

## Strategies for the Culture Industry of City

© 2000,

## Strategies for the Culture Industry of City



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· 2-22 / · 2000 12 26 / · 2000 12 31  
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1591-6 (431-712)  
· 031-380-0429( ) 031-380-0114( ) / · 031-380-0474  
· 6,000 / ISBN · 89-8182-135-6  
<http://www.krihs.re.kr>

© 2000,

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2000. 12. 20



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**2**

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- 2. .... 6
- 3. .... 9
- 4. .... 13

**3**

- 1. .... 18
- 2. .... 21

3.	.....	24
1)	.....	25
2)	.....	27
3)	.....	29
4)	.....	32

#### 4

1.	.....	34
2.	.....	35
3.	.....	37
4.	.....	38
5.	.....	40

#### 5

1.	.....	43
1)	.....	43
2)	.....	47
3)	.....	55
4)	.....	66
2.	:	..... 69
1)	.....	69
2)	.....	70

**6**

1.	.....	73
2.	.....	74
1)	.....	74
2)	.....	76
3)	.....	81
4)	.....	84

**7**

.....	89
.....	103
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# CHAPTER 1

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1.

가 , 가  
·  
가  
가 ,  
가 ' '

·  
가

21 .  
가 가  
가 .  
, , 21  
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1 · 1







# CHAPTER 2

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## 1.

(1)

... , , 가 , , , ,  
(UNESCO).

UNESCO(1982)

Amin Thrift(1997)

( Dziembowska-

Kowalska and Funck, 1999)

(2)

1940

1947

1960

가가  
가

1970

TV,

1990

가

가

1)

가

가

가

2),

, 가

3).

1) 21( ,2000), p5

2) Wynne, 1992, Cultural Industries, p1.

3) Scott, 1997, The Cultural Economy of Cities. pp. 327-328.

(3)

( 2 ) , . .  
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 , ' 5 ' ( , 2000)  
 가 ( . . ),  
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2.

(1) 가가 ,  
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가가 ,

(2)

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가가  
, , 21

(3)

, 가  
가 (merit good) (public  
good)  
가 가 4),

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4) Heilbrun and Gray, 1993, The Economics of Art and Culture.



(6)

가

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가

가

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3.

Perloff(1979)

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6) Cwi, David, 1980, Models of the Role of the Arts in Economic Development.





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8), ( , , , , )

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가

가

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8) Perloff et al., 1979, The Arts in the Economic Life of the City; , 1987,

< 2-1 >

	(1994)	(11 )	Girard (10 )	2 1		
					(10 )	SIC8
						,
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: , ( ), p.7

(2)

가

가 가 . ,

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가

가

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가

가 . ,

가

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가

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< 2-2 >

		가	
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			,
			가,
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	, ,		
	,		

(3)

가

가

Wynne(1992)

(crossover)가

9).

가

( )

가

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9) Wynne, 1992, Cultural Industries, pp.1-2.

# CHAPTER 3

---

## 1.

### (1)

가 .

< 3- 1>

	1999 (1 )	2003 (5 )	
( )	216,464	358,055	65%
( )	87,207	181,318	108%
( )	67,811	105,924	56%
( )	483	616	27.5%

: <http://www.mct.go.kr/index-ko.html>



, 1999 216,464  
 . 1.24%  
 . ,  
 4 2003 358,055  
 , 65% 87,207 181,318  
 108% 61 6  
 .  
 , 가 36  
 가 , 4.5% 가  
 . 가 27.5 ,  
 3.6% (29 ) 가  
 (21 ) , , (21 ) .  
 ,  
 (0.5% ) .  
 가 ,  
 ,

< 3-2 >

( : , 1\$ = 1,200 )

	12,092 (100%)	801	630	358	736	1,086	387	756	1,535	3,003	2,800
	149,96 (1.24%)	36.08	2.15	2.5	2.67	5.21	2.94	27.5	21.04	29.04	20.83

:

0.3% ,  
 14% .  
 5.2% 1/4 .

