



# TONGYEONG

2023 IFEA WORLD FESTIVAL & EVENT CITY

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Tongyeong, with its 300-year history and tradition, boasts the spiritual heritage of Hansan's Great Victory and the cultural patrimony of Tongjeyoung. In addition, Tongyeong is recognized as being a famous cultural city where artists find endless inspiration. Many great artists in history were born and raised in Tongyeong, such as world-renowned composers Yun Isang, Pak Kyongni, Jeon Hyuck-rim, and Kim Chun-su. Additionally, it is a favored holiday resort featuring multiple tourist attractions such as its over 570 beautiful islands, beautiful seascape, and a variety of fresh seafood, all around the clear waters of Hallyeosudo.



# Aims that Tongyeong wants to be is 'Four Seasons Festival City'

City with festivals throughout all four seasons, Best city to travel throughout all four seasons.

Tongyeong had operated 'Travel Tongyeong Year 2022' to revitalize the tourism industry which is suffering from prolonged Covid-19.

And start from Tongyeong International Triennale as an opportunity, Tongyeong continued to hold four seasons festivals such as Tongyeong International Music Festival, Tongyeong Hansan Battle Festival, Tongyeong Heritage Night etc.

## Spring Festivals

Tongyeong International Music Festival(April)

Tongyeong's Bongsugol Flower Outing(April)

Pak, Kyongni Literary Festival (May)

Tongyeong Heritage Night(May)



## Summer Festivals

Hansando Sea Experience Festival(June)

Gwangdo Bitgil Hydrangea Festival (June)

Tongyeong Theatre Art Festival(June)

Tongyeong Drawing Festival(July)

Tongyeong Hansan Battle Festival(August)



## Autumn Festivals

Tongyeong Art Festival(October)

World Triathlon Cup Tongyeong(October)

Saryangdo Oknewbong Festival(October)

Okji Island Cultural Festival(October)



## Winter Festivals

The International ISANGYUN Competition(November)

Admiral Yisunsin Cup International Yacht Race(November)

Hallyeo National Marine Park Oyster Festival(November)

Tongyeong kite flying and folk games Contest (February)



Tongyeong was selected as 'Festival Innovation City in Korea 2021' by IFEA KOREA.



Tongyeong was designated as 'Asia's Major 3 Ocean Tourism Festival City 2022' by IFEA ASIA.



# Asia Pacific 3 Major Festival Cities in perspective of Night Time Economy and Tourism 2023

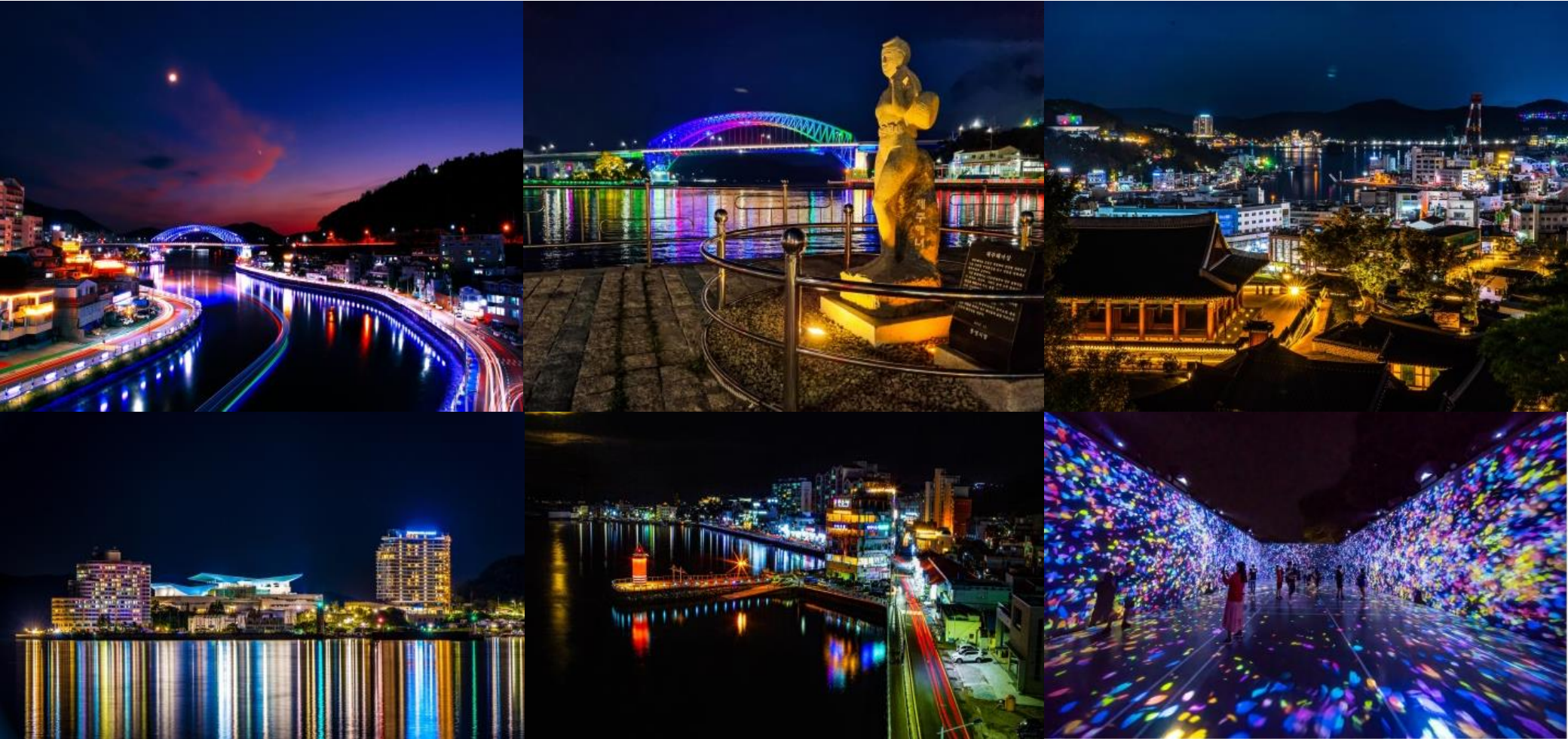
Tongyeong was designated as 'Asia Pacific 3 Major Festival Cities in perspective of Night Time Economy and Tourism 2023' by IFEA ASIA.



# The 1st 'Night Tourism City' in Korea

Tongyeong was selected as the 1st Night Tourism City' in Korea together with Incheon by Ministry of Culture, Sports and Tourism and the Korea Tourism Organization.

Tongyeong proposes "Tonight, Tongyeong" which is the new brand and catchphrase for Tongyeong, the Night Tourism City and also plans for the projects such as night tourism contents, night scenery improvement, and night tourism conditions expansion.





Section 1.

# Community Overview

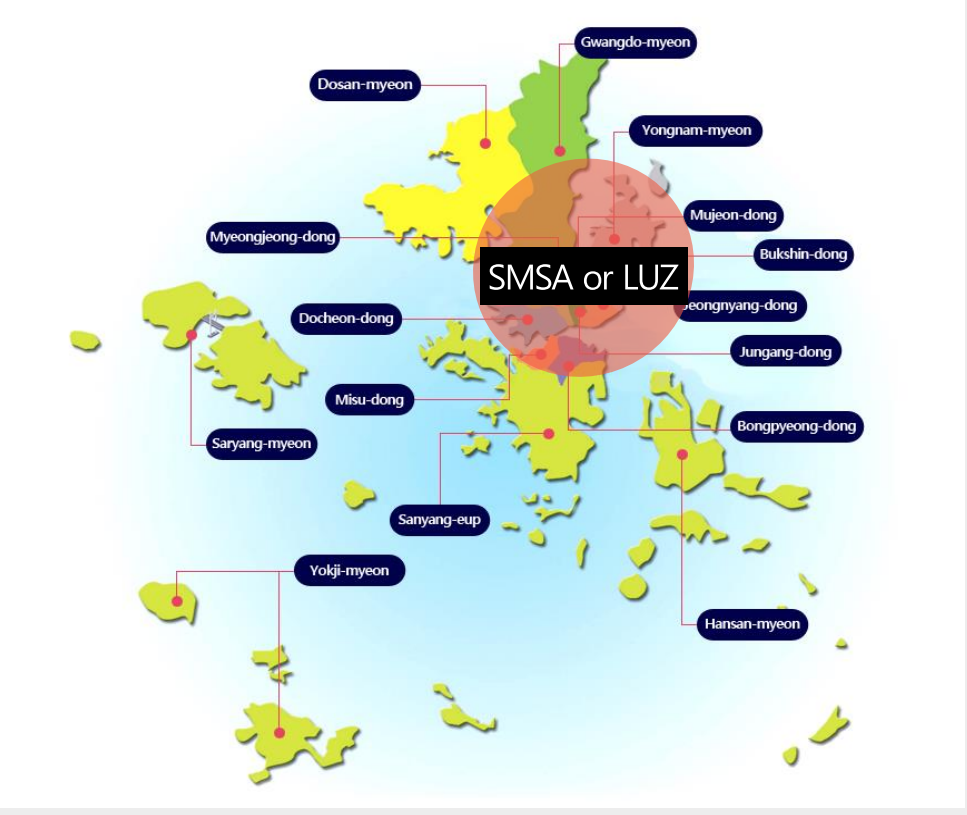
Current City Population-Current SMSA or LUZ Population / Population within a 50 Mile Radius of Applicant City

Current City Population-Current SMSA or LUZ Population

City Population 121,491 (Male 61,032 / Female 60,459)

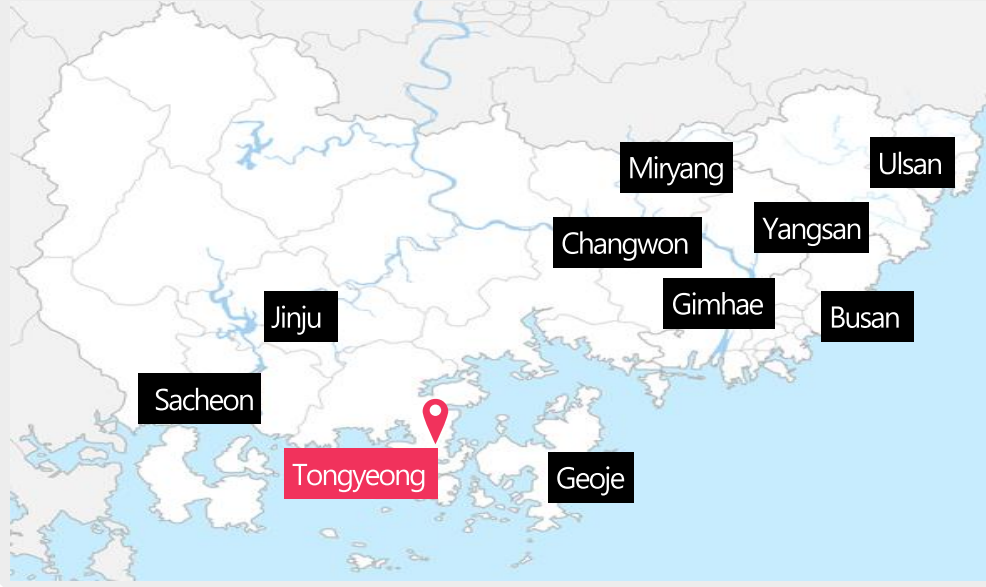
Current SMSA or LUZ Population 66,592

Myeongjeong, Docheon, Misu, Mujeon, Bukshin, Jeongnyang, Jungang, Bongyeong



Population within a 50 Mile Radius of Applicant City

Busan	3,362,430	Geochang	61,131
Ulsan	1,120,000	Changnyeong	60,855
Changwon	1,035,475	Goseong	51,642
Gimhae	553,040	Hapcheon	42,989
Yangsan	359,912	Hadong	42,965
Jinju	348,690	Namhae	42,462
Geoje	242,523	Hamyang	38,104
Sacheon	112,496	Sancheong	34,647
Miryang	105,959	Uiryeong	26,801
Hamyang	64,614		



