UNESCO Heritage

World Heritage

The World Heritage Programme was created by UNESCO's World Heritage Committee to identify, celebrate, and protect important universal, cultural, and natural sites for the benefit of all humankind. World Heritage Properties are divided into three classes: Cultural, Natural, and Mixed (both Cultural and Natural). A World Heritage site indicates a place where such valuable properties are located. Among the 16 Korean properties (including North Korea) inscribed by UNESCO, 15 are Cultural, and one is Natural.

The Korean World Heritage sites are mainly distributed in the central capital area (five sites) and Gyeongsangbuk-do (three sites). Because Seoul has functioned as Korea's capital since the Joseon Dynasty, there are various historical sites such as palaces like the Changdeokgung Palace Complex, a Confucian Shrine (Jongmyo), and the royal tombs of the Dynasty. The military facilities located around Seoul also functioned as the capital's defense, and chief among these is the Hwaseong Fortress and Namhansanseong Fortress. Gyeongju-si in Gyeongsangbuk-do is also noteworthy as an important historical spot. As the capital of an ancient kingdom, Silla, Gyeongju-si still possesses a variety of ancient relics, such as the Seokguram Grotto and Bulguksa Temple. In Gyeongsangbukdo, historical villages date back to the Joseon Dynasty.

There are two heritage sites in North Korea (Historic Monuments and Sites in Gaeseong-si and the Complex of Goguryeo Tombs). Other provinces also have one cultural site each (Gyeongsangnamdo, Jeolla-do, and Incheon). Jeju Special Self-Governing Province's volcanic nature has made it designated a World Natural Heritage Site called the "Jeju Volcanic Island and Lava Tubes." It is divided into Hallasan Natural Reserve, Geomunoreum Lava Tube System, and Seongsan Ilchulbong Tuff Cone. Chungcheong-do and Jeolla-do have one culture site each (Baekje Historic Areas), and Gyeongsang-do, Jeolla-do, and Chungcheong-do have two culture sites each (Sansa, Buddhist Mountain Monastery in Korea, and Seowon, Korean Neo-Confucian Academy).

The heritage sites can also be categorized by their functions. There are various types of complex tombs such as the Gochang-gun, Hwasun-gun, and the Ganghwa Dolmen Sites of the Bronze Age, the Goguryeo Tombs of the Goguryeo Period, and the Royal Tombs of the Joseon Dynasty. The tombs reveal snapshots of the culture, the worldviews, and rituals of each period. Buildings on the list include Changdeokgung Palace, for instance, which blends with the surrounding nature. Designed to control temperature, humidity, and ventilation, Janggyeong Panjeon in Haeinsa Temple still contains the perfectly preserved Tripitaka Koreana woodblocks that have resided there for the past half-millennium. Gyeongju-si and Gaeseong-si, the former capitals of the Silla and Goryeo periods, have many historical monuments and sites. There are a variety of historical buildings, monuments, and ruins representing each age. Along with Ganghwagun and Gaeseong-si, which were designed as military bases to defend Seoul from the west and the north, two other fortresses, Namhansanseong Fortress and Hwaseong Fortress, are World Heritage sites. These played a critical role in defending the capital

from the east and the south, and both are significant for historical and architectural reasons. The Korean folk villages of Hahoe and Yangdong, and Jongmyo, a royal shrine, are also noteworthy. Hahoe and Yangdong still observe the local Korean traditional customs. The latter shows the Confucian traditions of the royal family in the Joseon Dynasty with rituals, music, and dance. Sansa, the Buddhist

Mountain Monasteries, shows clearly the historical importance of Korean Buddhism. Seowon is a kind of academy that taught Korean Neo-Confucian. Jeju Special Self-Governing Province, a volcanic island that has many distinctive lava tubes, is the only natural Korean heritage site.

Korean Heritage Items and Registration

2019 Seowon, Korean Neo-Confucian Academies

Registration	World Heritage	Intangible Cultural Heritage of Humanity	Memory of the World
1995	 Haeinsa Temple Janggyeong Panjeon, Depositories for the Tripitaka Koreana Woodblocks Seokguram Grotto and Bulguksa Temple Jongmyo (Shrine) 		
1997	4 Changdeokgung Palace Complex5 Hwaseong Fortress		1 HunminJeongeum Manuscript2 Joseon Wangjo Sillok
2000	⑥ Gochang, Hwasun, and Ganghwa Dolmen Sites⑦ Gyeongju Historic Areas		
2001		Royal ancestral ritual in the Jongmyo shrine and its music	3 Jikji Simche Yojeol 4 Seungjeongwon ilgi
2003		2 Pansori Epic Chant	
2005		Gangneung Danoje Festival	
2007	3 Jeju Volcanic Island and Lava Tubes		 Uigwe Daejanggyeong in Haeinsa Temple (Printing woodblocks of the Tripitaka Koreana and miscellaneous Buddhist scripture)
2009	Royal Tombs of the Joseon Dynasty	 Ganggangsullae Namsadang Nori Yeongsanjae Jeju Chilmeoridang Yeongdeunggut Cheoyongmu 	7 Donguibogam
2010	• Historic Villages of Korea: Hahoe and Yangdong	 Gagok, lyric song cycles accompanied by an orchestra Daemokjang, traditional wooden architecture Falconry, a living human heritage 	
2011		12 Jultagi, tightrope walking13 Taekkyeon, a traditional Korean martial art14 Weaving of Mosi (fine ramie) in the Hansan region	 Ilseongnok Human Rights Documentary Heritage 1980 Archives for the May 18th Democratic Uprising against Military Regime, in Gwangju
2012		(B-1 Arirang, lyrical folk song in the Republic of Korea	
2013		®-1 Kimjang, Making and Sharing Kimchi in the Republic of Korea	Nanjung Ilgi Archives of Saemaul Undong
2014	Namhansanseong	(5-2 Arirang Folk Song in North Korea (7) Nongak: Community Band Music, Dance, and Rituals in the Republic of Korea	
2015	Baekje Historic Areas	6-2 Tradition of Kimchi-making8 Tugging rituals and games	 Confucian Printing Woodblocks in Korea The Archives of KBS Special Live Broadcasting 'Finding Dispersed Families'
2016		(9 Culture of Jeju Haenyeo (Women Divers)	
2017			 (4) Royal Seal and Investiture Book Collection of the Joseon Dynasty (5) Archives of the National Debt Redemption Movement (6) Documents on Joseon Tongsinsa/Chosen Tsushinshi: The History of Peace Building and Cultural Exchanges between Korea and Japan from the 17th to 19th Century (7) Comprehensive Illustrated Manual of Martial Arts United Nations Educational, Scientific an Cultural Organization
2018	Sansa, Buddhist Mountain Monasteries in Korea	@ Traditional Korean Wrestling, (Ssirum/Ssireum)	Callara Organization
2010	Soowon Koroan Non-Confusion Academics		

Cultural Heritage Administration (2019)



Haeinsa Temple Janggyeong Panjeon (1995)

Hapcheon, Gyeongsangnam-do; photo of Janggyeong Panjeon

This building, as the oldest annex of the Haeinsa Temple, was designed for preserving the Tripitaka Koreana woodblocks in a way that takes into account environmental conditions like temperature, humidity, and ventilation.



