SUMMARY

Keywords: Cultural Resources, Regional Development, Success Factors

While the central government reduces large-scale development projects and cuts national budget in an era of low economic growth, local governments have just begun to turn their attention to cultural resources that keep the distinctive characteristics of each region and are striving for their sustainable regional development by detecting cultural resources, drawing their values, and using strategically them at the policy level. This trend has to do with the features of cultural resources that are able to utilize in the ways of lower cost and higher efficiency. Even though there are a variety of cultural resources in all parts of the country, however, the central government and local governments are still suffering from inexperience and insufficient expertise in finding potential resources and making the best use of them for sustainable regional development. They lack policy know-hows to cultivate and support the use of cultural resources as well.

Focusing on cultural resources as a catalyst of regional development, this study aims to draw critical success factors that give influence on the policy process of using cultural resources from various domestic and foreign cases, to conduct in-depth case studies to verify how these factors work in the real field, and to suggest policy implications and remedial actions for the central and local governments. The main methods employed in this study to achieve research purposes are meta-analysis with 61 previous studies in order to draw critical

success factors, survey with 68 experts in related fields in order to analyze the relative importance of factors, and in-depth case study with six projects in order to find out and verify how factors work on the ground: Namwon Cultural City Development Project; Cheonan Cultural City Development Project; Gwangmyeong Upcycle Art Center Project; Gwangju Sochon Art Factory Project; Suwon Motgol Traditional Market Revitalization Project; and Jeonju Nambu Traditional Market Revitalization Project.

From the main findings, the study proposes four policy directions and 16 detail measures that help the central and local governments to go ahead with their projects and ways to make them most successful: the ways of capacity building to excavate and utilize cultural resources which are having potential power; the ways to lay the institutional basis for making projects good progress; the ways to boost the internal capability of locals in the process of project; and the ways to prepare the cultural governance and multidirectional networking strategies among persons concerned or stakeholders.

There are few studies that have drawn critical success factors from the analysis of multi-cases. It means that it may not be easy to generalize the findings. This study may have some limits to find out policy suggestions as well. The attempt, however, may be able to provide useful policy implications to public authorities who are seeking for the desirable ways to conduct various projects successfully.