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The Effect of Village Regeneration on Settlement and Residential Satisfaction: Change to Tourist Attraction from Residential Area

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Abstract

The aim of this study is to find out how village regeneration of Ewha Village, a place that has become a tourism attraction, affected its residential satisfaction and settlement. Thus, through surveys conducted on residents of Ewha Village, effects of village regeneration on settlement and on residential satisfaction were analyzed. Results of the survey showed that while the residents are satisfied with installation and maintenance of infrastructure, betterment in castle maintenance, and residential activity, they were unsatisfied with tourism vitalization, increased value of property, overall residential satisfaction, and also with settlement. The results imply that the residents are satisfied with physical maintenance of the residential environment but not with various problems caused by tourists. Path analysis results suggest that residential satisfaction is directly affected by infrastructure maintenance, improvement in castle maintenance, tour vitalization, and public management. Furthermore, while factors of village regeneration did not have any direct effect on settlement, installation and maintenance of infrastructure, tourism vitalization, and public management did indirectly affect settlement through residential satisfaction.

Keywords: village regeneration; residential satisfaction; settlement; tourist attraction; Ewha Village

1. Background and Purpose of the Study

Complete, demolition-type redevelopment projects to date have dismantled existing communities by resulting in conflicts among residents due to unequal development profits and low resettlement rates while bringing about urban problems, such as uniform high-rise apartment buildings as housing. Urban village regeneration, introduced as an alternative to these urban problems, is not complete redevelopment but rehabilitation-type regeneration. Moreover, part of the residence-preserving urban regeneration that the City of Seoul is implementing involves contributing to the retention and promotion of villages and the enhancement of residents' attitudes toward settlement by preserving original settlements and improving deteriorated residential environments.

Considered an exemplary case of village regeneration in Seoul, Ewha Village is the benchmark for other villages, and it is actively introduced as a tourist attraction due to its murals and tours. Various projects were implemented for the regeneration of Ewha Village starting with Art in the City in 2006,

which aimed at improving the deteriorated residential environment. Through the cooperative painting of murals by residents, the local government, artists, and area schools, residents developed a sense of pride, and the visual effect of environmental improvement emerged (Cho, Y., 2011). Moreover, as the village was introduced by the media, the number of tourists increased, invigorating the village atmosphere. However, the problems caused by tourists (around-the-clock noise, trash, traffic in small alleys, and invasion of privacy) even led one resident to erase one of the village murals. Despite the problems associated with Ewha Village becoming a tourist attraction, in November 2014, the City of Seoul announced the implementation of a plan for creating tourist villages within the Seoul City Walls and in nearby villages as the basis of culture-tourism in the "Four-year Seoul Municipal Administration Plan."

Implementing a tourist village regeneration project without evaluation and management of the changes in residential satisfaction and settlement from the residents' perspectives could cause significant problems. Therefore, this study aims to find out if the tourist-attraction type village regeneration projects promoted by the city of Seoul practically contribute to improvement in residents' settlement, which is the original purpose of these projects, or if they rather lower residential satisfaction and settlement. This study examines directions which touristified villages should take after village regeneration.

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Table 1. Review of Previous Studies

	Researchers	Contents
Residential areas as tourist attraction	Lee, Y., 2002	Suggested solutions through community in the process of creating a tourist site due to disruption of local resident community life caused by the residential area becoming a tourist attraction.
	Noh, Y., 2007	Determined sustainability and limits concerning the tourism process of localities by inducing both positive and negative factors in the process of tourism in traditional folk villages.
	Kim, J., 2008	Analyzed a change to the service industry and socioeconomic changes resulting from a lifestyle centered on traditional fisheries through tourism of Haenam village.
	Lee, Y. & Yang, K., 2009	Drew a conflict structure within Nakan traditional village and suggested solutions through a consciousness study of residents experiencing the cultural tourism process, which is based on various problems caused by tourists in traditional villages.
	Jung, S. <i>et al.</i> , 2009	Examined preservation methodologies of sedentary historical environment and the basis of conservation plans and execution policy by considering conflict of the tourism process in traditional folk villages from interrelation aspects.
	Jinyang, M. & Mun, B., 2014	Examined the influence that Jeonju Hanok Village, which became a tourist attraction, had on residential society based on resident interviews and surveys about the commercial and cultural facilities in Hanok Village.
Satisfaction of Village regeneration	Won, J. & Kim, H., 2012	Identified the factors influencing the evaluation of the Seoul Human town pilot projects as Village regeneration.
	An, S., 2013	Analyzed the factors influencing residents' satisfaction in the Rural Village Development Project.
	Lee, W., 2013	Examined the effect on satisfaction, residents recognition and residents capacity change in rural village regeneration focused on resident capacity.
	Kim, K., 2014	Analyzed the influence on residents' village satisfaction and community spirit in urban regeneration of Seoul city.
	Kwon, Y., 2014	Suggested policies to improve satisfaction and solve problems through analysis of residential satisfaction in village regeneration areas.
	Han, S., 2014	Performed empirical analysis factors which affect business performance to explore effective Citizen Participation Regeneration Projects.

