

# The Way of Life and Culture

The Korean people have developed and maintained their unique national culture for a long time. The national culture of Korea emerged as an adaptation to the natural environment. The arrangement of mountains and plains as well as climate are the foundation of the cultural determinants of the Korean people. The Korean way of life, as represented by food, clothing, and housing, is central to understanding Korean

culture. Clothing materials and the development of clothing culture, various food processing methods and new food ingredients, and harmony between nature and residential space in overcoming natural restrictions-all are components in the traditional culture that influence the Korean way of life. However, traditional Korean culture is not confined to a way of life formed through adaptation to the environment. Traditional Korean

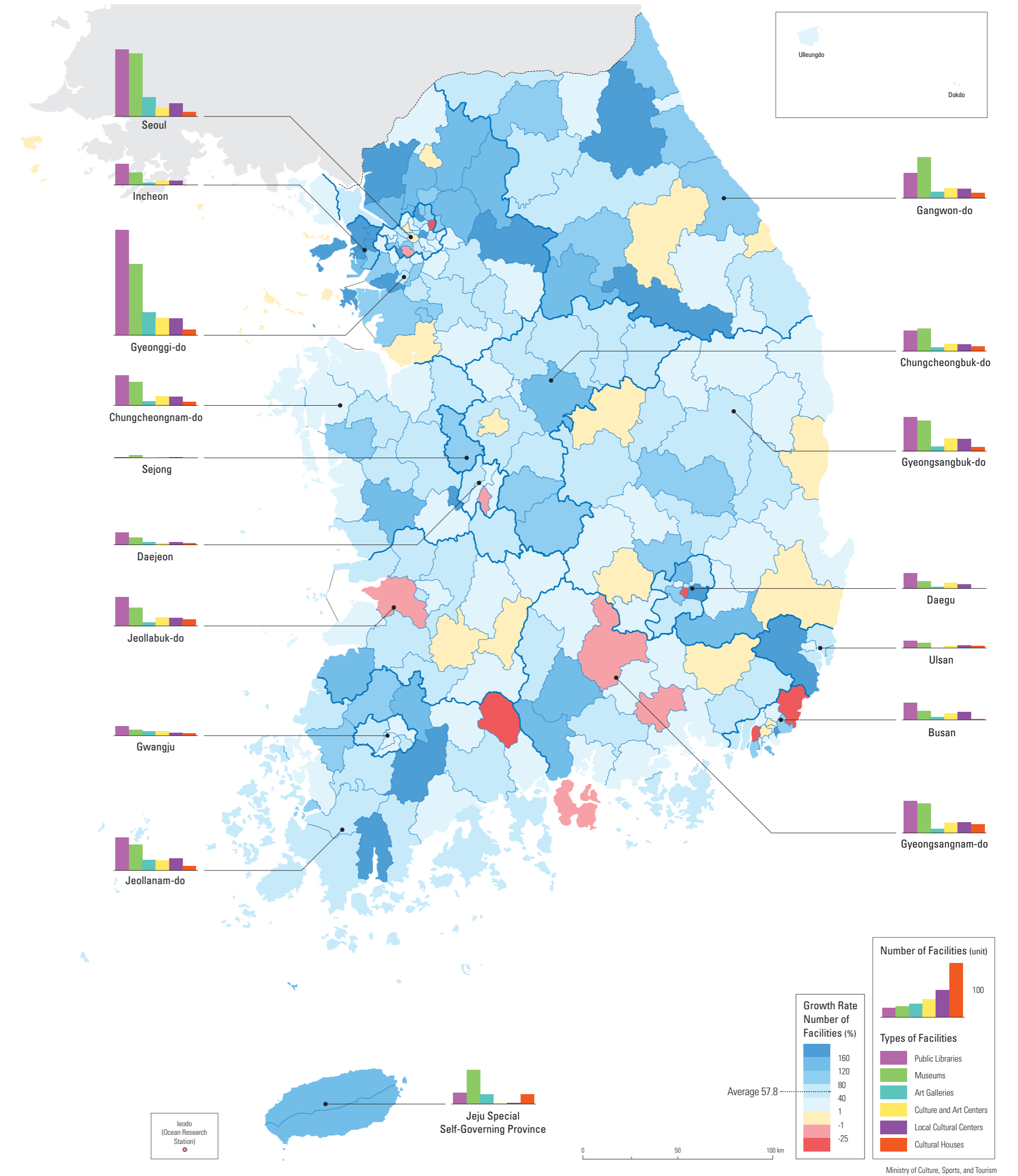
culture shows cultural diversity that embraces both traditional heritage and other cultures. Various cultures were introduced into the Korean culture, and sometimes Korean culture has spread to the outside world; the traditional way of life changes to fit the conditions of modern life. Interest in the improvement of living standards and culture are related to the growing demand for space to accommodate cultural activities and

cultural diversity for the enjoyment of a variety of cultural activities, such as libraries, museums, and galleries. Additionally, facilities and spaces for movies, sports, and other physical activities have become important factors in the modern daily lives of Koreans. Overall, Korean modern life and culture have rapidly changed as cultural and recreational opportunities and venues have expanded and diversified.

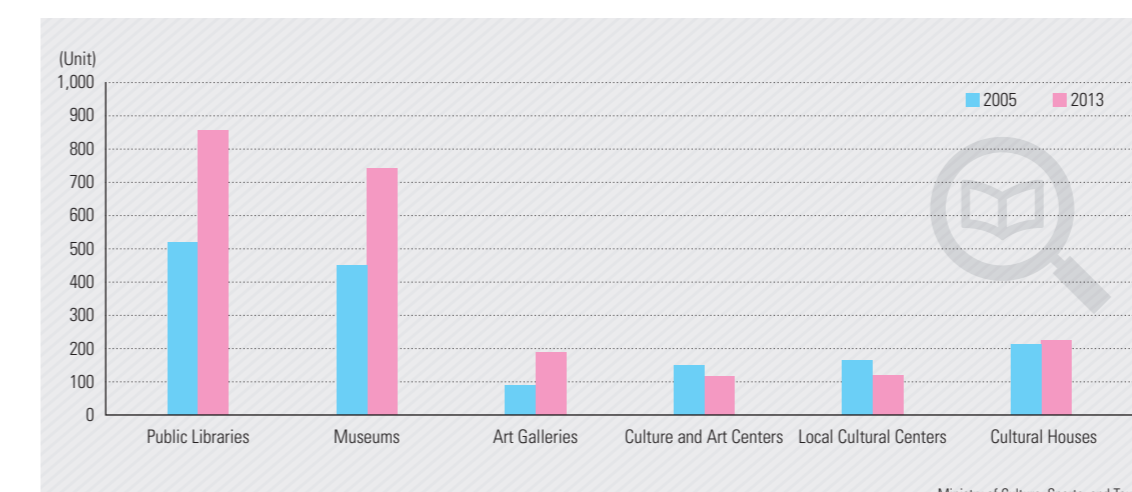


## Changes in Cultural Spaces

Change in Public Cultural Facilities (2005 – 2013)



## Change in the Number of Public Cultural Facilities



The public cultural facilities offered by each region for the convenience and enjoyment of local residents includes public libraries, museums, art galleries, literary halls, and local cultural centers. These facilities are evenly distributed in each region based on the basic cultural demands of the local population; such facilities have been the foundation of public cultural facilities. In addition, the cultural infrastructure carries significant meaning in terms of the cultural rights of people.

Facilities such as libraries, museums, and art galleries have been steadily increasing in number and expanding in size and diversity in accordance with the growing demands of local residents. Various programs operate in each region based on cooperation with local communities. In the case of libraries and museums, exhibitions and collections have been expanded. Theaters and exhibition centers, which operate various programs, have been increasing in number and attracting more patrons and visitors.



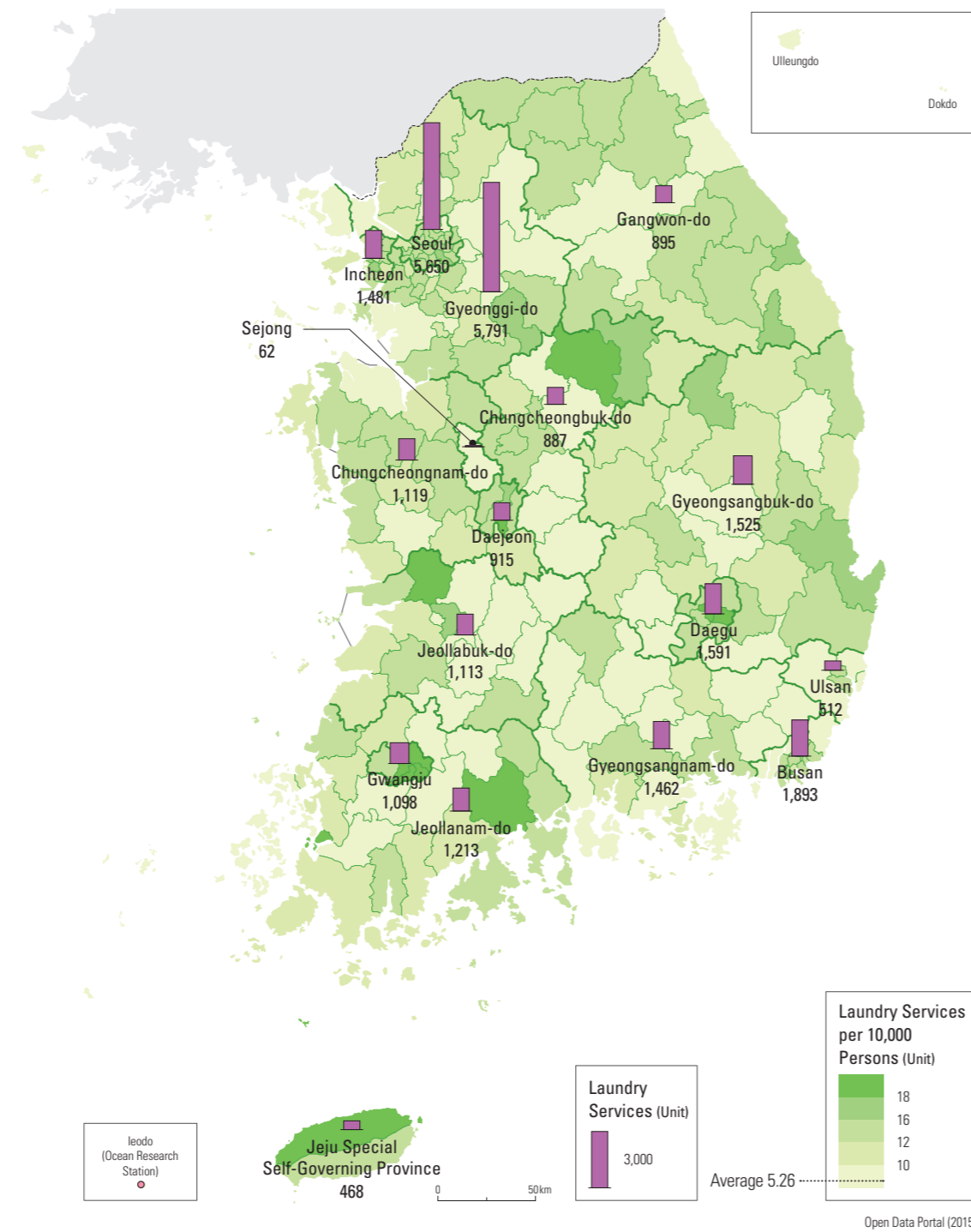
Clothing and Culture



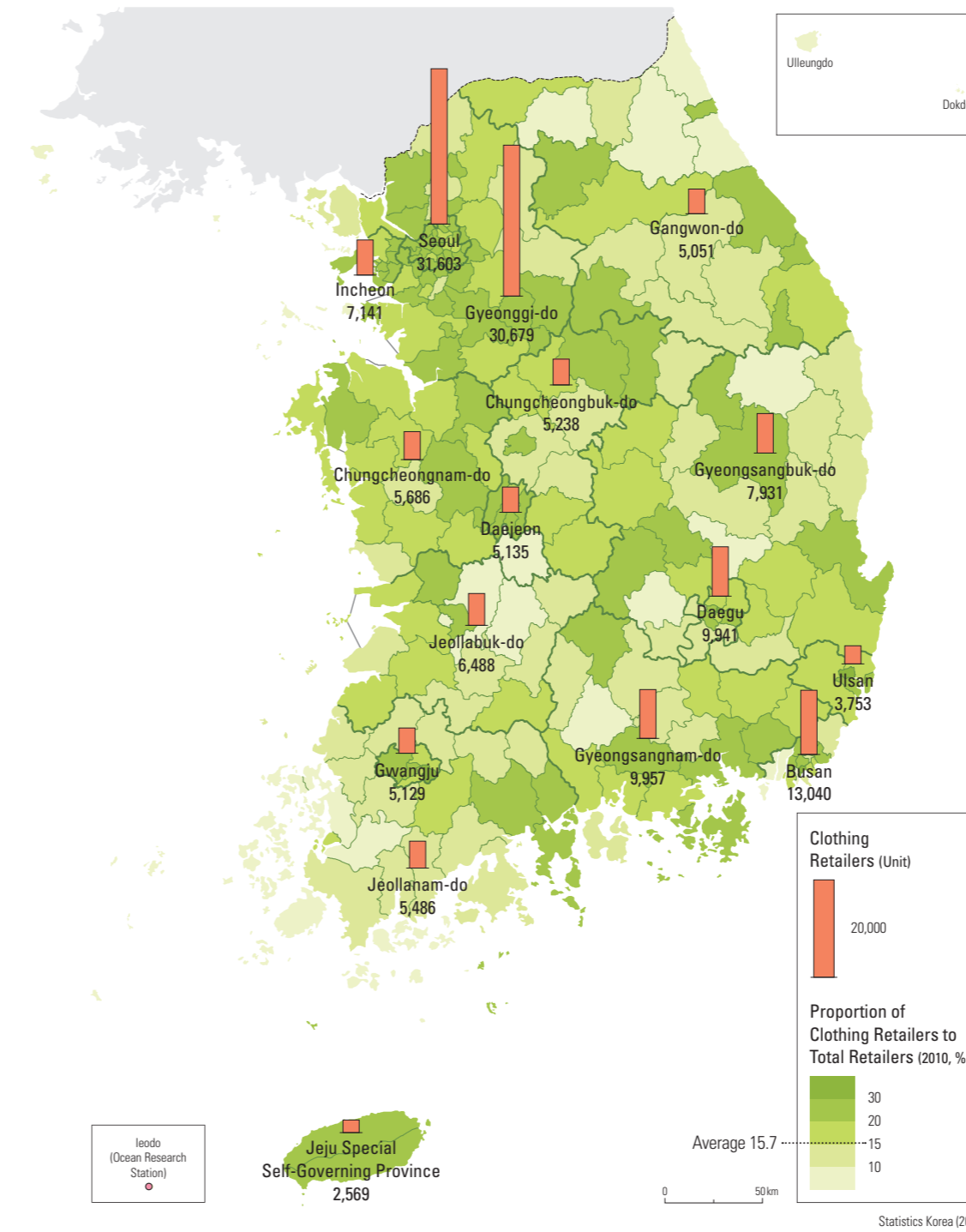
The clothing culture of the Korean people began with the history of the nation. Prehistoric equipment for apparel design and manufacture is found across the country and shows a very long Korean clothing history. The prototype for Korean traditional dress, such as the 'jeogori' and pants, can be found in the murals of the ancient tombs of Goguryeo. As time passed, various fabrics were used and clothing styles diversified. Koreans became known as the white-clad folk and enjoyed having white colored clothing, though they

also liked various colored clothing for special events and rituals. Clothing in the traditional era was generally homemade, and laundering and care of garments accounted for a large share of household expenditures. By contrast, modern clothing is made in factories, and thus accounts for a large proportion of household expenditures. Also, it is becoming increasingly common for laundry and ironing to be done by commercial laundry services.

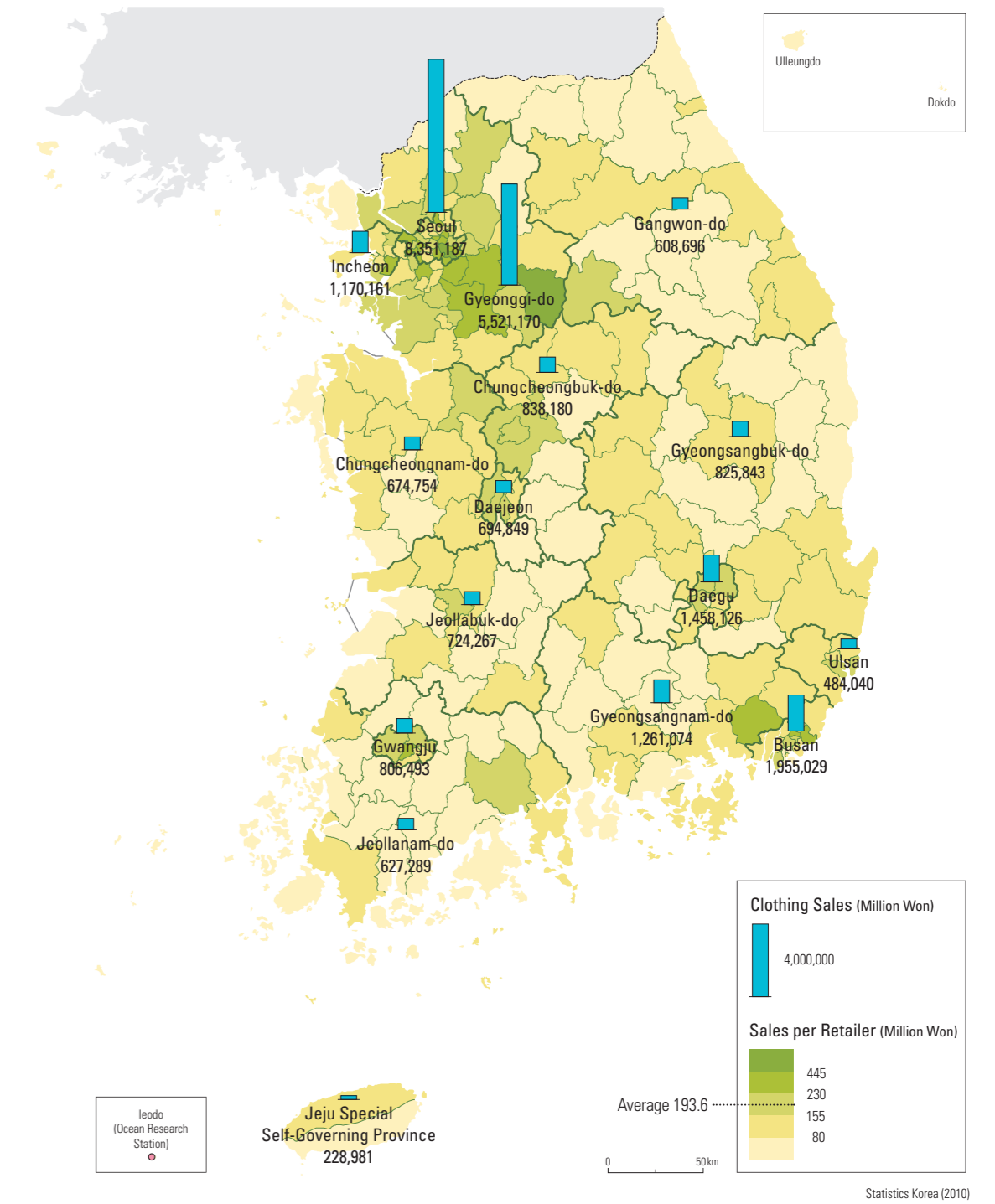
Distribution of Laundry Services (2015)



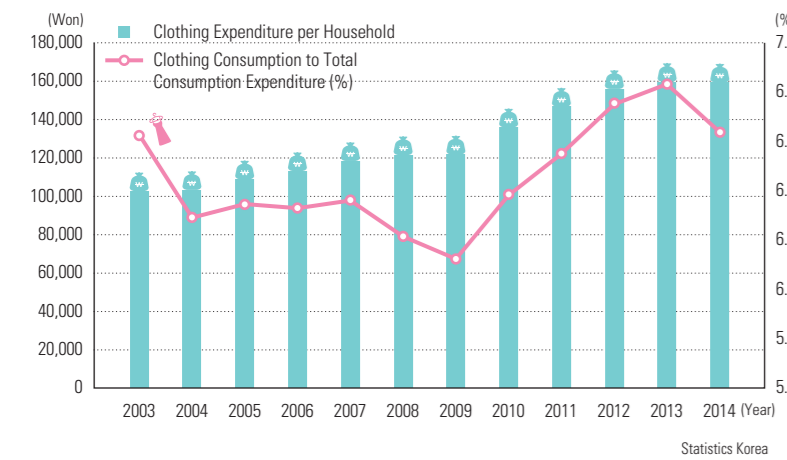
Clothing Retailers (2013)



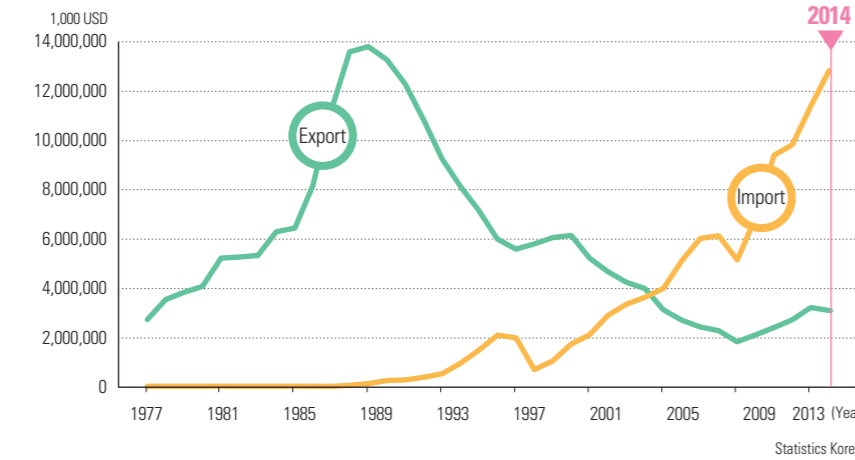
Sales of Clothing Retail Services (2010)



Clothing Consumption Trends

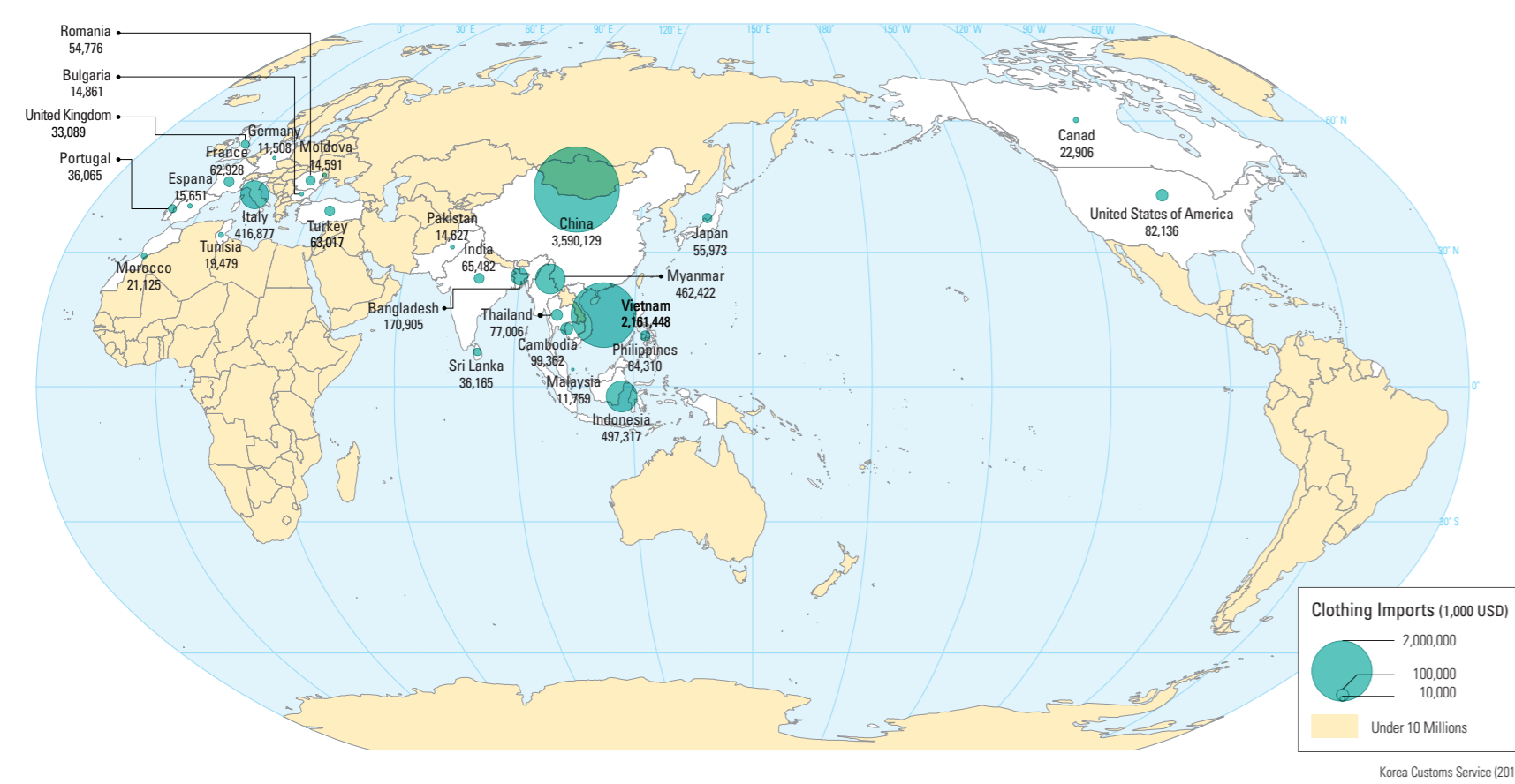


Import and Export of Clothing

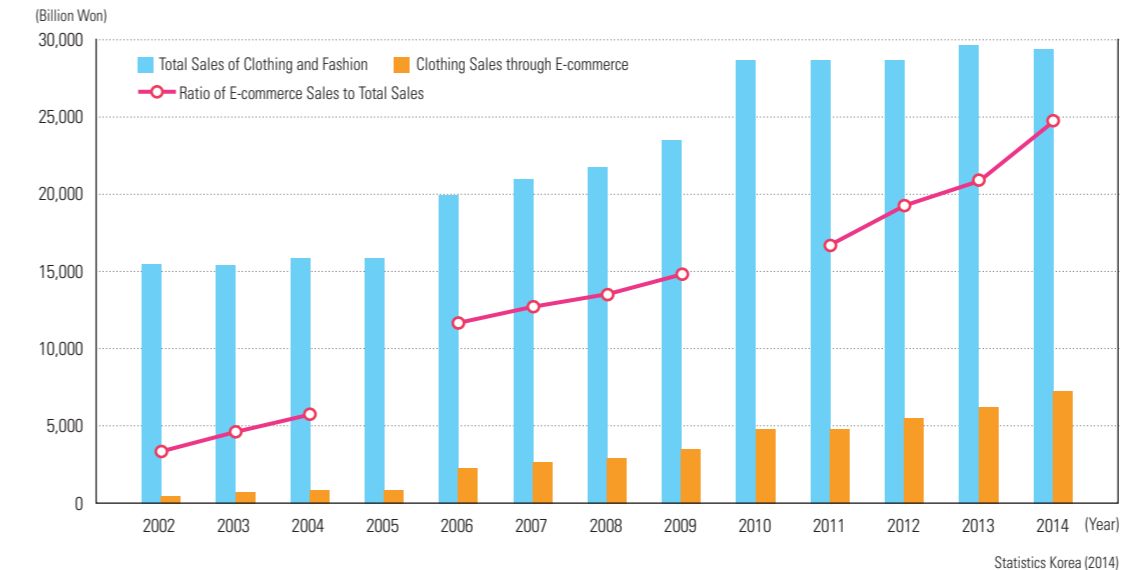


The introduction of various synthetic fibers and the development of new weaving techniques in modern times have significantly changed Korean clothing culture. Since the 1960s, the textile industry has played an important role in Korean economic growth. A number of small clothing manufacturers emerged in the process of rapid urbanization in metropolitan areas, where small factories employed many laborers crowded into cities. In addition, the development of the chemical industry has expanded the place of the spinning and weaving industry in the national economy. Because of the development of the chemical industry and abundant labor, textile-related industrial complexes and cities emerged in various places where small clothing companies were operated in the early industrialization period, and the textile industry accounted for a large proportion of exports. Recently, the textile, garment, and apparel industries have become concentrated in low-wage countries and a large number of domestic manufacturers have moved to China and other parts of Southeast Asia due to globalization, resulting in a decline in the clothing industry and increased clothing imports as the Korean economic structure has become more technical and capital oriented. Most imported clothing is from China and other parts of Southeast Asia; expensive and brand name clothing comes from Europe and other developed countries. The Korean clothing and apparel industry has the challenging task of transforming itself into a design-centered, high value-added industry.

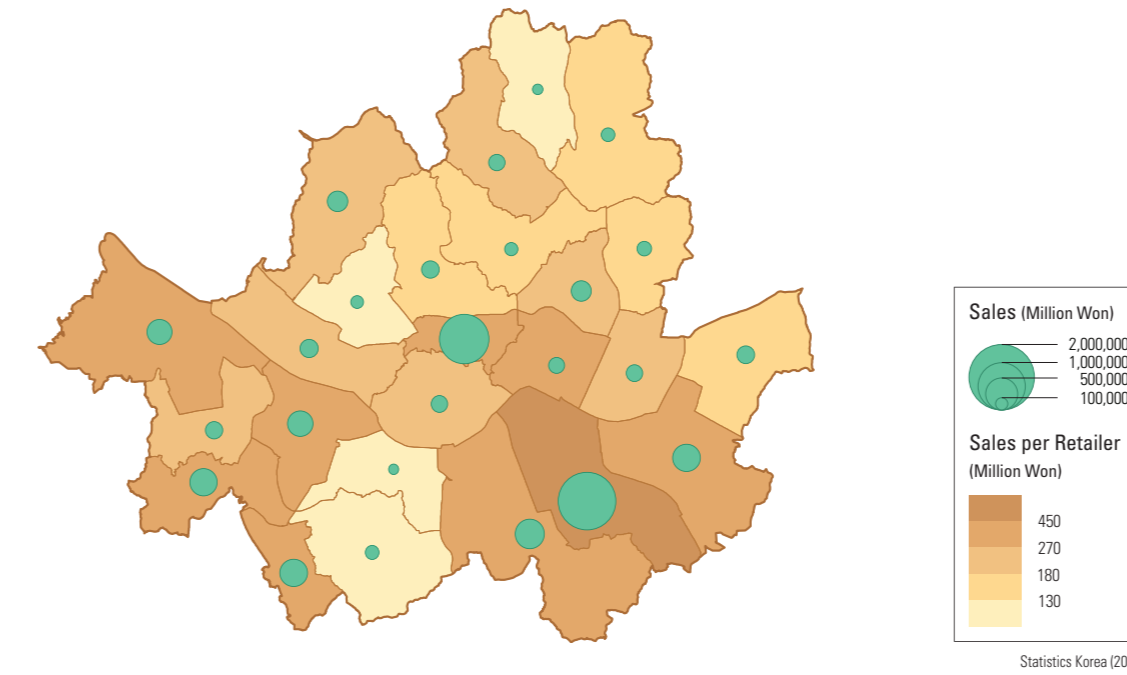
Clothing Imports to Korea (2014)



Clothing Sales through E-commerce



Sales per Clothing Retail Service, Seoul (2010)



Changes in clothing culture have greatly influenced where clothing is sold. In the past, clothing sales were largely concentrated in the marketplaces and department stores, with some custom-made shops also flourishing. However, clothing sales have expanded to include department stores, specialty stores, outlets, and supermarkets. Fashion retailers are mainly distributed in metropolitan cities with large numbers of department stores, specialty stores, and supermarkets. Shopping districts,

where expensive clothing is sold and new fashion introduced, have emerged and spread in some large cities. In Seoul, the Gangnam area has emerged as an important clothing sales venue, replacing Namdaemun Market and Dongdaemun Market, which in the past consisted of traditional markets and small manufacturers. Recently, large outlets in metropolitan suburbs have emerged. In addition, e-commerce has led to a big change in how clothing is purchased.

Clothing Shopping Venues





Food and Culture



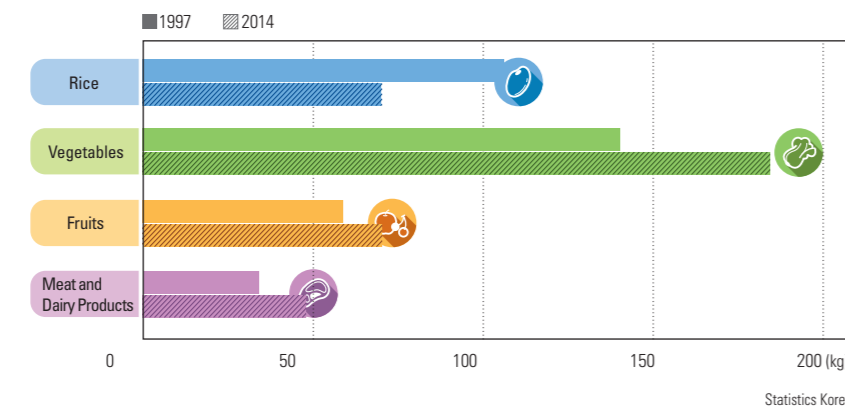
Danwon Pungsokdo Cheop

The Korean people have developed a diverse and unique food culture dating back to ancient times. The origin of their agriculture can be understood by studying carbonized grains, and shell mounds and fishing tackle found along the seashore are evidence that they collected seafood. In particular, the most important grain

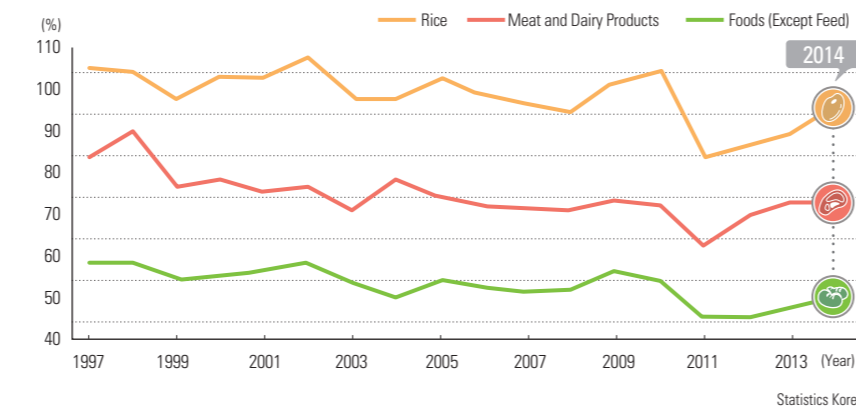
in the Korean diet is rice. Like many Asian countries in which rice has been a main source of carbohydrates, Korea has worked hard on land reclamation and securing a water supply to cultivate rice. Various reservoirs from ancient times show the long tradition of rice cultivation. Today, the consumption of rice is gradually

declining, and Koreans are consuming more bread and noodles as wheat import has increased. Also, the modern Korean diet is largely characterized by a reduction in rice consumption and an increase in consumption of vegetables, fruits, meats, and dairy products.