2 Seokguram Grotto and Bulguksa Temple (1995) Gyeongju, Gyeongsangbuk-do; photo of Bulguksa Temple

This temple was built in 774 by the efforts of Prime Minister Kim Daeseong and was dedicated to his parents. Along with the Seokguram Grotto four kilometers to the east, Bulguksa is an important heritage site of the Silla period.



3 Jongmyo Shrine (1995)

Jongno-gu, Seoul

This Confucian Shrine is dedicated to the perpetuation of memorial services for the deceased kings and queens of the Joseon Dynasty. It was built in the east wing of the palace. There are also several buildings attached to the shrine: Yeongnyeongjeon, Gongsindang, and Chilsadang.



4 Changdeokgung Palace (1997)

The Gyeongju Historic Areas (2000)

temple, Daeneungwon royal tombs, Mountain fortress.

Jongno-gu, Seoul, photo of Injeongjeon This is a Palace of the Joseon dynasty. It was destroyed during the Imiin War (1592-1598), but the

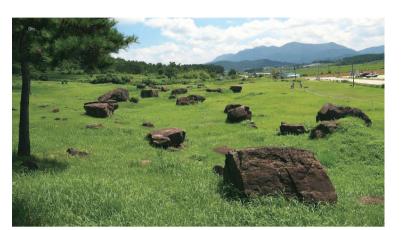
palace was rebuilt by the order of King Gwanghae in 1613. It served as the main palace for the following 300 years. The buildings are notable for how they coordinate with the surrounding



6 Hwaseong Fortress (1997)

Suwon, Gyeonggi-do; photo of night view of Hwaseomun

This fortress was built by the order of King Jeongjo (1776-1800). The main function was not only to defend Seoul from the southern side, but to serve as the military base for the royal bodyguards. Nangnamheon, a part of a temporary palace in the fortress, still remains.



Gochang, Hwasun, and Ganghwa Dolmen Sites (2000)

Gochang, Jeollabuk-do/ Hwasun, Jeonllanam-do/ Ganghwa, Incheon; photo of Dolmen in

The ruins are linked to the bronze culture of Korea. There are two types of dolmen depending on their shapes. One is built with two or four wide stones with tall stones functioning to make a box on land, and that is then capped with a big stone on the top. Another type of dolmen reserves a space for burial beneath the land before small stones are installed to sustain the capstone.



13 Jeju Volcanic Island and Lava Tubes (2007)

Jeju Special Self-Governing Provice

Jeju Island was created by the volcanic activities that went through four stages between 1.2 million and 250,000 years ago. With diverse and unique volcanic features and beautiful landscape stretching in every direction, the entire island is a virtual volcano museum.



1 The Royal Tombs of the Joseon Dynasty (2009)

Seoul, Gyeonggi-do, and Gangwon-do; photo of the Geonwolleung tomb

The Royal Tombs of the Joseon dynasty, including the ones receiving posthumous titles, are scattered over 18 locations. While most tombs and clusters are located in Seoul and Gyeongg Province, only one is in Gangwon Province.



Gyeongju, Gyeongsangbuk-do; photo of the eastern pavilion at the artificial Anapji Pond

The protected areas in Gyeongju-si, the capital of Silla, are made up of five areas, each of which

are valuable for different reasons: Namsan mountain, Wolseong palace ruins, Hwangryongsa

Andong, Gyeongsangbuk-do; photo of the Hahoe village

tileroofed and thatched houses.

This is a historical village where the Pungsan Ryu clan lived. The traditional architecture has been preserved along with the folk traditions from the Joseon Dynasty. The buildings are notable for the way in which they beautifully coordinate with surrounding nature according to the principles of feng shui; such harmony is particularly visible in the the pavilion and the



Namhansanseong Fortress (2014) Gwangju, Gyeonggi-do; photo of Nammun (the Southern Gate)

This fortress helped to defend Seoul from attacks on the eastern side. Its location in the rugged terrain made the fortress easier to defend. It is also famous because it is where King Injo and his soldiers desperately resisted against the army of the Manchu Qing Empire.



Baekje Historic Areas (2015)

This property represents the historical tracts of relationships among west Asian ancient kingdoms of Korea, China, and Japan from the 5th to 7th century and conclusively stands for the architectural development and the spread of Buddhism.



3 Sansa, Buddhist Mountain Monasteries in Korea (2018)

Sansa consists of seven Buddhist mountain monasteries (Tongdosa, Buseoksa, Bongjeongsa, Beopjusa, Magoksa, Seonamsa, and Daeheungsa). The seven monasteries established from the 7th to the 9th centuries have functioned as centers of religious belief, spiritual practice, and daily living of monastic communities, reflecting the historical development of Korean Buddhism.



Seowon, Korean Neo-Confucian Academies (2019)

The Seowon, Korean Neo-Confucian Academies (from the mid-16th to mid-17th centuries) is a serial property which comprises nine seowon representing a type of Neo-Confucian academy of the Joseon Dynasty. It is an exceptional testimony to cultural traditions associated with Neo-

156 157

Intangible Cultural Heritage of Humanity

In 2001, the Korean Intangible Cultural Heritage of Humanity was first inscribed in the list of UNESCO. By 2019, 20 types of intangible cultural heritages have been registered, particularly during the following three years: 2009, 2010, and 2011. Three

types of activities that have been registered are rituals or rites (four (Making and Sharing Kimchi), Maesanyang (Falconry), and Culture cases), amusements (five cases), and songs (four cases). Among the other forms of protected cultural expression are Deamokjang, Taekkyeon, Hansan Mosi (Weaving of Mosi in Hansan), Kimjang

of Jeju Haenveo (Women Divers)



 Royal ancestral ritual in the Jongmyo shrine and its music (2001)

This is the Royal Ritual held in Jongmyo for worshiping the kings and queens of the Joseon Dynasty, and it includes music and dance.



