

URBAN PARK REVITALIZATION FOR URBAN MARKETING: A CASE STUDY**Hwa Yeol Choi¹ and Yeon Jeong Song^{2*}**¹First author_ Professor, Department of Convergence Management, Jeju International University, South Korea²Business Administration Master's Course Completion, Sungkyunkwan University, South Korea¹hwayeol@daum.net, and ²duswjd9437@naver.com,¹<https://orcid.org/0009-0002-2930-8685> and ²<https://orcid.org/0009-0000-9123-7705>**ABSTRACT**

Purpose: This paper aims to examine the overall contents of urban marketing, focusing on the case of urban park regeneration in Sinsan Park in Jeju Island as a representative example of domestic urban parks.

Theoretical framework: Urban parks play a major part in regional revitalization, providing healthy leisure and rest space for city residents beyond the function of green space. This directly or indirectly affects the quality of life of city dwellers. They also foster social cohesion and revive the economy and culture.

Method: A literature survey on urban regeneration projects using urban parks was done. A two-way methodology using case analysis and performance analysis was done to gather expert opinions. Interview surveys of local residents and experts were undertaken.

Results: Based on the findings of the survey, FGI and in-depth interview, we identified the problem, analyzed them, and made suggestions on how to fix them. Shinsan Park should learn to promote and propagate regional values while also being culturally developed and protected. Shinsan Park plays a role in enhancing the image of the city and revitalizing the region by hosting various cultural and art festivals.

Research implications: The study reinforces the need to collaborate with institutions such as the Jeju Visual Culture Promotion Agency, the Jeju Jumun Art Foundation, and the Jeju Folklore and Natural History Museum near Shinsan Park to promote cultural content related projects.

Originality/value: This study emphasizes on the role of urban parks like Sinsan Park in improving the urban image and revitalizing the region by holding various cultural and artistic festivals. It also highlights the impact of collaboration for promoting cultural content related projects. The insights of the present study can be generalized on various different geographical areas.

Keywords: Urban Marketing, Urban Parks, Revitalization of the Local Economy, Revitalization of Urban Parks, Cultural Parks

1. INTRODUCTION

As income levels rise, urbanization slows, and interest in and demand for quality of life rises, the need for urban regeneration for high-quality urban expansion in underdeveloped regions has recently come to light. This can be seen as promoting revitalization and sustainable development in environmental, living, and economic aspects of declining cities, not physical aspects. For example, Yeongju, Gyeongsangbuk-do, which won the grand prize in the public sector at the 2021 Korea Urban Regeneration Industry Fair, has steadily promoted public projects such as urban regeneration leading projects (Yeongju 1 and 2 dong) and urban regeneration new deal projects (Hucheon 3 dong and 2 dong) in 2017 and 2020, as well as residential vulnerable areas. In addition, not only the achievements of existing projects widely known as excellent examples such as Halmae Muk Factory and Halbae Woodworking Plant, but also it was highly praised for creating high-quality local jobs for local residents to organize and participate in the urban regeneration public projects in Yeongju, including the grandmother's restaurant of Namsan Seonbi Center, the rice cake factory of Gwansagol Village Center, and the Jocheong factory of Hyoja District Mind Center (Jaegeun, 2021).

The role of urban parks in regional revitalization is also increasing. Urban parks are urban infrastructure in the past, providing sound leisure and rest areas for urban residents beyond the function of green spaces that are responsible for ecological functions. This directly or indirectly affects the improvement of the quality of life such as rest and health promotion of urban residents. For example, if the green space in the region is maintained to create a child-friendly physical environment and encourage rest and play, it will be a space where physical activities of all ages can be increased, not only for children and adolescents but also for the disabled and the elderly. Therefore, urban parks provide an opportunity to operate in a natural environment (Young-Hee and Mi-Na, 2021). It can be seen from various examples that the functions and roles of urban parks are expanding, such as the formation of social communities and contributing to the revitalization of the culture economy. Urban parks are locations that exhibit both human qualities and spatial characteristics that are intimately tied to the periods, lifestyle, and environment, and their contents and shapes can take many different forms (Hyo-kyung and Sung-won 2021). Additionally, it is important to maintain flexible responses to disaster situations and non-face-to-face societies like infectious diseases. Living spaces like neighborhood parks enable residents to improve their emotional lives, relieve social stress, play, rest, and engage in community exchange (Young-joon et al., 2020; Sun and Li, 2019). The placeability of a site is crucial in reviving urban areas, for sustainable urban regeneration, it is necessary to revitalize space by reviving the value of places for continuous time, place, and flow of events (Yujin and Donghyeog, 2022; Yoon and Kim, 2019).

In a situation where various cultural infrastructure development projects are being promoted due to these social needs, demands for various utilization plans for urban parks are increasing. The need for park improvements is growing, as are the perspectives on how to enhance them. Some of these opinions include upgrading amenities and launching initiatives to help the neighborhood's people deal with fine dust and climate change. This is because the functions and roles of urban parks are expanding, such as contributing to the formation of social communities and cultural-economic revitalization.

There are complex factors such as culture, tourism, and quality of life as well as the physical environment of the city in enhancing the attractiveness of the city. Cities perform these functions simultaneously. Urban images can change the image of cities according to the environmental characteristics of the region and the way they express cultural elements. The formation of urban identity is an important part of enhancing the urban image and constructing the competitiveness of the city (Seo Young, 2018). Urban branding is important for urban renewal and competitiveness and has a big impact on inhabitants' quality of life and cultural experiences. To actively distribute and promote them among users through digital media, tangible and intangible assets are conceived, planned, and implemented, particularly at the branding level (Won Bae et al., 2021). Therefore, the goal of urban marketing is to help these functions be performed efficiently (Ju-yeon, 2011). However, in previous studies, there is a limitation in that the selection of cases for generalization conclusions was conducted focusing on overseas cases, not domestic urban parks. Therefore, this paper aims to examine the overall contents of urban marketing, focusing on the case of urban park regeneration in Sinsan Park in Jeju Island as a representative example of domestic urban parks.

2. REVITALIZATION OF SINSAN PARK CITY

2.1 Objectives of the Task

It presents detailed project ideas and reviews according to success stories, local residents, and expert interview surveys, as well as short-term projects that can be implemented immediately and mid- to long-term projects for the sustainability of projects.

We suggest a development strategy for converting Sinsan Park, which is situated in Ildo 2-dong, Jeju-si, into a theme park, in order to discover ways for urban regeneration initiatives and cultural streets to coexist.

For citizens' park satisfaction, the quality level and accessibility of the park is important, not the amount of park green space. Therefore, it is necessary to present a direction for the provision of park services reflecting changes

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in the times such as changes in park usage patterns. Moreover, there should be a proposal for space and institutional readjustment of a comprehensive plan for providing park services in connection with the region.

2.2 The Need for Tasks

It is necessary to designate and change Sinsan Park as a cultural park to take advantage of the characteristics of cultural facilities, and to simultaneously promote tasks related to urban regeneration projects when designating cultural streets. A crucial component of the ongoing development of the historic city center is the formation of Sinsan Park's identity as a cultural park and the landmark-ization of the area as a location to enjoy the culture. However, if a public official directly investigates services that require a period of time, there may be a lack of expertise in conducting a fact-finding survey, and a gap in the original work. Therefore, it will be necessary to use the policy suggestions of this task as case data for other parks in Jeju.

2.3 Scope and Method of the Task

- Task Period: August 1, 2021 to September 30, 2021
- Spatial range: 830 Sinsan Park area, Ildo-dong, Jeju-si, Jeju-do
- Understanding the Current Status of Jeju Sinsan Park as a Cultural Park

A survey on the functions and actual conditions of Sinsan Park as a neighborhood park and a survey on the requirements and current status of the change to a cultural park shall be conducted.