(2)

1992.2 , , , 1994.2 ,  
 가 52.71%가 1996 10)

< 3-3 >

( : , %)

			(%)		(%)
'94	432,500	2,851	0.66	87	3.1
'95	548,241	3,838	0.70	153	4.0
'96	629,626	4,591	0.73	196	4.3
'97	714,006	6,531	0.91	132	2.0
'98	740,804	7,074	0.95	168	2.4
'99	857,469	8,839	1.03	1,000	11.3
2000	926,576	11,607	1.25	1,787	15.4

:

10) , 2000, : ( ),  
 p.20.

(3)  
 1998 1%  
 . 2000 1%  
 1.25% ,  
 15.4% 가 .

2.

(1)  
 1/4 27.5% 가  
 43.4%가 ,  
 가 .

< 3-4> (1998)

( : , , %)

	118,040	364,492	32,499	158,055	27.5	43.4
	2,785,659	12,416,558	663,293	3,378,615	23.8	27.2

: , 1999, 『 』

(2)

가 . 1985

,  
, 58.6%, 가 51.7%,  
46.9%, 가 37.2% . , 가  
(35.5%)

(location quotients analysis) <

3-5> 1.65, 1.46, 1.32,  
1.05 .  
12 1998  
36.9%, 가 51.9%, 42.4%, 가 40.1%  
. 1985

, , , .  
. 100  
60

가  
가 .

가  
가 .



(3)

가

, 1983 , 3,739 가 92.0%  
 3,440 , 8.0% 299 .  
 1999 11), 2,217 가 52.6%  
 가 5 21.0%가 . 1980  
 가

3.

, 가

가

가

70

---

11) : (1999 )



가

< 3-6>

		- 가	-
	5	- ,	-
	80 6 5	- , , - 가	- , - 가 - 가
	95	- - , -	- , , ,

: , 1998, , 1999, 가 , pp.101- 105 , p.17,



2)

:

80

가

, 90

가

80

, ,

, 90

가

가



가  
가

( )  
가

3) :

1997 IMF  
가

21

가  
1995 가

가 IMF

( )

가

412

90

가 187

가

22.5%



< 3-8>

	5 ( 21)	- - 5 - . . -
	2000	- 가 - - - .
		- - - - -
		- , , , ,
		- . : , , - : , - : ,
	CYBER KOREA 21	- - - ,
		- DB - 新 大賞
	95	- - , , -

: , 2000, , pp. 33-49.  
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4)

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가 가 .  
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가 . ,

< 3-9>

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	- - (  ) - ,	- - - , - -	-  가 -

# CHAPTER 4

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1.

