

# A rethink of the incentives programme in the conservation of South Korea's historic villages

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## Abstract

**Purpose** – The purpose of this paper is to address the overarching question, which was whether the incentives programmes formulated for the community have been found to be suitable to the aspirations and needs of the local residents.

**Design/methodology/approach** – This study has resulted from the authors' experience through conducting a survey with the local residents in three locations, namely the Bukchon Hanok Village located at Seoul metropolitan city; the Hahoe Village, Angdong and the Yangdong Village, Gyeongju; both the latter are located towards the west of the Korean peninsula in the Gyeongbuk-do Province. This study has hopefully tried to analyse the residents' perception of the effectiveness of the current incentives policy by using the Bennett's programme evaluation method.

**Findings** – Results show that there was a divergent direction between the current incentives policy and the local aspirations between sites. In most cases, the cultural heritage conservation has been found to be a catalyst to fulfil a heritage tourism advantage rather than to cater to the local community needs.

**Originality/value** – The paper is the first insightful study of the historic villages which attempts to draw out the importance of the effectiveness of the incentives programme in guiding the conservation efforts for the local economic development.

**Keywords** South Korea, Conservation, Hanok, Historic village, Incentives programme, Tourism impacts

**Paper type** Case study

## Introduction

For over 5,000 years of history, Korea still maintains many historic villages, making them the most representative of the Korean architectural heritage. According to Suh (2011), various forms of historic village have been found in Korea, including clan-based villages and walled villages. Increasingly, it is difficult to find any in their original state. Most traditional villages have been either demolished or modified due to development pressures.

As noted by Whang and Lee (2006), it is very important to understand the value of the traditional villages as they have survived by adapting to the natural and social changes over a long period of time. Kang (1999) has found that the Korean clan villages



have unique spatial structures and patterns which cannot be found elsewhere (i.e. China or Japan) although they are included within the same oriental culture boundary. Kang's study of Korean clan villages emphasised the landscape of these villages and which were generally formed following *pungsu* principles (i.e. a traditional site layout principle – *feng shui* in Chinese). He added that the Korean traditional village has followed a basic pattern of the village formation involving the placement of structures, such that:

[...] a mountain sits to the rear and a body of water sits to the front; the rare spatial arrangements, layout of buildings, and architectural types are believed to be under the influence of the Confucian culture (Kang, 1999).

In addition Kang (1999) emphasises that the historic villages reflect a unique combination of natural, cultural and social characteristics of the urban and sub-urban fabrics. However, in spite of the potential of the typical settlement type in the pre-modern era, the traditional settlement has been neglected by the phenomena of modernisation. Numerous studies have attempted to explain the importance of preserving these historic villages in the challenging urban landscape; Saleh (1998) and Sharifah Mariam Alhabshi (2010). Other such as Alberts and Hazen (2010), Pendlebury *et al.* (2009) have also attempted to depict the importance of the distinction between the use of the authenticity and integrity principles in guiding the preservation efforts, and balancing the needs and goals of the multiple stakeholders in the historic areas.

Stern *et al.* (1986) have found that potential conflict might also form if there was a mismatch between the effectiveness of the current incentives policy and the residents' needs at the actual site. However, the financial aspects of a conservation incentives programme have not been the only important considerations. He found that the success of a programme might depend on its ability to get the attention of its intended audience and communicate it in a way that was understandable as well as credible and which addressed itself to the users' needs. Success might depend not only on the size of the incentives offered but also on the form of the incentives and on the way the programmes was organised, marketed and implemented. This view was supported by Meng and Gallagher (2012), who found that a particular incentive might be more effective in a particular area and thus, success of an incentives programme would require various efforts, not just internally or just externally.

For the above reasons, in dealing with the efficiency of the current incentives programme, this study considers that a policy formulation for the cultural heritage conservation and incentives programme should look at the perceived "real" needs of the residents or local communities. This concurs with research conducted by Zainah Ibrahim (2007), who found that the present process of the community involvement in their urban conservation project was found to be inadequate for promoting the sustainable communities. Her research findings have proved that there was an imbalance of power and control which had required a practice-oriented framework for a better coordination and collaboration between the stakeholder organisations.

## Methods

### *Study areas*

The study areas for this research were from three locations, namely Bukchon Hanok Village located in Seoul city; Hahoe Village, Andong; and Yangdong Village, Gyeongju, located in the Gyeongbuk-do Province (Figure 1).



Note:  UNESCO World Heritage Site

**Figure 1.**  
Diagrammatic map  
of the villages'  
locations

Bukchon Hanok Village is a Korean traditional village located flanked by two great palaces – Gyeongbok Palace to the west and Changdeok Palace to the east. This village has the largest cluster of Korean traditional houses, called *hanok* (Plate 1). These remaining urban traditional houses were built during the 1920s and 1930s. Many sit in the narrow alleys and characterised by unique traditional Korean wood-framed design and construction detailing.



**Plate 1.**  
The Bukchon Hanok  
Village was the only  
remaining *hanok*  
village in the heart  
of Seoul

According to Song and Cho (2002), Bukchon was a residential area for the upper classes of the late Joseon Dynasty (1392-1897) and maintained its important status until the 1970s. In recent times, Bukchon whilst still a residential area also houses more than 900 *hanok* homes, museums and various craft shops. It is now a popular tourist's attraction as well as an historical and cultural heritage sites. In 2009, Bukchon Hanok Village received the UNESCO's Asia Pacific Heritage Award for its successful conservation efforts.

Hahoe Village is a valuable part of Korean culture because it preserves Joseon period-style architecture (1392-1897), folk traditions, valuable books and old traditions of the clan-based villages. The village is located in Andong, Gyeongsangbuk-do, South Korea. To the north of the village are the Buyongdae Cliffs while Mt Namsan lies to the south. The village is organised around the geomantic guidelines of *pungsu* so the village has the shape of a lotus flower or two interlocking comma shapes. This village was inscribed into the UNESCO World Heritage List in 2010.

Yangdong Village is one of Korea's best examples of a *banchon*. This is a village where Korea's *yangban* (scholar elites) gathered to live an aristocratic lifestyle. Its history goes back almost to the very beginning of the Joseon kingdom (1392-1897). In the mid-fifteenth century, a village had emerged composed of clan members and their countless servants. Such villages were quite common in the Joseon era, and Yangdong was one of the largest such communities. Throughout its 500-year history, the village has produced a number of notable officials and scholars. This village was also listed under the inscriptions of the UNESCO World Heritage site in 2010 (Plate 2).

#### *Data collection*

A case study approach was chosen in order to allow for a general understanding of the research problem. Following the case study approach by Yin (2003) and Stake (1995), this research study represents an appropriate method for inquiry into the emergent and diverse components of the community development. In this regard, mixed method of concurrent triangulation designs were used by performing document review, observations, structured interviews and a survey involving residents in the three historic villages. This method consisted of two distinct phases: quantitative and qualitative (Creswell *et al.*, 2003). In their design, the researcher would collect both quantitative and qualitative data concurrently and would then compare the two databases to determine if there could be a convergence, differences or some combination (Creswell, 2009). Thus, with this quantitative data and their qualitative analysis, the study could refine and explain those statistical results by exploring the participants' views in more depth (see Creswell, 2003; Rossman and Wilson, 1985; Tashakkori and Teddlie, 1998).