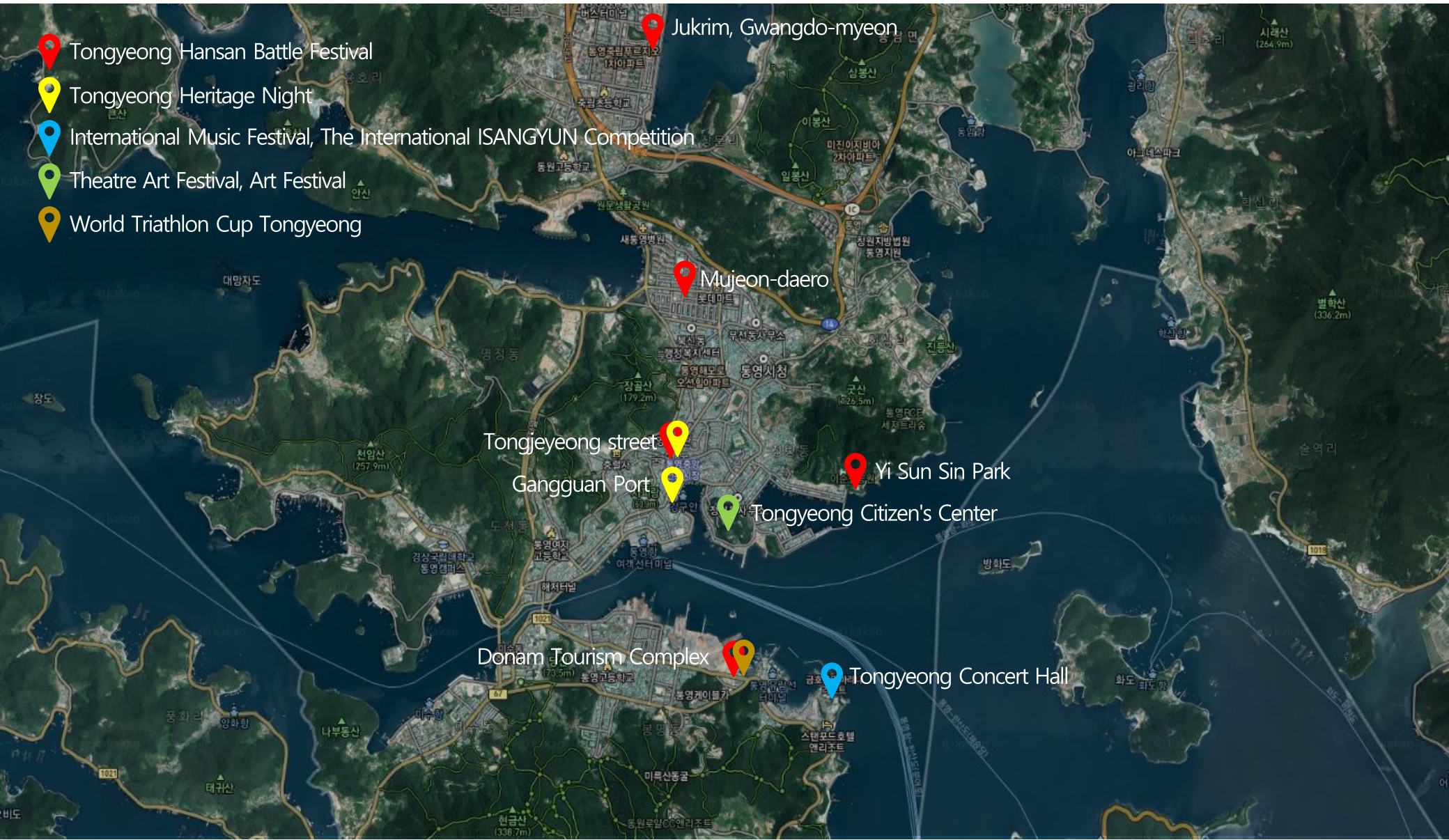
# Primary Festival and Event Venues Available

Tongyeong holds 7 festivals representing the region annually including Hansan Battle Festival, International Music Festival, and Heritage Night etc. in all over the city.

Festival	Tongyeong Hansan Battle Festival	Heritage Night	International Music Festival	The International ISANGYUN Competition	Theatre Art Festival	Art Festival	World Triathlon Cup Tongyeong
Venue	Tongjeyeong street, Yi Sun Sin Park, Mujeon-daero, Donam Tourism Complex, Jukrim, Gwangdo-myeon	Tongjeyeong street, Gangguan Port	Tongyeong Concert Hall		Tongyeong Citizen's Center		Donam Tourism Complex



# Primary Festival and Event Venues Available



Tongyeong Hansan Battle Festival

Tongyeong Heritage Night

International Music Festival, The International ISANGYUN Competition

Theatre Art Festival, Art Festival

World Triathlon Cup Tongyeong

Jukrim, Gwangdo-myeon

Mujeon-daero

Tongjeyeong street

Gangguan Port

Yi Sun Sin Park

Tongyeong Citizen's Center

Donam Tourism Complex

Tongyeong Concert Hall

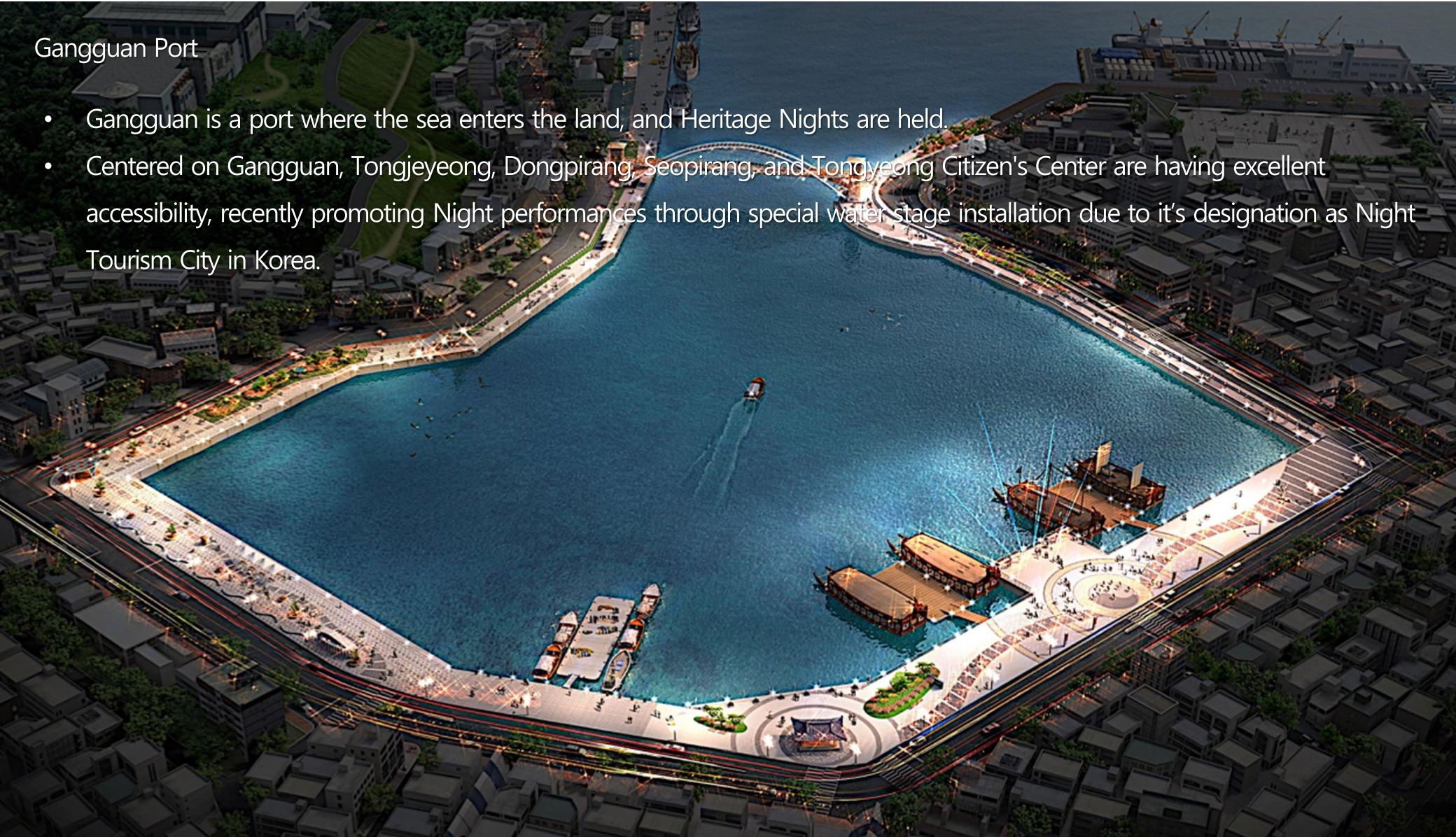
### Tongjeyeong

- Site of a Historical building related to Samdo Sugun Tongjeyeong during the Late Chosen dynasty in Tongyeong, Gyeongsangnam-do.
- Tongyeong Heritage Night, Tongyeong Hansan Battle Festival are holding in Tongjeyeong and Tongjeyeong is emerging as a representative night tourism attraction in Tongyeong after night landscape lighting project has been completed.



Gangguan Port

- Gangguan is a port where the sea enters the land, and Heritage Nights are held.
- Centered on Gangguan, Tongjyeong, Dongpirang, Seopirang, and Tongyeong Citizen's Center are having excellent accessibility, recently promoting Night performances through special water stage installation due to it's designation as Night Tourism City in Korea.



## Tongyeong Concert Hall

- Opened: November 8, 2013
- Seat Scale : 1309 seats in the concert hall, 254 seats in the black box Hall



### Tongyeong Citizen's Center

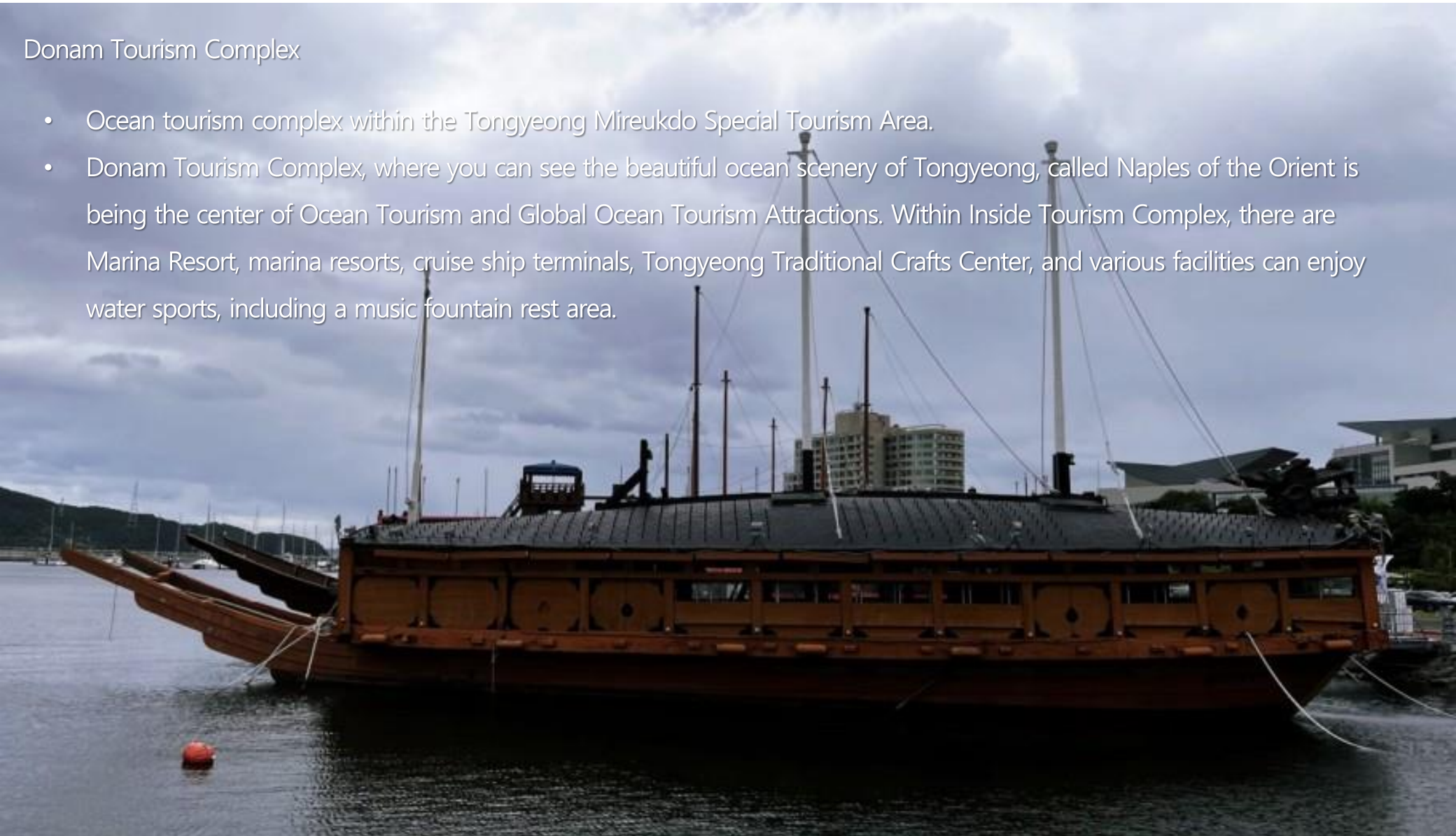
- Opened : October 1, 1997
- It is well organizing with Nammangsan Sculpture park and become a true cultural and artistic space, and sharing excellent works of the center and the region through various performances and exhibitions, as well as providing of space for creation to local cultural artists and citizens.





### Donam Tourism Complex

- Ocean tourism complex within the Tongyeong Mireukdo Special Tourism Area.
- Donam Tourism Complex, where you can see the beautiful ocean scenery of Tongyeong, called Naples of the Orient is being the center of Ocean Tourism and Global Ocean Tourism Attractions. Within Inside Tourism Complex, there are Marina Resort, marina resorts, cruise ship terminals, Tongyeong Traditional Crafts Center, and various facilities can enjoy water sports, including a music fountain rest area.