2. Scope and Method of Study

Ehwa Village was chosen for this study for the following reasons. First, various village regeneration efforts have been implemented continuously in the village since the Art in the City project in 2006. Second, it has been actively introduced by its municipal government as the exemplar of village regeneration and the representative tourist attraction in Seoul. Third, tourist visits to the village have continued since it became a tourist attraction after the village regeneration, which resulted in various problems.

The research methods are as follows. First, key factors of village regeneration that influence residential satisfaction and settlement are identified based on a literature review. Second, after a survey of the village regeneration factors actually implemented in Ehwa Village, sublevel factors of village regeneration are summarized. Third, based on a survey of Ehwa Village residents, satisfaction with village regeneration factors, residential satisfaction, and settlement are determined. Fourth, a descriptive statistics analysis and path analysis are conducted based on the survey responses to determine the effects of residents' satisfaction with village regeneration on residential satisfaction and settlement.

3. Review of Theories and Previous Studies

3.1 Theoretical Review

1) Concept of Residential Satisfaction

Residential satisfaction has been defined in various ways by many studies according to changes in lifestyles across different periods and regions.

Residential satisfaction can be defined as the degree of residents' overall satisfaction regarding the physical, social, economic, and structural aspects of their current living environments based on subjective judgments (Ko, P., 2011, Fried & Gleicher, 1961). Moreover, behavioral, individual, and management characteristics can be important criteria for determining residential satisfaction (Nam, Y. & Choi, M., 2007, Marans & Rogers, 1975, Weidemann *et al.*, 1982). Therefore, when measuring residential satisfaction, factors such as the social, economic, and behavioral aspects of residents' environments, in addition to the visible physical environment, must be considered as important criteria (Lee, C., 2012).

2) Concept of Settlement

Residents can continue residing in a village despite dissatisfaction with the residence or move despite satisfaction with the residence for practical purposes. Based on definitions offered by previous studies, settlement can be defined as a person's living in a specific location in an ongoing and permanent manner (Kim, J. & Shin, N., 1991, Kim, M., 2014, Jo, S. & Min, K., 2014). In addition, settlement consciousness can be defined as an individual's commitment to reside in his or her local community continuously and permanently (Heo, J., 2007). Therefore, settlement can be defined as the act of residing in a specific locale with a commitment to reside continuously and permanently. Studies on the factors that affect settlement have generated meaningful results through analyses of the effects of the physical, social, and economic environment on settlement consciousness

(Lee, H. *et al.*, 2004, Oh, J., 2003). When examining village regeneration factors that affect settlement, various factors need to be considered, such as the physical, socioeconomic, and administrative aspects of an environment.

3.2 Review of Previous Studies

The previous studies on settlements that became tourist attractions have investigated the changes in residents and communities and the resulting problems that occurred as a result of the villages becoming tourist attractions. In addition, they have examined the problems generated by the commercialization of the villages that followed the villages' turning into tourist attractions. Most of these studies have employed qualitative analyses based on interviews and case studies, and few studies have quantitatively analyzed the residential satisfaction and settlement of residents of villages that became tourist attractions (see Table 1.).