A genre of musical storytelling with expressive singing, stylized speech, and a repertoire of narrative and gesture performed by a vocalist and



(3 Cangneung Danoje Festival (2005)

One of the Korean national holidays during which Koreans practice a ritual and enjoy folk foods and games such as the swing and ssireum (Korean traditional wrestling). Women wash their hair in water boiled



Ganggangsullae Circle Dance (2009)

A form of historical Korean group dance that incorporates singing, dancing, and playing; it is exclusively performed by women.



1 Namsadang Vagabond Clowns' Play (2009)

An itinerant performing arts troupe for common people: it consists of male actors who present various arts such as singing, dancing and



(2009) **Yeongsanjae**

A Korean Buddhist ceremony about the re-enactment of Buddha's delivery of the Lotus Sutra.



1 Jeju Chilmeoridang Yeongdeunggut (2009)

A Korean shaman ritual held in Chilmeoridang, Jeju Province, during which people wish for calm at sea and in the villages as well as at the end of the year.



(2009) Cheoyongmu

The Cheoyong mask dance is performed at court to drive off evil spirits



(1) Gagok, lyric song cycles accompanied by an orchestra (2010)

This genre of Korean vocal music is played with an orchestra of musical instruments.

(2011) Taekkyeon, a traditional Korean martial art

variety of kicks to overpower opponents.

10 Nongak (2014)

This traditional martial art makes use of fluid, rhythmic footwork and a

This is a kind of community band music, dance, and rituals performed

in rural areas for entertaining farm workers or for celebrating at festivals



This is the traditional architecture of woodworking in Korea whose practitioners mainly construct palaces, temples, and houses with



(Weaving of Mosi in Hansan: 2011) Weaving of ramie fabric in Hansan, Chungcheongnam-do is done by

[5-2 Arirang Fork Song in North Korea (2014) middle-aged women.

(19) Tugging Rituals and Games (2015)



1 Maesanyang, falconry, a living human heritage

This traditional activity of keeping and training falcons to hunt quarry in their natural state either for food or for entertainment is also a part



1 Arirang (2012)

across Korea, particularly Jeongseon, Miryang, and Jindo in South Korea, and Pveongvang, Haeiu in North Korea.



This popular form of Korean folk songs originated in various sites



(2016) Culture of Jeju Haenyeo

The culture of Jeju Haenyeo contributes to the advancement of Juldarigi or Tugging Rituals, a traditional performance that originated in the community-centered society, a traditional way to pray for a women's status in Korean society, a male-centered Confucian plentiful havest with neighbors. society. Furthermore, it raises global awareness of the importance of Intangible Cultural Heritage for sustainable development.



1 Jultagi, tightrope walking (2011)

Korean tightrope walking is performed on national holidays such as Dano and Chuseok. The performance is mainly conducted with music and witty conversations between the tightrope walker and the crowds.



(Making and Sharing Kimchi: 2013)

10-2 Tradition of Kimchi-Making (2015)

A traditional practice of making large quantities of Kimchi to prepare for a long harsh winter is another type of cultural activity that promotes cooperation between and among families and neighbors.



1 Traditional Korean Wrestling (2018)

Ssireum, or traditional wrestling, is a popular form of entertainment widely enjoyed across the Republic of Korea. Ssireum is a type of wrestling in which two players wearing long fabric belts around their waists and one thigh grip their opponents' belt and deploy various techniques to send them to the ground.

Memory of the World

"Memory of the World" is an international initiative led by UNESCO in order to provide grounds for preserving humanity's valuable documentary heritage, such as official documents, books, works of art, letters, and historical monuments. Since 1997, it has nominated such artifacts every two years. Most of the Korean heritage materials designated are textual materials like books, diaries, and government records. By 2019, seventeen Korean items have been registered as such. Korea ranks first in all of Asia for its preservation of such documentary materials and ranks fifth in the world overall. Some of these items are also designated as national treasures, such as the *Hunminjeongeum Manuscript*, *Joseon* wangjo sillok, Seungjeongwon ilgi, Ilseongnok, Nanjung ilgi, and the Daejanggyeong in the Haeinsa temple. On the other hand, *Donguibogam* is categorized as a treasure.

These various works of cultural heritage are preserved in 16 places: Seoul (8), Gwangju (2), Daejeon (2), Hapcheon-gun (1), Gyeryong-si (1), and Asan-si (1). The Jikji simche yojeol was taken by French sailors in the late 19th century, and it is now housed in the National Library of France in Paris. North Korea had a UNESCO Memory of the World Artifact registered in 2017, which is called *Comprehensive* Illustrated Manual of Martial Arts. It is co-located in Seoul and Pyeongyang.



1 Hunminjeongeum Manuscript (1997)

Hunminjeongeum is the original name of Korea's official script, also known as Hangeul, which was invented by King Sejong the Great (1418-1450) in 1446. This manuscript is very important as it explains the reasons for creating 28 new letters and the scientific principle behind their utilization.



Joseon Wangjo Sillok (The Annals of the Joseon Dynasty: 1997)

relationships with its neighbors.

The Annals cover more than 470 years of the history of the Joseon Dynasty. Since they contain a wide range of topics about this period such as politics, military affairs, law, foreign relations, economics, industry, arts, religion, and customs through daily court records, they



provide a general understanding of the Dynasty and its external

1 Uigwe (The Royal Protocols of the Joseon Dynasty:

Seungjeongwon was the Royal Secretariat during the Joseon Dynasty The Uigwe is a collection of 3,895 books about the Royal Protocols of the Joseon Dynasty. Each volume presents the special state and was responsible for receiving and delivering the King's orders. The ceremonies or major royal rituals in a manner that combines prose diaries were recorded on a daily basis about the King's public life and affairs with the servants at the royal court between 1623 and 1910. They also became the primary source materials for editing Joseon Wangjo



(b) Daejanggyeong in the Haeinsa Temple (Printing Woodblocks of the Tripitaka Koreana and Miscellaneous Buddhist Scriptures: 2007)

As the world's most comprehensive and oldest intact collection of the Tripitaka (Buddhist scripture) without any errors, it was made during the Gorveo Dynasty in the 13th century. It also was widely referred to as the Palman Daejanggyeong (Eighty-Thousand Tripitaka), because it consists of 81,258 wooden printing blocks.



3 Jikji Simche Yojeol (Anthology of Great Buddhist

The original title was "Baegun Hwasang Chorok Buljo Jikji Simche

Yojeol." "Jikji" is the abbreviated title. This is the world's oldest book

printed with movable metal type in 1377. It is currently housed at the

Priests' Zen Teachings: 2001)

National Library of France in Paris.

