which show history and culture of the locals than comparatively long distanced natural view. In case of Seoul city, the most famous tourist attractions for foreigners are Myeongdong, Dongdaemun, Insadong, and old palace in order[2] and traditional cultural tour is locally activated in HX contents environment, so they fit into HX contents environment. However, there are limitations that the length of one's visit is short[3] and re-visitation rate is not high[4] because price competitiveness and satisfaction for traditional tourist attractions is low.

##### 2.2.2. Residence sentimental limitations

It is the fact that Korean residence style was escaped from the traditional one and became nuclear family, but still Korean are addicted to having 'My house'[5]. Accordingly, the sentiment the Korean have can be a big barrier. Also, HX is oriented for RX(Room Exchange) which ultimately specializes in each travel, but independent exchange RX in Korea has limitations because Korean travel as family unit and have language barrier[6]

##### 2.2.3. Mutual trust deficiency

Existing HX service simply connects to tourists, but it does not serve as a role of guarantor. The fact is fatal in Asian markets including Korean one. Mentioned above, HX was actualized in European countries, but spreading out

to non-European and Asian countries is hard because language, culture, and custom difference does not guarantee for mutual reliability.

### 2. 3. Plan for solutions

The first limitation is that the internal stability deficiency for traditional tourist attractions can be solved with basic tour environment improvement for tourist attractions[7] and historical and cultural tour contents development. Provided direct and indirect experience focused on preferred historical and cultural tourist attractions and delivered Korean culture, satisfaction and re-visitation rate can be increased[8]. In addition, if the contents are built with internal stability, HX can create a bigger synergy effect through direct culture exchange among families by acting a historical and cultural tour guide and intriguing people to have attention to other countries.

The next limitation is that the difference between HX direction and Korean sentiment can be solved with continued relationship by focusing on family tour and boosting foreign families. If family that had experienced HX can recognize international culture exchange as tour experience maximization and efficient education effect, RX can be achieved beyond Korean sentiment for the future goal.

Lastly, for HX to be generalized in different environment among language, culture, and custom, the fact both should agree each other must be guaranteed. In case of Airbnb which is a global accommodation sharing service enterprise, the problem was simply solved by joining insurance company that covers maximum 100,000\$ when possessions are stolen or destroyed.

HX is a tour platform and a new tour content itself that experience local culture directly. In Korea, HX will be a family unit form based on cultural exchange between families and HX will link to tour contents focused on education and experience. Currently, Bukchon Hanok village which is near Jongro, Seoul is a good example which shows direction for Korean style HX. Adding historical and cultural tour contents such as old palace, museum, and streets around castle, HX contents can be developed and more efficient educational effect people can feel.

### 3. Conclusion

Accommodations in Seoul and the Metropolitan area do not supply to all foreigners' demand in high-demand season.[9] The Korean government institutionalized City Accommodations for Foreigners' Tour to deal with the problem. The government tried to make business, but it does not seem that is valid in the future because foreign tourists to visit to Seoul is already over 10 percent and grew fast[10].

Vitalization of HX is a fundamental solution for bringing foreigners to Korea. At the same time, tourists direct culture exchange is suggested, their interest is intrigued, and new culture tour trend can be led and related industry is expected to grow together.

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