

## 역사문화공간 보전·활용 사업의 효과 분석방법 연구

An analysis method study on the effect of the Projects to  
Conserve and Utilize of "Historic-Cultural Spaces"

방보람 Bang, Boram  
임유경 Lim, Yookyong  
이세진 Lee, Sejin

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Historic-cultural spaces are places where historical and cultural resources with regional identity can be conserved, protected, and managed, as well as modified and developed. In the fields of architecture, urban studies, and cultural assets, the foundation for the legal framework is being prepared to conserve and utilize historic-cultural spaces, and related policies are actively being promoted. At the same time, as historic-cultural spaces are recognized as entities to be protected and a major means of securing regional revitalization and competitiveness, national and local governments' policy interests and public consensus are expanding in scope.

Nevertheless, the pursuit of real estate value through demolition and development rather than conservation and utilization of historic-cultural spaces remains preferred, or, on the contrary, cultural heritage projects requiring large budget allocation are recognized as real estate speculation factors, and there are questions about the effectiveness of such projects. There are still difficulties in promoting historic-cultural space conservation and utilization projects. This is due to the lack of data on the empirical effects (impact)

of the historic and cultural space conservation/utilization project, which makes it difficult to discuss opinions and convince skeptics of the conservation/utilization policy during the project promotion process. In Korea, research on the effect analysis of similar projects has been conducted, but there is a lack of empirical analysis and diagnosis frameworks for the effects of historic and cultural space conservation and utilization projects. It is necessary to identify the effectiveness of practical historic-cultural space conservation and utilization projects that can serve as basic data for securing the driving force that should precede the effective conservation and utilization of historic-cultural space policies and for forming public consensus.

Therefore, the purpose of this study is to propose an analysis method that can identify the effects of Korea's historic-cultural space conservation and utilization projects. To this end, the current status and characteristics of Korea's historic-cultural space conservation and utilization projects were derived, and based on the results of reviewing case studies of both Korean and overseas project effect analysis and previous studies, a method (draft) for effect analysis of Korea's historic-cultural space conservation and utilization projects was established. The effect analysis method and effect of the final Korean historic-cultural space conservation and utilization project through the application of the established effect analysis method (draft) to the actual project sites (Gongju-si, Chungcheongnam-do, Gunsan-si, Jeollabuk-do) on a trial basis and the incorporation of the findings and improvements were attempted, while analysis utilization and improvement plans were suggested.

In Chapter 2, the characteristics of Korea's historic-cultural space project were derived through the consideration of the concept of Korea's historic-cultural space, the current status of Korea's historic-cultural space conservation and utilization project, and the analysis of related media reports.

Through a review of the legal framework and previous research, the concepts related to Korea's historic-cultural space, including not only the physical environment but also non-physical elements, and the related legal framework expanding from individual targets to regional targets, and the foundation for conservation and management subdivision was also confirmed.

Most of Korea's historic-cultural space conservation and utilization projects have been

pursued for the purpose of establishing identity and revitalizing their respective regions. In addition to the economic effects such as revitalization of tourism and jobs pursued by similar projects, social and cultural effects such as the promotion of local identity and cultural enjoyment of local residents through the conservation and utilization of historic-cultural spaces were pursued. As a result of media report analysis of the historic-cultural space project, there were many positive perceptions such as “beautiful” and “impressive” about the historic-cultural space, but there were also negative keywords associated with the project such as “discord” and “damage”. As such, the existence of conflict was confirmed.

In Chapter 3, effect analysis items and methods were established by reviewing the effect analysis system and research of both Korean and overseas historic-cultural space conservation and utilization projects, and implications for future institutionalization were derived.

Korean systems related to similar effect analysis look at cultural impact assessments, preliminary feasibility studies, environmental impact assessments, international development cooperation assessments, urban revitalization plan promotion performance evaluations, historic-cultural space conservation and utilization projects, culture and tourism related projects, and studies on the effect analysis of similar projects in previous host cities, such as regeneration projects. As for overseas case studies, ‘Measuring the Economic Impact of Federal Historic Properties’, the effect of preserving and utilizing the ‘Heritage Counts of Historic England’, and the application of the European Union’s ‘Cultural Heritage Counts for Europe’ were also reviewed.

