

CHEJU RESOURCES EXPLOITATION

Relating Cheju Resource Development to Projects Within the Scope of Local Entrepreneurs

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INTRODUCTION:

This paper will concern itself with a look at some resources of Cheju that offer developmental potential for tourism while directly relating to the local population.

Tourism used herein, unless otherwise denoted, carries the connotation of tourist travel as that travel is regarded as a source of income to this island.

A *Tourist* here-in is regarded as any individual coming to Cheju who engages any part of his or her time in the pursuit of pleasure. This endeavor may be described as pleasure to the five senses or that pleasure invoked from direct involvement with activities on Cheju such as fishing, hunting, hiking, swimming, etc.

Most of the island's primary resources remained untouched or barely touched at the end of 1982. A 'resource' that does not become an 'attraction' is lost to the travelling public and therefore is of no value to the area's tourism. To present, Cheju's natural resources have required extremely little exploitation through human effort, cases in point being the falls, gorges and the lava tubes, all which existed before tourism developed and are the attractions today upon which tourism is trying to be developed.

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A *Resource* is intended in this paper to convey the meaning of 'something that lies ready for use or can be drawn upon for aid.' (Webster)

Natural attractions such as the aforementioned falls, gorges and lava tubes have been pin-pointed, inventoried and with but very little further super-structural work, will remain as they are, requiring almost no effort to maintain unless struck by natural disaster.

The resources that lie ready for use seem somehow obscured to local entrepreneurs' eyes, while those exploitative advances that have been made into certain resources have been without much true entrepreneurial spirit, advances being only a sideline to an existing and usually traditional venture.

Resource development should recognize and incorporate the following conditions:

- a) Each locally developed project dealing with Cheju's resources should be geared to extending the visitor's stay.
- b) A project should appeal to domestic as well as international visitors.
- c) Each project should directly involve the immediate local population in activities directly related to the project.
- d) The project should directly reflect on the income of the local population.

One serious prohibitive factor on the entrepreneur's enthusiastic inroads to resource development is the lack of government follow-up of the decision to turn Cheju into a tourist destination. Development of specific marine resource projects to be discussed here require imported parts and equipment because these same parts and equipment are either not produced in Korea or are of such inferior quality that they are unsuitable in a marine environment such as Cheju's. However, the Customs Import Duty on marine equipment starts at approximately 35% of the CIF cost whereas a serious government attempt to permit tourism development would seek some way to alleviate this initial burden on the entrepreneur's available capital.

Projects to Exploit Cheju's Natural Resources:

A. Sports Fishing

Cheju's coastline measures 253 kilometers and the waters along this coastline, due to the unique currents and climate of the area, potentially present some of the finest salt-water sports fishing in the world.

Whereas little direct income is realized from shore fishing, a substantial in-

dustry can be based on charter boat and party-boat fishing.

At the end of 1982 there was not a suitable sports fishing boat along Cheju's coastline. The US Army Base at Mosulpo owns an 18 foot open speed boat suitable for two or three fishermen but this boat has been out of the water for three years. Boats presently used for sports fishing are mostly displacement type, wooden hulls generally used for local commercial fishing; have a top speed of about 8 knots, usually no refrigeration facilities nor 'indoor' head (toilet) and are less than clean or neat.

A 'suitable' all weather boat for Cheju waters is one with a top speed range of about 20 knots, necessary for Cheju's rapidly changing weather conditions; is diesel powered and has a reduction gear to permit trolling. Such a boat should be of the fiber-glass or sandwich foam construction with closed air chambers for safety and be equipped with a refrigerator, VHF radio, depth-finding equipment, toilet and basic cooking facilities. Overall length should not be less than 22 feet with a foreward cabin and aft cockpit, to 32-34 feet with similar cabin and cockpit features. A 22 foot boat of the above mentioned type will fish four trolls or 10-12 party fishermen (boat at anchor or drifting) or carry 6-8 scuba divers with full equipment, all in safety and with enough speed to seek a safe haven from 15-20 nautical miles out at sea.

Local Production:

Craft of the above description can be built on Cheju by local entrepreneurs, as in fact a 22 foot boat is now under construction by the Cheju Adventures Company, a privately owned enterprise seeking to help develop local marine resources including sailing and scuba diving; activities all directly related to Cheju tourism.

Government Assistance:

The provincial government should actively offer positive support to such local production when that production is intended for use around Cheju with Cheju as the 'home' harbor. Such boat construction is a "non-polluting" enterprise, well within the ability of the average individual and provides a secondary enterprise or "rainy day" activity as a sideline.