It presents a case study of urban regeneration projects using urban parks, suggestions for resident-feeling urban regeneration plans using auxiliary facilities in Sinsan Park, and policy directions through holding policy discussions.

2.4 How to Perform

A literature survey on urban regeneration projects using urban parks was conducted based on evaluations by domestic and foreign literature, domestic and foreign case studies, news, and public institutions and papers.

Important contents of domestic and foreign literature were summarized as examples, and research was conducted based on a two-way methodology through other case analysis and performance analysis.

It was structured around domestic experts to gather expert opinions, presentations, and debates to draw data and conclusions after analyzing the performance of participating researchers and the Jeju Public Policy Research Institute.

Implications will be derived through interview surveys for local residents and experts and used as evidence for future directions.

In August 2021, Professor Choi Hwa-yeol and Professor Hwang Sa-yeon launched an on-site investigation at Sinsan Park in Jeju.

Table 1: Current status of Sinsan Park in Jeju Island

Location	92-12 Sinsan-ro, Jeju-si, Jeju Special Self-Governing Province (Ildo-dong)
Total area	245,000 square meters
Contents	Sinsan Park is 88 Seoul Olympic Symbol Park, where monuments commemorating the arrival of the Olympic flame are built, and is now used as a resting place for citizens, famous for family picnics, and is visited by tourists along the trail at sunset.
Facilities	Public toilets, public parking lots, gate ball courts, foot volleyball courts, and badminton courts
Features	The main entrance has no steps, making it simple for anyone using a wheelchair to enter. In addition, there is a Seoul Olympic Model Torch Stand, Seoul Olympic Memorial Square, and a Jeju Time Capsule that was buried in October 1995 to mark

	the island's 50th anniversary of liberation and contains a total of 1,250 artifacts from Jeju. In addition, there are Jeju 4-3 Haewon Bangsa Pagoda, children's play facilities, and the June 25th Memorial Tower.
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Table 2: Analysis of target area

Current Status of Jeju Sinsan Park	Jeju Sinsan Park was designated as a neighborhood park (1952.03.25), and it is a popular park for tourists as there are various tourist attractions such as a resting place for urban residents, Samseonghyeol, and a folk natural history museum. However, as the list price of the park continues to occur, the park facility rate (39.84%) is close to the legal facility rate (40%). It can be seen that the purpose of the law review is to set the maintenance direction of Sinsan Park. In addition, 236,890 people visited in 2020, 25,600 in January 2021, 59,400 in February, 83,00 in March, and 18,100 in April.
Jeju Sinsan Park Law Review	In the subdivision and size of urban parks (Article 15 of the Act on Urban Parks and Green Areas), Sinsan Park exceeds the current facility rate as a neighborhood park. As a result of reviewing the changes in the types of parks that can solve this problem, the cultural park was considered to be the most similar to the type of Sinsan Park.
Current Status of the Sinsan Park Area	Near Sinsan Park, there are literary centers, video culture industry promotion centers, Jeju Folk Natural History Museum, Samseonghyeol, and noodle culture streets. The Samseonghyeol Culture Street runs from Samseonghyeol, the sacred place of the founding myth of Tamna, to Jeju Holy Land, the site of Jeju Eupseong Fortress, from Ohyeondan to Honam Seokjae Intersection. Lastly, the Noodle Culture Street is a 900-meter-long road from Samseonghyeol to the Jeju Folk Natural History Museum and the Jeju Literature and Arts Center, and is adjacent to Sinsan Park.

3 INTERVIEW SURVEY OF LOCAL RESIDENTS AND EXPERTS IN SINSAN PARK

3.1 Survey results of Local Residents and Visitors

The purpose of this task is to provide park services that reflect the changes of the times in connection with the designation of Sinsan Park as a cultural park and the existing cultural distance. The survey's participants were divided between park visitors and experts in order to accomplish the task's goals. The visitors were questioned using structured questionnaires, while the experts interviewed the visitors in-depth using the results of the questionnaire. The survey period was conducted for two days on August 12 and 13, 2021, and a total of 35 people were interviewed, including 30 local residents, visitors, and 5 experts who visited Sinsan Park.

Table 3: Demographic characteristics of the sample

Division	Frequency (person)	Quantity	Proportion (%)
Gender	Male	14	46.7
	Female	16	53.3
Age	10s	0	0
	20s	2	6.6
	30s	5	16.6

	40s	6	20
	50s	12	40
	60s	5	16.8
Job	Student	2	6.7
	Self-employed	10	33.4
	Employee	2	6.6
	Housewife	8	26.7
	Public official	2	6.6
	Etc	6	20
Residence Area	Jeju city	22	73.4
	Seogwipo City	6	20
	Seoul	1	3.3
	Gyeonggi-do	0	0
	Etc	1	3.3

3.2 Survey Details and Survey Results

Park safety is recognized as a good degree of security in the park, with 56.7% saying yes, 20% saying very yes, and 23.3% saying normal. Park accessibility is recognized as easy to come to the park through walking or transportation, with 53.3% of "yes" and 20% of "very yes", 16.7% of "normal" and 10% of "no". In addition, park comfort is recognized as clean and organized, with 40.0% of "yes," 26.7% of "normal," 23.3% of "very yes," and 10% of "not". Park diversity is recognized as having various facilities in the order of "yes" 36.7%, "normal" 30.0%, "very much" 16.7%, "not" 10%, and "not at all."

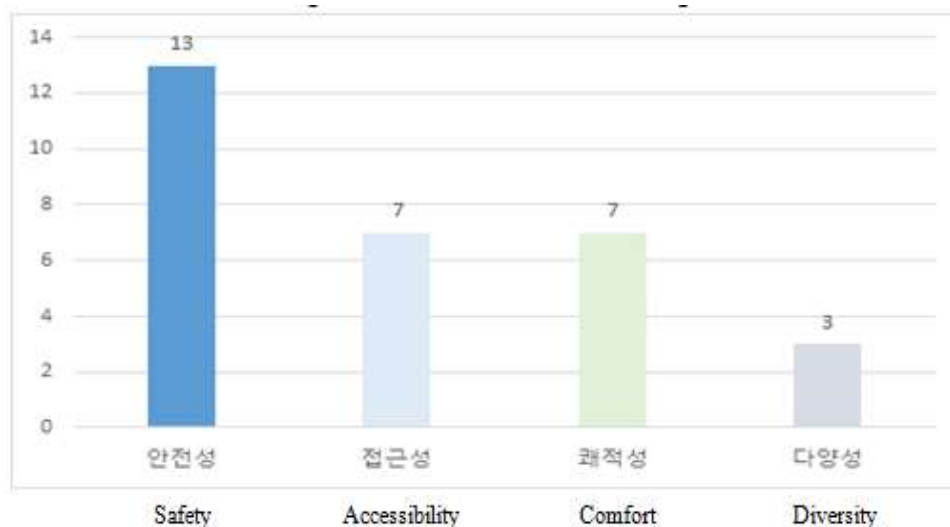


Figure 1: Park satisfaction ranking

The number of park use are in the order of 36.7% "two to three times a week," 33.3% "every day," 13.3% "other," 10.0% "once a week," and 6.7% "once a month," which is believed to be frequented by residents of Jeju City and Seogwipo.