## ✓ Water and Power Accessibility in Outdoor Venues

- ▶ For the case of event held in an outdoor space, Tongyeong utilized electricity and water facilities by public buildings and public facilities owned by city such as street lights and public toilets.
- ▶ For the case of Electricity, if it is not possible to use following facility, Tongyeong had rent generator and used it during the event period.
- ▶ For programs need a lot of electricity, Tongyeong used a separate generator to ensure stable electricity supply.



## ✓ Wifi Accessibility throughout Venues in City

- ▶ Tongyeong was selected for the tourism destination free Wi-Fi build support project 2019 promoted by the Korea Tourism Organization and built Wi-Fi in Major Tourism destinations.
- ▶ It is promoted to improve the smart tourism information services using environment and to provide convenience in connection with the free Wi-Fi zone expansion project in public facilities such as city buses and parks.
- ▶ Anyone can use it freely regardless of the mobile company, it provides a communication distance of more than 500m for each location, and when more than 256 users connect at the same time, data can be downloaded and uploaded at a speed more than 1Mbps each.



# Hospital and Emergency Response Availability

## ✓ Public Health Center

- ▶ Tried to improve the quality of life through discovering various policies in the field of health and sanitation and improving the level of public health and hygiene, and promoting health
- ▶ Composed of 3 Public health centers and Branch offices of Public health center, 18 health Clinics
- ▶ Promoted service improvement projects to deal with demand for new health and medical treatment such as continuous facility function and medical equipment reinforcement etc. and to provide high-quality medical services



## ✓ Emergency care

- ▶ To prevent various disasters and casualties, Tongyeong do the Initial response and organize emergency medical system through operation and organization of Health center quick response team and onsite emergency medical center
- ▶ Response System : Situation reception → Quick Response team Move out → Operation of onsite emergency medical center
- ▶ During the festival period, medical support booths are installed and personnel of Health Center and Hospital are operated by dispatch



# Total Number of Hotel Rooms Available

Base on May, 2023, The accommodations located in Tongyeong are total of 226, and the inn businesses are 147 and it took the highest rate.

Sector	Motel	Accommodations	Hotel	Etc.	Inn	Tourism Hotel	Vacation Condominium
Number of Facilities	147	38	15	9	7	6	4
Number of Rooms	3,340	560	528	84	76	364	454



# Public Transportation Options

- ▶ Tongyeong establishes measures to reorganize for efficient city bus routes and operating systems through analysis of public transportation status and problems
- ▶ Provide citizen-centered transportation convenience and welfare through reorganization of route system, and promote future-oriented public transportation system step by step by improving public service functions and roles
- ▶ Operate bus management system and promote welfare for disabled and elderly.

## ✔ City Bus

- ▶ Total number of City bus in Tongyeong are 103 and operated routes are 103, and operates 1,431 times a day
- ▶ To reduce the inconvenience of the people who are using public transportation, and for the healthy development of public transportation, adopted transportation card and expanded free transfer system
- ▶ Adopted low-floor buses to establish access rights and human-centered transportation systems for the convenience of movement for those who have difficulties in movement
- ▶ Operate village buses that circulate in island areas for the convenience of movements for the citizens living in areas with poor transportation system
- ▶ Establishment of Public bus transportation card for island area for convenience of people in island and tourists



## ✔ Taxi

- ▶ 5 corporate taxi companies with 275 taxis, Private Taxi with 275 Taxis and total of 660 Taxis are operated
- ▶ Established Bravo Onjeong Taxi which is demand response type taxi for Transportation Welfare realization and securing movement right for citizens who are living the region with poor transportation
- ▶ Operate 20 call taxi which are special transportation for the people who are having difficulties in using transportation



✓ Parking Availability

- Operate public parking lots to provide high quality parking convenience to citizens and tourists and to relieve city traffic congestion

Sector		54,239 Capacity	
Total		4,694 spots	47,384 sides
Road parking lot		16 spots	594 sides
Off street parking lot	Public management	41 spots	3,191 sides
	Private management	33 spots	1,327 sides
Affiliate parking lot		4,604 spots	42,272 sides



✓ Walking Paths, Bicycle Lanes

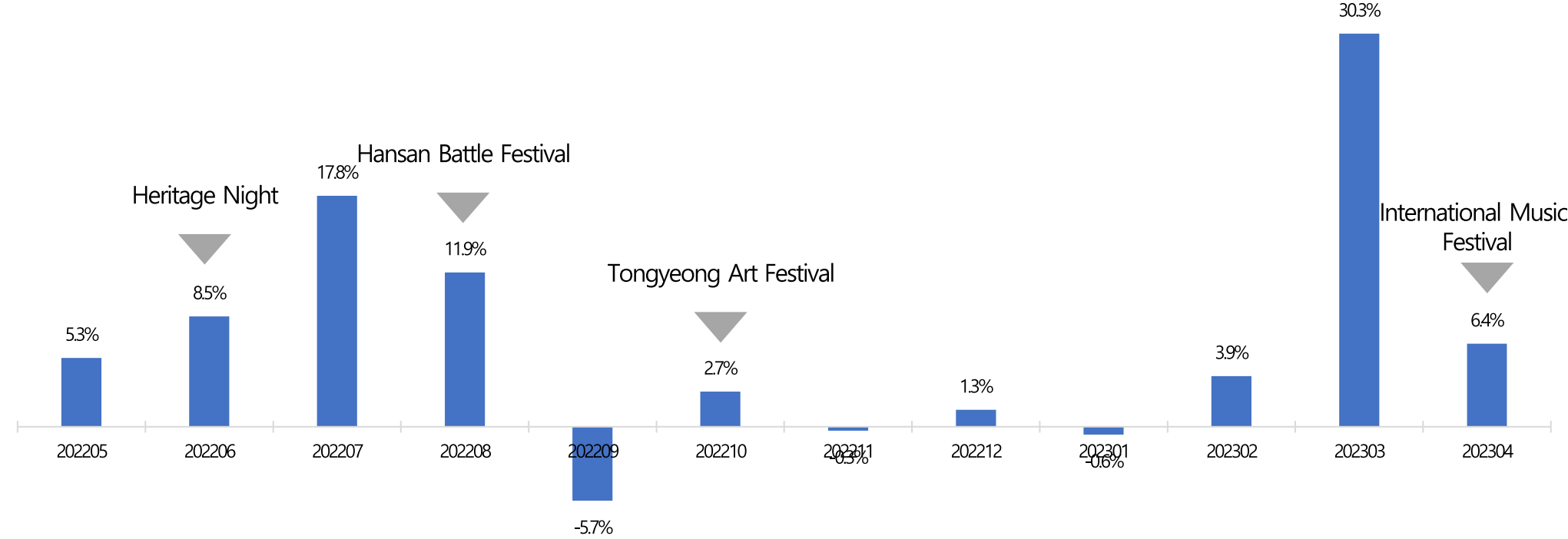
- Tongyeong selected 27 hidden walking Paths in the region to induce healthy lifestyles of citizens and to provide new attractions



- The bicycle Lanes in Tongyeong consist of 19 routes, total of 53 km.
- Selected as one of the 30 best bicycle tour routes in Korea by the Korea Tourism Organization. Samchingihaean-gil road round trip~Donam Tourism Complex~Undersea Tunnel~Tongyeong Port~Gangguan Port~Dongpirang

# Estimated City Visitors Annually Attributed to Festivals and Events

- Due to COVID-19, all festivals in 2020 and 2021 were canceled or operated reduced nationwide.
- Since 2022, some local governments had tried to hold festivals, and in 2023, with the declaration of endemic, each local government had held festivals on the original scale.
- Analysis of the number of visitors to Tongyeong for one year from May, 2022 to April, 2023 through big data operated by the Korea Tourism Organization
- During the month festival held, the number of visitors recorded increased number than previous year, so as a result, indicated that the festival contributes to the region



Section 2.

# Community Festivals and Events



Festival or Event Name / Top Executive Contact Information...

Festival or Event Name	Tongyeong International Music Festival	Tongyeong Theatre Arts Festival	Tongyeong Hansan Battle Festival	Tongyeong Arts Festival	The International ISANGYUN Competition	World Triathlon Cup Tongyeong	Tongyeong Heritage Night
Top Executive Contact Information	055-650-044	055-645-6379	055-644-5222	055-645-9975	055-650-0400	02-3431-6798	055-644-5222
Number of Years Festival or Event has been Produced	21 years	18 years	62 years	41 years	18 years	21 years	5 years
Event Dates	End of March to Beginning of April	July	August	October	November	October	May
Primary Target Audience	Major General audience	Families Out-of-Market Visitors	Families Out-of-Market Visitors	Families Out-of-Market Visitors	Major General audience	Elite, Club	Families Out-of-Market Visitors
Recurrence Cycle	every year	every year	every year	every year	every year	every year	every year
Estimated Combined Aggregate Attendance							

## Tongyeong International Music Festival

Tongyeong International Music Festival, celebrating the world-famous composer I-sang Yun who is a native of Tongyeong is held on every March as the starting point of opening of Hallyeosudo(6-7 days). It is a seasonal festival and one and only classical music Hallyeosudo in Korea that emerges as an 'interchanging ground of the world music' which allows modern and traditional music to rendezvous. In particular, fringe concerts that features during the opening of Hallyeosudo operates an participatory program inviting music lovers of home and abroad. It has centralized its exploration on the world-famous composer I-sang Yun's works tat is a native of Tongyeong, and has been thrived to reach musical impression of broader areas ranging from the traditional music to contemporary music



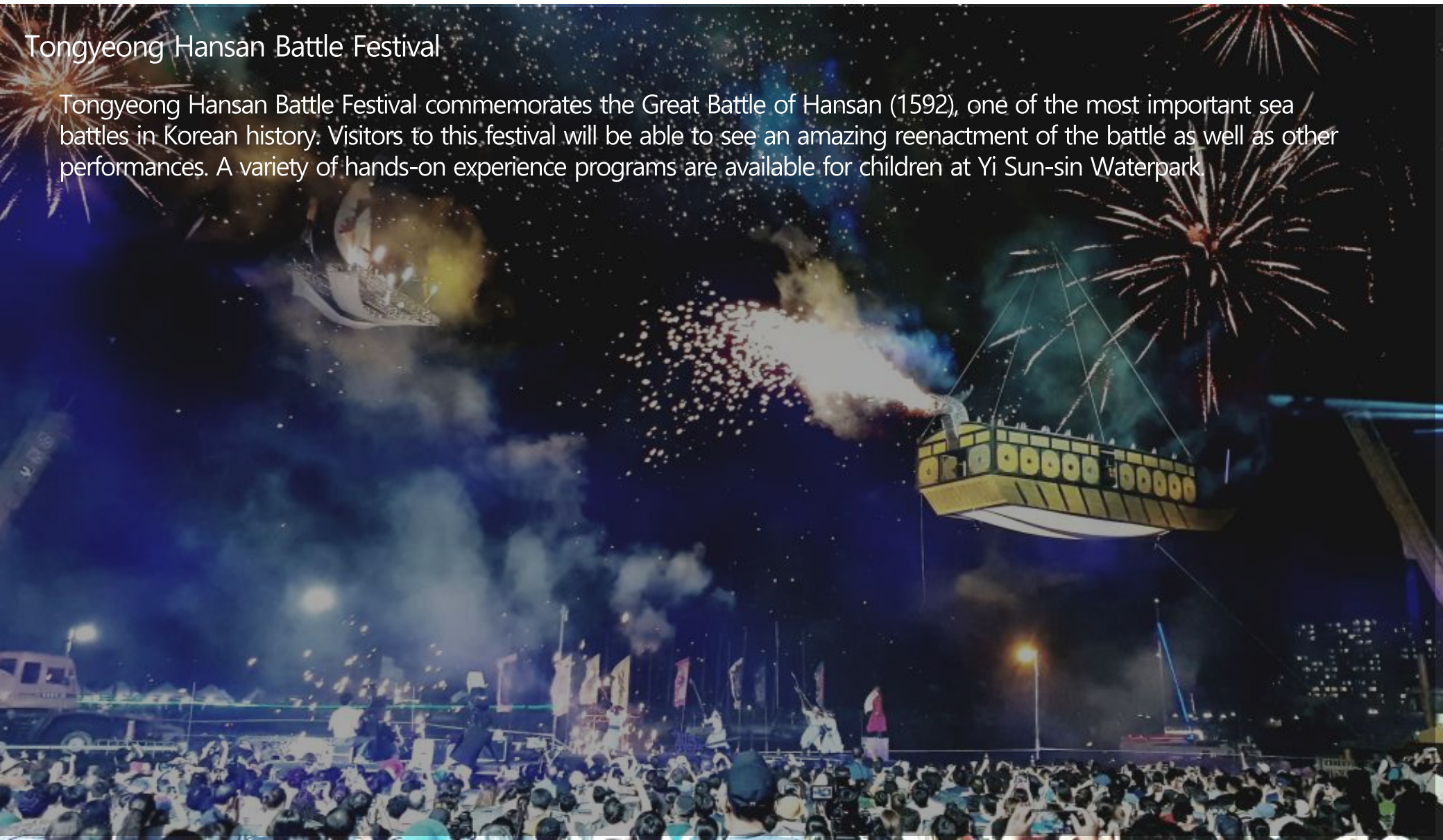
## Tongyeong Theatre Arts Festival

“Flower Shoes/(kkotsin)”, a Tongyeong Content work based on the novel of Kim, Yong-ik, the Tongyeong native portrays the sorrow of a person who keeps traditions and sadness of being unable to achieve love due to social prejudice as a play