The previous studies on satisfaction with village regeneration were mainly studies that compared the satisfaction among the residents of regenerated villages or studies on the effects of perceived improvement due to regeneration projects on satisfaction with the village. The studies rarely measured or investigated the effect of satisfaction with factors of the village regeneration project on residential satisfaction, and few studies have been conducted using settlement as a dependent variable (see Table 1.).

4. Analytic Framework

4.1 Site Overview

Target location of this study is a village of 338 households in 9-532 Ehwa-dong Jongno-gu in Seoul, Republic of Korea. The hilly village is as big as 16,843 m² and has a lot of stairs. Facilities in the village include resident-owned convenience store, hair salon, snack stand, and outsider-owned café and handcraft workshops. Ehwa Village became the current travel site after village regeneration with a great influx of young people from nearby Daehagno, a campus street within walking distance (see Table 2.).

Table 2. Site Overview

Location	9-532 Ehwa-dong, Jongno-gu, Seoul Korea	
Area	16,843 m ²	
The number of households	338 households	
Facilities	Residents who operate store	Convenience stores 2, Hair salon 1, Snack stand 1
	Outsider who operate store	Café 4, Handcraft workshops 2
Characteristics of alleys	Plenty narrow stairs to the hill land type	
Tourist behavior	The viewing type	
Main traffic lines of tourists	Influx of tourists from Daehagno by walking	

4.2 Designation of Evaluation Items

This study has drawn evaluation items presented by preceding research (Kim, K., 2015, Lim, B. *et al.*,

2015, Kwon, Y., 2014, Won, J. & Kim, H., 2013, Tae, Y. & Park, S., 2010, Nam, Y. & Choi, M., 2007) on village regeneration and residential satisfaction in order to analyze effects of village regeneration on residents' satisfaction and settlement.

Detailed items are derived thereafter investigating the actual case of village regeneration in Ehwa Village. Factors used for measuring residential satisfaction in preceding studies (Nam, Y. & Choi, M., 2007, Moon, H., 2014, Kim, K., 2015) were also applied to establish evaluation items for residential satisfaction in this study. Factors used for measuring settlement in previous studies (Heo, J., 2007, Kim, M., 2014, Lee, C. & Choi, I., 2010, An, J., 1995, Kim, S., 2014, Ko, M., 2011) were applied to establish evaluation items for settlement. Finally, excluding demographic characteristics, 31 independent variables, 4 parameters, and 3 dependent variables were established (see Table 3.).

Table 3. Designation of Evaluation Items

Variable	Main category	Middle category	Detail category Variable
Village regeneration factor	Physical factor	Infrastructure installation and repair	Senior center improvement, House improvement, Green space creation, Stair repair, Alleyways walking environment improvement, Streetlight improvement, CCTV installation, Installation of unauthorized flier-prevention guards, Sign improvement, Guide map installation, Trash can installation
		City Wall improvement	Landscape Lighting installation, Rest area installation, Fitness facilities installation, Walkways installation
	Social factor	Resident activity	Village event, Village magazine publication, Resident meeting, Empty house utilization, Kitchen garden installation, Sideline
		Active tourism	Mural installation, Sculpture installation, Tourist development, Village PR
	Economical factor	Asset value	Rising housing prices, Rising housing rental, Income creation
	Administrative factor	Public management	Village support, Explanation about village regeneration, Continuous management
Residential satisfaction			Physical satisfaction, Social satisfaction, Economic satisfaction, Overall satisfaction of village
Settlement			Settlement intention, Migration intention, Village residence suggestion
Individual characteristics			Sex, Age, Kind of housing ownership, Residence period

4.3 Overview of Survey and Interview

A survey was conducted with Ehwa Village residents using 5-point Likert items. As it was expected that many residents would be at work during the day, the survey was conducted using two methods: (1) the survey was placed in residents' mailboxes and then completed surveys were retrieved from the mailboxes after a few days; and (2) residents were visited by a surveyor for a one-on-one face-to-face meeting to go

over questionnaire items. A total of 108 questionnaires were retrieved by conducting nine rounds of a survey between April 10 and May 22, and the number of valid questionnaires included in the analysis was 100. During the visits for a face-to-face meeting to go over questionnaire items with study participants, the surveyor also conducted interviews with 58 of the survey participants.