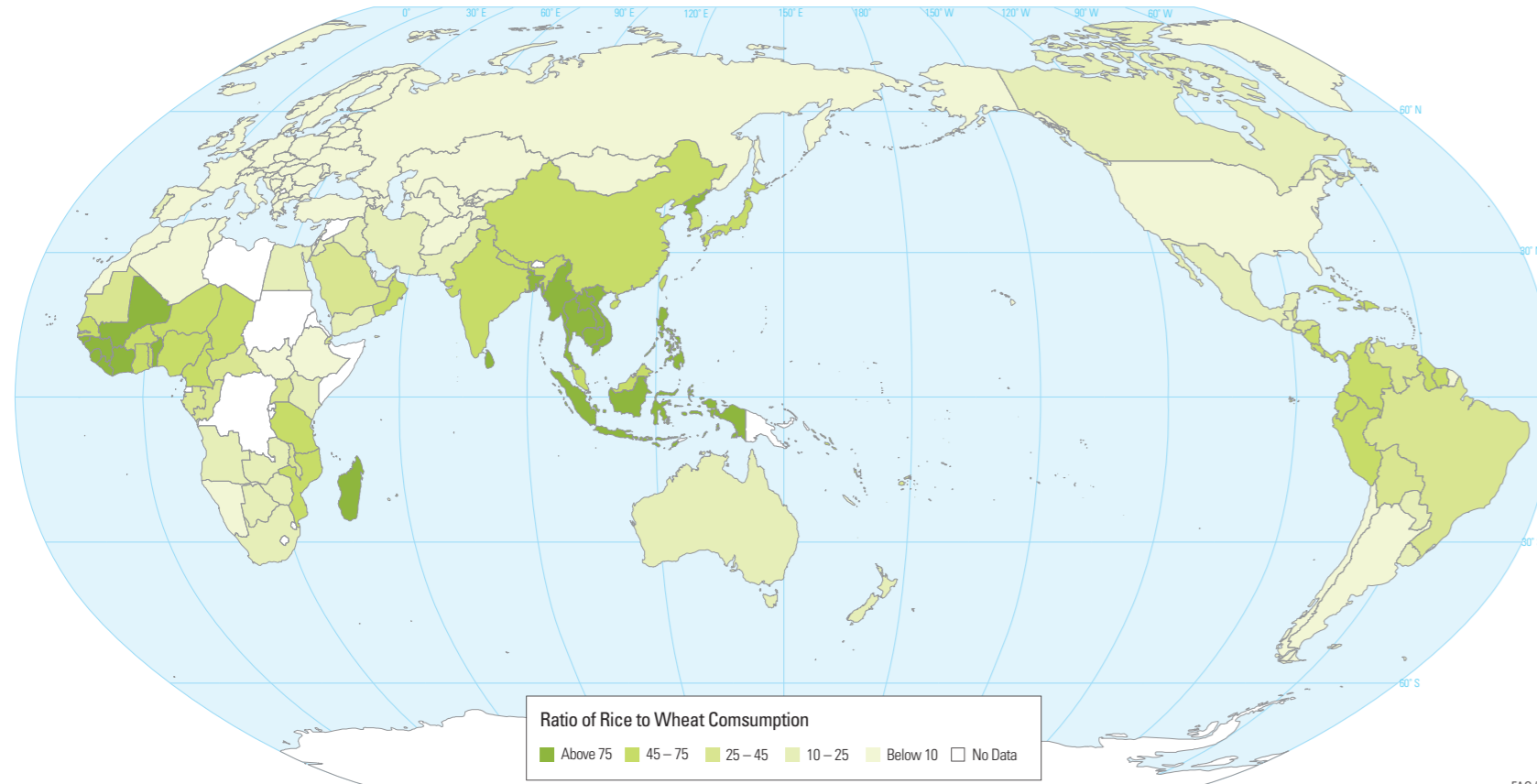
Consumption of Agricultural and Livestock Products per Capita



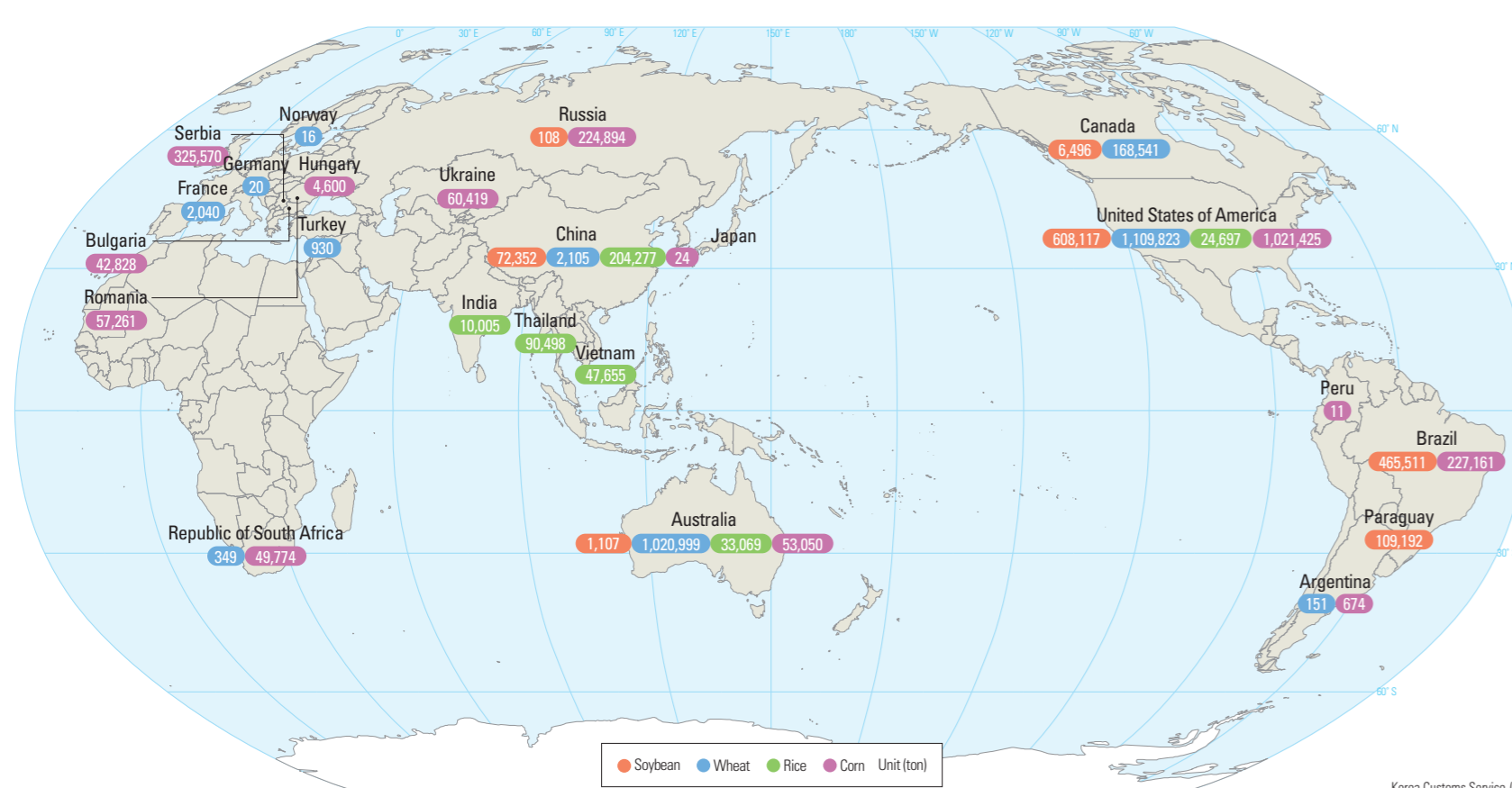
Food Self-Sufficiency Ratio of Korea



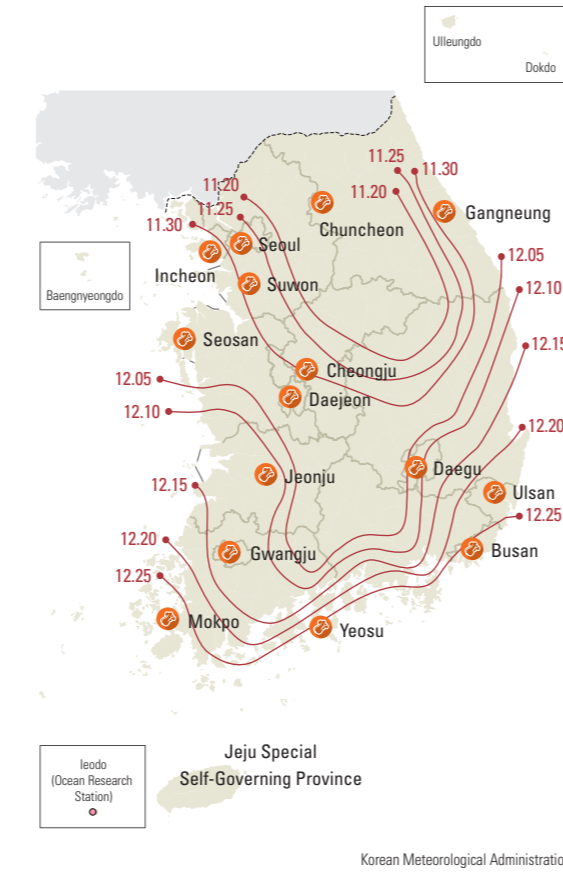
Consumption of Rice and Wheat per Country (on Average from 2010 to 2013)



Origin of Main Imported Grains (2014)

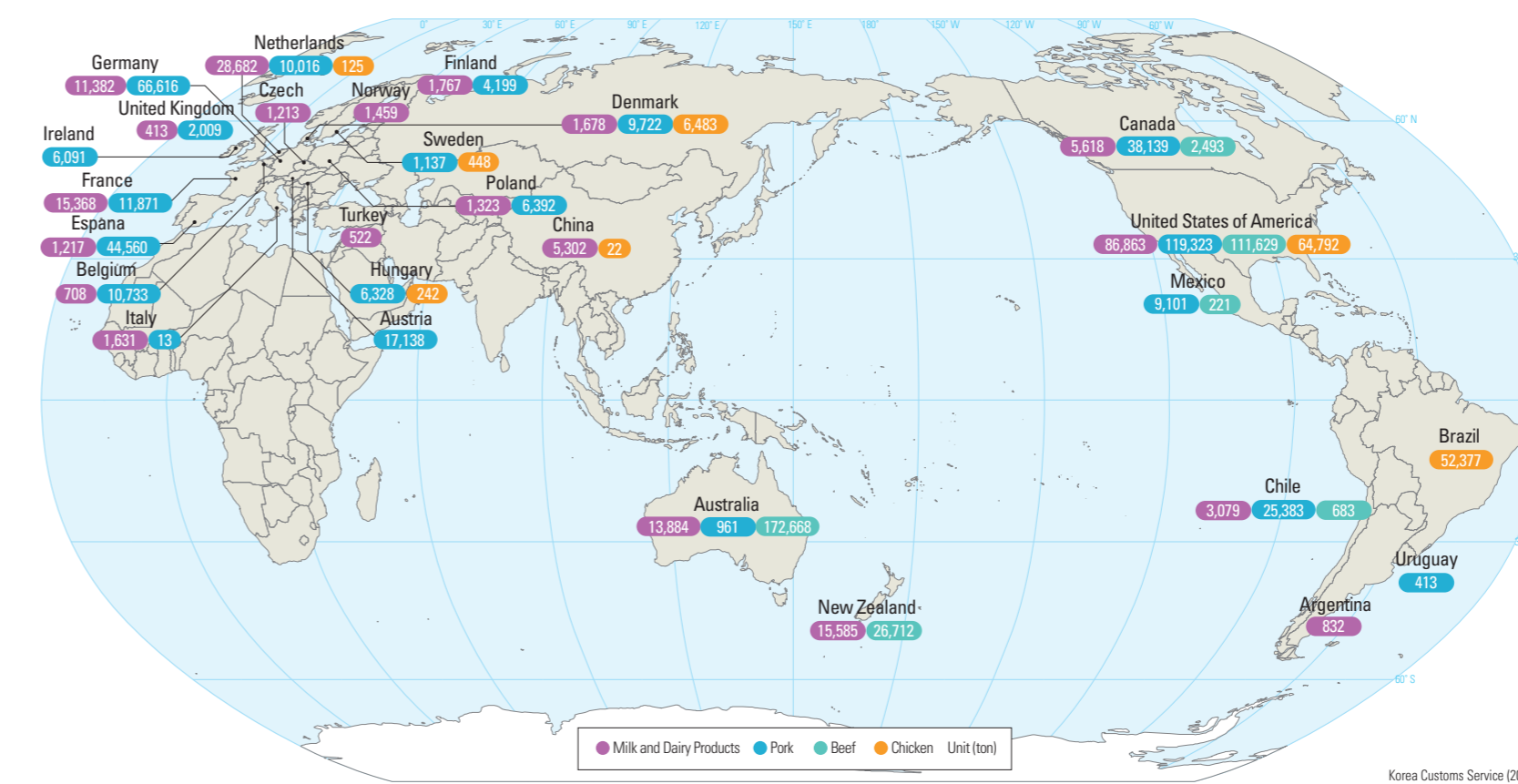


Suggested Date for Gimjang

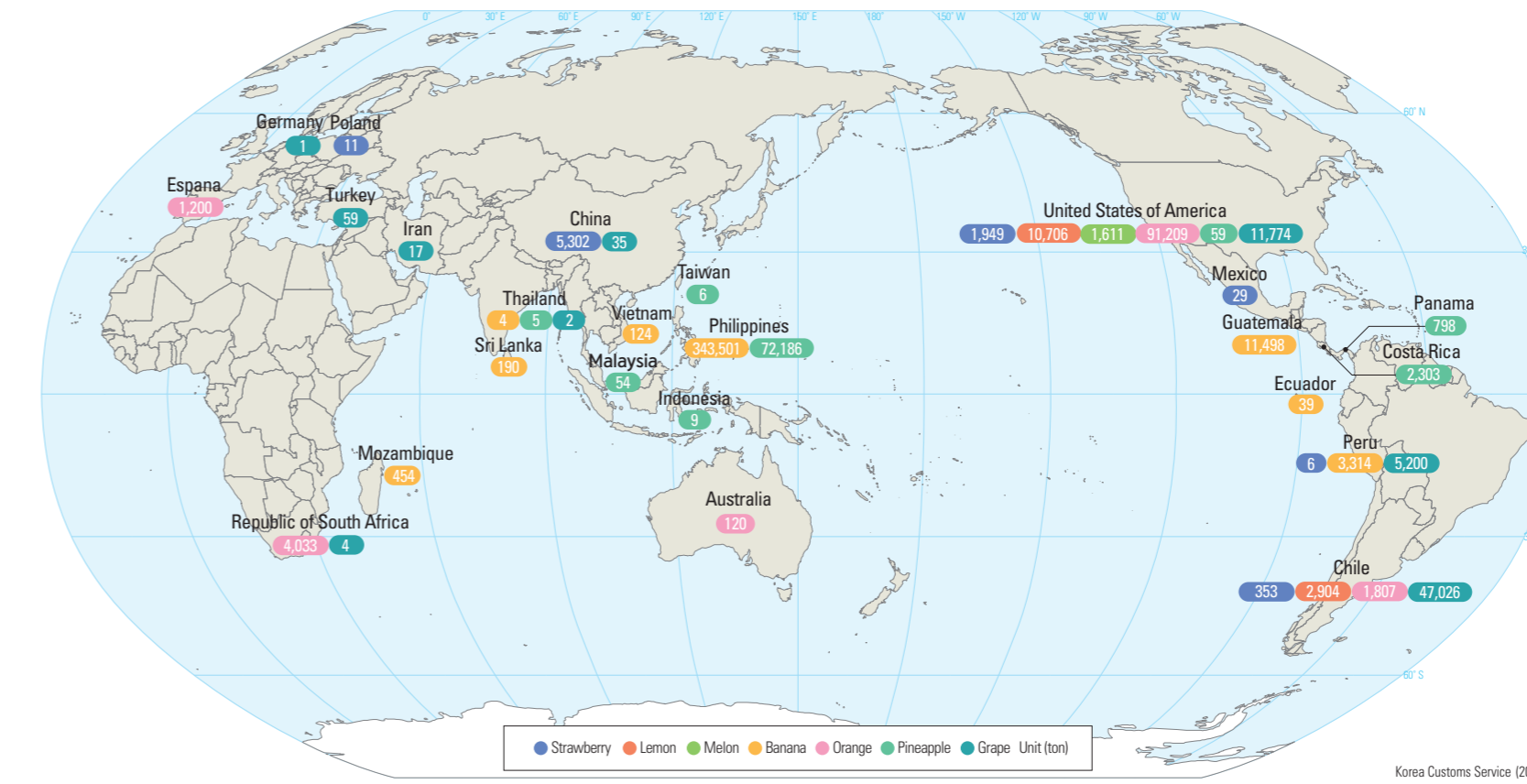


One feature of Korean food is the development of fermented food. Kimchi is a typical example of Korean fermented food. With four distinct climate seasons, fermenting allows people to eat enough vegetables in winter by storing various fermented vegetables. In addition, various Korean pastes are a type of fermented food for flavoring, such as Gochujang (red pepper paste), Doenjang (soybean paste), and Ganjang (soy sauce), which were traditionally fermented and consumed by individual households. Recently, more urban households purchase and consume commercially-available Korean pastes through the market. Still, many households continue to make their own Korean pastes, and the tradition of making Korean pastes and Gimjang (preparing kimchi for the winter) to send to their families living in cities remains an important part of Korean food culture.

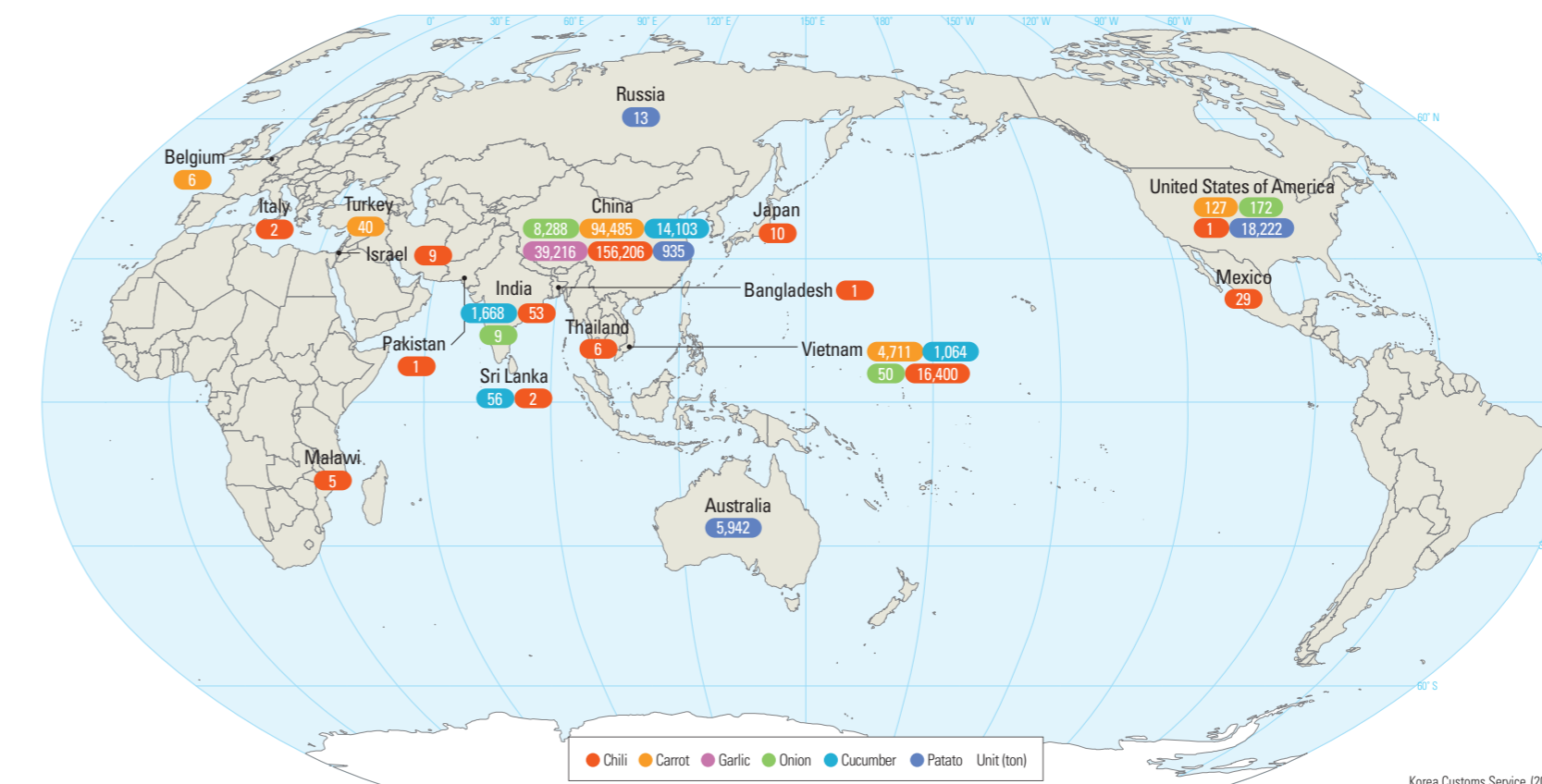
Origin of Main Imported Meat and Dairy Products (2014)



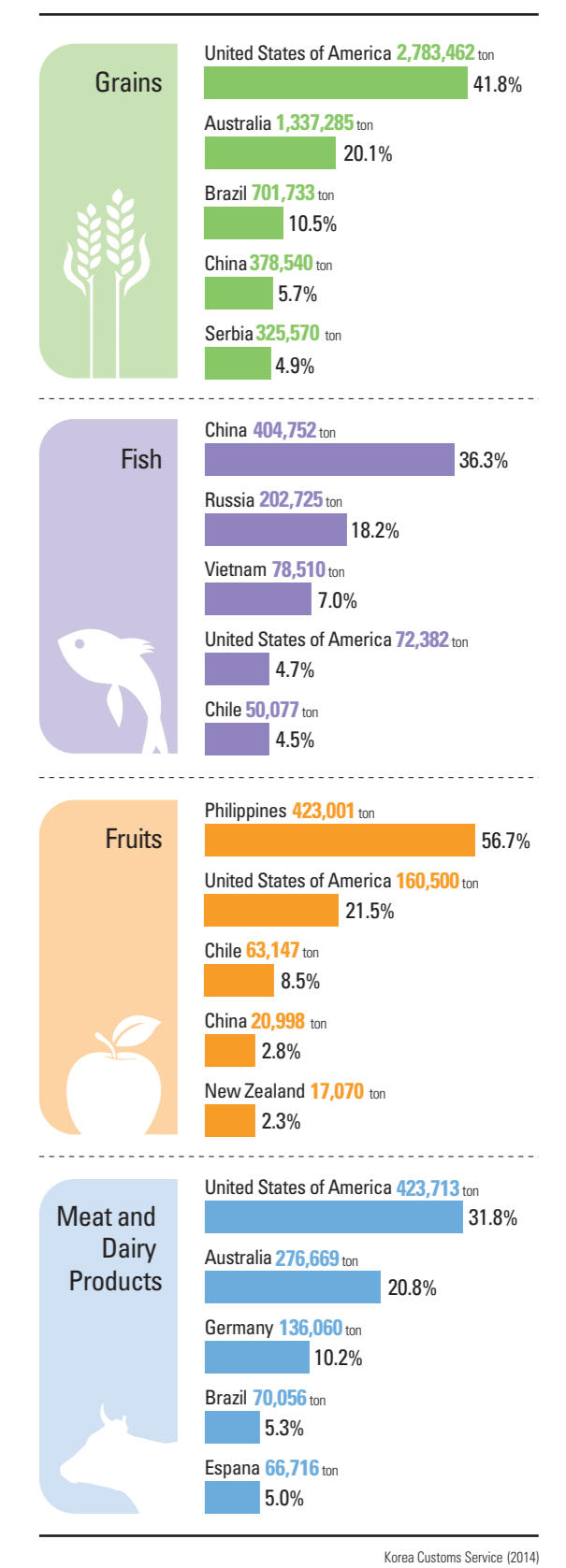
Origin of Main Imported Fruits (2014)



Origin of Main Imported Vegetables (2014)



Origin of Main Imported Agricultural Products (2014)

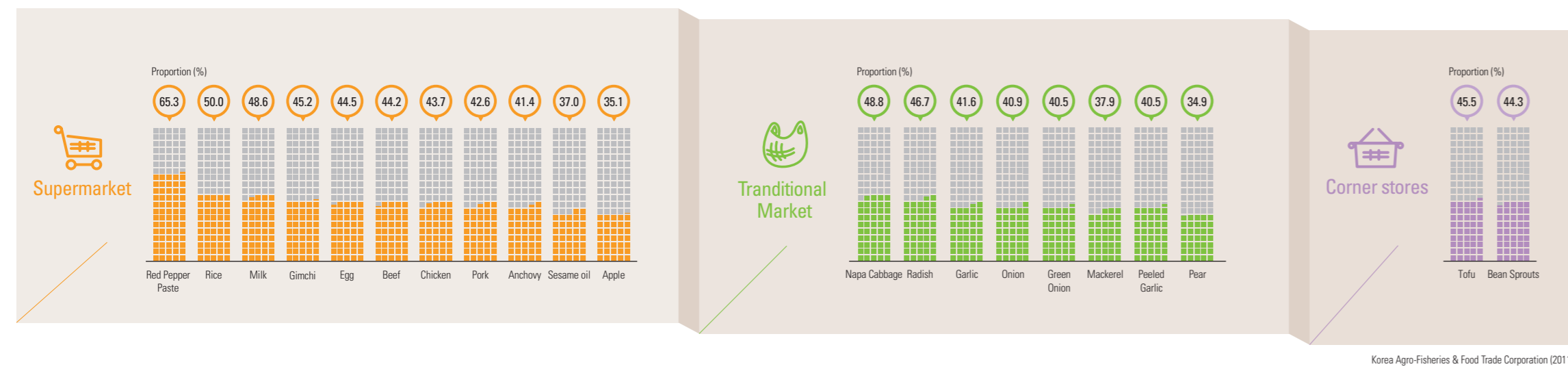


The pattern of Korean food consumption is also related to the history of agricultural, livestock, and fish product imports. Korea's import of food, including agricultural, livestock, and fish products, increases every year. In particular, foreign agricultural product imports are steadily growing because of various trade agreements with several countries.

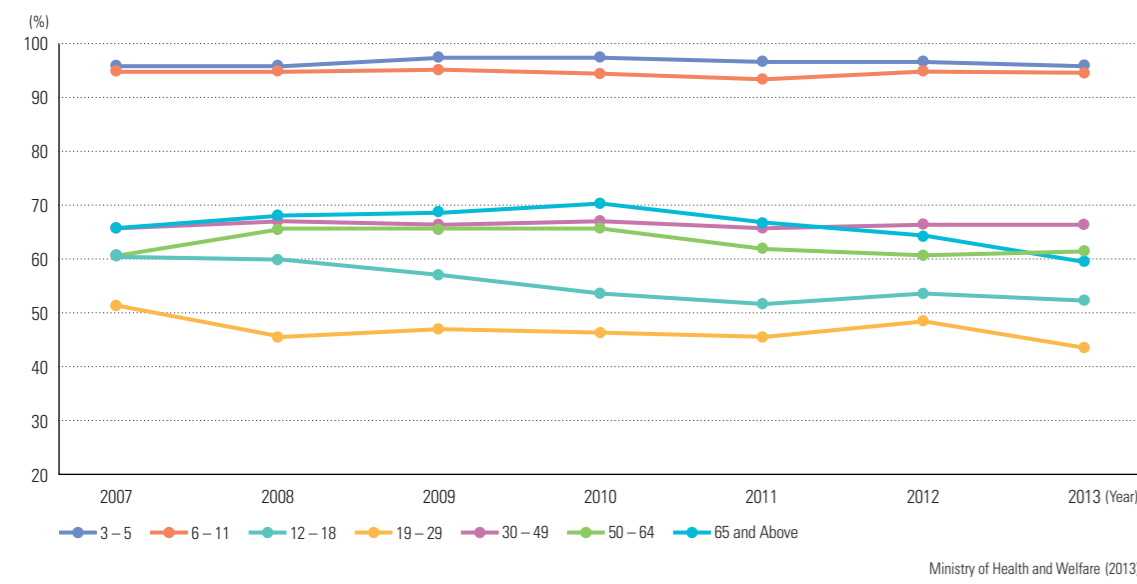
Korea annually imports a large quantity of wheat, corn, and soybeans from the United States, Brazil, and Australia. Rice is also imported from various countries to fulfill mandatory import quotas, even though Korea produces enough rice domestically for itself. Imported fruits primarily include tropical fruit, with bananas and pineapples coming from Southeast Asia and large winter fruits from Korea's free-trade agreement partner, Chile, in the southern hemisphere. Due to an increase in meat consumption, meat imports from the United States, Australia, and Brazil, and dairy imports from European countries, have increased. Fish imports are largely from China, a geographically close neighbor, but some fish products are also imported from countries that practice deep-sea fishing in the Pacific and Atlantic oceans. Vegetables come mainly from China, whose geographic proximity aids in retaining freshness.



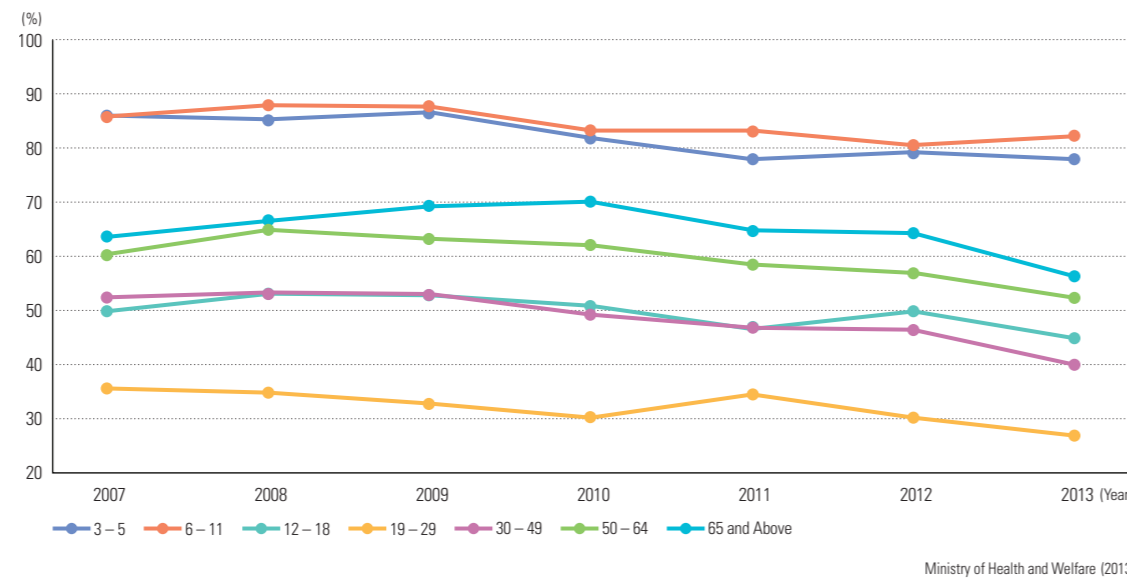
Point of Purchase for Main Agricultural and Livestock Products



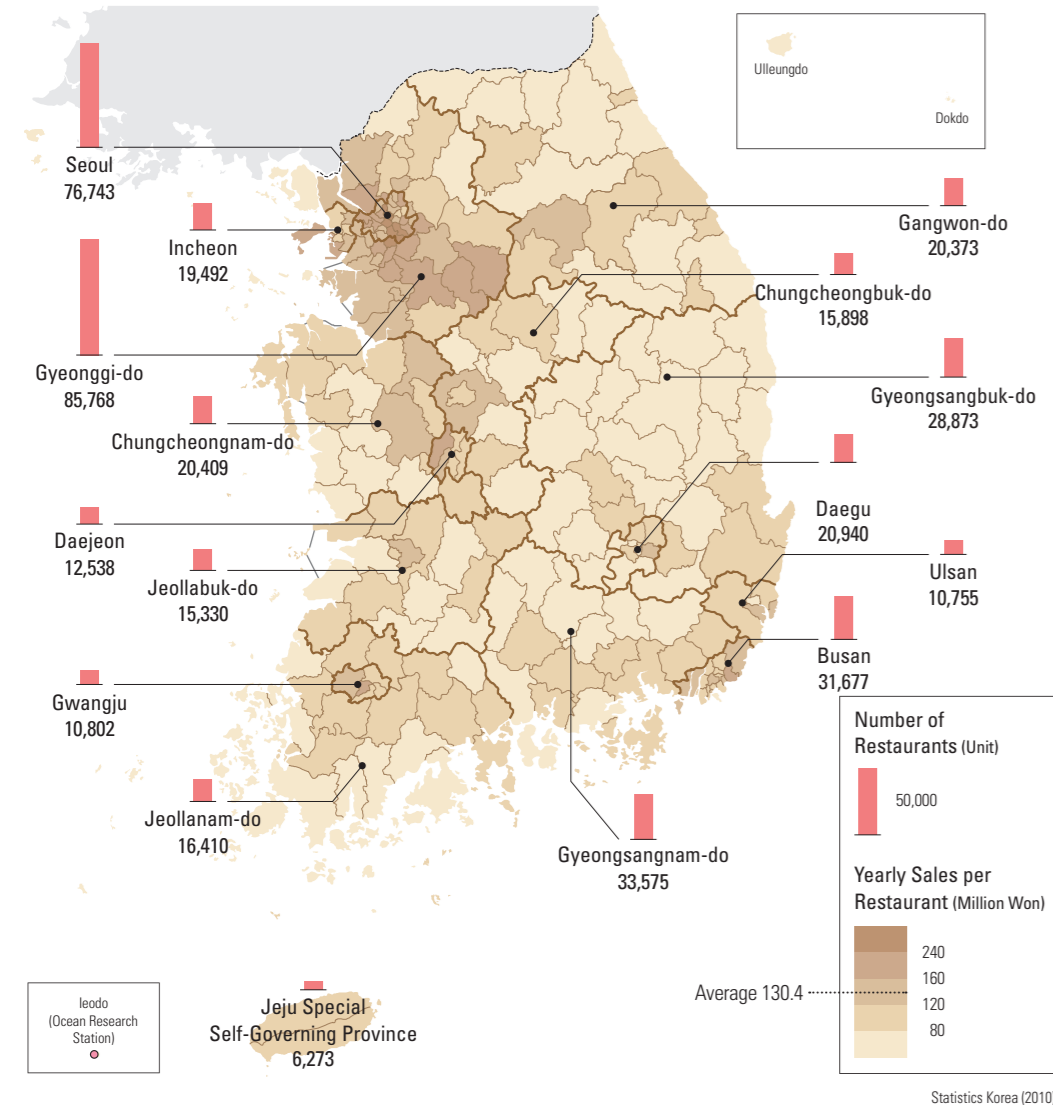
Proportion of People Having with Whole Family by Age Breakfast



