Geographical Approach to the Tourism of Cheju Island

Nam-sam Oh*

1. Introduction

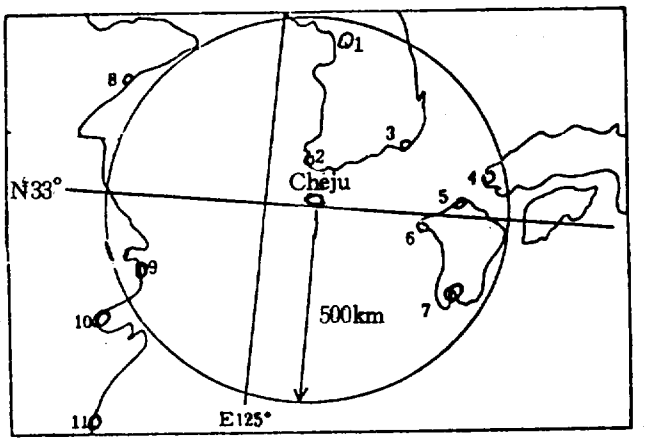
Cheju Island is situated off the south-western coast of the Korean peninsula some 300 kilometers SW of Pusan, one of the largest cities in the Republic of Korea (Fig. 1.). For travelers who want to come to Cheju, several large passenger ships come and go between Cheju and Pusan (one way ticket 14 dollars), Mokpo (12 dollars), Yosu (10 dollars) and Wando (8 dollars) everyday. There is also good airservice with major cities such as Seoul (one way ticket $ 39 dollars), Pusan ($26 dollars), Kwangju ($16 dollars) and Taegu ($32 dollars). Airservice between Kwangju and Cheju and sea service from Wando are the most economical and time saving, although most travelers arrive on Cheju from Seoul and Pusan. The Island also enjoys airservice with Japan to Tokyo 3 times a week (one way ticket 187 dollars) and Osaka once a day (140 dollars).

Hotel room charges range from 12 to 60 dollars per night. A taxi for one day is about 60 dollars. A tourist will pay at least $2.50 for a normal lunch and $2.50 will be sufficient to travel around the island by local bus. Package tours are about $18 a day, or 30 dollars for two days, without hotel charges.

Cheju Island is very different from the mainland in many aspects. Separation from the mainland prevented Cheju from being opened and so the mystic landscape created from volcanic activities has remained unchanged as well as the historic and cultural spots. It is such conditions that have helped Cheju to become both a national and an international tourist destination. Enticements for tourists are increasing because of not only the beautiful landscape and preserved cultural properities but also because of the geographical condition of Cheju[1].

* Department of Tourism Management, College of Social Sciences, Cheju National University, Korea.

Fig. 1. Cheju Location Map



Sample No.	Place	Direction	Range
1	Seoul	NE 3°	480 km
2	Mokpo	NW 350°	180 km
3	Pusan	NE 45°	300 km
4	Shimonoseki	NE 80°	420 km
5	Fukuoka	SE 95°	360 km
6	Nagasaki	SE 120°	264 km
7	Kagoshima	SE 130°	384 km
8	Chingtao	NW 300°	624 km
9	Shanghai	SW 240°	504 km
10	Hangchou	SW 230°	600 km
11	Wenehou	SW 225°	840 km

World travel is increasing due to the development of transport facilities, the increase of GNP and increased leisure time[2]. This rapid growth of tourism is producing promising sources of additional income and is considered very important as it diffuses the developmental energy of central areas to undeveloped areas. This diffusion increases the income of local people while also enhancing governments international payments in less unadvanced countries[3].

The tourist resources of Cheju have a great potentiality for local development. But first, basic information is necessary to understand the tourism resources of

Cheju. This paper is aimed at exploring those resources.

2 . Locational advantages

Cheju Island must owe its excellent location to the Creator as far as the average Korean traveler is concerned. This can be the only explanation of why Cheju has four distinct seasons that provides it with so many trees; a slow spring and autumn giving an affluence sunshine and fruits with a winter milder than that of the mainland. "Location" is generally classified into an absolute location and a relative one[4].

There are two kinds of absolute location: a mathematical location and a geographical (See Table 1). The center point of Cheju Island is "Hukburkunorum" Red-soil hill (1391 m), at N 33° 22′ 40″ and E 126° 33′ 45″; Los Angeles, the Island of Sicily and Tehran are on a similar latitude. They all belong to the Temperate Zone and are well-known as tourist areas. Cheju's climate is also quite suitable to agriculture.

