

# JINJU

2022 IFEA WORLD FESTIVAL & EVENT CITY



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# About Jinju 'City of history · culture · art · education'

Jinju is a city of history and tradition known for Jinjuseong Battle(1592), a historic site of Jinjuseong Fortress and Chokseongnu and the Namgang River

UNESCO Creative City with Crafts and Folk Art

The city of entrepreneurship manifesting the spirit of Bibongsan Mountain

An international city known for its festivals, a city that hosts a Korean global festival, Namgang Yudeung Festival and the largest and oldest festival of Korea, Gaecheon Arts Festival

The first local government enrolled in LUCI



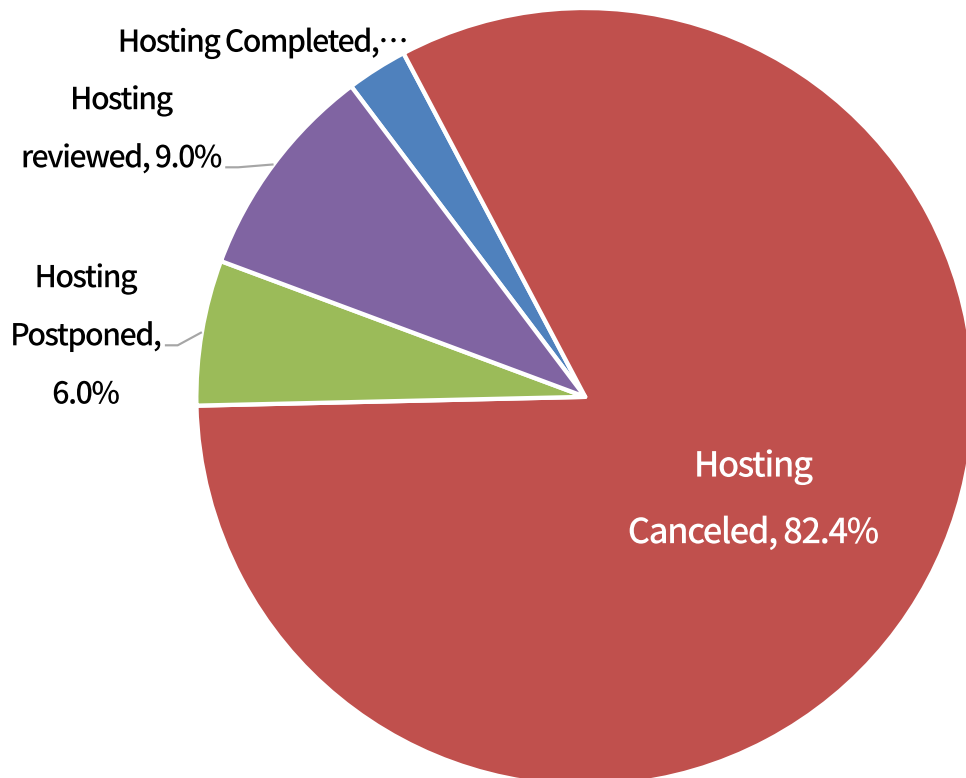
# Cancellation and reduction of festivals due to COVID-19

As COVID-19 spreads during 2020 in Korea, 94% of local festivals and 91% of cultural tourism festivals have been canceled or postponed

As the government announced the quarantine rules called social distancing, the cases of existing crowd-type festivals centered on large-scale entertainment and food culture had difficulties to carry out normally

Jinju also canceled the festival entirely

As the regional effect decreased by the festival, it has completely switched to online, or converted to a hybrid festival that combines both online and offline according to the government guidelines.



August 20, 2020(For the festival at the end of September)

Source: Ministry of Culture, Sports and Tourism





## New Challenges of Jinju Namgang Yudeung Festival

Jinju Namgang Yudeung Festival was held every October 1st every year, but in 2021 it will be held from December 4th to 31st.

The festival has been postponed due to the impact of COVID-19, and instead of being canceled like last year, it will be held in line with the recovery of daily life due to vaccination

In order to disperse the visitor, the festival has been extended to four weeks , from two weeks

Experience program has been drastically reduced or changed to a non-face-to-face format under the social distancing guidelines

Promotion of unique Yudeung exhibitions not only in Jinjuseong, but also in Jinju

# Establishment of Jinju Culture and Tourism Foundation

Jinju Culture and Tourism Foundation was officially established in August 2021 to serve as the control tower for the cultural tourism business of Jinju, including festivals.

‘Realization of culture promotion and cultural autonomy by strengthening cultural tourism policy capacity through enhancement of public performance and professionalism in local cultural arts and tourism related fields under the goal of ‘Completion of Jinju, the center city of culture and art tourism in Western Gyeongsangnam-do’

Promoting business related to the festival such as operation of Jinju Nongae Festival and on-site monitoring group of festival experts

## Jinju Festival DB and supported business (Establishment of Festival Evaluation System)

Establishing a database (DB) of the representative festivals of Jinju(Nongae Festival, Jinju Namgang Yudeung Festival, Gaecheon Arts Festival, Korea Drama Festival, Jinju Music Festival, etc.) and analyzing and evaluating the operation status of the festival to induce changes in festivals and strengthen competitiveness

### About the Business

- Investigation of visitor satisfaction and service improvement tasks by festival
- Investigation of opinions of local residents and surrounding economic hubs (shopping malls) during the festival period
- Deduction of objective problems, Tasks for improvement and development directions of the festivals held annually.
- Establishment of festival support database (DB) as a Jinju Culture and Tourism Foundation



**SECTION 1.**

**COMMUNITY OVERVIEW**



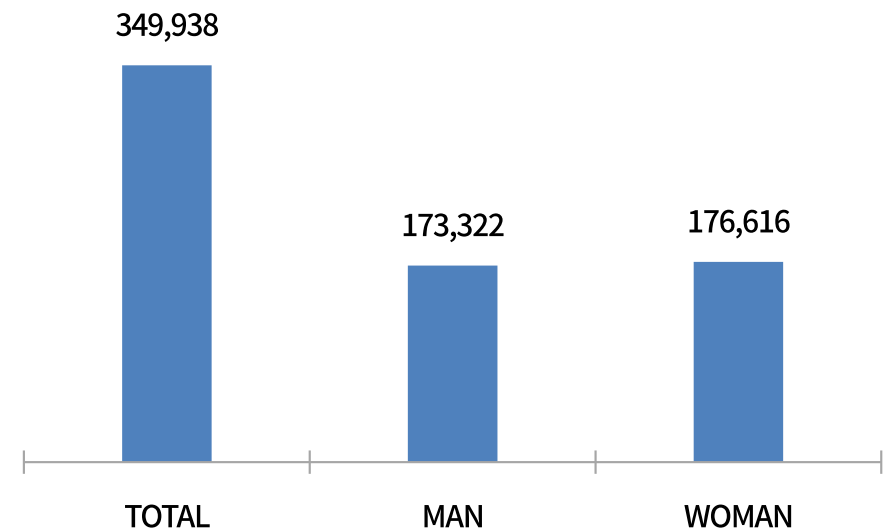
## Current City Population

## Current SMSA or LUZ Population

The total population of Jinju was 349,938 as of May 2022, including Koreans and foreigners, and Jinju is maintaining a similar level of Population over the past five years

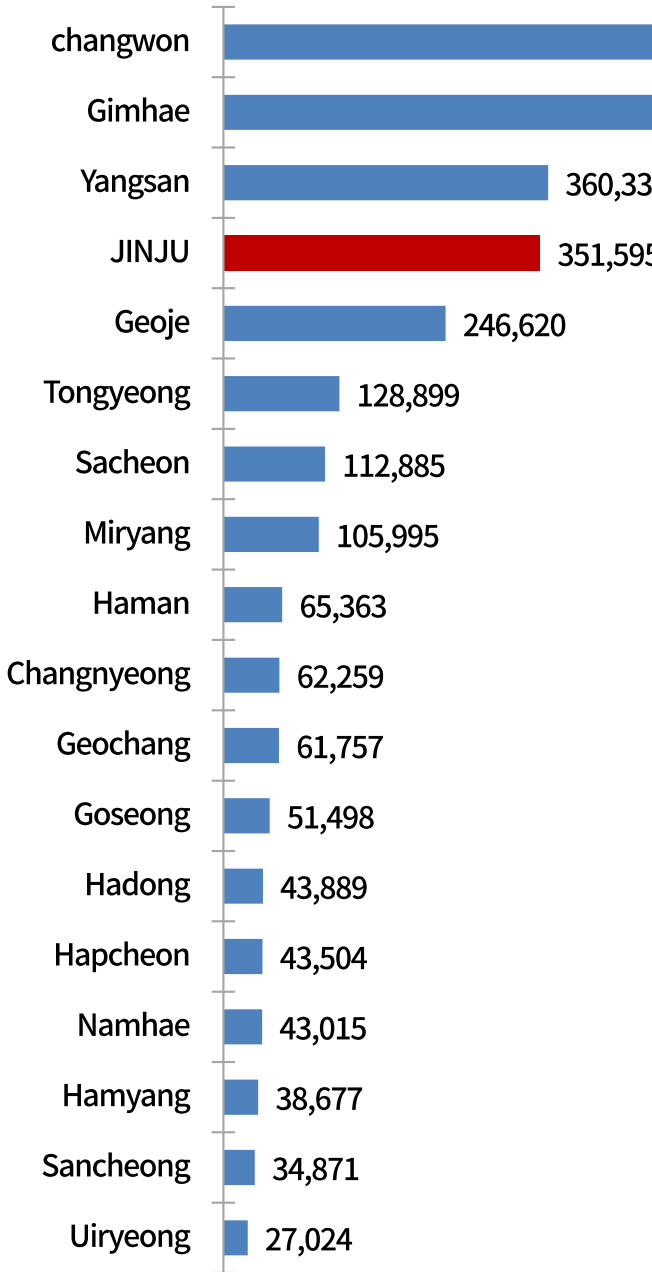
city area of Jinju consist 14 districts, including Gaho-dong, Cheongjeon-dong, Hadae-dong, and Pyeonggeo-dong, and it's total population is 279,333 and more than 50% of the total population of Jinju are living in the city area of Jinju

[Population of Jinju]





# Population within a 50 Mile Radius of Applicant City



As of December 2021, The population of Gyeongsangnam-do, where Jinju-si is located, is 3,377,503 and the population of Jinju is about 11% of the total population of Gyeongsangnam-do

The population of Changwon, Haman, Uiryeong, Sancheong, Hadong, Sacheon, and Goseong, adjacent cities to Jinju is about 1.38million, it's about 41% of the total population of Gyeongsangnam-do

# Primary Festival and Event Venues Available

## Jinjuseong & Namgang

Jinjuseong Fortress (area 1,760m, stone castle) is a sacred ground that integrates the history and culture of Jinju. It Originally it had been a mud castle, it was rebuilt with stones against frequent invasion of sea marauders in the 5th year of King Woo of Goryeo Dynasty (1379). During the Japanese invasion of Korea in 1592, the General Gim, Si-min had a victory at this castle, which was one of three great victories in the war. In the next year (1593), in the second Jinjuseong Battle, about 70,000 militia corps and government troops resisted to the last meeting a glorious death for their country

This castle was used as the provincial office of Gyeongsangnam-do from 1895 to 1925. From 1969, the first Jinjuseong Restoration Project was started. Chokseongmun was completed in 1972, and fortress repair was finished in 1975. The second Restoration Project was started in 1979. Removal of 751 private houses was completed in 1984. In 1992, as the third project, the outer wall of the castle was improved

Chokseongnu (pavilion, one of the top 3 picturesque pavilions in Korea) presents the wonder of perfect natural harmony among Namgang River, Uiam, and Jinjuseong Fortress. The night view of the 9km - long Namgang area conjures up a charming and romantic mood. Jinjuseong Fortress was selected as one of the 100 Tourist Attractions in Korea by Korea Tourism Organization for the eighth consecutive year. Further, Chokseongnu was recommended as one of the 50 must-visit world famous tourism attractions in Korea by CNN GO

There are many historical relics at this site such as Jinju National Museum, Jinjuseong Imjindaechep Gyesasunuidan Altar, Changnyeolsa Temple, and Hokuksa Temple





Jinju Namgang Yudeung Festival



Gaecheon Art Festival



Jinju Nongae Festival

# Primary Festival and Event Venues Available



## Jinyangho Lake

Jinyangho Lake, the only artificial lake in the Western Gyeongnam Province, is at the confluence of the Gyeonghogang River and the Deokcheongang River

The wide-open view toward Jirisan Mountain, the wet fog from the lake in the morning, and the captivating sunset are popular among travelers. Other attractions around the lake include parks, a watchtower, the Wishing Stairs, a cypress forest, a zoo, the Namgang Dam Water Culture Museum, and road trips.

### Zoo

Jinyangho Lake Zoo is home to 200 animals from about 50 species including tigers, bears, buffalos, monkeys and eagles, making it a popular destination for children.

In the spring, the roads surrounding the zoo form magnificent tunnels of cherry blossoms.

