

Cultural District Innovation, Place Marketing and Cultural Policy
-Comparative Studies of Three Cultural Districts in Seoul, Korea



by
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Abstract

These days, district innovation through place marketing and cultural policy exceeds limitations stemming from the preservation of regional unique features and helps foster regional development, exerting great influence in special districts and local governments.

The aim of the present study is to determine which are the most critical success factors in place marketing, and how these factors could be utilized in cultural districts. The study builds a framework and analyzes place marketing strategy from the perspective of the process and success factors. The main research focus is on marketing innovation aspects in place marketing.

I will examine the academic definition of a cultural district and set a definition for Korean cultural districts, adjusting to the course and purpose of the intended study. Moreover, I have tried to comprehend the comparative research of Korean cultural districts. It was observed that there are many factors and strategies that lead the cultural district. Each guideline invents identities suited for each environment and provides help to strategies on forming cultural districts. And realistically, this study was done to know what successful factors and strategies actually lead that phenomenon.

The primary theoretical background and concepts in place marketing and Korean cultural policy for this study consist of innovation theory, place development, and non-profit organizations (NGO). This study uses a theory building, comparative case research agenda with embedded, longitudinal and multiple case researches. The study applies the theoretical framework of successful cultural districts based on empirical research with the case studies of Insadong, Daehakro and Samcheongdong regions. The field research was carried out between October 2011 and June 2012.

Key words: cultural district, managerial innovation, place marketing, cultural policy, Insadong, Daehakro, Samcheongdong, Seoul, Korea, place identity, place image.

摘要

近年來，透過地區行銷以及文化政策的地區創新已經超越了保護主義，並且帶來了地區發展，也影響了行政特區以及地方政府。

本研究主要的目的是探討什麼是影響地區行銷成功的因素？並且探討這些因素是如何被應用在文化特區？本研究透過這些成功的因素建立了一個基本的架構並且分析地區行銷策略。本論文的研究主軸主要是地區行銷的行銷創新。

本研究會從學術角度開始探討文化特區並且為韓國的文化特區下一個定義，並且根據研究的主軸做修正。研究的重心主要是韓國文化特區的比較研究。根據觀察，文化特區的形成有很多的因素及策略。不同的因素與策略會形成不同文化特區獨有的特色。本研究主要的目的是探討造成這種現象的成功因素與策略。

本研究關於地區行銷以及韓國文化政策的主要理論來自於創新理論、地區發展以及非營利機構。本研究使用理論建構、個案比較研究。本論文根據理論架構研究韓國文化特區的成功經驗，研究個案包括仁寺洞、大學路以及三清洞。研究時間自2011年10月到2012年六月。

關鍵字：文化特區、地區行銷、文化政策、仁寺洞、大學路、三清洞、首爾、韓國、地方認同、地方形象

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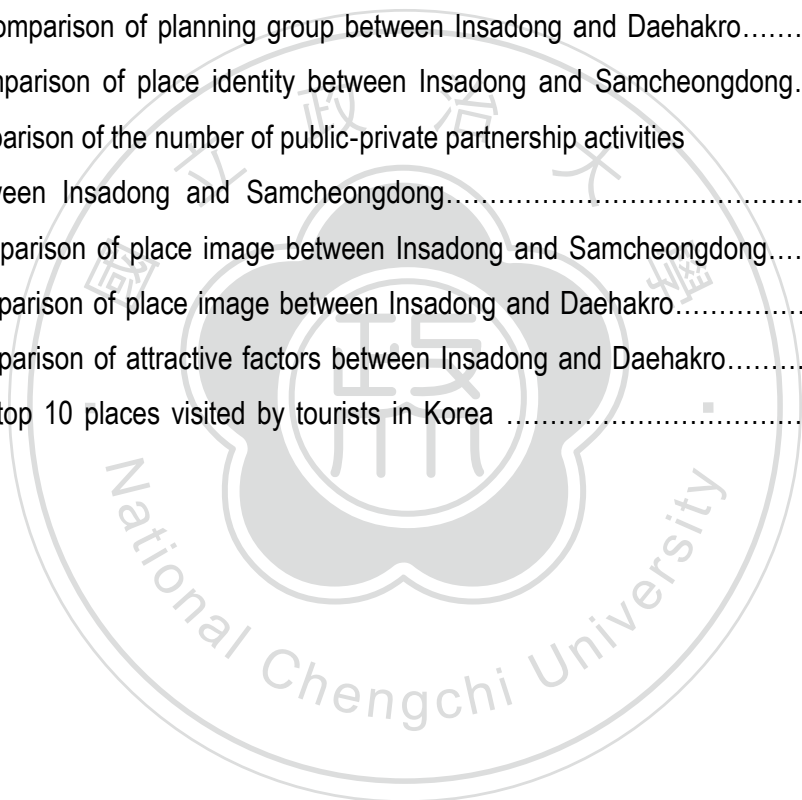
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