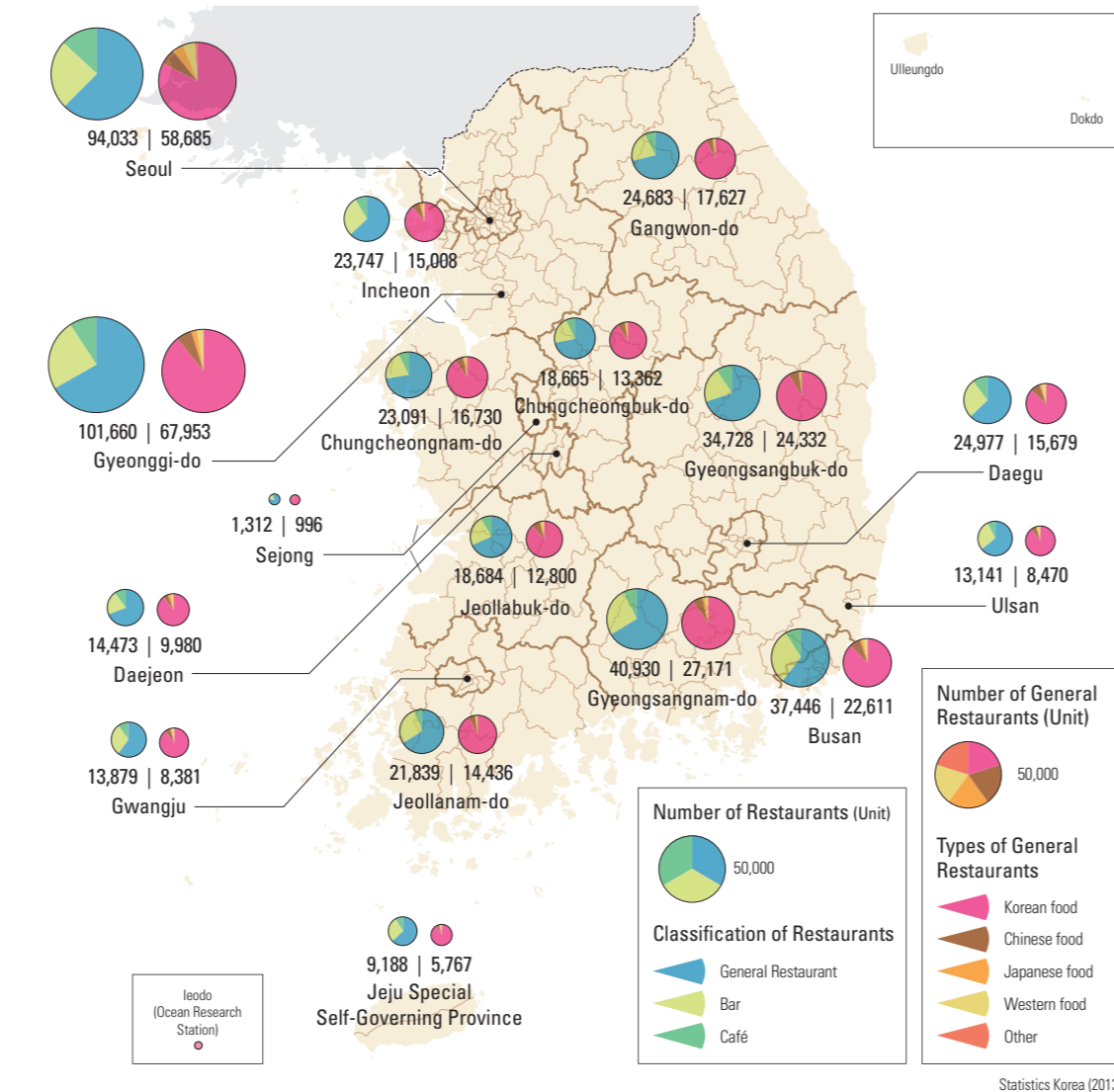
Dinner



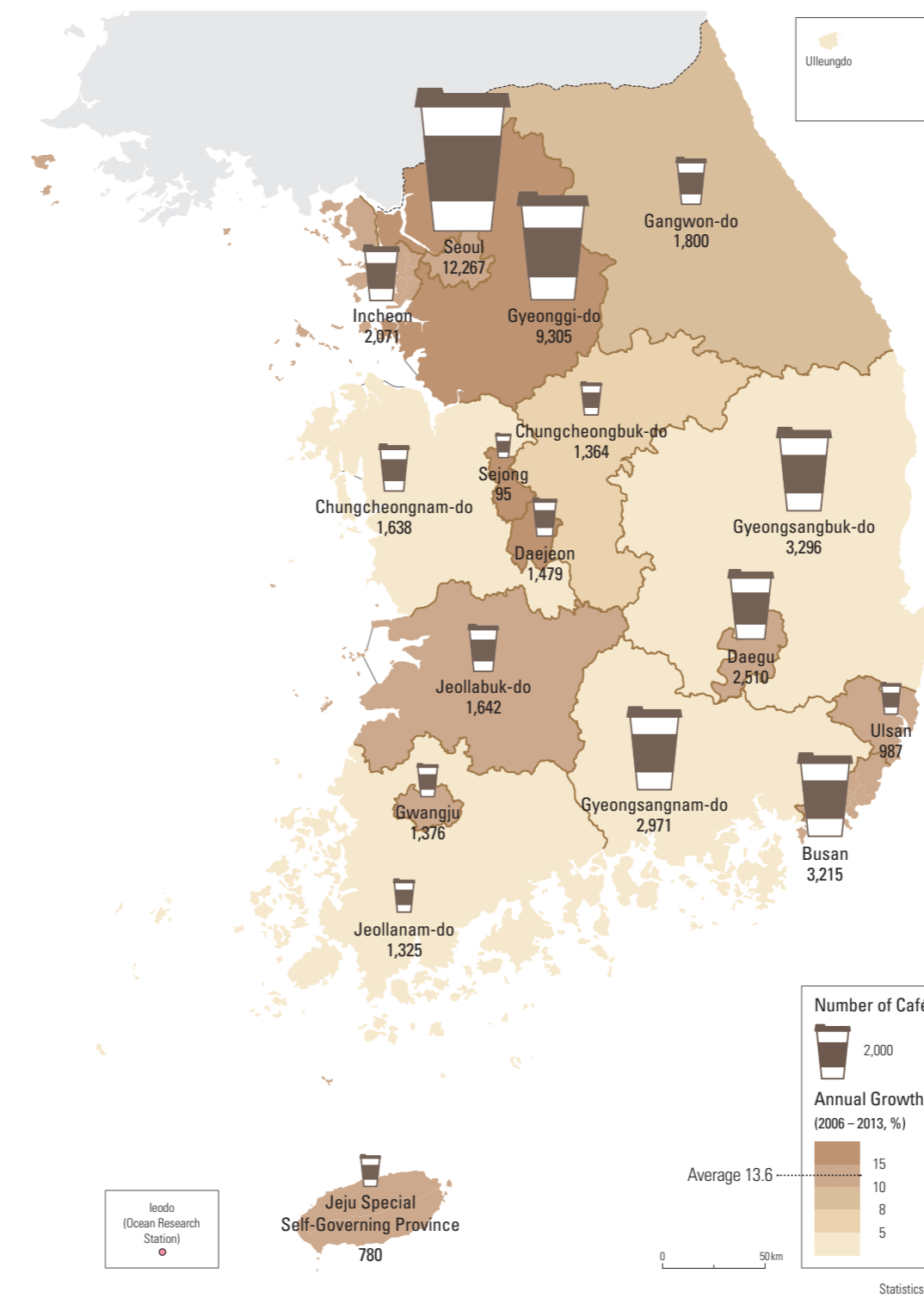
Number of Restaurants and Yearly Sales (2010)



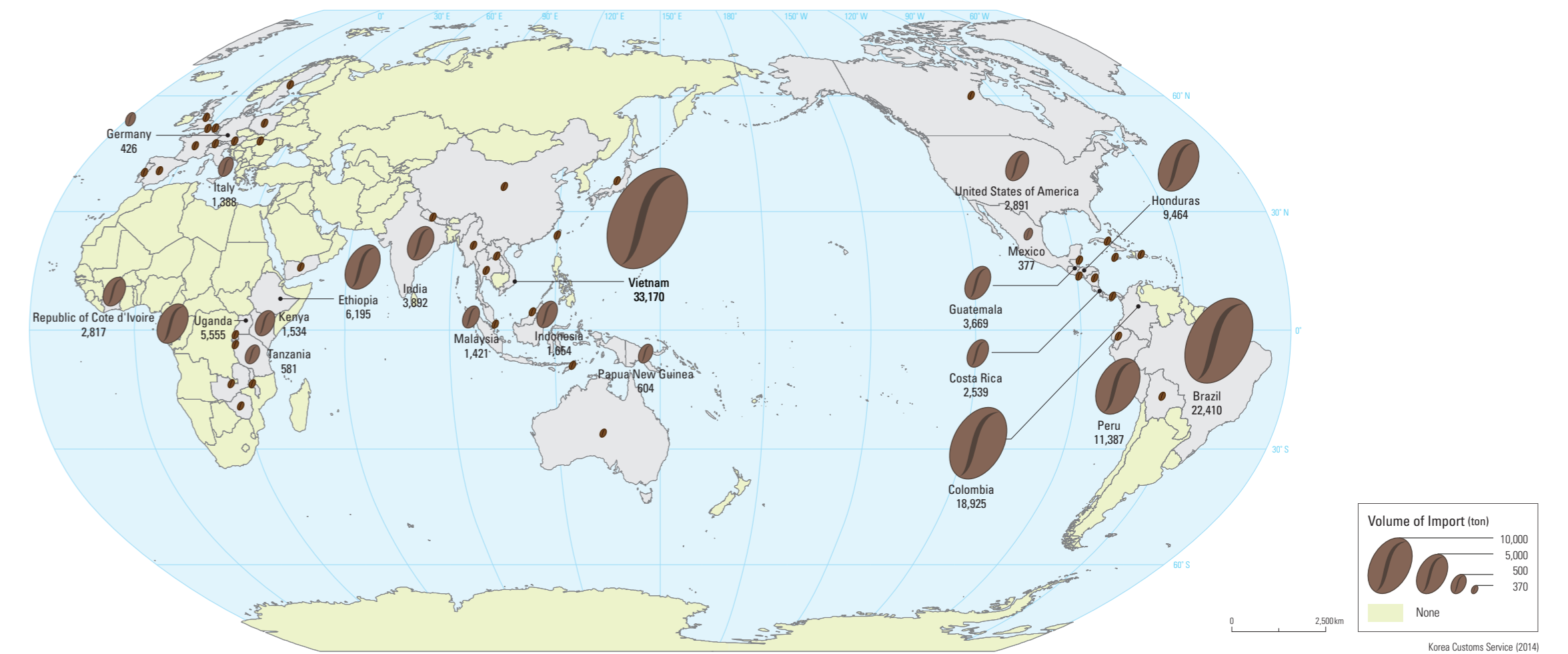
Types and Distribution of General Restaurants (2013)



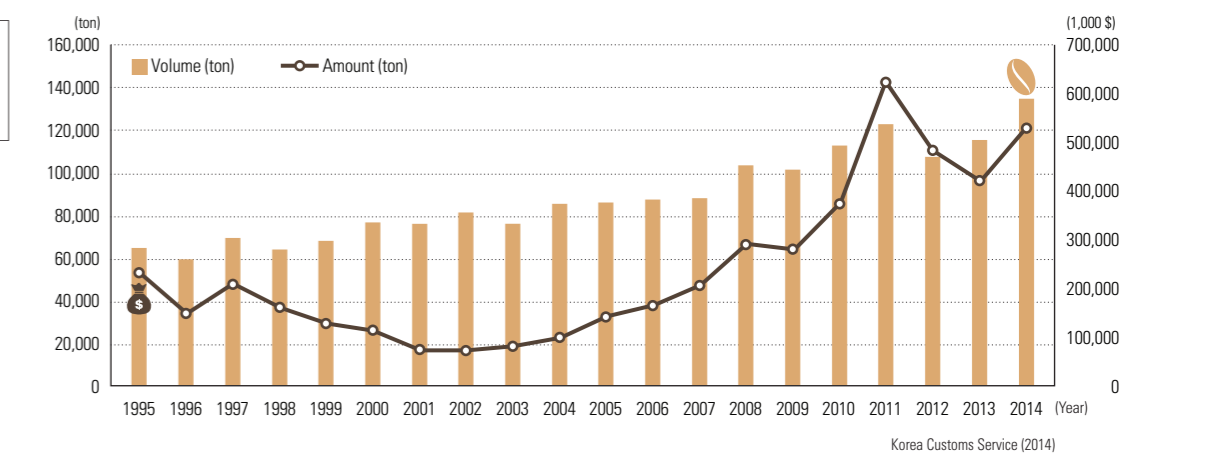
Distribution of Cafés (2013)



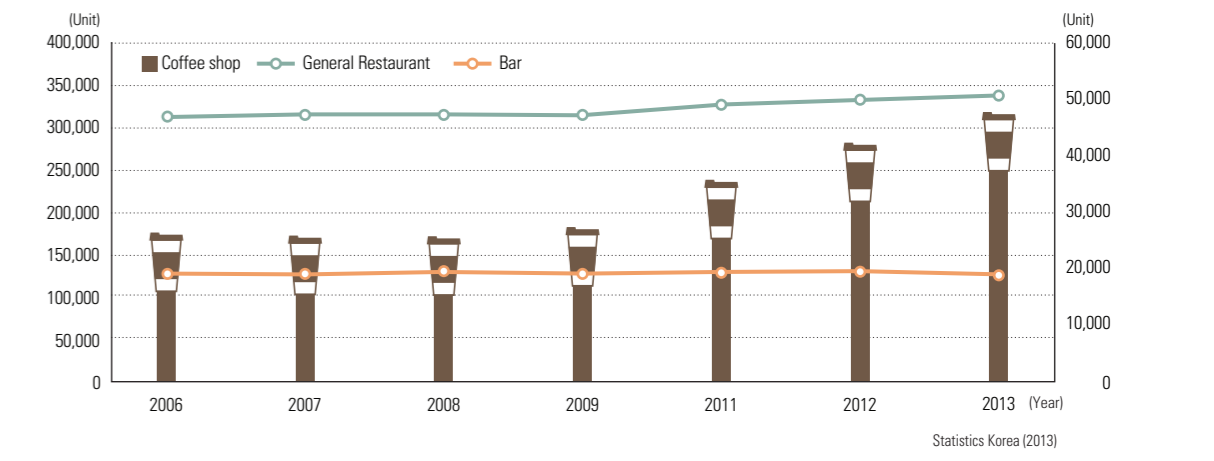
Main Origin of Imported Coffee



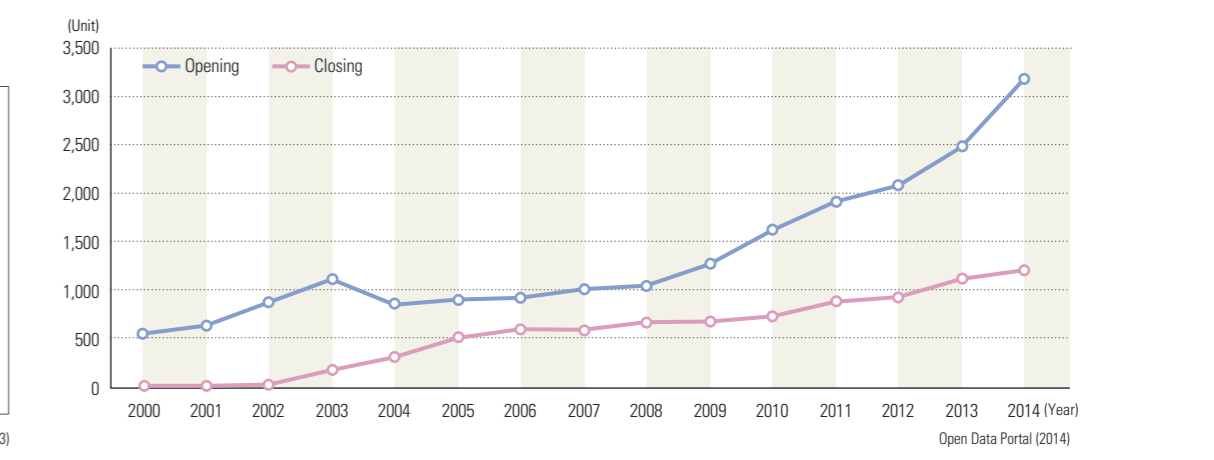
Coffee Import



Increase of Coffee Shops



Opening and Closing of Coffee Shop Businesses



Koreans are increasingly dining out. In particular, fewer households are having breakfast together at home, and the younger generation tends to neglect breakfast or not eat with their families. In addition, fewer students and middle-aged people are having dinner with their families; for those in their twenties, the proportion is less

than thirty percent. There have also been many changes in where food is purchased. In the past, many people bought fresh food from traditional markets or neighborhood stores, but the tendency to buy from supermarkets distributed across the city is gradually increasing. Supermarkets have become

a major source for meat, dairy products, and processed foods. However, the proportion of people buying fruits, vegetables, and materials for Gimjang (preparing kimchi for the winter) from traditional markets is still high. In particular, acquaintances and personal networks are often used for buying red pepper and red pepper

powder spices from the areas that produce them. Korea is famous for its variety and number of street restaurants with unique cultural cuisine, such as Korean, Chinese, and Japanese. With the emergence of a multicultural society, restaurants introducing a variety of food from all around the world appear in all Korean cities.

The image of a worker clutching a take-out coffee during lunchtime in the central business district of a city is representative of daily life in urban areas. Coffee and tea-related culture has undergone rapid changes in Korea. The most recent typical phenomenon is the trend of buying freshly brewed coffee from a coffee

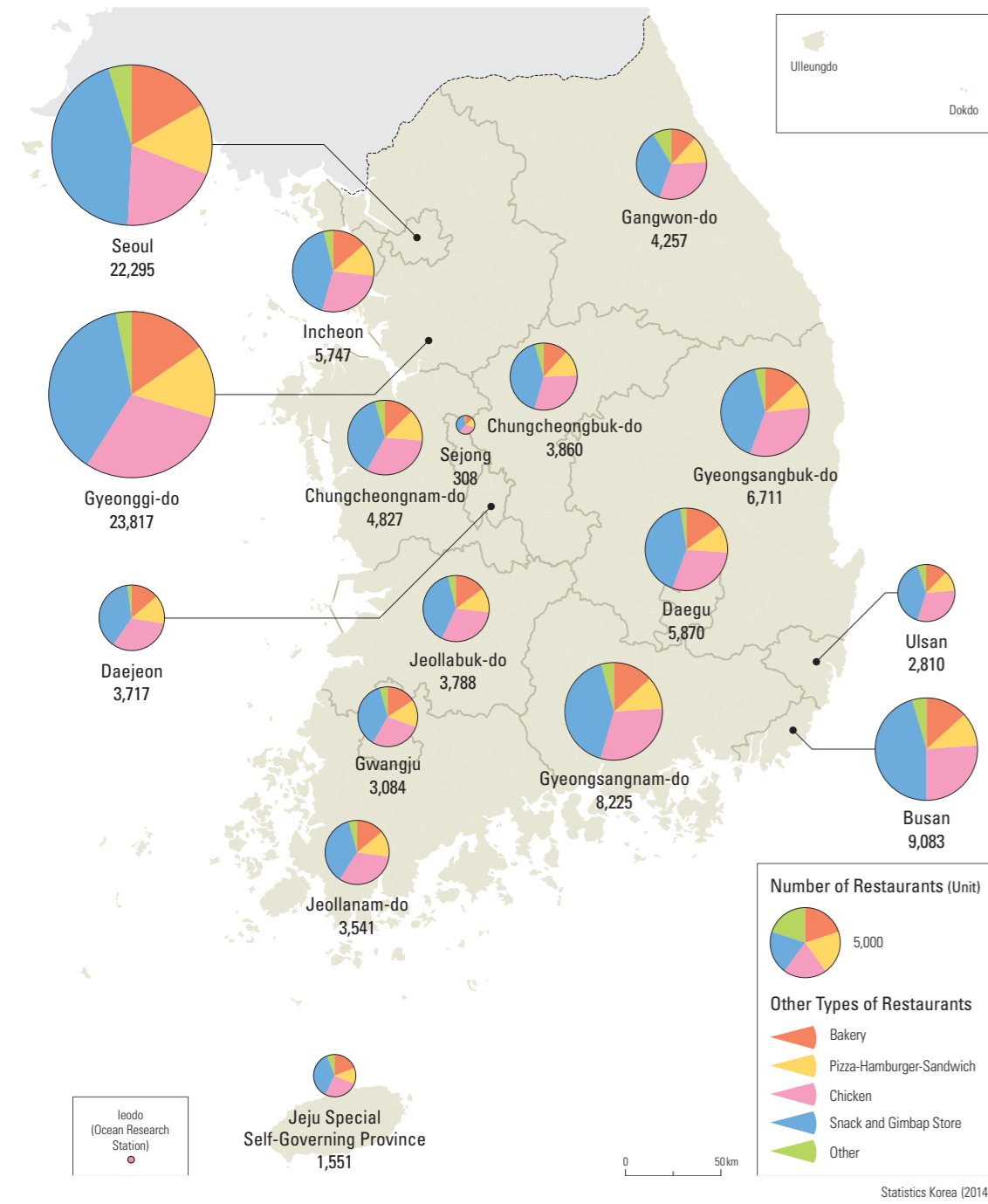
shop. Recently, the number of coffee shops has been growing rapidly in cities, and franchise coffee shops are a common feature of the urban landscape. While the restaurant business is consistently expanding, the number of coffee shops is increasing at a higher rate. Coffee shops are also rapidly increasing in residential areas

and suburbs as well as in the central areas of metropolitan cities. As a result, the variety and amount of coffee imports have steadily grown. Brazil and other Latin American countries, Vietnam and other Southeast Asian countries, and African countries such as Ethiopia are common sources of coffee

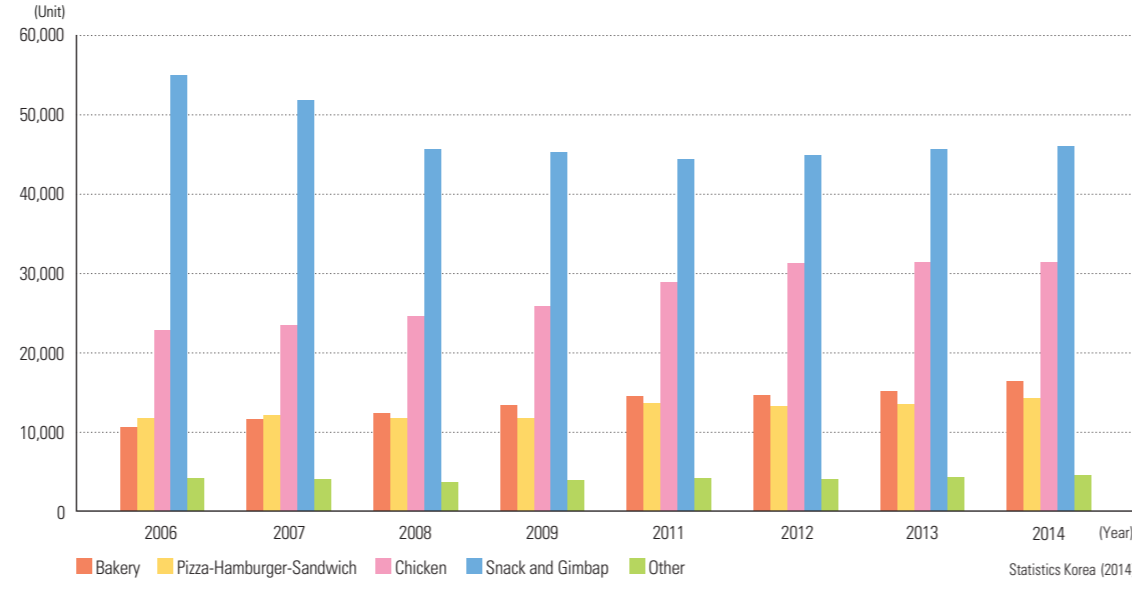
bean imports. Since the mid-2000s, the number of coffee shops has increased rapidly, but the number of coffee shops being closed after the initial enthusiasm has also increased.



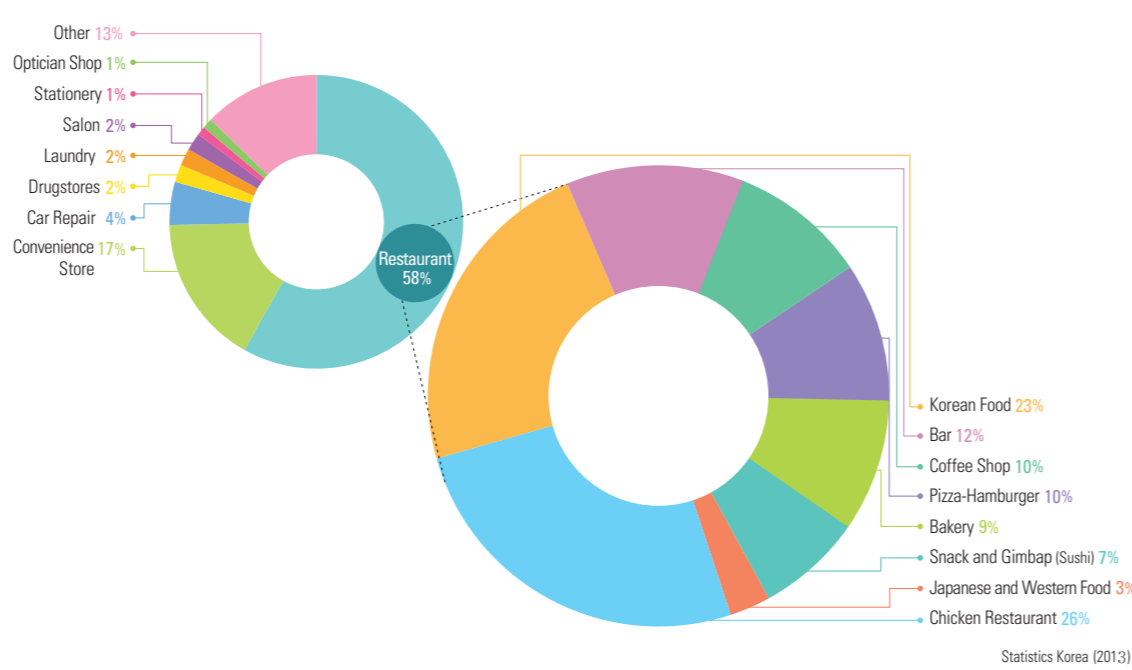
Distribution of Other Types of Restaurants (2014)



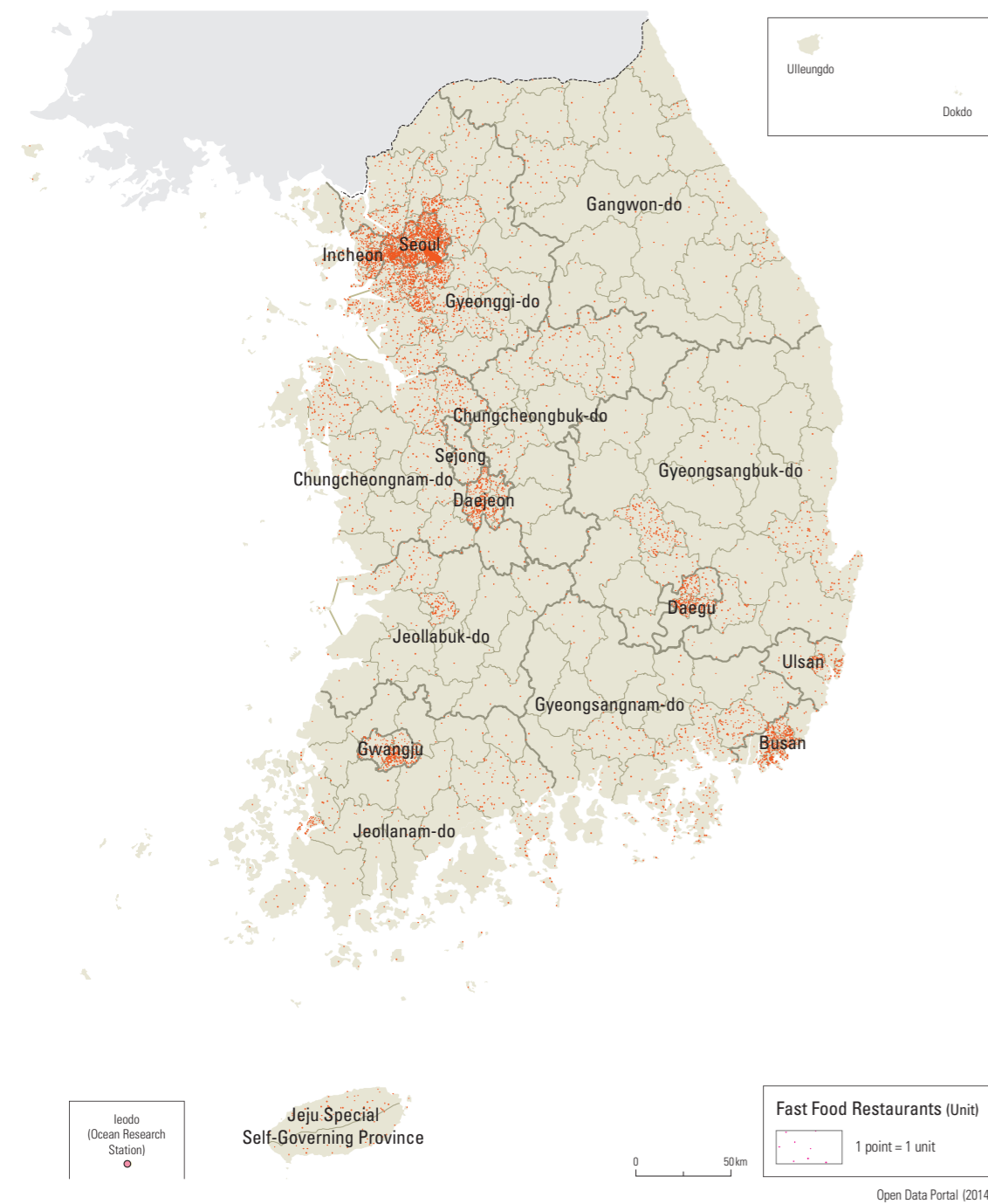
Other Types of Restaurants (2014)



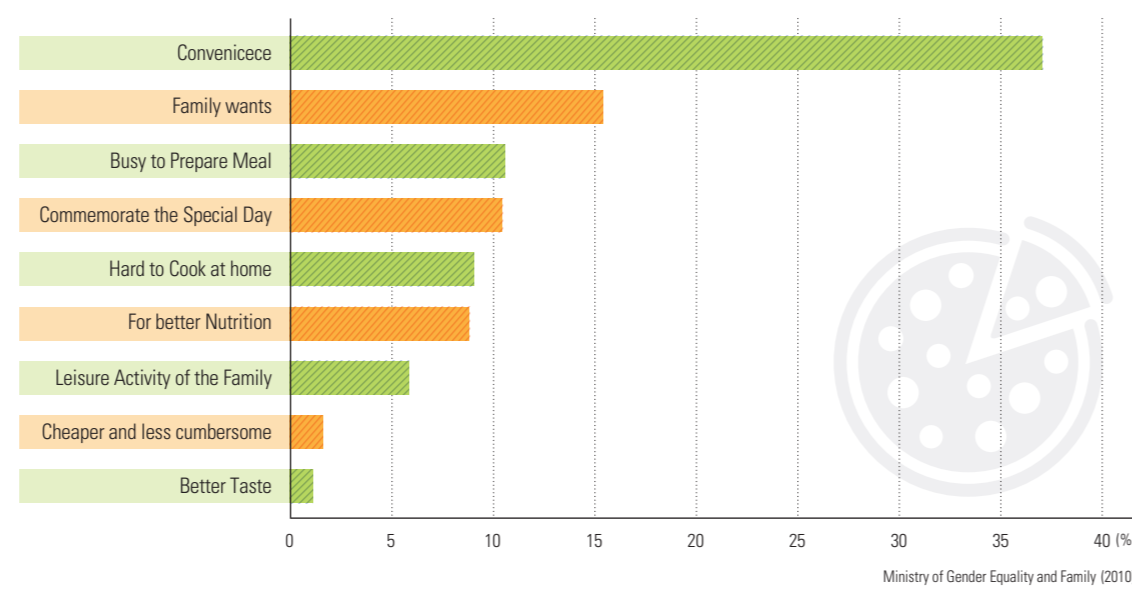
Franchises



Distribution of Fast Food Restaurants



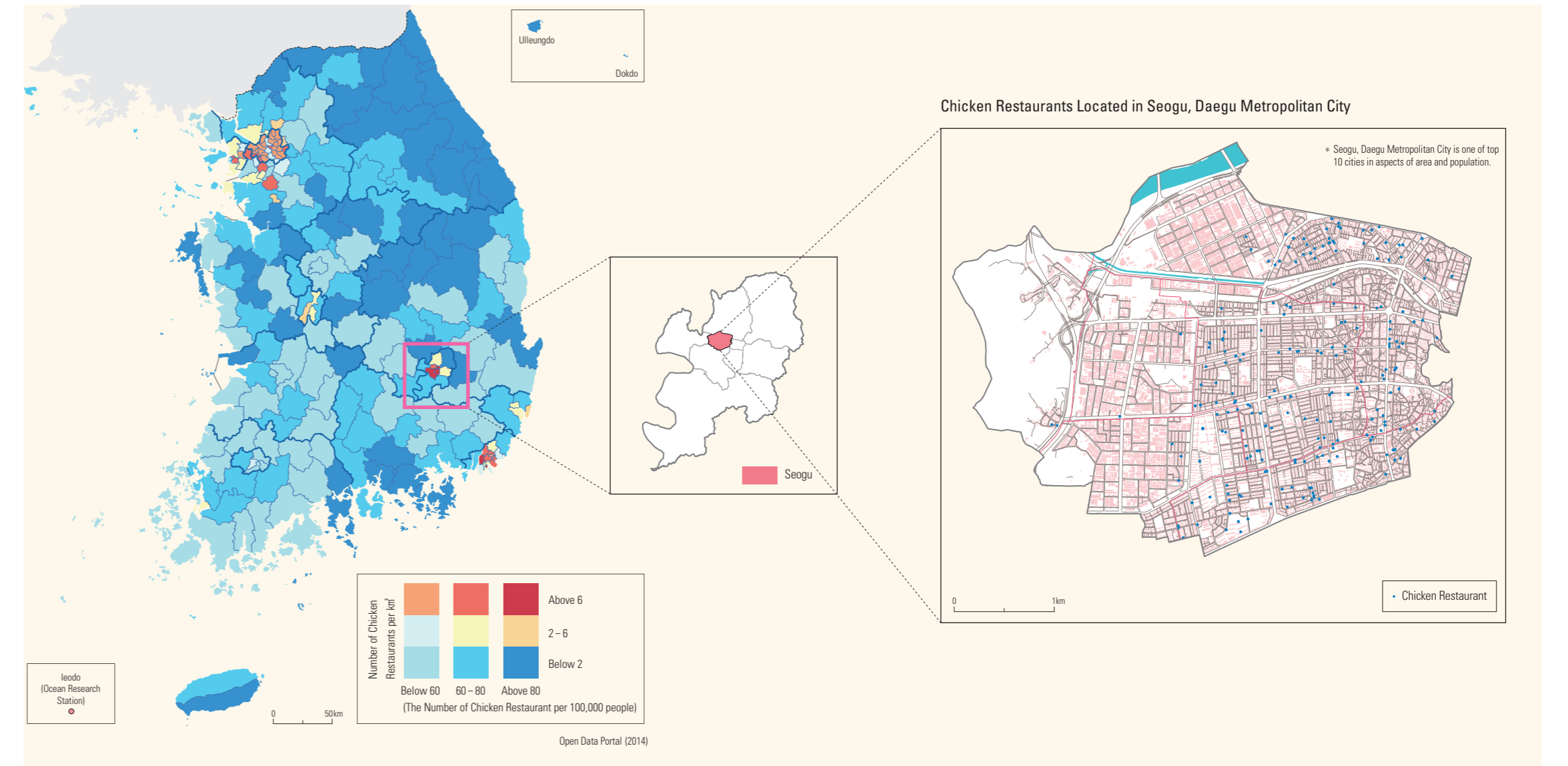
Proportion of People Eating Out by Reason



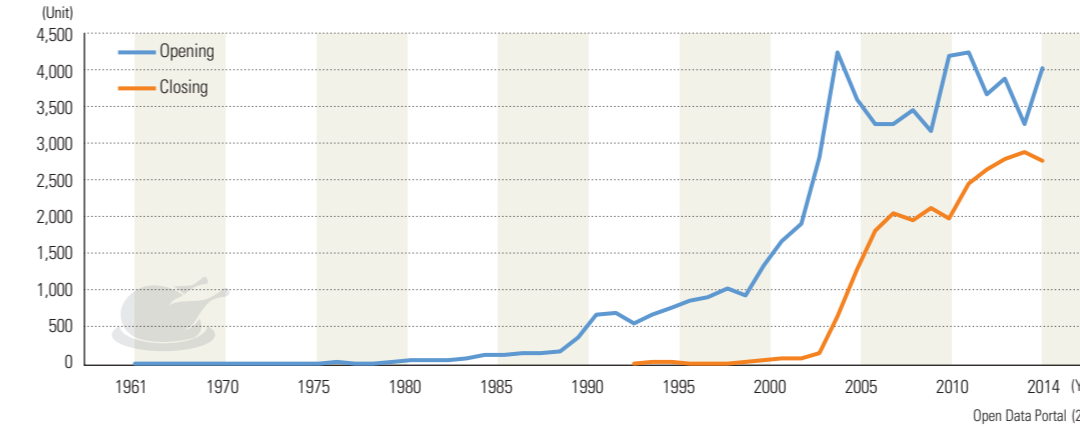
Consistent with the cultural trend of eating out, various kinds of restaurants are increasing. According to statistics, restaurants classified as "other" mainly include bakeries, pizza-hamburger-sandwich shops, chicken restaurants, traditional noodle shops, and gimbap restaurants. Overall, these "other" types of restaurants have steadily increased. A considerable number of the "other" types of restaurants are franchises. Since the mid-2000s, franchises are increasingly conspicuous. As the branding and marketing strategies of conglomerates are reinforced, franchises are increasing in various fields, and restaurants account for more than 50 percent of the franchise industry. Franchise restaurants,

such as those for chicken, coffee, fast food, confectioneries, and baked goods, have become part of the urban landscape in contemporary Korea. This trend toward an increased variety and number of restaurants and the associated trend toward eating out more reflects the modern lifestyle, in which people seek convenience and complain of a lack of time in their schedules. The most common reason people gave for eating out in response to a survey was that it was comfortable. Respondents also said they chose eating out because preparing food at home was too difficult or took away from the family's leisure time.