For this study, a two-stage cluster sampling was selected to filter the optimal respondents, who were based on these residents who had received the heritage incentives from the authorities. The survey data were collected from November to December 2012, with the questionnaires written in Korean. The questions were a combination of multiple-choice questions, followed by open-ended queries. For instance, respondents were asked about the types of incentives they have received, their perception on the effectiveness on the current incentives policy and their needs for the cultural heritage conservation. The selection of the respondents was based on the following criteria: residents who have received heritage incentives from the authorities; and residents who were residing permanently at the settlements. The samples were



**Plate 2.**  
A panoramic view  
of the Hahoe Village  
(left) and the  
Yangdong Village  
(right)

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filtered based on the screening question, whether or not they have had ever received any incentives from the authorities. In other words, respondents who had never received any financial supports were not included in this study.

In this regard, face-to-face interviews and mail distribution survey techniques were conducted. For the face-to-face interviews, the researcher delivered the questionnaires to the homes of the respondents and explained the purpose of the study with the assistance of an interpreter who helped to conduct the bilingual interviews. The interviews lasted approximately 30 minutes to 1.5 hours. While for the: “difficult to reach respondents”, the mail distribution survey with about 260 sets of questionnaires with self-addressed and stamped envelopes were meted out within the three study areas. As a result of the surveys, a total of 128 answered questionnaires were collected from the respondents; 74 from Bukchon, 24 from Hahoe and 30 from the Yangdong Village (Table I).

In order to attain a holistic view, one-on-one interviews were carried out with the officials of the Cultural Heritage Administration, Seoul Metropolitan Government, Andong City Hall and Gyeongju City Hall. The researcher also undertook on-site interviews with groups of specialists (including educators and curators), cultural reference groups (including community leaders, heritage managers, cultural groups, the private sector and the NGOs). The open-ended instruments were prepared based on these feedbacks in order to investigate the state of the art, how and in what way the incentives mechanism might be implemented for the benefits of the community in these historic villages.

#### *Data analysis*

The data of the survey were analysed using the Statistical Package for the Social Sciences Version 16.0. In order to measure the effectiveness of the incentives programme, this study has employed the Bennett’s programme evaluation method (Bennett, 1975). By using the five-point Likert scale, respondents were asked to state their level of agreement for the statements pertaining to the satisfaction towards the incentives programme inputs, programme activities, programme participation, programme reactions, programme learning, programme actions and programme impacts. Analysis of Variance (ANOVA) was used to identify the mean differences of the incentives programme evaluation and the real needs between the groups, as well as the differences between the three villages were under study.

#### **Political and cultural issues in the preservation of historic villages**

Korea has become the only one country left on the globe that was divided by ideologies. South Korea was founded in 1948 on the basis of democracy and capitalism, while

Demographic profile	Bukchon	Hahoe	Yangdong
Population	8,741	223	370
Number of households	3,968	123	150
Total area	1.12 km <sup>2</sup>	10.67 km <sup>2</sup>	4.17 km <sup>2</sup>
Number of incentive recipients	372	123	150
Number of samples	74	24	30

**Source:** Author’s field survey (2012)

**Table I.**  
Demographic profile  
of Bukchon, Hahoe  
and Yangdong

North Korea came to be dominated by the principle of communism and socialism (Yim, 2002). Korea was under Japanese rule for 36 years that ended in 1945, shortly after the Japanese defeated in Second World War. Despite being divided, the national consciousness constructed by *Han minjok* (meaning “Korean nation”) has remained. As Eckert *et al.* (1990) points out, this characteristic has become an essential basis for modern Korean nationalism. Surprisingly, this cultural nationalism has indeed provide a significant basis to South Korea to emerged as a global leader in many areas including the cultural heritage protection.

Kobylinski (2006) sees cultural heritage as a source of social memory, as such, it plays an essential role in the process of cultural identification. According to Yim (2002), since its establishment as a republic, the foremost challenge of the South Korean cultural policy has been to resolve the issue of cultural identity. While western culture permeated the everyday life of the people, the traditional characteristics of the Korean cultural gradually lost their influence on the way of life of the people. As a result of the rapid industrialisation that began in the 1960s, however much of the population migrated from villages to the cities. Owing to this simultaneous industrialisation, urbanisation and westernisation; the traditional ways of life began to disappear rapidly along with older arts, rituals and other kinds of intangible cultural expression that articulated this way of life (Yim, 2004). As noted by Kang (1999) the problem of conservation is further impeded by other Korean rural issues, which are causing gradual decline in the original structures of the traditional village. Due to the high rate of urbanisation, the vernacular cultures are gradually deteriorating. Above all, he added that there is incorrect view point that the historic environment can be maintained through fixed cultural properties without conserving the full social, cultural and economic dynamics of the village.

Initial study by Kang (1999) also highlighted first, the problems on the top-down approach in the conservation planning in Korea, which disregards the opinions by the residents. This is due to the lack of sensitivity consideration for the delicate and complex internal structures of traditional villages and their properties. He suggests that the standardized central government-led conservation approaches should be revised. It seems desirable to introduce diverse specialized programmes, targeted on the situations of specific villages, which would be able to supplement the standardized planning system. A second set of issues relate to the planning, design and maintenance. Conservation planning has a tendency to concentrate on the cultural properties of specific building units rather than considering the village as a whole. In addition, the varieties of the current incentives policy implemented in the selected historic villages will be discussed further on the next section.

### **Review of the current incentives policy**

Incentives of any type have been generally required, because incentives could often improve and enhance cultural heritage policy outcomes. In order to ensure the sustainability of the protection of the cultural heritage properties in South Korea, financial resources were found to be among the vital components of the whole conservation system. The main resources of financial support have been from the national and local government budgets while the Cultural Heritage Administration and the Ministry of Public Administration and Security have been acting as the administrator (Cultural Heritage Administration, 2011). General subsidies are allocated by the ministry to local government, while the Cultural Heritage Administration has been distributing state subsidies for instance, with the supporting contribution

of 30-70 per cent of the allocation portion to the state-designated cultural heritage. The local governments have been bearing another 30-50 per cent of the subsidy costs for the state-designated cultural heritage while allotting subsidies to the local-designated cultural heritage (Figure 2).

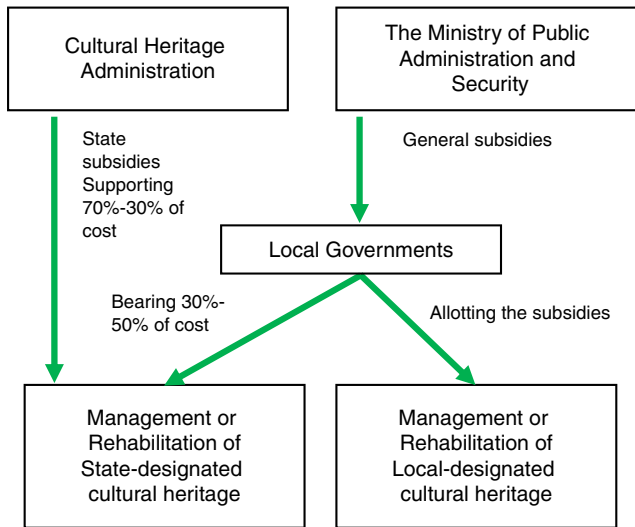
According to the Cultural Heritage Administration (2011), over the last few years the current incentives policy has assisted local communities to develop and maintain a positive attitude towards cultural heritage conservation, through the provision of the financial and non-financial incentives mechanism (Table II). The heritage incentives system, which promotes the preservation of the historic properties and sites in South Korea, can be divided into five types namely public subsidies, loans, tax relief, planning incentives and fire prevention systems.