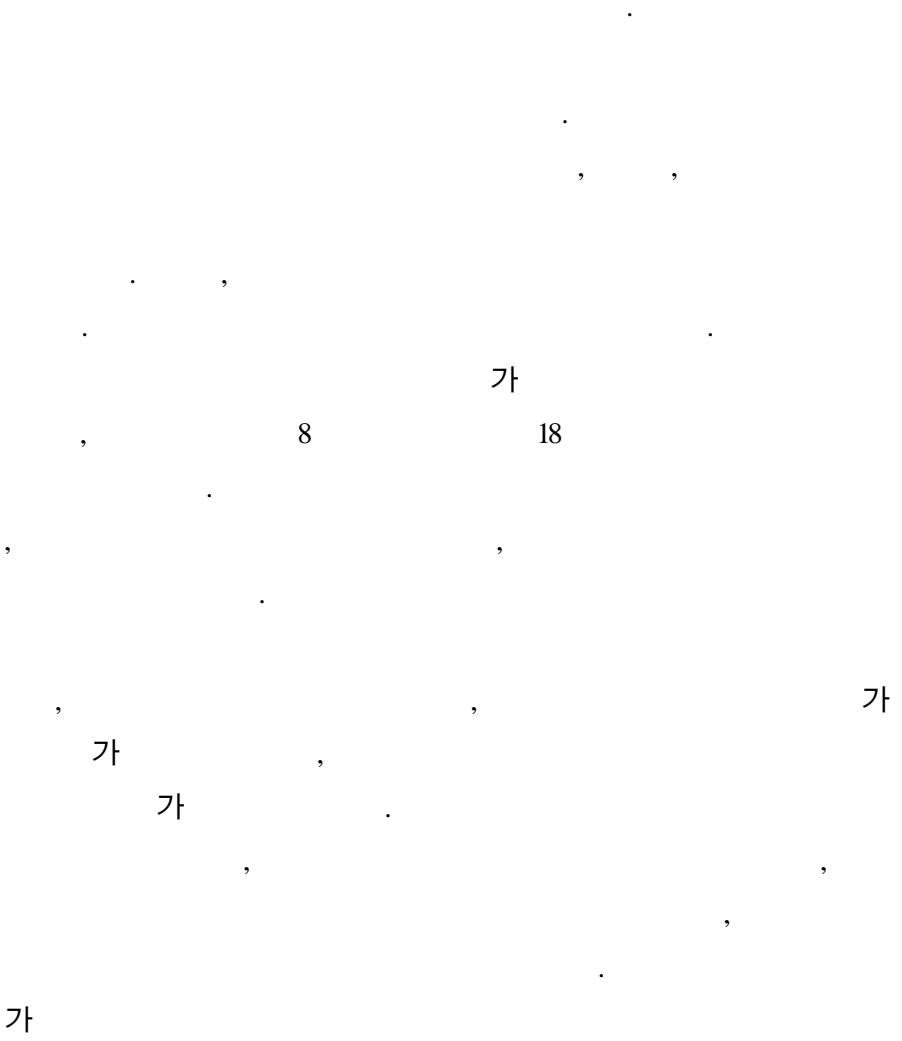
가

가

가



2.



(場所化)

(體化)





4.

(place-marketing)

가

가

가

(Kearns & Philo, 1993).

가

가

(territorial assets),

(territorial embeddedness assets)

(marketing in non-business

organizations),

(social marketing: Kotler, 1986),

(image marketing)

(Gold and Ward, 1994).

가

가

가

(identity)

(locality)

Ashworth Voogd(1994)

가

가



< 4-1 >

# CHAPTER 5

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가 .

가



가 가 .

1.

1)

가 , 가 . , 가 .

< 5-1 >

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	-
	- , 8 , 2
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: 21

, pp47-55,

(SOHO; Small Office Home Office) (NOHO; No  
Office Home Office) 2

12)

가

가

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가

13). 1990

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12) , 2000,

13) , 1999, 21

가 , .  
 1959  
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 가 가4,000  
 1,000 가  
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 가 , ,  
 가 (比較異)  
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5-2> 가 < 가  
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가

2)

(1)

가

가

가

가

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가

가

「

(NYNMA

: New York New Media Association)」

1994

2000

7,000 ,

2,500

14).

「 가

(Artist Tenant Associat

14) , 2000,

( ),

. p.58.





		<p>- 1994 Consolidated Edison, New York City Partnership, Alliance for Downtown New York, KPMG Peat Markwick, IBM, Nynex, Polytechnic University, Columbia University</p> <p>- (Lower Manhattan Revitalization Plan)</p>
		<p>- (New York City Economic Development Corporation), (Alliance for Downtown New York), 가</p> <p>- Plug'n' go : 6</p> <p>( 1 16 ) (28 )</p>
	(California Film Commission)	<p>- 가</p> <p>- one stop permit center</p> <p>- , ,</p> <p>-</p>

: , 21 ( ), pp41-45 , pp. 53-55

가



(CFG)가

가

1993

1994

(NYITC)

(Lower Manhattan Revitalization

Plan)」<sup>17)</sup>

가

가 가

(2)

가

가

18)

17) , pp.53-54.

< 5-6>

( )	- : 3 50%, 4 33.3%, 5 16.7% - : 100%, 4 66.7%, 5 33.3% - : 12 , 8 30% , 20% - : 14 , - (New York Information Technology Center, NYITC) : , , - , 24 가 , - Plug'n'go
( , ' )	- , , , , - SkillsNet 가 , 가 - 가 가 ( - - ).
( 가 )	- : , , , - :
( )	- : , 가
( )	- , , , , - , , , , ,

: , 21 ( ) , pp. 53-55 , pp33-55

18) , 21 , p45

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, 가 가  
(artist certification) 가 .  
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가 가 가 가  
가 가 가 가  
가 가 가 가

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	， 가 ， 가	( 가 )

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가

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3)

(1)

가

가

가

52%가  
가  
가  
1998 가  
, 3D, Motion Capture  
, 1999  
42 가 , 가 가  
가 , 42 가 6  
179 가가 .19)

< 5-8 >


19) , 21 , p.52

가 70

(arts led development)

가

New Castle City Center

Tyneside Theatre

, New

Castle Arts Center

가

City Center Dublin

가

,20)

가

가가

, < 5-8 >

· CATV

20) Wynne, 1992, Cultural Quarters, The Culture Industry, pp. 20-22.