Distribution of Chicken Restaurants (2014)



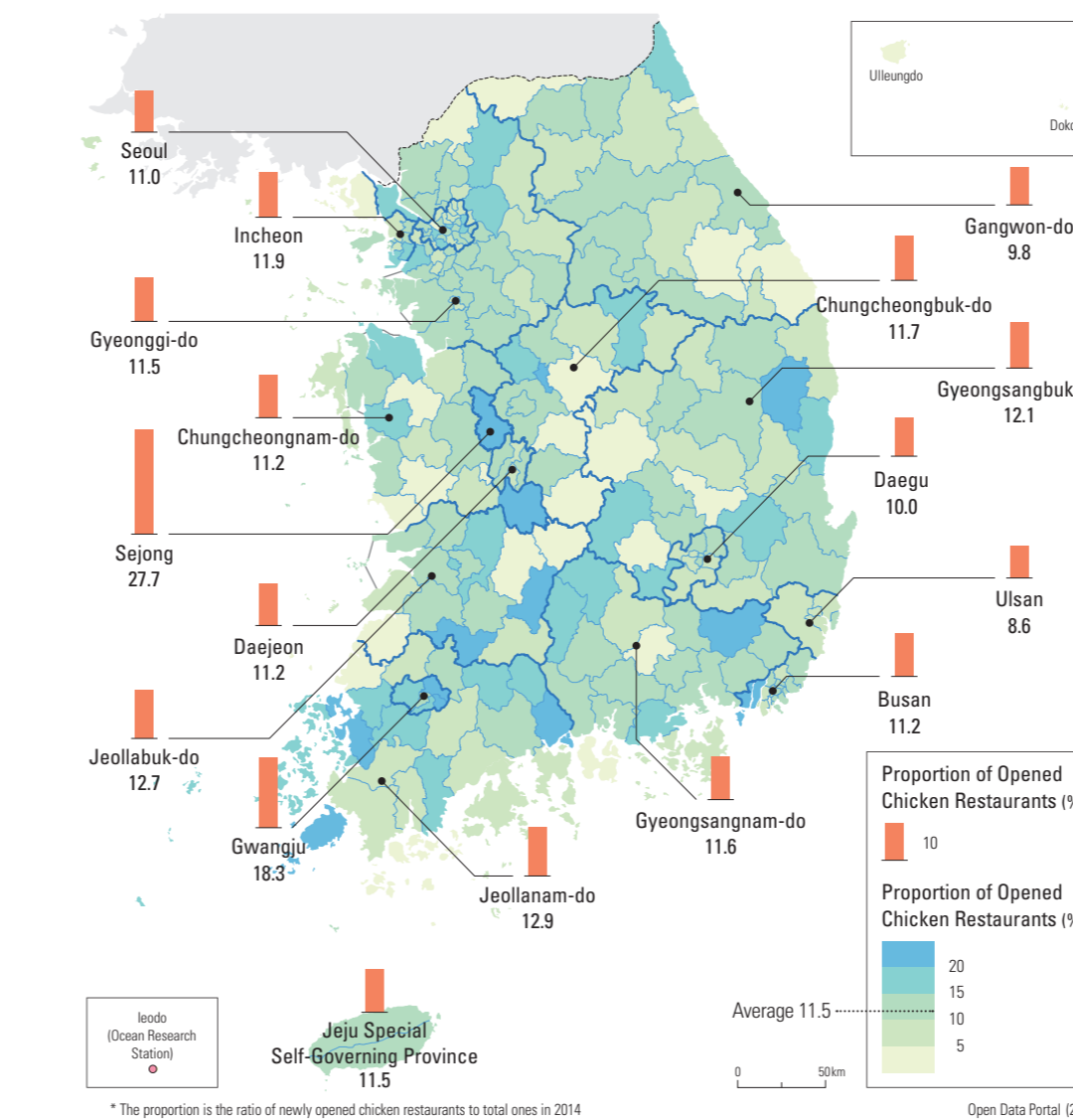
Opening and Closing of Chicken Restaurant Businesses



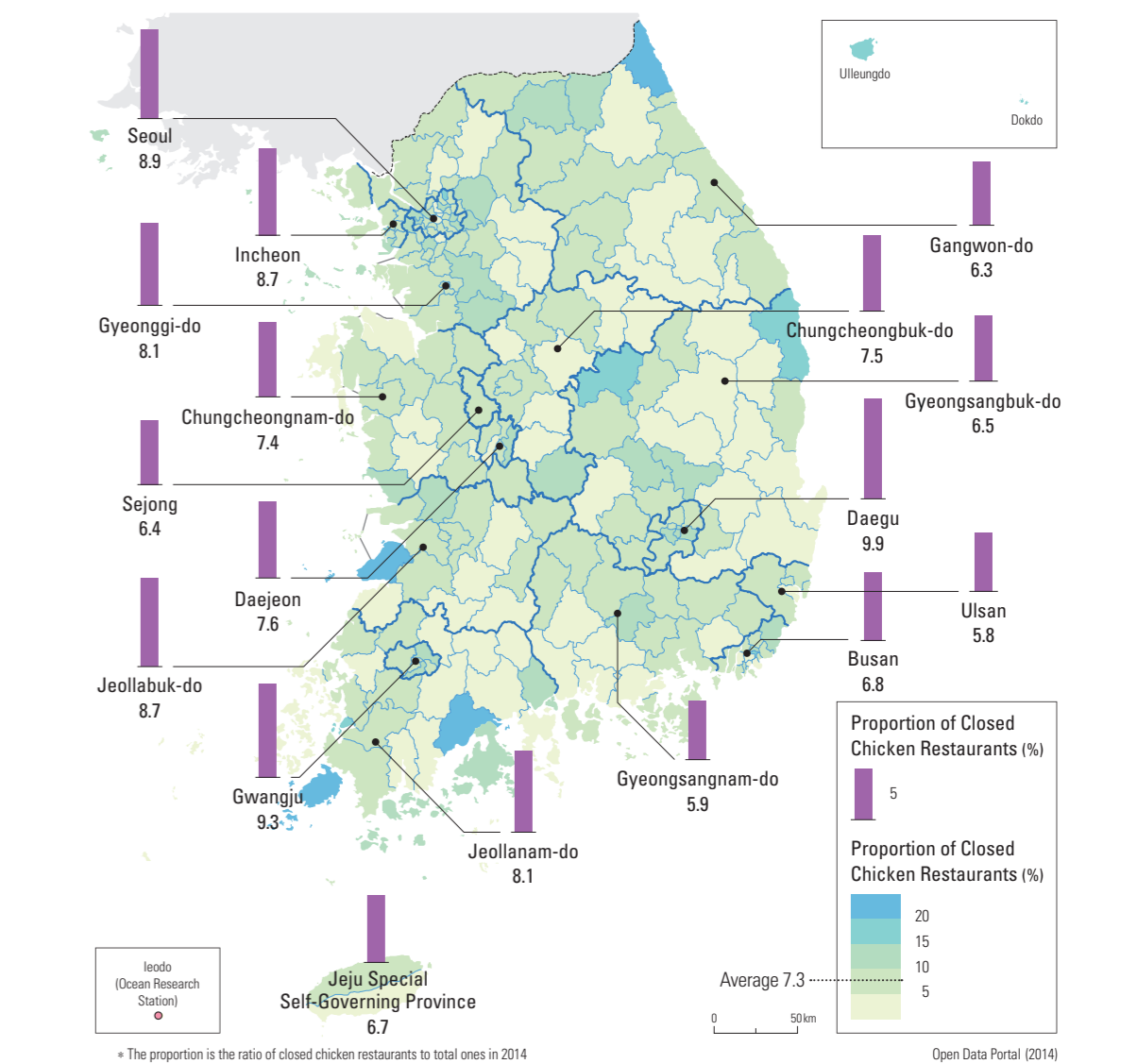
The fastest growing type of restaurant in Korea is the chicken restaurant, due to the suitability of chicken dishes for fast food and delivery and the cultural popularity of "chicken and beer." Recent analysis of public data reveals that more than 30,000 chicken restaurants were in operation across the country at the end of 2014. As the Korean economy has entered a low-growth phase

with related unemployment, chicken restaurants have emerged as an easy start-up business due to the standardized and relative ease of meal preparation. In addition, in 2014 alone, as many as 4,000 chicken restaurants opened, with a number of chicken restaurants also shutting down due to intensified competition. Thus, the failure rate for chicken restaurants is high.

Proportion of Opened Chicken Restaurants in 2014



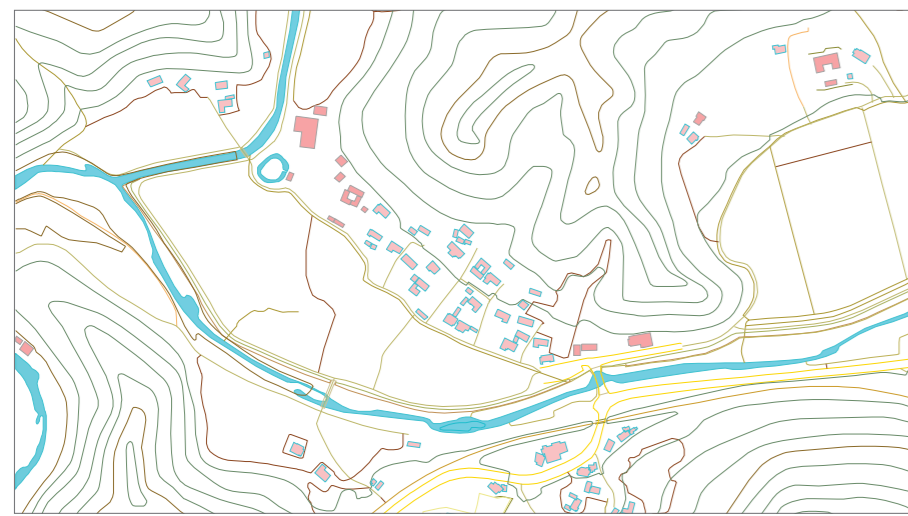
Proportion of Closed Chicken Restaurants in 2014





Residency and Culture

Traditional Korean Village: Dal-sil in Bonghwa, Gyeongsangbuk-do



Preserved Hanok Districts in Metropolitan Cities



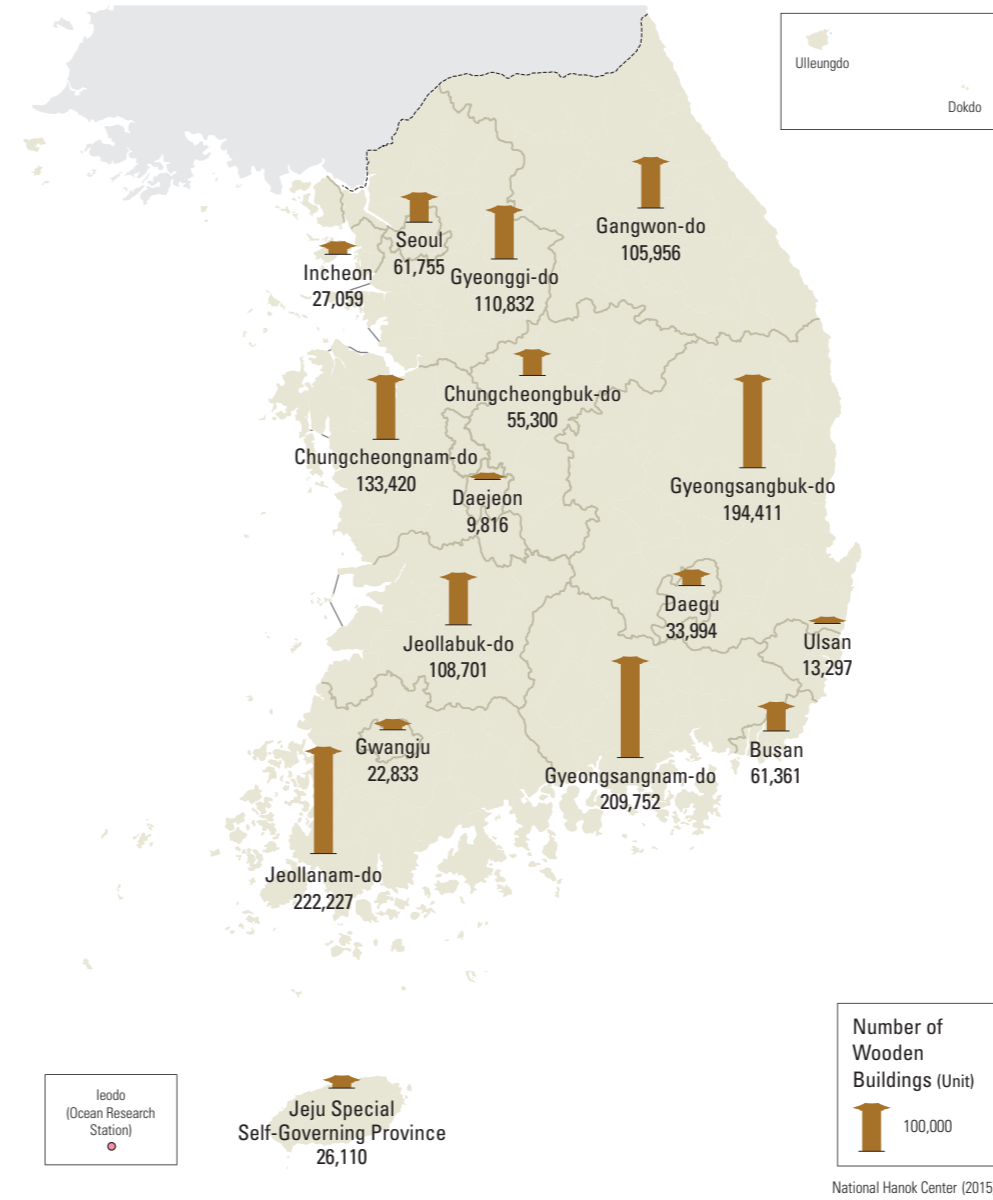
The traditional Korean residential housing arrangement style, or geomancy, is evidenced by the location and distribution of villages and their housing structures. The layout of the traditional Korean village, with a mountain in the back and spacious fields and a river in the front, is characteristic of “Baesanimu” (with back to the mountain and face to the water). Many villages are distributed in hilly and low mountain areas due to Korea’s largely mountainous terrain. Having a mountain behind the village offered timber for firewood and a wide array of other uses, and served as a windbreak for the freezing northwest winter wind. The streams and rivers in front of villages supplied agricultural water, and were important factors in choosing a residence.

Traditional Korean villages can still be found across the country. They have been well-preserved and designated as important sites for heritage, folklore, and cultural property. The “hanok” (traditional Korean-style house) is unique to Korean villages. Both older and more recent hanoks have been preserved as part of Korea’s precious cultural heritage.

Traditional Villages Designated as Important Heritage, Folklore, and Cultural Properties



Distribution of Wooden Buildings (2015)



Hahoeaek Sarangchae at Andong Hahoe Folk Village (One of Korean Traditional House Styles)



A Private House at Goseong Wanggok Village

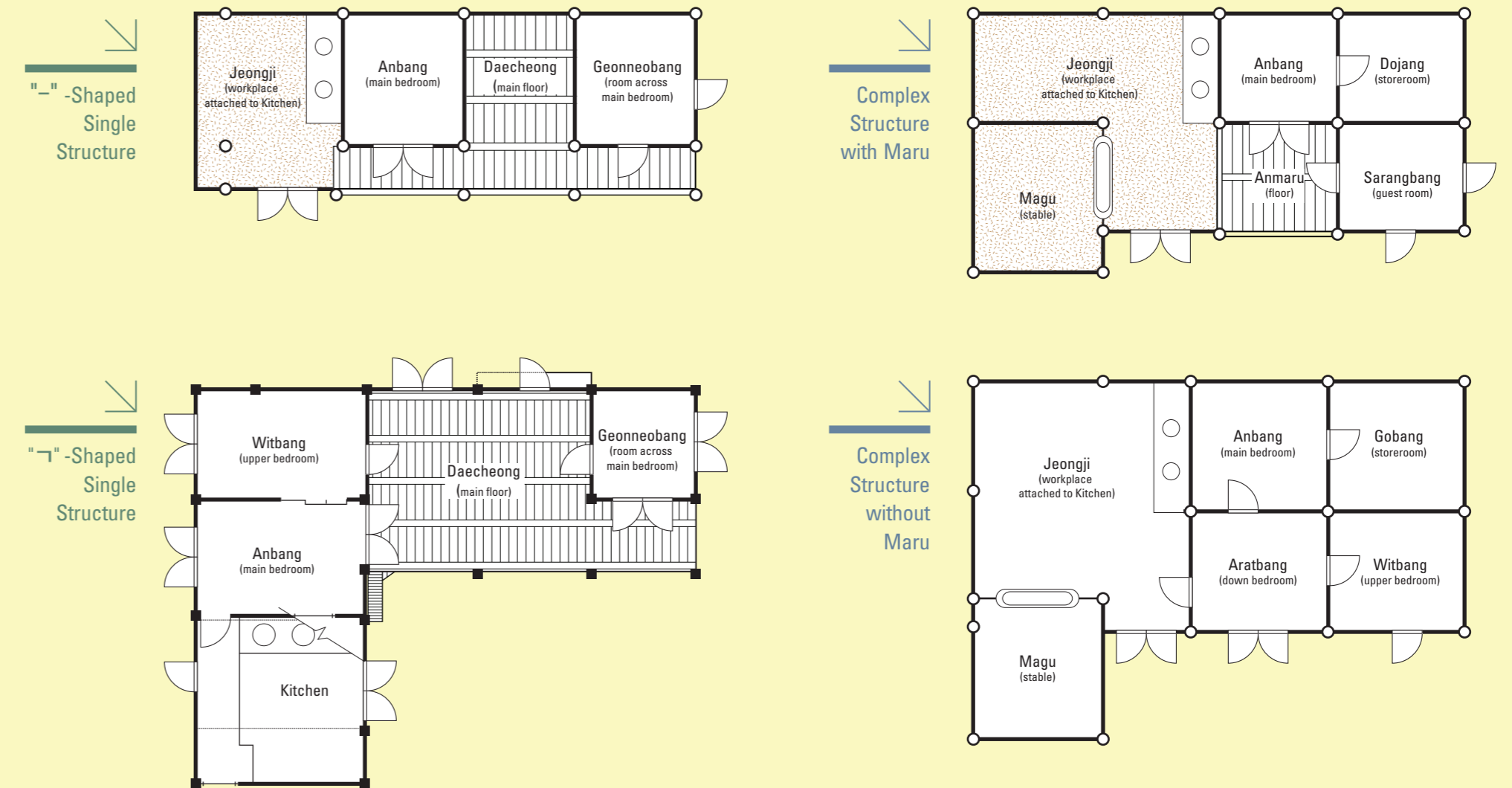
Hanoks incorporate a unique heating technology and ventilation system. Modern buildings also borrow from the architectural style of the hanok. Confucian hierarchical customs of the past sometimes meant that the house represented social status or economic position,

wherein the traditional village was composed of “Giwajips” (roof-tiled houses) for the “yangban” (noble or ruling) class, and “thatched houses” for ordinary people. While there are a variety of house styles in accordance with status and economic capability, all those houses reflect a

deep interaction between humans and climate. A housing structure that protects inhabitants from the elements by minimizing the need to go outdoors was developed in the northern provinces, which are characterized by long, cold winters, and one that maximizes air circulation through

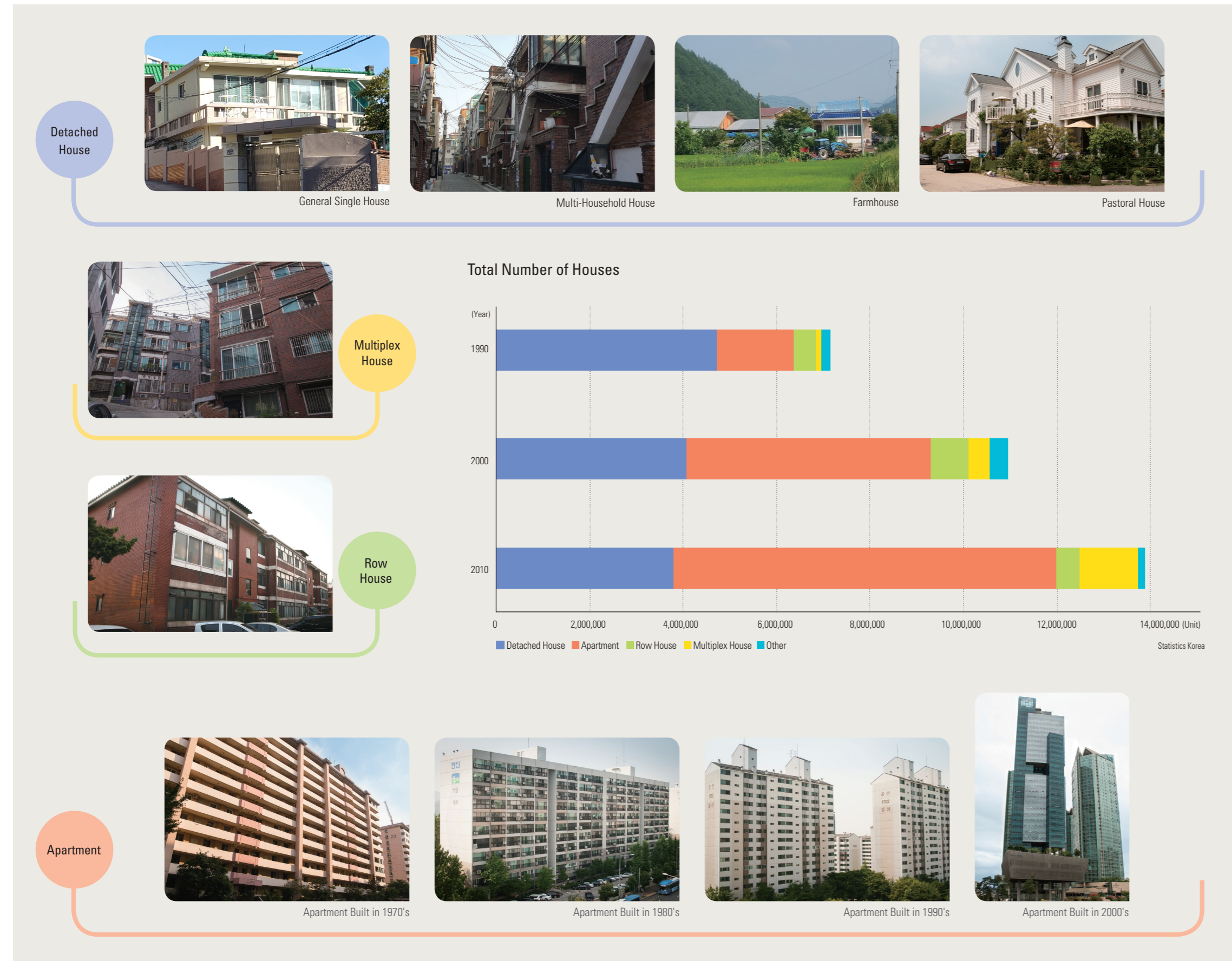
“Daecheong Maru” (a main open floor) was developed in the southern provinces, which are characterized by hot, humid summers. Traditional Korean houses also include “ondo” (a floor heating system) for living with the cold winters.

The Structure of a Korean Traditional House

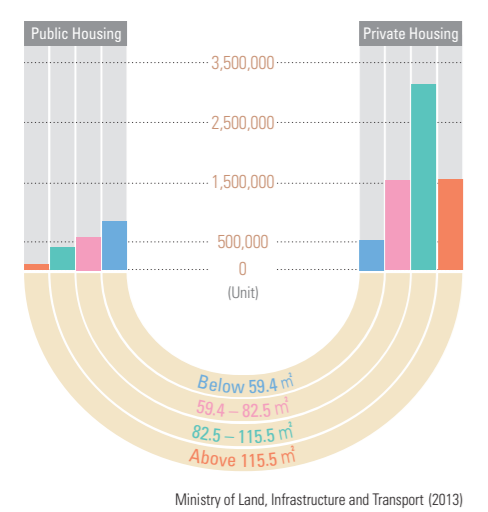




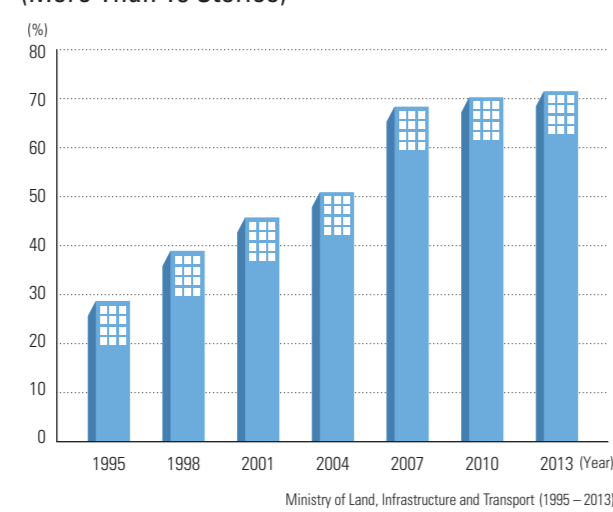
Housing Types of Korea



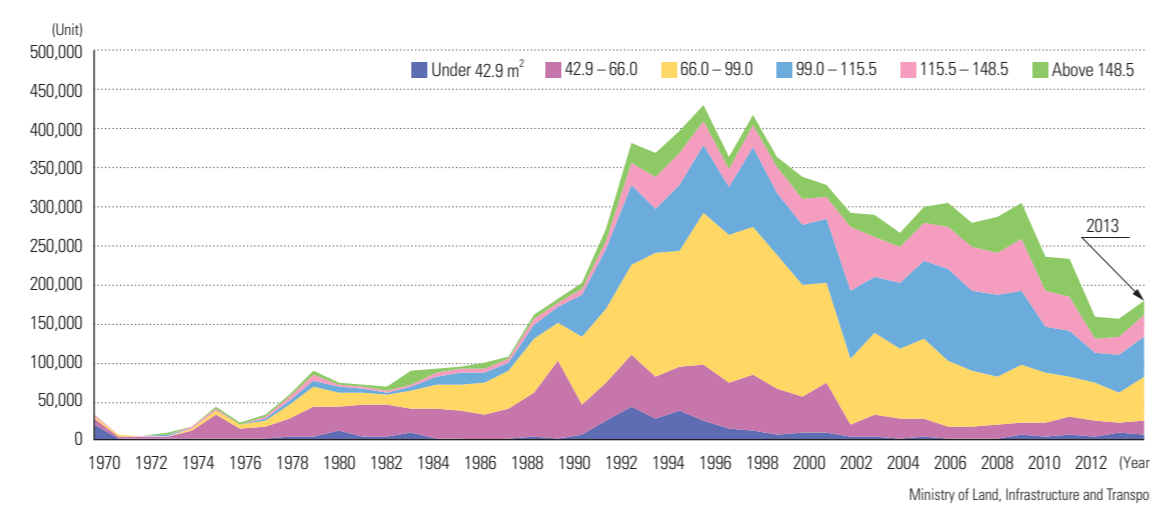
Size of Apartment by Public and Private



Increase in High-Rise Apartments (More Than 15 Stories)



Apartment Construction by Size



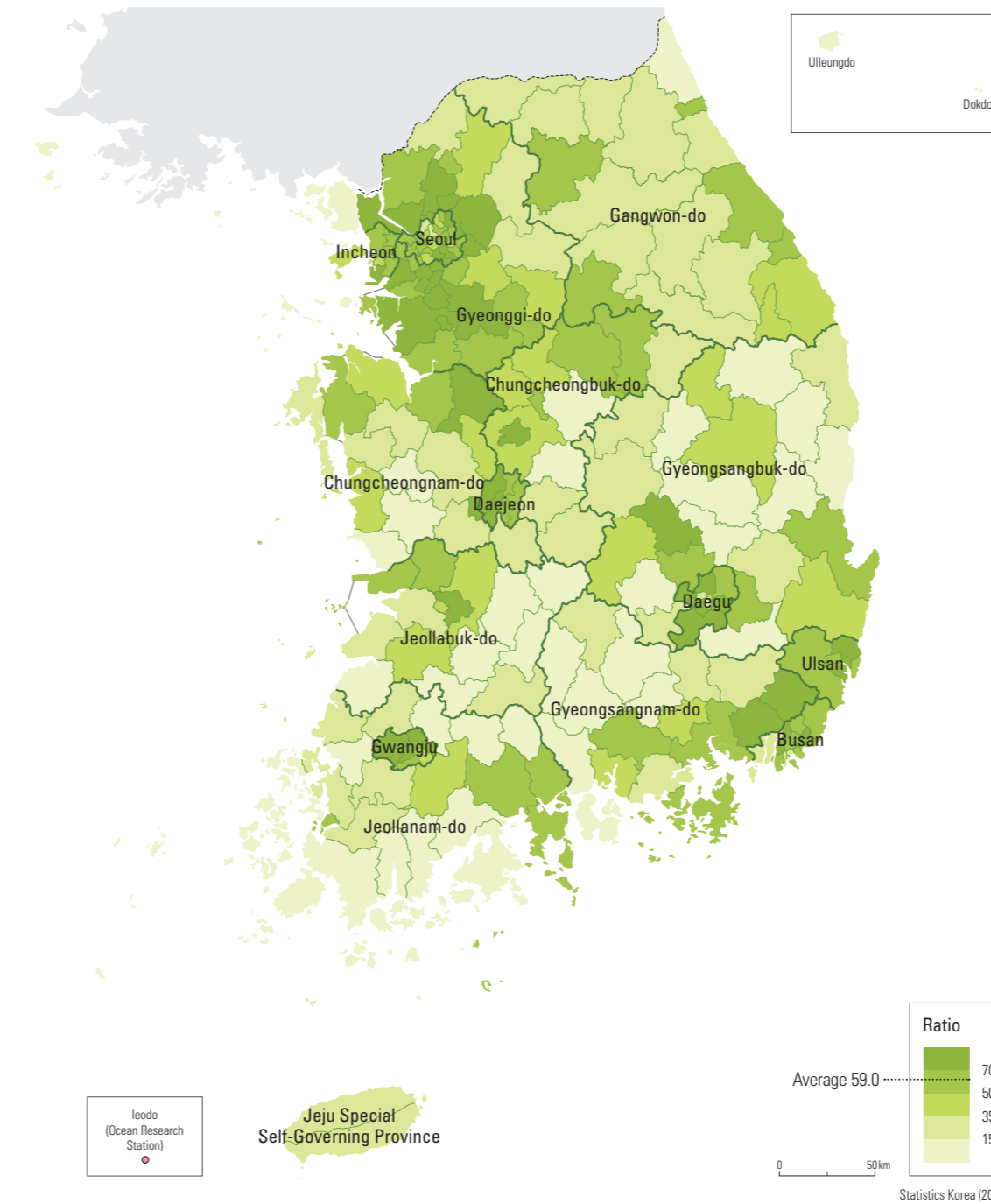
One of the most striking things about modern Korea is the high percentage of people living in multi-unit dwellings. Housing in Korea is officially classified as detached housing, row housing, apartments, and multiplex housing. Detached housing is further classified as general single household housing and multi-household (Dagagu) housing. A multi-household building is one that is separated into various units rented by several households. A typical type of general single household house is a farmhouse or a house

in a rural area. An apartment, a row house, and a multiplex (Dasedae) are examples of housing in which units compartmentalized inside a larger building are owned by various households. In large, densely populated cities, apartments were built in order to efficiently use the limited urban space. Apartments became popular because amenities, educational facilities, and commercial facilities are often located in the apartment complex. In addition, high-rise apartments occupy most of the residential areas in many

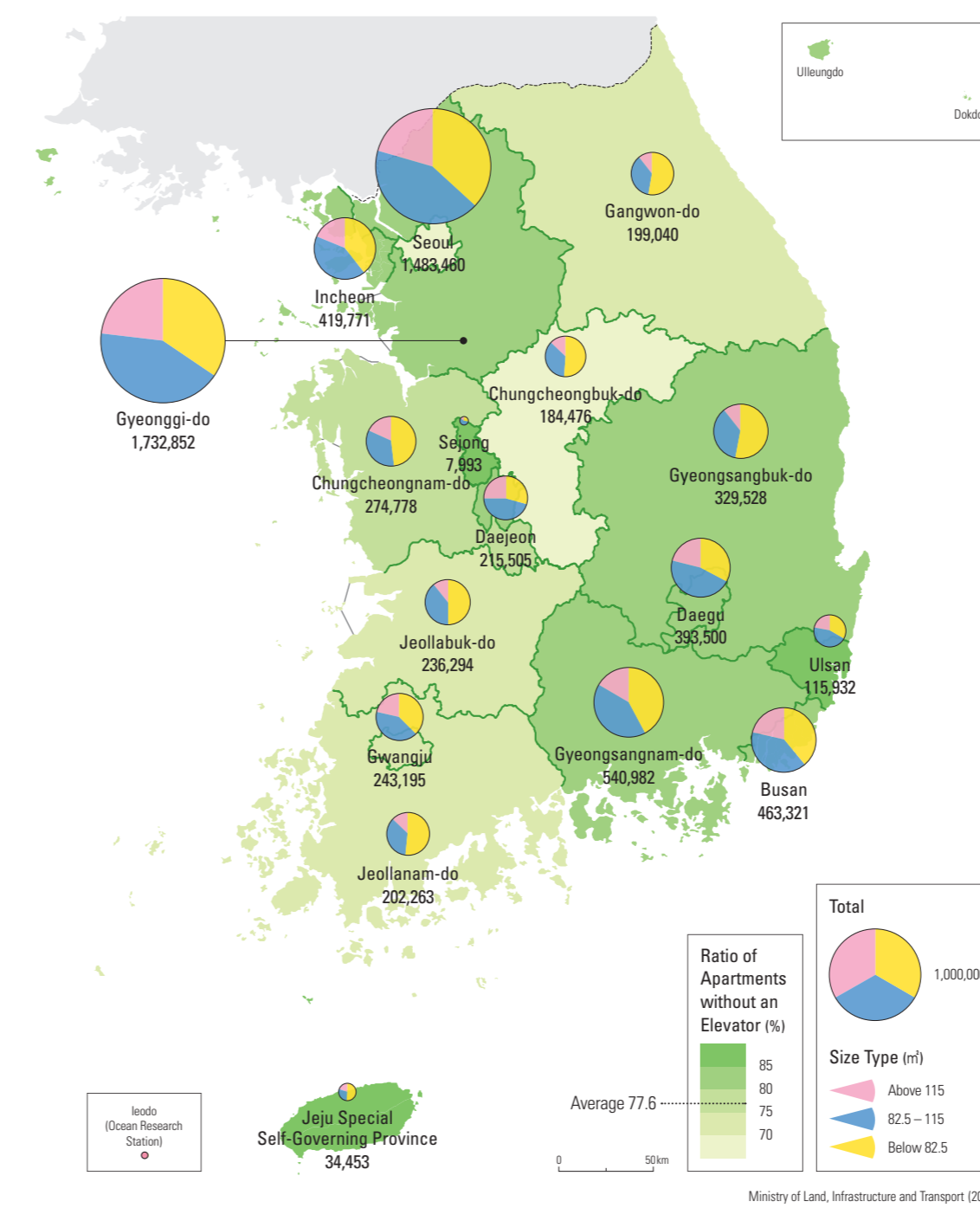
newly constructed housing zones, such as in new cities in metropolitan areas. Apartments are steadily increasing relative to other housing types, accounting for about 60 percent of all housing in Korea, according to the 2010 census. In addition, including row housing and multiplex housing, many Koreans today live in multi-unit dwellings. Recently, a large number of multi-unit dwellings have been constructed even in suburban or rural village centers. In addition, high-rise commercial complexes, in which a low-rise is

used for commercial facilities and a high-rise for residential purposes, have increased in some metropolitan areas. Rural housing, for people who prefer living away from the bustling city life and enjoy rural life, has also recently increased. Many detached homes in densely populated areas have already been replaced with apartment complexes or multiplex housing according to policies for improving residential environments, such as for urban regeneration.