### Namgang Dam Water Culture Museum

The Water Culture Center was established to promote appreciation of water. The gallery on the first floor is composed of 3 themes: Water of Life, Water of the Namgang River and Water of the New Century. There are a multimedia room and an observatory on the second floor. Especially, the Water Screen presents the beauty of the four seasons to the accompaniment of magnificent music and videos, and the high-tech 3D multimedia room showcases the importance of water through mysterious and amazing scenery.

### Watchtower

At this observatory located near the wide-open lake-side, you can enjoy a panoramic view of Jirisan Mountain. It is very popular among couples since it is connected to the Wishing Stairs



# Primary Festival and Event Venues Available



## Gyeongsangnam-do Arboretum

Gyeongsangnam-do Arboretum, filled with beautiful flowers and the scent of forest, is a comprehensive natural ecology educational center for forests, animals and plants

It owns about 3,340 species of plants with conservation value among native and foreign-introduced species in the southern region of Korea. These are organized by topic. It loved as good place for a family outing and as a date course for couples



# Primary Festival and Event Venues Available

## Sports

Jinju is a city that serves as an optimal winter training camp with various sports facilities, heaven-blessed environment and urban infrastructure. Jinju has established up-to-date sports infrastructures like an internationally approved stadium to become the national sports Mecca

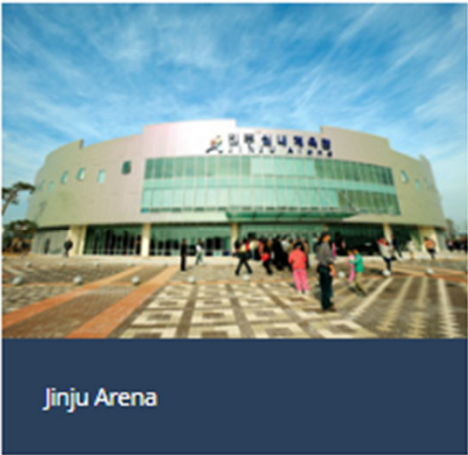
Supported by this infrastructure, Jinju hosted the National Sports Festival in 2010, the National Sports Festival for the Disabled in 2011 and the 57th Gyeongnam Provincial Sports Festival in 2018 successfully. The 30th Gyeongnam Sports for All Festival in 2019, proving the establishment of the superb sports infrastructure

### Sports facility business

(Unit : businesses)

Total	Total sports facilities	Martial Arts Gym	Golf Driving Range	Fitness Center	Billiards	Dance Lessons	Swimming Pool	Horse Riding	Golf Course	Ice-skating Rink
349	1	105	70	72	90	3	5	1	1	1

※ Martial Arts : 105 gyms (Taekwondo : 87, Kendo : 7, Judo : 3, Boxing : 7, wushu : 1)



# Primary Festival and Event Venues Available



## Gyeongsangnam-do Culture & Arts Center

Located in the Namgang riverside of Chiram-dong, Jinju City, construction of the Culture & Arts Center was started in 1984. The Center was opened on August 29, 1988

The site is 17,711m<sup>2</sup>, building area is 6,096m<sup>2</sup> and total building floor area is 12,354m<sup>2</sup> (basement 1 story, ground 4 stories) making it a Korean·Western eclectically structured multipurpose building.

Equipped with a 1,528-seats performance hall, gallery 1, gallery 2 and additional facilities, the Center is used as a place for enrichment of culture.

It is located in the Namgaram Culture Street that provides a beautiful landscape of the Namgang river

# Primary Festival and Event Venues Available

## Traditional Art Center

Jinju Traditional Art Center was built in June, 2002 in order to preserve and develop intangible cultural assets including Jinju Geommu (Sword Dance, National Intangible Cultural Heritage No.12), Hanryangmu Dance(Gyeongsangnam-do Provincial Intangible Cultural Heritage No.3), Pogurakmu(Gyeongsangnam-do Provincial Intangible Cultural Heritage No.12), Gyobanggutgeorichum (Gyeongsangnam-do Provincial Intangible Cultural Heritage No.21), Singwanyongryu Gayageum Sanjo (Gyeongsangnam-do Provincial Intangible Cultural Heritage No.25) etc



# Primary Festival and Event Venues Available

## Jinju National Museum

Jinju National Museum opened on November 2, 1984 as the representative work of the architect Kim Swoo-geun, embodying the shape of the traditional wooden tower

It was originally intended to be used as an institute that would introduce the culture of the Gaya Dynasty and perform research and investigation on the archaeological parts of the Western Gyeongsangnam-do. But when it was opened in 1998, it was transformed into a historical museum about the Japanese Invasion of Korea given its location in Jinjuseong Fortress, which was once a ferocious battlefield during the Japanese Invasion of Korea in 1592

On November 19, 2001, Duamgwon was opened to exhibit the cultural assets donated by the late Kim Yongdu, a Korean Japanese from Sacheon. And the History & Culture Room was established in December, 2008 to introduce the history and traditional culture of Gyeongsangnam-do



# Primary Festival and Event Venues Available

## Jinju Bronze Age Culture Museum

1st General Information Center, 3D Multimedia Room, Resting Area, Office, Storage

2nd General Information Center, 3D Multimedia Room, Resting Area, Office, Storage

Outdoor Rounded Square Dugout Hut, Long Rectangle Dugout Hut, Rectangle Dugout Hut, Warehouse, Wooden Fence (173m), Tombs, Staged Farm, Photo Zone - earthenware sculpture (large eggplant pattern earthenware), human sculpture (video character)

Other Facilities pilotis, waterside resting park, outdoor bathroom



# Primary Festival and Event Venues Available



## Rhee Seund Ja Jinju Museum Of Art

THE RHEE SEUND JA JINJU MUSEUM OF ART is an art gallery built to display works by the late Rhee Seund, a prolific artist who was born in Jinju and mainly held exhibitions in France. The museum consists of Exhibition Hall No.1, Exhibition Hall No. 2, storage, a seminar room, etc

Rhee was a first-generation artist who left for Paris during the Korean War. She gained fame for her works of art that ooze an oriental atmosphere and received awards by the French government twice

# Primary Festival and Event Venues Available

**Korea Land & Housing Museum**

The Korea Land & Housing Museum mainly covers the housing culture and architectural techniques of Korea. The museum also runs diverse special exhibitions and social education programs



# Primary Festival and Event Venues Available

## Namgaram Culture Street

Located in the middle of the metro area, it showcases the traditions and unique cultural characteristics of Jinju as a city of history, culture and art.

It was developed over 10 years of hard work from 1992 to 2002. Construction was carried out under two work stages. The first stage was for the construction of 'Culture & Art Street' and the second stage was for the construction of 'History Street'. In the entire area of Chiram, Mangyeong District, and Namgang riverside(74,546m<sup>2</sup>, 2.9km) adjacent to Jinyanggyo-Culture & Art Center-Jinjugyo-Cheonsugyo, bamboo groves were restored. Outdoor stages, monuments, sculptures and resting places were furnished. Various cultural spaces including Jinjuseong Fortress, Namgang Watch Tower, Cheonnyeon Square, and Jungang Square were also constructed. Thus, this culture street has changed the entire aspect of this culture & art city, Jinju.

With the natural environment and unique flavor of the Namgang River that flows through the city and the great scenery of Jinjuseong Fortress and Dwibyiori(a cliff) for its background, this culture street has received much recognition as a major tourist attraction of Jinju. It hosts a variety of cultural and art events positively and provides people with opportunities to enjoy them, thus playing an important role in history education and providing Jinju citizens with cozy and comfortable resting places. Namgaram Culture Street is taking its place as a culture and resting space in the heart of the city.





## Primary Festival and Event Venues Available



### Insa-dong Antique Street

Located behind the 'Total Welfare Facility' under the Jinjuseong Fortress, this Antique Street is a trade place for cultural assets including folk products. With many interesting things to see, it has become famous as a prominent tourist attraction in Jinju.

The Antique Street was designated as 'Jeumeunhae Geori' (1,000-year-old street) by the Korean Government in June, 2002. This 600m long street was formed in 10 years along the road under Bukjangdae Command Post, and Jinjuseong Fortress. And it has become very popular in the Korean antique business circle these days. About 21 antique shops are distributed around Namseong-dong and Insa-dong.

In this street, you can purchase various antique products such as ancient documents, classical books, paintings and writings, rubbing, folk materials, other cultural assets, potteries, sculptures, craft products, stone figures, and so on.

## Primary Festival and Event Venues Available



### Jinju Traditional Bullfighting Stadium

The Jinju bullfighting originated from a commemorating feast the victory of Silla's victory against Baekje during the Three Kingdoms Period. Jinju built the first traditional bullfighting stadium in Jinyangho Lake in Korea to establish as the origin place of traditional bullfighting with a history of a thousand years and to develop bullfighting as a traditional folk culture. Jinju host a national competition (Nongae Festival, Gaecheon Arts Festival) in every year, and host permanent bullfighting competition in every Saturday between March and November , and provides different attractions to tourists visiting Jinju.

## Water and Power Accessibility in Outdoor Venues

Most festivals held in the region, except the Yudeung Festival, electricity and water are supplied for them via power transformation boxes and water supply facilities installed in the vicinity of their event venues.

International Yudeung Festival of Namgang Jinju, as all floating lamps used for the event are operated by electricity and so sufficient electric power is necessary for them, a substation which provides electric power of 2,000 kw has been run since it was constructed in 2004.



# Wifi Accessibility throughout Venues in City

Jinju City promoted the public Wi-Fi construction project as an annual project from 2019 to 2021, and the wifi is available to use by ‘selecting Jinju PublicWiFi’ in the Wi-Fi list.

## Installation location

- Riverside of Namgang (Chilam-dong, Manggyeong-dong, Sinan-dong, Pyeonggeo-dong)
- the area around Jinyangho Park
- Underground shopping malls and Vehicle-free promenade
- Near Gyeongsang National University and Kyungnam National University of Science and Technology
- High street near the Top Mart in Hadae-dong
- Riverside of Namgang (Juyak-dong~Gaho-dong)
- Riverside of Namgang (Sangpyeong-dong and Hadae-dong)
- Innovation City Area (Riverside of Yeongcheongang River, Sports Complex, Baram Moa Park)
- Facilities for residents (Indoor sports facilities, agricultural wholesale market, reflection terminal, Bronze Age Culture Museum, Agricultural Technology Center waterfront park, Yakgol shelter in Juyak-dong) Park area (Chojeon Park, Gangju Pond, Songlim Park, Seobongji)
- Gyeongsang National University (Gajwacheon Culture Street)
- Sports Park (Namgaram Sports Park, Modeok Sports Park, Sports Complex, Munsan Sports Park)
- Waterside of Geumhoji (Geumhoji Ecological Park, Geumhoji watersidetype Theme Park, Geumho Pond Amusement Park, etc.)
- Public Wi-Fi at bus stops (28 bus stops including Jinju City Hall stops)
- Traditional Market (Nongae Market, Green Fruit Market)

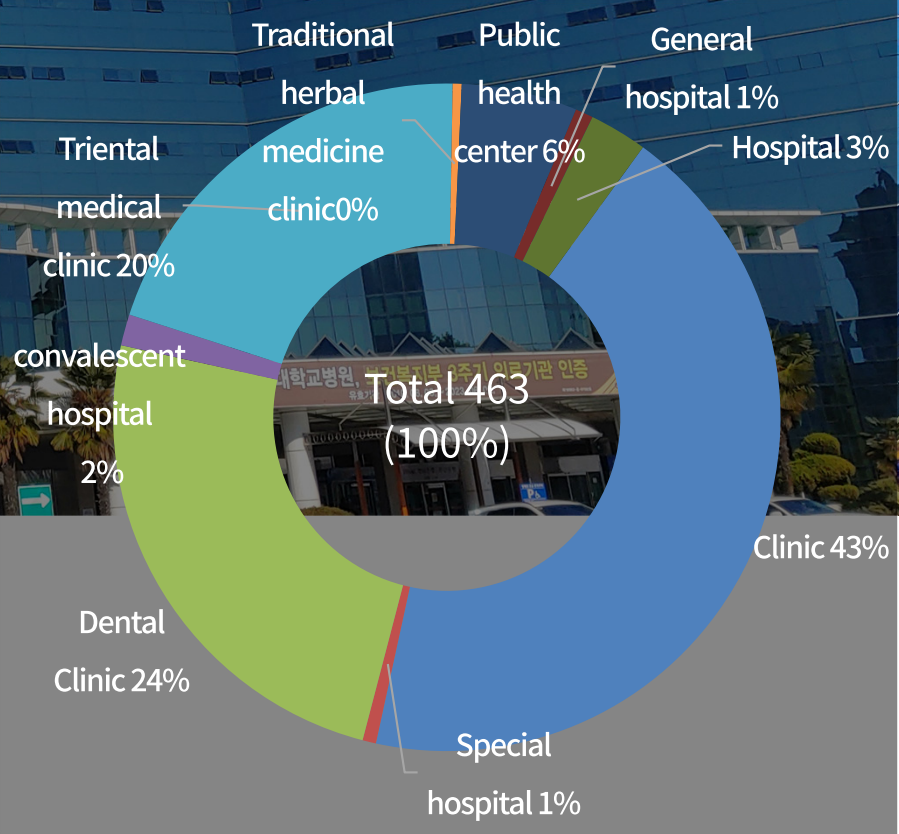


Wifi at Riverside of Namgang



Underground shopping malls and Vehicle-free promenade

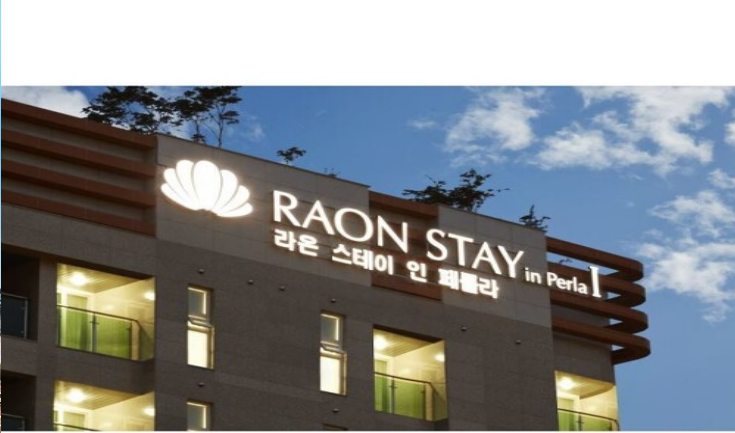
# Hospital and Emergency Response Availability