Donguibogam (Principles and Practice of Eastern Medicine: 2009)

An encyclopedic medical textbook published in 1613. The title literally means "Mirror of Fastern Medicine" With the King's support. Heo Jun edited it by synthesizing medical knowledge and prescriptions to be utilized by common people.



(1) Ilseongnok (Records of Daily Reflections: 2011)

This chronicle written by the kings from 1760 to 1910 details the king's activities at the royal court and the general state affairs on a daily basis. The kings wrote this diary for self-reflection. Unlike Joseon Wangjo Sillok, these are the records that kings would be able to consult in order to determine the best use of their time in state affairs by

referring to previous cases.

4 Seungjeongwon Ilgi

(Diaries of the Royal Secretariat: 2001)



19 Human Rights Documentary Heritage 1980 Archives for the May 18th Democratic Uprising against Military Regime, in Gwangju (2011)

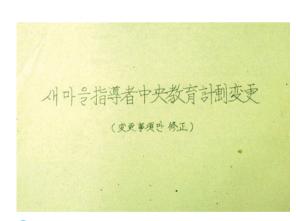
The archives contain a variety of materials about the Democratic Uprising, ranging from governmental records and civil society documents to papers produced by the United States. They were also used to restore the reputation of the victims during the course of the



Manjung Ilgi

lives of common people.

(War Diary of Admiral Yi Sun-sin: 2013) The handwritten diary of Admiral Yi Sun-sin, the Lord of Loyalty and Chivalry (Chungmugong), focuses on the Seven Years' War between Korea and Japan (1592-1598). It contains specific details of combat situations and his strategies, his personal views and feelings, and the



11 Archives of Saemaeul Undong (New Community Movement: 2013)

The name literally means the "New Village Movement." It includes a wide range of materials such as presidential speeches, government documents, personal letters, photographs and video clips related to



Confucian Printing Woodblocks in Korea (2015)

This documentary heritage, collectively named the "Confucian Printing Woodblocks in Korea," is comprised of 64,226 hand-carved blocks used for printing 718 titles of words written during the Joseon Dynasty (1392-1910). They have been entrusted by 305 family clans and Confucian academies. this government-led movement that was conducted between 1970



13 The Archives of KBS Special Live Broadcasting 'Finding Dispersed Families' (2015)

The 463 tapes of the original recordings, and other materials generated in the course of broadcasting such as the posters carrying participants' capsule stories, cue sheets, programming schedules, radio recording materials, and photos are all authentic originals that in daily life for certification. have been preserved in the KBS archives.



1 Royal Seal and Investiture Book Collection of the Joseon Dynasty (2017)

The royal seals are symbolic and ceremonial, signifying sacredness of the royal authority. Such practice of creating ceremonial seals is distinct from other cultures, which produce seals for the practical use



15 The Archives of the National Debt Redemption Movement (2017)

The Archives of the National Debt Redemption Movement is a documentary heritage chronicling the entire process and history of a nationwide campaign undertaken by the Korean public from 1907 to 1910 to help their government repay a huge external debt and thereby to Japan between 1607 and 1811 at the request of Japan's Shogunate government. protect their national sovereignty.



(6) Documents on Joseon Tongsinsa (2017)

"The History of Peace Building and Cultural Exchanges between Korea and Japan from the 17th to 19th Century" comprises materials related to 12 diplomatic missions dispatched from Korea



17 Muyeodobotongji (2017)

The books explains, with respective illustrations, the Korean traditional martial arts which became the origin of Taekwon-do, the international martial arts of today. They explain various kinds of military arts such as fencing, spearmanship, cudgelling, horse riding and boxing with respective illustrations.

Research and Expedition

Conducting scientific research expeditions into oceanic and polar areas well beyond the boundaries of Korean territory, waters, and airspace represents an important step in Korea's contribution to the global scientific community. Participation by Korean researchers on projects located in the international scientific territory (non-sovereign areas in international waters and airspace as well as polar research stations) fosters international cooperation but no gains in territory or resources. Korea, with its advanced technological capabilities, has a deep commitment to make research contributions that deal with global issues such as climate change and the degradation of the global environment. Its continued presence in research stations worldwide is a testimonial to this commitment.

In 1988, Korea's polar research began in earnest with the construction of the King Sejong Antarctic Research Station (Korea's permanent Antarctic research base). Since then, Korea has conducted a variety of research and expedition activities on the environment surrounding the station, and in 2014 Korea built the Jang Bogo Antarctic Research Station, broadening the scope of their research and expedition to include areas closer to the South Pole. In 2009, the country started developing geographic information by mapping and measuring its Antarctic base and its neighboring area. It has contributed 27 names of Antarctic places (17 in 2011 and 10 in 2012) in the Composite Gazetteer of Antarctica (CGA). With the 2002 opening of the Dasan Arctic Research Station, Korea's research on the North Pole accelerated. In 2012, Korea obtained permanent observer status in the Arctic Council, thereby gaining direct participation in the development of North Pole routes and resources. In 2009, it embarked on a voyage with the nation's first research icebreaker vessel, Araon, which has conducted independent polar research in the Arctic and Antarctic frozen waters, explored new routes, and provided supplies to land-based polar research stations. Based on submarine topography data collected by Araon in October 2013, South Korea registered two undersea feature names with the International Hydrographic Organization (IHO): Dolgorae Hills (Dolphin Hills) and the Kkotsin Knoll (Floral Shoes Knoll). In January 2014, Korea published a provisional marine chart of the waters around the Jang Bogo Antarctic Research Station.

Korea constructed the Dasan Arctic Research Station, which became operational on April 29, 2002. With the completion of this station, Korea became the 8th country in the world that has research stations in both the North and South Poles. The Dasan Arctic Research Station is situated at Ny-Alesund (78° 55' N Latitude, 11° 56' E Longitude) on the Arctic island of Spitsbergen, part of the Svalbard Archipelago. The station, which was set up to explore the Arctic environment and resources, performs multiple roles as an observation base for a variety of research projects including frozen soil layer data collection, aerosol and frozen land-atmospheric circulation of greenhouse gases, and arctic ecosystems.