## Tongyeong Hansan Battle Festival

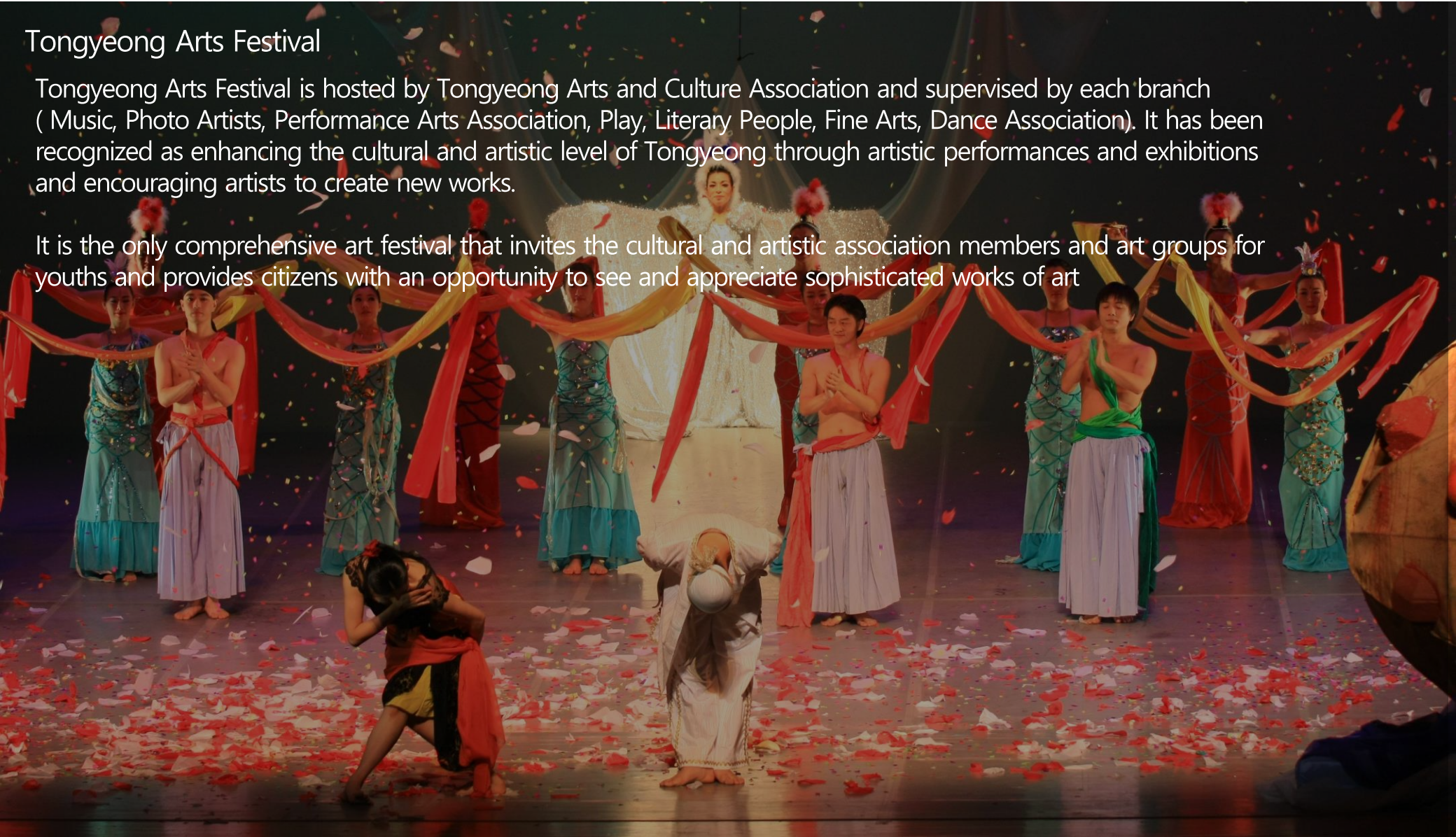
Tongyeong Hansan Battle Festival commemorates the Great Battle of Hansan (1592), one of the most important sea battles in Korean history. Visitors to this festival will be able to see an amazing reenactment of the battle as well as other performances. A variety of hands-on experience programs are available for children at Yi Sun-sin Waterpark.



## Tongyeong Arts Festival

Tongyeong Arts Festival is hosted by Tongyeong Arts and Culture Association and supervised by each branch ( Music, Photo Artists, Performance Arts Association, Play, Literary People, Fine Arts, Dance Association). It has been recognized as enhancing the cultural and artistic level of Tongyeong through artistic performances and exhibitions and encouraging artists to create new works.

It is the only comprehensive art festival that invites the cultural and artistic association members and art groups for youths and provides citizens with an opportunity to see and appreciate sophisticated works of art



### The International ISANGYUN Competition

The International ISANGYUN Competition is an international music competition, held annually in Tongyeong, South Korea. It commemorates Isang Yun (1917–1995), a Korean composer who was born in Tongyeong and later settled in Germany. The competition was established in 2003 as the Gyeongnam International Music Competition, and renamed to The International ISANGYUN Competition in 2008.

It consists of a three-year "cycle", where each year, or "edition", consists of a different instrument in the rotation: cello, piano, and violin.



## World Triathlon Cup Tongyeong

The compound world 'triathlon' is made up of two latin words; 'tri' for three and 'athlon' for competition. All participants are required to race through three competition events; swimming, cycling and marathon. It started in the U.S. in 1978 and has rapidly expanded to be selected as an official game in the 2000 Olympics and there are about 10 million people actively involved in the game. This competition is aerobic sports for an athlete to consecutively perform three different kinds of sports that puts importance on harmony and balance and requires self-control as well as endurance including sustaining power. It is also dubbed as the last sports for human being. People are enjoying the sports more and more every year. The Tongyeong Triathlon Competition is held along the beautiful coastline of Tongyeong. Since the first World Triathlon Cup held in 2003, its popularity has increased every year and is being positioned as Mecca of triathlon in natural sea area if Hallyeo Sudo Waterway.

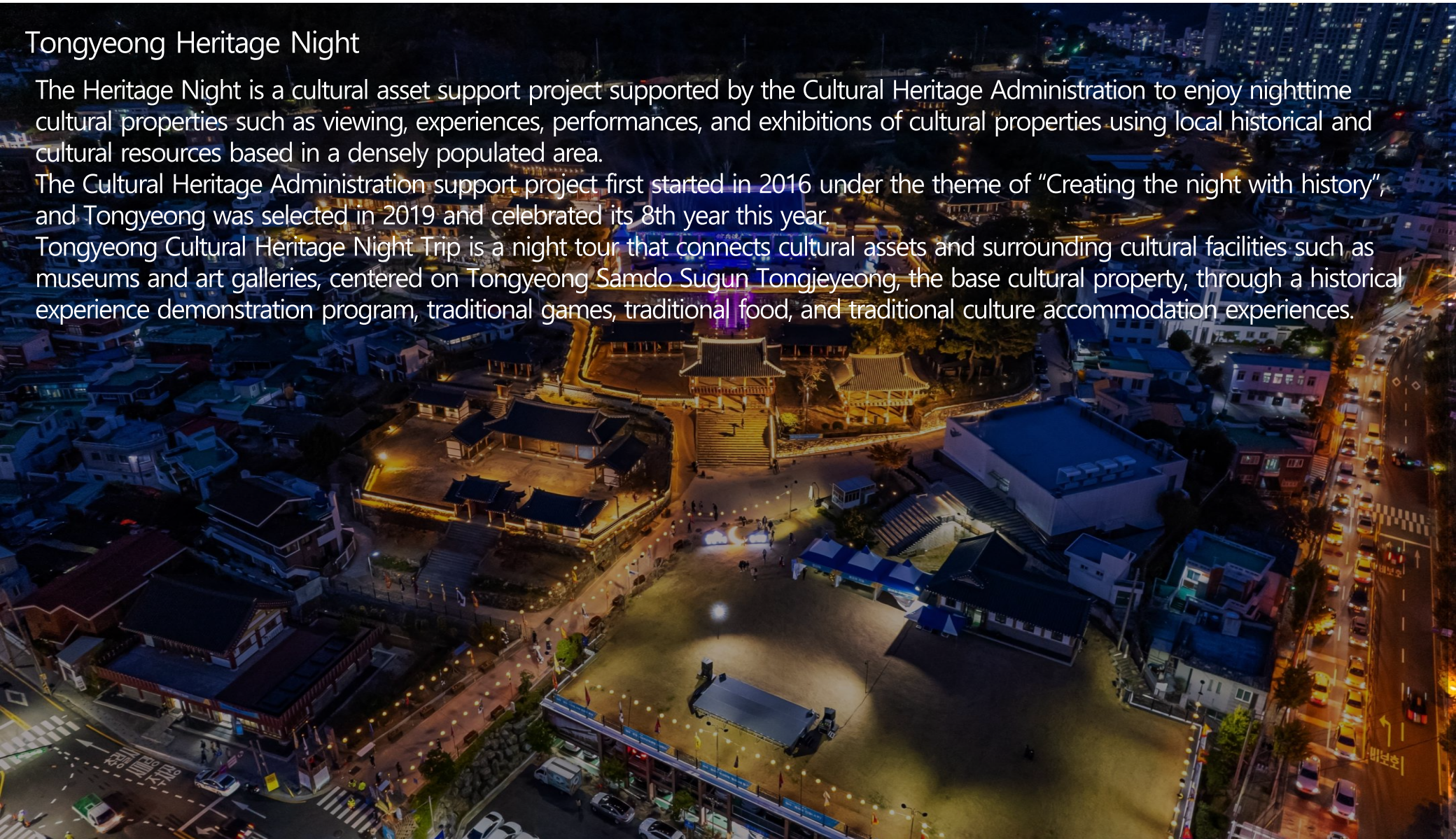


## Tongyeong Heritage Night

The Heritage Night is a cultural asset support project supported by the Cultural Heritage Administration to enjoy nighttime cultural properties such as viewing, experiences, performances, and exhibitions of cultural properties using local historical and cultural resources based in a densely populated area.

The Cultural Heritage Administration support project first started in 2016 under the theme of "Creating the night with history" and Tongyeong was selected in 2019 and celebrated its 8th year this year.

Tongyeong Cultural Heritage Night Trip is a night tour that connects cultural assets and surrounding cultural facilities such as museums and art galleries, centered on Tongyeong Samdo Sugun Tongjeyeong, the base cultural property, through a historical experience demonstration program, traditional games, traditional food, and traditional culture accommodation experiences.





Section 3.

## City/Governmental Support of Festivals and Events



Tongyeong International Music Festival  
ISANGYUN COMPETITION

- ▶ Tongyeong International Music Festival is a cultural project commemorating Isang Yun, a world-renowned composer from Tongyeong, and his music
- ▶ The goal is to discover new composers and musicians and to contribute to the world as a bridge connecting modern Eastern and Western music cultures.