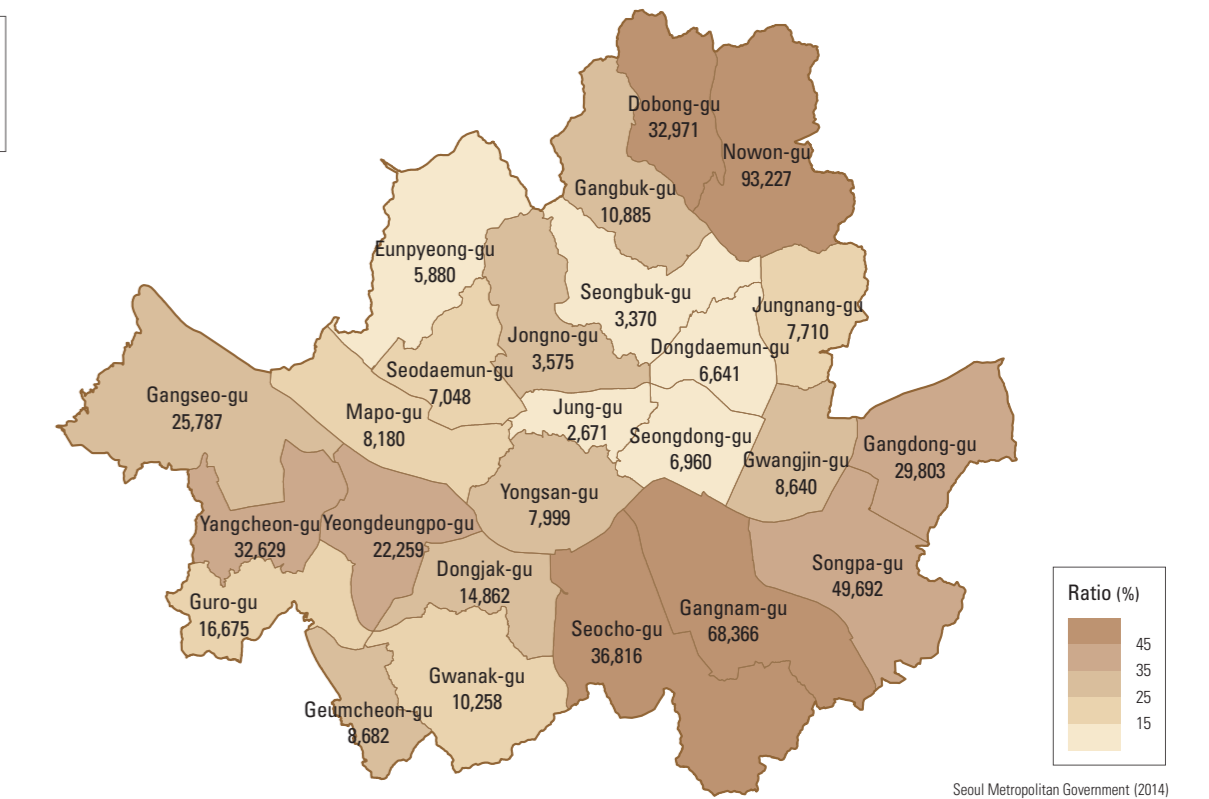
Ratio of Apartment to House (2010)



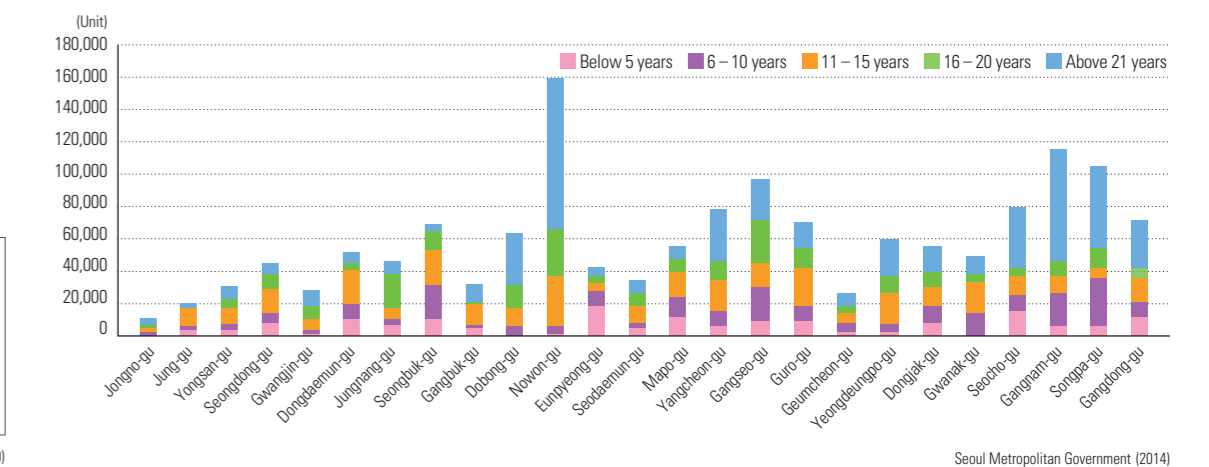
Ratio of Apartments by Structure and Size (2014)



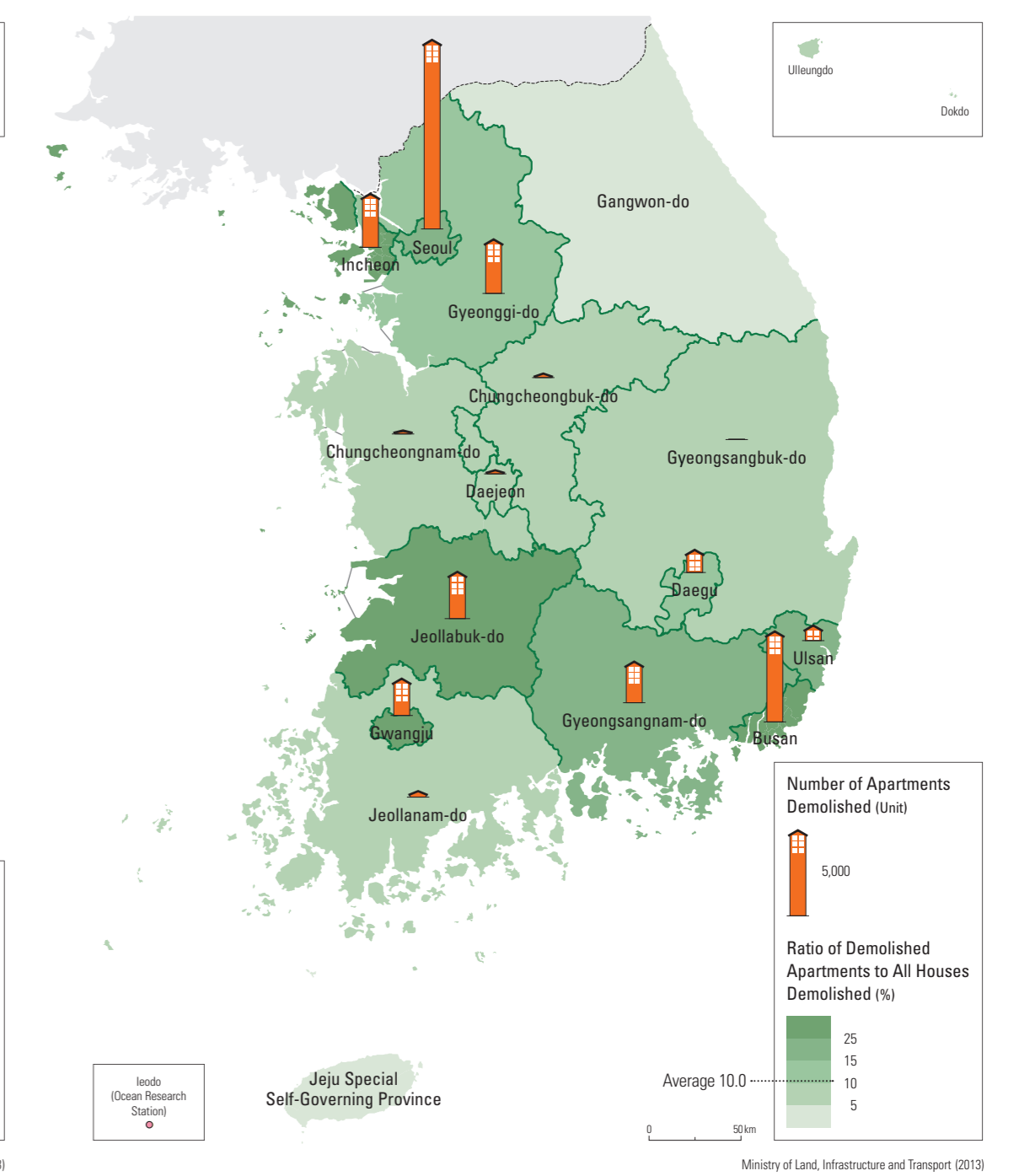
Apartments Built More Than 20 Years Ago, Seoul (2014)



Age of Apartment Buildings, Seoul (2014)



Number of Apartments Demolished and Ratio of Demolished Apartments to All Houses Demolished (2014)







Apartments built in 2000's: Goyang-si, Gyeonggi-do



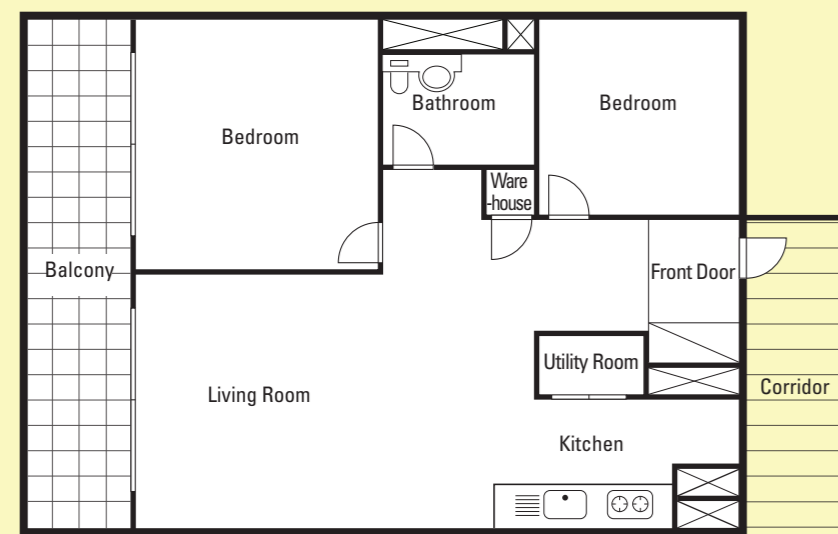
Comparison of Apartments Built in 1970's and 2000's (1): Yeongdeungpo-gu, Seoul



Comparison of Apartments Built in 1970's and 2000's (2): Yeongdeungpo-gu, Seoul

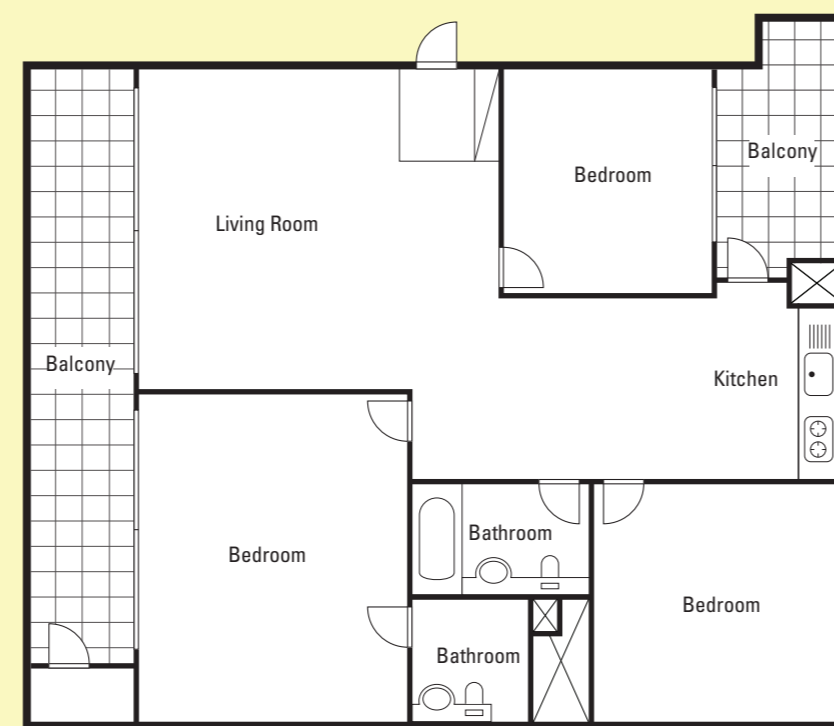
Examples of Apartment Structures

Example of Exclusive Use Space 65 m<sup>2</sup>

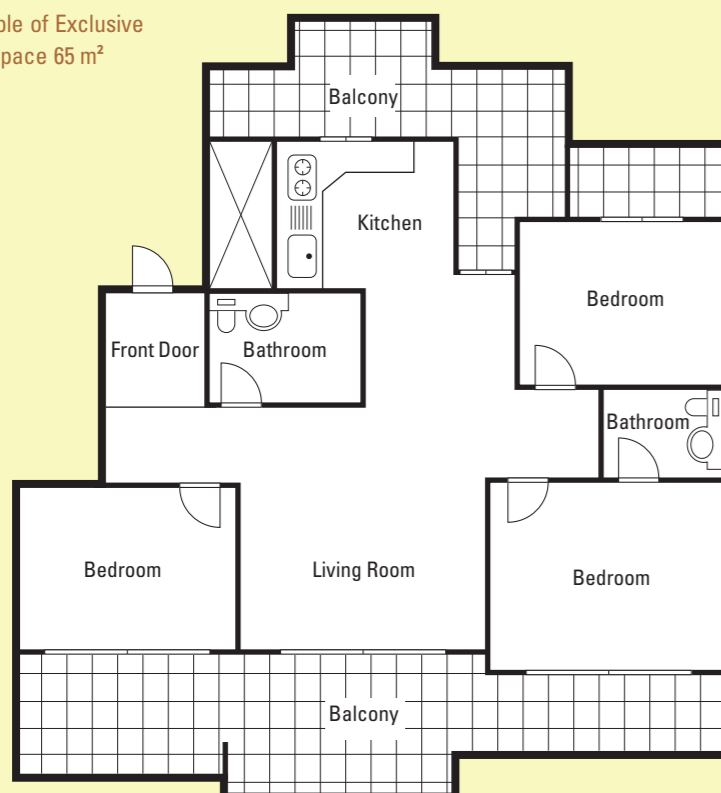


Built in 1990's

Example of Exclusive Use Space 85 m<sup>2</sup>

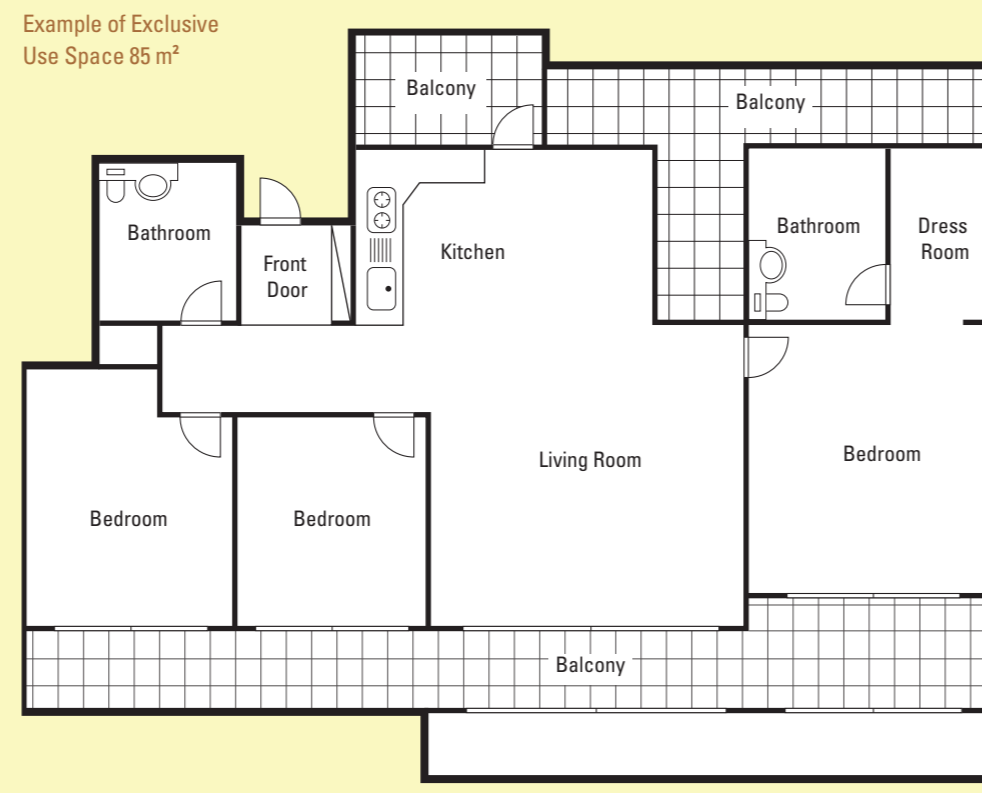


Example of Exclusive Use Space 65 m<sup>2</sup>



Built in 2000's

Example of Exclusive Use Space 85 m<sup>2</sup>



An apartment is a typical Korean housing unit. Apartment construction began to flourish after the 1970s and accelerated through the 1990s and 2000s. Apartments accounted for 20 percent of total housing in 1990 and neared 60 percent by 2010. Apartments typically have about 65 m<sup>2</sup> (700 ft<sup>2</sup>) and 85 m<sup>2</sup> (915 ft<sup>2</sup>) of living space, which reflects the government's housing policy. Using government funds to supply affordable housing

for people in the 1970s, the standard for national housing was set by the Housing Construction Promotion Act to be within 85 m<sup>2</sup>, the so-called upper limit for the "national housing standard," which became the standard for tax benefits and financial sector loans. An apartment of 85 m<sup>2</sup> is generally a three-bedroom and two-bath unit, typical for a family of parents and children. In the past, an apartment of 65 m<sup>2</sup> typically had

two bedrooms and one bath, but today, the most common configuration of 65 m<sup>2</sup> is the three-bedroom and two-bath unit.

While the square footage for living space has changed little over time, the use of that space has gradually diversified, with larger bedrooms and living rooms due to efficient use of shared spaces such as expanded balconies. Apartment living remains most popular for Korean urbanites

because of the advantages of convenient parking, installation of elevators, and co-management and security in multi-unit dwellings. However, many apartments have deteriorated and become less safe after more than 20 years and parking has become a challenge with the growth of private car ownership. Thus, many older apartment buildings have been either remodeled or reconstructed to improve the residential environment.

Top 5 -Dong by Housing Type, Seoul (2010)

Ratio of Single-family house	Samcheong-dong	Segok-dong	Naegok-dong	Gahoe-dong	Jongno 5, 6-ga
	65.7	45.3	40.0	39.7	37.5
Ratio of Multifamily House	Yongdap-dong	Segok-dong	Mangu-dong	Sinsa-dong	Hwayang-dong
	59.7	51.3	48.9	48.4	47.3
Ratio of Apartment	Huye 2-dong	Sanggye 8-dong	Sanggye 10-dong	Sinjeong 6-dong	Gayang 3-dong
	100.0	100.0	100.0	100.0	100.0
Ratio of Apartment Unit in a Private House	Samjeon-dong	Hwagokbon-dong	Seokchon-dong	Hwagok 8-dong	Jangchung-dong
	84.5	78.5	76.5	75.0	69.9

Statistics Korea (2010)

Housing in modern Korea is largely of three types: Detached dwelling, apartment, or multiplex housing. Detached dwellings can be further divided into houses with only one household and houses with multiple households. The neighborhoods and living environments of these housing types have developed differently, leading to diversified neighborhoods in urban areas.

Each distinct housing section of Seoul follows a certain dominant housing type. The old center of Seoul are dominated by single-household houses and are characterized by a high proportion of the elderly and lower numbers of commercial enterprises and schools or other educational facilities.

The areas with a high proportion of multi-household houses are found in sections having a relatively long history of developed dwellings. In these areas, separation between residential areas and business areas is not distinct. These multi-household homes have been gradually transformed into multi-unit dwellings, such as apartments or multiplexes.

In addition, there are sections of Seoul that consist of apartments only. These apartment complex areas house many families, with a large majority of them having school-age children. Thus, there are large numbers of schools and education-related facilities as well as small-size neighborhood facilities that are part of the

Composition of Population and Distribution of Amenities by -Dong (2014)

	Samcheong-dong, Jongno-gu	Yongdap-dong, Seongdong-gu	Sanggye 8-dong, Nowon-gu	Samjeon-dong, Songpa-gu
Size (km <sup>2</sup> )	1.49	2.32	0.67	0.95
Generation	1,537	7,745	9,399	15,922
Population (male)	1,644	9,154	12,785	16,813
Population (female)	1,723	8,235	13,861	18,400
Population per Household	2.09	2.12	2.83	2.19
The Rate of Above 65 years Population (%)	19.0	12.3	8.0	7.7
Population Density (Persons/km <sup>2</sup> )	2,260	7,495	39,770	37,066
Birth	18	86	501	356
Death	19	80	68	122
Foreigner (Persons)	149	951	39	371
Retail and Wholesale Service	206	728	101	498
Bank	5	3	4	6
Hospital and clinic	8	30	31	45
Pharmacy	1	11	5	17
Coffee Shop	6	5	2	11
Restaurant	232	252	42	303
Bakery	5	6	6	11
Salon	1	46	28	103
Daycare services	1	9	51	20
School	-	1	4	3

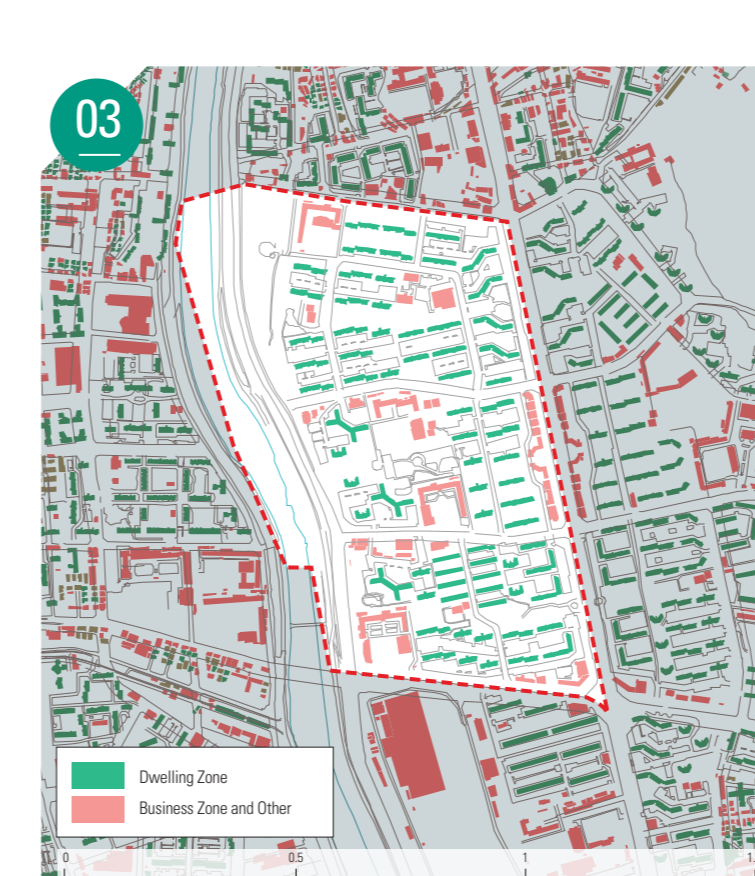
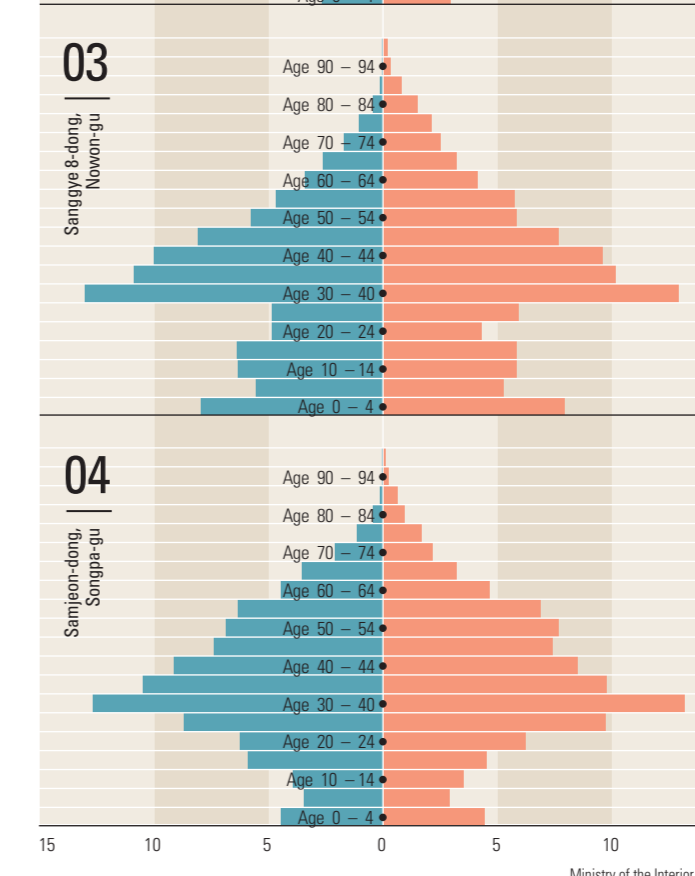
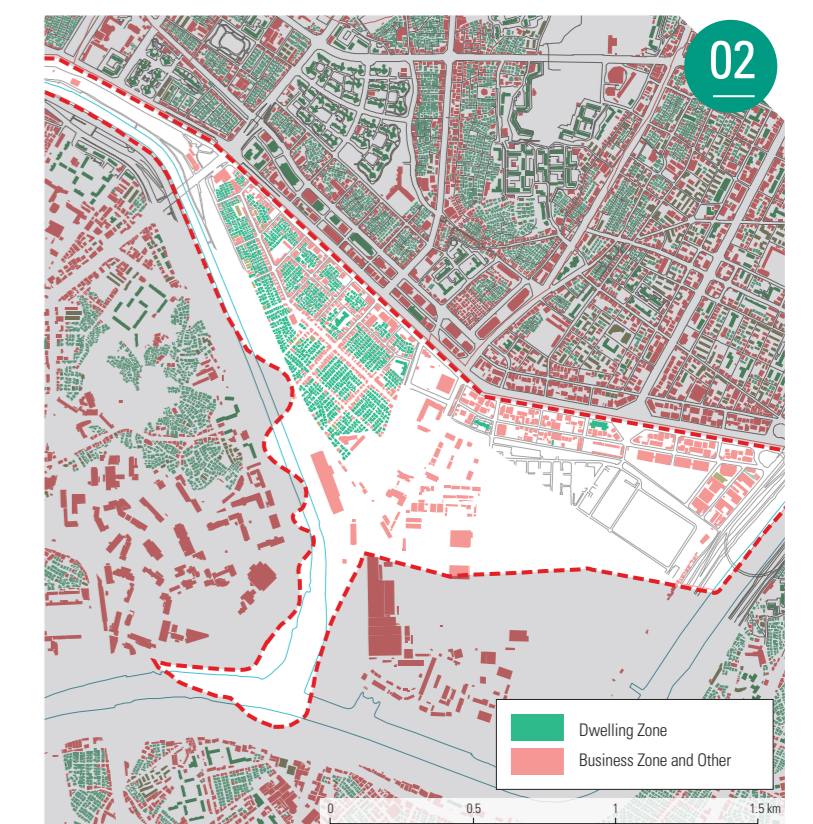
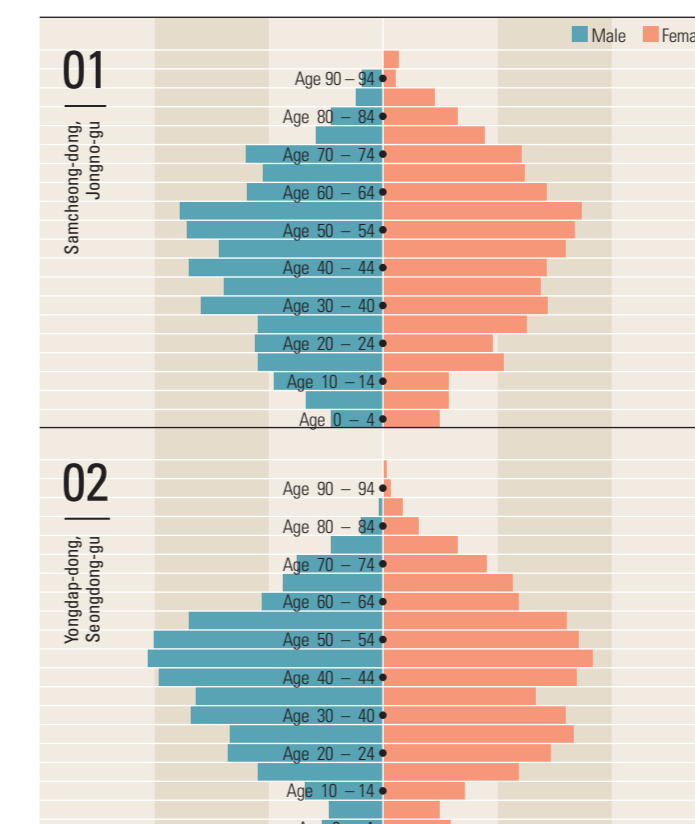
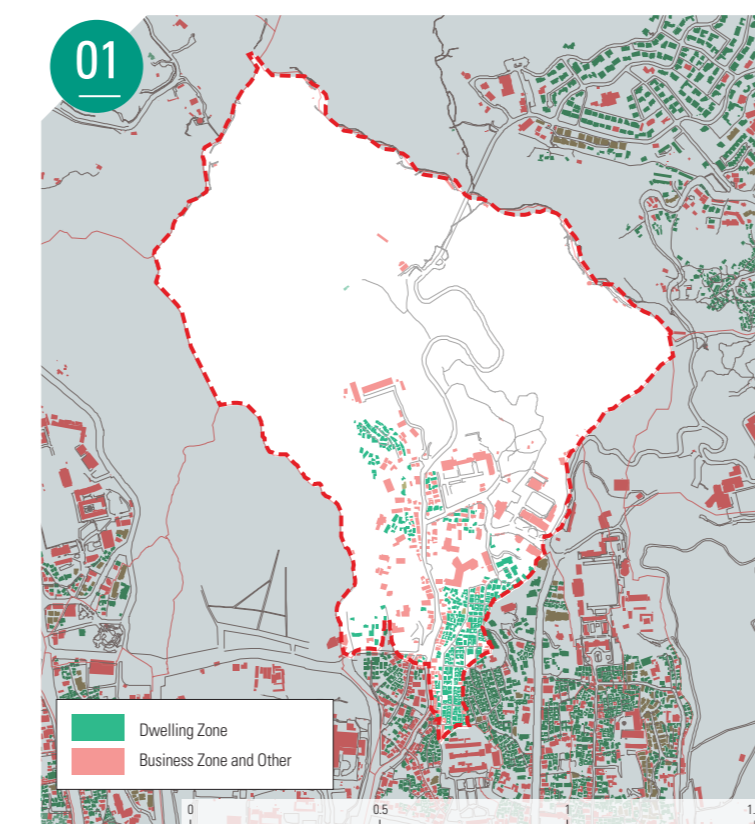
Statistics Annual Report (2014)

individual apartment complexes. These apartment complex areas were designed, through zoning, to share a large central commercial facility.

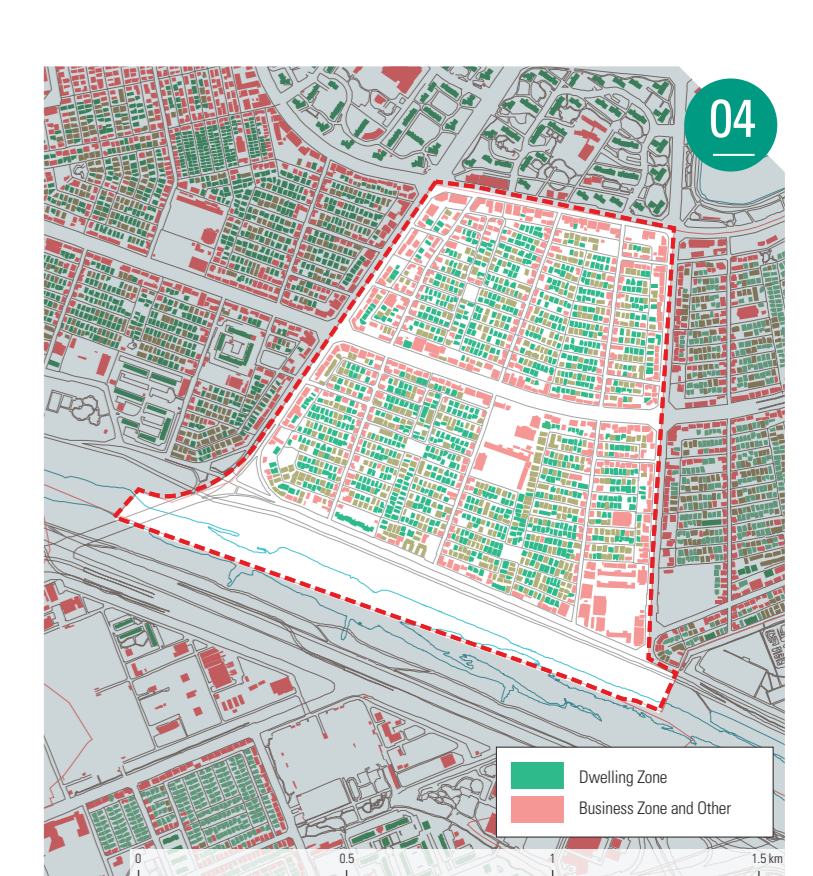
Lastly, multiplex houses have recently developed into so-called "villas." Some multiplex

houses are near the city center and are often preferred by young workers.

