

2020 동북아 문화관광 국제 세미나, 안동

2020 Northeast Asian Culture and Tourism International Seminar, Andong

주제: 경북 문화와 글로벌 문화의 관광전략

Theme: Gyeongbuk Culture and Global Culture Tourism Strategy

【The 12th International Academic Conference by TINA】

【The 15th IFNAT, International Forum of Northeast Asia Tourism】



◆ 장소 : 안동시 그랜드호텔

Place Andong City Grand Hotel

◆ 주최 : 동북아관광학회(Tourism Institute of Northeast Asian),

한국농어촌관광학회(The Korean Rural Tourism Association), 동아시아고대학회(The Association of East Asian Ancient Studies), 한국물학회(The Korean Water Society), 한국복지상담학회(Korea Welfare Counseling Association), 영남문학예술인협회(Yeong-Nam Literary & Artist Association), 대구광역시걷기협회(Daegu Metropolitan City Walking Association)

◆ 후원 : 경상북도, 안동시, 한국관광공사, 한국연구재단, 대구대학교, 안동대학교

Gyeongsangbuk-do, Andong-si, Korea Tourism Organization, National Research Foundation of Korea, Daegu Univ., Andong National University

2020 Northeast Asian Culture and Tourism International Seminar Schedule

Date	Nov. 06. Fri				Nov. 07. Sat				Nov.08.Sun
Time Place	Grand Hotel in Andong								
	Room 1	Room 2	Room 3	Room 4	Room 1	Room 2	Room 3	Room 4	Andong Tour
08:30~09:00	Breakfast								
09:00~10:00	Reception & receive								
10:00~12:30	North east Asia Tourism Forum	Yeongnam Literary Artist Association	TINA / International Students contest	TINA / rural tourism division	TINA / Northeast Asian Tourism Association	Association of East Asian Ancient studies	Korean Association of Rural Tourism	Korean Water Society	Healing Walking Course 1
12:30~14:00	Lunch				Lunch				Lunch
14:00~15:00	Presentation			(on-line) K-POP 대회 예선					Healing Walking Course 2
15:00~16:00									performance by master Kim Jong-heung
16:00~17:00									disperse / Free time
17:00~18:00	A Dinner Party - opening address: Chairman Lee Eung-jin (TINA) - Congratulatory Speech : Lee Cheol-woo (Governor of North Gyeongsang Province) - Ken Nakagawa (Nara Mayor) Lecture: Takashi Kojima (IFNAT Chairman) - Lee Ji-hyun : Modern Creative Dance - China: Pervert Sword - Japan: Traditional Dance - Mongolia: Traditional Dance - Lee Ji-hyun and ZUMBA Dance								
18:00~19:00	Dinner								
19:00~21:00	(on-line, off-line) K-pop Dance & a trot contest (awards ceremonies and performances)				Northeast Asian Culture and Tourism Development Plan Debate				
21:00	Sleeping & Free time								

□ Conference Room 1: IFNAT

【Andong Grand Hotel Conference Room 1】

Nov. 06. Fri

Time	Speaker	Announcement Topic	Host
10:00 10:20	opening address: Jeong, Soon-Cheon (IFNAT Chairman of Korea) congratulation speech : Da Zhigang (Harbin Academy of Social Sciences) Keynote Speech: Kojima Takashi (President of IFNAT)		Interpreter / Host Kang, Seon-Cher 【Daegu Univ.】
10:20 10:40	Okayama Jenichiro 【Japanese Society of Chosun Studies executive】	Cultural Exchange with Silla and Japan	
10:40 11:00	Kwak,Gu-Young 【Director of Laos Cultural Center】	(The Importance of Historical Linkage in Tourism Economy of Asia)	
11:00 11:20	Jung, Ki-youn 【Hanatour Service Inc. / Management Planning Div. / Director】	Post-Corona Tourism Industry and Andong Tourism Promotion Plan	
11:20 11:30	COFFEE BREAK		Host
11:30 11:50	Oh Yong-Su 【President, Institute of Korea-Japan Culture & Tourism】	Regional Tourism Policy & Local Tourism Success Stories	Seo,Go-Eun 【Kyeonghui Univ.】
11:50 12:10	Suzuki Masaru 【Osaka University of Tourism】	Int'l Tourism and the COVID-19 Pandemic - The Impact and Revitalizing -	
12:10 12:30	Suzuki Tetsu 【Meikai Univ.】	How to expedite the recovery of International Tourism and the ways of promotion under Covid-19 pandemic situation	
12:30 14:00	Luncheon		
14:00 14:20	Mitsuhashi Ikuo 【Northeast Asia Transportation Corridor Promotion Network】	Tokyo Olympic is possible? Necessity of cooperation from Korea and China	