Rethink of the incentives programme

**Case studies**

*The Bukchon Hanok Village*

The Bukchon Hanok Village was the first *hanok* preservation and regulation-oriented project steered by the Seoul Metropolitan Government, and has been benchmarked by other cities in Korea in terms of its heritage governance. The Bukchon Preservation Project is a ten-year regeneration of Korean *hanok* village project launched in 2001 to protect the district and to improve the living environment of the dwellers. The total budget incurred for this project was estimated around ₩96.6 billion (US \$93.4 million) (Seoul Metropolitan Government, 2008). According to Lee (2012), since 2001, the Seoul Metropolitan Government has provided the most substantial registration of the *hanok* and incentives schemes, providing owners with subsidies, partial funding and loans for the conservation work of the heritage properties in the Bukchon district. The amount of government spending could cover 25 per cent of the average costs of the *hanok* repair, and the property owners would have to cover 75 per cent of the repair costs. Other programmes of heritage incentives include the restoration of



Source: Cultural Heritage Administration (2011)

**Figure 2.** Flow of the cultural heritage financial resources



**Table II.**  
Types of heritage  
incentives system  
in South Korea

Types	Descriptions
Public subsidies	Public subsidies are mainly for the conservation works to heritage properties. The schemes are administered by either the central or local governments. These schemes assist owners to undertake conservation works, which have usually been bound with particular rules and regulations. It includes financial support for the repair of physical properties, mainly for the exterior such as roofs, fences, walls, windows, gates and so on
Loans	The loan scheme offers owners partial funding for the conservation work of heritage properties with low interest rates
Tax relief	Tax relief gives benefits to the owners of the heritage properties or area for the annual tax reduction
Planning incentives	Planning incentives instruments involve heritage property registration, purchase of identified heritage properties, regeneration plans for historic districts such as putting electric poles and cables underground, street or alley beautification, providing public parks, increasing parking and so on
Fire prevention systems	Fire prevention systems include activities such as anti-fire training and patrolling, installation of the alarm-type sensor equipments in vulnerable houses, and regular practice of fire drills

**Source:** Adapted from the Cultural Heritage Administration (2011)

the residential environment, investment and re-utilising the *hanok* and development of the cultural heritage programmes. Detailed examples of the heritage incentives provision are provided in Table III. As a result, the neighbourhood in Bukchon has been recovered as a distinctive landscape of a *hanok* district and has a dramatic impact on the character of the Seoul city.

Table IV shows the number of *hanok* registrations and the total value of subsidies and loans granted from 2001 to 2011 in Seoul. As a result of these various financial support, 501 *hanok* were registered with 342 *hanok* which have completed their repairs. The achievement of the ten-year *hanok* regeneration programme has accounted for the approval of 342 subsidies with a total value of ₩9.8 billion (US \$9.52 million) and 193 loans with a total value of ₩3.8 billion (US \$3.66 million) from the Seoul Metropolitan Government.

Furthermore, in the Bukchon Hanok Village many *hanok* houses were in dismal physical conditions because they were built approximately 50-100 years ago. As shown in Table V, the breakdown of the supportive funds for maintaining the *hanok* was increasing year by year. From these data, it is clear that preservation financial aid peaked in 2011, with the total fund amounting to ₩2,222 million (US \$2 million), but has decreased slightly to ₩1,436 million (US \$1.3 million) in 2012 (as of September 30).

#### *The Hahoe Village*

The data obtained from the Andong City Hall (personal communication, June 26, 2013) have shown that the total value of financial aid for the Hahoe Village was in the form of monetary support. As at 2008, the total value of financial support was ₩4,107 million (US \$3.7 million) but decreased to ₩3,296 million (US \$3 million) in 2009 and eventually to the lowest in 2010 with the total allocation of ₩2,500 million (US \$2.3 million). However, the total value of financial support has shown a significant increase for 2011 and 2012 with the total value of ₩3,846 million (US \$3.5 million) and ₩3,062 million

Title	Contents
Registration of <i>hanok</i>	Enforcement of the registration of <i>hanok</i> , which has encouraged the inhabitants to voluntarily register their properties with the local council
Financial aid for remodelling <i>hanok</i>	<p>1. <i>Detached houses</i>                      Repair of house exterior (roof, fence, wall, gate, and so on):                      Less than 2/3 of the total costs (up to ₩30 million loan in 2001 and has increased up to ₩60 million starting May 2009)                      Less than 1/3 of the total costs (up to ₩20 million subsidy in 2001 and has increased up to ₩40 million starting May 2009)                      Repair of internal aspects (kitchen, bathroom and so on):                      Up to ₩ 20 million loan</p> <p>2. <i>Small museums, exhibition halls, workshops, dormitories, B&amp;Bs, single-family homes and so on</i>                      Repair of exterior:                      Less than 2/3 of total costs (up to ₩30 million loan)                      Less than 1/3 of total costs (up to ₩20 million subsidy)                      Internal:                      Less than 2/3 of total costs (up to ₩30 million loan)</p> <p>3. <i>Hanok construction or renovations</i>                      Construction:                      Less than 1/3 of total costs (up to ₩60 million subsidy in 2001 and raised up to ₩80 million subsidy starting May 2009)                      Rebuild; less than 1/3 of total costs (up to ₩40 million loan in 2001 and decreased to ₩20 million loan starting May 2009)</p>
<i>Hanok</i> repair loan repayment	A three-year grace repayment period, 10 years repayment with the annual interest rate of 5% within the range defined by the rules
Restoration of the residential environment	Streets and alleys repair (including putting the electric poles and cables underground) for the whole district
Investment and re-utilising the <i>hanok</i>	Purchased 33 <i>hanok</i> and utilised for guesthouses, workshops, museums, galleries, small parks, etc.
Development of cultural heritage programs	Runs the cultural heritage related programmes such as Korean traditional music, calligraphy, tea ceremony, traditional patchwork quilts, traditional dyeing, traditional Korean liquor, Korean crafts, etc.

**Note:** *Hanok* is literally means the Korean traditional house  
**Source:** Adapted from Seoul Metropolitan Government (2008)

**Table III.**  
 Examples of heritage incentives for the Bukchon Hanok Village

	Total	2001-2005	2006	2007	2008	2009	2010	2011 <sup>a</sup>
Number of registration	501	358	32	15	7	17	43	29
Subsidy grant (mil. US\$)	342	224	33	22	12	9	17	25
Loan grant (mil. US\$)	9.52	6.05	0.78	0.46	0.26	0.23	0.68	1.05
	193	116	21	20	7	4	15	10
	3.66	1.95	0.38	0.36	0.13	0.07	0.45	0.31

**Note:** <sup>a</sup>As of 31 September 2011  
**Source:** Adapted from Lee (2012)

**Table IV.**  
*Hanok* registration and grant from 2001 to 2011 in Seoul

(US \$2.8 million), respectively (Table VI). Funding from this account has also supported direct grants to qualifying individuals or organisations; which particularly showed support to the concept of the cultural heritage conservation, village facilities and infrastructure, visitor amenities as well as tourist facilities.

*The Yangdong Village*

For the last five years, the Gyeongju City Hall (personal communication, December 18, 2012) has offered financial incentives in the form of preservation aid to the owners of the historic properties. In this respect, owners have been given a specific amount of aid based on their financial needs in order to accomplish preservation and repair works for their designated properties. Table VII shows the breakdown of the total value of preservation aid allocated for the Yangdong Village from 2008 to 2012. The data have shown that the allocations have followed a fluctuating trend, with no allocation in 2008 but ₩5,450 million (US \$5 million) were allocated in 2009, and rose to ₩8,250 million (US \$7.5 million) in 2010. However, in 2011 the value of financial support decreased to ₩4,650 million (US \$4.2 million), but in 2012 the value was increased to ₩5,640 million (US \$5.1 million). It was found that the financial aid has had a significant impact on the overall improvement of the physical features of these historic villages, especially in preserving the deteriorated traditional houses.