Two types of immediate government assistance are required:

1. Relief from Customs Import Duty on marine parts for sports fishing craft including lightweight motors which are not produced in Korea and on fastenings

and fittings not produced in Korea. As Cheju is considered a tourist destination and marine resources constitute a potentially great share of the tourist dollar, a realistic attitude by government on imports of equipment related to tourism is necessary.

2. Moorage facilities:

Sports fishing craft cannot compete for moorage space with older, displacement type wooden craft as exist on Cheju today. Moorage facilities are a part of national infrastructure as are roads, parking facilities and a constant supply of fresh water to villages. A proper moorage facility includes the following features, not available on Cheju today:

- a) A breakwater assuring four season on-water protection for craft of this size.
- b) Permanent fueling facilities.
- c) Permanent electrical hookups for on-shore power.
- d) Repair and maintenance facilities including sling lifts to remove craft from water.
- e) Storage (dry) area for boats to be removed from the water when not required for extended periods of time and for maintenance.
- f) Launching ramp for trailered craft.
- g) Parking area for cars and buses.
- h) Restaurants and related facilities including shower stall.

This type of moorage or marina is suitable for sail-craft as well as the semi-displacement type fishing boats.

An ideal site for a model moorage is in East Kim Nyung, between the Kim Nyung Beach and the eastern extreme of the village on land presently owned by North Cheju County. With immediate access to the main road, the 3,600 cubic meter fill required and the 80 meter breakwater would realize an excellent moorage for developing on-going projects related to marine sources in the northeast section of the island. Such a marina accomplished under the New Village Movement would return the investment in a relatively short time compared to other infrastructure investments.

B. Yachting

Yachting as a leisure time sport is rapidly expanding among youth on the mainland whereas on Cheju and for visitors to Cheju, the sport is almost unknown. During the second semester of the 1982 academic year, students of the Fisheries Department initiated the Cheju National University Yacht Club, attract-

ing a large number of "circle" members. During the fall the only sailing dinghies on the island, constructed and owned by Mr. Chon U-hong, a graduate of the Fisheries Department, were made available to the members at no charge.

Yachting, once considered the 'rich kids' sport, is now open to anyone who is willing to take the time to obtain plans from the Korea Yachting Association and construct any one of the many 'single class' boats available.

The waters around Cheju Island are particularly well suited to small boat sailing, the first step in a yachting industry. The north shore waters are better suited than the south coast waters, especially in the spring, summer and fall when prevailing winds are from the south and southeast. The south coast is more suited to what is known as 'day-sailing', sailing yachts equipped with small motors and sleeping facilities. The south coast presents a further problem in that, exposed to the open sea, yacht basin facilities will be hard to construct and more difficult to maintain.

At the end of 1982 there were six sailing dinghies on Cheju Island (owned by Chon U-hong, Kujwaeup, Kim Nyung Ni) and one or two other sailing type boats owned by the Cheju Chapter of the Korean Sea Scouts. The Cheju National University Yacht Club planned to construct one or two boats if funds could be found.

To the present time (1982. 12. 31) Cheju has not shown the same potential in yacht development as has the mainland. The problem on Cheju is the lack of marine facilities to base a modern yachting industry which have been discussed under 'Sports Fishing.'

If yachting is to develop and have a place in the tourism industry of Cheju, a yacht basin must be considered by the government in the overall planning. A yacht harbor or basin has been considered at Chungmun Beach Resort Complex but this area is not suited to an all-season yacht basin because of the open sea, strong currents, high winds, heavy swells and inaccessibility.

C. Pony Tracking

A prosperous private sector investment potential immediately applicable to Cheju tourism is Pony Tracking.

Known as "Pony Tracking" in the British Isles and horse-back riding, trailing or packing in the United States, this activity lends itself to young and old alike as well as to novice or experienced equestrians. Those interested in the growth of

the sport in Scotland should write to Scottish Tourism, Edinburgh, Scotland.

Cheju Island is not only highly suitable for pony tracking but the historic involvement of the Mongol herders raising ponies on Cheju from the middle of the thirteenth century to 1392 adds a mysticism of past days and promotes a sense of deeper cultural traditions for Korean youth of today.