The number of hospitals located in Jinju is 463, with the largest number is clinics, followed by dental and oriental medical clinics. It operates holiday medical center and holiday duty pharmacies, and there are 12 holiday medical center and 8 holiday duty pharmacies participating. A total of emergency rooms located in Jinju are 8, including Gyeongsang National University, Jinju Korea Hospital, and Barun Hospital

# Total Number of Hotel Rooms Available

The Hotel Rooms in Jinju consists of hotels, low- and medium-priced accommodations, general motels, inns, pensions, and guest house, total of 108 108 accommodations are provided. 10 hotels, 12 mid- and low-priced accommodations, 67 general motels /inns , 19 pensions/guest house. The accommodation provide the largest number are general motels and inns. The total number of rooms available is approximately 5,700 or more. Most of the hotel rooms are crowded around Jinjuseong, the representative tourist destinations and where the various festivals including Jinju Namgang Yudeung Festival and Gaecheon Arts Festival, which are regional festivals in Jinju are held.



<https://blog.naver.com/anmin1234>

# Public Transportation Options

Public Transportation Options operated in Jinju consists of taxis, city buses, intercity buses, express buses and so on. For the case of taxis, 1,700 vehicles, including 695 corporate taxis and 1,005 private taxis, are operated, in Jinju. They are reflecting the modern trends, so they developed a dedicated taxi call application and operating unmanned call taxis for those who are not familiar with smartphones.

Also phased in voucher taxis using 50 local taxis for transportation convenience for the weak pedestrian.

For the case of city buses, they construct a bus information management system for city bus operation through GPS and wireless communication network, So that they provide location information and arrival schedule information of buses in real time through smartphone, SMS text service, QR code, etc.





## Parking Availability

Jinju has implemented a project to create public parking lots to solve the lack of parking spaces, and currently, 1,679 parking spaces have been created in 55 locations.

During the festival period, a temporary parking lot is provided in the playground of school around Jinju to consider the rapidly increasing of visitor than usual.

Four temporary parking lots are provided for the Jinju Nongae Festival held in the spring season, and a total of eight temporary parking lots are provided for the Jinju Namgang Yudeung Festival and Gaecheon Arts Festival held in the fall.



# Walking Paths, Bicycle Lanes

## Jinju Ena Gil

Jinju Enagil, the name was derived from the Jinju dialect "Ena" meaning "true," is a historical and cultural ecological trail that links Jinju's history and culture, environmental resources covering Bibongsan Mountain and Seonhaksan Mountain, and waterfront resources around Jinjuseong and Namgang.

It consists of two courses, the first course is 15 km and the second section is 12 km.



## Jinju cycling routes

In order to create a green environment in a low-carbon city and to create not only for daily use, but also for leisure and health, the construction of bicycle infrastructure, an eco-friendly means of transportation using Namgang and abandoned ship sites is still in progress.

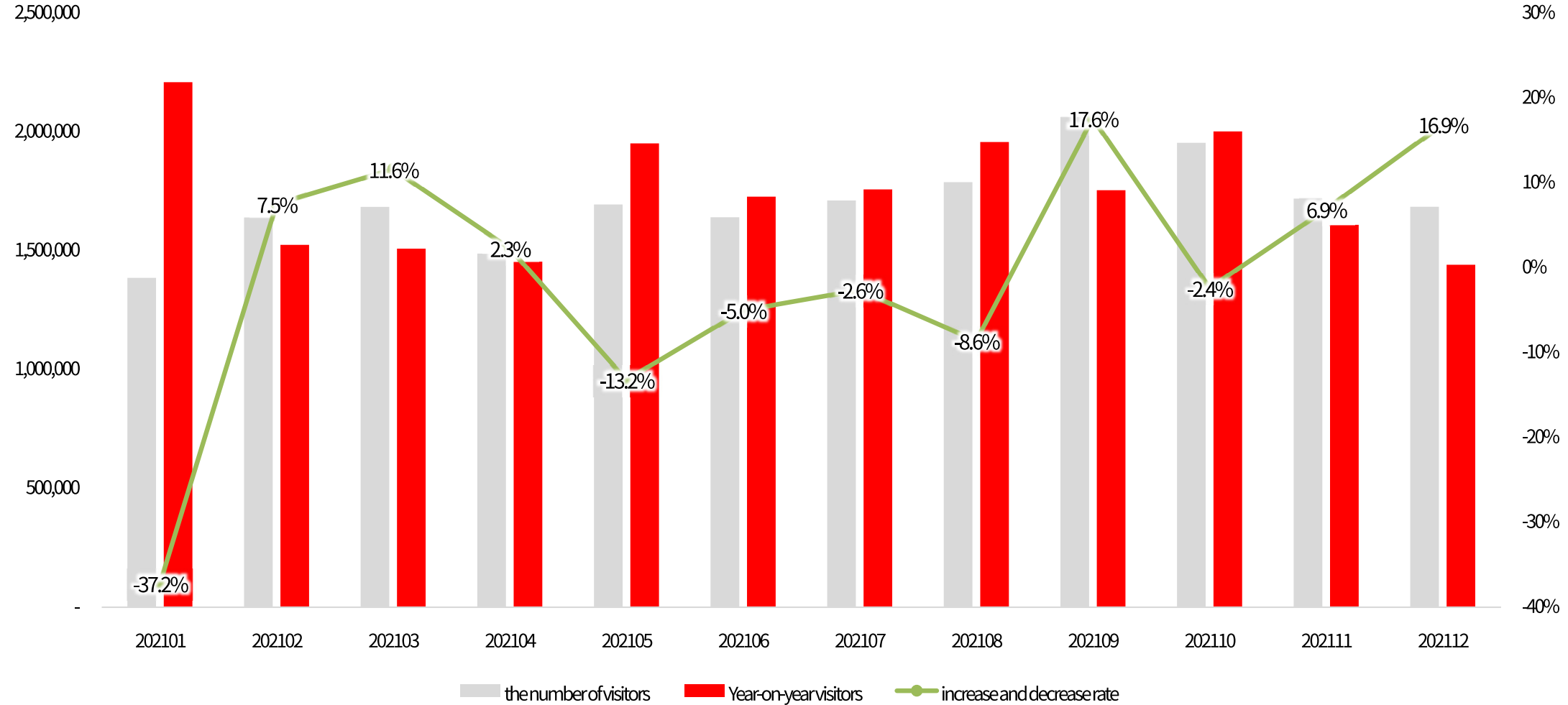
Operate safety education centers and bicycle rental centers to expand the base of cycling by providing convenient and easy conditions for citizens and tourists to use bicycles anytime, anywhere.

Courses	time Required	Distance Moved	Difficulty
Around Namgang	1hour 25Minutes	20.6km	Low
Yongho Garden	1hour 20Minutes	19.3km	Middle
Gangju Pond	2hour	24.8km	Middle
Arboretum	4hour	42.4km	High
Jinyangho Lake	4hour	41.4km	High



# Estimated City Visitors Annually Attributed to Festivals and Events

From January to December 2021, the number of visitors to Jinju was about 20,457, decreased 442,000 from 20,900,000 the previous year Because of COVID-19, All Festivals in Korea including Jinju were canceled, but as social distancing was lifted in the second half of the year, only the Jinju Namgang Yudeung Festival was held on December, 2021.



**SECTION 2.**

**COMMUNITY FESTIVALS  
AND EVENTS**

Festival or Event Name	Top Executive Contact Information	Number of Years Festival or Event has been Produced	Event Dates	Primary Target Audience	Recurrence Cycle	Estimated Combined Aggregate Attendance
Jinju Namgang Yudeung Festival	055-761-9111	2001 ~	October 1 ~ (weekdays and every other weekends)	Families Out-of-Market Visitors	Annually	1.55million 7,000 (2019)
Gacheon Art Festival	055-752-0111	1949 ~	October 3 to 10	Families Out-of-Market Visitors	Annually	
Korea Drama Festival	055-755-2363	2006 ~	October 1 ~ (weekdays and every other weekends)	Families Out-of-Market Visitors	Annually	
Jinju International Agriculture & Food Expo	055-749-6111	2011 ~	November	Families Agricultural workers and enterprises	Annually	300,000
Jinju Nongae Festival	055-746-5001	2002 ~	Friday to Sunday of the 4th week of May	Families Out-of-Market Visitors	Annually	
Jinju Traditional Bullfighting Festival	055-746-5001	126회	13:30 to 18:00 on Saturdays from April to September	Families Out-of-Market Visitors	Annually	

## Gaechon Art Festival



### The origin of all local cultural festivals in Korea 2019 Outstanding Culture & Art Festival in Gyeongnam Province

This festival was started in 1949 as the 'Yeongnam Art Festival' to commemorate Korea's independence and to stimulate the development of Korean arts and culture. Since then, as the best art festival in the country, it has been held annually except in 1950, the year of the Korean War, and in 1979 in the aftermath of the military Coup of October 26. The festival was designated as Gyeongnam's Representative Festival and the celebration features various cultural and art events such as the opening ceremony, a costume parade, art competitions and cultural events, contributing to the development of local culture and arts.

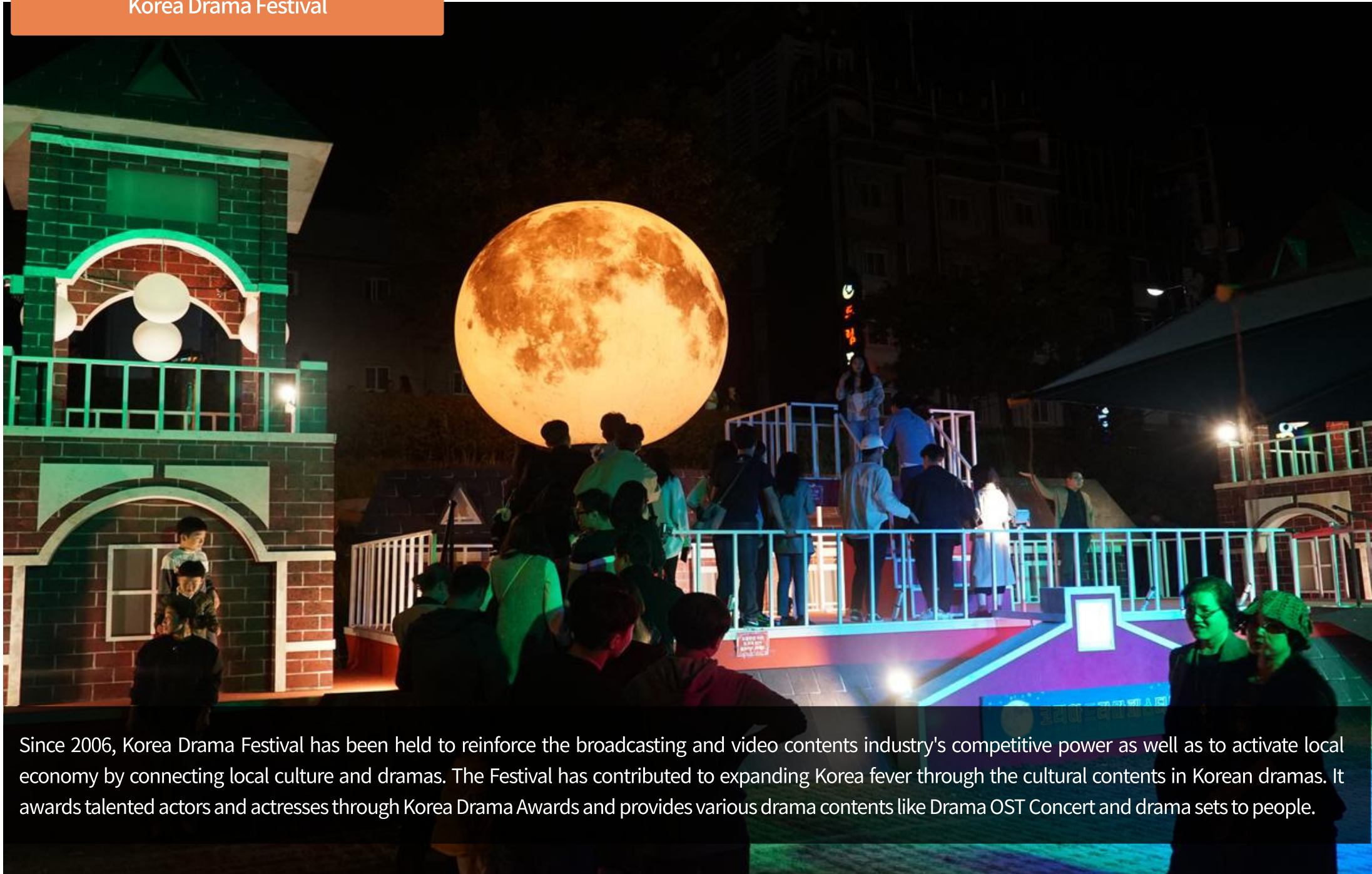
## Jinju Namgang Yudeung Festival

Jinju Namgang Yudeung Festival originated from the concept of yudeung (floating lanterns) that were used as military signals to prevent Japanese armies from crossing the river and as communications sent to their families during the Japanese Invasion (1592). Held as an event of Gaecheon Art Festival, the first local art festival of Korea, Jinju Namgang Yudeung Festival was specifically named in 2000. It was designated as a preliminary festival in 2003, a fostered festival in 2004, a great festival in 2005, the greatest festival from 2006 to 2010, and a Korean representative festival from 2011 to 2013. Designated as a honorary Korean representative festival in 2014 and a Korea Global Promotion Festival since 2015, the festival is known as one of world heritage festivals.

