

## 한국도시의 경관경쟁력 평가 연구

A Study on the Landscape Competitiveness Evaluation in Korean Cities

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The research is started from a critical mind that an evaluation about national land and urban landscape environment is absent which needs effective landscape management policy and promote strategy in national dimension, even though 'Master plan for landscape policy is newly created in order to carry out national land management systematically in the 「Landscape Act」 on August 2013. Accordingly, the purposes of the research are to build up comprehensive and objective 'Landscape Evaluation Index' and establish a model to evaluate landscape competitiveness for individual urban landscape based on precede investigation of researches that are related with landscape evaluation, and deciding the ranking of landscape competitiveness of major cities, such as metropolitan city and megalopolis cities, on the basis of the evaluation. This would contribute to establish landscape-related policies and propose strategies in national and local government dimension through figuring out landscape potential and problems of each city by gathering and evaluating of basic materials that is necessity to propose policy direction on national dimension from now on.

To develop landscape competitiveness evaluation model, the research examines theories related with landscape analysis and landscape evaluation, investigates related cases, and finds a notion of landscape competitiveness evaluation by collecting expert opinions. Also, The research sets up main evaluation items and index, and proposes evaluation method on the basis of the model, then the research decides the ranking and arranges the evaluation result of the seven cities of the Republic of Korea that are Seoul, Busan, Daegu, Incheon, Gwangju, Daejeon and Ulsan. In addition, it suggests a measure to apply the landscape competitiveness model at cities where should establish landscape plan henceforth. The attempt would be a motive to transfer a notion of 'good-looking' urban landscape into urban competitiveness which

includes various recognitions, physical circumstances and institutional conditions about urban landscape, and anticipates to play a role in comprehensive landscape management and creating policy directions.

The research defines the landscape competitiveness of urban as "An ability of one city that has comparative advantage on landscape field". This means holding comparative advantages in terms of a city has how many landscape resources, citizens' recognition how the city is beautiful, and how high of a will to improve urban landscape. Therefore, landscape competitiveness evaluation signifies a comprehensive evaluation of that how many resources are in a city and how much of a will to manage landscape. The examination and evaluation of landscape condition of a city means excavation of landscape potential of urban and suggestion of management method, and it needs landscape resources of each city and management degree of it, recognition evaluation that ordinary citizen perceives, and landscape basic direction and strategies that local government pursues. Consequently, landscape competitiveness factors of Korea cities are classified with existence of outstanding landscape resources, will and ability to manage of it, the image of the cities, and external conditions that influences landscape demand of the cities such as tourism demand.

The landscape competitiveness evaluation model that reflects evaluation factors sets up opportunity factors into physical landscape resources of each city and landscape preference about the cities with borrowing Diamond model of Michael Porter, and external conditions and landscape management as causes that needs government support. Each factor influences landscape competitiveness, and have mutual relationship at the same time. Also, Landscape preference and external evaluation are varied by management degree of physical landscape resources, and the more landscape preference is high and tourists are many, the more landscape management is magnified as important policy. Physical landscape resources compose landscape resources that represent the cities visually by having an effect on landscape preference and tourism demand directly. Landscape preference is landscape awareness and landscape preference about the cities that residents and non-residents perceive, and influences physical landscape resources and landscape management. Landscape management that includes system, organization and business budget signifies will of landscape management and immediate action, and influences on formation of city image directly. External conditions means residence satisfaction and urban image related with landscape, and could be indirect evaluation about applied cities.

Evaluation method investigates preliminary data of evaluation index, and gathers survey data, then conducts unit modification work that converts collected data to comparison of population and plottage ratio to standardize the index value. Next, standardize the index value through Z-Score method, and apply weighting on the standardized value. At last ranking is decided based on the score of each index synthetically, and the result that applies evaluation of each city measures urban landscape competitiveness finally.

The research evaluates landscape competitiveness and analysis the result of metropolitan city and megalopolis cities to apply the priorly developed urban landscape competitiveness evaluation model. According to the result of the seventh cities, landscape competitiveness of Busan is the highest. In the second place, Seoul, Incheon, Daejeon, Gwangju, Daegu in order. Especially, Busan and Seoul is evaluated far better than other cities in terms of awareness, it comes from that Busan and Seoul are widely known compared with other cities. Meanwhile there is wide deviation among the cities in terms awareness generally, it implies that the public's awareness to each city are so different. In case of Incheon, physical aspect is evaluated highly, but awareness aspect and external condition are low remarkably. It means that landscape resource of Incheon is abundant, but landscape resource that the public perceives in reality is not much. In case of Gwangju, external condition is highly evaluated as compared with other cities.

The research suggests several application plans of the developed urban landscape competitiveness model. The plans contain that an implication in master plan for landscape policy, an inclusion in landscape policy establishment and landscape management, and an application measure of landscape recognition enhancement through continuous landscape evaluation. The landscape competitiveness evaluation model and the evaluation result of each city that is derived from the model could be utilized to arrange landscape policy for improvement of territorial landscape, and estimate current landscape conditions that are contained in master plan for landscape policy. Most of all, each evaluation item that is suggested by the evaluation model could be utilized as basic materials to comprehend landscape situation of each city. This contributes to create landscape policy directions in national dimension by estimating current landscape condition of each city, and arrange plan for support that fits for characteristics of each city. In addition, this contributes to prepare continuous system improvement method by utilizing evaluation materials that

could draw out performance achievement of landscape policy due to implementation of periodic landscape competitiveness evaluation. Besides the urban landscape competitiveness evaluation model would be useful to estimate landscape competitiveness about each city, and arrange improvement method in a level of local government dimension. Each evaluation factors and the result pursuant the evaluation indexes draws out factors and indexes that contain comparative advantages of each factor by suggesting relative comparing value of similar cities, and are considered efficient to prepare concrete improvement plan based on understanding of relatively deficient factors and indexes. The urban landscape competitiveness evaluation model is not only developed to estimate current landscape condition of each but also devised to enable comparison with each city by converting evaluation result into total score. This is for encourage multilateral effort to promote interest for landscape management and enhance landscape by correlating similar city types that possible to compare. The evaluation result of urban landscape competitiveness and statement the ranking of each city would have effect on improving awareness of the public and related main agent. Also, it not only builds basic materials about current landscape condition of each city by performing urban landscape competitiveness evaluation regularly but also expands base data that could decide level of landscape improvement and effectiveness of landscape policy by managing trend of landscape competitiveness continuously.

Like this, the urban landscape competitiveness model that is suggested above has potential power to arouse a lot of efficacy, but it needs lasting supplementation. The purpose of the research is to suggest the most basic model to evaluate urban landscape competitiveness. However, there is a limitations to fulfill comparison evaluation on the same standard if the model is applied to cities with a population of a hundred thousand that are subject of duty to establish landscape general plan due to insufficiency of basic materials for external conditions etc. Since the research does not classify the cities with a population of a hundred thousand by types, and not suggest specific alternative to apply characterized evaluation method, elaborate supplementation is needed for evaluation method by landscape types about local cities with a population of a hundred thousand when establishment of master plan for landscape policy is earnest with implement of revised 「Landscape Act」

**Keyword : Landscape, Competitiveness, Urban Landscape Evaluation, Landscape Competitiveness, Landscape Competitiveness Evaluation**