Population Pyramid



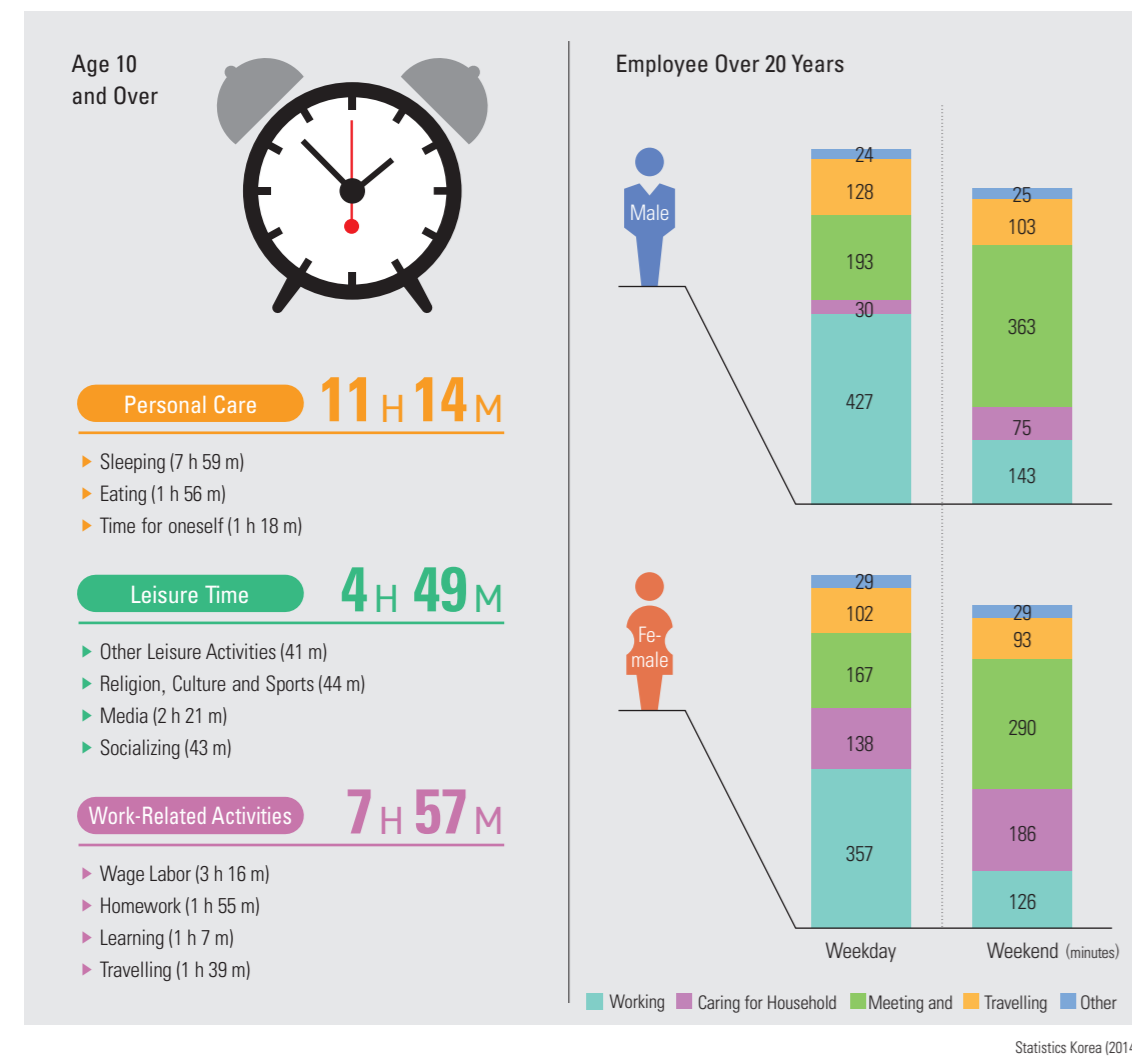
Ministry of the Interior (2014)



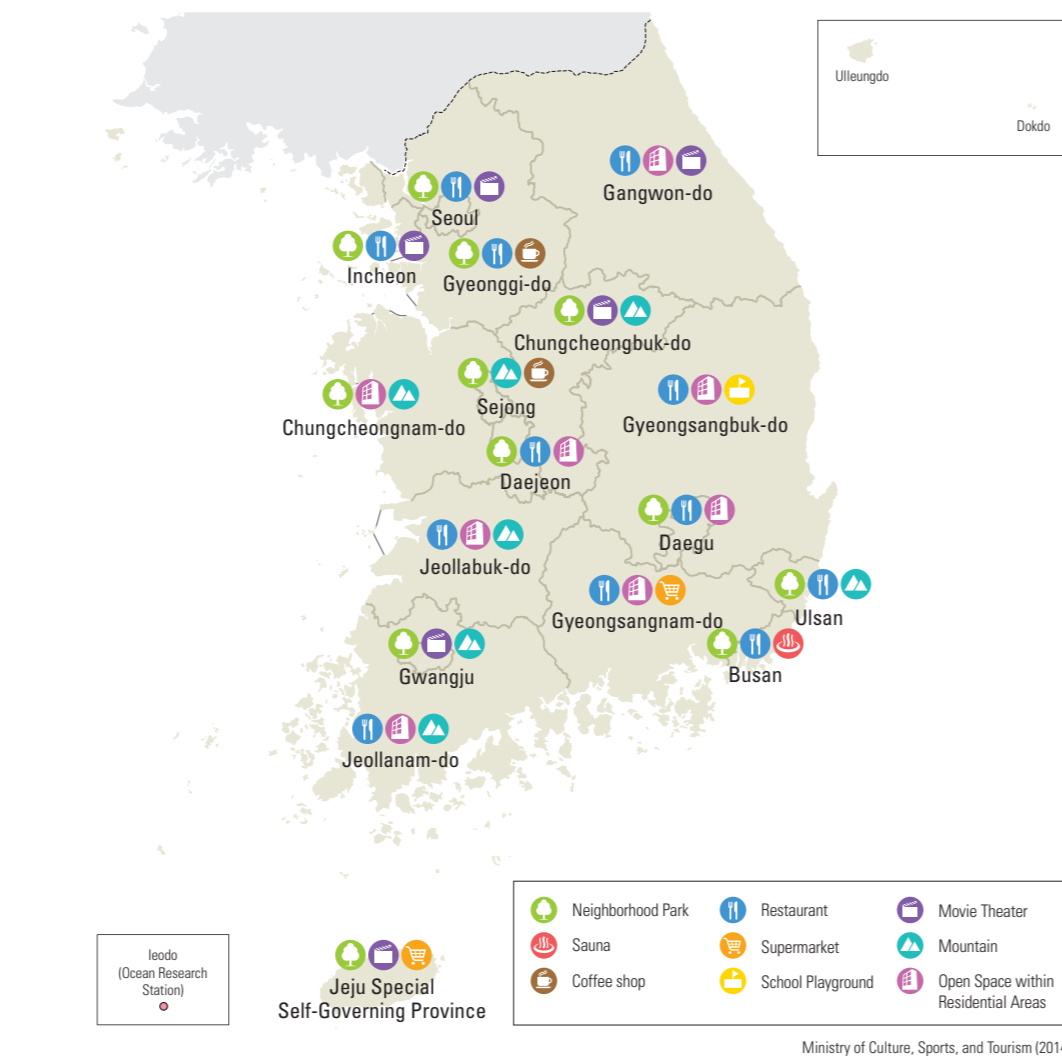


Leisure Time

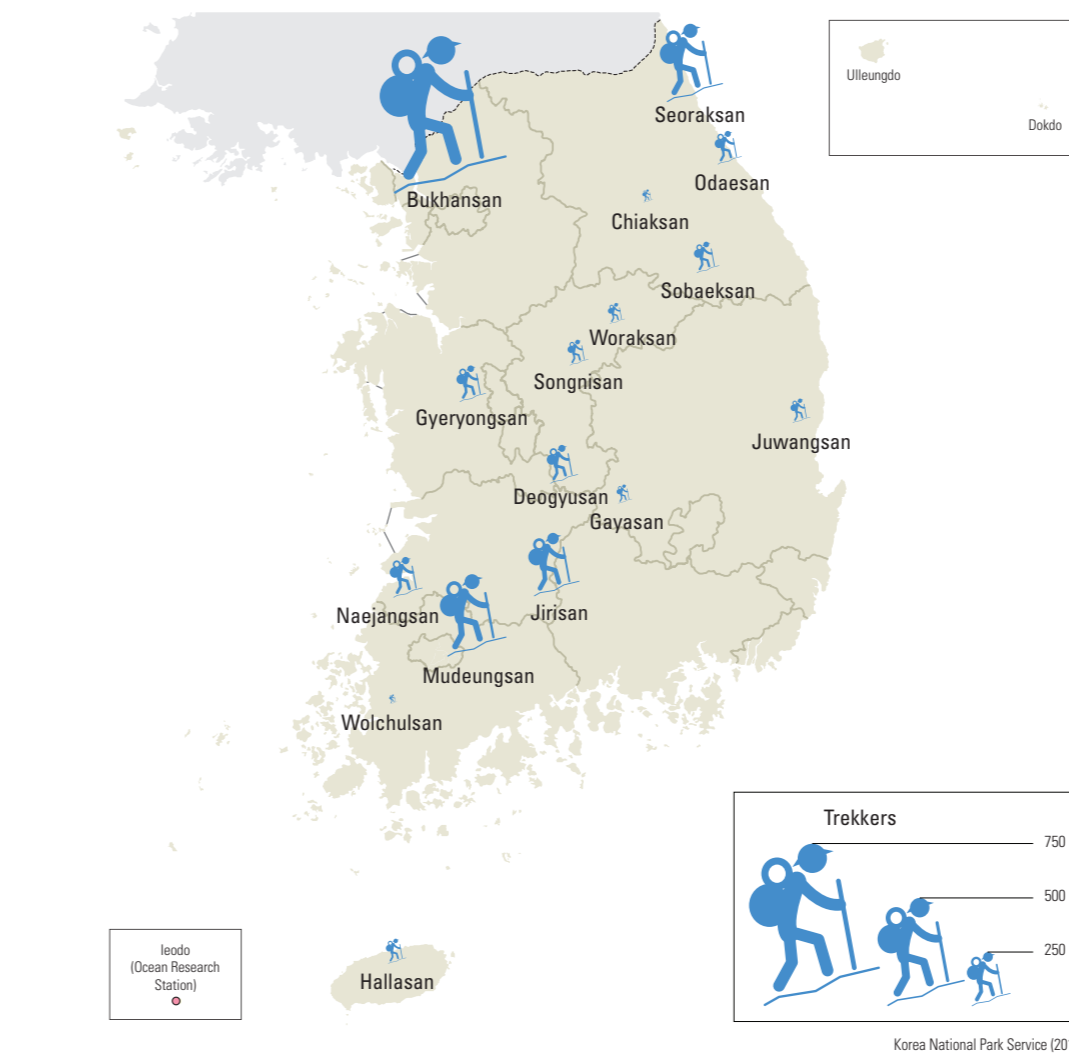
Koreans' Use of Time



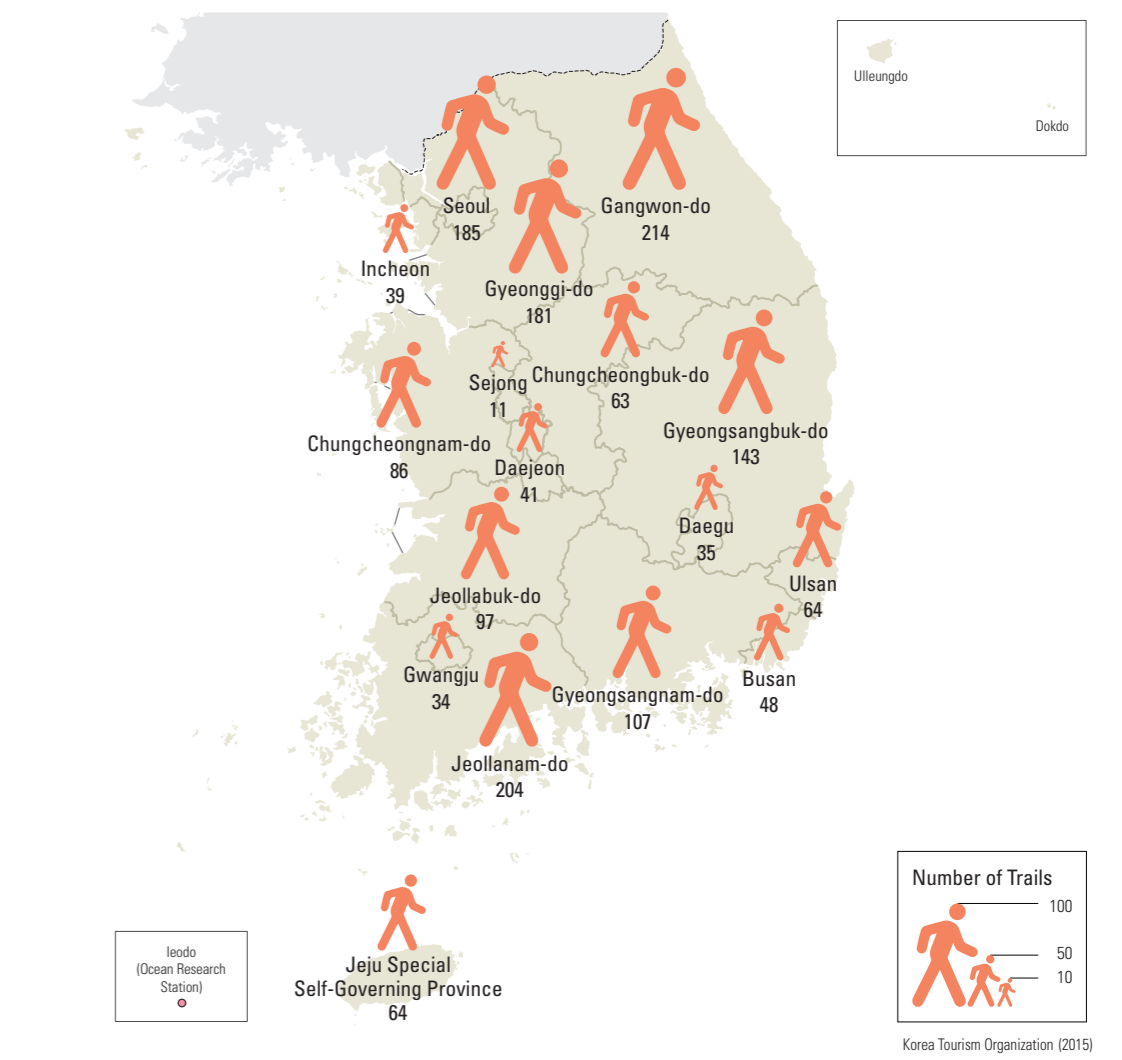
Top 3 Leisure Activity Spaces (2014)



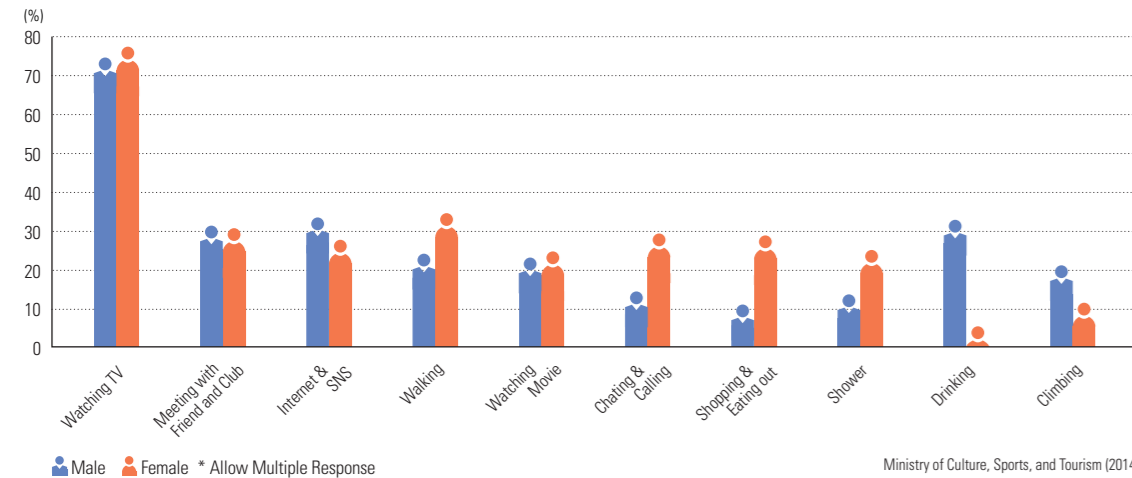
Trekkers in National Parks



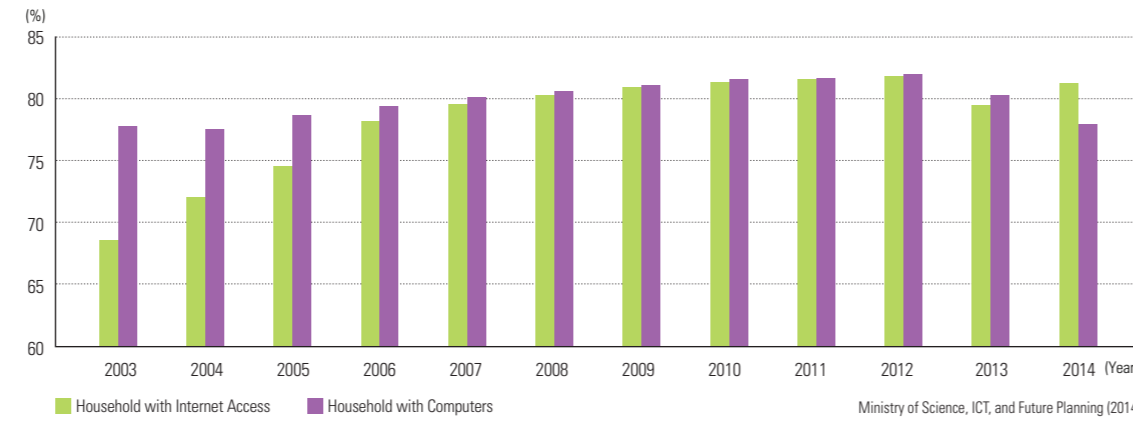
Number of Trails (2015)



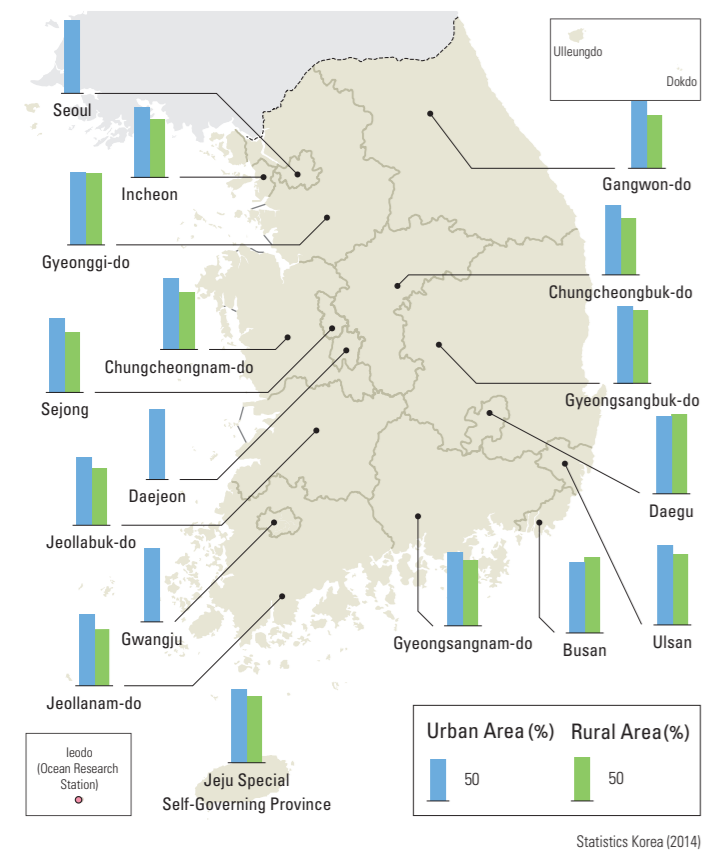
Leisure Time by Sex



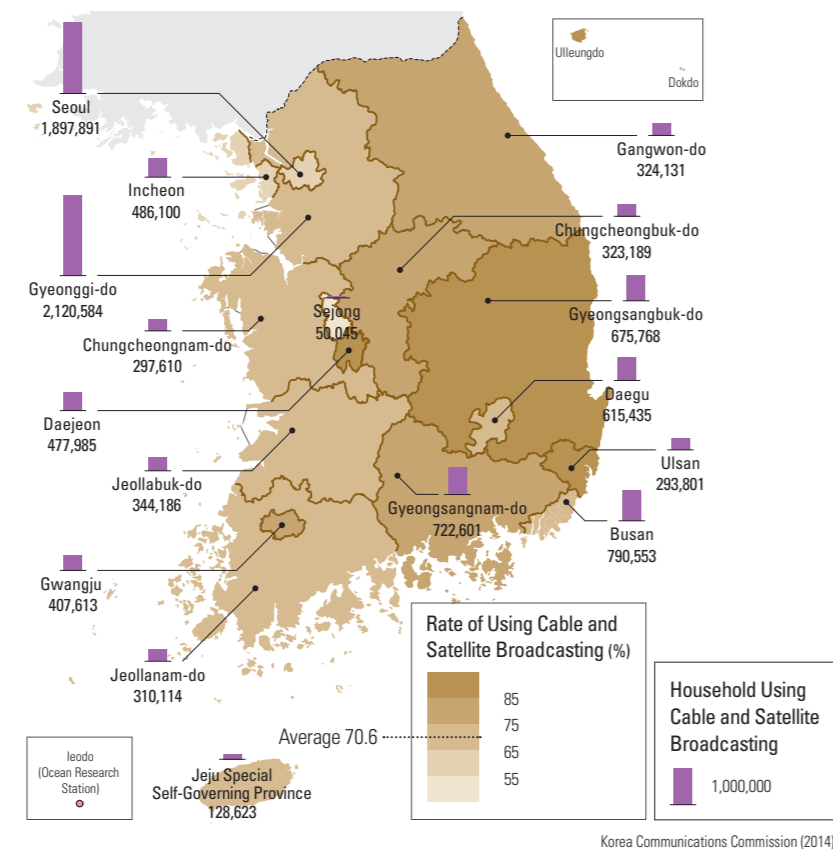
Household with Computers and Internet Access



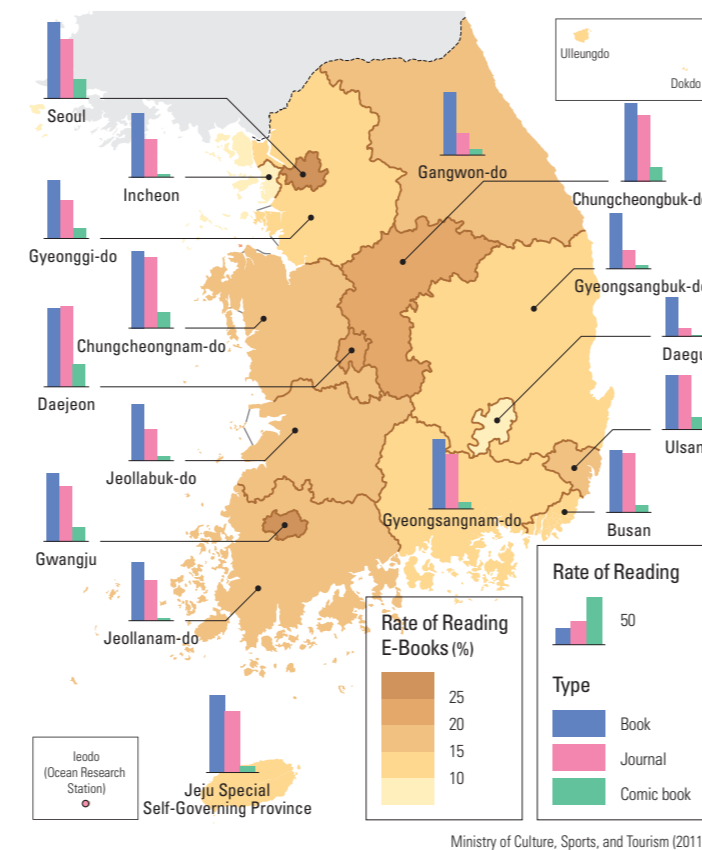
Rate of Internet Use



Households Using Cable and Satellite Broadcasting



Rate of Reading and the Use of E-Books



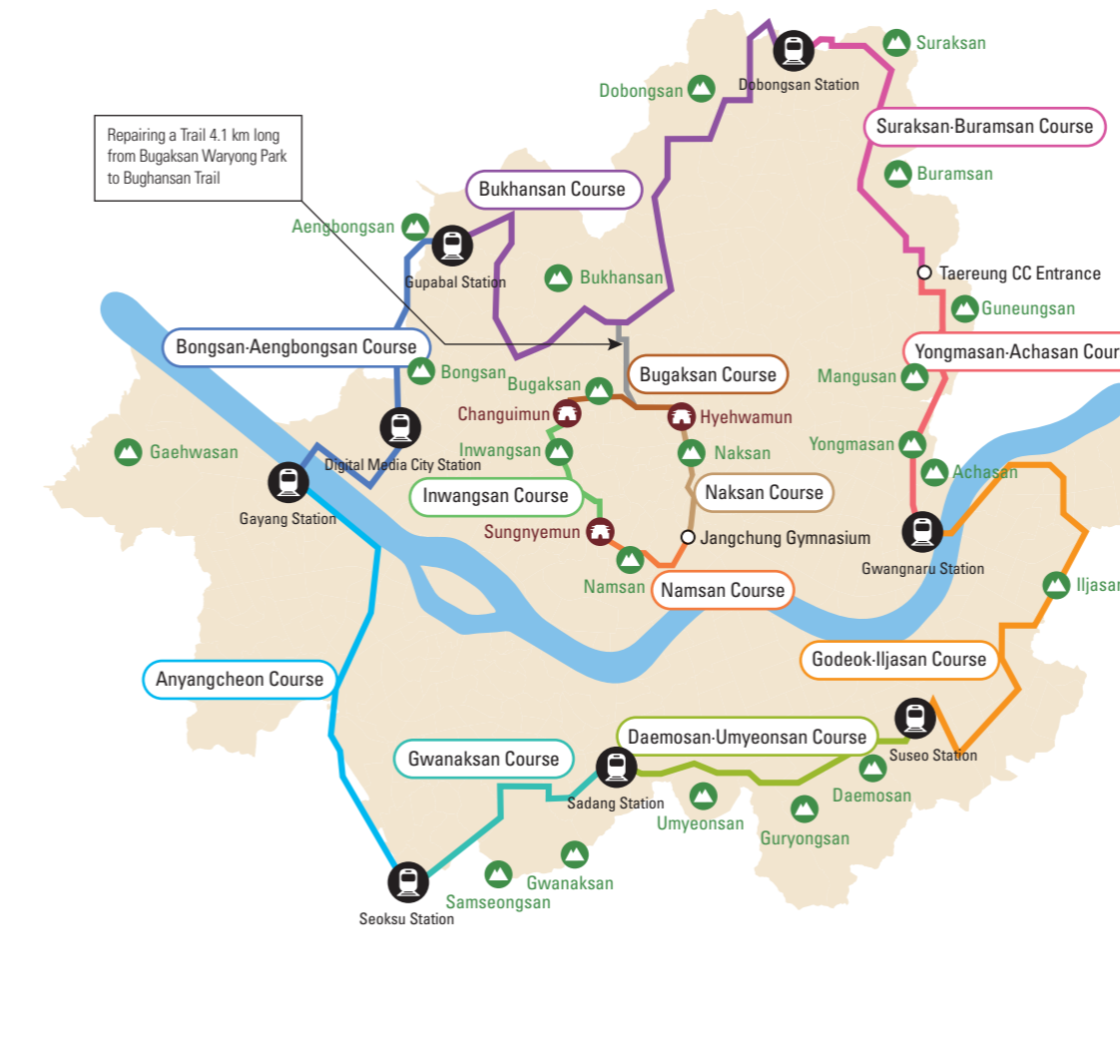
Koreans over age 10 enjoy an average of four hours and fifty minutes of leisure time every day, not counting the time for personal care activities such as sleeping, eating, or work requirements, study, and travel. In terms of how they spend their leisure, sedentary activities such as watching TV or using the Internet generally dominate on weekdays, while activities such as travel and

exercise dominate the weekend. This pattern of leisure activities has been accelerated by the introduction of the five-day work week. Koreans pursue their leisure in neighborhood parks for simple exercise and in restaurants and coffee shops for meetings and conversations. Many hike during the weekend. In addition, regional differences in leisure activities occur

in neighborhood parks and open spaces within residential areas, where they are popular with the elderly. In terms of age, younger people use more interactive media, while older people prefer watching TV and walking. The middle-aged population seems to prefer social drinking and mountain climbing. For the younger generation,

the proportion who use the Internet is about the same as the proportion who watch TV. The purchase of computers and mobile phones is rapidly increasing, both offering easy access to the Internet. In addition, the number of TV channels has increased with the proliferation of cable and satellite broadcasting. Video-on-demand (VOD) use also is increasing.

Seoul Trails

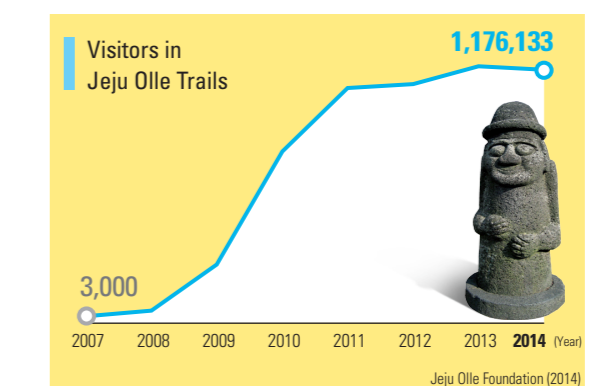


Jeju Olle Trails



In July 2014, the Washington Post, reporting on a hiking boom in Korea, referred to the boom as becoming part of the national identity of Korea. According to the article, the five-day work week has spawned a hiking-loving population attracted by the easily accessible mountains that are widely distributed across the country. Unlike other countries with fewer mountains or mountains too steep for climbing, Korean mountains are easily accessible from the cities, which helps to explain the hiking craze. Thus, Bukhansan has more visitors than the Grand Canyon in the United States, attracting more than seven million people in 2014, more than visitors to sites in other parts of the world. Bukhansan exhibits a harmony between urban and natural environments, which further enhances the hiking craze. Also, Korea's widely-known mountains attract many visitors on weekends and provide for social networks, such as a hiking clubs, for sharing information about the mountains.

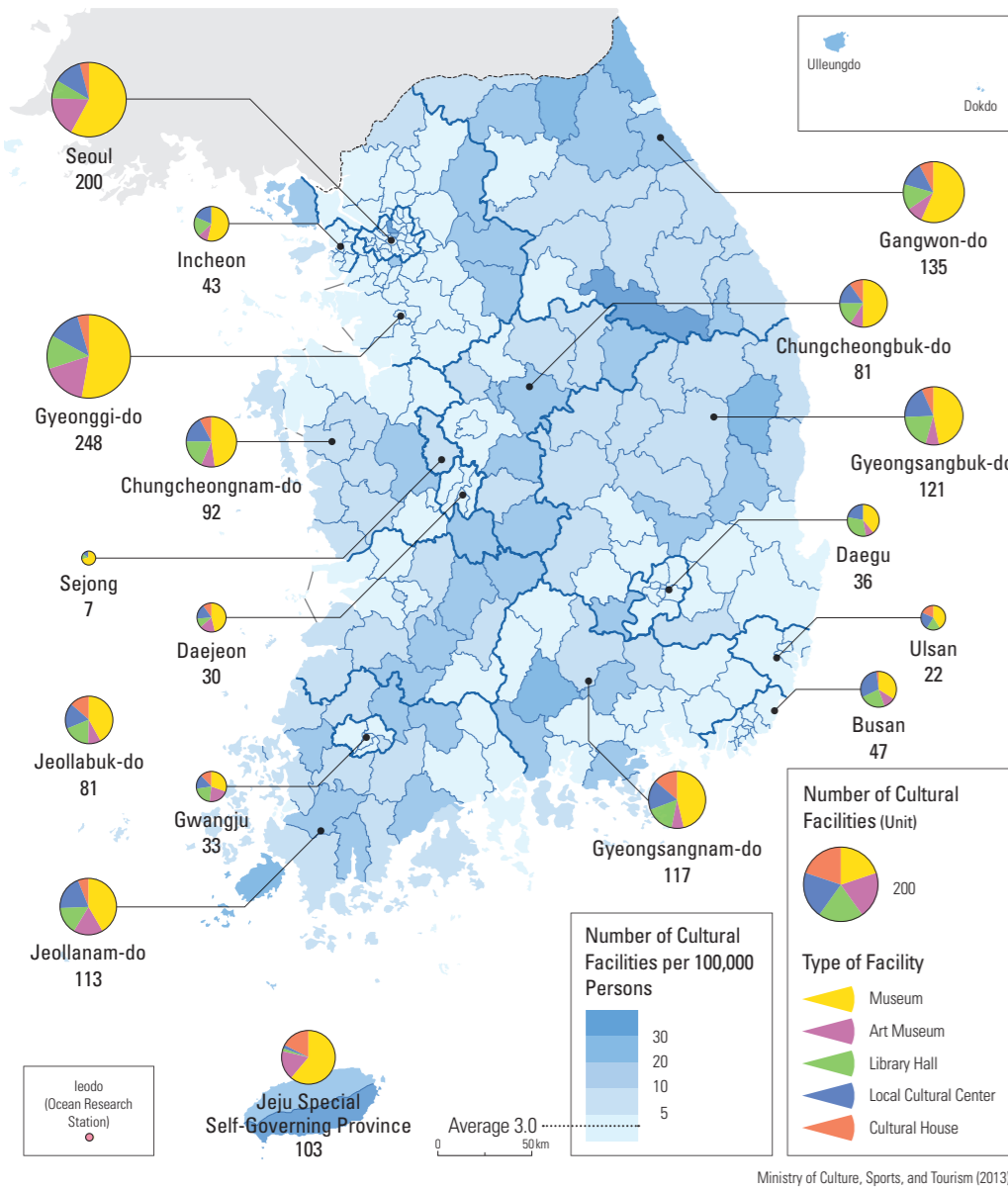
The hiking craze helps explain the fondness for walking as a leisure activity in modern Korea. Tourism patterns in the past were mainly in well-known destinations known for their cultural heritage and amenities. However, new social trends such as walking slowly and soaking up the area has changed the nature of tourism. Jeju Olle Trail in Jeju Special Self-Governing Province (Jeju Island) became nationally known for its beautiful natural environment, cultural diversity, and uniqueness. The walking craze has led to the creation of various trails that are used by the entire country and that reflect the characteristics and history of the areas. The various trails, on which one can enjoy culture, ecology, coastal scenery, and nature, are gaining popularity. In addition, Nurigil, a trekking trail in the DMZ, where one can enjoy a scenic stroll within an urban conservation area, has also become more popular nationally.