Tongyeong Hansan Battle Festival

- ▶ Strengthen marketing and PR activities to widely publicize Korea's culture and history to overseas tourists, and promote international exchange and solidarity by holding various programs that multinational participants can participate in
- ▶ Emphasizing the night view and attraction of Tongyeong and contributing to the revitalization of the local economy



Tongyeong Theatre Arts Festival

- ▶ Strengthen marketing and PR activities to widely publicize Korea's culture and history to overseas tourists, and promote international exchange and solidarity by holding various programs that multinational participants can participate in
- ▶ Emphasizing the night view and attraction of Tongyeong and contributing to the revitalization of the local economy

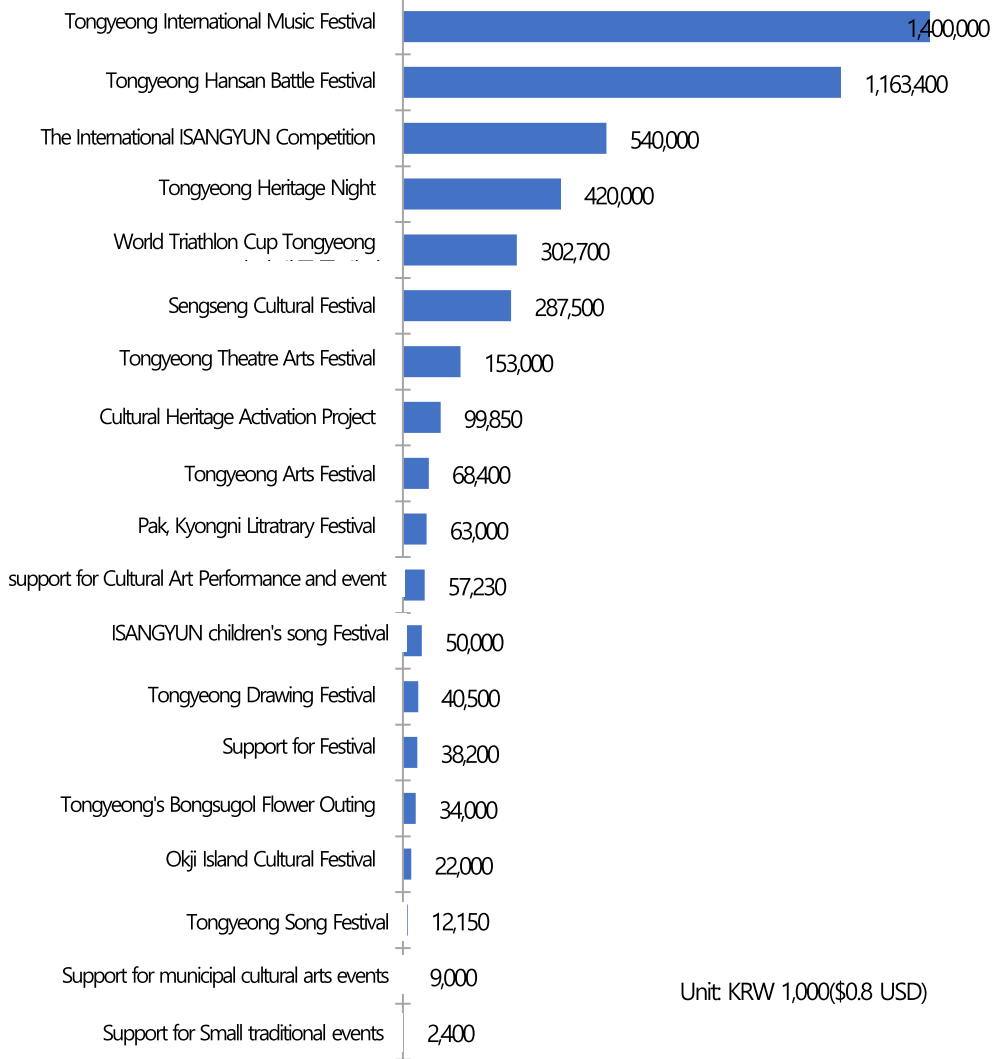


Tongyeong Heritage Night

- ▶ Contribute to revitalization to the local economy by providing citizens and tourists a variety of sights and rest, and revitalize local merchant through Heritage Night

# Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

Supported budget about 4.8Billion(\$ 3.8million USD) for the festivals and events



# Support Provided by Festivals and Events to Help with Community Awareness/Protection

- ▶ Install Promotion Booth during festival for the publicization of project for the people promoted by the city such as Hometown love donation system, promotion to discover unreasonable administrative regulations, etc.



- Hometown love donation system Promotion Booth
  - ▶ Conducting a survey in accordance with the discovery of fund projects for the Tongyeong Hometown Love Donation System at events where a large number of people gather and collect various opinions on return present
  - ▶ Composition of content for Tongyeong's unique Hometown Love Donation System : After fundraising, planned to discover Tongyeong 's own Hometown Love Donation System through deliberation by the deliberation Committee
  - ▶ Plans to continuously develop products that can represent Tongyeong
- 2019. Operations of Promotion Booth 『 Hansan Battle Festival!! Discovering on-site participatory regulatory reform 』 for the tourists and Tongyeong citizens
  - ▶ Announcement about regulatory reform sinmungo(where the citizen can voice their complaints) which is made by Citizens and about the promotion to discover various unreasonable administrative regulations focused on "Regulations on people's lives" which become obstacles in daily lives

# Any New Programs Created to Prepare For/Protect Against Future or Continued Pandemic or Other Unexpected Challenges

- Selected for the digital festival content development project, a contest project for the '2022 Culture and Tourism Festival Challenge Support' hosted by the Ministry of Culture, Sports and Tourism and organized by the Korea Tourism Organization
- Realization of 'Tongyeong Samdo sugun Tongjeyeong', a symbolic place of Tongyeong's history and tradition, as a virtual world
- Enhance the utilization of festivals by providing opportunities for anyone to participate and use regardless of time and space through the development of digital festival contents

**✓ Contents of Main Business**

- Built Josen Samdo Sugun Tongjeyeong Area as an expanded virtual world(Metaverse)
- The panoramic view of Samdo Sugun Tongjeyeong is reproduced with realistic contents and guide commentary is provided
- Live broadcasting of major events in connection with local YouTubers (video curators, etc.)
- Preparing a new event by connecting 'Tongjesa Diary', an information & communication technology experience program operated in Samdo Sugun Tongjeyeong in Tongyeong, with the expanded virtual world
- Connecting various spaces of Samdo Sugun Tongjeyeong with cultural and artistic activities and support for start-ups

**✓ Tongjesa Diary** \* Gongbang : handicraft workshop

- After the foundation of the Tongyeong Hansan Battle Cultural Foundation, revitalization and Tongyeong Samdo Sugun Tongjeyeong field-type historical education has been produced as a permanent experience using smart devices.
- Everyone can enter Tongyeong Samdo Sugun Tongjeyeong, and any gender and any age can experience it for free with a portable smart device (smartphone, tablet PC, etc.)
- To participate in the program, access through the QR code on the promotional material installed in front of the ticket office at the entrance to Tongyeong Samdo Sugun Tongjeyeong.
- According to the experience result, after checking the result through the unmanned kiosk in the Tongyeong 12 Gongbang Exhibition Center, and exchange it to Sangpyeong Tongbo and use it like cash at the Tongyeong 12 Gongbang Exhibition Center and merchants using Sangpyeong Tongbo.

Preparation of systems and support policies for festival development

Support for festival expense

Promote the vitalization of eco-friendly festivals

Guidance and supervision of festival administration and finance

Festival Support Evaluation  
(whether and amount of budget support for the next year)

# Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

Not only the City Hall but also the local representative public institutes, such as Office of Education and the Police Station, will participate in the committees, for the success of the festivals.



- Local governments across the country enact ordinances on festival support for fostering competitive festivals and smooth support
- Establishment of support ordinance for fostering competitive festivals by prescribing matters necessary for efficient management of various festivals held in Tongyeong and transparent management of festival support projects

## ✓ Festival Support Ordinance Main Contents of Tongyeong

- Festivals subjects to ordinance : Festivals recognized as necessary to Tongyeong by the mayor of Tongyeong, such as Tongyeong Hansan Battle Festival, Tongyeong's Bongsugol Flower Outing Event, Hansando Sea Experience Festival etc.
- (Festival Fostering) Establish systems and conditions necessary for the promotion and development of festivals, and prepare support policies for those, and actively promote those
- (Subsidy Support) Support necessary expenses within the budget for efficient operation of the festival and vitalization of eco-friendly festivals
- (Self-reliance of festivals) Promoting organizations make active efforts to develop festivals and make them self-reliant
- (Submission of Business Plan) Promoting organization submits business plan for festival management at least 45 days before the start of the festival
- (Establishment of safety management plan) To prevent safety accidents at the festival venue, a safety plan that can appropriately respond to the risk according to the event scale, season and theme of festival is established and submitted 21 days before the start of the festival
- (Promotion of eco-friendly festival vitalization) Cooperate with related organizations and private organizations, and put efforts to refrain from using disposable items used in various local festivals held in the city and promote recycling
- (Guidance and supervision) Guide and Supervise on items related to festival administration and finance promoted by the promotion organization
- (Report) Submit a report includes project performances, project cost settlement, self-evaluation, and other items within one month from the end of the festival





- ▶ Enact as an ordinance to refrain from using disposable items and promote recycling to promote an eco-friendly festivals

2019

**Promotion of MOU with Korea Federation for Environmental Movements in Tongyeong & Geoje**

- Realization of an eco-friendly festival with no disposable products Occurred
- Operation of environmental protection promotion booth and separate recycling facility
- Operation of Garbage monitoring



2022

**Eco-friendly festival planning platform based on prediction of carbon emission**

- public offering project of Ministry of the Interior and Safety and Korea Local Information Research & Development Institute
- Complementing and developing ideas about eco-friendly festival discovered through roundtable discussions
- Propose alternatives to reduce emissions by predicting the amount of carbon emitted by each festival element



2022

**Tongyeong Hansan Battle Festival**

- Attempting eco-friendly festivals with campaigns to contribute to the practice of carbon neutrality 2050
- Provided a reward (festival currency) to those who bring a tumbler to reduce disposable product wastes at the festival
- Provide a reward to public transportation users to reduce greenhouse gas emissions
- Minimizing installation of night booth using Solar-powered LED charging lights at night event booths



## ✓ Tongyeong Hansan Battle Festival Academy

- ▶ Produce a total of 63 festival experts 3 years through a regional festival expert training program which has been promoted since 2020
- ▶ Focus on cultivating professional talent through Understanding the concept of regional festivals and events, such as the Tongyeong Hansan Battle Festival and Tongyeong Heritage Night, analyzing various cases of excellent domestic and overseas festivals by inviting experts from various fields, promoting regionally specialized industries through festival marketing and festival event industry
- ▶ As the recent festival trend has focused on the participation and interest of local residents, a lecture on the theme of a village festival has been added, and planning programs for the convenience of students such as changing of training hours to night time for office workers, and having all lectures in live broadcasting through the online video meeting platform 'Gurumi'
- ▶ Only for students with an attendance rate of 70% or more are eligible to apply for the Festival Event Executive 3rd rate which is private license operated by the Korea Culture & Tourism Forum and provide an opportunity to participate as a volunteer and participate programs in advance at the various festivals and events organized by Tongyeong Hansan Battle Cultural Foundation



Section 4.

# Non-Governmental Community Support of Festivals and Events

# Volunteer Involvement

Sector	Hansan Battle Festival	Heritage Night	Tongyeong International Music Festival The International ISANGYUN Competition
A volume of recruitment	60 30 General Volunteer over 19 years old 30 Teenage Volunteer	40 20 General Volunteer over 19 years old 20 Teenage Volunteer	30
Date of Work Contents	3hours of prior education Event date : total of 45 hours(Event Assistant) 3 hours after the event (maintenance of the event venue)	3hours of prior education Event date : total of 14 hours(Event Assistant) 3 hours after the event (maintenance of the event venue)	
Application Categories	15 event supporters (Activity operation support, guidance) 15 safety management (Movement guidance, quarantine work support) 10 PR Marketing (Event Shooting, broadcasting support) 10 Manpower management volunteer (Guidance, management of the field in charge) 10 Facility Management (Facility installation and demolition assistance)	15 event supporters (Activity operation support, guidance) 15 safety management (Movement guidance, quarantine work support) 10 PR Marketing (Event Shooting, broadcasting support) 10 Manpower management volunteer (Guidance, management of the field in charge) 10 Facility Management (Facility installation and demolition assistance)	Guest Service: Accommodation support such as artist and participant check-in, room management, etc. Backstage : Business support such as stage/waiting room setup and artist access management Information Desk: Responding to audience inquiries, providing festival and tourism information about Tongyeong Ticket : Support box office operation such as ticket issuance House Usher/Disinfection: Body temperature measurement, admission management, guidance on compliance with quarantine guidelines in the concert hall
Participation benefits	Uniforms Accommodation cost, Transportation cost and meal ticket Volunteer Certificate	Activity cost, Transportation cost and meal ticket Uniforms	Activity cost, Transportation cost and meal Activity cost Volunteer Certificate and certificate for work hours

✔ Tongyeong Hansan Battle Cultural Foundation

- ▶ Budget support from the central government and Gyeongsangnam-do, including the Ministry of Culture, Sports and Tourism, the Korea Tourism Organization, and the Cultural Heritage Administration

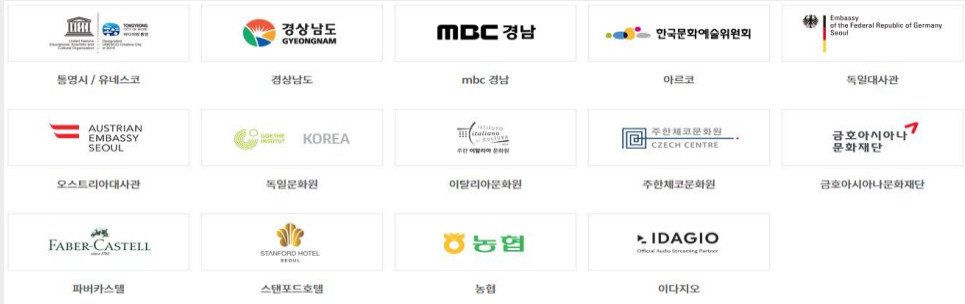
Sector	Hansan Battle Festival	Heritage Night
Government expenses (KRW 1,000)	30,000	168,000
State expenses (KRW 1,000)	70,000	42,000
Total expenses (KRW 1,000)	100,000	210,000

- ▶ For the case of the Hansan Battle Festival, participation in sponsorship through programs such as the Navy Headquarters, Tongyeong Ocean Police Station, and local tour boats

Sector	Contents
Navy	Navy military band concert, Samdo Sugun Commander Admiral Yi Sun-sin procession
Korea Coast Guard and Tour Boat	Ocean Ship Parade, reenactment of the Great Battle of Hansan
Marine Boy Scouts Federation of Korea	Hansan Battle Victory Route Ocean Tour