Korean Research Icebreaker Araon



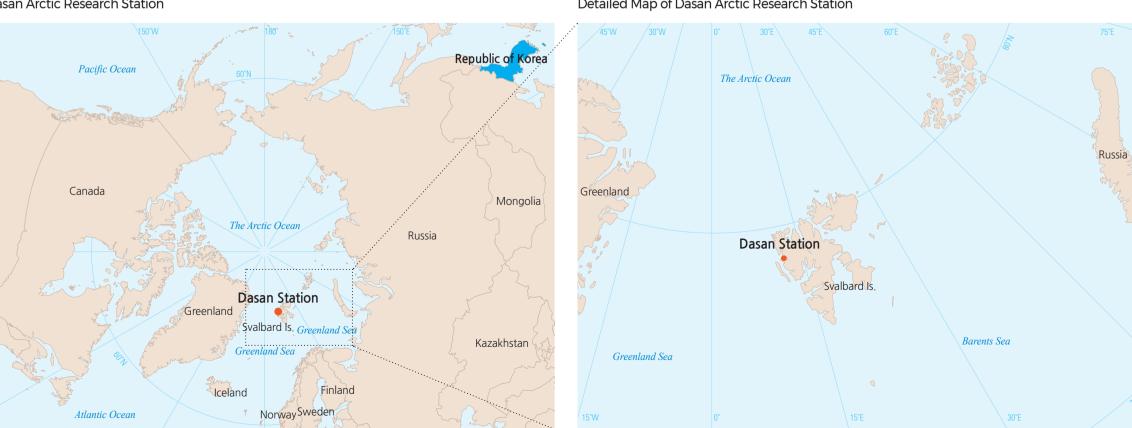


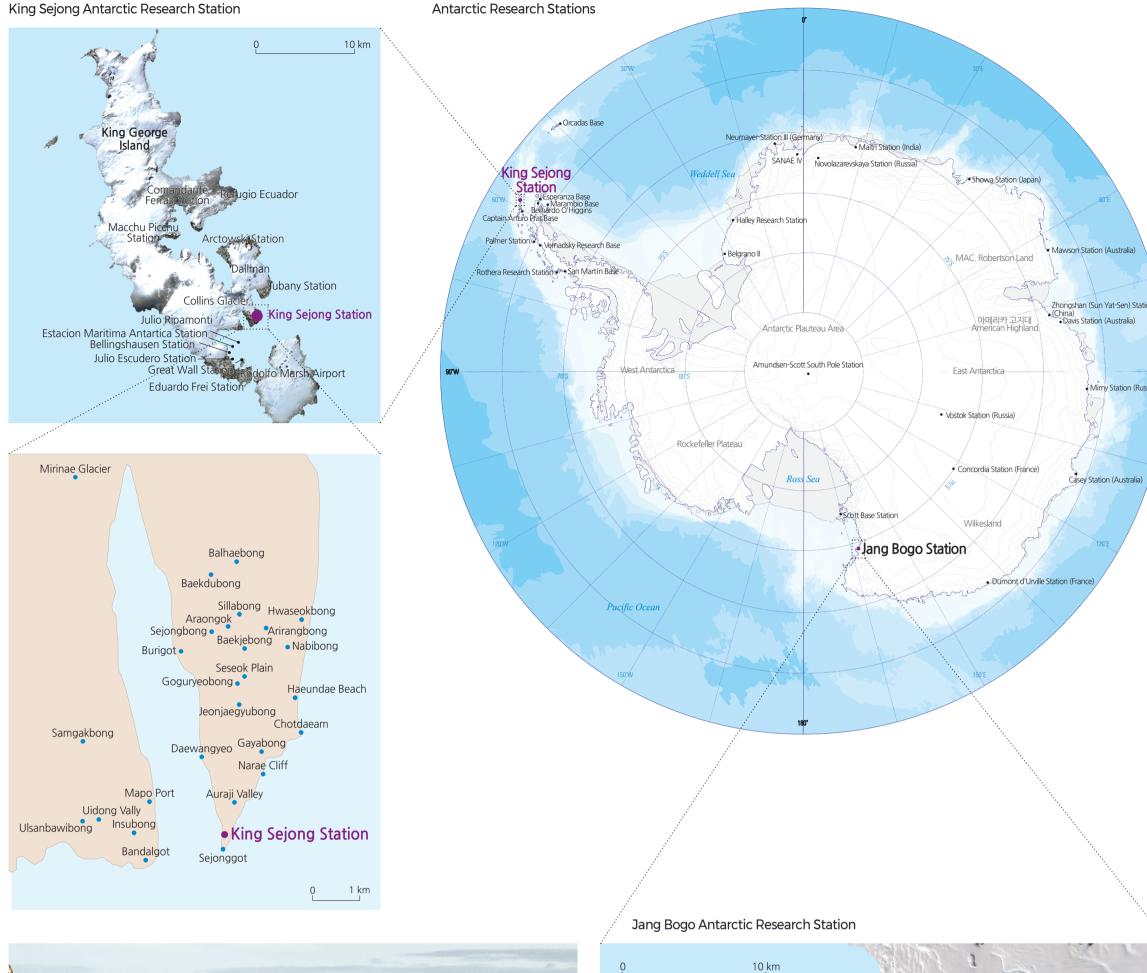
Dasan Arctic Research Station



Dasan Arctic Research Station

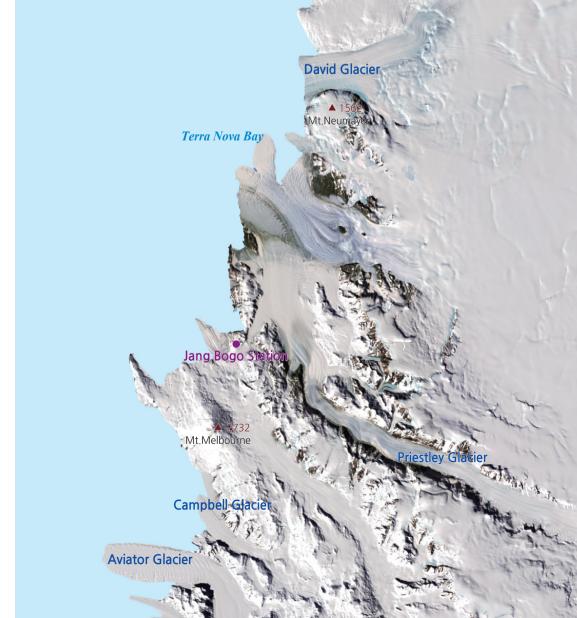
Detailed Map of Dasan Arctic Research Station