**Table V.**  
Support funds  
for repair work  
in the Bukchon  
Hanok Village

Year	Total value (KRW)
2008	₩423,000,000
2009	₩332,000,000
2010	₩1,250,000,000
2011	₩2,222,000,000
2012 <sup>a</sup>	₩1,436,000,000

**Note:** <sup>a</sup>As of 30 September 2012

**Source:** Seoul Metropolitan Government (2012)

**Table VI.**  
Total value of  
financial support for  
the Hahoe Village  
repair works from  
2008 to 2012

Year	Total value (KRW)
2008	₩4,107,000,000
2009	₩3,296,000,000
2010	₩2,500,000,000
2011	₩3,846,000,000
2012	₩3,062,000,000

**Source:** Andong City Hall (personal communication, June 26, 2013)

**Table VII.**  
Total value of  
preservation aids  
for the Yangdong  
Village from  
2008 to 2012

Year	Total value (KRW)
2008	None
2009	₩5,450,000,000
2010	₩8,250,000,000
2011	₩4,650,000,000
2012	₩5,640,000,000 <sup>a</sup>

**Note:** <sup>a</sup>As of 31 December 2012

**Source:** Gyeongju City Hall (personal communication, December 18, 2012)

**Results***Respondent characteristics*

Many researchers have argued that “How large does the sample size have to be?” Groves *et al.* (2009) posits that the sample should permit conclusions to be made with a level of uncertainty within the cost constraints of the survey. While Hogg and Tanis (2006) explains that the minimum sample size for robust hypothesis testing for instance, the *t*-test and ANOVA is 30 samples. The authors stress that this might be sufficient depending on the confidence interval requirements. From the field study survey, a total of 74 questionnaires were returned from Bukchon, 24 from Hahoe and 30 from Yangdong (Table VIII). The gender breakdown of the respondents was 62 per cent male and 38 per cent female in Bukchon, 67 per cent male and 33 per cent female in Hahoe and 33 per cent male and 67 per cent female in Yangdong Village. The most represented age group in the Bukchon and Yangdong Villages was 51-60 years (32 and 50 per cent, respectively) and 61-70 years in the Hahoe Village (42 per cent). Over half of the respondents from Bukchon were less than 50 years, while the remainder were between 61 and 70 years (14 per cent in Bukchon, 42 per cent in Hahoe and 17 per cent in Yangdong, respectively). For each village, approximately 4 per cent of the respondents in Bukchon, 21 per cent in Hahoe and 17 per cent in Yangdong were above 70 years old, respectively.

Almost all respondents from the three study areas had a formal education (Table IX). Roughly 69 and 17 per cent of the respondents in Bukchon and Hahoe had attended university, respectively, while there were none for the Yangdong respondents. An average of 4 per cent in Bukchon and 7 per cent in Yangdong had completed a college education; 26 per cent in Bukchon, 54 per cent in Hahoe and 77 per cent in Yangdong had a high school education; 17 per cent in Hahoe and 7 per cent in Yangdong a junior high school education; while 1 per cent in Bukchon, 13 per cent in Hahoe and 7 per cent in Yangdong had attended elementary school. In Yangdong, one (3.2 per cent) of the respondents had non-formal education.

From Table X, the average monthly income for the Bukchon residents was in the range of ₩2,000,000 (US \$1,821) to ₩2,500,000 (US \$2,275), with many wage earners of households engaged in various sectors such as professionals in the private (40 per cent),

Profile	Bukchon	(%)	Hahoe	(%)	Yangdong	(%)
Number of respondents	74	100.0	24	100.0	30	100.0
<i>Gender</i>						
Male	46	62.2	16	66.7	10	33.3
Female	28	37.8	8	33.3	20	66.7
<i>Age</i>						
Below 20 years	0	0	0	0	0	0
20-30 years	1	1.4	0	0	0	0
31-40 years	17	22.9	0	0	1	3.3
41-50 years	19	25.7	1	4.2	4	13.3
51-60 years	24	32.4	8	33.3	15	50.0
61-70 years	10	13.5	10	41.7	5	16.7
Above 70 years	3	4.1	5	20.8	5	16.7

**Source:** Author's field survey (2012)

**Table VIII.**  
Respondents'  
social profile

government (19 per cent) and self-business (17 per cent). Housewives, pensioners and labourers have reported to have the least income. In Hahoe, the average monthly income for its residents was in the range of ₩1,000,000 (US \$910) to ₩1,500,000 (US \$1,365) with 39 per cent of the Hahoe respondents involved in farming and 26 per cent in tourism-oriented business. In Yangdong, most residents were farmers (45 per cent) and housewives (34 per cent) both of whom were reporting an average monthly income in the range of ₩1,500,000 (US \$1,365) to ₩2,000,000 (US \$1,821). In Hahoe and Yangdong, housewives and pensioners have reported low incomes (below ₩500,000 or US \$455).

*Incentives programme evaluation by the residents*

This study was conducted to address an overarching question, which was whether incentives programmes that have been formulated for the community were found to be suitable for their aspirations and real needs. The following section has attempted to analyse the residents' perception of the effectiveness of the current incentives policy by using the Bannett's programme evaluation method. Using the five-point Likert scale, respondents were asked whether they agreed or disagreed with the

**Table IX.**  
Respondents' educational background

Education level	Bukchon (74 respondents) (%)	Hahoe (24 respondents) (%)	Yangdong (30 respondents) (%)
University	68.9	16.7	0
College	4.1	0	6.7
High school	25.7	54.1	76.7
Junior high school	0	16.7	6.7
Elementary school	1.3	12.5	6.7
Other	0	0	3.2
Total	100.0	100.0	100.0

**Source:** Author's field survey (2012)

**Table X.**  
Respondents' income level

Monthly income (Korean Won) <sup>a</sup>	Bukchon (74 respondents) (%)	Hahoe (24 respondents) (%)	Yangdong (30 respondents) (%)
Below ₩500,000	2.7	0	16.7
₩500,000 to ₩1,000,000	4.1	4.2	6.7
₩1,000,000 to ₩1,500,000	8.1	33.3	13.3
₩1,500,000 to ₩2,000,000	18.9	0	36.7
₩2,000,000 to ₩2,500,000	31.1	29.2	13.3
₩2,500,000 to ₩3,000,000	21.6	16.7	0
₩3,000,000 to ₩3,500,000	9.6	8.2	3.3
₩3,500,000 to ₩4,000,000	0	4.2	0
Above ₩4,000,000	2.7	0	0
Private and confidential	1.2	4.2	10.0
Total	100.0	100.0	100.0

**Note:** <sup>a</sup>Equivalent to US \$455 per ₩500,000 (Currency exchange based on May 2013 rate)

**Source:** Author's field survey (2012)

statements pertaining to the satisfaction towards the incentives programme inputs (how participant perceive to the resources of the programme), programme activities (how participant react to the events or activities conducted), programme participation (the extent to which participant involvement), programme reactions (how participant react to the programme's interest), programme learning (the extent to which participant acquired a knowledge), programme actions (how participants react to the decision taken) and programme impacts (the overall benefits).