Whether the Mongols found the pony on Cheju or whether they brought the pony to the island are, as yet, unanswered questions. In as much as the "Cheju Pony", the "Mongol Pony", and the "Malay Pony" are all indistinguishable as to size, body coat, and anatomy, it is the writer's opinion that in the 1200's, the Mongols found on Cheju the same pony, cut off from the mainland as had been the earliest Chejudonians, Tamalians, etc., some 12,000-15,000 years ago as the great ice-caps of the northern hemisphere dwindled to spill their ice-trapped waters into the oceans.

The picture of Cheju's ponies today is disheartening. Thoughtful tourists must be deeply saddened when seeing these sturdy beasts, the ancestors of the carriers of the conquerors of most of Europe as well as Asia under the Khans, standing tethered at various tourist destinations including San Bang Grotto, Chonjaeyon Waterfalls or Moksukwon, used only as tourist picture props.

The "herd" at the north entrance to the toll gates on the First Cross Island Highway feeding on overgrazed, almost non-existent pasture would bring tears to the true horse lover's eyes. Whatever the reason for this particular herd's location, the situation itself borders on the grotesque and in no way promotes tourism on the island.

The only sensible application of the pony to tourism so far on Cheju has been the effort of a Mr. Lee of Wolchong-ni, Kujwaeup, Puk Cheju Kun. For the last few years, Mr. Lee has been offering visitors to Manjang a "coach-ride" from the main road to the tube or from the tube to the entrance. The coach, Mr. Lee's own invention and constructed with his personal funds, is drawn by one of three ponies, the ponies being rotated each day. The coach will carry up to eight average sized people, and although having windows not really large enough, is reasonably comfortable despite the fact that it has no springs, the addition of which would be beneficial.

The old uses of the Cheju pony are all but over. The "macha" days are gone forever while the pony was seemingly never much used for direct agricultural efforts.

While there are no statistics for the year 1970, the 21st edition of the Cheju Statistical Yearbook (1981) shows that at the end of 1980, there were only 2,401 head of horses on the island, as compared with 1975, which boasted a total of 5,925 horses. Ponies have been exported to Japan where, it is claimed, they are used in parks as well as for certain practises in the Japanese medical profession.

Pony tracking is probably the only answer to the plight of Cheju's ponies and this activity will not only carry on the fame of the breed but will add a new dimension to Cheju's appeal as a tourist destination. Perhaps most importantly, it will help to retain an integral part of the island's historical and cultural past.

Briefly, pony tracking is simply the act of providing healthy, well-fed and groomed, saddled ponies to customers enabling them to ride over a pre-set course with a guide.

A course may consist of one "mini-trail" for children of 45-60 minutes duration along a well defined pathway to cross-country jaunts requiring 4-5 hours to a full day for college students and young adults. In the western part of the United States, longer courses terminate at some type of lodging where showers are available as well as food, recreational areas, musical instruments for song fests and sleeping quarters for men and quarters for women.

There is no portion of Cheju Island that is not suited to pony tracking. The establishment of permanent courses is necessary and could infringe on private property but in such cases where the property has no agricultural or other use and where the course itself would not adversely affect the value of the land, the government, in fostering tourism development, should make provision for such use.

Following are three types of courses suggested for Cheju:

1. A children's course:

This course would be less than one kilometer, established on a well maintained trail so parents may walk beside the horse. The course would lead to some vantage point or point of interest and return to the starting point.

2. An hour course:

This course would be for teenagers and older children and consist of approximately 7 kilometers in total length—either out and return, although in certain circumstances, the same riders may not return to the starting point. For example, a course leading overland from the village of Kim Nyung to Manjang Cave

could be routed and from there other riders might make the trip back to the village of Kim Nyung.

3. Half-day or more course:

This course would consist of approximately 28-30 kilometers, attracting groups of a set number by reservation. The course would include a variety of scenery, probably one or two of Cheju's tourist destinations such as Manjang, Sankim booli, Chungwi Village or Moksukwon; or one of Cheju's main ranches; San Dong, Chedong, Isadore, etc.

As mentioned previously, the longer course should include a facility for washing as well as refreshments.

In tourism on Cheju, the area comprising all the land between approximately the 350 and 750 meter line above sea-level is unused for intensive agriculture but provides ideal pony tracking courses as well as many potential sites for lodges. For example, a pony tracking course terminating at a lodge facility along the east-west central mountain road, around San Kim booli, Chungwi, or Kyoraeri would have great appeal to the university students of the mainland and even of Japan, Taiwan, Hong Kong and the Philippines, offering a unique opportunity for crosscultural experiences in an "outbound" situation.