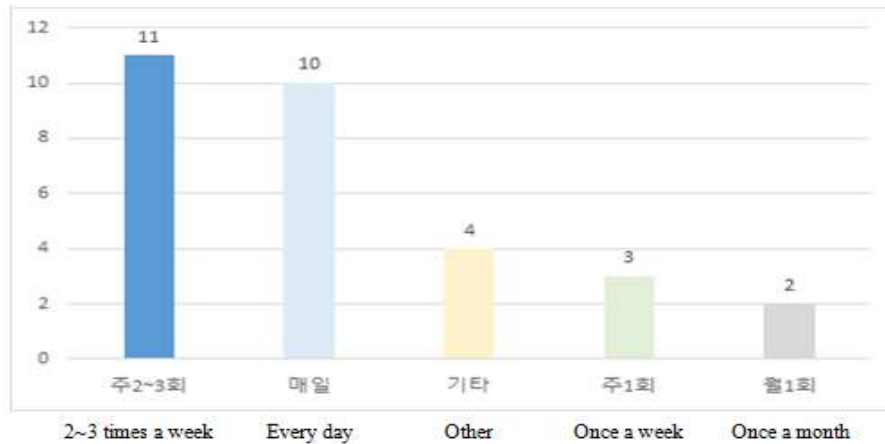


Figure 2: Number of park use

In addition, 40 percent of visitors to the park are "friends," 33.3 percent are "alone," and 26.7 percent are "family," showing that the rate of visiting alone is higher than that of visiting with family.

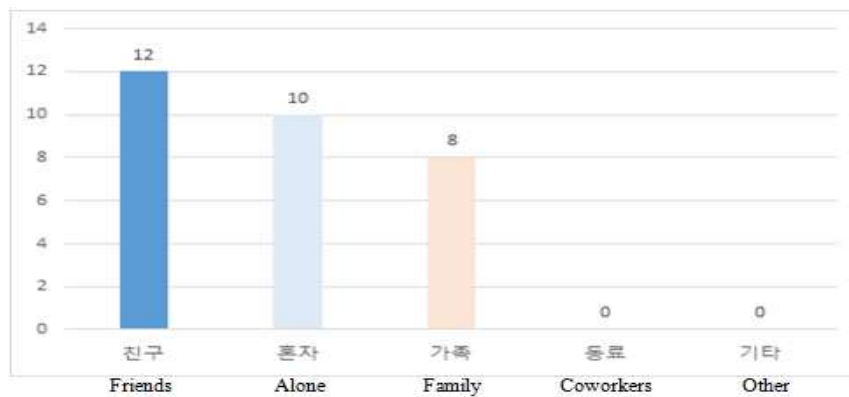


Figure 3: Type of park visit

The park stay time was 33.3% of "less than 1 hour to 2 hours", 30.0% of "30 minutes to less than 1 hour", 26.7% of "more than 2 hours", and 10% of "less than 30 minutes".

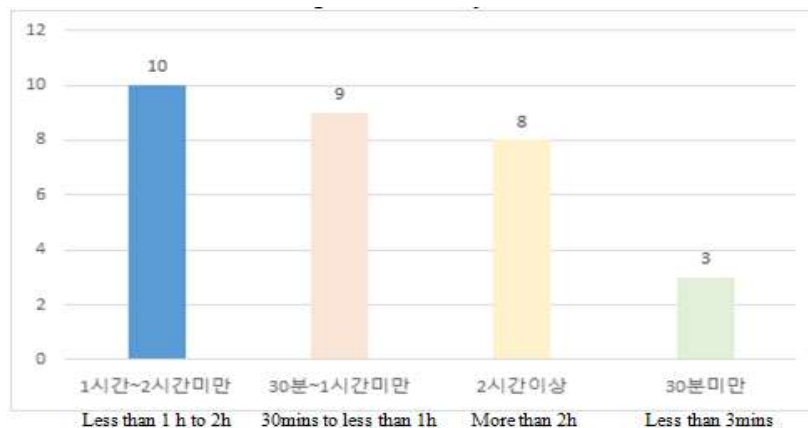


Figure 4: Park stay time

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The park's usage time is 30.0% from 9 a.m. to 12 a.m., 23.3% from 6 p.m. to 9 p.m., and 3 p.m. It appears in the order of 20.0% at 6 o'clock, 16.7% at 12 o'clock to 3 o'clock at lunch, 6.7% at late evening, and 3.3% at 5 a.m. to 9 o'clock at night, showing an even usage time.

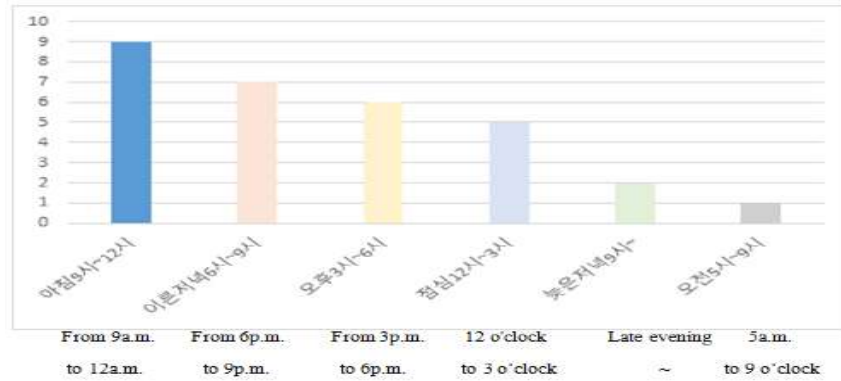


Figure 5: A time slot of park use

The means of visiting the park were 70.0% on foot, 13.3% on public transportation, 10% on bicycles, and 6.7% on vehicles, most of which were visited by nearby residents walking or using bicycles.

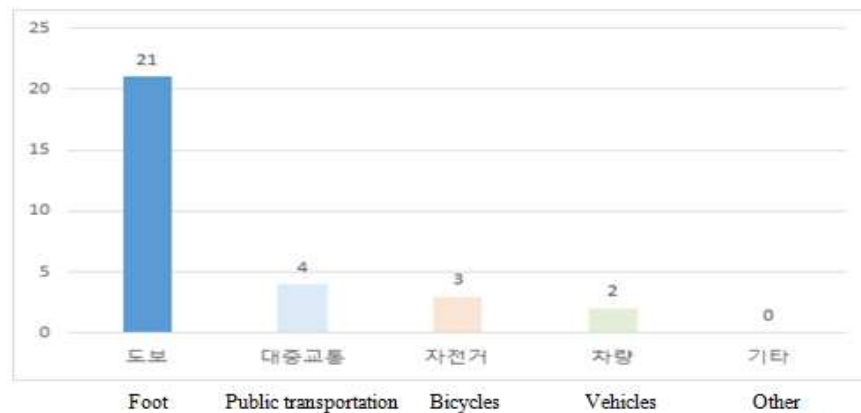


Figure 6: A means of visiting the park

In addition, the purpose of visiting the park was 43.3% for 'walking', 23.4% for 'jogging', 20% for 'leisure', and 13.3% for 'other'.

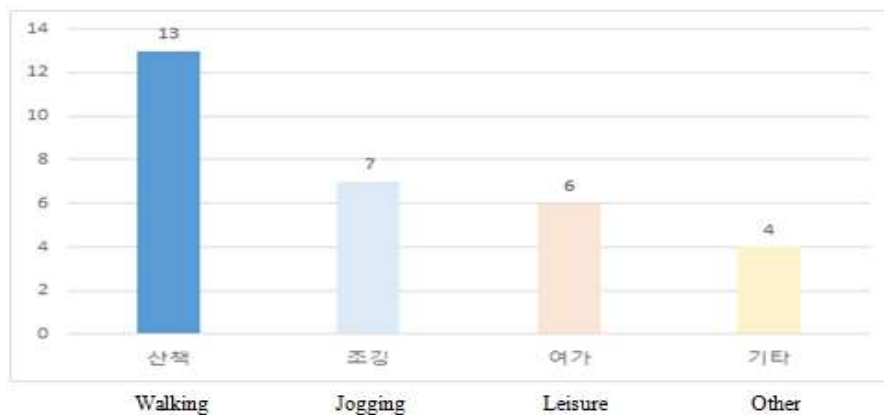


Figure 7: The purpose of visiting the park

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The main facilities of the park are 20.0% of "exercise facilities," 20.0% of "multi-purpose exercise spaces," 13.4% of "tracks," 13.3% of "children's playgrounds," 13.3% of "central squares," 6.7% of "gate ball courts," 3.3%, and 3.3% of "benches and pavilions."