In order to obtain a satisfactory perception for this evaluation, the programme's terms were explained in the Korean language to the respondents based on the guiding terminologies as attached in the questionnaire form. As shown in Table XI, most of the respondents in Bukchon, Hahoe and Yangdong were found to have favourable attitude for all the incentives programme's attributes, with a total mean score of 3.3611, 3.4095 and 3.1427, respectively. In Bukchon, among the seven factors of the incentives programme's evaluations, programme's participation had the highest mean score with a value of 3.83, followed by the programme's reactions (3.48), the programme's actions (3.47), the programme's activities (3.38), the programme's impacts (3.22), the programme's learning (3.10), and the programme's inputs (3.04).

However, in Hahoe, the respondents gave the highest assessment for the programme's learning which was an average of 3.99, followed by the programme's participation (3.61), the programme's actions (3.47), the programme's impacts (3.37), the programme's reactions (3.26), the programme's inputs (3.08) and the programme's activities (3.08).

The highest mean score for the incentives programme's evaluation in Yangdong was for the programme's inputs with an average of 3.36, followed closely by the programme's reactions (3.19), the programme's impacts (3.18), the programme's activities (3.16), the programme's actions (3.16), the programme's participation (3.04) and the programme's learning (2.91).

Further statistical tests as shown in Table XII have revealed the ANOVA test analysis for the entire incentives programmes evaluation by the residents of the three villages. The ANOVA test was carried out in order to identify differences in perception towards the programme's inputs, programme's activities, programme's participation, programme's reactions, programme's learning, programme's actions, programme's impacts and the overall perception towards the incentives programme amongst residents in the Bukchon, Hahoe and Yangdong villages. The full data are

Incentives programmes evaluation	Bukchon (mean)	Case study	
		Hahoe (mean)	Yangdong (mean)
Programme inputs	3.0360	3.0833	3.3556
Programme activities	3.3811	3.0750	3.1600
Programme participation	3.8288	3.6111	3.0444
Programme reactions	3.4820	3.2639	3.1889
Programme learning	3.1036	3.9861	2.9111
Programme actions	3.4730	3.4722	3.1556
Programme impacts	3.2230	3.3750	3.1833
Total mean	3.3611	3.4095	3.1427

**Source:** Formulated by authors (2013)

**Table XI.**  
Mean for the  
incentives  
programmes  
evaluation between  
Bukchon, Hahoe and  
Yangdong

presented in Appendix 1. The data have shown that there was a statistically significant difference in perception of the programme participation and the programme learning incentives between Bukchon, Hahoe and Yangdong residents. However, variables were found not to be statistically significantly different. *Post hoc* comparisons using the Tukey HSD test have indicated that only Bukchon and Yangdong villages were significantly different from one another at the  $p < 0.05$  level. The residents' perception towards the programme's participation in Bukchon (3.83) was found to be greater than for Yangdong (3.04). The actual difference in the perception towards the programme's participation between the two study areas was moderate, based on  $\eta^2$  (0.12). Meanwhile, based on the *post hoc* tests, the perception towards the programme's learning for Hahoe (3.99) was found to be greater than for both Bukchon (3.10) and Yangdong (2.91). The actual difference in the perception towards the programme's learning was quite large (0.17) among the three case study areas, calculated by using  $\eta^2$ .

The most striking result to emerge from these data were that residents in Yangdong felt that their participation in the incentives and conservation programme was relatively good and welcomed as compared to their counterparts from the Bukchon and Hahoe Villages. Moreover, a comparison of the programme's learning has revealed that among the three villages, there was a large difference in perceptions in the Yangdong Village, where it was found that emphasis should be deliberated to cultivate the programme's learning to the communities, especially on the importance of preserving the cultural heritage.

*Residents' perception on the tangible and intangible heritage needs*

Furthermore, all the respondents were asked to state their level of support for the educational training focused on safeguarding the tangible and intangible heritage that they needed the most in the study area (Table XIII). Based on the work done by Jamyangiin Dolgorsuren (2004), this study has adopted the ten parameters of her study for both the tangible and intangible needs for educational training focused for the study areas. For the tangible heritage, the parameters were: maintenance and preservation work; repair and restoration of structures; alteration and new work; planning and management of heritage areas; policy and legal issues; fine arts and crafts techniques; painting; documentation and assessment; cultural landscape; and entrepreneurship. However, for the intangible heritage, ten parameters were identified as follows: cultural

**Table XII.**  
Summary of  
Levene's test and  
ANOVA between  
Bukchon, Hahoe and  
Yangdong

Programme's evaluation	<i>p</i> -Value (Levene's Test)	Assumption of homogeneity of variances	<i>p</i> -Value (ANOVA)	Significant difference
Programme inputs	0.285 (Welch)	Yes	0.210	No
Programme activities	0.245 (Welch)	Yes	0.209	No
Programme participation	0.139	Yes	0.000	Yes
Programme reactions	0.166 (Welch)	Yes	0.212	No
Programme Learning	0.064	Yes	0.000	Yes
Programme actions	0.135 (Welch)	Yes	0.185	No
Programme impacts	0.792 (Welch)	Yes	0.672	No
Overall	0.288 (Welch)	Yes	0.198	No

**Source:** Formulated by authors (2013)

and intangible heritage policy; identifying and delineating intangible heritage; heritage policy and legal instruments; cultural and historical traditions; cultural and arts management; drama, music and festivals; language and works of art; manners and customs; folk performing arts; and religious faith.

From Table XIV, the means for the intangible needs for Bukchon, Hahoe and Yangdong were found to be 2.3, 2.7 and 2.5, respectively. This means that the Hahoe's residents felt that they needed more intangible heritage educational training as compared to the Yangdong and Bukchon residents. However, there was no significant difference of the tangible heritage educational training needs among the Bukchon, Hahoe and Yangdong residents. The full results of the ANOVA are shown in Appendix 2. In order to identify the significant differences of the tangible and intangible educational training needs between Bukchon, Hahoe and Yangdong, ANOVA was carried out. Table XV reveals a statistically significant difference in intangible heritage needs among the Bukchon, Hahoe and Yangdong residents at the  $p < 0.05$  level:  $F(2, 125) = 10.11$ ,  $p = 0.00$ . The effect size, calculated by using  $\eta^2$ , was 0.14. This means that the actual

Tangible heritage	Intangible heritage
i. Maintenance and preservation works	i. Cultural and intangible heritage policy
ii. Repair and restoration of structure	ii. Identifying and delineating intangible heritage
iii. Alteration and new work	iii. Heritage policy and legal instruments
iv. Planning and management of heritage areas	iv. Cultural and historical traditions
v. Policy and legal issues	v. Cultural and arts management
vi. Fine arts and crafts techniques	vi. Drama, music and festivals
vii. Painting	vii. Language and works of art
viii. Documentation and assessment	viii. Manners and customs
ix. Cultural landscape	ix. Folk performing arts
x. Entrepreneurship	x. Religious faith

**Source:** Jamyangiin Dolgorsüren (2004)

**Table XIII.**  
Parameters on the needs for educational training focused on safeguarding the tangible and intangible heritage

Residents' needs	Bukchon (mean)	Case study Hahoe (mean)	Yangdong (mean)
Tangible heritage	2.1284	2.2458	1.9667
Intangible heritage	2.2608	2.6625	2.4767

**Source:** Formulated by authors (2013)

**Table XIV.**  
Mean for the tangible and intangible heritage needs between Bukchon, Hahoe and Yangdong

Residents' needs	$p$ -Value (Levene's Test)	Assumption of homogeneity of variance	$p$ -Value (ANOVA)	Significant difference
Tangible	0.139 (Welch)	Yes	0.112	No
Intangible	0.000 (Welch)	No	0.000	Yes

**Source:** Formulated by authors (2013)

**Table XV.**  
Summary of Levene's test and ANOVA between Bukchon, Hahoe and Yangdong



difference in the mean scores between the study areas was quite large. *Post hoc* comparisons using the Tukey HSD test have indicated that the three study areas were significantly different from one another at the  $p < 0.05$  level.