✔ Tongyeong International Music Foundation

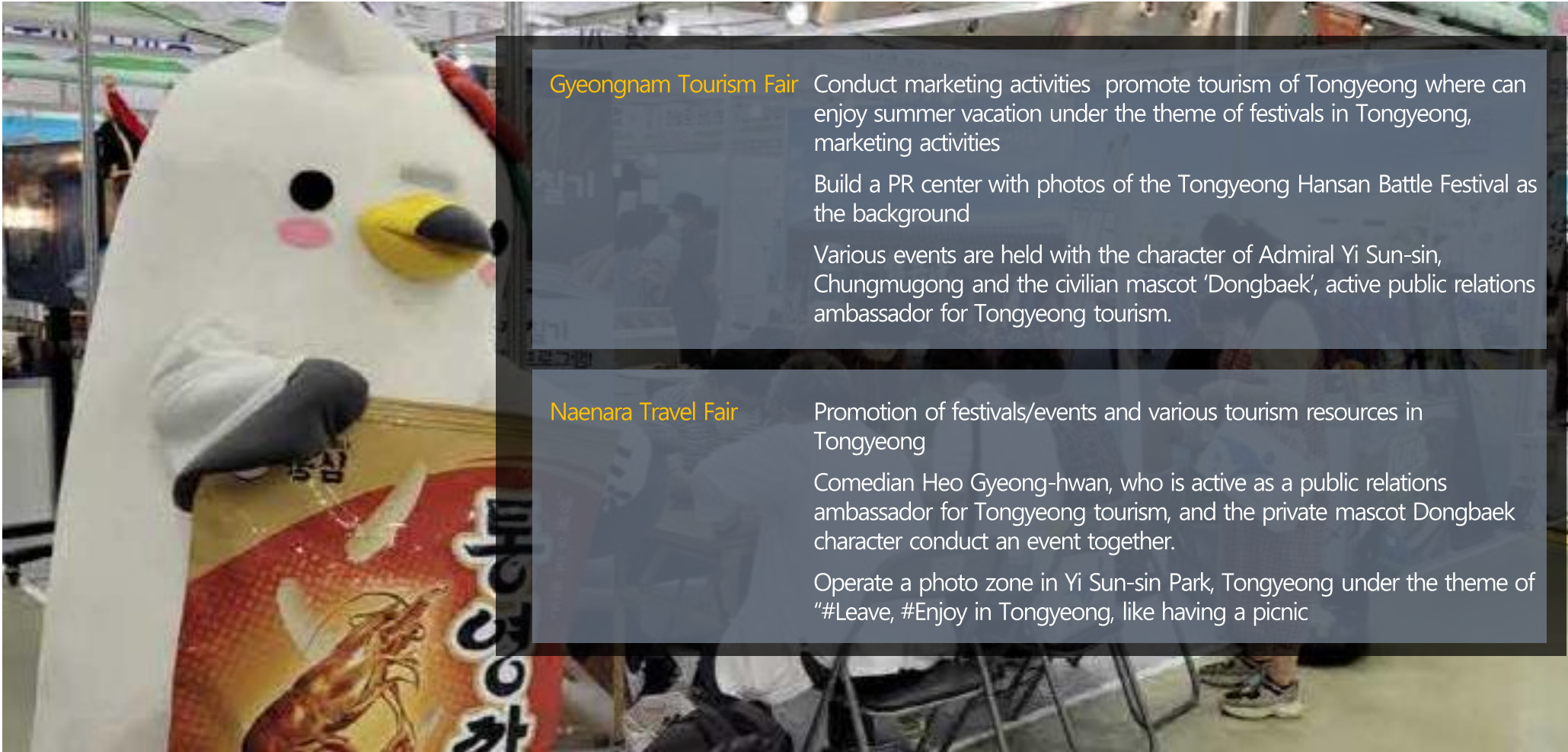


- ▶ Recruitment of three types of supporting members : Ruby, Sapphire, and Diamond
- ▶ Discount sales of tickets for planned performances and providing advanced reservations for planned performances, free program books for Tongyeong International Music Festival and The International ISANGYUN Competition
- ▶ Sapphire ranks are invited to the opening reception of the Tongyeong International Music Festival, Diamond ranks are invited to sponsored events and special offers are provided for reservations at the Stanford Hotel
- ▶ In the case of general corporate sponsorship, it is used for festival operation and performance viewing support



Sector	Content
Magazine type Tongyeong Madang	<p>Publish 20,000 copies of Tongyeong Madang every month, which informs various news such as major policies and administration issues, history, culture, and tourism of Tongyeong and provides reading material</p> <p>Distribute mail to residents and outbound residents, and serve the role of providing information and publicity by placing them at major tourist attractions and multi-gathering places in the city</p>
Mobile Tongyeong Madang	<p>Establish an environment where anyone can easily access municipal news without time and space restrictions by publishing Tongyeong Madang on mobile</p>
Operation of Official SNS	<p>Secured total of 92,301 people from Naver Blog, Instagram, Facebook, Kakao Story, Youtube etc.</p> <p>Proactively promote various festivals and events to quickly deliver information</p> <p>Produce videos related Administration issues, Events, Cultural Art, Tourism etc and broadcast it live</p> <p>Conducting events to activate SNS</p>
Media Source	<p>Timely distribution of press releases and writing an article, attracting and supporting broadcasting</p> <p>Enhance interest of municipal administration by supporting coverage activities and providing data (36 Medias : 3 broadcasting, 4 telecommunication companies, 11 daily newspapers, 4 weekly newspaper, 14 internet newspaper)</p>
SNS press corps	<p>Operation of The 6<sup>th</sup> Tongyeong SNS press corps : 17(Distributed to all over the Country)</p> <ul style="list-style-type: none"> <li>- Introduce Tongyeong news, such as tourism, facilities, events, and municipal administration, in perspective of citizens and tourists</li> <li>- 198 cases covered in 2022 (Based on September)</li> </ul>
Youtube	<p>Produce various video contents for promotion of Tongyeong about local culture and tourist destinations</p> <p>Produce and distribute promotion video and short</p>

- ▶ Promotion of tourism using 'Dongbaek', a local mascot produced by the private sector
- ▶ Participate in activities for the public interest of the Tongyeong such as Participation to large and small festivals in Tongyeong like Tongyeong Hansan Battle Festival and the Gwangdo-myeon Hydrangea Festival, and Carbon Neutrality Campaign by Tongyeong Council for Sustainable Development, participate in activities for the public interest of the Tongyeong and promoting tourism of Tongyeong at Gyeongnam Tourism Fair and Naenara Travel Fair



**Gyeongnam Tourism Fair** Conduct marketing activities promote tourism of Tongyeong where can enjoy summer vacation under the theme of festivals in Tongyeong, marketing activities

Build a PR center with photos of the Tongyeong Hansan Battle Festival as the background

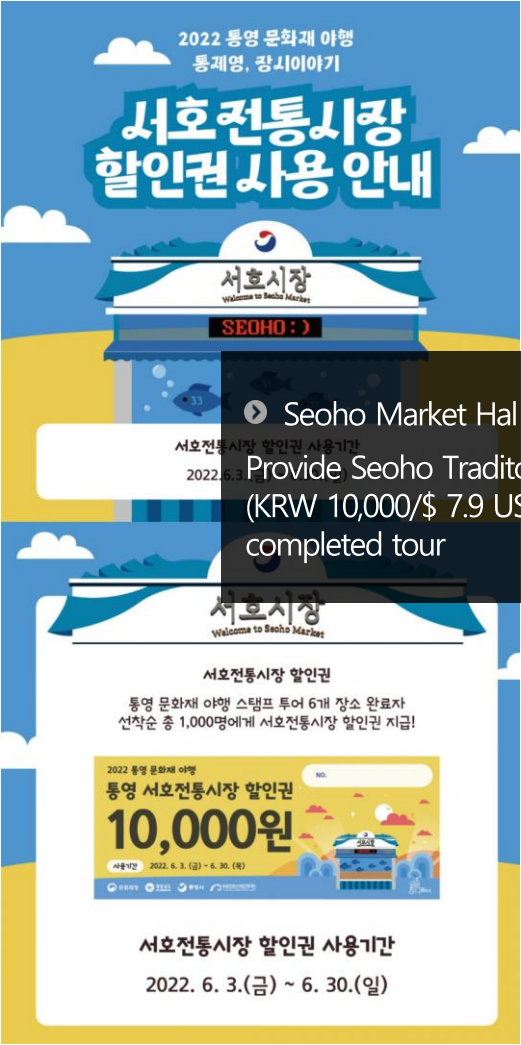
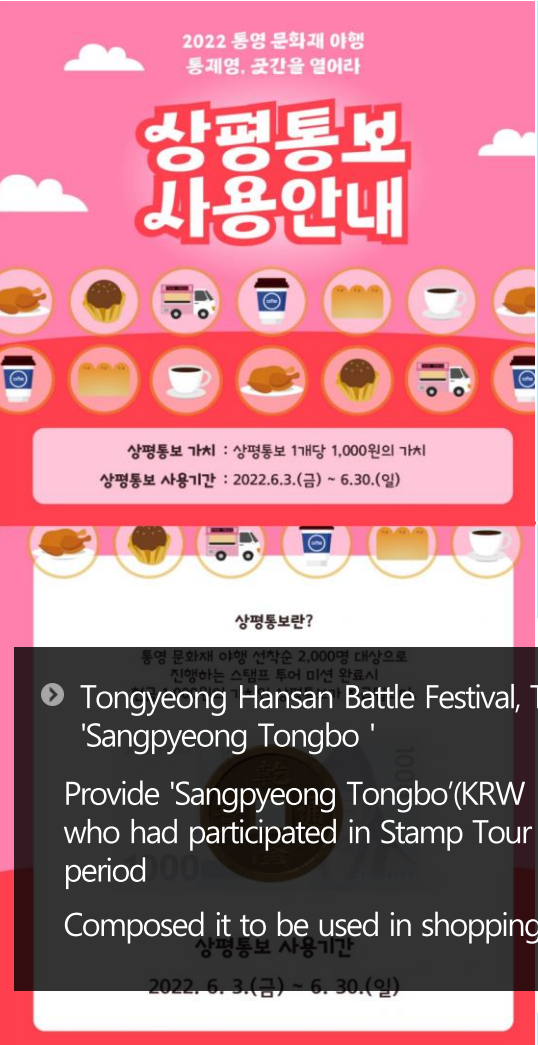
Various events are held with the character of Admiral Yi Sun-sin, Chungmugong and the civilian mascot 'Dongbaek', active public relations ambassador for Tongyeong tourism.

**Naenara Travel Fair** Promotion of festivals/events and various tourism resources in Tongyeong

Comedian Heo Gyeong-hwan, who is active as a public relations ambassador for Tongyeong tourism, and the private mascot Dongbaek character conduct an event together.

Operate a photo zone in Yi Sun-sin Park, Tongyeong under the theme of "#Leave, #Enjoy in Tongyeong, like having a picnic

- ▶ Operate it in connection with commercial districts to promote regional revitalization through festivals
- ▶ Restaurants using food vouchers and restaurants can sell food and crafts, etc., and restaurants using 'Sangpyeong Tongbo' for individuals and groups for restaurant in the city and best model restaurant



▶ Seoho Market Hal in One(Discount 1)  
 Provide Seoho Traditional Market discount coupon (KRW 10,000/\$ 7.9 USD) for the first 1,000 who had completed tour

▶ Tongyeong Hansan Battle Festival, Tongyeong Heritage Night 'Sangpyeong Tongbo'  
 Provide 'Sangpyeong Tongbo'(KRW 1,000/\$ 0.8 USD) to 2,000 people those who had participated in Stamp Tour and mission program during festival period  
 Composed it to be used in shopping malls, food trucks and food markets

\* Sangpyeong Tongbo : Traditional Coin used in Joseon Dynasty



20th YEosu TONGYEONG THE EXHIBITION FINE ARTISTS ASSOCIATION

20th YEosu TONGYEONG

THE EXHIBITION FINE ARTISTS ASSOCIATION

제20회 여수·통영미술교류전

2020. 6. 12 FRI - 6. 18 THU

통영시민문화회관 전시관(1,2관)

Yeosu-Tongyeong Art Exchange Exhibition

생명의 도시, 통영!