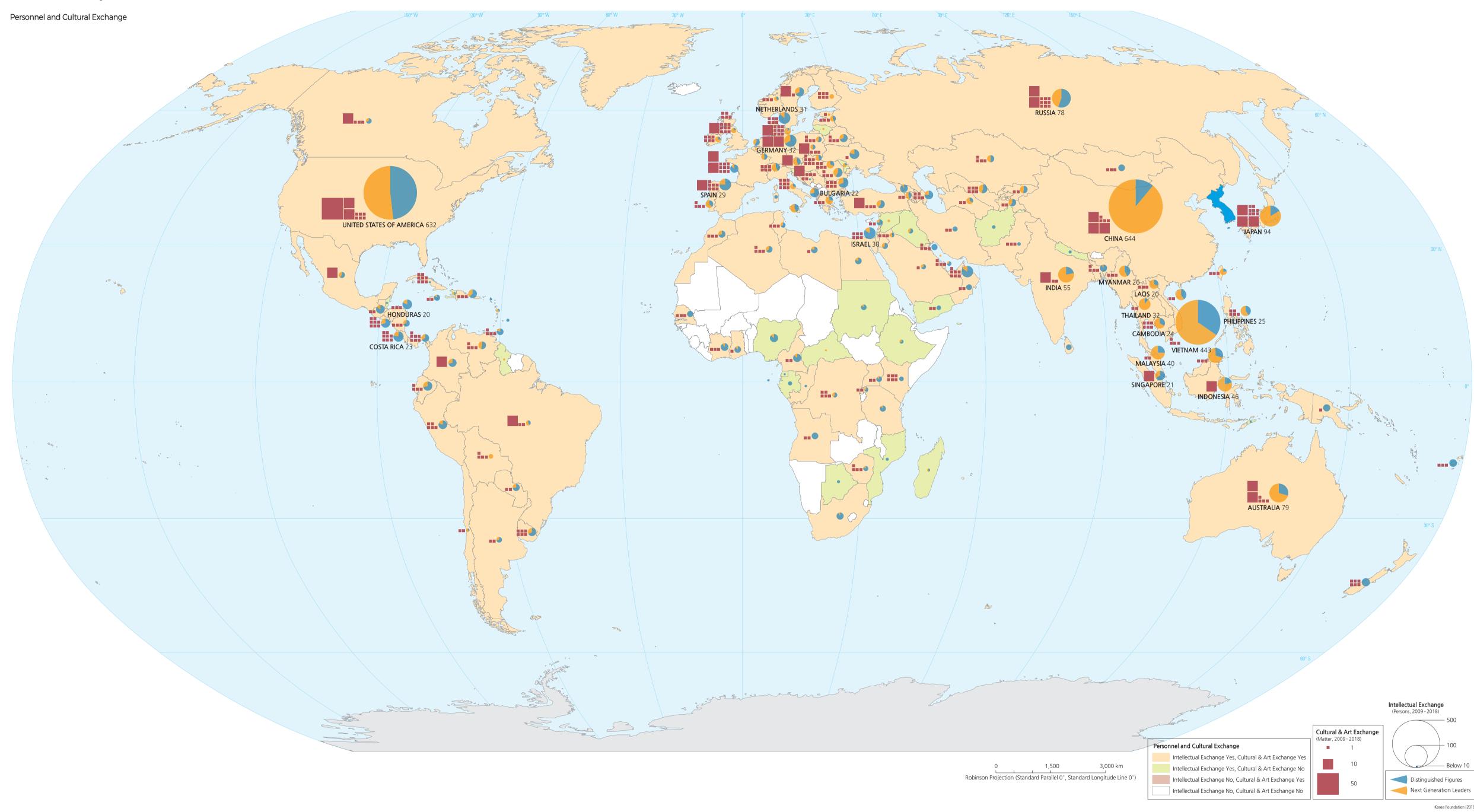




Jang Bogo Antarctic Research Station

160

International Exchange



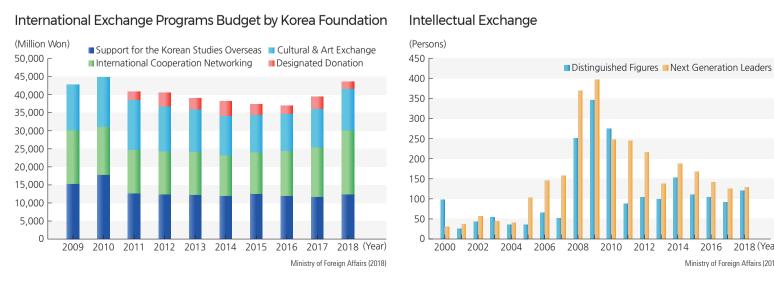
In 1991, the Korean government established the Korea Foundation (KF) as a public diplomacy organization affiliated with the Ministry of Foreign Affairs, to promote a better understanding of Korea and its people among the global community. Korea Foundation's activities include support for Korean Studies programs and Korean-related specialists for the operation of Korean Studies courses, as well as a variety of fellowship assistance programs. The Korea Foundation also invites prominent figures and specialists to Korea to enhance their understanding of Korea through hands-on experiences. To advance a global knowledge community through intellectual dialogue, the Korea Foundation organizes forums and global seminars in Korea and abroad, along with extending support

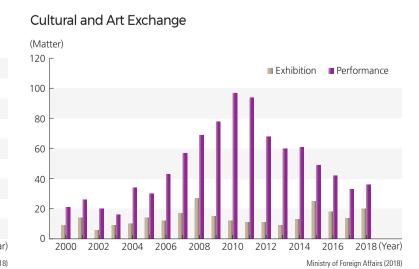
for research projects that are undertaken by prestigious think-tank

The Korea Foundation's endeavors to promote the culture and arts of Korea include its close cooperation with various organizations to present a diverse array of cultural activities to publicize Korean arts and culture among the world's peoples. Additionally, the Foundation provides support for the establishment of permanent Korea-related gallery spaces at leading museums worldwide. The Korea Foundation publishes and distributes Korea-related publications and multimedia materials for global audiences for the regular dissemination of information about Korea and its culture. The *Koreana*, the Korea Foundation quarterly, is known

as a high-quality magazine that features diverse aspects of Korea's culture and arts, both traditional and contemporary. The Korea Foundation also administers donation programs to promote Korea-related projects; a donor can designate the project or program to be supported by the donation.

The graph summarizes the Korea Foundation budget for the aforementioned international exchange programs. The map indicates the foreigners who have visited Korea under the Korea Foundation's distinguished guests and next-generation invitation programs, as well as its recent exhibition and performance events.