Table 1. The Mathematical Location of Cheju Island*

Directions	Place	Location
North	Kumnyung	33° 34′ 15″ N
South	Marado	33° 06′ 40″ N
East	Udo	126° 58′ 27″ N
West	Chukdo	126° 08′ 42″ N

* The Survey material by the Cheju topographical maps (1/25,000), Korea Government, 1977.

Figure 1 shows that Cheju is well seperated from the neighboring countries except Korea and therefore it does not have the continental climate which is extreme both in summer and winter. Rather, Cheju has an oceanic climate. Moreover, the islands of Japan protect Cheju island from advencing typhoons and the high waves of the Pacific ocean. During the Continental Culture Age Cheju was on the outskirts of the culture. But it may be one of the central places of the Far East Culture during the coming Pacific Culture Age.

Its location in Korea's southern sea has been considered important in the spread

of ancient civilization as it lay as a boundary of between northern and southern cultures. To exclude Cheju Island is making a false step when you study the cultural connection of southern China and southern Japan. The Northern Culture now prevails on Cheju Island, but yet the island traditions seem more or less of a Southern Cultural nature[5] This charms and brings cultural anthropologists to the island.

A relative location is a geopolitical one. Power conflicts within groups decide the geopolitical location which is temporarily established for a particular period. Tension between neighboring nations is raised along a boundary line. But Cheju is safely located, being 300－400 kilometers from other countries. Also, Figure 1 shows that the island may be regarded as a strategic point because of its "hub" location.

An example of this is that during the Koryo Dynasty, Yuan of China developed horse pastures on Cheju, as a launch point to invade both Japan and Southern Sung. So, Yuan tried to chastise the "Sambyolcho", who unsuccessfully fought againt Koryo's submission to the Mongol Court of China[6] During the Yi Dynasty, the government introduced an inhabitation ban policy to protect Cheju from Japanese invasion, and formed Cheju administrative structure. Governors instructed the people of Cheju Island to build 62 signal-fire towers against possible aggression[7] It was thought to be an attempt to construct a fortress.

So, Cheju is located in the central area between powerful countries so that it may play a key role in maintaining world peace. If a country controls Cheju Island, it will become powerful and menace other countries. Therefore no country can have been indifferent to Cheju Island. I, however, think that the power tension in the Far East will be kept the balance for a long time. The balance will be supported by the powers raising competition among the countries. As stability means peace, the countries have a tendency to adopt practical, even selfish national policies. That is, they do not mind political ideology in order to attain their economic growth through trade with their counterparts. If such stability supported by power competition is continued, the location of Cheju Island will enable it to stand in the spotlight of the world as an intersection of trading and cultural exchange of Far-East Asia. Furthermore, the age of transport by land is falling into the shade. The marine and air transportation are reducing costs and time[8]

When the aerial routes among the neighboring countries, especially to China are opened, it will take one hour to get from Cheju to Chingtao, Shanghai, and Hangchou in China, and to Kagoshima, Nagasaki and Fukuoka in Japan. It is certain that trade and culture contacts will be increased.

Cheju Island and the surrounding countries have recently suffered from the het-

erogeneous culture of one another, for they have closed their doors because of strained relations by the different ideologies. It is necessary that our neighbors try to make political, economical and cultural exchange. If the balanced state is to be long-lasting in the Far East, non-political exchange is expected to increase. If so, Cheju Island will be spotlighted as an intermediate place. It is certain that Cheju as an attractive tourist spot will be helpful in increasing the exchanges.[9] Therefore, when the Cheju development plan is supplemented, we should take its important location into consideration.

3 . Natural elements

Cheju Island belongs to the Alkali Rock Province. It is a shield volcano formed by central eruptions that formed Mt. Halla. The island composed mainly of large amounts of basaltic lava flows and minor pyroclastic rocks belonging chemically to the alkali olivine basalt–trachyte association. The landform, which is closely related to volcanism, can be divided topographically into lava plateaus, the shield-shaped Halla volcanic edifice and parasitic scoria cones which number over 360.[10] The lava plateau is composed of voluminous basaltic lava flows which extend to the coast region with a gentle slope.[11] Many lava tunnels, serval thousand meters long, are found in these lava flows.[12] The shield volcano occupies the central part of the island. Near the peak of Mt. Halla is a large crator (400 m in diameter) called Bagrockdam. More than 360 parasitic cones, about 150 to 200 meter in height, lie along the long axis of the island. They have not suffered much erosion. The coast line is very simple around the island.