Time	Speaker	Announcement Topic	Host
14:20 ~ 14:40	Takeuchi Yuji 【Shimonoseki City Univ. Japan】	A Study on the Need for Regional Tourism and the Role of Residents in After Corona - The Case Study of the Guryongpo Area in the City of Pohang, South Korea -	Interpreter / Host Park, Jae-Dong 【Researcher of Rural Development in Gyeongbuk】
14:40 ~ 15:00	Da Zhigang 【Harbin Academy of Social Sciences】	New Thoughts on Restarting Tourism Cooperation in Northeast Asia under the Epidemic and Post-epidemic Trend	
15:00 ~ 15:20	Wei Minfang 【Heilongjiang Province Tourism Industry Development Promotion Association President】	Thoughts on the Development of Cultural Tourism in the Post- epidemic Era: from the Perspective of Innovative Cultural Tourism Development of Harbin Volga Manor	
15:20 ~ 15:30	COFFEE BREAK		Host Lee, Seong-Hye on 【Encon lab】
15:30 ~ 15:50	Zhang Guihai 【Heilongjiang Province, Director of Ice and Snow Industry Research】	Analysis and Forecast of Northeast Asia Ice and Snow Tourism under the Epidemic	Poster Session
15:50 ~ 16:10	V.Selyukov 【Vice-Minister of Culture,,Khabarovsky Territory】	Cross border Amur River cruises	
16:10 ~ 16:30	Batsukh Altai 【President ,New Clover Travel Co.,Ltd】	“Eco-Tour opportunities in Mongolia”	

□ Conference Room 3-1: TINA(International Students)

【Andong Grand Hotel Conference Room 3-1】

Nov. 06. Fri

(No entry to the Conference Room Required)

Time	Speaker	Announcement Topic	Host
10:00 ~ 10:20	Kim Kwang-Guen 【Chairman of TINA】	Beautiful Andong Tour, capial of Korea Spirituai culture)	Interpreter/ Host You, Hyeong-Suk 【Dongui Univ.】 Host Lee Shin-Jung 【Uiduk Univ.】
10:20 ~ 10:40	JO Sung-Gyun • NAM, Yu- Hye 【Seoul Theological Univ.】	Avatar Tour	
10:40 ~ 11:00	Han Ka-Yoen • Joe Hyun-Jin 【Kimpoo Univ.】	The Memories of Andong Culture and the Beginning for the leap of global culture	
11:00 ~ 11:20	Park Gi Wan • Jeon Won-Seok • Kim You-Jin • Seo Lin 【Kangwon National Univ.】	Andong Tourism's Response to Corona Situation	
11:20 ~ 11:30	COFFEE BREAK		
11:30 ~ 11:50	Nanaho Kikuchi • Mizuki Maruyama • Hlina Toyama • Park Giseong 【Meio Univ.】	Regional revitalization and sustainability through content tourism -A case of LUCKY STAR in WASHIYAMA TOWN,SAITAMA PREFECTURE	
11:50 ~ 12:10	Miyu Kora 【Meio Univ.】	The Role of Regional Revitalization Cooperation Group to Realize Sustainable Tourism - As an example, Nansatsu, Kagoshima Prefecture	
12:10 ~ 12:30	Kim Min-Ji • Kim Jin-Hee • Choi In-Ji 【Kyunghee Univ】	Andong, the hub city of cultural resources, protects with K-quarantine.	
12:30 ~ 14:00	Luncheon		
14:00 ~ 14:20	Park Ju-Ran • Kim Si-Hyeon • Yoon Ye-Ji • Park Jang-Hyun 【Kangwon National Univ.】	How about GOCANCE, not HOCANCE? A vacation at traditional Korean-style house	Interpreter/ Host
14:20 ~ 14:40	Cho Geon-Hee 【Kyunghee Univ.】	A Study on the Promotion of Andong Tourism in Post-Corona Era	Park, Ki-Dong 【Gyeongbuk .】
14:40 ~ 15:00	Yoon Seo-won • Lee, Ka-Eun • Jo Hyun-Ho • Han Na-Hee 【Kyunghee Univ.】	Andong Culture for the Response of Corona Virus and Global Tourism Culture Strategy	Host Kim, Mi-Jeong 【Daegu Univ.】
15:00 ~ 15:20	Sakihara Riku 【Meio Univ.】	The ongoing negative legacy and tourism ~Analysis of the practice’s guides to overseas students in henoko base	