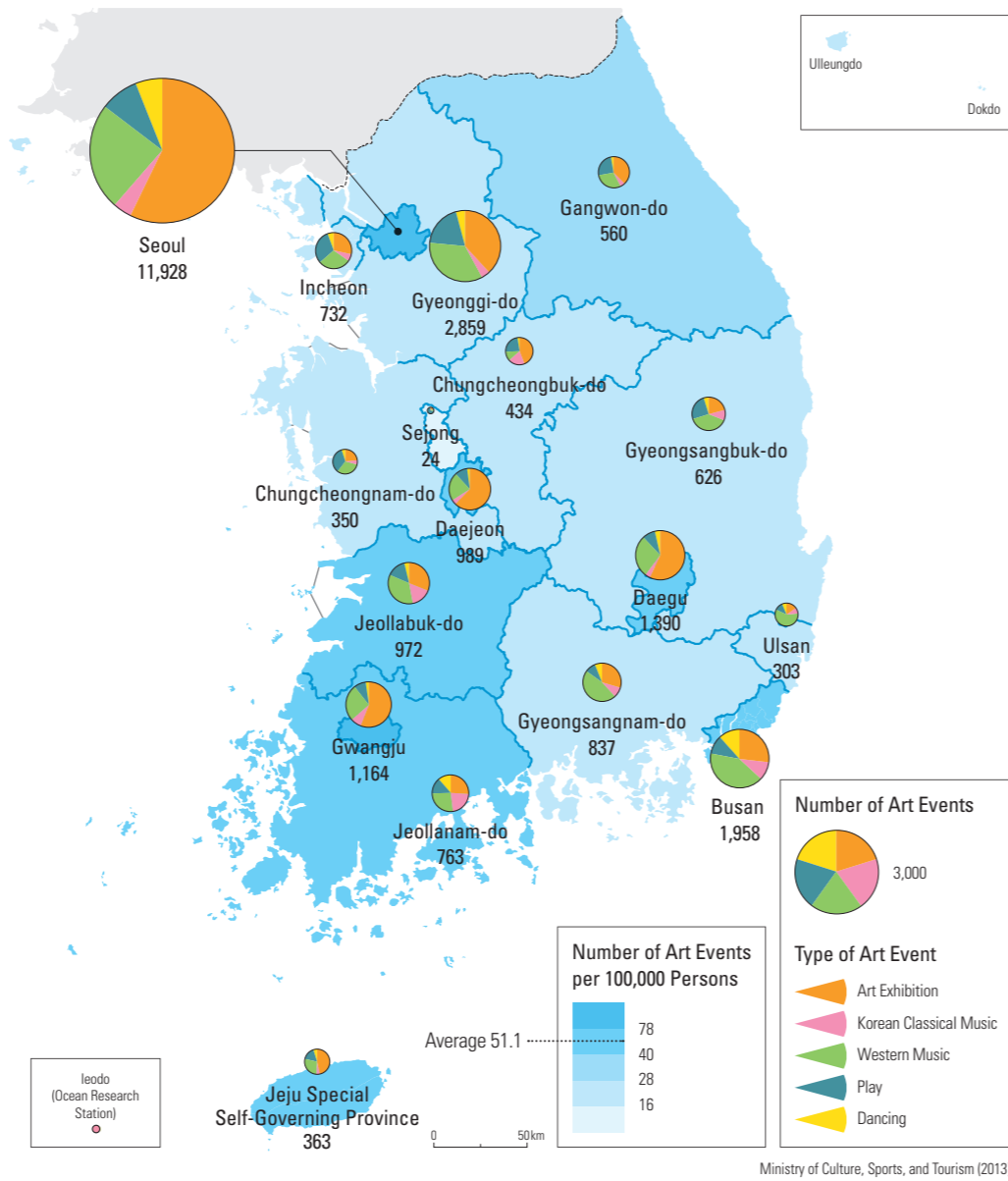


Cultural Spaces

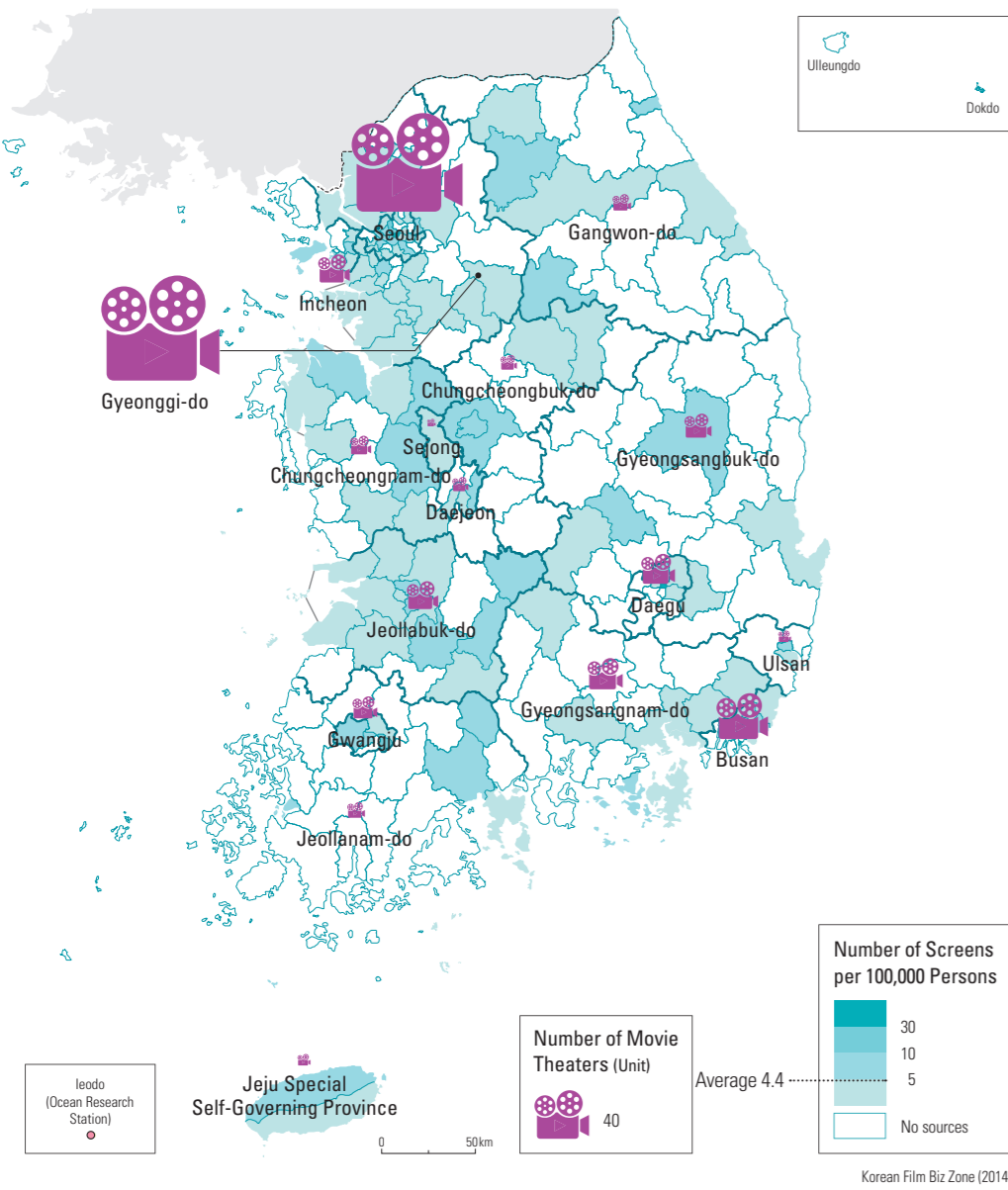
Cultural Facilities (2013)



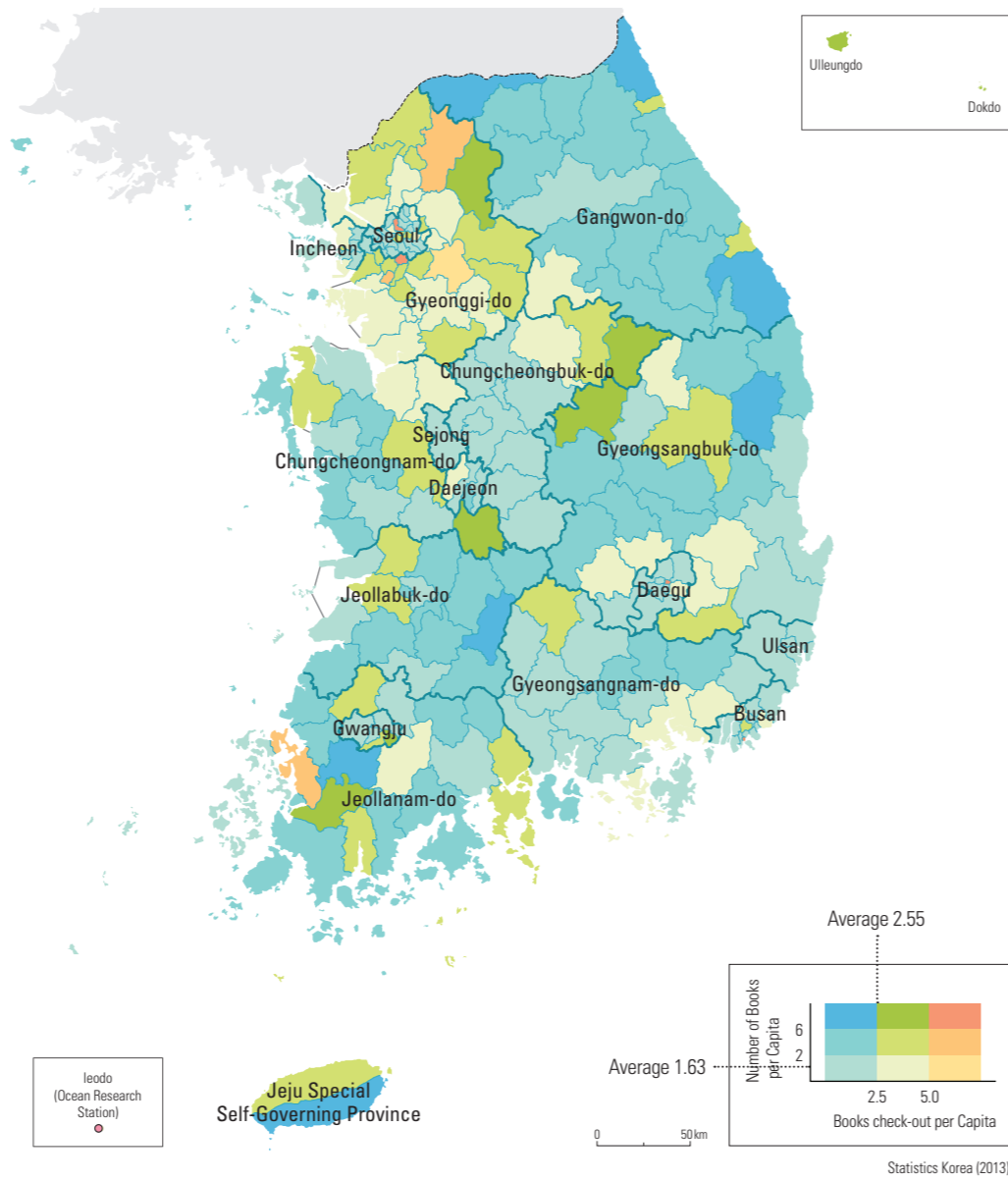
Annual Art Events (2013)



Movie Theaters (2014)



Public Libraries (2013)



Local Festivals



Enjoying and participating in a variety of cultural activities are important to modern life in Korea. Korean Cultural Spaces has been continuously expanded. Museums and art galleries, where one can enjoy historical relics and works of art, cover the country. Large numbers of government-sponsored cultural centers (neighborhood community arts and cultural

organizations or complexes), where one can enjoy, participate in, or support the performing arts, also cover the country. In addition, private or activist-run cultural spaces such as art galleries and theaters can be found across the country. Cultural events are concentrated more in Seoul and the capital region than the rest of the country. However, provinces other than the capital region

have also experienced a gradually increasing demand for cultural events. Movie theaters are convenient and easily accessible cultural spaces. Numerous films are released every year, and the emergence of multiplex theaters has expanded the space available for leisure activities beyond screening films. Independent film (commonly known as

“indie film”) movie theaters that maintain cultural diversity also are distributed nationwide. The public library is also a popular Cultural Spaces. Libraries recently have been transformed into complex cultural venues for local community education, performances, and cultural events as well as maintaining their traditional role for studying and book-lending.

Local festivals are major events that reflect the rich cultural and natural heritage of the region. Many festivals have emerged since the 1990s. Local festivals, which were designed to maintain the cultural heritage and unity of a region’s people, have increased in size and been combined

with tourism and city marketing as a way of attracting tourists from all over the country and rejuvenating the regional economy. Every year, approximately 1,000 local festivals are held nationwide. Some festivals become major local tourist attractions, attracting very large numbers

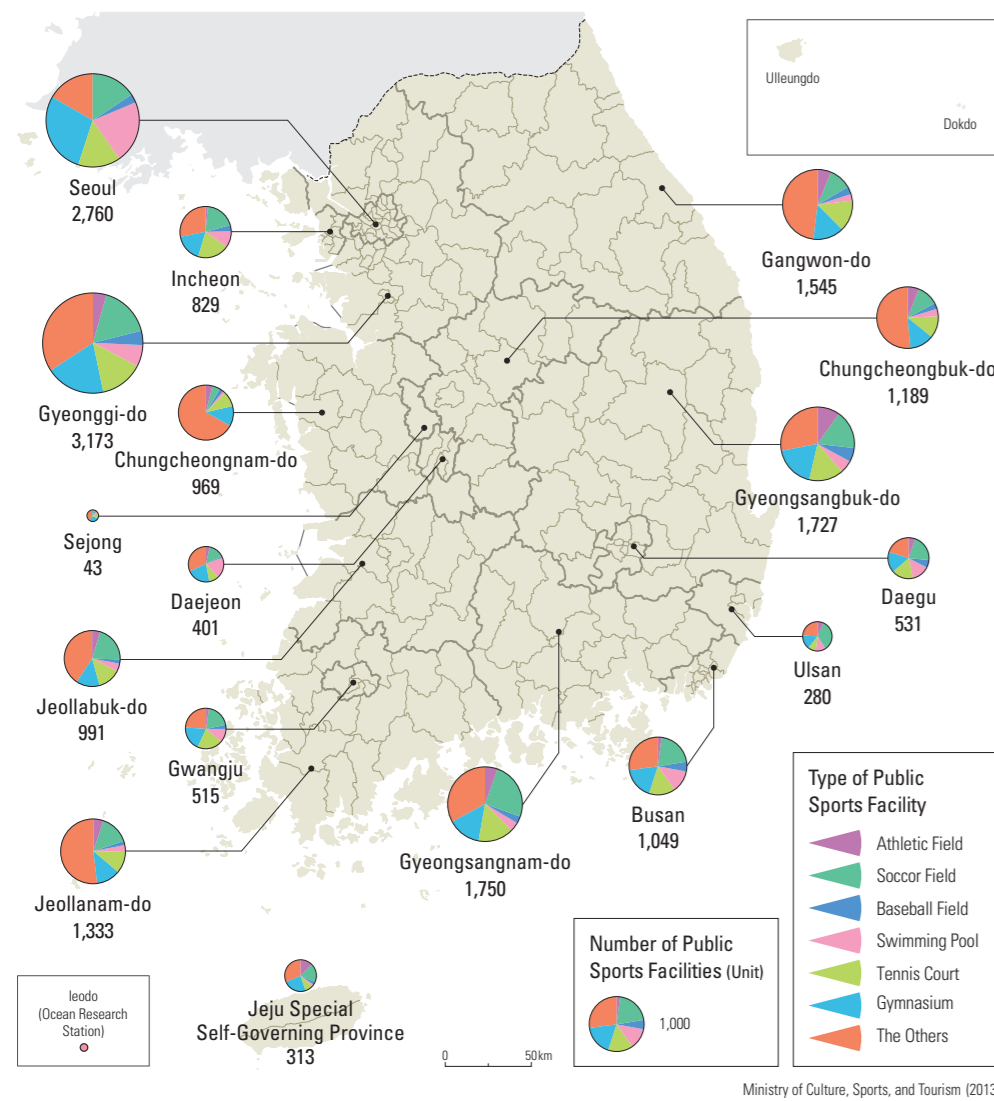
of tourists. The festivals offer a diverse array of culture, art, nature and ecology, history, and local specialties, and have been established as an essential part of enhancing local tourism and cultural heritage. The Ministry of Culture, Sports and Tourism has chosen the best festivals every

year; the festival poster pictured above represents the best of the 2015 festivals as selected by the Ministry.

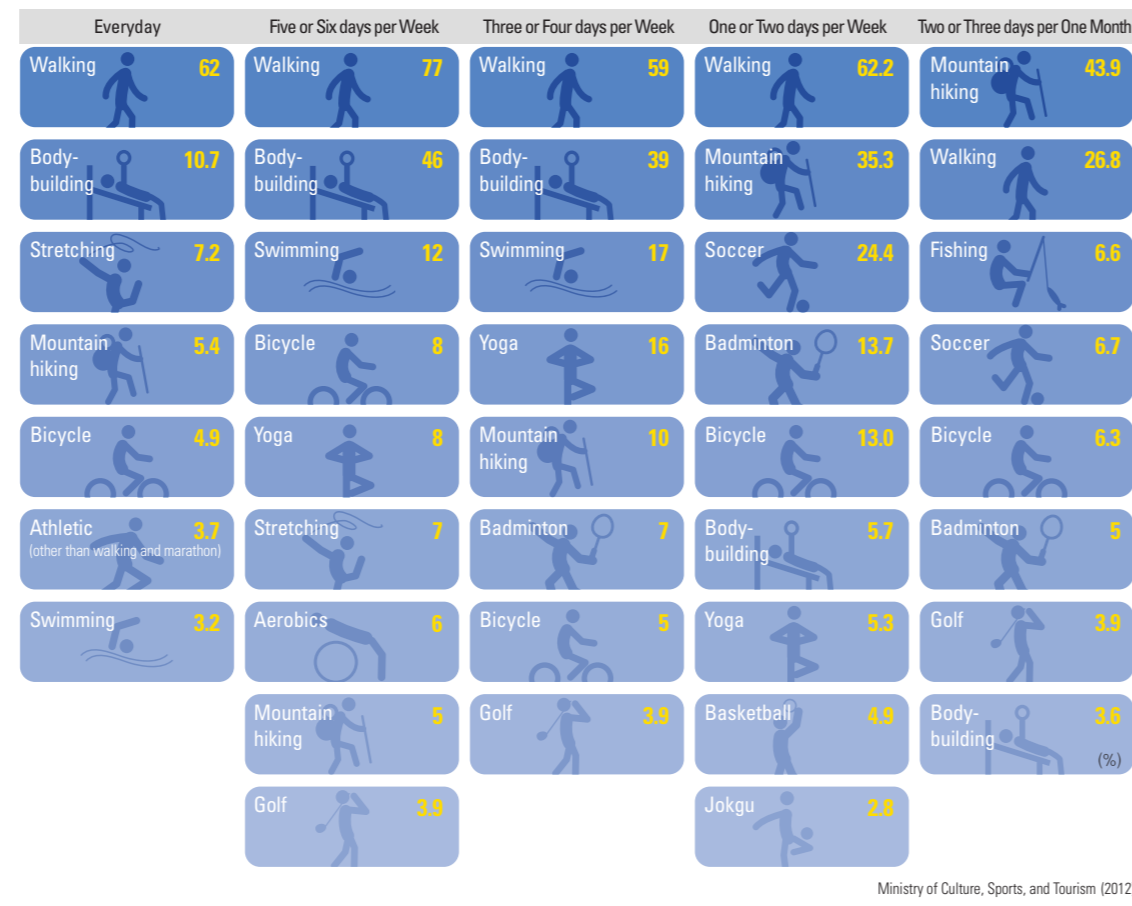


Sports Activities

Public Sports Facilities (2013)



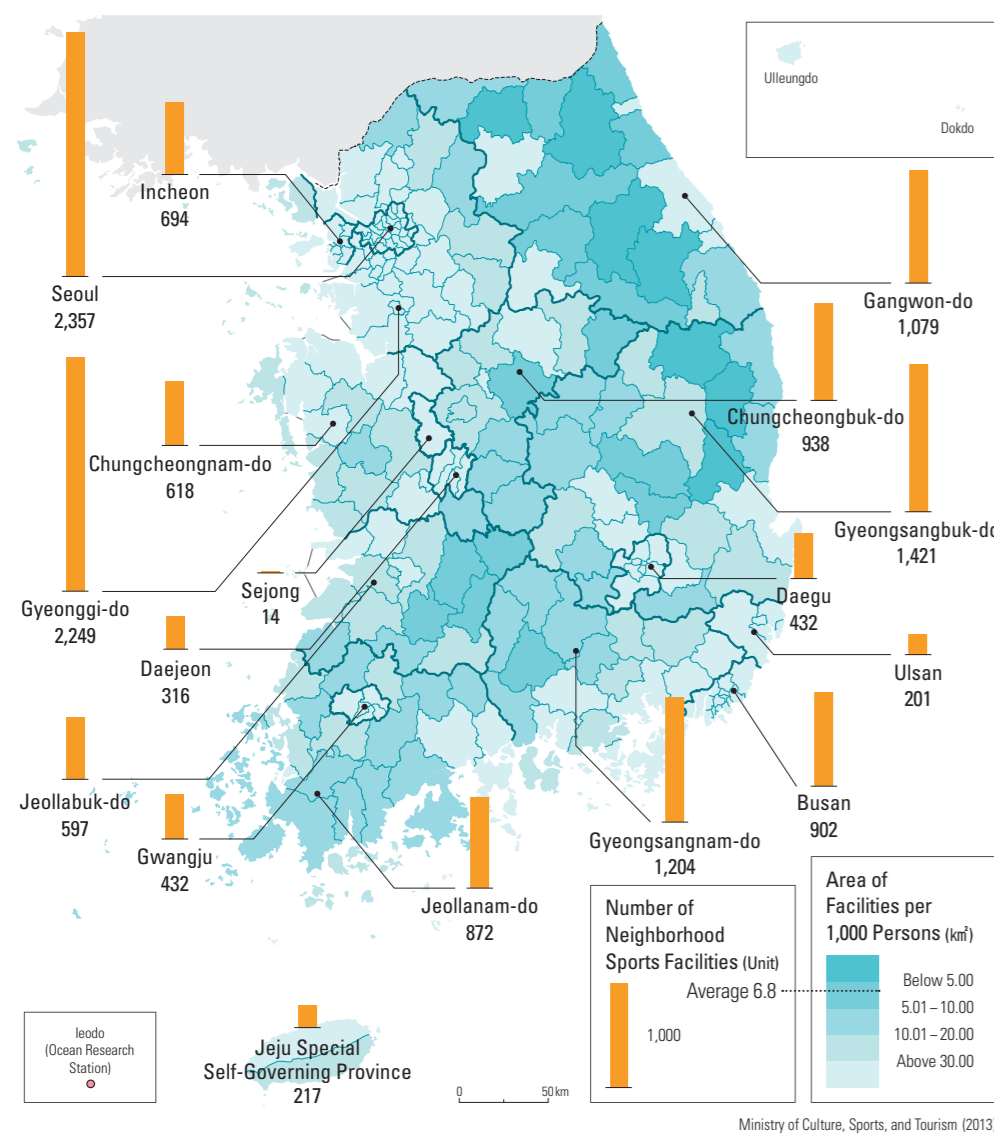
Popularity of Daily Exercises with Koreans



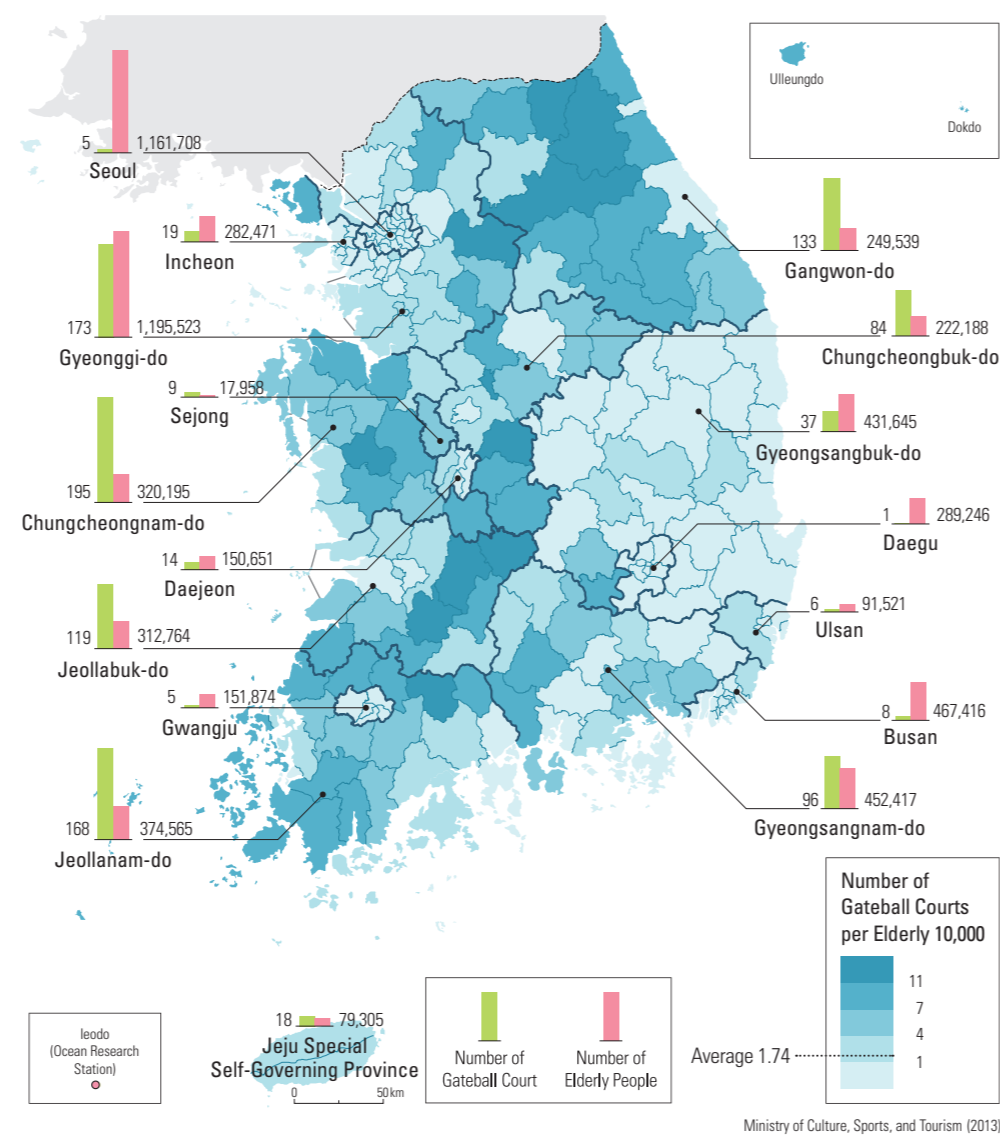
Participation in Daily Exercise

Total		The Number of Respondent	Participation (%)	No Participation (%)
Total		9,000	48.9	51.1
Sex	Male	4,490	53.8	46.2
	Female	4,510	44.0	56.0
Age	10's	1,305	41.2	58.8
	20's	1,316	43.0	57.0
	30's	1,614	45.0	55.0
	40's	1,730	56.3	43.7
	50's	1,468	57.8	42.2
	60's	823	21.4	48.6
	Over 70	744	43.8	56.2

Neighborhood Sports Facilities

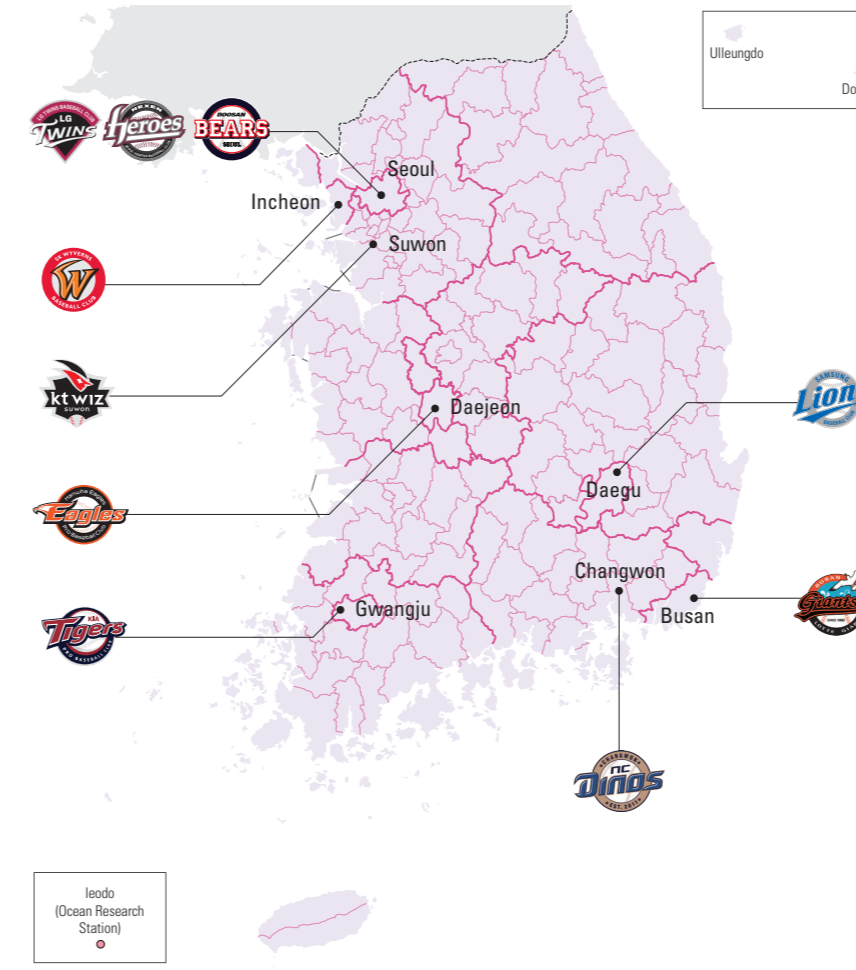


Sports Facilities for Elderly People: Gateball Court (2013)

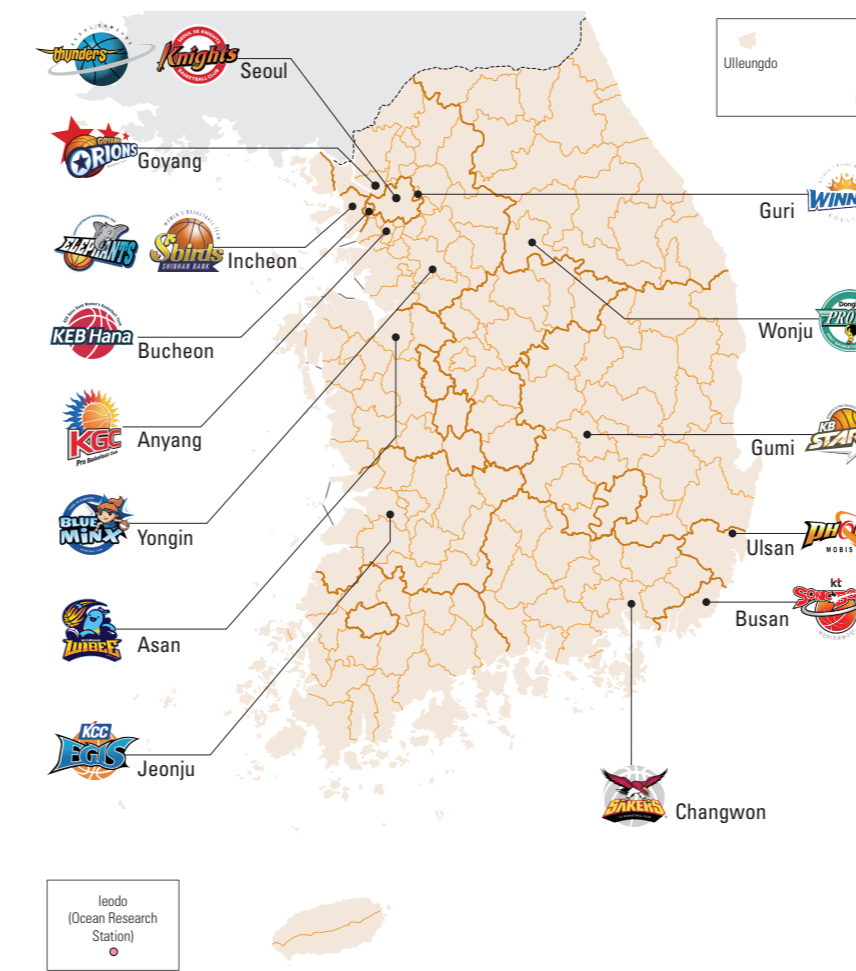


Professional Sports (2016)

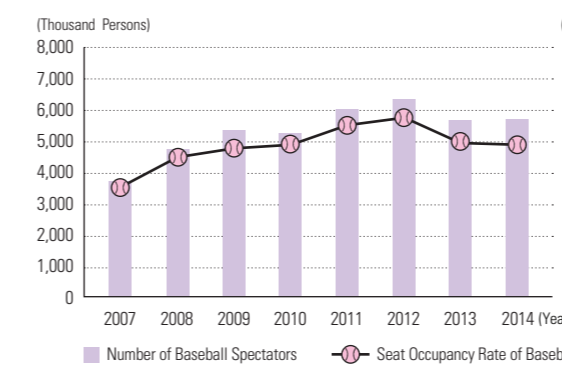
Professional Baseball



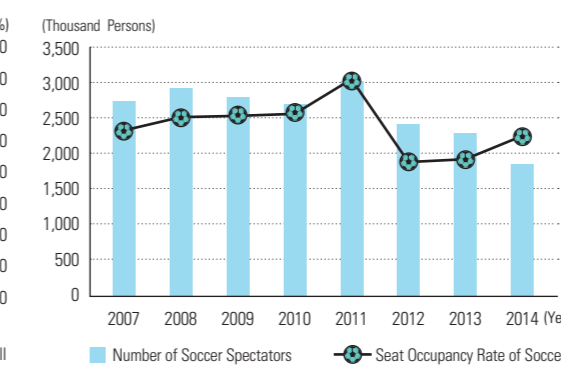
Professional Basketball



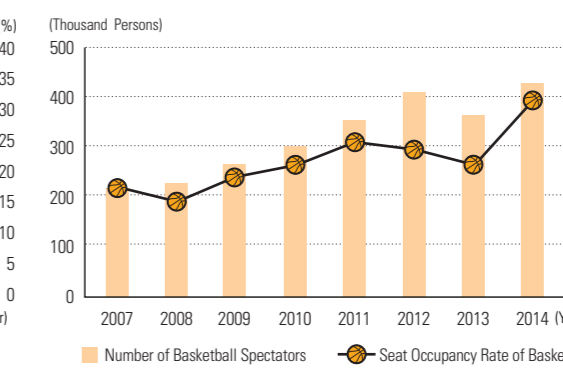
Professional Baseball



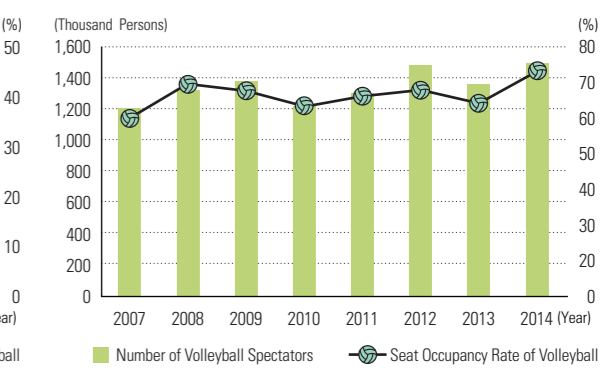
Professional Soccer



Professional Basketball



Professional Volleyball



Increasing interest in health and quality of life has been accompanied by demand for exercise facilities and space. Although differing by age and gender, half of Korean teenagers exercise regularly. Walking, light jogging, stretching, and cycling are among regular exercises enjoyed by many people. Also, many people pursue activities such as weightlifting, swimming, yoga, hiking, and badminton more than twice a week. Exercises enjoyed one to three times per month include hiking, soccer, and fishing. Such daily exercises can be pursued in solitude and do not require much equipment. However, a variety of daily exercise-related clubs have been recently organized, and professional sports such as

baseball and marine clubs are increasing, with participants communicating with each other and sharing information on equipment. Public sports facilities, in particular sports complexes, have been created to support these activities. Smaller village sports facilities for simple walking and stretching are available for those who prefer to engage in activities closer to home. The neighborhood units of sport facilities are especially important for the elderly with limited mobility and disposable income. The elderly especially enjoy widely available gateball courts for slow walking and conversation rather than strenuous exercise. Rural areas heavily populated by the elderly feature these amenities.