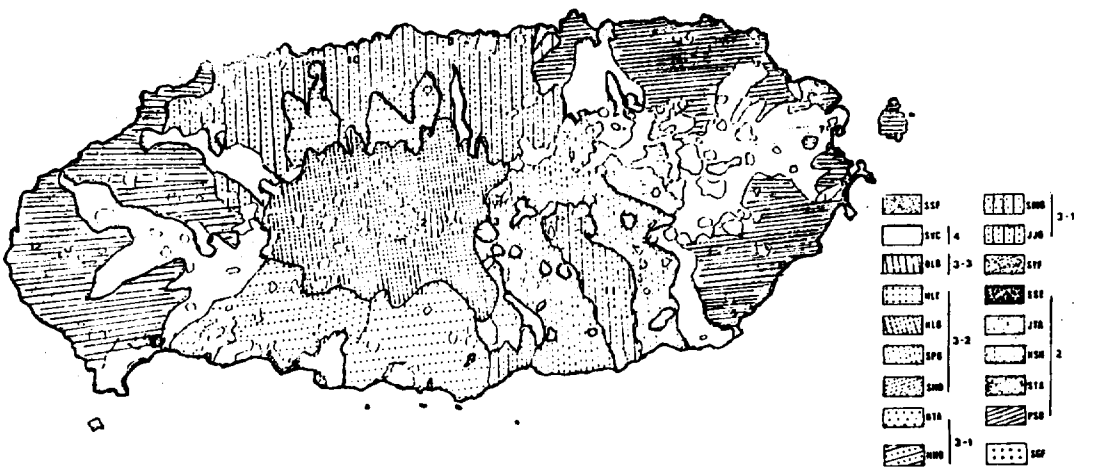
Cheju Island came into existence during the Upper Pliocene to Lower Pleistocene through successive central eruptions and continued into historic time with parasite eruptions recorded in 1002 and 1007 A.D. (Haraguchi, 1931). The geology is characterized by the occurrence of thick voluminous basaltic lava flows, minor pyroclastic rocks, hyaloclastite and numerous parasitic scoria cones. Previous studies presented a general model of the stratigraphic of the principal volcanic and sedimentary units.[13]

In Figure 2 and 3, the volcanism may be classified into 4 stages on the basis of the geological and topographical features, which are further subdivided into 19 stratigraphic units.[14] As can be seen from Figures 2 and 3, there are main cyclic

eruptions: 1) from basalt through hawaiite to trachyte (Stage 1 and 2 in Fig. 3), 2) from hawaiite to mugearite (Stage 3-1 in Fig. 3) or hawaiite to trachyte (Stage 3-2 in Fig. 3), and 3) basaltic scoria cones. The first cycle built up the lava plateau (called the lava plateau cycle). The second cycle built up the shield-shaped volcanic edifice about 2000 meters in height in the central part of the island (called the Halla shield volcano cycle). The last cycle (called the scoria cone cycle) erupted into more than 360 parasitic scoria cones along the long axis of the island because of structural line eruption of the base formation.

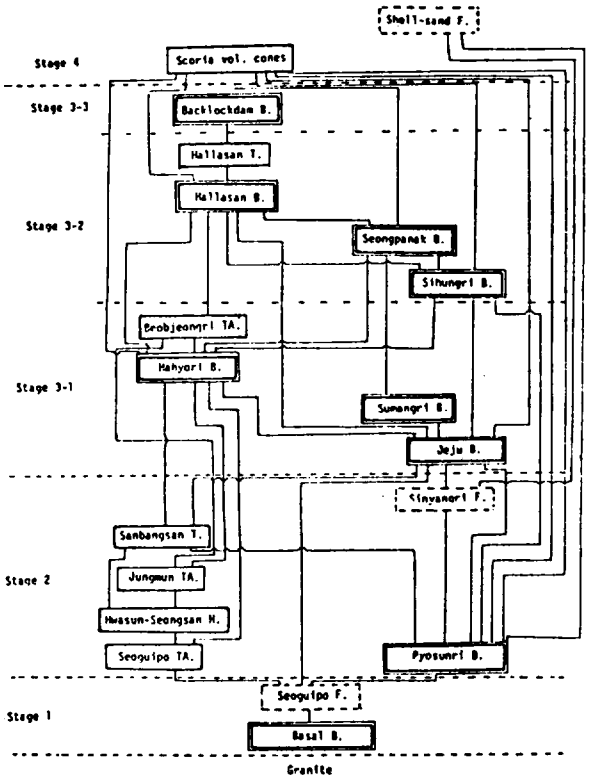
The lava plateau and the Halla shield volcano cycles commenced with the eruption of the voluminous basic lava and finished with decreasing volume and frequency of the eruptions of intermediate and salic lava. The parasitic scoria cone cycle produced a large amount of basaltic scoria. So the geological features of each cycle are considered to be discriminated in characteristics by the materials of the lava flows.

