

관광안내소의 효과적 설치·운영을 위한 입지 및 공간 기준 연구

The Locational and Spatial Criteria for A Tourist Information Center

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SUMMARY

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The recent trend is individual tourism according to individual tendencies. In fact, most of the domestic and foreign tourists visiting Korea since 2017 appear as individual tourists. In particular, this trend is expected to become more common in the future as non-face-to-face and digital-based tourism contents are expanded due to the prolonged COVID-19. Amid such changes in the individual-centered tourism environment, the role of the tourist information center is becoming more important as a key facility and landmark that gives a comprehensive impression of tourist destinations or provides major information to individual walking tourists. However, about 502 tourist information centers currently operated in Korea have low utilization rates and many operational problems due to inadequate location, excessive or undersized size, and low-quality design. There are various causes for this, but considering the fact that tourist information centers are mainly operated by the central government's subsidized projects and budgets, outdated guidelines for tourist information centers are one of the main factors. Specifically, the '2015 Tourism Information Center Operational Guidelines' and 'Tourism Information Center Manual' distributed by the Ministry of Culture, Sports and Tourism are not effective, such as not reflecting the changing domestic tourism environment in terms of location, space, size, and design of the tourist information center.

This study was designed to reorganize the criteria related to location, space, and design which are currently established based on the guidelines of the tourist information center of the Ministry of Culture, Sports and Tourism. To this end, in Chapter 2, 49 samples from the existing tourist information centers were selected and location analysis was conducted in two stages. After spatial analysis focusing on the tourist information center where architectural drawing data can be obtained, the

problems and issues were summarized into the following five as a result.

First, the current location regulations do not reflect the specificity of the tourist information center. Second, among the types of tourist information centers, it is necessary to separately distinguish between the information center located in urban area and tourist attractions. Third, it is necessary to reflect the difference in tourism behavior by type of tourist destination. Fourth, it is a lack of attractiveness due to uniform design. Finally, in the composition of the internal space of the tourist information center, it is necessary to construct a space from the user's perspective.

In Chapter 3, the following findings were derived by synthesizing the results of a case analysis on location, space, and design, focusing on advanced overseas cities where the tourism industry has well-developed, along with the current status analysis in Chapter 2.

In terms of location, first, the information centers where overlapping locations are expected needs to be linked and distributed by hierarchy. Rather than setting up overlapping prohibited areas collectively, it is necessary to determine the layout in consideration of the characteristics of tourist destinations, such as whether it is a single-purpose type or a complex type that serves a specific tourist destination, or a range type that serves a certain range. It is also necessary to differentiate by number and hierarchy of tourist information centers. Second, it is necessary to determine the location considering the accessibility of each type of tourist destination. As for the urban type, landmark buildings, urban centers, areas adjacent to government offices and tourist attractions, and public transportation could be great options considering the importance of accessibility. When it is difficult to meet these conditions, around ticket offices or parking lots are suggested as the next best option. Third, when selecting a location, it is necessary to consider the surrounding cities, natural environments, historical and social contexts of cities. Finally, it should be located in a site that is not visually shielded and is easy to find even within the spatial structure on the map.

In terms of space and design, first, it is important to apply universal design that lowers physical and psychological entry barriers and increases accessibility for the disabled so that access is not difficult. Second, priorities should be considered according to the conditions when arranging the space currently defined. Third, it is necessary to induce a unique design that can harmonize with the surrounding environment or become an icon. Fourth, it is necessary to respond to new spatial demands related to

smart tourism as well as tourism information. Fifth, sustainability should be considered applying such as CPTED and eco-friendly materials. Also, unified pictograms, signatures, and information boards should be used to increase unity and awareness.

Finally, Chapter 4 proposed an improvement plan for the criteria for each location and space-related item suggested in the existing guidelines based on these results, and organized the related contents in a separate checklist so that they can be used in the actual field.

If related guidelines are improved by utilizing the results of this study in the future, existing or new tourist information centers could be located in an appropriate location which are easily available for walking tourists. In addition, it is expected that the tourist information center will be able to serve as a smart complex space with a comfortable rest area and a local icon with a unique design beyond simply providing tourist information to tourists.