Since the launch of professional baseball in 1982, professional sports such as soccer, basketball, and volleyball have steadily followed, becoming a popular part of leisure life attracting the interest of many people. Professional sports not only are part of leisure life and the basis for

the sports industry, but they also have a deep association with local identity through local connections. Baseball especially has become the representative professional sport, attracting millions of spectators every year, with the team rankings and player statistics occupying media

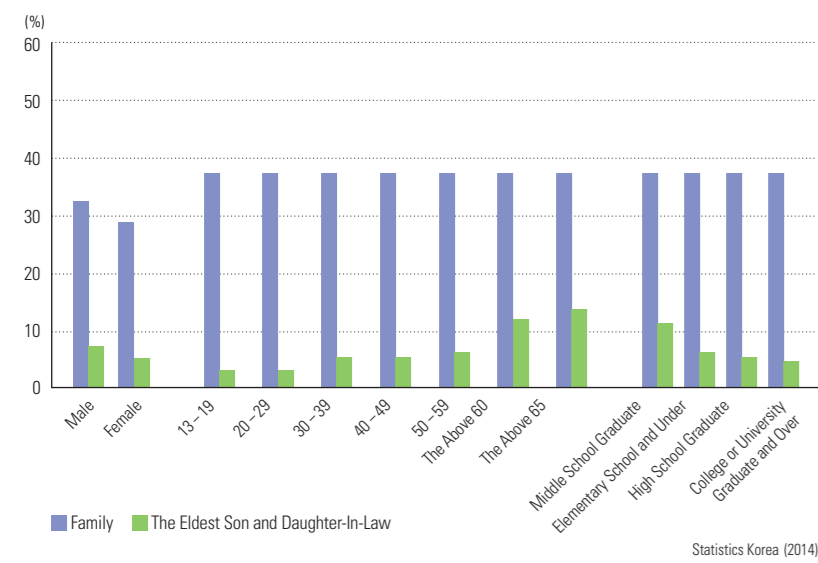
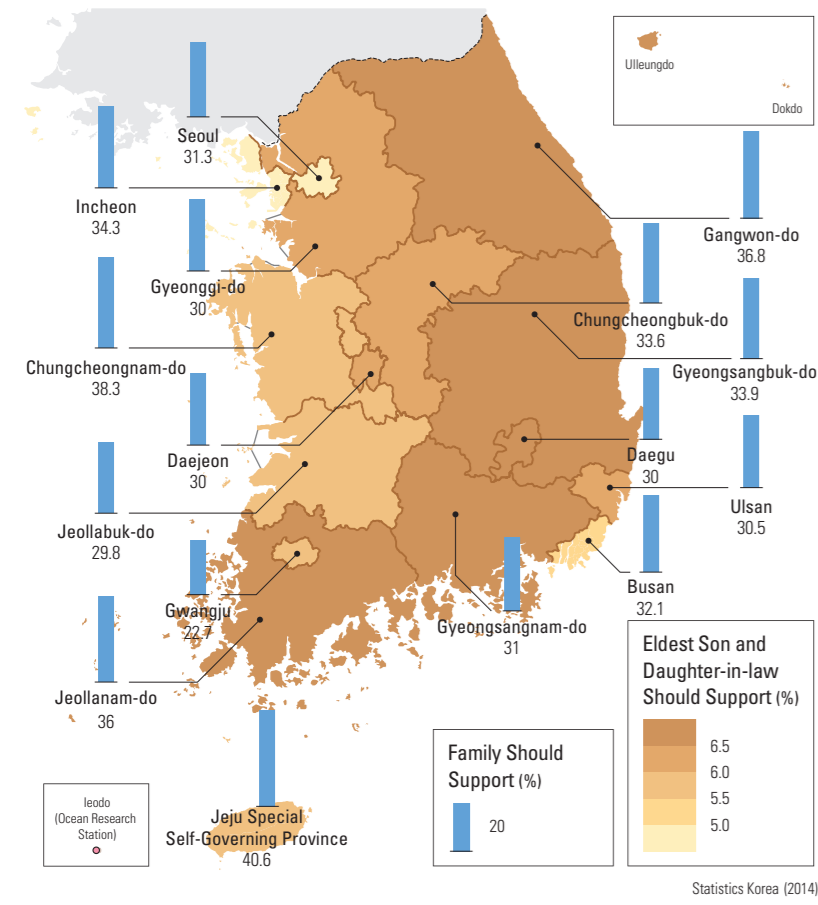
time and everyday conversation. Regionally-based professional teams are beloved by the regional population. Business enterprises promote and brand themselves through professional sports teams. As a new feature, in addition to the conglomerate oriented professional sport teams,

a variety of citizen sport clubs, maintained by the participation and support of citizens, have been organized.

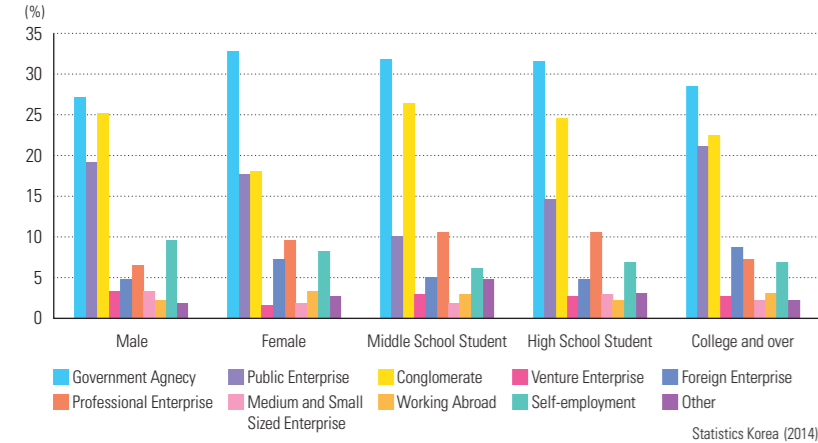
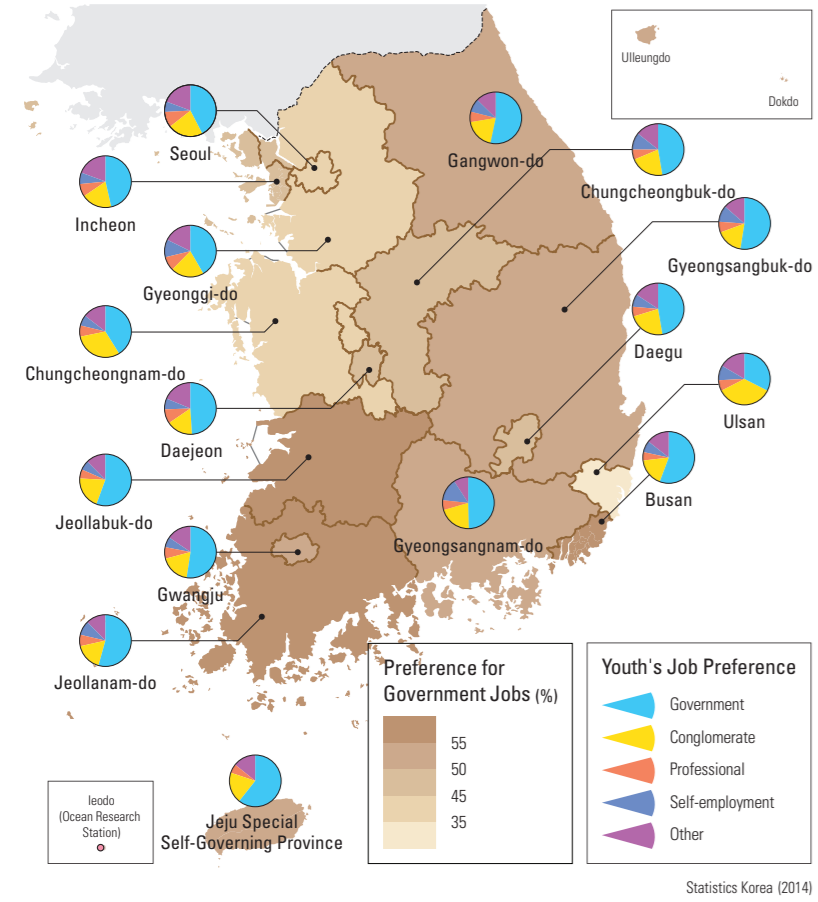


Social Relations and Religion

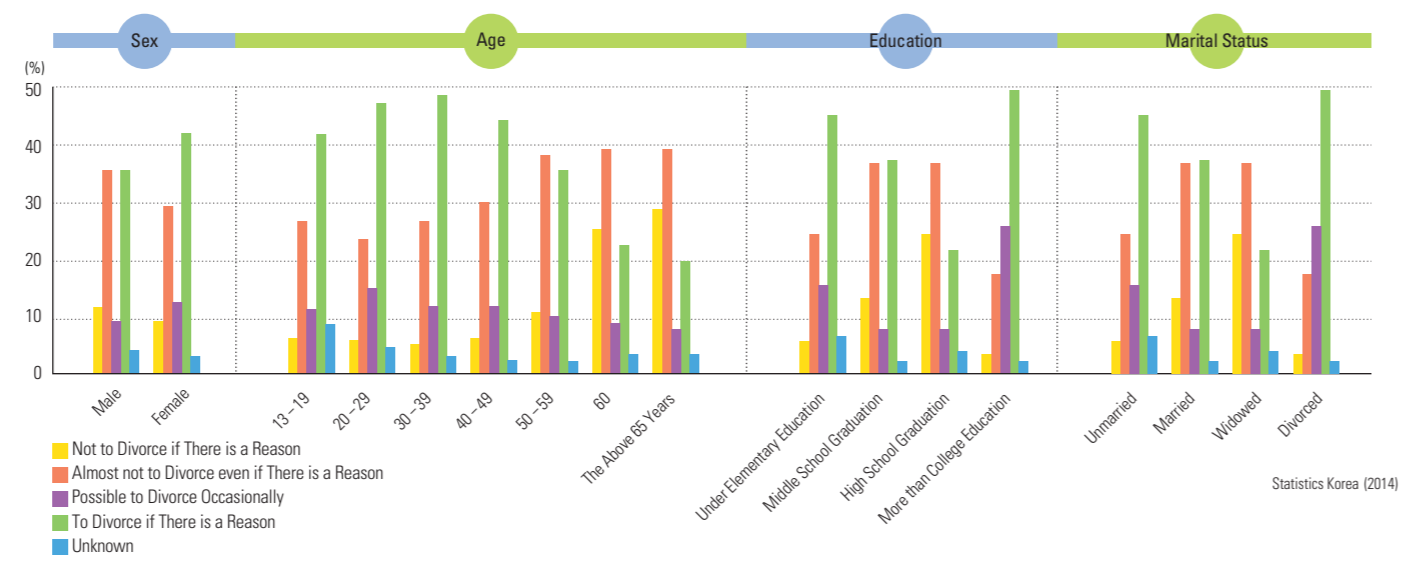
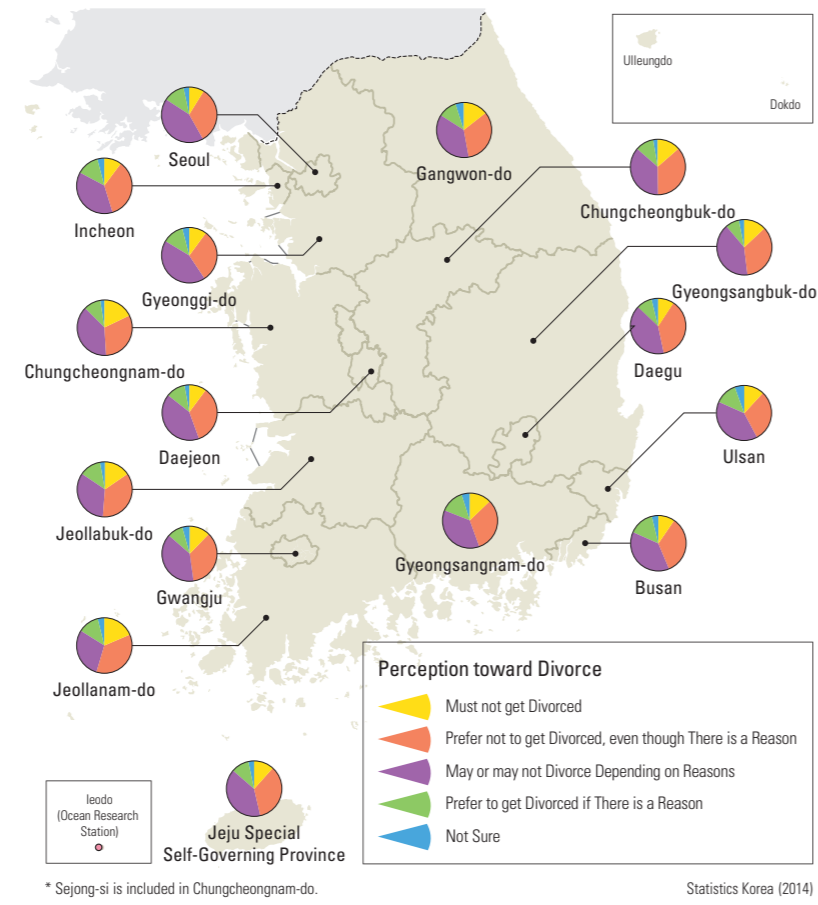
Perception toward Supporting Parents (2014)



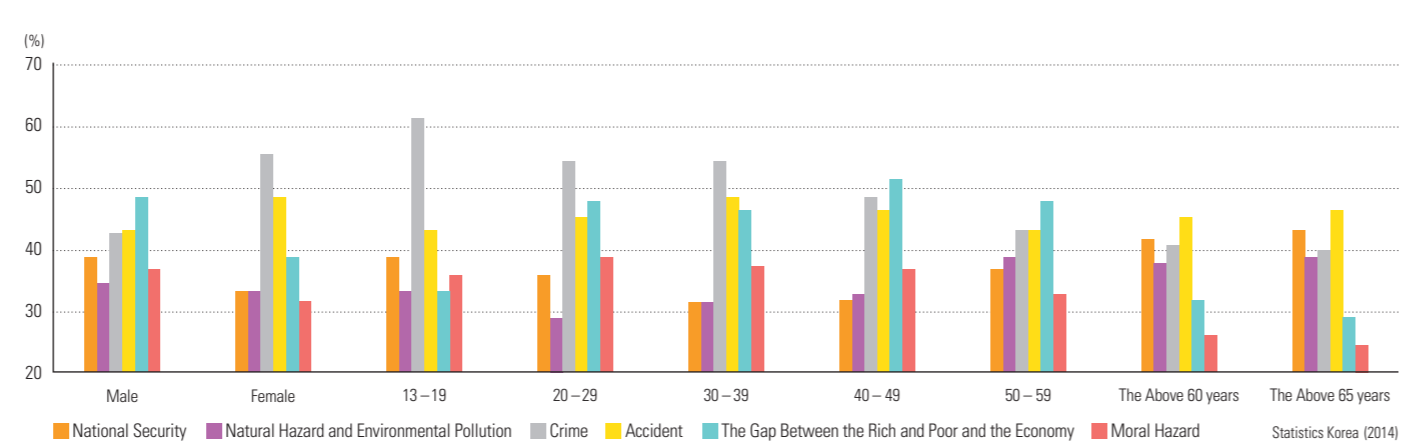
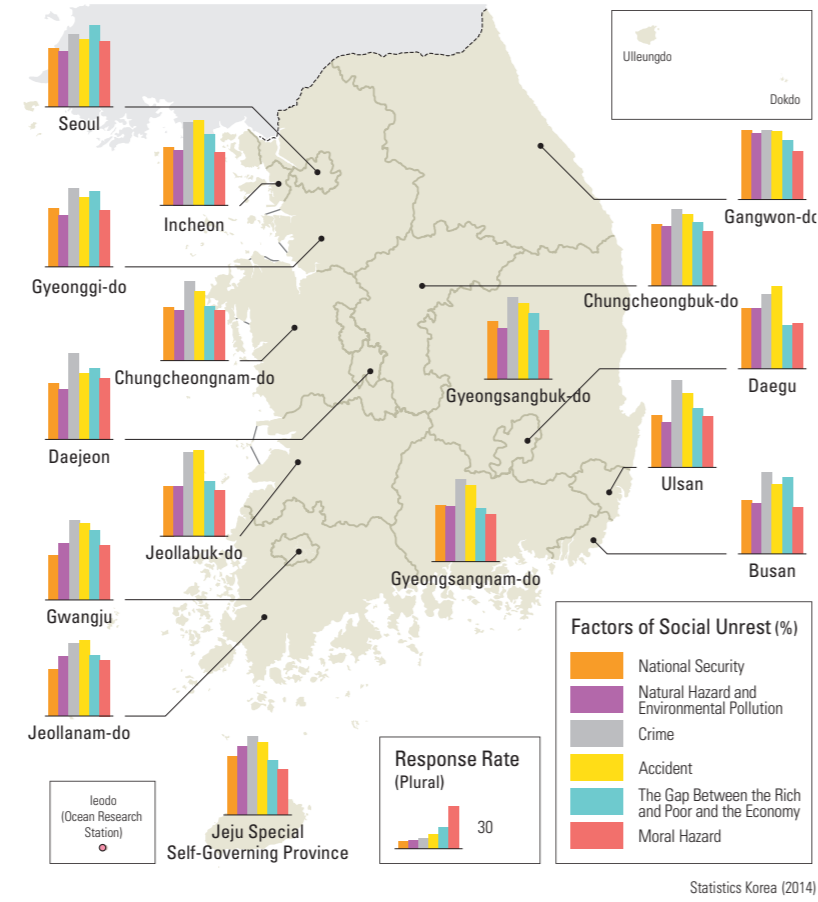
Youth's Job Preference (2014)



Perception toward Divorce (2014)



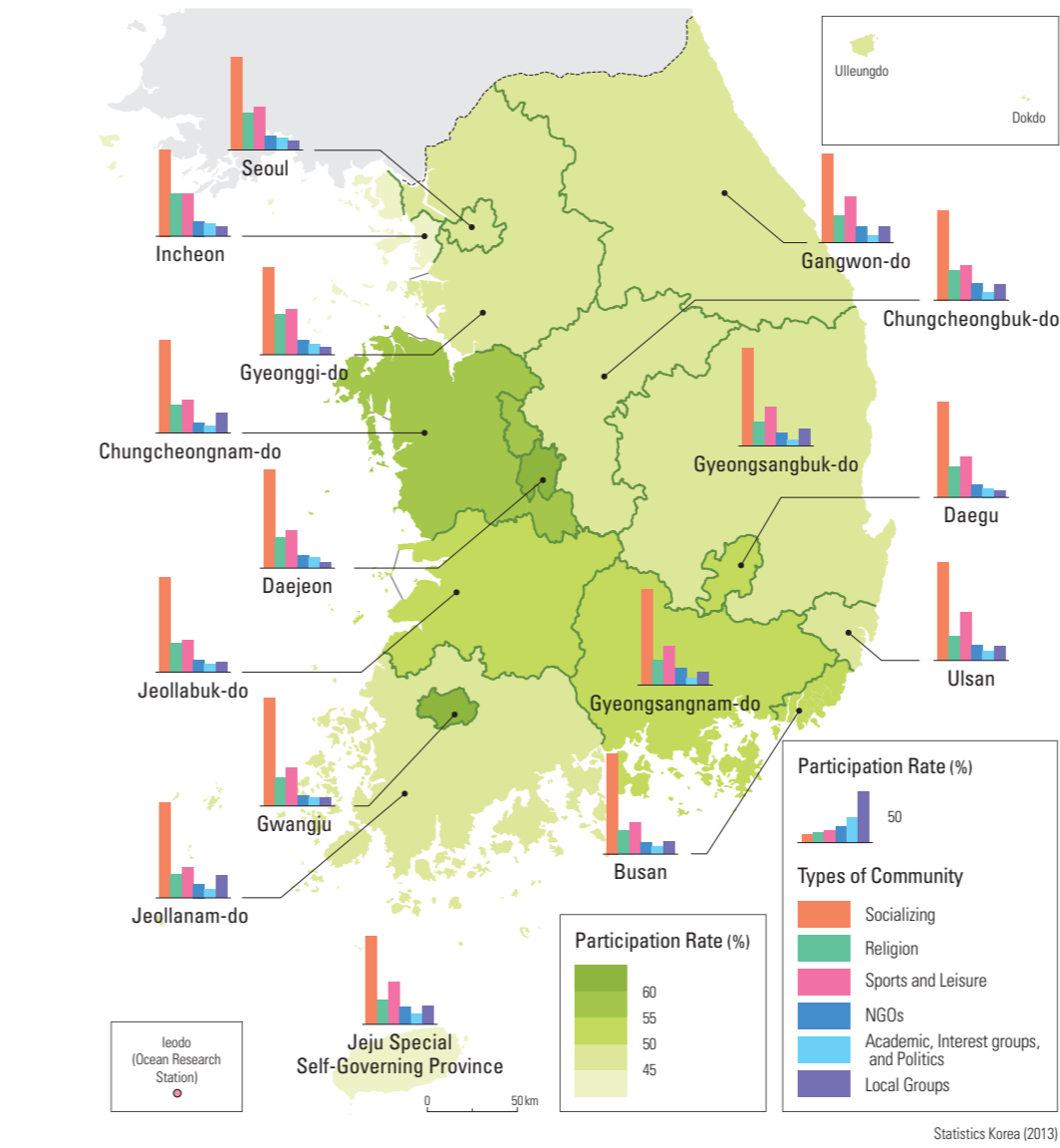
Factors of Social Unrest



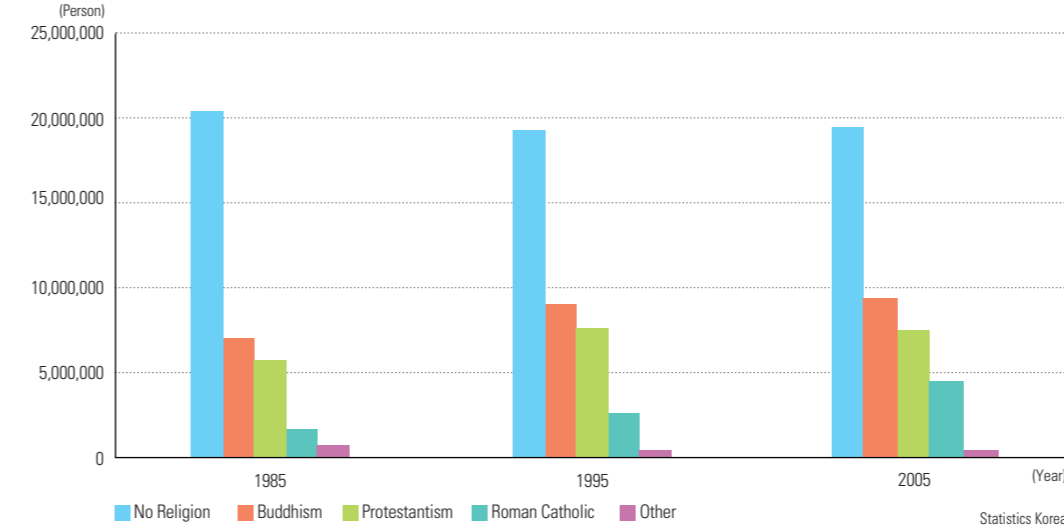
Korean society has undergone rapid changes, which are reflected in the social perceptions and behaviors of its people. Revealing survey results provide a glimpse into how the Korean social consciousness has changed. Change is evident in the parent-child relationship: Traditional Confucian filial piety practices, under which children were expected to bear responsibility for elderly parents, has given way to a new trend in which those in their golden years are independent of their children. Less than 30 percent of 30- to 40-year-olds, who traditionally would have supported their parents, believe such support is today a family responsibility. This point of view differs between urban and rural residents.

The Confucian condemnation of divorce also has changed. More young people do not see divorce as necessarily negative if circumstances dictate. In addition, more educated people are more tolerant of divorce.

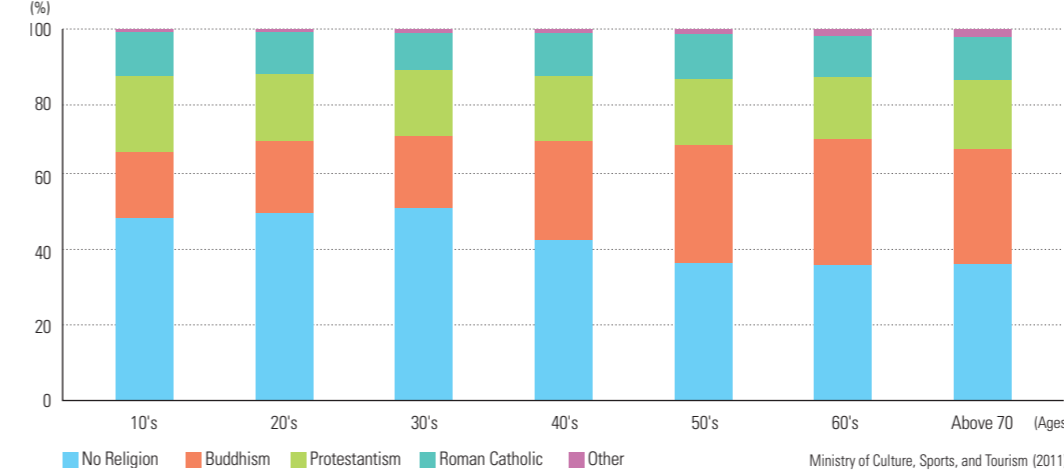
Participation in Social Community (2013)



Population Breakdown by Religion



Religions by Age

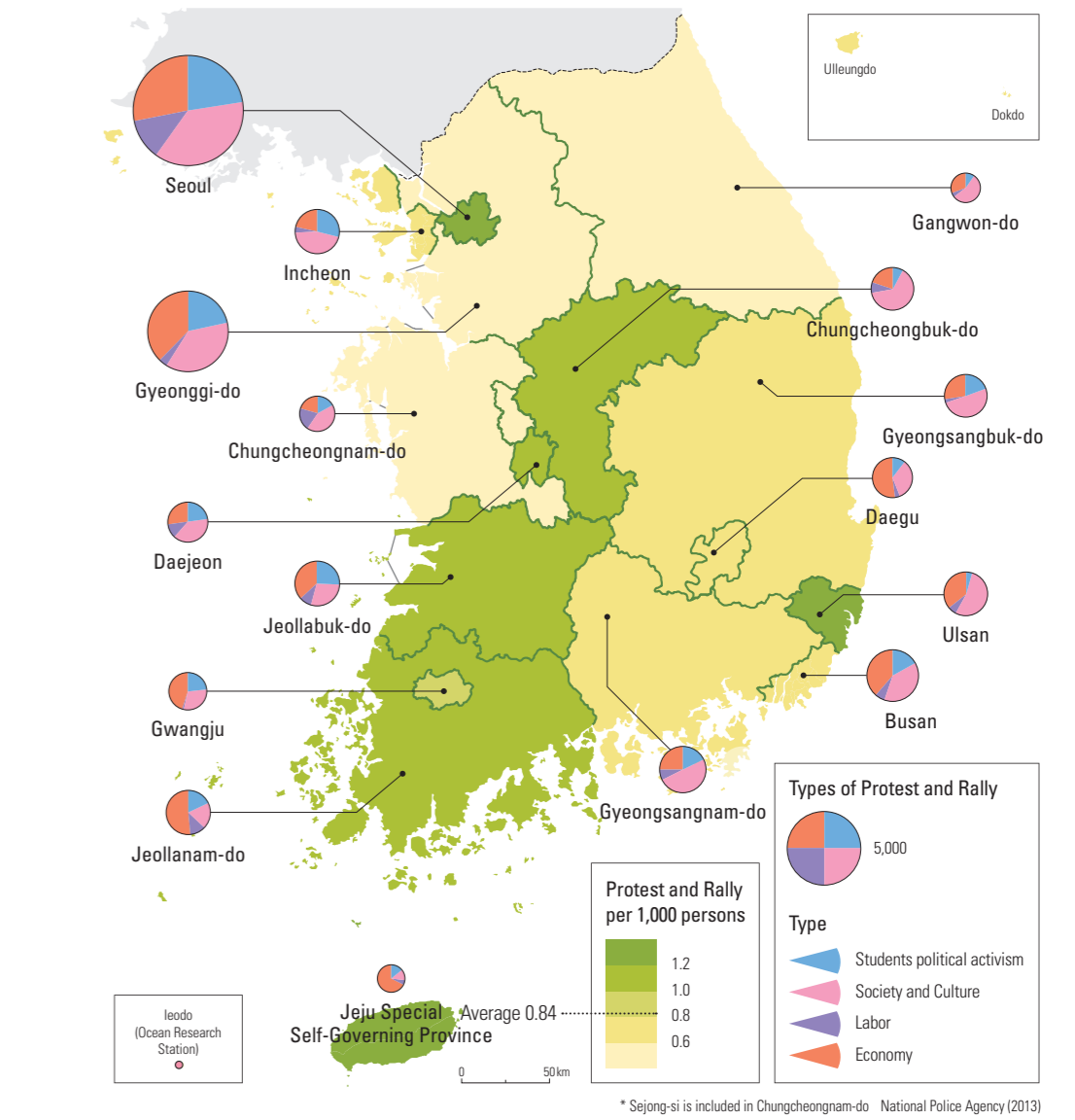


The social life of Koreans has rapidly shifted from the family and village-oriented community of the past to an urban way of life. This change in the social fabric carries with it a variety of forms of social participation. Fraternal societies and social clubs and religious and hobbies-based activities are increasing. Many Koreans work in non-governmental organizations and join political parties and interest groups. Community activity is

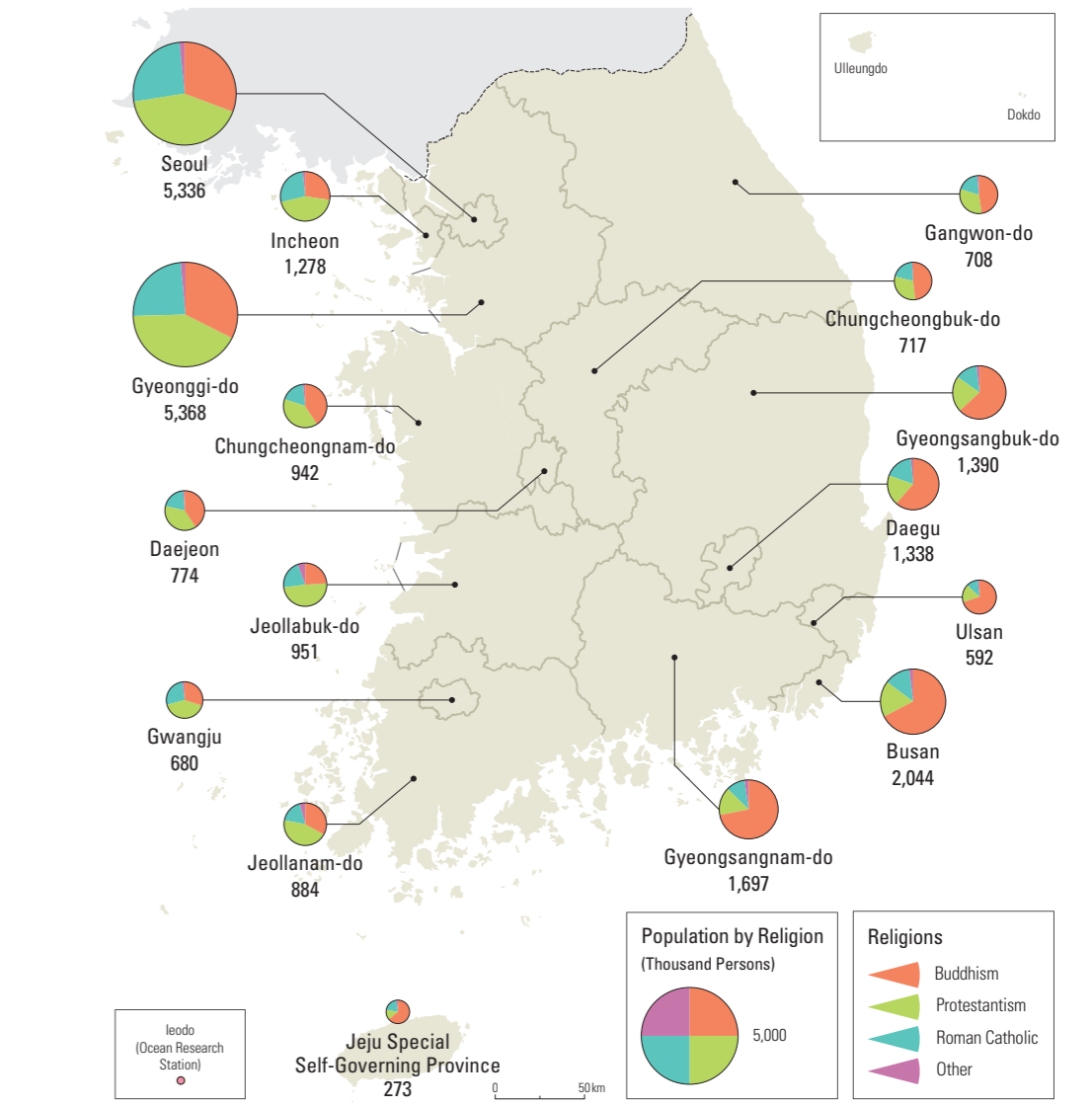
increasing as well.

In addition to institutionalized political activities such as voting and joining political parties as a way of expressing civil rights and opinions, Koreans are raising their voices in protests or participating in rallies in greater numbers. The focus of rallies and demonstrations, which had been on achieving democracy and securing labor rights, has diversified into concern

Protest and Rally



Religions by Region



about the environment, women's rights, and modernization of Korea, and Protestantism and Roman Catholicism have gained parity with Buddhism.

Korean religion has undergone significant changes. Confucianism and Buddhism influenced values and attitudes toward life in the past, and traditional religions were widely practiced in the daily life of Korean people. Christianity introduced by missionaries during the late Joseon Dynasty has rapidly expanded with the

modernization of Korea, and Protestantism and Roman Catholicism have gained parity with Buddhism. Christian congregations rapidly expanded until 1995, but the number has since stagnated. The religious population varies by region. The proportion of Christians is higher in the capital region and southwest area, while the proportion of Buddhists is higher in the southeast area.