162

The Korean Wave

In the past, the Korean Wave referred only to Korean enterprises or their products in foreign countries. Since the recent spread of Korean pop culture throughout Asia and across the world, the meaning of the term Korean Wave has come to underscore the increasing popularity of Korean culture. The Korean Wave is now classified into the following three stages:

1. Beginning of the Korean Wave, the Korean Wave 1.0

The origin of the Korean Wave can be traced back to Korean TV dramas in 1997, which were televised by CCTV in China. From then through the beginning of the 2000s, Korean dramas and Korean pop-songs gained popularity in China, Taiwan, and Vietnam. Several dramas that deal with Korean traditional culture

found great success in 2002 and 2003. The success of those first Korean Wave cultural efforts laid the foundation for the spread of Korean popular culture to more countries such as Japan and Hong

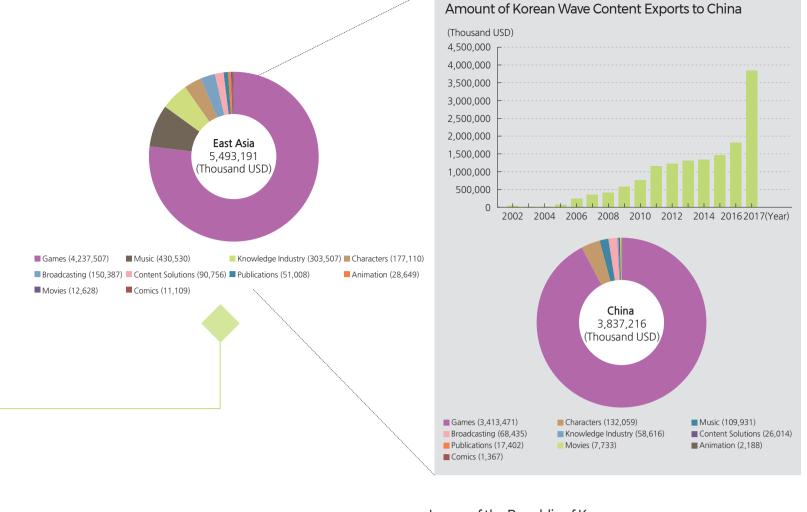
2. Diffusion of the Korean Wave, the Korean Wave 2.0

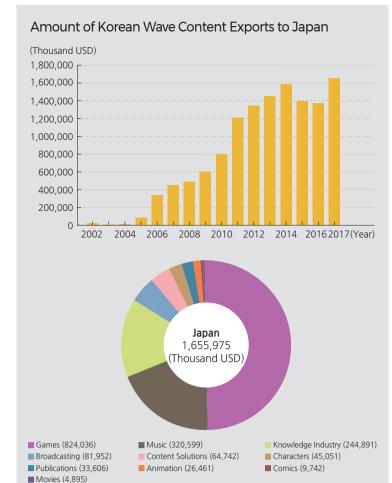
The Korean Wave changed significantly from the middle of the 2000s to the beginning of 2010 when K-pop music rose to global popularity. There are considerable differences between the Korean Wave 1.0 and 2.0, not the least of which include the fact that K-pop and its idols characterize the Korean Wave 2.0. Korean songs spread beyond China, Japan, and Southeastern Asia, reaching Europe and North America. Other characteristics of the Korean Wave 2.0 are

its diffusion through popular video websites and social networking services (SNS), the global interest in drama dealing with Korean cultural traditions, and the overall broadening of content.

3. Integration into K-Culture, the Korean Wave 3.0

The Korean Wave 3.0 is represented by the emergence of K-Culture, which covers three domains—traditional culture, art and culture, and general cultural content. The Korean Waves 1.0 and 2.0 represented limited domains that were particularly centered on cultural content. K-Culture, however, covers all three domains in integrative ways. The Korean Wave is no longer geographically limited to Northeast Asia. It has become a global phenomenon.





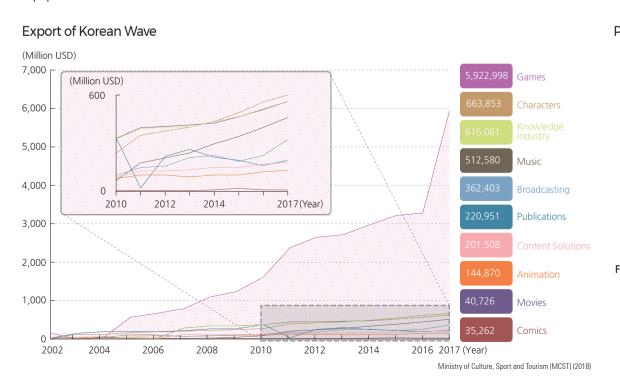
Characteristics of the Korean Wave by Period

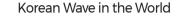
Classification	Korean Wave 1.0	Korean Wave 2.0	Korean Wave 3.0
Duration	From 1997 to the mid-2000s	From the mid-2000s to the early 2010s	Since the early 2010s
Characteristics	Advent of the Korean Wave Focused on visual contents	Diffusion of the Korean Wave Focused on idols	Diversity of the Korean Wave
Main Genre	Drama	К-рор	K-Culture
Genres	Drama, movie, Korean pop song	Public culture, some parts of art and culture	Traditional culture, art and culture, popular culture
Countries	Asia	Asia, some parts of Europe, Africa, Middle East, Middle and South America and the US	Whole world
Major Consumers	Manias	Teens and twenties	World citizens
Major Media	Cable TV, satellite TV, internet	Popular video website, social networking services	All media types