Time	Speaker	Announcement Topic	Host
15:20 ~ 15:30	COFFEE BREAK		Interpreter/ Host Park, Ki-Dong 【Gyeongbuk .】 Host Kim, Mi-Jeong 【Daegu Univ.】
15:30 ~ 15:50	Park Mi-Hee • Park, A-Rim • Lim Ju-Sun • Jung Su-Hyeon 【Sangji Univ.】	Andong tour strategy to chance the crisis caused by Covid-19 into opportunity	
15:50 ~ 16:10	Sibata Sisei • Yoshikawa Shouki • Takata Yu • Arikawa Teruhiko 【Japan, Osaka University of Commerce】	Consideration of newspaper articles about "Go to Travel Campaign"	
16:10 ~ 16:30	Ariyoshi Fuka • Sakai Koki • Takaki Rintaro • Marubayashi Hyogo 【Japan, Osaka University of Commerce】	About the hotel management crisis in COVID-19 related chaos -Case study in Osaka city-	
16:30 ~ 16:50	Nakamura Nagisa • Ogawa Yuna • Kanetani Nao • Imanishi Yuto 【Japan, Osaka University of Commerce】	Comparison of usage frequency in USJ's annual passport	

□ Conference Room 3-2: TINA(International Students)

【Andong Grand Hotel Conference Room 3-2】(No entry to the Conference Room Required) Nov. 06. Fri

Time	Speaker	Announcement Topic	Host
10:00 ~ 10:20	Sin Su-Yeon • Lee Ji-Hyea • Jo You-Jeong • Park Su-Yeon • An Jong-Hyeak 【Cheongju Univ.】	Analysis of the Success Factors of Paradise City Resort	Interpreter/ Host Lee, Seong-Hyeon 【Encon lab】
10:20 ~ 10:40	Park Kun-Woo • Kim Gyu-Cheol • Jung Yoon -Hwan【Daegu Univ.】	A Study on the Excavation of Tourism Resources in Post Corona Andong City	
10:40 ~ 11:00	Park, Byung-jin • Park Dae-yong • Im young -bin 【Gyeongnam Namhae Univ.】	A plan to increase foreigners' attraction using the Namhae German Village Festival	
11:00 ~ 11:20	Kim Ji-su • Yoon Hyae-won • Do You-Jeong 【Kimpoo Univ.】	Starry Andong	
11:20 ~ 11:30	COFFEE BREAK		
11:30 ~ 11:50	Lee Su-Seong • Ko Tae-Hoon • Kang Min-chang •Kim Geon • Son Min-Jeong 【Daegu Univ.】	A Study on the Increase of Visitors in the Healing Tourism View of Dosan Seowon Area in Andong	Host
11:50 ~ 12:10	Lee Chae-Eun • Kim Min-Jeong • Lee Do- Hyeon • Jung Yeon-Hee • Ju Jeong-Uk 【Donggeui Univ.】	Restart Andong: with existing resources, travels through the era of With Corona.	Jang, Byeong-Ju 【Sangji Univ.】
12:10 ~ 12:30	Lee Hey-Lim • Lee Sang-Won • Ko Yu-Jeong • Choi Min-Woo 【Donggeui Univ.】	Talloween	
12:30 ~ 14:00	Luncheon		
14:00 ~ 14:20	Moon Hak-Su • Kim Jae- Seong • Lee Hui-Seop • Ka Hey-Yeon 【Kangwon National Univ.】	Where history and healing coexist,Andong	Interpreter/ Host Sin, Jong-Sam 【Daegyeong Univ.】
14:20 ~ 14:40	Ryu Kyoung-Min • Jang Do-Young • Kim Ye-Kyong • Jeon Min-Ji 【Sangji Univ.】	A reinterpretation of Andong Dam Rural Experience Village Theme Park Cafe-type tour package 'Losting mill	• Park, Sang-Hoon 【Gyeongnam Univ.】
14:40 ~ 15:00	Uehara Konomi • Oshiro Mai • Sasaki Sena • Tarou Miyahara • Yamashiro Mahiro 【Meio Univ.】	Status and future possibilities of traveling to Korea : Focused on young Japanese people	Host Moon, Jae-Nam 【Kyeongbuk bio industry researcher】
15:00 ~ 15:20	Kim Mi-ran • Jung You -jin • Park So-youn 【Gyeongnam Namhae Univ.】	Development of tourism products using special liquors and products	