Jinju Namgang Yudeung Festival is a global festival that was exported to Winterlude Festival in Canada, LA Korean Festival, Niagara Falls Winter Lights Festival in Canada, Boarder Festival in USA and Xian Wall Lantern Festival in China.

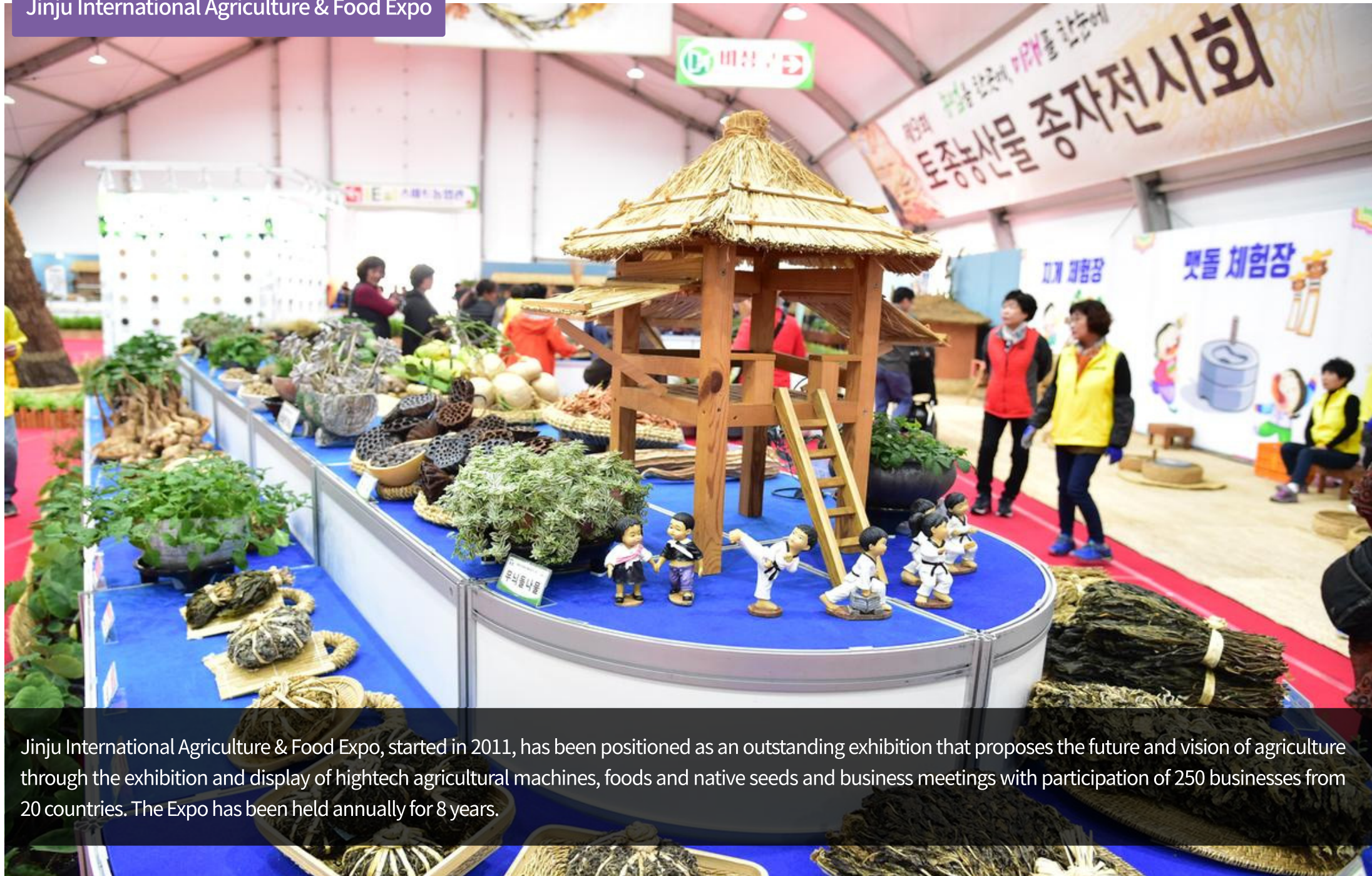


## Korea Drama Festival



Since 2006, Korea Drama Festival has been held to reinforce the broadcasting and video contents industry's competitive power as well as to activate local economy by connecting local culture and dramas. The Festival has contributed to expanding Korea fever through the cultural contents in Korean dramas. It awards talented actors and actresses through Korea Drama Awards and provides various drama contents like Drama OST Concert and drama sets to people.

## Jinju International Agriculture & Food Expo



Jinju International Agriculture & Food Expo, started in 2011, has been positioned as an outstanding exhibition that proposes the future and vision of agriculture through the exhibition and display of hightech agricultural machines, foods and native seeds and business meetings with participation of 250 businesses from 20 countries. The Expo has been held annually for 8 years.



## Jinju Nongae Festival



### Festival sublimating the loyalty of Nongae

Jinju Nongae Festival is Korea's representative spring festival that commemorates the patriotic spirit of Nongae as well as the 70,000 persons who died during the Japanese invasion. This festival presents various art performances including an opening ceremony, Sinwisunhaeng, and Uiambyeolje (ritual service). It presents opportunities to experience the elegant Gyobang culture and traditional and modern cultural arts. Nongae's jumping into the river with a Japanese general is re-enacted on Uiam (rock) under Chokseokru (pavilion), capturing the rapt attention of tourists.

## Jinju Traditional Bullfighting Festival



### **The most famous bullfight of all traditional Korean bullfight events.**

Jinju is well known as the origin of Korean bullfighting. It is said that bullfights were held on the banks of the Namgang River during the Three Kingdoms Period to the late Goryeo. The bullfights expressed the people's fury and resentment during the era of Japanese colonization. The fights are held at the 3,000 - seat bullfighting stadium on Saturdays from April to September and the national bullfighting event is held in October. Jinju's bullfight was covered in the foreign newspaper, New York Times.

## **SECTION 3.**

# **CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS**

# Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies



By Nurturing competitive festivals through efficient promotion of various festivals hosted in Jinju, they can promote the city's image and the city stipulates Ordinance on Festival Support to develop them into a global festival.

The target are Jinju Namgang Yudeung Festival, Gacheon Art Festival, Jinju Nongae Festival, Korea Drama Festival and many other fesitval, Jinju or private institution and private organization(referred to as "organization“) for the purpose of promoting tourism, promoting local culture, promoting local specialties, etc. for festivals which many citizens participate and has the regular hosting period.

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

local governments supports 100% the most business to strengthen the festival's self-reliance and promote efficient festivals.

(Unit : USD Dollar)

	2020	2021	2022
Festival support (total)	2,409,230	5,542,307	5,581,538
Support Hosting	310,000	329,231	329,231
Support cultural tourism festival (Jinju Namgang Yudeung Festival)	935,385	2,050,000	2,050,000
Festival promotion and content development support	48,462	103,846	34,615
Award Competition in Korea	3,077	61,538	61,538
Memory floating Lantern event	0	38,462	38,462
Participated in Korea Festival Fair	0	19,231	19,231
축석산성아리아 및 진주대첩 재현행사	215,385	215,385	215,385
Support Gaecheon Art Festival	590,769	1,386,154	1,224,615
Support for Jinju Music Festival event	143,077	223,077	223,077
Hosting of Korea Drama Festival	153,846	1,076,923	1,076,923
Support Hanbok experience event	0	23,077	23,077
Support Festival tourism event	0	7,692	7,692
Support cultural and artistic organizations	0	0	346,923
Operation of Yudeung Experience Center	9,231	7,692	7,692

# In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

Support related work by departments in Jinju

Sector	Contents
Media Liaison Office	PR through media sources and various PR media
Investment Attraction Office	Guide of the costume processions & maintenance of order
Local Economy Dept.	Installation of PR structures Supervision of the price display system and the gas safety
Information Management Dept.	PR by internet pop-ups and banners Installation of pay phones around the festival sites
Collection Dept.	Installation of placards & billboards at financing institutes Installation of cash machines around the festival sites
Planning and Budget Dept.	Creation of outdoor PR items
General Affairs Dept.	Invitation of VIP & the protocol Conduct of citizens' order-maintenance campaign for the events
Overall Safety Dept.	Supervision and crackdown for prohibition of use of firework around the festival sites
Citizen Life Support Dept.	Maintaining order in Gaecheon Art Festival & the Lantern Festival
Social Welfare Dept.	Support of the festivals & running of volunteer teams
Women & Children Dept.	Selection of participant groups for Jinju Grand Food Feast & its running
Happiness Support Dept.	Maintaining order in the nighttime costume parade on Jinju Great Victory
Environment Protection Dept.	Control of Nam River environment & its water quality preservation measures
Hygiene Dept.	Running of bibimbap sharing event for 3,000 people Creation of atmosphere for participation in the events; maintenance of inside & outside environment of hygienic shops Overall control of accommodation
Cleaning Dept.	Maintenance of the festival environment

# In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

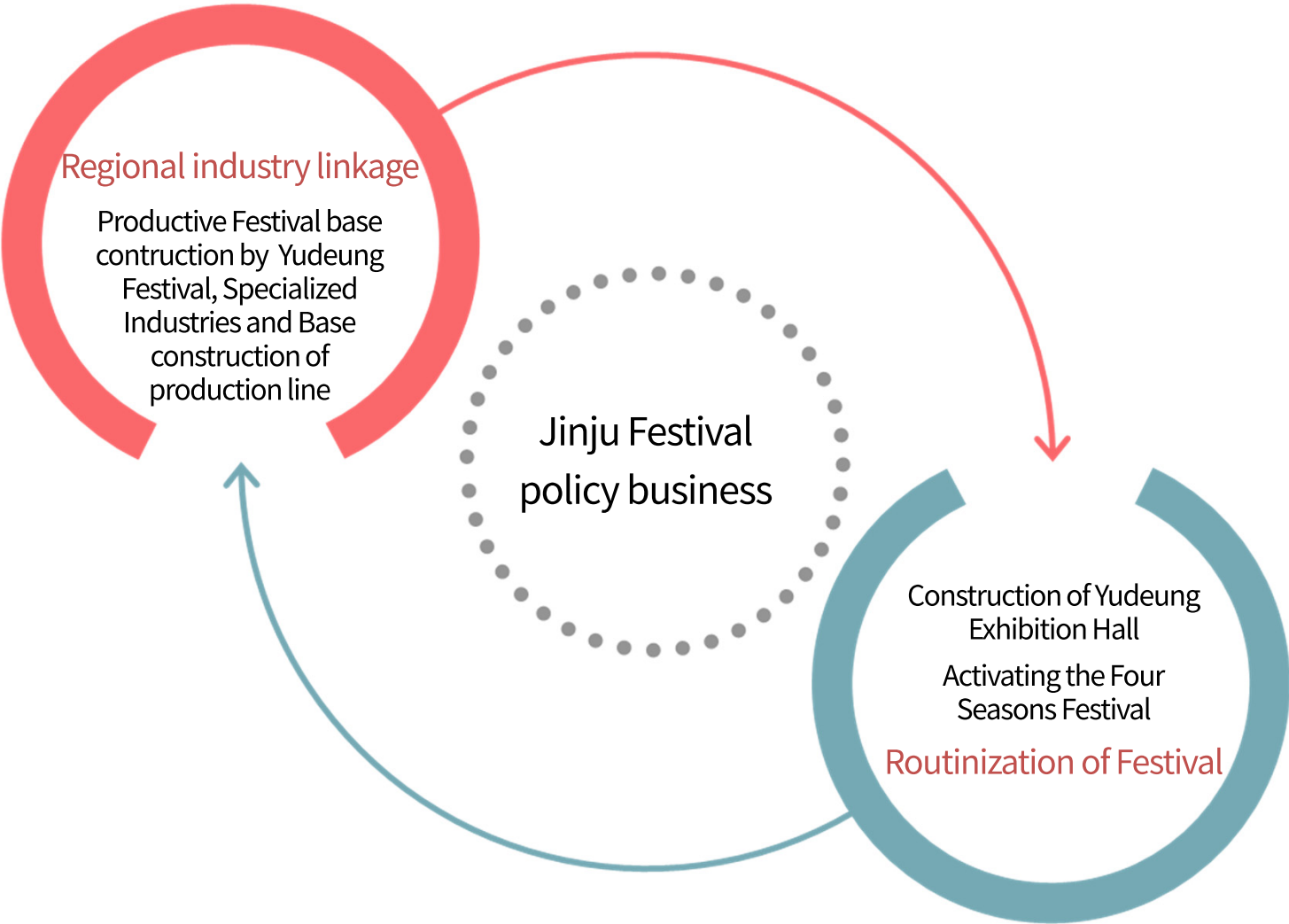
Support related work by departments in Jinju