5. Analysis Results

5.1 Survey Results on Satisfaction with Village Regeneration Factors

Regarding respondents' demographic characteristics, many of them were aged 60 or older and had lived in the village for 20 years or longer, while gender and type of housing ownership showed a somewhat even distribution (see Table 4.).

Table 4. Characteristics of Respondents

Variable	Result (Response number, %)
Sex	Male (51, 51%), Female (49, 49%)
Age	20s (15, 15%), 30s (13, 13%), 40s (13, 13%), 50s (17, 17%), Over 60s (42, 42%)
Type of housing ownership	Possession of house (59, 59%), Tenant (41, 41%)
Residence period	Less than 2 yrs. (9, 9%), 2~4 yrs. (7, 7%), 5~9 yrs. (6, 6%), 10~19 yrs. (14, 14%), 20~29 yrs. (15, 15%), More than 30 yrs. (49, 49%)

Table 5. shows the survey results on respondents' satisfaction with the village regeneration factors. First, respondents were found to be somewhat satisfied with the installation and repair of infrastructure. However, satisfaction was lower on the sufficiency of CCTV installation to monitor tourists' illegal activities. This is thought to reflect residents' concerns over tourists invading residents' privacy and, in extreme cases, committing crimes.

According to a college student resident in her twenties, *"Tourists look over the wall and into rooms through the window, and I'm afraid it may lead to a crime."* According to a male resident in his eighties living near the City Wall, *"Young folks come at night, drinking, smoking, and shouting, and I wish more CCTVs were installed."*

Second, overall, respondents were found to be satisfied with the improvement of the City Wall. This is thought to be a result of not only the improvement in appearance through the restoration of the City Wall (compared to previous garbage and construction waste dumps) but also the improvement in convenience for residents due to new rest areas, fitness facilities, and walkways.

Third, respondents were found to be somewhat satisfied with resident activities. In particular, they were found to be more satisfied with the utilization of vacant houses and community garden projects than other factors, and the responses indicated that the vacant houses project resolved the associated problems

of adolescent delinquency and fire hazards caused by the absence of managers. However, they were found to be dissatisfied with resident organizations, which is thought to be due to the "clique culture" among the residents, who are divided into those for or against redevelopment, original residents vs. new residents, and those involved in the village museum project vs. those who are not.

For example, a newly-wed wife in her twenties commented that, *"The unilateral village regeneration projects, such as the museum project and mural project, conducted without the prior consent of residents look good on the outside but only benefit those who are involved in development for profit rather than residents."* Moreover, according to a female homemaker in her forties, *"The village used to be calm and peaceful, although deteriorated, but now it's becoming an investment for outsiders and commercialized for profit, and I feel sorry that its earlier strengths are disappearing."*

Fourth, respondents were found to be generally dissatisfied with active tourism. This is thought to be a result of the problems of noise, littering, invasion of privacy, and public urination, which occurred as the village became publicized and a tourist attraction. This led to such dissatisfaction among residents that some even defaced the murals and sculptures that were the reason for the tourist visits. In addition, the unsightly parts of the murals and sculptures, due to the lack of management, are thought to be another reason for the dissatisfaction.

In a resident interview, a director of Better Living Memorial Hall (in his eighties) commented that, *"Without proper management, the murals will be temporary, and if they are neglected, the village will go back to the way it was, so they need ongoing repair and management."* A male resident in his 60s commented that *"The correct way is to make the village into a tourist attraction after first installing public bathrooms for tourists to use and taking fundamental measures against noise, trash, and invasion of privacy."*

Fifth, overall, respondents were dissatisfied with public management. This is thought to be because while various problems occur due to the absence of follow-up management of the village and tourists, the influx of tourists is promoted by introducing the village as a tourist attraction (including the mural village, alley visit course, and village museum) without a fundamental solution to the problems.