2023 박경리문학축전

2023. 5. 4(목) - 31(수) 박경리기념관 및 통영시 일원

박경리 선생 제15주기 추모제

2023. 5. 5(일) 11:30 박경리기념관 1층

제1회 전국 어린이 독화경연대회

2023. 5. 5(일) 10:00 박경리기념관 특별강당

전국 청소년 및 대학일학년 백일장

2023. 5. 4(금) 10:00 통영시 문화회관

통영문인협회 회원 시화전

2023. 5. 11(일) - 5. 20(일) 박경리기념관, 통영시 일원

박경리 <토지> 원작 퓨전뮤지컬 <사희>

2023. 5. 13(토) 13:30 통영시민문화회관 대극장

안도현 시인 초청 문학캠프

2023. 5. 13(토) 15:00 통영시민문화회관 대극장

청소년 문학 캠프

2023. 5. 20(일) - 5. 21(월) 통영시 문화회관

시가 노래가 된 음악공연

2023. 5. 25(목) - 5. 26(금) 통영시 문화회관

Pak, Kyongni Litratray Festival



5th TONGYEONG Young Art Festival

통영 청년 유트 아트 페스티벌

2021. 10.30(토) ~ 10.31(일)

헤더터널

2021. 10.30(토) 오후 2시-6시 / 21(일) 10:31(일) 오후 11시-오후 5시

Tongyeong Youth Art Festival

통영시

2022 통영미술제

TONG YEONG ART FESTIVAL

기간 2022. 9. 22(목)~10. 21(금)

장소 통영시민문화회관 제1,2관 / 남영리리 / 미수제일공원 일원

Tongyeong Drawing Festival

통영관악합주단 2022찾아가는음악회

“통영 우포마을 노을음악회”

지휘 김소곤

특별출연

바리톤 이종훈

초대 가수 정재라

악반 드 "RIS"

볼꽃소

Tongyeong Upo Village Sunset Concert

통영예술제

제9회 통영가요제

공개예심 2022. 8. 27(토) 14:00 / 통영 내곡도공원 특설무대

본선대회 2022. 10. 1(일) 10:00 / 통영 내곡도공원 특설무대

Tongyeong Song Festival

연극의 심장, 바다의 땅 통영

연극메시지

통영연극예술축제 2022

TONGYEONG THEATRE ARTS FESTIVAL 2022

2022. 08. 26-09. 04

Tongyeong Theatre Arts Festival

전혁림미술관 개관 20주년 기념

전혁림예술제

2023. 5. 6 (SAT) - 10. 22 (SUN)

OPENING 2023.10.7(SAT) pm.4:00

Preview-1 전혁림미술관을 만나다.

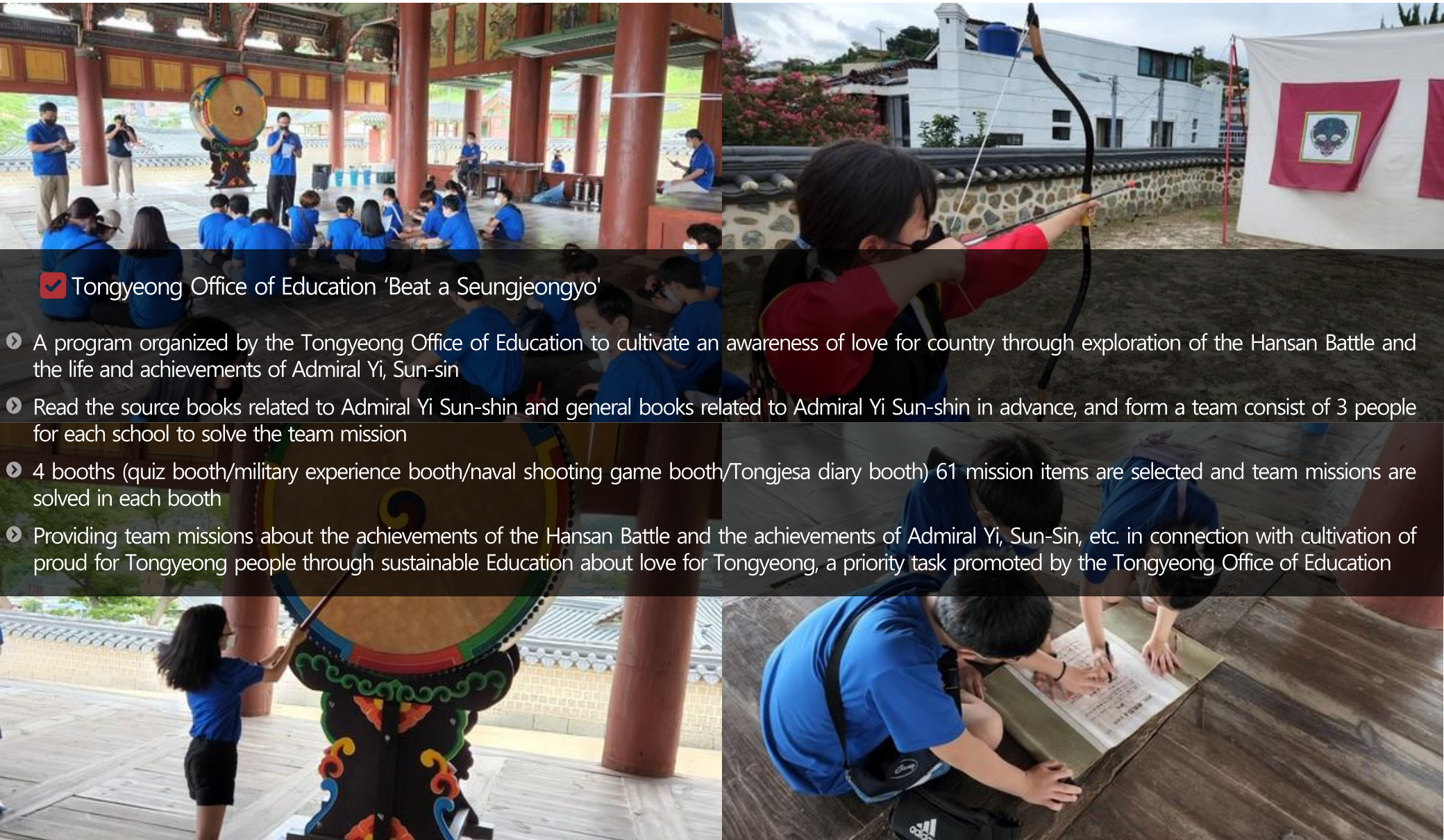
Preview-2 책꽂이가 조형전 (코넬트 블루의 그리움)

Jeon Hyuk Lim Art Festival

✔ Tongyeong athletic association

- Under the slogan of realizing Tongyeong as the Korea's No. 1 sports and economic city, Attracting various international and national competitions such as World Triathlon Cup Tongyeong, Admiral Yi, Sun-Sin Cup International Yacht Race, Spring University Football Federation Cup, Yoon Deok-ju Cup National Elementary School Basketball Tournament, the national men's and women's volleyball competition during the Hansan Battle Festival based on the blessed climatic conditions, sights, and food
- 51 member sports organizations [400 clubs / 15,641 club members]

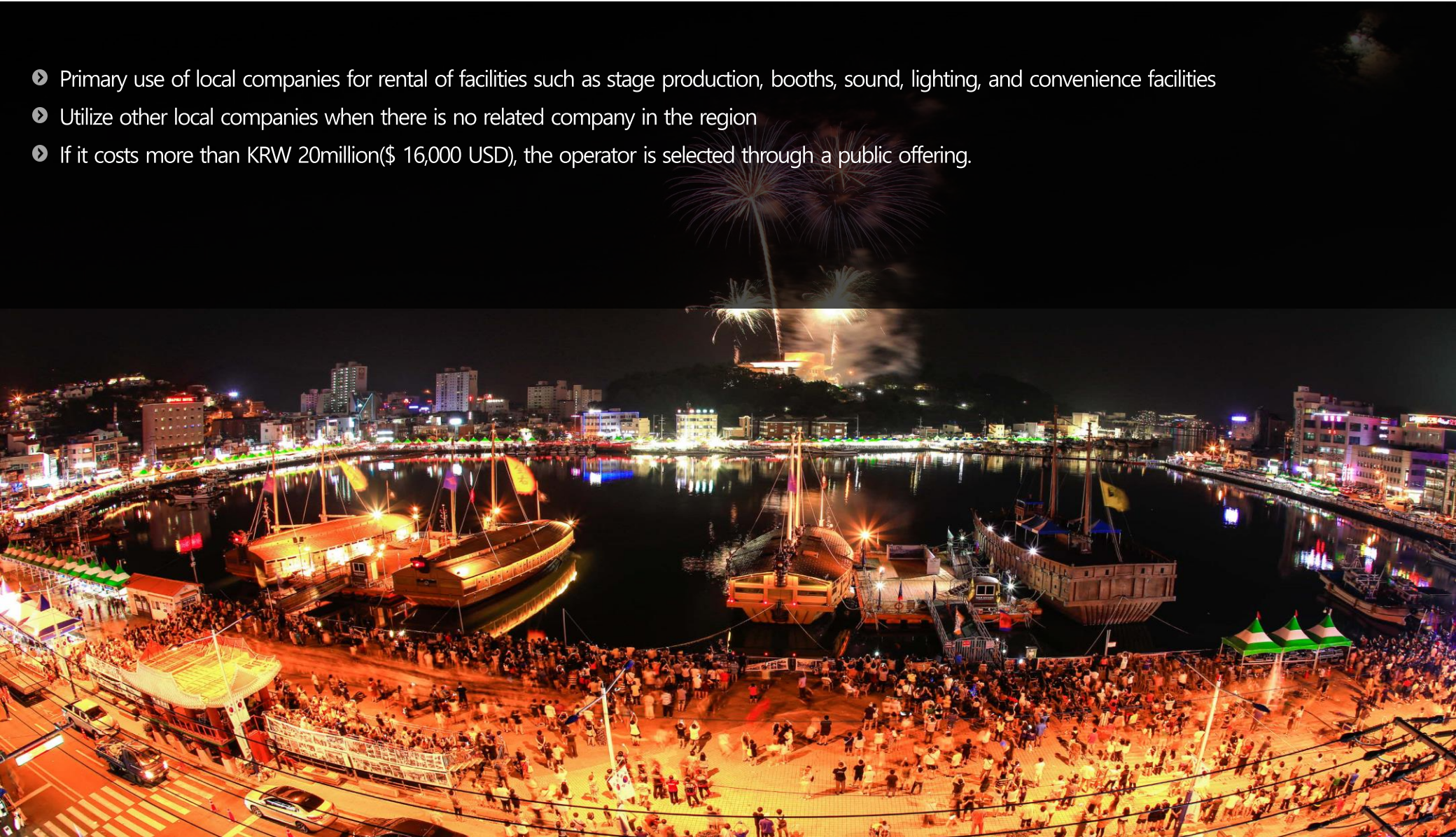




✔ Tongyeong Office of Education 'Beat a Seungjeongyo'

- ▶ A program organized by the Tongyeong Office of Education to cultivate an awareness of love for country through exploration of the Hansan Battle and the life and achievements of Admiral Yi, Sun-sin
- ▶ Read the source books related to Admiral Yi Sun-shin and general books related to Admiral Yi Sun-shin in advance, and form a team consist of 3 people for each school to solve the team mission
- ▶ 4 booths (quiz booth/military experience booth/naval shooting game booth/Tongjesa diary booth) 61 mission items are selected and team missions are solved in each booth
- ▶ Providing team missions about the achievements of the Hansan Battle and the achievements of Admiral Yi, Sun-Sin, etc. in connection with cultivation of proud for Tongyeong people through sustainable Education about love for Tongyeong, a priority task promoted by the Tongyeong Office of Education

- ▶ Primary use of local companies for rental of facilities such as stage production, booths, sound, lighting, and convenience facilities
- ▶ Utilize other local companies when there is no related company in the region
- ▶ If it costs more than KRW 20million(\$ 16,000 USD), the operator is selected through a public offering.



Section 5.

# Leveraging 'Community Capital' Created by Festivals & Events

IFEA ASIA designated the 3 major festivals in Asia to foster 4 season festival city

Tongyeong was selected as 'Festival Innovation City in Korea 2021' by IFEA KOREA.

Tongyeong was designated as 'Asia's Major 3 Ocean Tourism Festival City 2022' by IFEA ASIA.

Tongyeong was designated as 'Asia Pacific 3 Major Festival Cities in perspective of Night Time Economy and Tourism 2023' by IFEA ASIA.



Selected as Korea's 1st Night Tourism City  
Night view improvement of Gangguan, water stage installation, Night opening and Night walking tour in Tongjeyeong, Promote cooperation projects linked with Korea Tourism Organization



Confirmed the brand represents the 1<sup>st</sup> night tourism city in Korea, Tongyeong

Proclaimed 'Tonight, TongYeong' as the slogan for night tourism at 'Korea's 1<sup>st</sup> Tongyeong Night Tourism City Proclamation Ceremony'

It means that all generations can enjoy a beautiful and enjoyable harbor night that can only be enjoyed only in Tongyeong

Utilized night tourism contents such as Dongpirang, Gangguan Port, Tongjeyeong, Seopirang centered on 'Dipirang'





About 240,000 foreigners and tourists visit Tongyeong through Tongyeong Hansan Battle Festival, the representative festival of Tongyeong

Tongyeong Theater Arts Festival attracts 94,000 people and the Tongyeong Heritage Night attracts 47,000 overseas tourists. Especially, hosting festivals in the off-season to attract visitors, we draw that festivals have a positive effect on local promotions.