Fig. 2. Generalized Geological Map of Jeju Island Showing Major Stratigraphic Divisions.



SGF, Seoguipo Formation; PSB, Pyoseonri alkali basalt; STA, Seoguipo Hawaiite; HSH, Hwasun-Seongsan hyaloclastite; JTA, Jungmun hawaiite; SST, Sanbangsan trachyte; SYF, Sinyangri Formation; JJB, Jeju hawaiite; SMB, Sumangri hawaiite; HHB, Hahyori hawaiite; BTA, Beobjeongri mugearite; SHB, Sihungri hawaiite; SPB, Seongpanak hawaiite; HLB, Hallasan hawaiite; HLT, Hallasan trachyte; BLB, Backlockdam hawaiite; SVC, Scoria volcanic cones; SSF, Shell-sand Formation; 1, Hallasan; 2, Backlockdam; 3, Jejusi; 4, Seoguipo; 5, Pyeosunri; 6, Seongsan; 7, Sihungri; 8, Sanbangsan; 9, Jungmun; 10, Kwangyeong; 11, Sumangri; 12, Mosulpo; 13, Seongpanack.

Fig.3. Block Diagram Showing the Succession of the Principal Stratigraphic Units and the History of the Development of Jeju Island.



The arrows indicate the stratigraphic relationship between the units determined in the field and by drilling.

B, alkali basalt; TA, hawaiite; H, hyaloclastite; T, trachyte; F, Formation.

Cheju Island is located on the back side of the Circum Pacific Orogenic Movement Belt. The features of lava are similar to those of Hawaii not to Japan. The volcanic cones are similar to those of Hawaii or Iceland and bigger than those of Japan. The naturaly precipitous waterfalls from suspected trachyte are found in the areas of Cheju city and Seoguipo city.[15] The Eastern and Western areas have some plains and the eastern highlands have many volcanic cones. Seoguipo and Songeup are known for big maars which were explosive volcanos in the past.

The climate of Cheju Island shows variety as it is located to the east of the Asian Continent and in the middle latitude. The Subtropical zone is due to the middle latitude while the seasonal climate is due to its geographical position east

The floral zone is divided by the various climatic zones by the height of Mt. Halla. Rainfall was little effect on the distribution of plants. So any forest tree can be found over almost all the island. Natural and artificial elements formed new floral zone by the level of altitude: the subtropical zone (northern area below 400 meters of sea level, southern area below 600 meters), the temperature zone (below 1,500 meters), the frigid zone (above 1,500 meters). There are 176 plant families with 686 genera: 1,759 species of native plants and 144 cultivated exotic plants and 24 naturalized plants, while special production plants reach 74 plants, so there are a total of 2001 species. Therefore Cheju enjoys 50 % of the total plants native to the peninsula, which realizes 4,000 species. Yet, the area of Cheju is only 0.8% of the whole of Korea.[18]

4 . The Utilization of Tourism resources

The natural landscape and the traditional culture are the things which attract many tourists to Cheju Island. Many of these attractions are designated as cultural assets by the government.[19] There are two kinds of Cultural assets designated by the Ministry of Culture and Information and the provincial government.

The number of national cultural assets is 40 items (Table 3). But in fact, the exact number is 38 items because there are two assets which are doubly designated.[20] Without National Treasure in the detailed items, only one treasure (Kwandokjong), one historic relic spot (Samsonghyol) and 24 natural monuments are in the island.

Provincial cultural assets (Table 4) are designated to improve the prejudice of National Culture assets. 28 of 49 monuments are cultural assets while natural resources are only 21 of 182 provincial cultural assets. The distribution is uneven with 60 in Cheju city, 63 in North Cheju County, 5 in Seoguipo city, and 49 in South Cheju County (reference to Table 4).