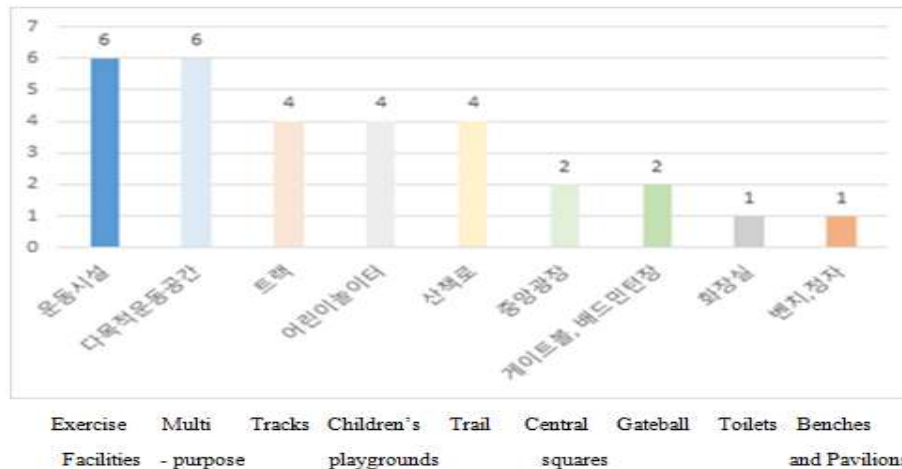


Figure 8: Park facilities

Additional facilities required for the park are 36.6% for "play facilities," 26.6% for "exercise facilities," 6.7% for "landscape facilities," 6.7% for "cultivation facilities," 6.7% for "convenience facilities," 6.7% for "park management facilities," and 3.3% for "others."

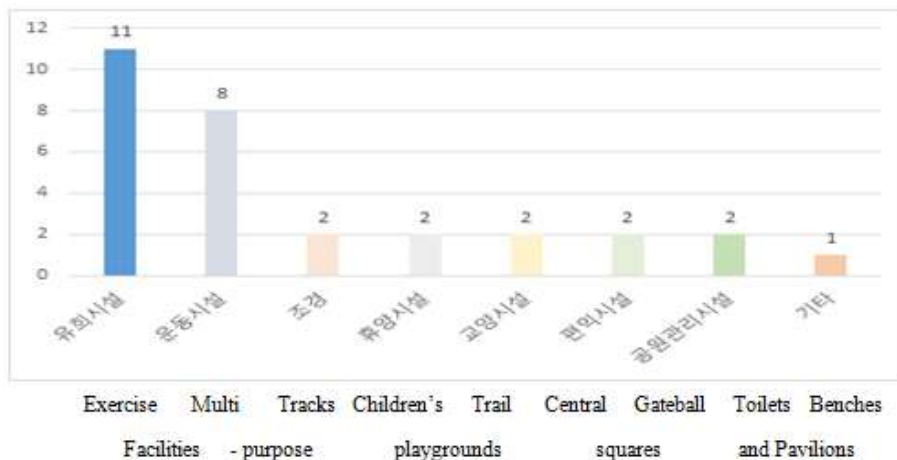


Figure 9: Additional facilities for park needs

Regarding the maintenance and expansion of park facilities, 63.3% were "yes", 23.4% were "normal", 10.0% were "very yes", and 3.3% were "not", and they were generally satisfied with the maintenance and expansion of facilities.

As for the park's walking environment and public transportation, 43.3% of "yes" and 23.3% of "normal" and 16.7% of "very" and 16.7% of "not" are generally satisfied with the park's walking environment or access to the park using public transportation.

As for the shopping mall environment around the park, 53.3% of the shopping malls around the park are in the order of "yes", 36.7% of "normal", and 10.0% of "no", it seems that the environment of shopping malls around the park needs to be improved somewhat.

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As for the increase in park cultural activities and resident exchange spaces, 40.0% of the park's cultural activities and 33.3% of the residents' exchanges, 20.0% of the parks' cultural activities, and 6.7% of the residents' exchanges are in the order, which is insufficient.

In addition, 63.3% of the local historical and cultural contents industry was "Yes", 23.4% of "Ordinary", and 13.3% of "Very Yes", indicating that the development of local history and culture is generally highly regarded due to the influence of the Jeju Folk Natural History Museum adjacent to the park.

Regarding brand creation using local resources, 53.3% of "normal", 43.4% of "yes", and 3.3% of "no", so the brand recognition of Sinsan Park is moderate.

The activation of the surrounding commercial districts through the park was in the order of 'ordinary' 43.3%, 'yes' 36.7%, and 'no' 20.0%, so the perception of the activation of the surrounding commercial districts is somewhat low.

The operation of the local residents' capacity building program is in the order of 53.3 percent, 33.4 percent, 10.0 percent, and 3.3 percent, respectively. However, 10.0% of respondents indicated that they did not think the program was doing well.

Finally, 53.3% of social conflicts in the area around the park are "normal", 40.0% of "yes", 3.4% of "no", and 3.3% of "very much", indicating that social conflicts are somewhat alleviated through the park.

It is expected that the infrastructure will be renovated and expanded if it is designated as a cultural street in the future, with 80.0% saying yes, 10.0% saying it is normal, and 10.0% saying it is very yes.

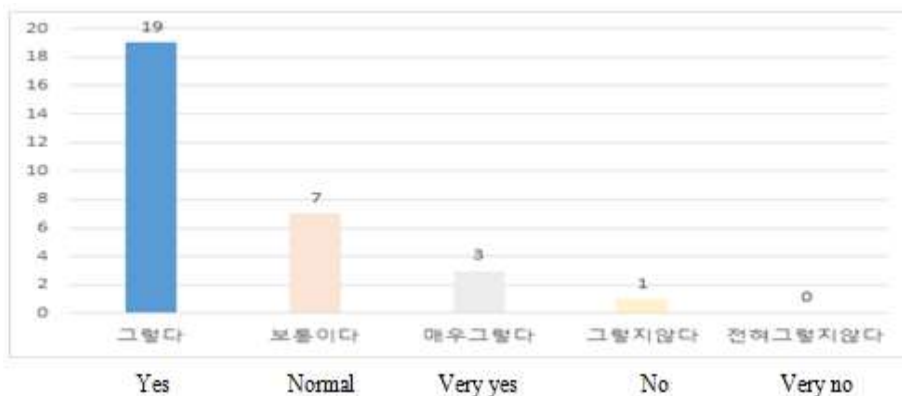


Figure 10: Existing awareness of facility maintenance and expansion

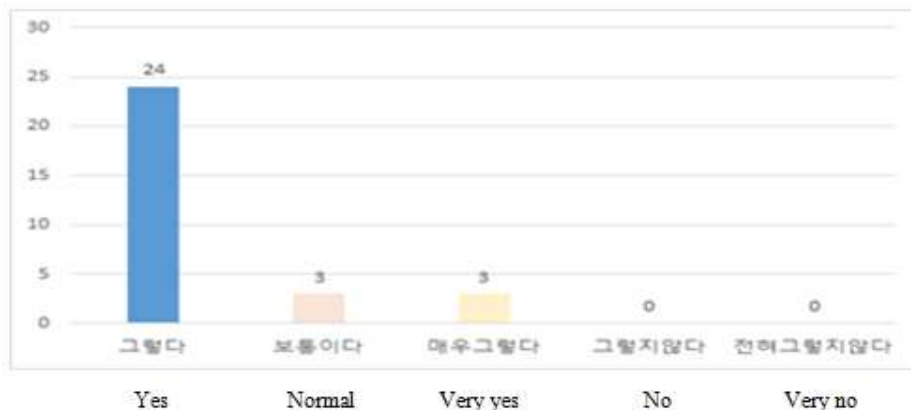


Figure 11: Changed awareness of facility maintenance and expansion

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It is expected that the walking environment of the park and public transportation will be improved in the order of "yes" 56.7%, "normal" 26.7%, and "very yes" 16.7%, improving the walking environment and increasing public transportation.