, 가 .  
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< 5-9>

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21)

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가 가 ,

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< 5-11>

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21) , 2000,

, pp44-49.

가

< 5- 12 >

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< 5- 12>

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< 5- 13>

		, , (Parsons School of Design )
	,	가

< 5- 14>

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		8 , 2 , 가 , ,
		( )
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		,

가

가

4) :

가

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, 129

, 2000

412

31.3%

가 1994

가

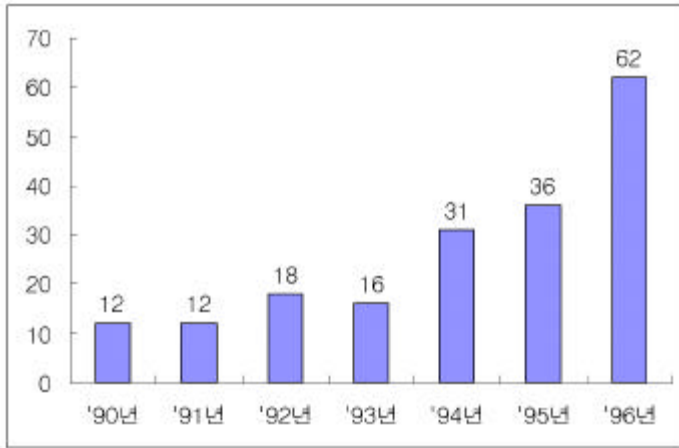
( ) 가

가

가가



< 5-1>



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49%

가

가 202

412

가

< 5-15 >

( : , %)

-	,	66	16.0
-	가		
-	, , , ,	58	14.1
-	( , 가 , )/ ( )/ ( )/ ( , )/ ( )/ ( , , )	202	49.0
-	,	86	20.9
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22) , 2000,



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(kitsch) 가  
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, 가 (馬圖逐) 가  
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가가 가

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# CHAPTER 6

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1.

(merit good)

가 .

가가

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, 가

(sectoral approach)

가

가

(regional approach)

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가 가  
가가  
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1)

(1) (place audit)  
가 ,  
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. 가 . ,

(2)



(locality)  
(Kearns and Philo, 1993).

가

가

가

(3)

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(basic industry)  
가 .

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(mecenat)

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-								가?	

3)

(1)

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R&D, , , .

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: , 21 , pp. 81  
: ( ) ( ) ( ),

‘ ‘ 가 ‘ ‘ ‘ ‘ .

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# CHAPTER 7

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, (sectoral approach)  
(regional approach), ,  
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가 가 가 ,가 ,  
. 가  
, ,가 ,  
.  
가 .  
가

異)

(比較

가

가 가

가

가

가

가

가

가

가

가

가

가

가 .

(organizer)

가

( )

가

가



1.

1)

		- 가 3,400
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		- , , ,
		- ,
		-

		<p>- 가 1998 2,970 , , ' ' 1</p> <p>- , ,</p> <p>- , , ,</p> <p>- Capture , , 3D, Motion</p> <p>- , ,</p> <p>- , , 42 , 가 가 ,</p>
		<p>- 가 2002 106</p> <p>-</p> <p>- (20 ) (35 ), (20 , ) , ,</p> <p>- , , 가 ,</p> <p>- , , ,</p> <p>- , , 가</p>





		<p>- 1999 5 - , 가 , , , , - , , , , - , , , , - , 가 ,</p>
		<p>- 가 1995 , - , , -</p>
		<p>- MBC가 , , , , , - , , , , ,</p>

3)

		- 16 ( , , , )
		- 2011 35 - , ,
		- 1996 , - 1998
		- 1998 2005 12 - , , , ( , ) - , , , ) - , , , , - ,
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## ABSTRACT

### Strategies for the Culture Industry of City

*Yoo, Jae Yoon and Young-Hyo Jin*

Culture was regarded as an activity which created the spiritual value, so it was not been included in the sphere of industry. As the cultural desire of people, however, has been increased as well as the consumption level of people, popular culture has been developed and has taken the form of an industry.