70 assets are open to tourists but only about 30 assets are well-visited (Fig.5). Beautiful seaside places are Ilchulbong, Sanbangsan, Oedolgoe, Sammaebong, Sarabong. Hamdoeg, Pyoseon, and Jungmun are famous clean beaches. Waterfalls are Cheonjeyeon, Cheonjiyeon, and Jeongbang. Natural forest gardens are Pijarim (Torreya Nut Forest) and Kumsan Park. Other culture assets are Hangpaduri, the Songeup folklore village, Kwandokjong, Samsonghyol, Mogsogwon, Sancheondan, and Yongdu-am. And other popular places which attract many tourists are tangerine orchards, pasture lands, folk

and historic museums, souvenir exhibition halls and piers.

Table 3. Distribution of national cultural assets in Cheju

lawful classification	Cheju city	North Cheju	Soguipo city	South Cheju	all over Chejudo	Total
treasure	1					1
historic relic spot	1					1
important folk material		2		6		8
important intangible culture asset	3	1				4
natural monument	3	8	7	4	2	24
Total	8	11	7	10	2	38

Table 4. Distribution of provincial cultural assets

lawful classification	Cheju city	North Cheju	Soguipo city	South Cheju	all over Chejudo	Total
tangible culture asset	3	3		3		9
intangible culture asset		5		2	5	12
monuments	16	20	3	10		49
folk material	34	35	2	34		
cultural material	7					
Total	60	63	5	49	5	182

The number of tourists arriving at the 10 major tourist spots are as follows (See Table 5): Cheonjiyeon (700 thousand), Manjanggul (680 thousand), Natural history and folklore museum(600 thousand), Ilchulbong (590 thousand), Hyobjae-gul (590 thousand), Jeongbang Waterfall (560 thousand), Sangumburi crater (510 thousand), Samsonghyol (500 thousand), Chonjeyeon (410 thousand), Moksukwon (3 hundred thousand). The Natural history and Folklore Museum and Hyopjaegul are getting more tourists these days.[21]

Table 5. The Best Ten of Tourism Resources in Cheju

Ranking	Designation	1984		1985		Increase rate
		Number*	Income**	Number*	Income**	
1	Cheonjiyeon	693	282	704	290	1.5 %
2	Manjang-gul	601	528	680	594	13 %
3	Natural History Museum	255	97	606	248	38 %
4	Ilchul-bong	512	216	589	248	15 %
5	Hyeobjae-gul	477	318	587	381	23 %
6	Jeongbang Waterfall	505	205	560	230	11 %
7	Sangumburi	441	126	512	190	16 %
8	Samsong-hyol	458	157	506	165	10 %
9	Cheonjeyeon	383	154	411	168	7.3 %
10	Mogseogweon	363	98	302	81	−17 %

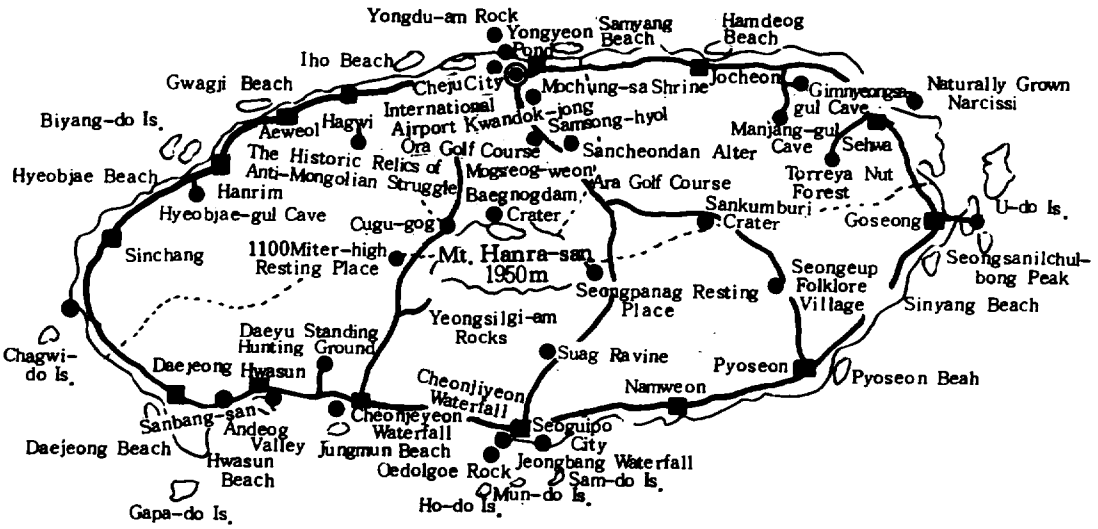
* Number (1,000 persons)
** Income (100,000 won)
○ Materials: Tourism Section of Cheju-do, 1986.