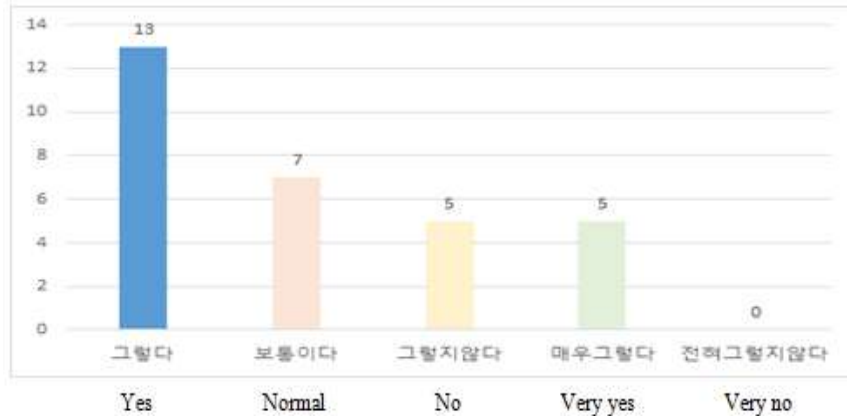


Figure 12: Existing awareness of pedestrian environment and public transportation maintenance (unit: person).

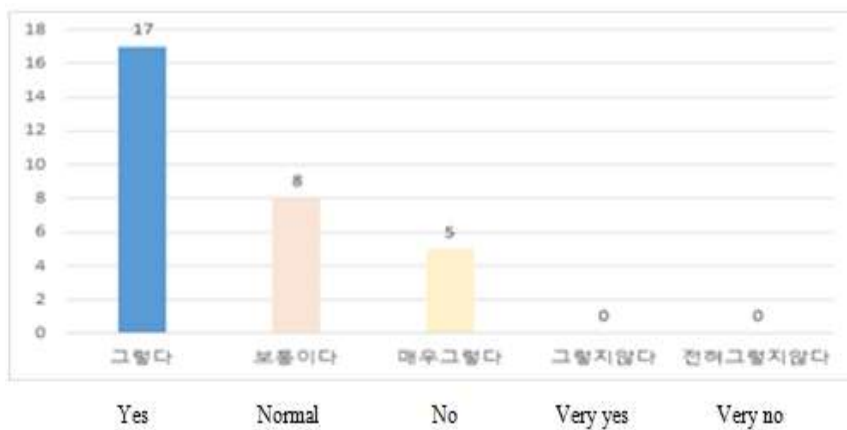


Figure 13: Changed awareness of pedestrian environment and public transportation maintenance (unit: person).

In response to the improvement of the shopping mall environment around the park, 63.3% of "yes" and 33.4% of "normal" and 3.3% of "very so," which is expected to improve the shopping mall environment.

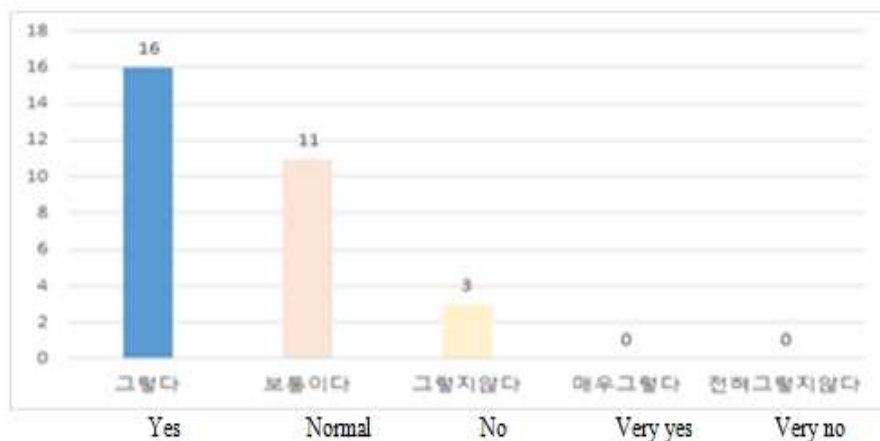


Figure 14: Existing awareness of the improvement of the surrounding commercial environment (unit: person)

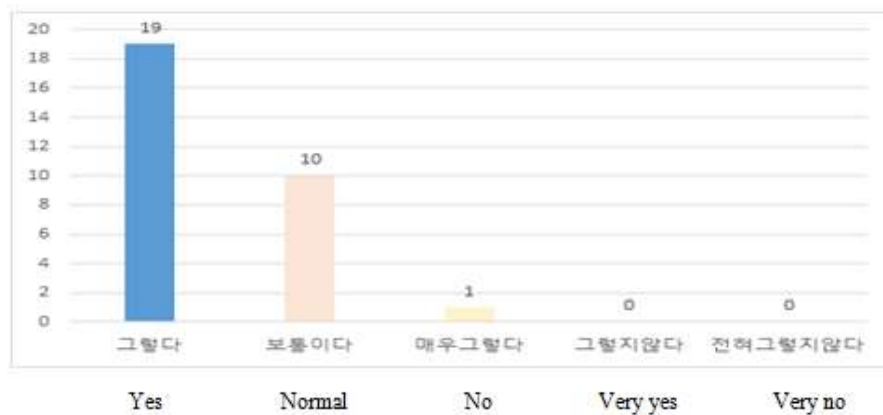


Figure 15: Changed awareness of the improvement of the surrounding commercial environment (unit: person)

Regarding the increase in park cultural activities and resident exchange spaces, 50.0% of "yes" and 43.3% of "normal" and 6.7% of "very yes", which is expected to increase cultural activities or exchange spaces.

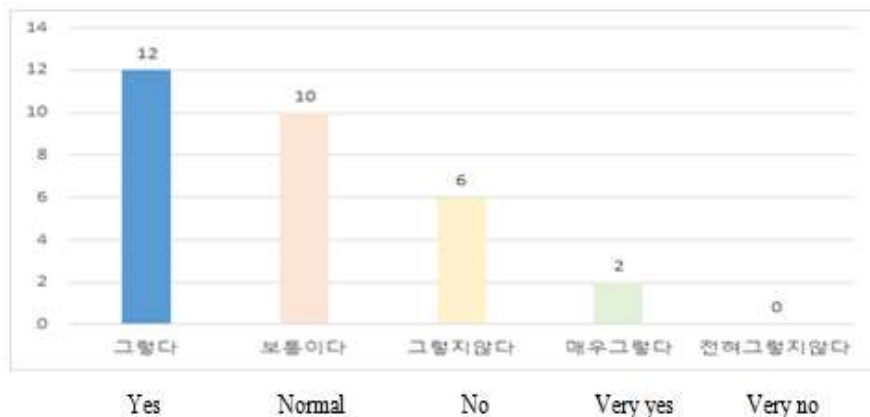


Figure16: Existing awareness of the increase in cultural activities and exchange spaces (unit: person)

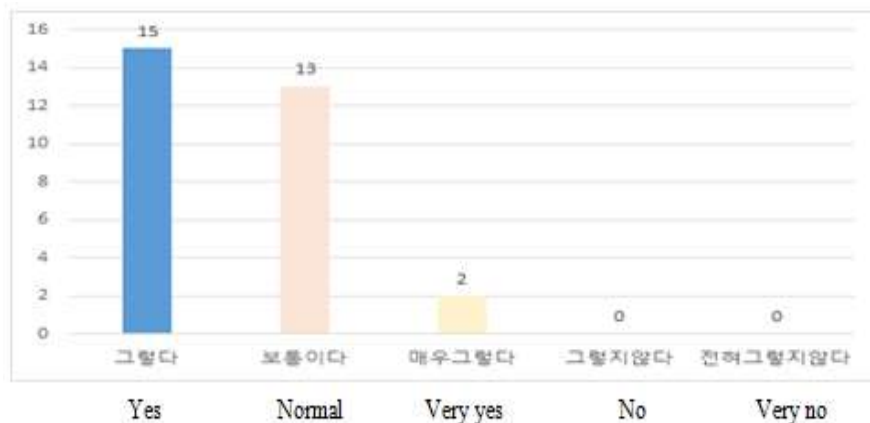


Figure 17: Changed awareness of the increase in cultural activities and exchange spaces (unit: person)

It is expected that the historical and cultural content industry will be fostered in the order of "yes" 70.0%, "very so" 16.7%, and "normal" 13.3%.