### Discussion

In-depth interviews have also been carried out for the data collection for this study. This section has briefly discussed the socio-economic transformations invoked by the tourism impacts through the residents' opinion held within their settlements' boundary.

#### *Socio-economic transformations*

In the case of Bukchon, a large number of *hanok* houses have been converted to homestays, restaurants, shops, galleries, museums and bars to attract visitors. This research study has found that most respondents disapproved of any further tourism developments for this Korean traditional village, which could feasibly lead to social and cultural changes within the societies. Residents in Bukchon have perceived that too much competition for the tourism-oriented businesses could make the people tend to become more materialistic. One respondent pointed out that: "Buckhon is changing to be a more capitalist district; our heritage value should be preserved and kept. It seems to me that every time the governor is changed, the number of hanok in downtown of Seoul is decreasing" (Personal communication, 8 November 2012).

On the other hand, some of those respondents interviewed have stated that the financial support was found to be still lacking: "Give more flexibility for the building laws especially for the adaptive reuse of the traditional buildings. We need more consultation between the people and the government. The government should provide us with more financial subsidy" (Personal communication, 14 November 2012). One craftsman pointed out that: "The Seoul Metropolitan Government has brought in many craft experts to develop Bukchon but the government doesn't have enough budgets for them. It has created many problems" (Personal communication, 22 November 2012).

In the Hahoe Village, most respondents were of the opinion that conservation awareness among them has already arisen. But one respondent was found to remark: "The sense of belonging among us is weak. People are becoming more individualistic now" (Personal communication, 4 December 2012). Another resident has also added that "Humanity among us has been destroyed due to capitalism" (Personal communication, 4 December 2012). The local residents felt that relationships among the community members have decreased due to the tourism impacts, where the local were found to be more in favour of gaining monetary profit from the tourist influx. This view was supported by the Hahoe Village headman concerning the future of their performing arts: "That's really true that the conservation activities are very successful in this village. However, one thing that concerns us most is the involvement of outsider dancers in performing the dance. I'm a bit worried for the future of the "mask dance". Why doesn't the authority choose us to perform something belonging to us rather than bring in outsiders?" (Personal communication, 5 December 2012). One respondent felt that they needed skills and knowledge in order to inherit their cultural heritage value: "Government should provide us sufficient financial aid to preserve our cultural heritage and provide in-house training (crafts

making, music, folk performing art and festivals). It should be supported by the administration and should be provided accordingly based on our need” (Personal communication, 6 December 2012).

Furthermore, in the Yangdong Village, one respondent has expressed this opinion: “When I was young, this village has very calm living with the traditional Joseon cultural landscape. Unfortunately, this village has changed dramatically after the UNESCO inscription. Since then, this village has become a tourist spot; it has caused inconvenience to our daily life” (Personal communication, 19 December 2012). Another respondent has complained: “It gives us much inconvenience when tourists are making loud noise while walking around and taking pictures of our properties. Some of them even tried trying to pluck our herbs like ginseng” (Personal communication, 18 December 2012). Despite these negative views, there was a positive opinion from a resident who were involved in the tourism business: “It is such a pleasure for this village to become a World Heritage Site. I have benefited a lot from this inscription, especially when people around the world come to visit and stay. I run a restaurant and homestay, so I think this is good for my business” (Personal communication, 19 December 2012). However, some residents have perceived that there was a lack of better educational facilities. According to one respondent, “We have an elementary school outside the village entrance. However, we need a high school for our children to further their studies. Now, most of our children have to find far away places for higher education. I’m afraid the youngsters will migrate away and leave us behind” (Personal communication, 18 December 2012). One resident complained: “It was hard to get funds from the government. We had to go through a lengthy process. Usually the government neither follows what people want nor execute what they have promised us” (Personal communication, 19 December 2012).

### *Tourism facts and impacts*

This research has found that tourism is one of the most effective ways of redistributing wealth and that is by moving money into local economies. For example, effects on the economic benefits resulting from the tourism industry in the Bukchon, Hahoe and Yangdong Village were found to be great. As noted by Kim (2012), data by the Bukchon Traditional Culture Centre have recorded that about 30,000 people visited Bukchon in 2007. But the number of visitors has risen to 318,000 in 2010. However, the figure doubled to more than 600,000 visitors in 2012. The Korea Government (2008) has reported that between 800,000 and 100,000 tourists have visited Hahoe and Yangdong each year from 2005 to 2007 (Table XVI).

In order to access the tourism impacts for the three villages, the researcher asked the villagers “Does the incentives distribution create impacts on the tourism

Year	Hahoe Village	Yangdong Village <sup>a</sup>
2005	846,458	145,000
2006	777,294	152,000
2007	806,196	104,000

**Note:** <sup>a</sup>Estimated by Gyeongju City due to insufficient statistical records

**Source:** Korea Government (2008)

**Table XVI.**  
Number of visitors  
in Hahoe and  
Yangdong Village

activities here?”. From Figure 3, more than half of the respondents (66 per cent) replied that the tourism activities have created positive impacts while 18 per cent responded negatively but 16 per cent were uncertainty.

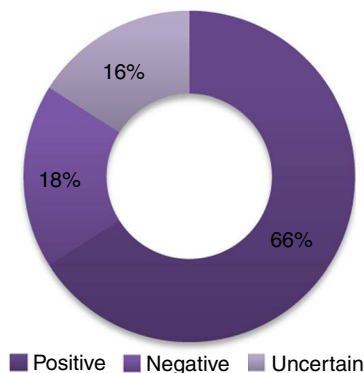
This research finding could be explained by the responses to this interview question: “What is your opinion on the tourism-oriented approach to enhance economic viability of your village? Does tourism in this regard give benefits to the local communities?” As a result, a variety of responses was elicited from amongst the three village heads. The Bukchon’s community head commented: “I agree with the tourism-oriented approach. However, the government should make sure that the facilities here are well-equipped. At the moment we really need more parking spaces and public toilets. As for now, there are not enough of them to accommodate visitors” (Personal communication, 8 November 2012).

The Hahoe’s village head expressed his opinion: “We have been benefiting a lot from the tourism activities such as increased job opportunities, improved infrastructure, as well as showcase our local products and heritage. Indeed, it was good but at the same time we have lost our privacy” (Personal communication, 5 December 2012).

Another interviewee, the Yangdong’s village head opined: “I disagree. The present tourism-oriented approach cannot be developed paralleled with the conservation activities. If tourism is evitable, then the authorities should come out with a systematic plan to help us preserve the originality of this historic village. Many tourists think that it was a bit unnatural when visiting this village and they have to accept this false or fake image” (Personal communication, 19 December 2012). The researcher also observed that as more and more visitors arrived, these villagers were confronted with challenges to their livelihood as well as the physical and natural environments of their villages.

### Conclusion

The researcher has attempted to rethink the provision of the incentives programme for conservation by examining three cases of the Korean historic villages, which are relatively significant for their own history and cultural heritage characteristics. In this study, the researcher had discovered and learnt from this first insightful study of the historic villages the importance of the effectiveness of the incentives



**Figure 3.**  
Incentives  
distribution's  
impacts on tourism  
activities in the three  
historic villages

programme in guiding the conservation efforts for the local economic development. In dealing with the efficiency of the current incentives programme, this study has taken the stance that a policy formulation for the incentives programme should visually reflect the “real” needs of the local communities. This research has also found that a large portion of the financial support and preservation aids were provided by the Korean authorities in order for the historic property owners to preserve their heritage villages without which they would one day “disappear”.