Seven of the 10 tourist spots are natural resources and 3 of them are artificial places. It is often pointed out that the lack of information materials and guides' inexpertness must be improved.[22] For example, Samsonghyol, the symbol of Cheju's history, does not satisfy tourists because of its small scale and simple image. In contrast, even though the Natural history and Folklore Museum and Hyeobjae-gul Cave are far from the scales of other country tourism resources, they are getting popular because of their uniqueness. The Cheju Folklore village in Pyoson and Marine Park in Chungmun Tourism zone opened recently and are popular, but their

sufficient data is not yet available.

Let us look at the correlation between the tourist movements among the major 9 tourist resorts[23] (Fig. 5). The number of tourists to Samsonghyol reaches 50 percent between 8 and 10 a.m. It is thought that this legendary place is the first stop of almost of all tours. The next stop is Mogsogwon, which peaks at from 10 to 11 a.m. and 3 to 5 p.m. That means Mogsugwon is the second stop of the tour or the last stop. The stop after Mogsugwon is Sangumburi crater (20 %) or Seoguipo (20 %).

Fig.5. The Tourist Map of Cheju Island



Manjang Cave has 30 % of the visitors from Samsonghyol and sends 40 % to Ilchulbang. The peak zone is 11 to 12 a.m. and 2 to 3 p.m. Ilchulbong has much receptivity from Sangumburi and sends 80 % to Manjang Cave. The peak time is 12 to 2 p.m.

Cheonjeyeon receives many tourists from Sanbangsan, Sammaebong, and Cheon-

jiyeon, and sends many to Cheonjiyeon. The peak time is 12 o'clock and 3 p.m. Cheonjiyeon receives almost all tourists from Sammaebong and sends them to Jeongbang Waterfall. The peak time is 9 a.m., which means it is the first stop of tour originating in Seoguipo. Chongbang Waterfall receives 60 % from Cheonjiyeon and sends 45% to Honeymoon House. The peak time is 9 a.m. and 5 p.m. Sangumburi receives many visitors from Seongpanag, Mogsugwon and Songeup Folklore Village and sends them to Manjang Cave and Songeup Folklore Village. Sanbangsan receives visitors from Hyopjae-gul and sends them to Andok Valley and Cheonjiyeon Waterfall. The peak time is around 12 o'clock.

5 . Conclusion

The locational, natural and cultural condition of Cheju is so different from and unique to the peninsula that Cheju Island immediately impresses its many tourist arrivals. There are several important conditions as the center of Far-East Asia, the natural features of a volocanic island, the warm temperature, the coexistence of a Southern and Northern Culture, and traditional folklore and customs etc.

The growth of the tourist industry is increasing so rapidly that no other industry is apprently keeping pace, and so it may be that the tourist industry will overcome and replace the other industries on Cheju Island except as they relate to the tourism industry-agriculture and fishing for example. The present stable situation will remain for the foreseeable future. It must be said as criticism that the government and the industries overdeveloped the traditional and natural resources albeit under economic compulsion. They must carry their development plan considerably because there is no room for trial and error on Cheju Island. Prior to development, they should research the tourists resources carefully to prepare the protective devices, and approach the comprehensive plan realistically, considering the balance of development and the social problems.

It has been my intention to better help Cheju and Hawaii understand each other. I hope this discussion will pave the way to deeper discussions, especially in those areas in which Cheju has had very little experience. Certainly, from the development of Hawaii we can learn from the past, the present and the future.

Thank you !