In related Korean systems, the effect analysis system related to Korea’s historic-cultural space conservation and utilization projects was insufficient, and the project feasibility was reviewed only for large-scale projects, or evaluations were conducted before policies and plans were promoted. For economic effect analysis, analysis methods such as industry correlation analysis, double difference method, travel cost approach, and conditional value evaluation method were used. In some studies, surveys and statistical data were used to analyze social and cultural effects.

In overseas case studies, the analysis of the effect of conservation and utilization of historic-cultural spaces was conducted in consideration of the economic, social,

cultural, and environmental aspects. This is an attempt to understand the connection between sustainable development and the improvement in quality of life, and the conservation and utilization of the historical and cultural environment, and based on this, an attempt to form a social consensus

The Federal Institute for Historic Conservation in the United States attempted a comprehensive analysis, including not only of the direct effects of conservation and utilization of federal cultural heritage in terms of its economic aspect, but also of the indirect and inductive effects. The European Union recognized cultural heritage as a strategic resource for the “sustainable development of Europe,” and presented the impact of cultural heritage on the economy, society, culture, and environment. Through this, the field of effect analysis of the conservation and utilization of historic-cultural spaces was confirmed to include not only economic aspects, but also gradually came to incorporate social, cultural, and environmental aspects.

In Chapter 4, the basic direction and (draft) effect analysis method of the effect analysis of the historic-cultural space conservation and utilization project were established by synthesizing the methodological review results through the analysis of the characteristics of the historic-cultural space conservation and utilization projects, Korean and overseas case studies, and previous research.

The basic direction of the project effect analysis was established by considering the characteristics of the historic-cultural space conservation and utilization project, various effects and analysis methods, analysis subject and purpose, and utilization in all stages. The final effect analysis items and methods were established by deriving the cultural space project characteristics, the results of both Korean and overseas case studies, consideration of previous studies, expert consultation, and data availability review.

The established historic-cultural space conservation and utilization project (draft) effect analysis method analyzes economic effects (real estate, cultural tourism, and employment) and sociocultural effects (quality of life, social vitality, and policy awareness), but primarily in order to understand overall regional status, index analysis is performed, and secondly, quantitative analysis is used to measure economic effects and surveys to assess socio-cultural effects. Indicator analysis utilized public data and

existing survey statistics, and quantitative analysis reviewed strengths and weaknesses, data acquisition, etc. Therefore, a spatial hedonic price model was used. The survey surveys the perception of the historic–cultural space project and the region by dividing respondents into the general public who has visited the area, the local residents who live at the project site, and the local residents who live in other areas.

In Chapter 5, a method for analyzing the effect of Korea’s historic–cultural space conservation and utilization project was proposed based on the improvements derived from the pilot application of the (draft) method for analyzing the effect of the historic–cultural space conservation and utilization project stipulated in Chapter 4. The pilot project implementation was conducted in Gongju–si, Chungcheongnam–do and Gunsan–si, Jeollabuk–do. As a result of the analysis, it was found that the economic and socio–cultural effects of the historic–cultural space conservation and utilization projects had a major impact overall. There were some differences in the detailed items due to differences projects and characteristics by region, and limitations and implications of the (draft) effect analysis method were identified during the pilot implementation process.

In terms of indicator analysis, it was difficult to interpret the causal relationship of the analysis results, and there were limitations in that only regional changes could be identified due to the limited production range of available data. In the case of quantitative analysis, selection of the quantitative analysis method was limited due to issues in the production and acquisition of individual data, and quantitative effects were derived only for the real estate effect according to the officially listed land prices. In the case of surveys, there were no survey results conducted before the project and there were limits to understanding changes that took place before and after the project.

In–depth analysis, both through quantitative analysis and surveys, had to be applied in a differentiated way depending on the region and project characteristics of the project site, and through this, in–depth analysis was planned in consideration of regional characteristics, project purpose, overlap, and other factors, while the implications of the need to promote such in–depth analysis were derived.

Overall, there were many data sets and questionnaires to be reviewed for each measurement indicator of the (draft) effect analysis method, and there were case studies

where the analysis results were similar or overlapped, so it was necessary to select and simplify the main review data, analysis variables, and questionnaire items. Moreover, the necessity of analyzing the results of multilateral analysis rather than interpreting the project effect with only a single analysis factor was identified.