The central argument this studies has brought forth was whether the incentives programmes formulated for the community have been found to be suitable to the aspirations and the real needs of the local residents? Albeit the perceived positive response from the large majority of the respondents on the effectiveness of the incentive programmes, however, digging deeper into the issues of the socio-economic changes particularly the human values, lifestyles, village life interferences and conflicts among the inhabitants have revealed some startling findings. The researcher found that the negative impacts of tourism to the local residents have also emerged as the heart of their uneasiness. The researcher has also established the fact that the financial incentives tools have not been focused enough to conform to the effectiveness of the conservation programme. However, the local people’s participation through imparting education to all stakeholders should be promoted actively. It was also found that emphasis should be deliberated to cultivate the importance of preserving the intangible cultural heritage to the local communities. Consequently, this study has found that there was a divergent pull between the current incentives policy and the local aspirations. In most cases, the cultural heritage conservation was found to be a catalyst for fulfilling the heritage tourism advantage rather than catering to the local community’s needs. Thus, there is a definite need for the authorities and the stakeholders to reestablish the community-participatory approaches in any decision-making process.

In conclusion, the researcher has found and learnt that the dynamics of the social change between the residents and the impact of tourism development from this research study might be considered important for implementation by all policy makers concerning heritage conservation. Furthermore, the authorities should realise that the prominence given to tourism might lead to an unsustainable dependence on tourism by abandoning useful traditional values and the real needs of the people. The researcher has found that if policy makers were to take this study seriously, they might consider applying the sustainable tourism approach in order to ensure that development could bring about a positive experience for the local people and the tourists themselves. Therefore, the researcher has learnt that any efforts to preserve the cultural heritage should be aimed not merely at gaining tourism’s benefits but also to understand the real needs of the local people which seems to be the most important thing.

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**Appendix 1. SPSS output of ANOVA between incentives programme evaluation and study area**

	Levene statistic	df1	df2	Sig.
Inputs	8.192	2	125	0.000
Activities	31.333	2	125	0.000
Participation	2.008	2	125	0.139
Reactions	14.873	2	125	0.000
Learning	2.805	2	125	0.064
Actions	11.177	2	125	0.000
Impacts	9.450	2	125	0.000
Overall_Evaluation	30.397	2	125	0.000

**Table AI.**  
Test of homogeneity  
of variances

JCHMSD  
5,2

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	Sum of squares	df	Mean square	F	Sig.
<i>Inputs</i>					
Between groups	2.219	2	1.109	1.581	0.210
Within groups	87.722	125	0.702		
Total	89.941	127			
<i>Activities</i>					
Between groups	2.188	2	1.094	1.584	0.209
Within groups	86.351	125	0.691		
Total	88.539	127			
<i>Participation</i>					
Between groups	13.135	2	6.567	8.480	0.000
Within groups	96.810	125	0.774		
Total	109.944	127			
<i>Reactions</i>					
Between groups	2.181	2	1.091	1.570	0.212
Within groups	86.845	125	0.695		
Total	89.027	127			
<i>Learning</i>					
Between groups	17.949	2	8.975	12.966	0.000
Within groups	86.520	125	0.692		
Total	104.469	127			
<i>Actions</i>					
Between groups	2.312	2	1.156	1.708	0.185
Within groups	84.590	125	0.677		
Total	86.902	127			
<i>Impacts</i>					
Between groups	0.555	2	0.277	0.399	0.672
Within groups	86.938	125	0.696		
Total	87.492	127			
<i>Overall_evaluation</i>					
Between groups	1.260	2	0.630	1.643	0.198
Within groups	47.928	125	0.383		
Total	49.188	127			

**Table AII.**  
ANOVA

		Statistic <sup>a</sup>	df1	df2	Sig.
Inputs	Welch	1.293	2	42.979	0.285
Activities	Welch	1.457	2	41.105	0.245
Participation	Welch	9.435	2	45.529	0.000
Reactions	Welch	1.869	2	44.838	0.166
Learning	Welch	12.128	2	54.096	0.000
Actions	Welch	2.094	2	45.057	0.135
Impacts	Welch	0.234	2	45.557	0.792
Overall_Evaluation	Welch	1.288	2	37.959	0.288

**Table AIII.**  
Robust tests of  
equality of means

**Note:** <sup>a</sup>Asymptotically *F*-distributed

Dependent variable	(I) Case_study	(J) Case_study	Mean difference (I-J)	SE	Sig.	95% confidence interval	
						Lower bound	Upper bound
Inputs	Bukchon	Hahoe	-0.04730	0.19678	0.969	-0.5141	0.4195
		Yangdong	-0.31952	0.18132	0.187	-0.7496	0.1106
	Hahoe	Bukchon	0.04730	0.19678	0.969	-0.4195	0.5141
		Yangdong	-0.27222	0.22942	0.463	-0.8164	0.2720
	Yangdong	Bukchon	0.31952	0.18132	0.187	-0.1106	0.7496
		Hahoe	0.27222	0.22942	0.463	-0.2720	0.8164
Activities	Bukchon	Hahoe	0.30608	0.19524	0.263	-0.1570	0.7692
		Yangdong	0.22108	0.17989	0.438	-0.2056	0.6478
	Hahoe	Bukchon	-0.30608	0.19524	0.263	-0.7692	0.1570
		Yangdong	-0.08500	0.22762	0.926	-0.6249	0.4549
	Yangdong	Bukchon	-0.22108	0.17989	0.438	-0.6478	0.2056
		Hahoe	0.08500	0.22762	0.926	-0.4549	0.6249
Participation	Bukchon	Hahoe	0.21772	0.20673	0.545	-0.2726	0.7081
		Yangdong	0.78438*	0.19048	0.000	0.3326	1.2362
	Hahoe	Bukchon	-0.21772	0.20673	0.545	-0.7081	0.2726
		Yangdong	0.56667	0.24101	0.053	-0.0050	1.1383
	Yangdong	Bukchon	-0.78438*	0.19048	0.000	-1.2362	-0.3326
		Hahoe	-0.56667	0.24101	0.053	-1.1383	0.0050
Reactions	Bukchon	Hahoe	0.21809	0.19580	0.507	-0.2463	0.6825
		Yangdong	0.29309	0.18041	0.239	-0.1348	0.7210
	Hahoe	Bukchon	-0.21809	0.19580	0.507	-0.6825	0.2463
		Yangdong	0.07500	0.22827	0.942	-0.4664	0.6164
	Yangdong	Bukchon	-0.29309	0.18041	0.239	-0.7210	0.1348
		Hahoe	-0.07500	0.22827	0.942	-0.6164	0.4664
Learning	Bukchon	Hahoe	-0.88251*	0.19543	0.000	-1.3461	-0.4190
		Yangdong	0.19249	0.18007	0.535	-0.2346	0.6196
	Hahoe	Bukchon	0.88251*	0.19543	0.000	0.4190	1.3461
		Yangdong	1.07500*	0.22784	0.000	0.5346	1.6154
	Yangdong	Bukchon	-0.19249	0.18007	0.535	-0.6196	0.2346
		Hahoe	-1.07500*	0.22784	0.000	-1.6154	-0.5346
Actions	Bukchon	Hahoe	0.00075	0.19324	1.000	-0.4576	0.4591
		Yangdong	0.31742	0.17805	0.180	-0.1049	0.7397
	Hahoe	Bukchon	-0.00075	0.19324	1.000	-0.4591	0.4576
		Yangdong	0.31667	0.22529	0.341	-0.2177	0.8510
	Yangdong	Bukchon	-0.31742	0.17805	0.180	-0.7397	0.1049
		Hahoe	-0.31667	0.22529	0.341	-0.8510	0.2177
Impacts	Bukchon	Hahoe	-0.15203	0.19590	0.718	-0.6167	0.3126
		Yangdong	0.03964	0.18050	0.974	-0.3885	0.4678
	Hahoe	Bukchon	0.15203	0.19590	0.718	-0.3126	0.6167
		Yangdong	0.19167	0.22839	0.679	-0.3501	0.7334
	Yangdong	Bukchon	-0.03964	0.18050	0.974	-0.4678	0.3885
		Hahoe	-0.19167	0.22839	0.679	-0.7334	0.3501
Overall_ evaluation	Bukchon	Hahoe	-0.04846	0.14546	0.941	-0.3935	0.2966
		Yangdong	0.21837	0.13402	0.237	-0.0995	0.5363
	Hahoe	Bukchon	0.04846	0.14546	0.941	-0.2966	0.3935
		Yangdong	0.26683	0.16958	0.261	-0.1354	0.6691
	Yangdong	Bukchon	-0.21837	0.13402	0.237	-0.5363	0.0995
		Hahoe	-0.26683	0.16958	0.261	-0.6691	0.1354