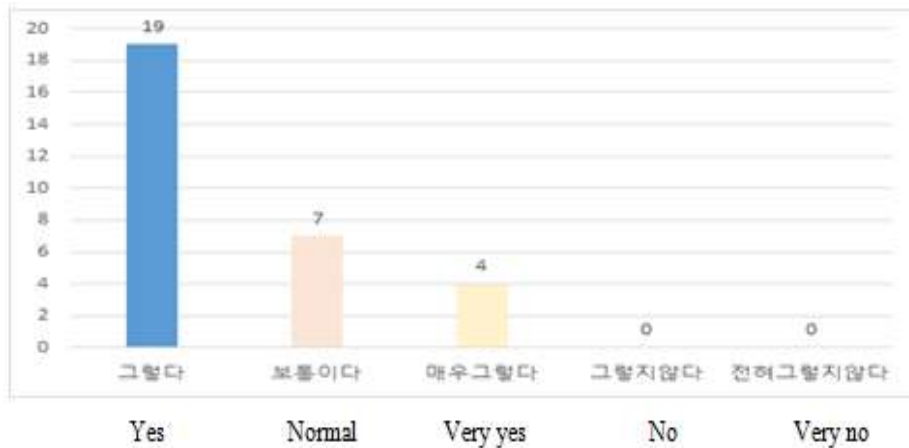


Figure 18: Existing awareness of fostering the historical and cultural content industry (unit: person)

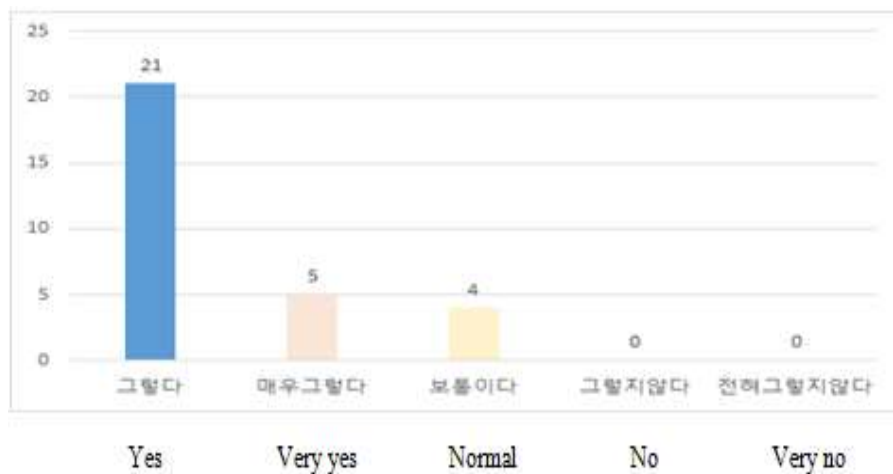


Figure 19: Changed awareness of fostering the historical and cultural content industry (unit: person)

In response to the question of whether it would build a brand utilizing local resources, 50.0% said "normal," 46.7% said "yes," and 3.3% said "no", indicating that there is no average difference from existing perceptions.

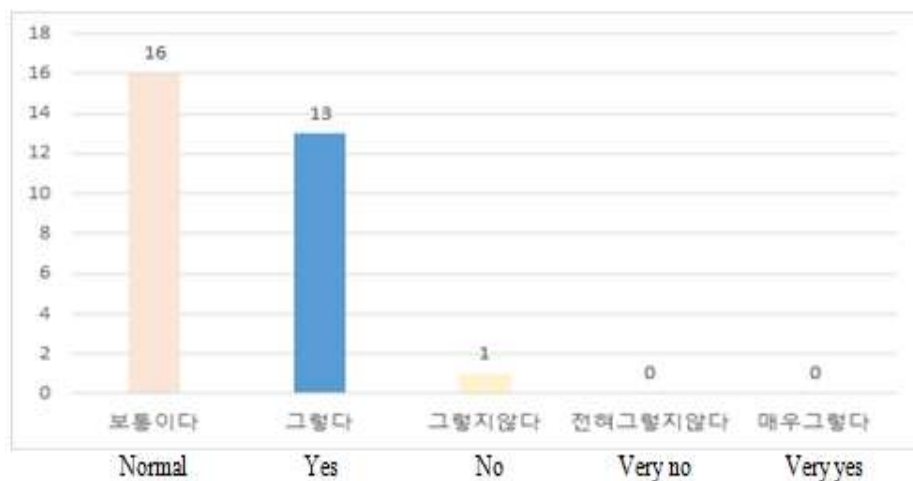


Figure 20: Existing awareness of brand creation using local resources (unit: person)

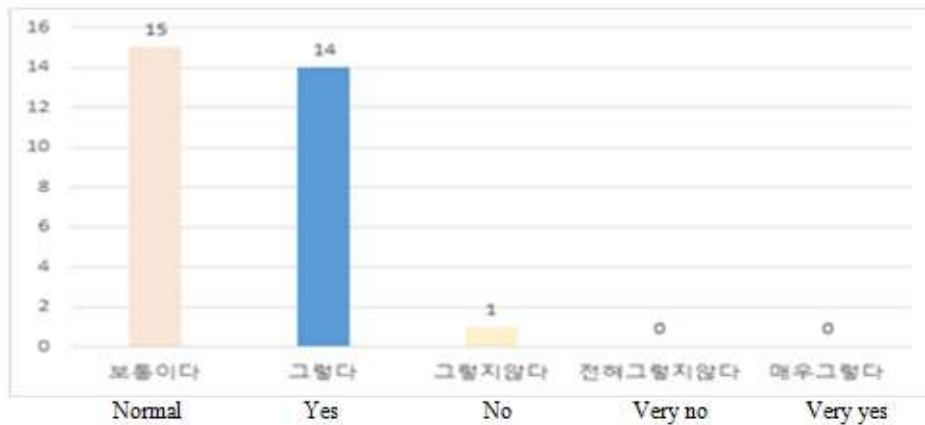


Figure 21: Changed awareness of brand creation using local resources (unit: person)

It is expected that commercial districts around the park will be activated in the order of "yes" 60.0%, "normal" 33.3%, and "very yes" 6.7%.