Nowadays the culture industry has been recognized as a 'new industry' of great promise and soft infrastructure which is a basic condition for the development of the knowledge-based industry. However, if the industry is dominated by the cultural commercialism, the loss of cultural value and the vulgarization of culture might be occurred.

Urban culture is an important factor which determines the quality of life and the competitive power of a city. However, the concentration of the culture industry to the Metropolitan City, especially, the Capital Circle Area of Seoul deteriorates the disparity problem among the regions.

Every city has the unlimited opportunity because urban culture reflects the regional peculiarities and comparative differences and is not evaluated by the standard criteria. In this context, the culture industry of city might play an important role to solve the regional disparity problem. To develop the urban culture industry which is very important in the senses of both industry and national land policy, regional approach or spatial approach should be emphasized as well as sectoral approach. In the regional approach, the urban identity might be developed into the urban culture and culture industry of city.

Recently the interests in the culture industry has been focused on the high technological culture industry from the viewpoint of sectoral approach, but the issues of urban and regional policies related with the urban culture have not been discussed enough. The various policies of the individual local governments lack the long-term strategy and tend to be unrealistic and fragmentary.

The purpose of the study is to provide the local government with the basic direction and the strategic guidelines for the policy-making to develop the culture industry of city in more effective and sound way.

First of all, the concepts of the culture, the culture industry, and the urban culture industry are discussed. In this study, the culture industry of city is classified into the manufacture-type culture industry and the service-type culture industry. The manufacture-type culture industry is the industry in which the goods are transferred to the consumers of various places. The service-type culture industry is the industry in which the services are consumed by the visiting consumers at the specific places. The supply process of the culture is also classified into creation, manufacture, and distribution. To



analyze the urban culture industry in more integrated and organized way, the study covers the both types of the culture industry over the whole process of the culture supply.

The study derives the significance and problems of the culture industry of city by reviewing the history and the situation of the industry. The methodology of the study consists of theoretical approach and empirical approach. The theoretical part of the study focuses on the cultural economics and the city marketing. The empirical part of the study introduces the various experiences of domestic and foreign culture industry of city. The strategies to develop the culture industry of city are abstracted from the various experiences with the theoretical framework.

Each city should identify its peculiarities which is the most representative and commercial through the place audit. In some cases it may create the identity. In general, the manufacture-type industry requires the existing manufacturing base and general locational advantages. On the contrary, the locality tends to be regarded as the more important factor for the service-type culture industry. Therefore, the small and medium sized cities would rather make use of their localities than general locational advantages.

Most of successful cases of domestic and foreign culture industries show the functional linkages and cooperation among the sectors of citizen, enterprise, local government. The local government should support citizens and enterprises in the indirect manner and avoid dominating and intervening in the industry. The local government should make the programs which designate the order of the projects and link with each other. The study suggests the example of the checklist in programming.

A city should attract the visitors, the artists, and the enterprises by

establishing the appropriate physical environment and soft infrastructure. In the cultural complex, various functions and businesses should be integrated and linked. The complex should also provide the pleasant environment and symbolism. The control of the uses and appearances is necessary to protect the culture from the commercialism and express the image and the identity of the city. As well as physical infrastructure, soft infrastructure is also important to improve the cultural and business environment of the city. The good condition for the high-class human resources and its association should be especially emphasized for the culture industry of city.

In the marketing process, the cultural festivals may be effective to advertize the image of the city and vitalize the culture industry. However, when the cultural festivals are executed as one-shot events without the linkage with the whole framework, any significant effects cannot be expected from them. Organization of the human and physical networks also provides very useful marketing environment.

The study discusses the strategy to develop the culture industry of city mainly from the viewpoint of city marketing. Above all, however, good quality of life is the most essential condition to attract the culture industry into the city.