Sector	Contents
Greens & Parks Dept.	Maintenance of urban greens, parks and waterfronts
Traffic Administration Dept.	Comprehensive transportation measures for the festivals
Construction Dept.	Maintenance of the roads and the sidewalks around the festival sites Crackdown planning against street vendors & roadside pileups
City Dept.	Extension of lighting time of the bridges and the scene lighting Crackdown of illegal advertisements
Stream Management Dept.	Nam River water level control, safety control
Architecture Dept.	Maintenance of the environment of construction sites
Land Information Dept.	Guide of the parades of the community symbols and others, and their order maintenance
Income Support Dept.	Running of stores for agricultural and indigenous products
Agriculture & Stockbreeding Dept.	Creation of floral roads
Health Administration Dept.	Medical support for the festivals & control of infectious diseases
Sewage Dept.	Check of the draining facilities for sewage Control of public restrooms
Jinju Castle Management Dept.	Support of the festival events & environmental maintenance

# Defined Role of the City in Festival and Event Approval

Most festivals, such as Jinju Namgang Yudeung Festival and Gaecheon Arts Festival held in Jinju are promoted organized by Jinju.

Promotion of policy projects to strengthen the self-sustainability of festivals and establish the base of tourist festivals city as the best cultural and artistic festivals.

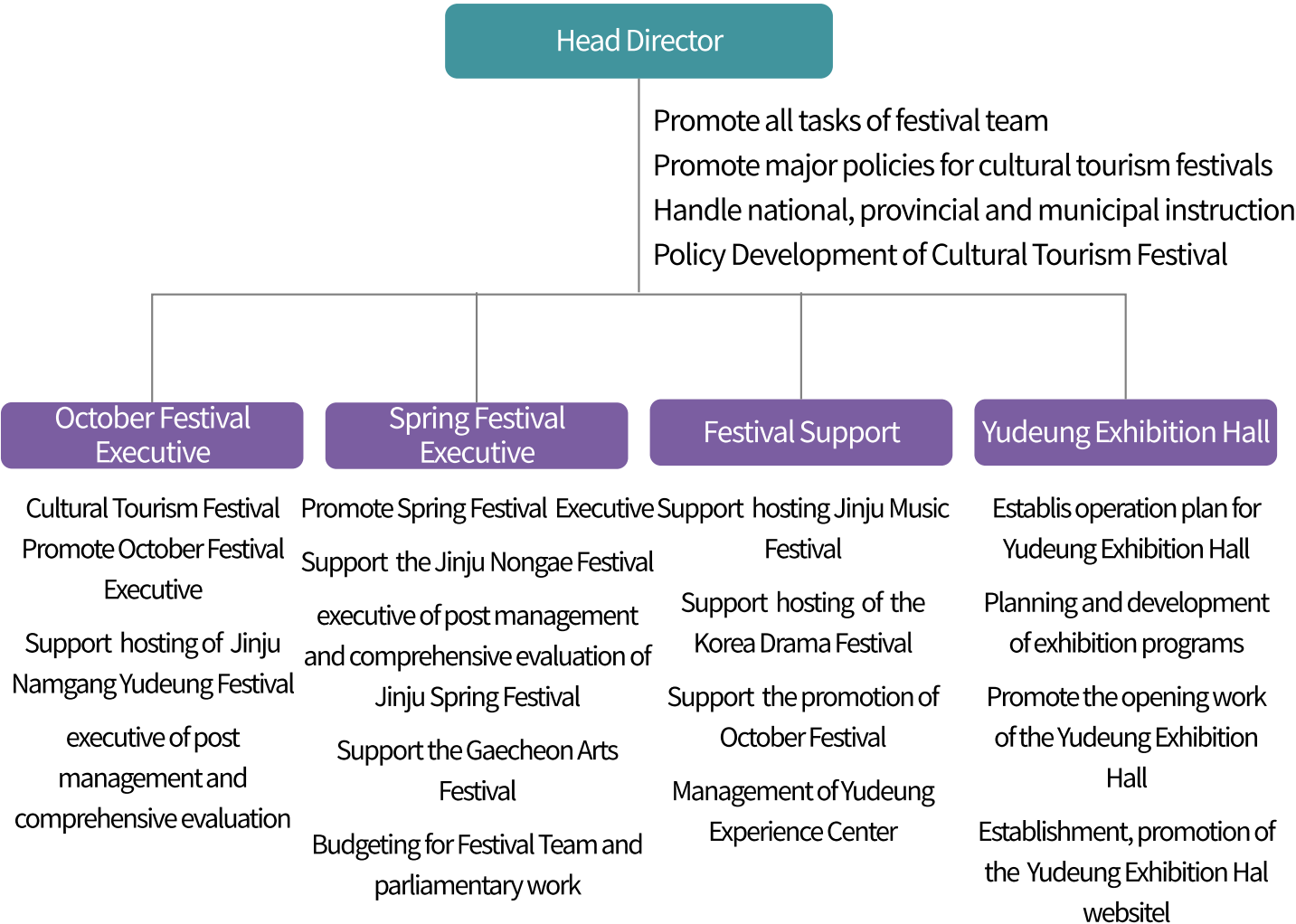




# City-Provided Festival and Event Process Coordination and Assistance Systems

Form a department dedicated to the festival in Jinju(the Tourism Promotion Division Festival Team of the Culture and Tourism Bureau) to nurture, support, and promote festivals.

- Main tasks of the festival team**
- Nurturing Cultural Tourism Festival and supporting Local Festival
  - Supporting for the hosting of the Jinju Namgang Yudeung Festival
  - Hosting of the Jinju Nongae Festival (Supporting and Overseas expansion, etc.)
  - Supporting for the hosting of the Gaecheon Art Festival
  - Promotion of the Jinju Spring Festival
  - Supporting for Seoul Bit Chorong Festival
  - Supporting for the hosting of the Korea Drama Festival
  - Supporting for the Jinju Namgang Water Festival
  - Yudeung Storage, Yudeung Workshop and administration of the Jinju Exhibition Center
  - Cultural Tourism Festival patent and copyright administration
  - Promotion of Cultural Tourism Festival at festivals and fairs



# 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, the Police Station and the Korea Water Resources Corporation, will participate in the committees, for the success of the festivals.

## Participating Institutes

- Jinju Office of Education
- Jinju Police Station
- Korea Water Resources Corporation
- Jinju Branch Office of Korea Electric Power Corporation
- Jinju Chamber of Commerce
- Jinju Culture Love Club
- Jinju Federation of Artistic and Culture Organization
- Volunteer Work Council
- Jinju Branch Office of the Korea Senior Citizen's Association
- Western Kyeong-nam Federation of Korea Sea Scouts
- Jinju Branch Office of Food Service Work Association
- Western Kyeong-nam Branch Office of Lodging Association
- International University of Korea
- Jinju Advisory Council on Democratic and Peaceful Unification



# Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Event

## Ordinance for the Support of the Festivals in Jinju City (Draft)

### Article 1 (Purpose)

This ordinance is to define matters on the support for the festivals, so that, through efficient pushing forward of various festivals held in Jinju, we can enhance the image of Jinju City and develop the festivals into world-level ones by fostering them into competitive ones.

### Article 2 (Definition)

Festival herein means an occasion, such as Jinju Nam River Lantern Festival, Gaecheon Art Festival, Jinju Non-gae Festival and Korean Drama Festival, held by Jinju City or a civil institute or organization (hereinafter called “organization”) for the purpose of tourism promotion, growth of indigenous culture, promotion of local special products, etc. where many citizens participate and which is held regularly.

### Article 3 (Exclusion)

If an occasion falls into any one of the following, it will not be regarded as a festival.

1. Events, such as contests, pop song contests and celebrations, participated only by particular people.
2. Cultural and art events, such as cultural festivals, concerts, exhibits, fine art festivals, drama festivals and movie festivals.
3. Events to promote the sales of agricultural, fishery, forest and special products .
4. Other events, such as feasts for aged people and sports contests, which are weak as comprehensive festivals in their characteristics.

### Article 4 (Fostering of festivals)

Jinju Mayor (hereinafter called ‘Mayor’) should push things forward by creating systems and conditions necessary for the fostering and development of the festivals and by preparing support measures for this.

### Article 5 (Support for the festivals)

- ① Mayor can support with the cost needed to push forward a festival for the fostering and development of the festival within the limit of the budget.
- ② If it is necessary to push forward a festival, Mayor may lease or loan public assets to the hosting or responsible organization (hereinafter called “the responsible organization”) of the festival.
- ③ Mayor may entrust public facilities necessary for a festival to a responsible organization so that it can use and control them.

# Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Event

- ① In order to smoothly push forward a festival, mayor may directly support a responsible organization or ask a support of a related institute or organization.
- ② If it is necessary to push forward a festival, mayor may dispatch a public servant under his/her control to the responsible organization in accordance with the rule by related laws, so that he/she can work there.

## Article 6 (Self-reliance of a festival)

- ① The responsible organization should actively make efforts for the development and self-reliance of the festival.
- ② The responsible organization or others may run various revenue-making businesses, such as sales of tickets, souvenirs and advertisements, per related laws and their articles of association and rules.
- ③ The responsible organization should enhance the accuracy, efficiency and transparency of the management of the income from the festival, through the automation of its management – by way of computerization, for example – and by preparation of various papers and books.
- ④ The responsible organization should use the income from revenue-making businesses of a festival for the projects related to the festival – for the preparation for, or running of, the festival, for example. But part of the income may be used for the running of the organization or for the projects for the promotion of the local culture and art.
- ⑤ The income from a festival supported by subsidy and others from the city per Article 5 may be divided between the city and the responsible organization considering the subsidy and the expenses.
- ⑥ When a revenue-making business is run per the second clause, free or discounted services may be provided to Jinju citizens.

## Article 7 (Safety control of a festival site)

- ① The responsible organization has all the rights, duties and responsibilities related to a festival, concerned with the proceedings and controls of the festival, prevention of accidents, after actions and others.
- ② The responsible organization should get the license necessary for holding a festival from the related agencies, while it should take all the necessary actions so that no safety accident might occur at the festival.

## Article 8 (Guide and supervision of a festival)

Mayor may guide or supervise on the things related to the administration and finance of a festival pushed forward by a responsible organization.

# Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Event

## Article 9 (Festival Evaluation)

- ① The Mayor should conduct an annual result evaluation on festivals that have subsidized expenses according to Article 5.
- ② Result evaluation should be conducted within three months after the end of the festival and if the host organization requests a specialized institution to evaluate it, the evaluation plan and details shall be consulted with the city.
- ③ The Mayor should actively endeavor, such as reflecting the results in the festival budget for the following year or do necessary works except in case of extenuating circumstances in results of the evaluation under paragraph (2).

## Article 10 (Entrustment of business)

- ① The Mayor can entrust part or all of the business to a non-profit corporation or non-profit organization in order to efficiently promote policies and business for the nurturing and development of festivals.
- ② In case of the Mayor entrusts according to paragraph (1), the mayor can fully or partially subsidize expenses need for the business and activities within budgetary limits.
- ③ entrusting pursuant to paragraph (1), the methods and procedures should be followed by 「 the Jinju Ordinance on Entrustment of Affairs.」 .

# Green Initiatives

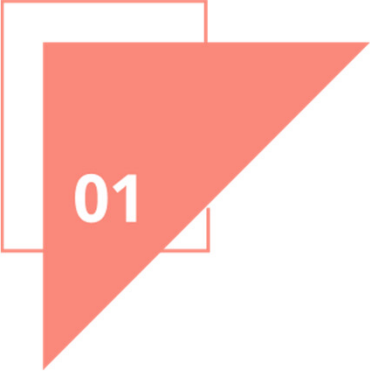
Jinju has been implemented since 2014 to promote it as an eco-friendly festival.

Jinju Namgang Yudeung Festival replaced its electrical materials for making lantern, incandescent lamp to LED to reduce greenhouse gas emissions.

Nongaeje, the representative spring festival, implement a "3S Kindness Campaign" and 'An Eco-friendly tourism consumption campaign' without trash for all visitors in festival venue.