Name of Festivals	Tongyeong Hansan Battle Festival	The 14 <sup>th</sup> Tongyeong Theater Arts Festival	Tongyeong Heritage Night
Festival Period	22.08.06 ~ 22.08.14	22.08.26 ~ 22.09.04	22.06.03 ~ 22.06.05
Festival Duration	9 days	10 days	3 days
Total Number of Tourist(Domestic+Overseas)	242,899	94,987	47,020
Average number of tourists per day	26,989	9,499	15,673
Number of domestic tourists	193,113	120,054	34,178
Number of Overseas tourists	242,865	94,966	47,012



- ▶ Efforts to attract international conferences in the fields of arts and sports to prepare the foundation for the MICE industry, a high value-added industry organically combining Accommodation, tourism, and transportation

✔ Field of Athletics

- ▶ From 2022 to 2026, attracted a competition can attract more than 1,000 people to stay for a long period of time to maximize the ripple effect on the local economy and national scale competitions that can be held from October to April, the off-season for tourism
- ▶ The goal is to attract Asia University Taekwondo Championships, Asia Federation General Assembly and World University Taekwondo Championships and The WFE General Assembly & Annual Meeting



✔ Field of Art

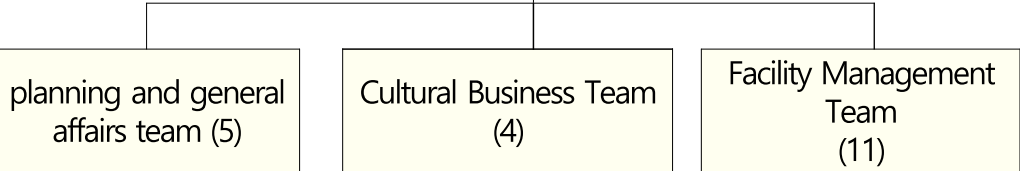
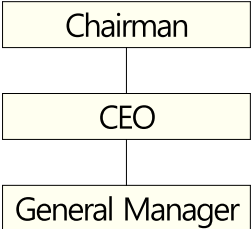
- ▶ Attract major music-related international conferences : WFIMC Annual Conference, World Music Festival, AAPPAC Conference, UNESCO Creative Cities Network Forum etc.
- ▶ The Goal is to attract events within 2024 and 2025



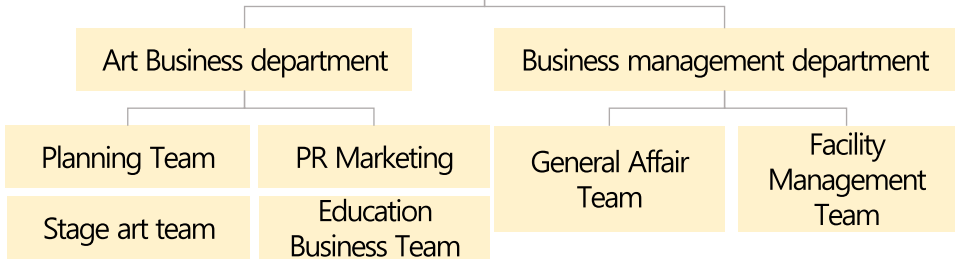
Corporate Recruiting Efforts

- ▶ The Tongyeong Hansan Battle Cultural Foundation holds the Tongyeong Hansan Battle Festival and the Tongyeong Heritage Night and a total of 22 employs within the foundation
- ▶ Tongyeong International Music Foundation holds International ISANGYUN Competition and Tongyeong International Music Festival and International ISANGYUN Competition are held, and a total of 25 people employes within the foundation

Tongyeong Hansan Battle Festival



Tongyeong International Music Foundation



Sector	Total	General Manager (4급)	Staff				Permanent	Period	Note
			5th rate (Team Leader)	6th rate (Assistant Manager)	7th rate (Senior Staff)	8 rate (Staff)			
Total number	22	1	2	3	3	1	9	3	
Current Number	Subtotal	18(2)	1	2(1)	1(1)	1	4	9	-
	Foundation	18	1	2	1	1	4	9	-
	City	(2)	-	(1)	(1)	-	-	-	dispatch
Vacancy	△4	-	-	△2	△2	3	-	△3	

Sector	계	Total	Staff					Note
			4th Rate	5th Rate	6th Rate	7th Rate	8th Rate	
Total number	29	1	2	5	8	8	5	
Current Number	25	1	1	2	8	7	6	

✓ Fam Tour Promotion

- ▶ Familization tours are conducted for Korea Tourism Organization's 'Gabom', SNS influencers and foreign reporters. (5 times 96 people)
- ▶ Visiting major tourist attractions in Tongyeong such as Tongyeong Cable Car, Activity Luge, Night Tourist Spot Dipirang, Tongyeong Samdosugun Tongjeyeong, the background of the movie 'Hansan', Lee Sun-sin Park, Dongpirang with beautiful murals and Central Market, etc.



✔ Diversified marketing activities to attract domestic and foreign tourists

- ① Appointment of Tourism Public Relations Ambassadors (Heo Gyeong Hwan, Dongbaek) Appointment(2022. 2. 22) and promotion activities: Annually
- ② Implementation of 'Tongyeongae Onna', a one-month trip in Gyeongnam : 2022. 3.~12.
- ③ Familiarization tour with journalists, travel officials, SNS influencers, etc. : 5 times 96 people
- ④ Operation of "I will present Tongyeong's autumn" during the special tour period in October
- ⑤ Three cities and counties(Tongyeong, Geoje and Goseong) continue to promote tourism and business agreements (MOU): Promoting expansion of discounts for local residents and linked major tourist facilities. (2022. 1. 1.~2022. 12. 31.)
- ⑥ Implementation of online/offline advertisements to attract tourists
  - Producing promotional videos such as "2022 Tongyeong Travel Year" and advertises on Youtube. : 5 times
  - Hansan Battle themed tour and '2022 Tongyeong Travel Tour' outdoor advertisement : 2 times
  - KNN 「Island Village Grandmother」Broadcast advertisement implementation and filming support, etc. : 5 times
- ⑦ Participating in publicity activities at large domestic tourism fairs.
  - 2022 Travel fair of my country: 2022. 6. 16.~6. 19.(4 days)
  - 2022 Gyeongnam Tourism Fair: 2022. 6. 30.~7. 2.(3 days)
  - The 23th Busan International Tourism Fair: 2022. 10. 13.~10. 16.(4 days)
- ⑧ Operation of the Tongyeong Tourism Promotion Center in connection with festivals and events
  - 'Gyeongnam, please take care of summer' Gyeongnam Tourism Promotion Event : 2022. 6. 30.~7. 1.(2 days)
  - The 3rd Island Day Event: 2022. 8. 8.~8. 14.(7 days)
  - The 21st Gyeongnam Fish Industry Entrepreneurship Competition: 2022. 9. 28.(1 day)
  - The 17th Busan Global Citizen Festival: 2022. 10. 2.(1 day)
  - 2022 Tongyeong Seafood Sail : 2022. 11. 24.~11. 27.(4 days)
- ⑨ Korea Tourism Organization 2022
  - ① selection of Inbound Safe Tourist Attraction「Dpirang」: 2022. 2.
  - ② Korea Tourism Organization : Selection of Spring Season Untact Safety Tourist Attraction 「Daemaemul Island」: 2022. 3.
  - ③ Korea Tourism Organization : Selection of 2022 Safety Tourist Attraction 「Yi, Sun-Sin Park」: 2022. 6.
  - ④ Korea Tourism Organization : Selection of Recommend Tourist Attraction In August「Saryang Island」: 2022. 8.



- ✔ Tongyeong City inherits its own cultural values with establishing new culture and arts policies. It also prepares opportunities for high-level cultural enjoyment.
- ⦿ Promoting various cultural and artistic events such as Tongyeong Art Festival, Tongyeong Theater Arts Festival, Literary event commemorating the 100th anniversary of Kim Chun-su's birth, Tongyeong International Music Festival and Pak, Kyongni Litratrary Festival.

✔ Tongyeong 12 School Platform

- ⦿ A complex of cultural space for culture, art, tourism, employment and entrepreneurship created in 2019 as part of the Bongpyeong District Urban Regeneration New Deal Project.
- ⦿ Consisting of a dance practice room, traditional art room, music practice room and traditional art poetry.
- ⦿ Tongyeong citizen 1st class support project and online art education master class support project will be operated utilizing acoustic guitar, harmonica, gayageum, vocal music, pan flute, etc.



✔ UNESCO Creative Cities of Music Project

- ⦿ It provides opportunities for citizens to enjoy culture and shows its status as a creative city of music through various music performances at the Tongyeong International Music Hall and the ISANGYUN Memorial Hall.
- ⦿ Operates the dream orchestra "Tongyeong" and the Tongyeong Municipal Boys and Girls Choir.
- ⦿ Tongyeong International Music Festival, ISANGYUN Gagok Festival, The International ISANGYUN Competition, special performances and various projects will be held.



- ✓ Launching a campaign to contribute to the practice of carbon neutralization by 2050 to plan an eco-friendly festival.
  - ▶ Developing a campaign to establish a carbon neutral culture and spread atmosphere of social practice with aiming the achievement of 2050 carbon neutrality
  - ▶ The Basic Act on Carbon Neutrality and Green Growth was enacted
  - ▶ to respond to the climate crisis for the promotion of 2050 carbon neutralization
  - ▶ The 2050 Carbon Neutralization Campaign will be held during the Tongyeong Hansan Battle Festival



NOTICE

제61회 통영한산대첩축제

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**1. 탄소중립 2050 실천 선언**  
: 탄소 중립 2050 실천선언 및 탄소제품 홍보 캠페인

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**2. 밤하늘을 바라보며**  
: 야간경제형 축제, 축제부스 설치 최소화

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**3. 태양을 받아서**  
: 야간행사부스내 LED 충전등 사용 (주간충전, 야간사용)

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**4. 친환경 축제 인식전환 설문조사**  
: 친환경 축제 인식전환을 위한 설문조사 (참가자 기념품제공)

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**5. 친환경 축제로 다가가는 방법**  
: 친환경 축제 대체품 전시 및 홍보 (UV코팅 친환경 연수막 등)

www.hansanf.org

Commendation plaques and appreciation plaques are awarded to institutions and organizations of all levels and volunteers who have supported the festival

In the case of festivals held in Korea, promotion booths are provided in the festival venue to encourage participation of each community. Institutions and organizations are actively participating by providing opportunities to promote the community in connection with festival contents such as experience program and facility. In the case of associations which participated by man, they encouraged themselves to take pride in participating in the festival through awarding a plaque of appreciation and a certificate of merit at the inauguration ceremony and festival.





✓ Tongyeong City Urban Regeneration Project

- ▶ Local governments across the country are implementing urban regeneration projects in which the public and private sectors jointly improve in many ways targeting economically, socially and physically declining areas.
- ▶ In addition to hardware development and maintenance, efforts for urban regeneration are attempted through software.
- ▶ Select themes considering the characteristics of urban regeneration zones and promote various small-scale festivals for each zone.
- ▶ The residents directly participate in the program.



통영시 정량지구 도시재생뉴딜사업 마을 축제

# 멘데 나들이

## 「추억의 재생」

주요행사

- 체험 및 홍보 부스
- 멘데장터
- 마을 사진전
- 잔치떡 나눔
- 노래자랑 및 공연

2022.9.24.(토) 13:00~17:00

정량천 잔디광장 (구. 한전 변전소 뒤)

문의처: 정량지구 도시재생현장지원센터 055)648-1116

- ▶ Mende Outing(200 residents participated)
- ▶ Experience and promotion booth, village photo exhibition, mende market, singing contest and sharing banquet rice cakes



통영시

# 도천

# 음악마을

# 축제

시민들을 위한  
치유와 회복의 음악행사

2022. 10. 13:00 - 19:00

윤이상 기념관

주최: 도천지구 도시재생사업추진위원회

- ▶ Docheon Music Village Festival
- ▶ Music club activities, music festival, promotion of urban regeneration project, flea market, experience and promotion booth, job consultation for the elderly, food making experience and DIY making

✓ Develop cultural contents using tangible and intangible cultural assets such as Tong Tong-yeong and Admiral Yi, Sun-Sin

### Local Cultural Property Utilization Business

- ▶ History themed program linking historical sites and tourism contents related to Admiral Yi, Sun-Sin
- ▶ Performance and experience of intangible cultural assets, lecture on humanities related to Tongyeong, Tasting and experiencing bibimbap.
- ▶ Experiencing the Tongyeong National Intangible Cultural Heritage performance and Tongjeyeong 12 workshop exhibition.
- ▶ Operates historical sites and victory fields tour, leadership training and night tour programs.

### Operating Youth Planning Organization

- ▶ Planning and promoting programs by participating in the festival.
- ▶ It constitutes a festival to the young people where they can communicate together by directly expressing the voices of them.

### Modern history and cultural space revitalization project

- ▶ Activating local regeneration through preservation and utilization of modern and contemporary historical and cultural resources.
- ▶ Creating a sustainable specialized luxury space where cultural assets and the region coexist.

### Construction business of Tongjeyeong Street

- ▶ Creating Tongjeyeong Street and use it as a key base space for promotion, exhibition, experiencing Tongyeong history, culture and tourism resources.
- ▶ Creating a facility such as 12 Workshop Exhibition & Sales Hall, History Promotion Hall and Military Experience Hall.
- ▶ Digital restoration of the south gate and creation of immersive content utilizing augmented reality.