15:20 ~ 15:30	COFFEE BREAK		Interpreter/ Host Sin, Jong-Sam 【Daegyeong Univ.】 • Park, Sang-Hoon 【Gyeongnam Univ.】 Host Moon, Jae-Nam 【Kyeongbuk bio industry researcher】
15:30 ~ 15:50	Bae Gukh-Wan • Jeon Moon-Hwan 【Uiduk Univ.】	Branding of Andong with. Korea-Andong Food	
15:50 ~ 16:10	Izumi Jou • Takemoto Kanako • Shiota Yuki • Urabe Yurina 【Japan, Osaka University of Commerce】	Consideration of "Go to Eat Campaign" in OSAKA	
16:10 ~ 16:30	Hirano Karin • Yamamoto Hikaru • Iwasa Yuki • Okamoto Ryota 【Japan, Osaka University of Commerce】	Impact on tourist destinations due to the start of "Go to Travel Campaign"	
16:30 ~ 16:50	Mizuho Takada • Yuka Nakano 【Japan, Osaka Shoin Women's University】	"Improving Tourism in Japan during the Coronavirus Pandemic: from the younger generation's perspective"	

□ Conference Room 3: TINA(Andong Tourim Spport Group)

【Andong Grand Hotel Conference Room 3】

Nov. 06. Fri

Time	Speaker	Announcement Topic	Host
14:00~14:15	Moon Hak-Su • Kim Jae-Sung • Lee Hui-Seop 【Kangwon National Univ.】	Field Tour Announcement	Interpreter/ Host
14:15~14:30	Kim Sung-Joon • Son Sang-Hyun • Shim Tae-Woong • Kim Jung-Hwan 【Jeonju Univ.】	Field Tour Announcement	
14:30~14:45	Brian 【Daegu Univ.】 Peter 【Kyungpook Univ.】	Field Tour Announcement	
14:45~15:00	Lee Chae-Eun • Kim Min-Jeong • Lee Do-Hyeon • Jung Yeon-Hee 【Donggeui Univ.】	Field Tour Announcement	
15:00~15:15	COFEE BREAK		Host
15:15~11:30	Kim Ji-soo • Yoon Hye-Won • Choi Se-Hee • Do Yoo-Jung 【Gimpo Univ.】	Field Tour Announcement	Shin, Hyun-ho 【Daegu Univ.】
15:30~15:45	Kim Min-Ji • Kim Jin-Hee • Choi In-Ji • Cho Gun-Hee 【Kyunghee Univ.】	Field Tour Announcement	
15:45~16:00	Yoon Seo-Won• Lee Ga-Eun • Cho Hyeon-Ho • Han Na-Hee 【Kyunghee Univ.】	Field Tour Announcement	
16:00~16:30	심사 및 시상식		