For example, a homemaker in her 50s commented that, *"There are many complaints about the fact that the public management cannot provide solutions to the problems. Tourists only cause problems without providing direct benefits for residents."*

Sixth, respondents were found to be slightly dissatisfied with the increase in asset value. This may be because the increase in the asset value for the village is lower than the increase in the market value

Table 5. Survey Results

Category	Variable	A	B	C	D	E	Mean	
Infrastructure installation and repair	Green space creation	3	17	26	36	18	3.49	
	Stair repair	15	14	22	32	17	3.22	
	Alleyway repair	12	19	25	37	7	3.08	
	Streetlight improvement	5	19	27	34	15	3.35	
	CCTV improvement	7	26	33	29	5	2.99	
	Installation of unauthorized flier-prevention guards	9	20	28	35	8	3.13	
	Sign installation	4	17	40	34	5	3.19	
	Guide map installation	6	11	39	36	8	3.29	
	City Wall improvement	Landscape Lighting installation	4	9	31	43	13	3.52
		Rest area installation	6	13	21	46	14	3.49
Sports facilities installation		1	8	31	48	12	3.62	
Walkways installation		2	11	27	47	13	3.58	
Resident activity	Village event	5	17	39	33	6	3.18	
	Village magazine publication	5	15	49	27	4	3.10	
	Resident meeting	9	28	49	9	5	2.73	
	Empty house utilization	14	10	22	36	18	3.34	
	Kitchen garden installation	8	12	31	40	9	3.30	
	Sideline	8	16	39	31	6	3.11	
	Mural installation	22	29	20	23	6	2.62	
Active tourism	Sculpture installation	13	34	24	23	6	2.75	
	Tourist development	26	22	21	26	5	2.62	
	Village PR	17	30	20	27	6	2.75	
	Village support	15	33	30	20	2	2.61	
	Public management	Explanation of village regeneration	15	37	33	13	2	2.50
		Continuous management	11	31	36	18	4	2.73
Asset value		Rising housing prices	11	29	30	22	8	2.87
	Rising housing rental	12	30	39	16	3	2.68	
Residential satisfaction	Residential satisfaction 1	7	31	34	24	4	2.87	
	Residential satisfaction 2	8	16	53	21	2	2.93	
	Residential satisfaction 3	14	38	41	4	3	2.44	
	Residential satisfaction 4	10	26	35	23	6	2.89	
Settlement	Settlement 1	4	26	22	36	12	3.26	
	Settlement 2	17	44	8	22	9	2.62	
	Settlement 3	11	46	15	22	6	2.66	

A: Very dissatisfied/B: Dissatisfied/C: Neutral/D: Satisfied/E: Very satisfied
 The values in the table represent the frequency value.

for housing around the Daehagno area. Moreover, for tenants, the increase in house prices and rent are direct economic burdens responsible for dissatisfaction.

Additionally, respondents showed low residential satisfaction and low settlement overall.

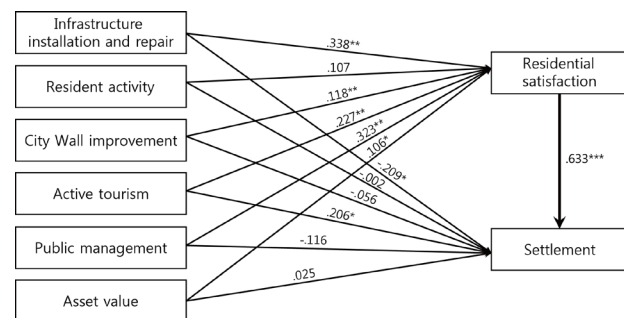
5.2 Analysis of Effect of Village Regeneration on Residential Satisfaction and Settlement

In this study, to select survey items appropriate for the study's purpose, certain items were removed using the scale refinement process. The results of a factor analysis to classify the village regeneration factors showed that six factors accounted for 72.76% of the variance (see Table 6.).

Table 6. Result of Factor Analysis

	Variable	Component	Cronbach's α
Infrastructure installation and repair	Installation of unauthorized flier-prevention guards	0.758	0.874
	Alleyway repair	0.700	
	Streetlight improvement	0.682	
	Sign installation	0.677	
	Guide map installation	0.650	
	Stair repair	0.649	
	CCTV improvement	0.644	
	Green space creation	0.517	
	City Wall improvement	Landscape Lighting installation	
Rest area installation		0.842	
Walkways installation		0.807	
Sports facilities installation		0.766	
Resident activity	Kitchen garden installation	0.775	0.877
	Sideline	0.726	
	Village magazine publication	0.711	
	Empty house utilization	0.706	
	Resident meeting	0.612	
	Village event	0.525	
Active tourism	Village PR	0.866	0.879
	Tourist development	0.831	
	Mural installation	0.789	
	Sculpture installation	0.733	
Public management	Village support	0.862	0.9
	Explanation of village regeneration	0.853	
	Continuous management	0.824	
Asset value	Rising housing prices	0.908	0.913
	Rising housing rental	0.889	