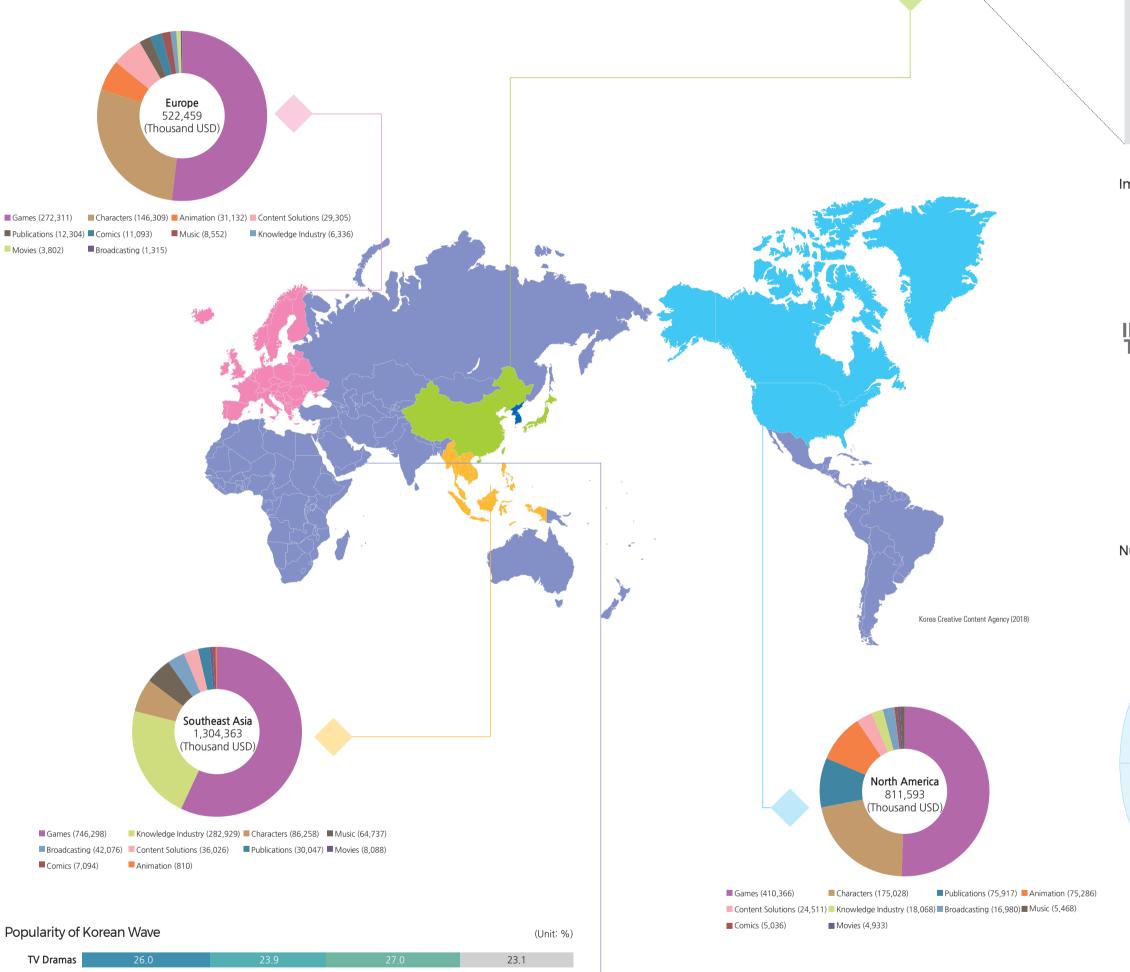
Ministry of Culture, Sport and Tourism (MCST) (2013)

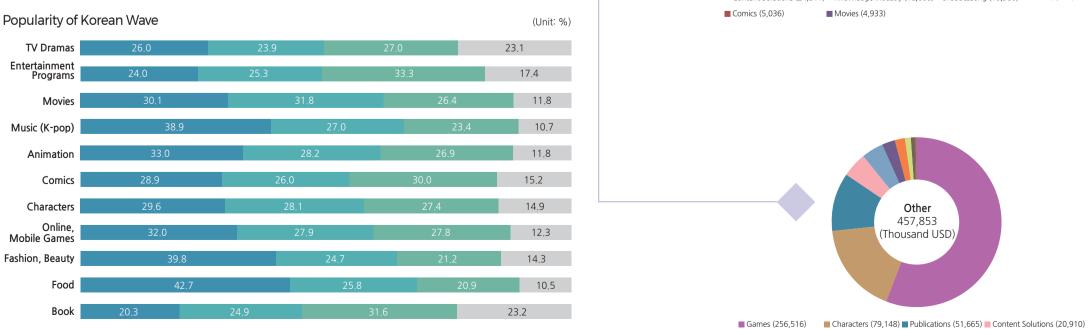


K-pop Performance









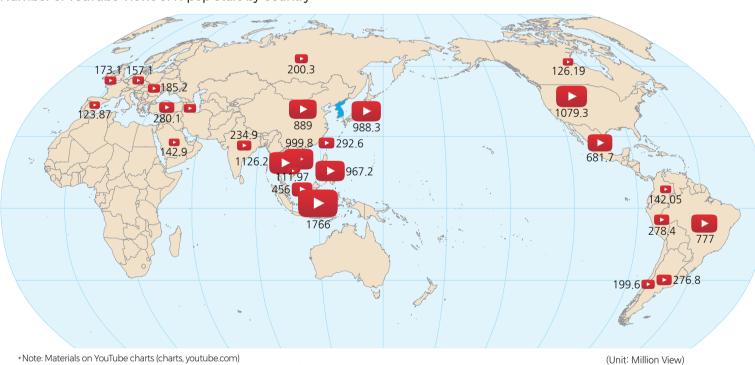
Korean Foundation for International Cultural Exchange (2018)

■ Very Popular ■ Quite Popular ■ Popular only for a few people

Image of the Republic of Korea



Number of YouTube Views of K-pop Stars by Country



infused with culturally distinctive expressions of imagination, can be used as an indicator to measure the cultural impacts of the Korean Wave. In Korea, the content industry includes games, characters, publications, broadcasting, music, content solutions, animation, advertisements, movies, comics, and performances. As shown in the graph Export of the Korean Wave, the export by the cultural content industry has increased since 2005.

Duration: 2018. 08. 29–2019. 08. 27. For artists with annual views of more than 1 billion views.

The game industry has grown dramatically over the past several years, and become a leading export. The exports of character-related merchandise along with products from the television and music industries have increased gradually along with the spread of the Korean Wave, reflecting the consumption of Korean popular culture directly or indirectly through drama, K-pop, and Internet media. The map, The Major Korean Wave, shows that 64.0% of Korean cultural content is exported to East Asia, with 44.7% going to China

Cultural content, the economically valuable products that are and 19.3% to Japan. Southeast Asia is a close third, with an import rate of 15.2%, followed by North America (9.4%), Europe (6.1%), and all other regions (5.3%).

Korean Foundation for International Cultural Exchange (2018)

The most common image that foreigners associate with Korea is "K-pop," followed by "North Korea," "IT industry," and "Korean food." In particular, K-pop ranks first in the Americas, Europe, and Southeast Asia. The recent issue of North Korea's nuclear weapons seems to be the reason why "North Korea" is ranked second.

The popularity of K-pop, which is leading the Korean Wave, is also reflected in YouTube views. As of August 2019, the number of YouTube views on Korea's leading artists in the past year has exceeded 14.7 billion views worldwide. In particular, more than one billion people watch YouTube from Korean artists in countries such as Indonesia, Thailand, the United States, and Vietnam. Recently, various elements of the Korean Wave, such as K-pop, food, fashion, and beauty, have overtaken the world's YouTube content in popularity.

164 165

■ Music (3,294)

■ Broadcasting (19,902) ■ Movies (11,275) ■ Animation (8,993) ■ Knowledge Industry (5,220)