**Note:** \*The mean difference is significant at the 0.05 level

**Table AIV.**  
Post hoc multiple  
comparisons  
Tukey HSD



**Appendix 2. SPSS output of ANOVA between tangible and intangible needs and study area**

**200**

**Table AV.**

Test of homogeneity of variances

	Levene statistic	df1	df2	Sig.
Tangible_needs	24.445	2	125	0.000
Intangible_needs	6.929	2	125	0.001

**Table AVI.**  
ANOVA

	Sum of squares	df	Mean square	F	Sig.
<i>Tangible_needs</i>					
Between groups	1.083	2	0.542	2.226	0.112
Within groups	30.417	125	0.243		
Total	31.500	127			
<i>Intangible_needs</i>					
Between groups	3.241	2	1.621	10.105	0.000
Within groups	20.046	125	0.160		
Total	23.287	127			

**Table AVII.**  
Robust tests of equality of means

		Statistic <sup>a</sup>	df1	df2	Sig.
Tangible_needs	Welch	2.065	2	43.487	0.139
Intangible_needs	Welch	11.011	2	60.613	0.000

**Note:** Asymptotically F-distributed

**Table AVIII.**  
Post hoc multiple comparisons

Tukey HSD						95% confidence interval	
Dependent variable	(i) Case_study	(j) Case_study	Mean difference (i-j)	SE	Sig.	Lower Bound	Upper Bound
Tangible_needs	Bukchon	Hahoe	-0.11745	0.11588	0.570	-0.3923	0.1574
		Yangdong	0.16171	0.10677	0.288	-0.0915	0.4150
	Hahoe	Bukchon	0.11745	0.11588	0.570	-0.1574	0.3923
		Yangdong	0.27917	0.13509	0.101	-0.0413	0.5996
Intangible_needs	Yangdong	Bukchon	-0.16171	0.10677	0.288	-0.4150	0.0915
		Hahoe	-0.27917	0.13509	0.101	-0.5996	0.0413
	Bukchon	Hahoe	-0.40169*	0.09407	0.000	-0.6248	-0.1786
		Yangdong	-0.21586*	0.08668	0.037	-0.4214	-0.0103
Hahoe	Bukchon	0.40169*	0.09407	0.000	0.1786	0.6248	
	Yangdong	0.18583	0.10967	0.211	-0.0743	0.4460	
	Yangdong	0.21586*	0.08668	0.037	0.0103	0.4214	
		Hahoe	-0.18583	0.10967	0.211	-0.4460	0.0743

**Note:** \*The mean difference is significant at the 0.05 level

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### About the authors

Indera Syahrul Mat Radzuan is a PhD Candidate at the Faculty of Built Environment, University of Malaya. Previously, he was a Lecturer from the Department of Real Estate Management, Universiti Tun Hussein Onn Malaysia (UTHM) situated in Johor, Malaysia. During his PhD studies, he was attached as an Exchange Researcher at the Waseda University, Japan and University of Seoul, South Korea; both for ten months in duration. He has been awarded the Japan Foundation's fellowship to conduct his research works in Japan from February to June 2013. He obtained a degree in Bachelor of Social Science (B Soc Sc) majoring in Development Planning and Management on year 1999 and pursued his Master Science (MSc) in Housing on year 2000. Both degrees were received from the University Science of Malaysia (USM), Penang. He actively involves in conducting numerous research activities on urban conservation, cultural heritage, sustainable communities, housing quality and waste management. Indera Syahrul Mat Radzuan is the corresponding author and can be contacted at: syahrul@uthm.edu.my

Song Inho, Architecture Professor of the University of Seoul and the Director of the Institute of Seoul Studies. The Institute of Seoul Studies was founded in 1993 to mark the city's 600th anniversary as the capital of the nation. The studies of the institute cover not only history and geography but also transportation, and environments. Its research results have laid the groundwork for city policies such as restoring and protecting historical sites. As a Professional Architect, Song has contributed to preserving the traditional housing bloc, dubbed Bukchon Hanok Village, from urban development. Its pioneering studies on cities and places have inspired not only local cities but also foreign cities like Beijing to create similar institutes. It is expanding perspective of its Seoul studies to the East Asian level. One of its long-term projects is research of the capital in comparison with other major cities in East Asia, including Beijing, Tokyo and Hanoi.

Associate Professor Yahaya Ahmad started his academic career at the University Teknologi MARA (UiTM) in 1989 before joining the University of Malaya in 1995, as one of the pioneering staff to establish the Department of Architecture and the Faculty of Built Environment, University of Malaya. He was appointed as a Coordinator of Architecture (1997-1999), the Head of Architecture Department (1999-2001) and as the Deputy Dean (Undergraduate and Development, 2005-2007), Deputy Dean (Higher Degrees and Research, 2009-2011). Seconded to the Department of National Heritage as Deputy Commissioner of Heritage, Malaysia (2007-2009). During the secondment to the Ministry, he led and/or member of Malaysia Delegates to many international meetings and assemblies on culture and heritage. He is now one of the 24 Council Members of The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM/UNESCO). He involved in the drafting of the National Heritage Act (2005) Malaysia, headed team of local and international experts to prepare Nomination Dossier for Melaka and George Town as World Heritage Sites, UNESCO (2004-2008) and headed expert teams in the re-construction of Bastion Middlesburg, Melaka Fort (2007-2008). He has so far restored more than 20 heritage buildings of different complexity. Recently completed was the Restoration of Sg Buloh Leprosy Hospital (2010-2011). His current conservation works include Restoration of Sultan Suleiman Mosque, Klang (2011) and Sultan Alaeddin Mosque, Jugra, Selangor (2011). He was appointed as a Conservation Technical Expert to ThinkCity of Khazanah Nasional (2009-2011) to evaluate, so far more than 50 conservation grant applications. Appointed by Ahmedabad Municipal Council, India as International Expert to advise on the preparation of Nomination Dossier for the Historic City of Ahmedabad (2011) and by the Government of the Republic of Maldives (2011) to prepare Nomination Dossier of Coral Stone Mosque of Maldives to the UNESCO World Heritage List. He is currently lecturing at the University of Malaya and supervising nine PhD students from all over the world on different aspects of conservation of built heritage.

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