To investigate the effect of the village regeneration factors classified based on the factor analysis, path analysis was performed. The goodness of fit of the path analysis model requires no explanation, because, as shown in Fig.1., the model was set up as a saturated model in which the number of data points that could be obtained from the factors that were used was the same as the number of parameters to estimate, indicating that the model had the perfect goodness of fit (i.e., $\chi^2(0)=0$, RMR=0, GFI=1, CFI=1, NFI=1, IFI=1) (Park *et al.*, 2014). The results of the path analysis are as follows (see Fig.1. and Table 7.).



* p<0.05, **p<0.001

Fig.1. Result of Path Analysis Model

Table 7. Result of Path Analysis

Dependent variable	Independent variable	Direct effect	Indirect effect
Residential satisfaction	Infrastructure installation and repair	0.338**	-
	City Wall improvement	0.118*	-
	Resident activity	0.107	-
	Active tourism	0.227**	-
	Asset value	0.106	-
	Public management	0.323**	-
Settlement	Infrastructure installation and repair	-0.209	0.214*
	City Wall improvement	-0.056	0.075
	Resident activity	-0.002	0.068
	Active tourism	0.206	0.144*
	Asset value	0.025	0.067
	Public management	-0.116	0.205*
	Residential satisfaction	0.633**	-

* p<0.05, **p<0.001

First, the satisfaction with infrastructure installation and repair was found to have a positive effect of 0.338 on residential satisfaction. This suggests that residential satisfaction increases as the improvement of physical infrastructure increases. This includes improvements to the pedestrian environment due to repairs of alleyways and stairs, improvements in security due to CCTV installation, and improvements to the natural environment due to the creation of green areas and the installation of unauthorized flier-prevention guards.

Second, the satisfaction with City Wall improvement was found to have a positive effect of 0.118 on residential satisfaction. This suggests that the residential satisfaction of the City Wall village residents increases when more conveniences for residents are provided. These include the creation of rest areas, walkways, and fitness facilities; the installation of landscape lighting; as well as the restoration of the City Walls as the cultural property of the capital city of Hanyang.

Third, the effect of the satisfaction with resident activity on residential satisfaction was not statistically significant. This is thought to be a result of low consistency across responses of different resident groups. These include groups for and against redevelopment, original residents and new residents, and those involved in and not involved in the village museum project.

Fourth, the satisfaction with active tourism was found to have a positive effect of 0.227 on residential satisfaction. This suggests that residential satisfaction decreases as the various problems caused by tourists (e.g., noise, trash, invasion of privacy, public urination) increase as a result of installing murals and sculptures without the prior consent of residents and of advertising the village such that it becomes a tourist attraction.

Fifth, the effect of the satisfaction with the increased asset value on residential satisfaction was not statistically significant. This is thought to be due to the low consistency across responses of respondents with different housing ownership statuses.

Sixth, the public management satisfaction factor was found to have a positive effect of 0.323 on residential satisfaction. This is thought to reflect the dissatisfaction with public management that promotes the village as a tourist attraction in the absence of proper explanation of the village regeneration project and the lack of follow up management of murals.

On the other hand, the results of the path analysis on the effect of village regeneration on settlement showed no statistically significant direct effect coefficient of village regeneration on settlement (see Fig.1. and Table 7.). However, regarding the indirect effect coefficients of village regeneration on settlement via residential satisfaction, first, the satisfaction with infrastructure installation and repair was found to have a positive effect of 0.214 on settlement via residential satisfaction. As suggested earlier, this indicates that residential satisfaction increases as improvements in physical infrastructure increase, and higher residential satisfaction leads to the desire to continue living in the village.