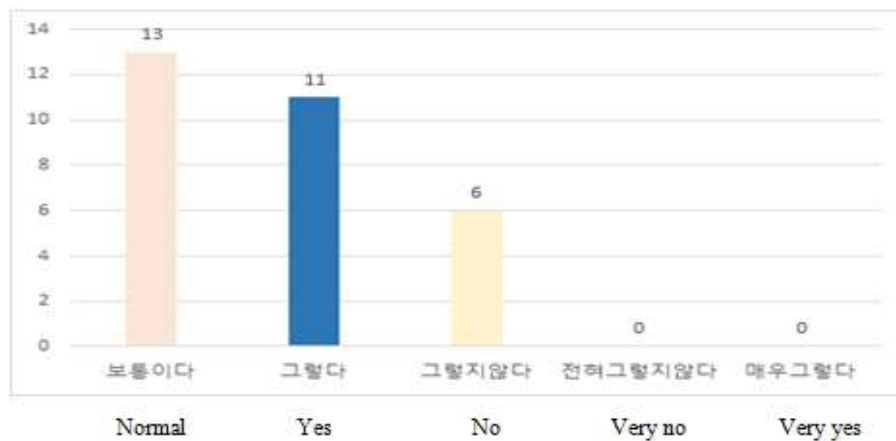


Figure 22: Existing awareness of activation of surrounding commercial districts (unit: person)

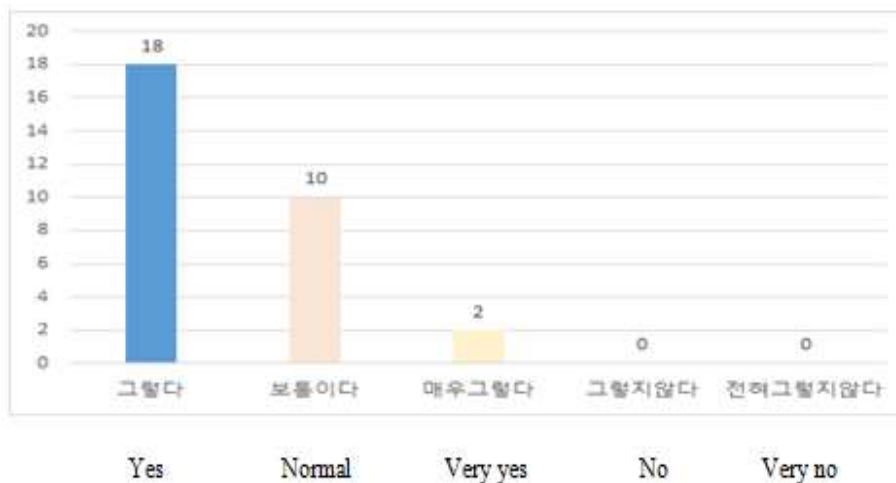


Figure 23: Changed awareness of activation of surrounding commercial districts (unit: person)

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It is expected that the program for local residents will be activated in the order of "yes" 60.0%, "normal" 36.7%, and "very so" 3.3%.

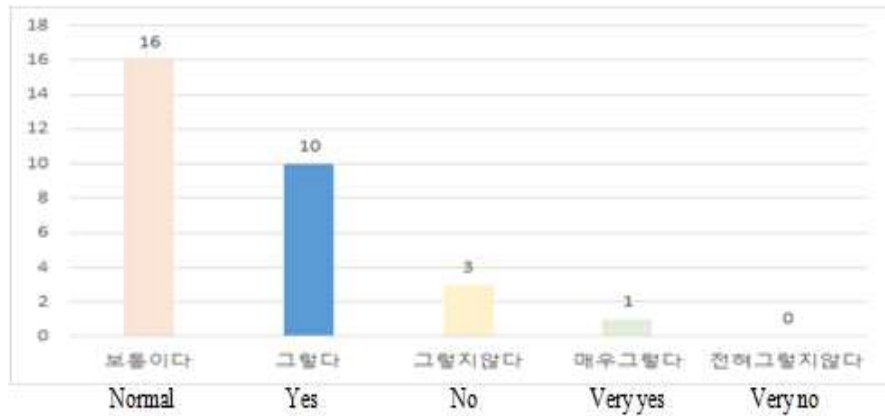


Figure 24: Existing awareness of the operation of residents' capacity building programs (unit: person)

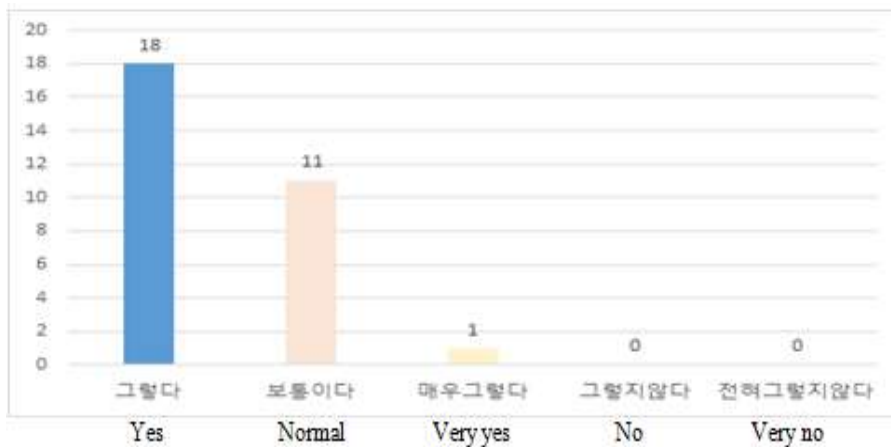


Figure 25: Changed awareness of the operation of residents' capacity building programs (unit: person)

It is expected that social conflicts will be alleviated in the order of "yes" 56.7%, "normal" 40.0%, and "very yes" 3.3%, respectively.

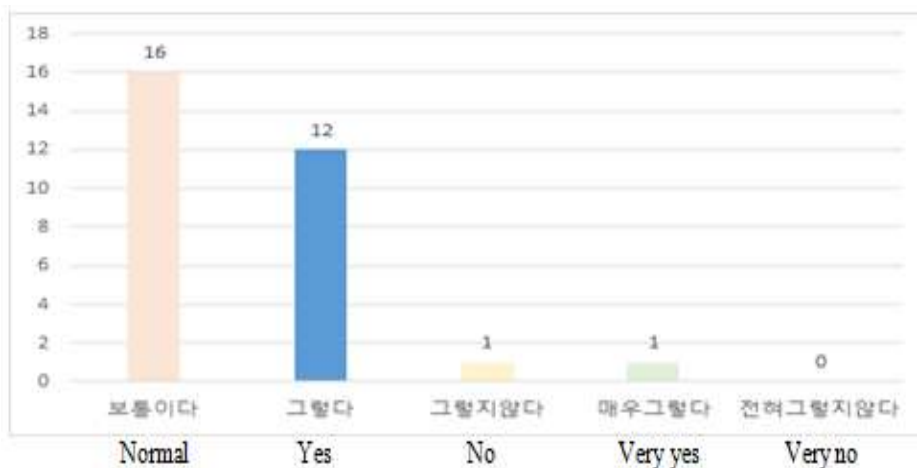


Figure 26: Existing awareness of the mitigation of social conflicts in surrounding areas (unit: person)

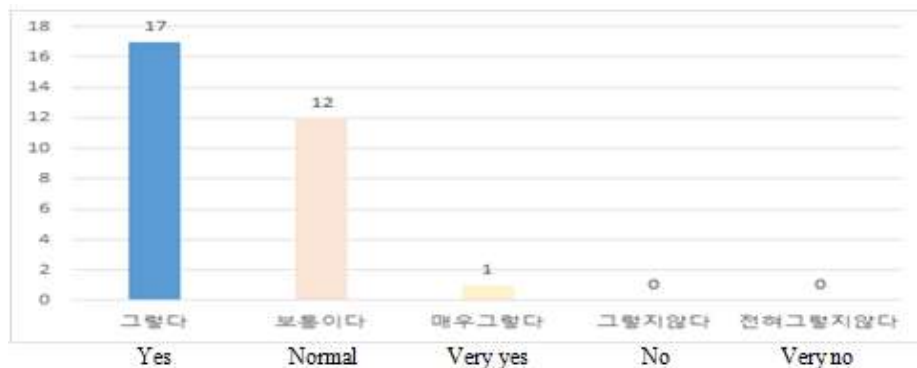


Figure 27: Changed awareness of the mitigation of social conflicts in surrounding areas (unit: person)

4 EXPERT FINDINGS

A total of five experts who can represent different points of view in the park-related field were chosen for in-depth interviews. These experts were chosen from academia, business, and policy practitioners based on their affiliations and areas of expertise. Individual interviews were then conducted with each expert. In terms of what was covered in the interview, discussions on the task's direction and potential alternatives were held based on the information in the visitor survey and its findings.