# City Provided Festival and Event Training Programs



**Training of Festival program ‘Parade on the Street’**

Training is given so that the gathering order, location, clothing, appearance, etc. shall be checked and setting off in the right order shall be made



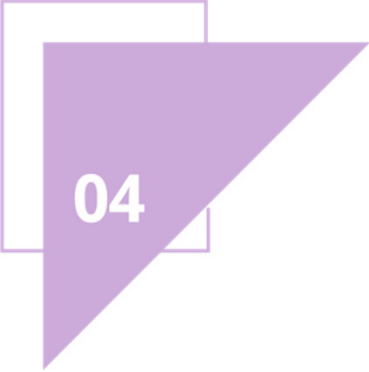
**Parking order**

Traffic volunteer groups (8 ones) and public servants (30 ones) are trained on the parking



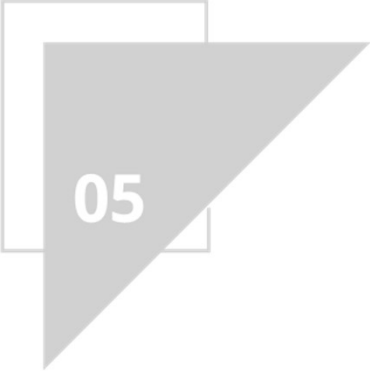
**Meeting of the heads of hygiene-related organizations**

Training on the customer services of the heads of the accommodation, bathing, hair-cutting and food-related groups



**Training of food booth participants on hygiene**

Training on food poisoning prevention and hospitality service



**Training of participants at the stores on special products**

Explanation on how to participate and on the requests (for uniform clothing)

## **SECTION 4.**

### **NON-GOVERNMENTAL COMMUNITY**

### **SUPPORT OF FESTIVALS AND EVENTS**



# Volunteer Involvement

Jinju organized to create a synergy effect by focusing on the season of festivals held in Jinju on spring and autumn.

For successful promotion of the festival, various organizations such as Jinju Model Driver Association, Self-Defense Force, Marine Corps, Special Forces, Military Police Association, Saemaul Transportation Volunteer Corps, Sarangsil, etc control street and serve traffic control role and prevent pedestrian accidents in urban areas designated such as major roads and shuttle bus-only roads.

In addition, many volunteers are participating in various fields such as water supply, information, transportation, and interpretation throughout the festival venue, and additional volunteers are recruited by each festival.

Jinju Namgang Yudeung Festival recruits 60 additional volunteers in the field of foreign language interpretation and cruise ship tourism narrator.



# Sponsorship Support

Sponsoring company		
Sector	Advertisers (Companies)	Installation location
a three-legged arch	BNK Kyongnam Bank	Jinjugyo Bridge
Led Board	Korea Elevator Safety Agency	
	Korea Land & Housing Corporation	
	Galleria Department Store	
Publicity Tower	Moorim Powertech	Public corporation complex
	Korea Ceramic Engineering and Technology	Innovation city
	Defense Agency for Technology and Quality	Innovation city
	Korea Electric Power Corporation	Central square
Pamphlet	BNK Kyongnam Bank	Full-page advertisement
	Moorim Paper	Full-page advertisement
Large Ad Balloon	Daekyong Construction	Waterside of Namgang
	Korea Construction	Waterside of Namgang
The entrance to the bridge	Korea Testing Laboratory	Floating bridge 2 Music Fountain
	Korea Land & Housing Corporation	Floating bridge 2 Gyeongdong Riverside of Namgang
	Korea Workers Compensation & Welfare Service	Floating bridge 1 sacred place
street lamp banner	Korea Land and Geospatial Informatix Corporation	Near the entrance to the bridge
Fence Advertisement	KT&G	
Track light	Korea Copyright Commission	Riverside of Namgang
	Korea SMEs and Startups Agency	Inside Jinjuseong
	Korea Land & Housing Corporation	Above Namgang
	Moorim Paper	Above Namgang
	Korea South-East Power Co., Ltd	Above Namgang
	Korea Water Resources Corporation	Above Namgang
	NH NongHyup Bank	Above Namgang
	BNK Kyongnam Bank	Above Namgang

Most of the festivals held in Jinju are receiving 100% support from local governments, so the scale of sponsorship and support is insufficient, but in the case of Jinju Namgang Yudeung Festival, Jinju Namgang Yudeung Festival gets about 200 million won of sponsorship from a total of 25 companies.

Provide promotional opportunities by inserting logos of sponsors in various places such as sculptures, floating bridges, LED signboards, banners, etc.



## Media Support

Jinju prepares an integrated publicity plan in related to all festivals held in Jinju and promotes publicity to domestic and foreign media.

2018, the place that 5 broadcasting company and 25 newspaper covers Gyeongsangnam-do, the key target region including Jinju.

Jinju support for media exposure of press releases and support for the publication of festival promotional materials related to the festival distributed by Jinju.



# 진주 남강유등축제 12월로 연기 개최

# Downtown Associations



Most of the festivals held in Jinju are canceled or reduced in scale due to the effects of COVID-19.

Organized festival contents in traditional markets and underground shopping malls to promote regional revitalization before COVID-19.

In 2019, exhibitions of major winners of the Korean lantern contest and performances were held in the underground shopping mall to create an atmosphere of the spring festival in advance and to contribute to the revitalization of local shopping malls.

In addition, during the Jinju Namgang Yudeung Festival period, a total of 40 teams had 130 busking performances in 6 places including the traditional market and Lotte Mall in Innovation city to revitalize the original city center and traditional markets, photo and video contests was held in festivals and traditional markets, Giving gifts to customers who spent more than 20,000 won, installation of 1,300 silk shaft lights, Installation and operation of performance information boards in the original city center.

In 2021, 5 base spaces in the region was prepared to organize festival contents to disperse festival visitors due to COVID-19.

# Organizations to Assist Individuals with Disabilities

In Jinju, the Volunteer Group Council was formed in which 36 local volunteer groups participated, and volunteers participated in local festivals such as Jinju Namgang Yudeung Festival, Gaecheon Art Festival, and Nongae Festival.


This Volunteer Group Council which 16,000 people participated were not able to participate because most of the festivals in the past two years were canceled due to the COVID-19 pandemic, but last year, 2019, volunteers were participated in the October festivals including Nongae Festival, Gyeongnam Life Sports Festival, and Jinju International Agricultural Food Expo and Air Sports Festival.



# Local Event Cooperatives

Due to COVID-19, all festivals held in 2020 and the first half of 2021 were canceled, but due to changes in government guidelines such as dissolution of social distancing, the Jinju Namgang Yudeung Festival held in a two years.

However, due to the effects of COVID-19, only Jinju Namgang Yudeung Festival was promoted, but as the distance was dissolved completely, various accompanied events were held in 2022 along with the Jinju Nongae Festival.



**진주시립 국악관현악단 개막...**  
#개막공연 #국악관현악단  
🕒 19:20-20:00



**진주 소싸움 경기**  
#소싸움경기 #토요상설  
🕒 13:30-16:30



**진주 목공예 전수관 체험**  
#전통목공예체험  
🕒 11:00-(1월 150세트 한정)



**진주성 수성중군영 교대의식**  
#수성중군영 #공복문  
🕒 15:00



**진주 교방의 맥**  
#진주경무 #무형문화재  
🕒 14:00-15:00



**농/특산물 판매장**  
#진주시특산물 #농산물구매  
🕒 10:00-18:00




**진주성 전통무기 및 무예체험**  
#무예체험 #전통무기  
🕒 13:00




**진주성 수성중군영 교대의식**  
#수성중군영 #공복문  
🕒 15:00



**진주포구락무 공개행사**  
#포구락무 #전통춤  
🕒 14:00-15:00



**진주성 향시 재현 및 한자골...**  
#한자골드벨 #진주향시  
🕒 9:00-17:00




**봉축 진주연문문화축제**  
#연등축제 #어버이날  
🕒 시간 미정



**문화가 거리로 ON다**  
#시경방송 #문화거리  
🕒 14:00



**진주시 가족사랑 어린이걷기...**  
#어린이 #가족사랑  
🕒 시간 미정



**어린이날 가족한마당**  
#어린이날 #가족사랑  
🕒 10:00-14:00



**어린이날 기념놀이 체험행사**  
#5월은 #어린이날  
🕒 10:00-14:00

# Sports Commissions

Jinju Sports Association and Jinju Bullfighting Association participated in the Jinju City Family Love Walk and the Jinju Bullfighting Competition respectively at the festival as a companion event .



## Jinju City Family Love Children's Walking Competition

Since 2010, it has been held in the Namgang River area every year to celebrate Children's Day, but in 2019 and 2020, it was held online and virtual to prevent the spread of COVID-19 infection. According to the government's policy, social distancing was lifted from April 18, and it will be held as a offline event this year.

On the day of the event, children and their families participated in the open yard, starting with 'Sorisam Saxophone Concert' and 'Bongnae Elementary School Pungmulnori'. The walking course starts from the outdoor stage of Pyeonggeodeunchi and returns to the turning point in the direction of Heemanggyo Bridge.



## Jinju Bullfighting Competition

The 'Jinju Bullfighting Competition', hosted by the Jinju Bullfighting Association, is held to inspire pride as the origin of the folk bullfight of Jinju and inherit and develop the tradition of bullfighting, and to support stock raising farms and to provide unique themed tourism products since 2006.

Participated as a festival companion event held in Jinju and provide sights to tourists from other regions.

# Educational Institution Support



As a part of inducing local participation, the 2021 Jinju Namgang Yudeung Festival creation contest will be held for middle and high school students in the province.

Promoted for middle and high schools in Gyeongsangnam-do including Jinju for one month before the event.

Making creative lantern under the management of a guidance teacher using school-specific assignments and after-school classes.

Received creative lanterns are installed and displayed in a constructed tunnel in the event venue.

Exhibited lanterns awarded through evaluation.





# Special Incentives/Discounts Provided to Festivals and Events by Local Venues

Jinju decided to hold the festival normally in 2022 in three years due to COVID-19, Introduced 'Ena cash system', the system which refunds the 10% of the amount of money spent by refunding it to Jinju Love gift card to the visitors from other provinces who visited Jinju Nongae Festival venue.

The limit is once per person per month, and the maximum disbursement is 1 million won (Refund is 100,000 won) and in order to receive a refund as Jinju love gift card, after consumption activities, you must bring your own ID, credit card receipt, and Jinju love card were provided only can be used within one week from the date of application.



# Access to Industry Suppliers in the Local Market

Items	Enterprise name
banners and decorations	Chokseok Ad Company
Poster	Munhwa Publication & Printing
generators	Yeongnam Generator
portable toilets	San-gwa-deul
Stage Facilities	Western Kyeong-nam Federation of Korea Sea Scouts
Security	Korea Special Guard
Table and chairs	Taegeuk Rental
ATM's	Nonghyeop, Kyeongnam Bank
Tent	Daeswong Tent



**SECTION 5.**

**COVID-19 PANDEMIC**

**SUPPORT OF**

**FESTIVALS AND EVENTS**

# COVID-19 Pandemic Support of Festivals and Events

Jinju will host the festival in compliance with government policy due to COVID-19 : Minimizing and canceling festivals with crowds of visitors due to the hosting of the festivals in COVID-19 situation.

※ Government quarantine guidelines : Social distancing application plan according to the step by step to daily life restoration

Section	The first reorganization	The second reorganization	The third reorganization
Vaccinated people+ Unvaccinated people	The festivals are available for less than 100 people		Removal of restriction of number of people and compliance with basic quarantine rules
Vaccinated people and those who take PCR inspection participated	The festivals are available for less than 500 people (Trial operation of irregular concert hall with more than 500 people)	The large scale events are available with no limitation of the number of people	
	Removal of various quarantine measures such as seat floating, limiting capacity and prohibition of eating		

※ Basic guideline to local festivals according to the step by step restoration of daily life

Section		Number of Visitors		
		Less than 100	Less than 500	More than 500
Hosting of the festival		Municipal Autonomy		After approval by the Ministry of Public Administration and Security can be hosted
Inspection Procedure		Self Review	Promotion after deliberation by the local safety management committee	Review in advance by municipal Approval of the Ministry of Public Administration and Security
Festival Participation	Unvaccinated people	Available	Unavailable	Unavailable
	Those who have completed vaccination and PCR negative confirmer, etc.	Available	Available	Available
Key Quarantine Rules		(Visitors) must always wear a mask, no eating, keep distance with people (Field Officials) Site placement centered on those who have completed inoculation, self-inspection(once a day), Fever check(two or more times a day)		

# COVID-19 Pandemic Support of Festivals and Events

## Festival Application Plan for Jinju

Festival contents

01

Fireworks, Cruise ship experiences, Floating Yudeung, etc. Cancellation of off-line events

02

Eating foods and drinking beverages are prohibited  
on the festival hall, the food booths will not be operated

03

There will be no indoor festival as it is an outdoor exhibition festival

Application of advance reservation system

People who have pre-booked through the website can only participated in the festival.

- The number of people in advance reservations : The capacity per hour (Number of people that can be accommodated for the festival area).
- Experience event (Floating bridge, Eoul Madang) Enforcement of the advance reservation.