Based on the implications derived from the pilot project application, the method for analyzing the effectiveness of Korea's historic-cultural space conservation and utilization project is as follows. For the effect analysis, the first index analysis (local government) and the second in-depth analysis (local government + experts) are performed on economic and sociocultural effects. The primary indicator analysis is a method in which the representative in charge of the local government utilizes existing public and statistical data to examine the regional economic and socio-cultural impact of Korea's historic-cultural space conservation and utilization project. The time series analysis data can be examined by item.

It is more efficient to look at the change in indicators for each region according to the time of project implementation, focusing on the rate of change of each relevant data, and prioritize analysis of each representative analysis data item selected based on ease of data acquisition, clarity of interpretation, and regional data deviations.

In the second in-depth analysis, the spatial hedonic price model that can be analyzed by considering qualitative variables including policy variables that can be seen as characteristics of historic and cultural space conservation, while utilization projects were proposed as a method of quantitative analysis for economic effect analysis. Based on the results of the pilot project application, all characteristics such as real estate, location, heritage, and policy are included as model variables, but heritage and policy characteristics, which drove this analysis, need to be applied as variables, and sites with high impact coefficients make it necessary to configure variables by first applying the use area and road interface, and additionally apply related variables in consideration of regional and project characteristics, such as those associated with location, specific districts related to historic-cultural spaces, and overlapping business zones.

During the second in-depth analysis, the survey was conducted on the general public and local residents (residents within the project site and other residents) who have visited the area as a way to identify direct socio-cultural effects and indirect economic effects. On a joint basis, by surveying cognitive items associated with historic-cultural

spaces and historic-cultural space projects, the effect on social vitality and policy awareness was examined, and a survey of the general public was conducted based on visits, intentions and expectations of future revisits (activities, companions, period of stay, etc.) as a way to indirectly identify the effects of travel costs and the employment effect of cultural tourism, and the survey for local residents directly identified local safety and policy through change perception questions after project implementation. In this way, it was possible to grasp the effect of cultural tourism and employment indirectly.

Chapter 6 presents the utilization method of the historic-cultural space conservation and utilization project effect analysis method, the achievements of the study, and future tasks.

First, the effect analysis of the conservation and utilization of the historic-cultural space by project stage, the method of utilizing the analysis result, and the supplementary effect analysis method were examined. Prior to project implementation by project stage, the results of other project effect analysis were used as data for project organization and stakeholder persuasion, and during project promotion, project monitoring, preemptive remedying of project vulnerabilities, and project extension review data could be utilized.

In the project completion stage, the project performance can be analyzed and follow-up measures for the project site can be prepared. The analysis results are persuasive data that can be used in the process of preserving and utilizing other historic-cultural spaces, preparing measures to preemptively respond to and manage changes in the local community, proposing new local government projects and securing associated budget allocations, and systematic project planning. As a supplementary measure for the historic-cultural space project effect analysis method, preparation of preliminary data for effect analysis immediately after selecting a historic-cultural space conservation and utilization project to apply in the project promotion process, preparation of a regular project effect monitoring system, and other impacts in the analysis and planning process, as well as evaluation and related plans were prepared.

In this study, the effect analysis (draft) method for Korea's historic-cultural space conservation and utilization projects was established, and based on the results of the pilot project application, the effect analysis method and utilization plan of the historic-cultural space conservation and utilization projects were presented. The



outcomes will serve as an academic reference for conducting empirical research on the economic, social, and cultural effects and values of conservation and utilization of historic-cultural spaces, which have been continuously elaborated on, and reviewing related methodologies. In terms of policy, the study results will be able to contribute to systematic project management and continuous policy promotion through project monitoring and project effect diagnosis, as well as presenting empirical evidence for forming a consensus among local residents and securing financial resources in the process of promoting the project for the conservation and utilization of historic-cultural spaces.

This study is limited to some regions and cannot be applied to all regions of the country, and since the indicator analysis is performed based on available regional data, it is problematic to determine the net effect of the relevant project area. In the case of quantitative analysis, the analysis was limited to cases where a specific area within the region was used as the project scope, and the analysis items were also limited to aspects related to real estate, or more specifically, the officially announced land price.

In the future, discovering an analysis method to understand the effect of the historic-cultural space conservation and utilization projects conducted throughout the region will be prerequisite. In addition, it will be necessary to establish a project effect analysis system to monitor and analyze project effects on a regular basis, and to conduct policy research that presents specific measures to improve the associated legal framework.

**Keywords :**

Historic-cultural spaces, Conserve and Utilize, Analysis of Effect, Economic Effect, Social and cultural Effect