Table 4: Expert participant characteristics

Number	Name	Position	Work experience
1	K**	Director of the park	15y
2	L**	Professor	18y
3	P**	Public official	12y
4	C**	Park keeper	10y
5	J**	Ph.D.	6y

4.1 Satisfaction with Park Use

The safety of the park is in the order of "Yes" 80.0% and "Very Yes" 20%, and the security condition is good due to CCTV installed in the park and night lighting. The accessibility to the park is in the order of 'yes' 60.0% and 'very yes' 40.0%, securing accessibility for residents as urban parks. Park comfort is 60.0% "yes", 20.0% "normal", and 20.0% "very yes" compared to other parks, and park diversity is 40.0% "normal", 40.0% and 20.0% "very yes", so it is necessary to replace aging equipment and install new exercise facilities. As a result, the park's comfort, safety, and accessibility scores for each satisfaction component were respectively 40.0%, 40.0%, and 20.0%. Experts also agreed with visitors that safety and accessibility were the most important aspects of satisfaction.

4.2 Number of Visits to the Park and Duration of Stay

The number of visits to the park is 40.0% "every day," 40.0% "once a week," and 20.0% "two to three times a week," with two park officials going to work every five days a week and three others visiting on a weekly basis. The time of stay in the park was in the order of "more than 2 hours" (40.0%), and "less than 1 hour to 2 hours" (60.0%). In addition, it can be seen that two park officials work throughout the morning and afternoon hours, and three others use the park in the early and late evenings.

4.3 Means of the visit to the Park and Purpose of Visit

The means of visiting the park are 40.0% on foot, 20.0% on bicycles, and 20.0% on public transportation, and two park officials visit for work and three others for leisure.

4.4 Park Facilities and Necessary Additional Facilities

Except for two park officials, three people mainly use track and trail facilities.

4.5 Overall Awareness of the Park

There are 80.0% "yes" responses and 20% "very much" responses for the upkeep and growth of park infrastructure. "Yes" for public transportation and a pedestrian-friendly environment.

It can be seen that it is generally good at 80.0% and 'very much' 20%. In addition, the surrounding shopping mall environment is generally in need of improvement, with 40.0% of "normal", 40.0% of "yes", and 20% of "very yes". As for the park's cultural activities and resident exchange spaces, 60.0% of "ordinary" and 40.0% of "yes," there is insufficient space for cultural activities programs or exchanges. The local historical and cultural content industry shows the need for improvement in the content industry, with 60.0% "normal", 20.0% "yes", and 20% "very so". It is necessary to improve the creation of park brands with 60.0% "normal" and 40.0% "yes" for brand creation using local resources. It is 'ordinary' to revitalize the surrounding commercial districts through the park

At 60.0% and 40.0% of 'yes', it is a lukewarm judgment to revitalize the commercial district. Finally, they are generally satisfied with the park's infrastructure, walking environment, and accessibility using public transportation, but other factors need to be supplemented and improved. There are insufficient conditions to resolve residents' requirements with "normal" 60.0% and "yes" 40.0% of social conflicts around the park.

5 ANALYSIS OF SURVEY RESULTS

5.1 Analysis of Differences between Existing Perceptions of Parks and Cultural Distance Designation

As a result of t-testing (pair comparison) of the average of the existing factors recognized for the park and the average difference of the perception changed by the designation of cultural distance for park visitors, all factors were different except for brand creation using local resources. As a result of the analysis, factors such as 1) infrastructure improvement and expansion 2) pedestrian environment and public transportation improvement 3) cultural activities and exchange space increase 5) history and cultural content development in the region 6) revitalization of the surrounding commercial district 7) social conflict can be improved and supplemented when designating cultural distance. Brand creation using local resources appears to have no difference in perception change. This appears to have determined that it is challenging to build a brand on your own at Sinsan Park since it requires a lot of money and effort.

Table 5: Comparison of perceptions before and after designating distance in culture

Division	The average of existing perceptions of the park (n=30)	Awareness mean that changed when specifying cultural distance (n=30)	T-statistics	P value	Difference in Perception
Facility maintenance and expansion	3.80	4.00	2.69	0.011	O
Improvement of pedestrian environment and public transportation	3.60	3.90	2.75	0.009	O
Improvement of surrounding shopping district environment	3.43	3.70	2.80	0.008	O
Increasing the space for cultural activities and exchanges	3.33	3.63	2.52	0.017	O
Fostering local	3.90	4.03	2.11	0.043	O

historical and cultural contents					
Creating a brand that utilizes local resources	3.40	3.43	1.00	0.325	X
Activating the surrounding commercial districts	3.16	3.73	3.45	0.001	O
Operation of a resident capacity building program	3.30	3.60	2.75	0.009	O
Alleviation of regional social conflicts	3.43	3.63	2.69	0.011	O

5.2 Expert Recommendations for Parks

Institutions like the Jeju Film and Culture Industry Promotion Agency, the Jeju Culture and Arts Foundation, the Jeju Natural History Museum, and the Jeju Peace Museum are gathered nearby, but there are no programs connected to each of them.

This makes it necessary to operate cultural space-linked programs in order to designate cultural streets. Therefore, it is judged that it is necessary to link the cultural and artistic programs of each institution around Sinsan Park.

In addition, it will be necessary to promote SNS and differentiate the contents of cultural and artistic programs so that local residents can have more access to various programs conducted at the Culture and Arts Center, as well as to provide information on installing LED outdoor electronic boards to inform park visitors and local residents.

6 CONCLUSIONS

As an illustration of a research on urban park activation for urban marketing, Sinsan Park in Jeju-si, Korea, was used as the subject of this research. As can be seen from the case study, it can be seen that not only is it faithful to its function as an urban park itself, but also that residents exist at the core of the original downtown regeneration centered on Sinsan Park. Since the restoration of the village community must precede, a community council is needed to strengthen ties through communication and cooperation between residents and migrants.

Sinsan Park as an urban park shall be culturally preserved and developed by discovering, sharing, and spreading regional values. This is because Sinsan Park plays a role in improving the urban image and revitalizing the region by holding various cultural and artistic festivals. Therefore, collaboration with organizations like the Jeju Film Culture Promotion Agency, the Jeju Literature Foundation, and the Jeju Folk Natural History Museum close to Sinsan Park is required when promoting cultural content-related projects. Furthermore, an active attitude is required to develop and promote software content that reflects local culture and history.

However, the designation of cultural streets may conflict with the settlement rights of local residents, so the essence of urban regeneration projects should be realized by forming a resident operation council for smooth communication. Specifically, the ways to differentiate the existing cultural distance in the creation of a cultural street from the Sinsanmor Intersection in the area of Sinsan Park to the Literature and Arts Center are as follows.

First, it is necessary to recognize and analyze the problem through various surveys (survey, FGI, and in-depth interviews) about the needs and wants of local residents, and present a solution based on them. Second, it is necessary to form a council to coordinate opinions with the Jeju City Culture and Arts Division and stakeholders by establishing a resident operation council (tentative name) around Samseong-ro and Sinsan-ro intersection to establish a cultural street.

In conclusion, the streets around Sinsan Park are all areas that require work from all street subjects since they are not established as a privatized spaces or a public space.

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Authors' contributions

All authors contributed toward data analysis, drafting and revising the paper and agreed to be responsible for all the aspects of this work.

Declaration of Conflicts of Interests

Authors declare that they have no conflict of interest.

Data Availability Statement

The database generated and /or analysed during the current study are not publicly available due to privacy, but are available from the corresponding author on reasonable request.

Declarations

Author(s) declare that all works are original and this manuscript has not been published in any other journal.

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