A lodge would most likely be the "A-frame" type structure, the ground floor covering 60-80 pyung and having shower arrangements for the riders or other guests, food service, records/tapes, a large fireplace and all cozily established to blend with the wilderness these attractive areas of Cheju provide.

The second floor is usually a dormitory arrangement with bunks in a men's section and women's section with possibly two or three private rooms for married couples. Such a facility could be used for other events besides pony tracking including circle groups from various universities, church youth groups, YM-YWCA groups, etc.

D. Carver's Park

The potential of individual imagination to enhance Cheju's tourism industry is well expressed in the efforts at Moksukwon. The park's relocation some years ago from near the KAL Hotel has greatly enhanced the project, set as it is in its very natural environment of pine trees yet completely accessible to all at a reasonable price. Most visitors are enchanted by this display of nature's sculpturing as arranged in this setting.

A Carver's Park displaying human sculptured art set in a natural environment would further enhance tourism on Cheju.

A Carver's Park should provide tow activities to visitors. First, such a park should be established on a tract of land large enough and possess features diverse enough to allow the visitor at least one hour to be 'emcompassed' by nature, to have the feeling that nature has not been tampered with, but only enhanced by human endeavor.

Second, such a park should have not only the sculptured works by known artists as well as possibly an area for local amateurs but would also offer for sale representative pieces by each artist displayed permanently within the park.

The investment required to purchase sculptured works of leading artists would be almost prohibitive to a single entrepreneur; therefore, a percentage of profits arrangement with the Carver's Association of Korea wherein the Association would provide (say) two pieces by each member for permanent display and the local entrepreneur provide 15-20,000 pyung of well forested land in the initial joint venture would be the logical approach; the land and the sculptural objects then owned by a local corporation, which, in turn, is owned by the Carver's Association and the entrepreneur(s).

The original landowner would maintain a vested interest on the basis of the investment as well as receive a portion of the entrance fees to continually maintain and beautify the park area.

This type of park would be transversed by well outlined trails, the trails usually covered with the leaves of existent flora and the displays located at points along the way; no two displays being in immediate contact with one another or ever visible from one segment of the trail to another. Trails constructed in such a way will permit visitors to experience a sense of isolated freedom.

There should be one building to house carvings displayed for sales, the carvings sent by the carvers on a consignment basis and the Park retaining from the sales only enough to maintain and operate the facility.

CONCLUSION:

Cheju Island has an abundance of natural resources to offer to every kind of tourist. From the sports minded person seeking active participation and pleasure from fishing, boating, horse-back riding, hiking and mountain climbing to those wishing more leisurely activities associated with walks through parks, both natural and those displaying the art and culture of Cheju, this island has the raw materials and potential to truly become the "Paradise Island" of the East. With enthusiasm, ambition, capital and the cooperation of both citizens and government, Cheju Island definitely has the capacity to develop a tourism industry to incite visitors from near and far. With careful and long range planning, the tourism industry can be a profitable venture and at the same time preserve the historical, natural and cultural environment of a people having a rich past and a promising future.

<국문요약>

제주도 관광자원 개발

1. 1982년말, 제주도의 이용 가능한 해양과 지상자원이 대부분 여전히 개발되지 않고 있다.

2. 이용 가능한 해양자원은 해양스포츠로서 요트타기와 스포츠-낚시를 포함하며, 이 개발은 정부의 확고한 조치없이 이루어질 수 없다. 즉 제주도의 관광개발을 위해 전적으로 이용되는 소형 선박의 수입 부속품에 대한 관세의 특혜 및 중문과 같이 부적당한 곳에 '소형선박선거(마리나)'를 세우는 것보다 김녕처럼 보다 적합한 위치를 선정하는 정부의 조치가 취해짐으로써 개발이 가능하다.

3. 지상자원을 이용하는 계획은 조각공원과 포니트레킹을 포함한다. 이 두 계획은 관광객에게 거의 하루 동안 손상되지 않은 원색의 아름다움 속에서 '말타기' 또는 *strolling*을 제공함으로써 섬의 원색미를 이용하는 것이다.

4. 이 4가지 계획은 잠정적으로 관광객의 체류를 최소 24시간 증가시켜 직접적으로 관광수입을 증가시키고, 제주도의 원색을 보존하여 국내외 관광객에게 현재 제주도보다 더 큰 매력을 주게 될 것이다.