

Andong Old House Experience Program Activation Plan through Sectionings Areas

Tae-hee, Hwang*, Hee-soo Choi**

*, **SangMyung Univ, Korea

E-mail : hwangthee@hanmail.net*, choice@smu.ac.kr**

1. Instruction

In the modern society, travel opportunity as family unit has been increased due to five-day workweek and labor welfare improvement. Traveling trend has been changed experiential theme type that people can take a rest and experience in the city or in the nature. In addition to the travel in local areas, various cultural and historical experiential type of traveling is preferred. Naturally, tourists' demand for old house has also been increased because they can easily feel the Korea's indigenous atmosphere. The old houses are different from traditional Korean-style house. The houses have cultural and traditional values depending on the locations where the old houses are. If experience programs which fit to tourists need are developed and managed well, that can be new type of tourism contents which provide services like accommodation, experience, and education

2. Present Condition and Problem in Andong Old House Experience Program

The most number of the old houses are located in Andong. The old houses in Andong is spread out not like other traditional Korean-style houses in Jeonju, traditional Korean village in Namsan Mountain, Bukchon village in Seoul, so they have their old building style in harmony with the nature. Also, in Andong, there are tourist attractions such as Andong Hahoe Village; World Cultural Heritage and Dosanseowon Confucian Academy and Byeongsanseowon Confucian Academy; representative academies in the Joseon Dynasty period

[Table 1] The Andong Old Houses Experience Program Contents
(Andong Old Houses Experience, Andong Cityhall Tourism Industry Division, 2010)

The name of old houses	experience program	The name of old houses	experience program
Ganjae Head House	Tea experience	A library of Buddhist sutra Head House.	Food experience
Imcheonggak Estate Buildings	Puppet show experience	Gosan Confucian School	Confucian scholar experience
Sugok old house	Art craft exhibition	Seosan Confucian School	Daegeum experience
Byeongsan Confucian School	Restoration of mentality experience	Yangsodang	Korean paper art experience
Nongam Head House	Traditional play experience	Hakbong Head House	Traditional puppet making experience
Gunja Village	Suunjabbang experience	Hyangsan Head House	Haegeum experience
Suae Lecture Hall	Tea culture experience	Hwacheon Confucian School	Progenitor experience

The table above contains now existing experiential program contents. Many kinds of diverse programs for each independent house have been managed in many of old houses for visitors there. Interesting programs that people participate in such as traditional tea culture experience, tradition performance, traditional food experience, and etc, have been run occasionally. However, most programs have been managed without special characteristics and historicity of the old houses and the contents can be easily found in everywhere even though the experience place is not the old house. Above all, programs that use cultural heritages in Andong are not operated. The old house experience; staying one night in the old house, eating traditional food, and watching the tradition performance itself can be a great opportunity. However, more complex and systematic educational experience programs with the old houses' cultural value adding to peripheral cultural heritage in Andong are needed in order to feel the value and make the trip effective.

3. Experience programs suggestion and sectioning areas in Andong old houses

Mentioned above, not only the old houses, but there are a plenty of cultural heritages that can be used as tourist attractions in Andong. For example, Dosanseowon Confucian Academy oriented to Teogyee Lee Hwang, Andong

Hahoe Village registered as World Heritage by the UNESCO, and Bongjeongsa Temple with the oldest wooden building; the hall of Paradise are representative. The old houses in Andong are spread in the downtown and Hahoe Village

Considering current old house distribution and peripheral cultural heritage, Tourist information is introduced by sectioning Andong old houses into 5 areas in Andong city. Through the sectioning old house areas, linked programs with the old house with historical, cultural, and ethnological materials and peripheral tourist attractions should be developed. In Dosanseowon Confucian Academy area, experience program should be composed with 'Confucian cultural experience' as theme. In Hahoe Village area, experience program should be composed with Hahoe Mask Dance experience as theme. In Bongjeongsa Temple Area, experience program should be composed with Buddhist culture experience. In Andong downtown area, experience program should be composed with Confucianism land and Andong history education connected to Andong Folk Village. In South-East area, , experience program should be composed with break in the nature as theme.

More various opportunities will be provided by experiencing the old houses and food and exploring peripheral cultural heritages. Also, each section area network should be composed for group of people. To attract more various generations to visit, more systematic and professional program operation plan is needed by designing, sharing, and linking stories to historic culture and lifestyle. As follows, experience vitalization program themes of sectioned old houses and peripheral cultural assets are under below.

[Table 2] Old House Classification of Each Area

Classification	The name of old house	Peripheral cultural heritage	Program subject
Dosanseowon Confucian Academy area	Ganjae Head House, Nongam Head House, Sujoldang, TweoKye Head House, and so on	Dosanseowon Confucian Academy, TweoKye Head House, Cheongryang Jungsa, and so on	Confucianism culture experience
Andong downtown area	Gwirae Jung, Dongsan Confucian Academy, Bangu Jung, Eoeun Jung, Imcheonggak Estate Buildings, Tapdong Head House, and so on	Sinsedong Seven-story Brick Pagoda, Andong Folk Village, Confucianism land, and so on	Andong history education
Hahoe Village Area	Yangso Dang, Hakam old house, Chunghyo Dang, Sugok old house, Gudam Jungsa, Nakeum Jae, Byeongsan Confucian School, Okyeon Jungsa, Pasan Head House, and so on	Andong Hahoe Village, Byeongsan Confucian Academy, traditional Korean paper art craft exhibition, and so on	Hahoe Mask Dance experience
Bongjeongsa Temple Area	Wonjubyeonssi Ganjae Head House, Changyeol Confucian Academy, Chilgye Jae, Taejang Jaesa, Hakbong Head House, and so on	Bongjeongsa Temple, Hakbong Head House , and so on	Buddhist culture experience
South-East area	Daesan Head House, Gosan Confucian Academy, Dureung old house, Geumpo old house, and so on	Recreational Forest	Break

Currently, the old houses in Andong are run by Andong's Old House homepage, which was constructed by a foundation named Andong Festival Culture Organization Committee, <http://www.gotaek.kr>. The webpage provides only just simple explanations for each old house. It does not play a sufficient role as a portal website. To run more systematically sectioned old houses, institution or organization are required. The department should be in charge of management and supervision and enhance the tourism through the systematic education for efficient management plan to managers and supervisors.

4. Conclusion

The old house is great place that are suitable for increased experience tour demand. Especially, the old houses in Andong have more attractive factors to bring a great deal of tourists in than other places. The old houses have Korean cultural tradition of peripheral cultural heritage and architectural and historical value. Employing the old house's value, the programs should be vitalized and improved with peripheral cultural heritages as sustainable developed tourist attractions. Run new programs associated peripheral cultural heritages through sectioning areas, the old house would be a great tour content as an educational experience place.

- [1] Andong, The Department of the Tourist Industry, Andong Old House Experience, 2010
- [2] Jeong Minyong, the Study of Experts' Perception about the Use of Cultural Heritage; Confucian Academy and Old House, Kyonggi University Graduate School of Tourism & Hospitality, 2011
- [3] Im Seongho, Song Jaeil, and No Yungu, KyungSangBukDo Traditional Korean-style House Branch Construction Plan, Research Report Summary Version, No 1, 2008, p 226-232
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