Time	Capacity	floating bridge	Eowoolyard	Note
13~14	1,000	per hour 188 from 1st floating bridge	Riverside of Mangyeong-dong, Jinjuseong, Saturday·Sunday, 31, 2022 13·15pm 99people	Online Advance reservation system
14~15	1,000			
15~16	1,000			
16~17	2,000			
17~18	2,000			
18~19	4,000			
19~20	4,000			
20~21	2,000	from 2nd floating bridge		
21~22	1,000			

Reservation time and number of people are the same for everyday on the festival period.

On-site entry : Consideration of on-site situation such as the number of advance reservations, Entry within allowable range.

# COVID-19 Pandemic Support of Festivals and Events

## Computation for the number of simultaneous occupant in Festival Venue

Venue	Area(m <sup>2</sup> )		Simultaneous capacity of people
	Total Area	Festival	4m <sup>2</sup> / 1 person
Jinju Castle	171,805	20,000	5,000
Manggyung Waterside	20,000	8,000	2,000
Music Fountain	10,000	8,000	2,000
The first floating bridge	750	750	188
The second floating bridge	1,150	1,150	288

[confirmation of the number of simultaneous occupants]  
 (Visitors for entrance) Counting the number of wristbands distributed for temperature check upon entry.  
 (Visitors for exit) After counting the visitors for exit by the security guards at each exit, the aggregation will be held at general situation room by hours  
 ⇒ The restriction of access when the number of simultaneous occupants is exceeded, Inducing dispersion of people in the festival hall.



○ 진주성 면적 산출 기준



# COVID-19 Pandemic Support of Festivals and Events

## Application of Vaccine Pass

Only those who submit a certificate of completion of vaccination and those who have confirmed negative PCR test(within 48hours)can participate in the festival.

\*Exceptions: those under the age of 18, those who are excluded from vaccination for medical reasons, and those who have recovered after confirming COVID-19.

Management of electronic access list such as Temperature check, safety call for every entrants.

Installation and management of safety fences for pre-registration of the performance stage.

- The distance between seats should be at least 2m from each other.

Placement of those who have completed vaccination at the event center.

COVID-19 prevention education

- Self-diagnosis kit, self-examination from time to time.

- Temperature check at least twice a day.

- Should wear a mask at the event venue, No eating and drinking \*No Food booths and stores.

- Wristband: For checking temperature and checking entry/exit list \*3 colors are changed daily and used.

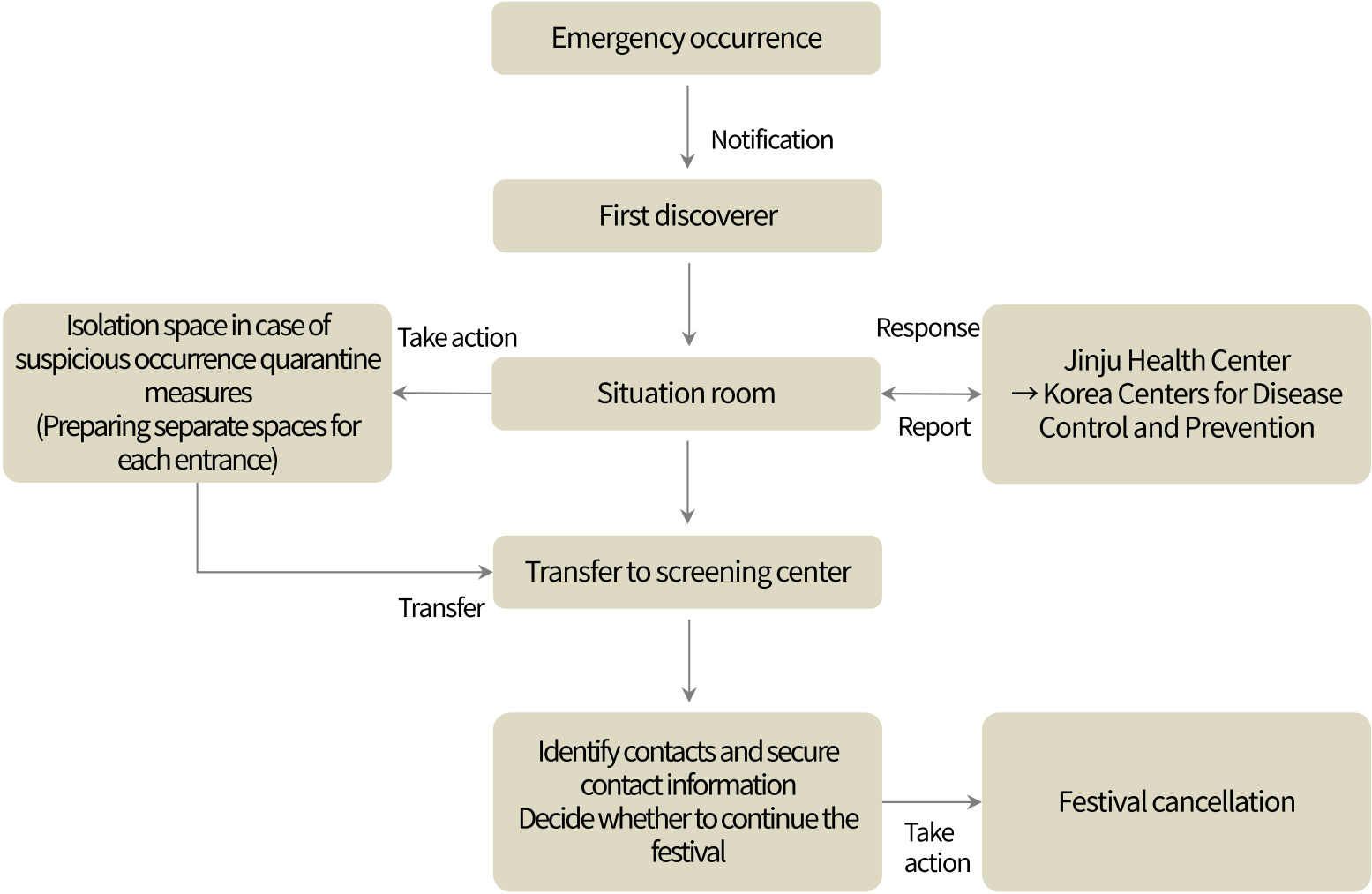


[Admission Procedure]



# COVID-19 Pandemic Support of Festivals and Events

## Response procedures in case of suspected COVID-19 cases

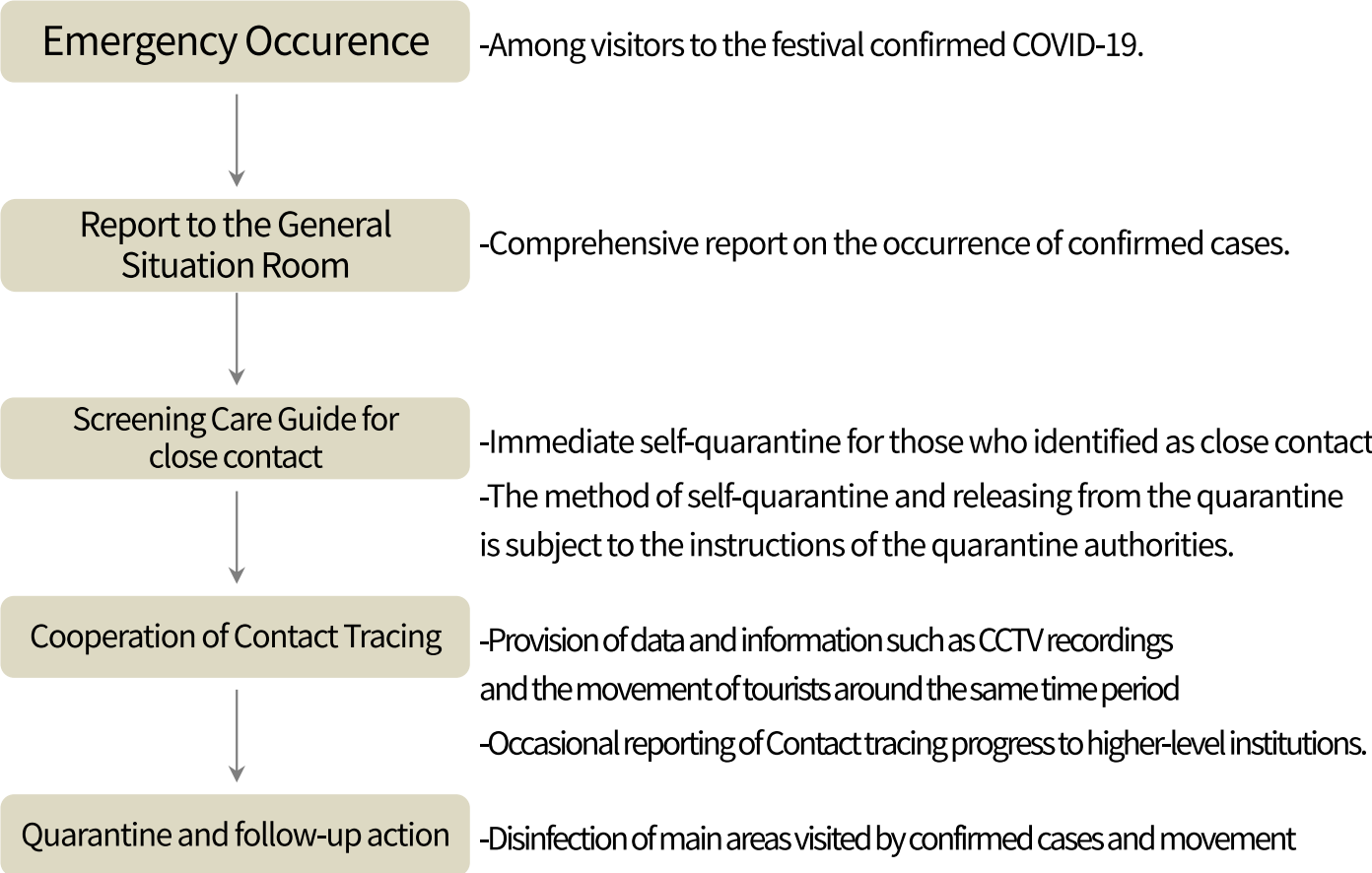


- Emergency medical institution
- Jinju Health Center
  - Jinju Korea Hospital
  - Hanil Hospital
  - Jinju Gospel Hospita
  - Bando Hospital
  - Jinju Seran Hospital



# COVID-19 Pandemic Support of Festivals and Events

## Response procedures in case of suspected COVID-19 cases



- Among visitors to the festival confirmed COVID-19.
- Comprehensive report on the occurrence of confirmed cases.
- Immediate self-quarantine for those who identified as close contact  
-The method of self-quarantine and releasing from the quarantine is subject to the instructions of the quarantine authorities.
- Provision of data and information such as CCTV recordings and the movement of tourists around the same time period  
-Occasional reporting of Contact tracing progress to higher-level institutions.
- Disinfection of main areas visited by confirmed cases and movement lines according to the results of the Contact tracing.  
-Operation of a call center to response complaints related to confirmed cases.  
-Decided Whether the event can be continued after disinfection, according to the guidelines and decisions of the quarantine authorities.

[Quarantine items]

Items	Contents
Hand sanitizer thermometer	8 main entrances and exits Lighting ceremony venue Eoul Event Venue
Non-contact thermometer	
Hand sanitizer	
Wristband	8 main entrances and exits
ARS safety call	
Tablet	
Handbook	
Classification of entry and exit routes	Event staff and people who do not wear masks
KF94 Mask	
Quarantine promotion banner	8 main entrances and exits
Shoulder Belt of quarantine staff	Festival Staff
Social distancing guidelines sticker	8 main entrances and exits 1st & 2nd floating bridge Eoul Event Venue Toilet

# COVID-19 Pandemic Support of Festivals and Events

## Operation of Quarantine booth

Could enter the festival site at 8 venues, and quarantine booths were installed and operated at each entrance.



**SECTION 6.  
LEVERAGING  
'COMMUNITY CAPITAL'  
CREATED BY FESTIVALS  
& EVENTS**

# Community Branding

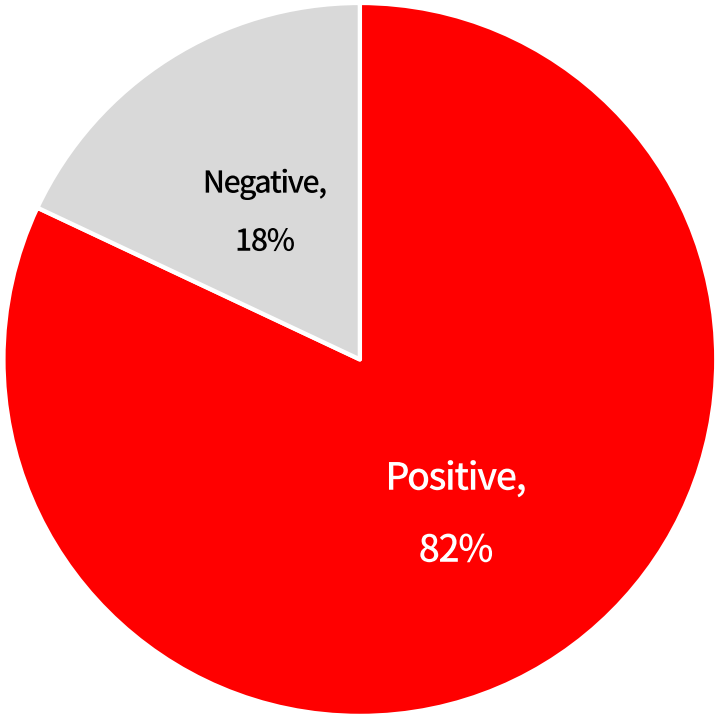
Due to COVID-19, most festivals nationwide, including Jinju, was canceled or hold festivals with reduced scale in 2020 and 2021.