□ Conference Room 1: TINA

【Andong Grand Hotel Conference Room 1】

Nov. 07. Sat

Time	Speaker	Announcement Topic	Host
10:00 10:20	Keynote Speech 1: Kurt A. Stahura (Niagara Univ. USA)	Bi-national tourism trends amid COVID-19 pandemic	Interpreter / Host Lee, Kwang-Woo 【Daegu Univ.】
10:20 10:40	Keynote Speech 2: Choi Youngsoo (Niagara Univ. USA)		
10:40 11:00	Keynote Speech 3: Kim Namjo (Hanyang Univ.)	The Direction of Sustainable Cultural Tourism Development in Andong	
11:00 11:20	Jang Byeong-Ju(Sangji Univ.) Huh Jong-Kook(Sangji Univ.)	A study on the global tourism strategy of Andong in the post-corona era	Yeo, Soo-Kyung 【Hanbit Cultural Heritage Researcher】
11:20 11:30	COFFEE BREAK		
11:30 11:50	Park Koo-Woon (Cheongju Univ.)	Development Strategies for the Tourism Hub City of Andong, a cultural city	
11:50 12:10	Huh Joong-Uook (Kangwon National Univ.)	The Direction of Culture and Tourism Using the Daema	
12:10 12:30	Kondo Yuji (Osaka University of Commerce. Japan)	Marketing of agricultural products and tourist souvenirs	
12:30 14:00	Luncheon		
14:00 15:30	『Korean and Japanese panelist』 Korea: Yoo Hyoung-dong (Chonnam National Univ), Park Koo-Woon (Cheongju Univ.), Heo Jong-Wook (Kangwon National Univ.) Japan : Hirooka Yuichi (Kyoto University of Foreign Studies), Kondo Yuji (Osaka University of Commerce. Japan) Takuchi Yuji (Shimonoseki City Univ. Japan)		
15:30 15:50	COFFEE BREAK		Kim, Eun-Ae 【Daegu Univ.】
15:50 16:10	Liang Chunxiang (DongYang Univ. Japan)	On Rural Tourism in Japan in International Tourism Communications	

Time	Speaker	Announcement Topic	Host
16:10 16:30	Jo Lock-Hwan (Rural Development Administration)	Stress Analysis of Visitors to Rural Healing Villages for Healing Tourism Development	Interpreter / Host Kim, Kwan-yong 【Donggwang Univ.】 Host
16:30 16:50	Kim Sung Ae(Daegu Univ.)	A Discourse on the Operation Plan of Agricultural Healing Tourism in Local Rural Community and Its (Special) Education Implications	
16:50 17:10	Namba Toshimitsu (Shimonoseki City Univ. Japan)	ourism and community design by local residents point of view — case study of Tamatsukuri Onsen—	Park, Sang-Hoon 【Kyungnam Provincial Univ.】
17:10 17:30	Jin Ping (Bucheon Univ.)	A Study on the Image of Experience Tourism in Korea of Chinese Tourists	Poster Session
17:30 17:50	Lee Seung-woo(Daegu Haany Univ.) Lee Eung-jin(Daegu Univ.)	China Modernization Discussion and Rural Tourism	
17:50 18:10	Kang Min-Hee (Daegu Haany Univ.)	The Development of Tourism Storytelling for Regional Cultural Review	
18:10 ~ 18:30	Moon Sang-Jeong (Kimcheon Univ.) Chu Yun-Kyung (Daegu Haany Univ.)	호텔종사원의 고객 불량 행동과 직무 열의의 관계에서 소명의식의 조절효과	

□ 2020 Korea-Japan Panel Discourse, International Association of Northeast Asian Tourism Societies

【Andong Grand Hotel Conference Room 3】

Nov. 06. Fri

Time	content	좌장
	『panel Discussion Theme』 ● Gyeongbuk Culture and Global Culture Tourism Strategy (慶北文化とグローバル文化の観光戦略) ● Korea-Japan Cultural Tourism Diagnosis (日韓両国文化観光診断) 『Korean and Japanese panelists 』 1. Ryu Ho-Chul 【Professor of Korea Anyang Univ. (韓国 安養大学校 教授)】 2. Heo Jong- Wook 【Professor of Korea Kangwon Univ (韓国 安養大学校 教授)】 3. Park Gu-won 【Professor of Korea Cheongju Univ (韓国 清州大学校 教授)】 4. Hirooka Yuuichi 【professor at Kyoto University of Foreign Studie (日本 京都外国語大学校 教授) 』 5. Kondo Yuji 【Special Professor of Osaka University of Commerce in Japan (日本 大阪商業大学 特任教授) 』 6. Takeuchi Yuji 【Professor of Shimonoseki City University in Japan (日本 下関市立大学 教授) 』	Interpreter / Host Lim Soon-rok 【Busn Univ.】 Host Kim Eun-Ae 【Daegu Univ.】
14:00 ~ 15:30		