Second, the satisfaction with active tourism was found to have a positive effect of 0.144 on settlement via residential satisfaction. As suggested earlier, this indicates that residential dissatisfaction caused by dissatisfaction with active tourism due to the various problems generated by tourists can result in a decrease in settlement. However, this also suggests that if a fundamental solution to the problems were provided, residential satisfaction and the desire to continue living in the village would increase in accordance with the positive direction of the effect.

Third, the satisfaction with public management was found to have a positive effect of 0.205 on settlement via residential satisfaction. As suggested earlier, this indicates that residential dissatisfaction caused by dissatisfaction with public management can lead to a decrease in settlement. However, this also suggests that if the public sector were to actively engage in ongoing village management and thorough preparation to promote the village as a tourist attraction, residential satisfaction and the desire to continue living in the village would increase in accordance with the positive direction of the effect.

6. Conclusions and Implications

This study investigated the satisfaction with individual factors of village regeneration, residential satisfaction, and settlement among the residents of Ehwa Village, which became a tourist attraction after a village regeneration project. Furthermore, it investigated the actual effect of village regeneration on residents' residential satisfaction and settlement. The

results of the analyses using surveys and interviews were as follows.

First, the results of the resident survey on satisfaction with the regeneration of Ehwa Village showed that satisfaction was high regarding improvement of the City Wall, installation and repair of infrastructure, and resident activities, in the listed order. Conversely, dissatisfaction was high regarding public management, active tourism, and the asset value increase, in the listed order. In addition, both residential satisfaction and settlement for the village were found to be low.

Second, to examine the effect of village regeneration on residents' residential satisfaction and settlement, path analysis was performed using six village regeneration factors generated based on factor analysis.

The results of the analysis showed that four factors (infrastructure installation and repair, improvement of the City Wall, active tourism, and public management) of the six showed direct positive effects on residential satisfaction. However, although not all six-village regeneration factors showed a direct effect on settlement, infrastructure installation and repair, active tourism, and public management factors showed indirect positive effects on settlement via residential satisfaction. It is noteworthy, however, that the positive effect should not be simply interpreted as a signal for the increase in the residential satisfaction and settlement of the residents of Ehwa Village. It needs to be noted that the result is a reflection of residents' satisfaction with village regeneration that has continued for a 10-year period from 2006 to the survey period in 2015. In other words, the survey results must be interpreted that dissatisfaction with active tourism and public management can reduce residential satisfaction and settlement; therefore, the fundamental causes of the dissatisfaction must be examined.

Currently, the fundamental issue for Ehwa Village is that problems generated by tourists are piling up while residents are reaping no benefits of tourism. In other words, in addition to noise, trash, invasion of privacy, and public urination, this can even cause division among residents, anxiety about crimes, and public distrust. However, were fundamental solutions to these problems provided, residential satisfaction would increase as a direct consequence of residential satisfaction, and settlement would increase as an indirect consequence of residential satisfaction, as the positive direction of the effect of residential satisfaction suggests. Accordingly, recommendations to improve the problems of Ehwa Village include installing garbage cans and public restrooms and creating direct economic profit activities and programs targeting tourists. In particular, regeneration must have a structure in which profits are returned to the village through mechanisms such as resident co-ops rather than only a few residents profiting from economic activities. If an environment where residents welcome tourists were created through these measures, not only

could the fundamental problems (e.g., noise, invasion of privacy) be resolved, but also other related problems could be resolved, and residential satisfaction and settlement would accordingly increase.

This study raises questions about the City of Seoul's announcement of a plan for creating tourist villages within the Seoul City Walls, which was made despite the various problems Ehwa Village faced after becoming a tourist attraction following village regeneration. Accordingly, this study is significant, in that an empirical analysis was conducted on the effect of village regeneration on residents' residential satisfaction and settlement by selecting Ehwa Village as a City Wall Village that became a tourist attraction after village regeneration.

The problems of Ehwa Village found in this study can be considered a result of an emphasis on visually focused physical repairs and village promotion rather than the village regeneration that residents truly want, which can commonly occur in areas that undergo village regeneration. Therefore, ongoing management and evaluation of the villages that truly benefit residents, rather than seeking mere visible effects, are needed; future studies should investigate the actual village regeneration policies that can encourage original residents to want to remain for a long time and feel safe in these villages.

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