< Footnotes >

1) Kyung-Ho Kim, An Approach to the Promotion of Tourist Industry in the Cheju Area, Cheju University Journal, Vol.20, 1985, pp.111～128.
2) James F. Murphy, Concepts of Leisure, Prentice-Hall, Inc., New Jersey, 1981, pp.6～9.
3) Kwang-ha Kang, Hyang-jin Huh, A Study on the Analysis of Regional Tourism Income in Cheju-do, Journal of Social Development Review, Vol.3, Social Development Institute, Cheju National University, Korea, 1987, pp.355～432.
4) Nam-Sam OH, Cheju Development Plan Should Be Formulated in Consideration of Its Location, The Islander, Cheju National University, May 1, 1986, pp.4～5.
5) Nam-wuk Ko, Chang-hun Ko, Chul-in Yu, A Study of the Articulation of Island and Mainland in the Korean Society: A Case of Cheju Island, Cheju University Journal, Vol.23, 1986, pp.327～362; Yong-joon Hyun, A Study on the Sam-Seong Myth, Tamla-moonhwa, Vol.2, Tamla-moonhwa Institute, Cheju National University, 1983, pp.45～94.
6) Chang-sok Ko, Cheju Island During the Yuan-Ming Dynasties Transitional Period: The Rebellion of the Mongol Herders, Tamla-moonhwa, Vol.4, Tamla-moonhwa Institute, Cheju National University, 1985, pp.1～24.
7) Yong-hoo Park, The Topography of Cheju Island, Baeckyong-Sa Co., Cheju, Korea, 1976, pp.73～81.
8) James F. Murphy, op.cit., pp.9～11.
9) Tae-bo Kim, The Structural Characteristics of Cheju Regional Economy and Its Industrial Development Strategies, Cheju University Journal, Vol.18, Korea, 1984, pp.333～370.
10) Seung-Phill Park, A Study on Lateral Volcanoes Of Cheju Island, Chonnam National University Journal (Natural Science Part), Vol.30, Korea, 1985, pp.159 ～ 166.
11) Dong-won Park, Nam-sam OH, A Geomorphological Study on the Wave Cut Platforms of Cheju Island, Geography Journal, Vol.8, Geography Department of Seoul National University, Seoul, Korea, 1981, pp.1～10.
12) You-yung Shin, The Study on the Structures and Processes of the Formation of the Lava Tunnel in Cheju Island, Master's thesis, Kon-kuk University, Seoul, Korea, 1981.
13) Chong-kwan Won, Study of Geologic Development and the Volcanic Activity

of the Cheju Island, doctoral dissertation, Kon-kuk University, Seoul, Korea, 1975.

14) Moon-won Lee, Petrology and Geochemistry of Cheju Volcanic Island, Korea, doctoral dissertation, Tohoku University, Sendai, Japan, 1982.

15) Moon-won Lee, In-suk Son, 'A Study on the Relation between Upheaval Topographic Features and Tetonic in Developing Cheju Vocanic Island, Cheju University Journal (Natural Science Part) Vol.17, Cheju, Korea, 1984, pp.221 ~ 228.

16) Seung-ho Lee, A Study on Winter-wind in Cheju Island, Master's thesis, Konkuk University, Seoul, Korea, 1985.

17) Song-soo Jang, A Questionaire Study on the Tourists in Cheju Island, Ideology Journal, Vol.3, Ideology Institute, Cheju National University, Cheju, Korea, 1985, pp.183 ~ 230.

18) Cheju-do Province, Cheju-do Topography, Vol.1, Cheju-do, Korea, 1982, pp.563 ~ 598.

19) Byoung-Moon Kim, A Geographical Study on the Patterns of Tourism Resources in Korea, doctoral dissertation, Kyung Hee University, Seoul, Korea, 1986, pp.39 ~ 62.

20) Nam-Sam OH, A Study on the Tourism Attraction of the Designated Cultural Assets in Cheju, Journal of Social Development Review, Vol.3, Social Development Institute, Cheju National University, Korea, 1987, pp.315 ~ 354.

21) Nam-Sam Oh, A Discussion about 1986 Tourism in Cheju, Tourism Cheju, Monthly Tourism Cheju Co., Cheju, Korea, 12, 1986, pp.32 ~ 38.

22) Song-soo Jang, A Comparative Study on the Present Status of Tourism Resources by Region, Cheju University Journal, Vol.20, 1985, pp.129 ~ 155.

23) Haeng-chull Shin, Nam-sam Oh, Soong-ho Kim, A Study on the Saemaul Movement of the Tourist Resort in Cheju, Saemaul Journal, Vol.4, Saemaul Institute, Cheju National University, Korea, 1987, pp.3 ~ 50.