In the case of Jinju City, most of the festivals have been canceled over the past two years, but in the case of the Jinju Namgang Yudeung Festival which is a representative festival of Korea, was held online in 2020 and held with reduced festival contents and focused on outdoor exhibitions in 2021.

So, we conducted big data analysis about the contents mentioned on Instagram, blog, news, community, Twitter, etc. with the Jinju Namgang Yudeung Festival as a key keyword.

As a result of analyzing the festival image, 82% responded positively, so it has a positive effect on the local image too.

[Ratio of positive/negative for Jinju Namgang Yudeung Festival]



[Representative keyword of Jinju Namgang Yudeung Festival]



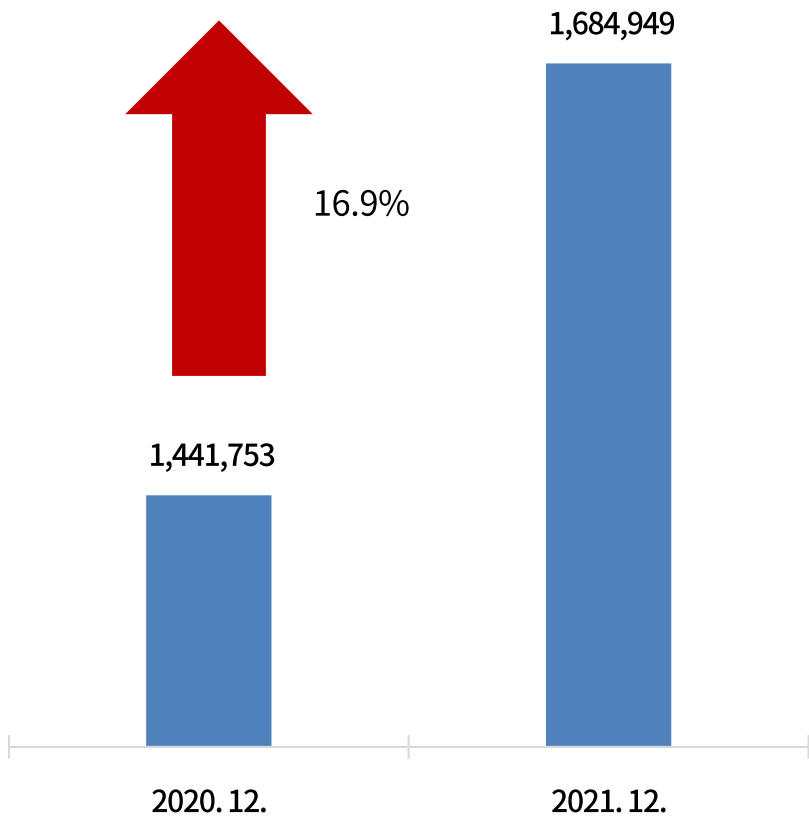
# Promoting Tourism

Most of the festivals in Jinju have been canceled over the past two years, except for the Jinju Namgang Yudeung Festival.

Jinju Namgang Yudeung Festival was held only online in 2020 and was held normally in 2021, but the date was changed from the previous date to December and the event contents were limited into exhibitions.

Compared the number of visitors in December, when the Jinju Namgang Yudeung Festival was held in 2021, 16.9% was increased compared to the same month in 2020.

Especially, hosting festivals in the off-season to attract visitors, we draw that festivals have a positive effect on local promotions.



## Familiarization Tours



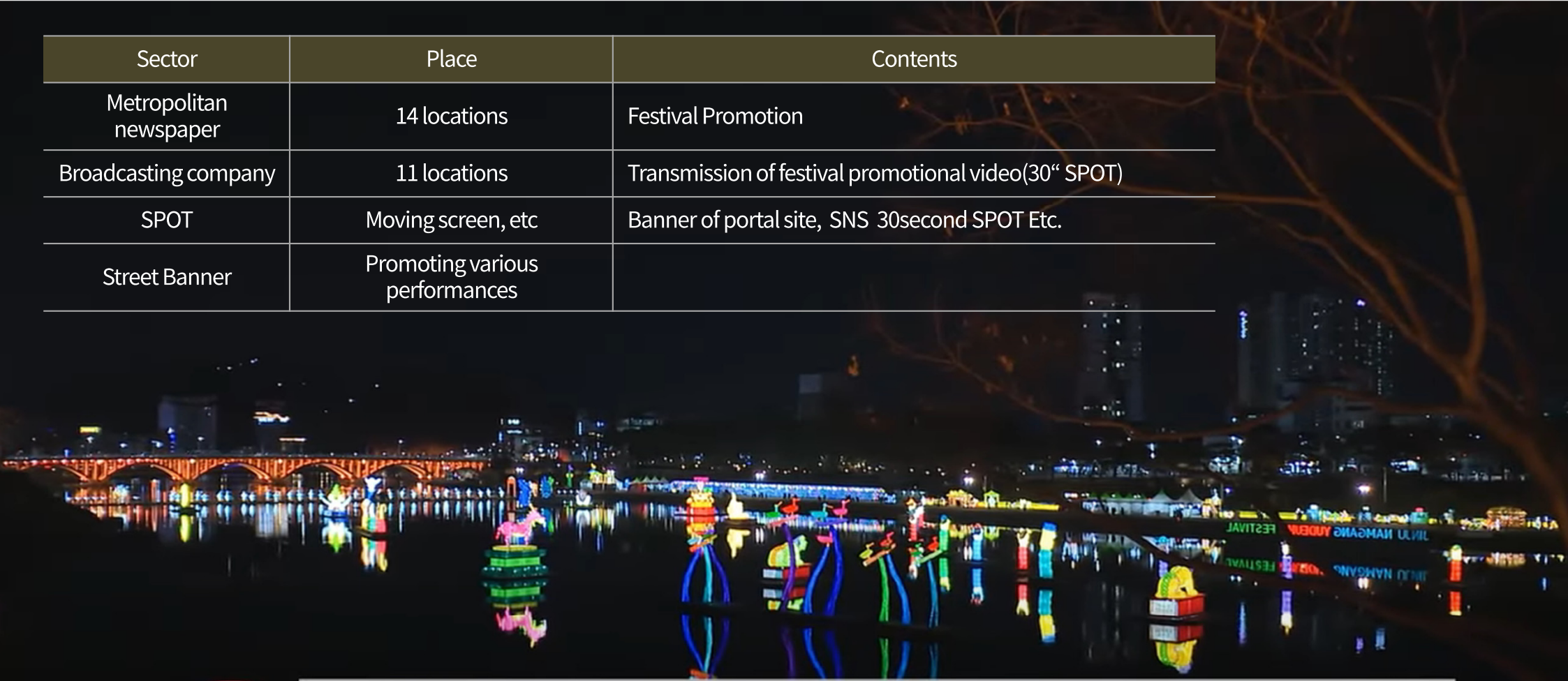
In 2020, Jinju and Sancheong-gun jointly invited 23 influencers for two days and one night from the 23rd to 24th day of a month, progressed Family tour which made people could directly experience and inform tourist attractions, food, and experience centers.

As a part of the 'Jinju-Sancheong Festival, Tourism, Exchange and Cooperation Project', it was promoted to develop tourism products which tourists can stay by using local tourism resources.

# Out-of-Market Media Coverage

In order to actively promote the three major festivals of Jinju using media, promote concentrated promotion before 1month from the hosting of festival using Broadcasting company, Metropolitan newspaper and SNS.

Sector	Place	Contents
Metropolitan newspaper	14 locations	Festival Promotion
Broadcasting company	11 locations	Transmission of festival promotional video(30" SPOT)
SPOT	Moving screen, etc	Banner of portal site, SNS 30second SPOT Etc.
Street Banner	Promoting various performances	



## FLOATING LANTERN FESTIVAL

Jinju Namgang Yudeung Festival returns after being cancelled due to pandemic last year

# Enhancing Exposure to the Arts and Other Causes

Jinju Namgang Yudeung Festival, Promote collaboration with local writers

At the outdoor performance hall, 35 pieces of art made in collaboration with artists from the Jinju were exhibited.

Through collaboration with local artists, the quality of Yudeung(Lantern) was raised as artistic pieces. Expectation of vitality in the stagnant art economy by providing opportunities for creative activities for artists during the era of COVID-19.





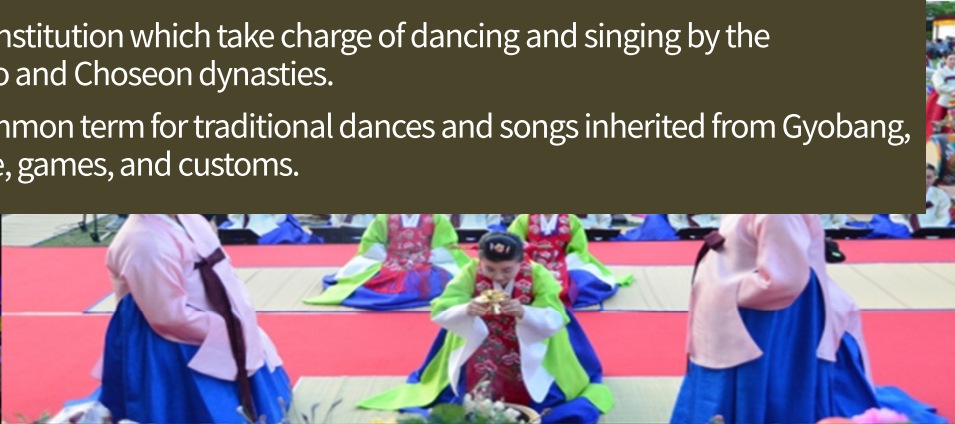
# Enhancing Exposure to the Arts and Other Causes

## Jinju Nongae Festival & Gyobang Culture

Nongae Festival : A festival where you can enjoy and experience the unique Gyobang culture of Jinjuman(Jinju Bay) and maintaining the spirit of Jinju and the loyalty of 70,000 civilians, officials, and military, including Nongae, who died in Jinju Fortress during the Imjin War.

Promoted under the theme of 'Opening Day of Gyobangcheong(Gyobang office) – Traditional culture, connecting the generations through meeting with the youth.'to interpret Gyobang culture in a modern way and to put efforts to establish it as a new axis of art culture into a theme.

Gyobang (教坊) was an institution which take charge of dancing and singing by the courtesans of the Goryeo and Choseon dynasties.  
Gyobang culture is a common term for traditional dances and songs inherited from Gyobang, as well as food, etiquette, games, and customs.



# Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Most of the festivals held in Korea including Jinju are hosted by the government, so public institutions such as police and fire departments participate to carry out tasks related to the each institutions, such as traffic and safety, at the festival site.

The event space is also used in the space managed by the local government to promote the festival and guide the space before the festival hosted.



# Creating Highly Visible Public Relations Campaigns for City Facilities and Services

## Jinju Love Ena-Cash Business

A business refunds a certain amount of consumption activities spent at major tourist destinations and consumption activities into Jinju Love gift card in order for the Jinju Culture and Tourism Foundation to induce additional consumption activities for tourists from other region to revitalize the domestic economy of Jinju.

10% of the consumption amount spent by the applicant at major tourist destinations in Jinju as a resident of Jinju and other cities and counties refund as Jinju Love Gift Card.

Gift card can be exchanged at a booth of Jinju Culture and Tourism Foundation at the festival site, can be exchanged at the place of exchange of consumption amount at the Jinju Culture and Tourism Foundation office (30 Mangyeongnam-gil) anytime.



## Zero Waste Campaign

In Jinju, a social movement which minimizes household waste, 'Zero Waste', is being actively carried out, and it is Introduced to develop festival into an eco-friendly festival by applying it to festivals.



# Encouraging Community Bonding, Participation, and Celebration

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.



# Creating Legacies and Images Beyond the Event

Jinju developed various businesses using 'Yudeung', the core material of the Jinju Namgang Yudeung Festival, the representative festival of Korea.

- The Yudeung Theme Park will be built in the area of Somangjinsan Mountain in Cheonjeon-dong, and Yudeung Exhibition Hall will start construction in 2020 and with a total project cost of 7.5 billion KRW and it will be completed in 2022.
- The Yudeung Theme Park business is to build a park with the theme of Jinju Yudeung from a long-term unexecuted park used as farmland.
- The Yudeung Exhibition Hall was built as a complex cultural facility with a space where you can experience Yudeung making, exhibition and storing Yudeung, selling souvenirs, an education center, a residence space, a cafe, and a restaurant.

## 소망진산 유등테마공원

1년 365일 축제!  
유등체험존, 유등테마길, 물결광장, 소망심터...

