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We start with hope and expectation for role model city for Capital of World Environment of Jeju Island for the next millenium because the International Union for Conservation of Nature (IUCN) will select and discuss this policy agenda for its brilliant role for an age of World Environment in the 5th World Conservation Congress from the 6th to the 15th of September, 2012 in Jeju Island, Korea. The islanders of this society especially regard this new age as not only a wonderful opportunity to change their common fate but also to do away with their survival instinct among the fierce competition. As Jeju Island is already a world-class eco island as the UNESCO Triple Crown Island: Jeju Halla Biosphere Reserve of 2002, Jeju Volcanic Island Lava Tubes of 2007, and Jeju Geo-park of 2010, they wanted a significant role matching with backdrop of wonderful scenery of nature.

Jeju Island was also designated as the World Peace Island by Korean Government on the 27th of January, 2005, with not only national recognition of its successful achievements of the long-lasting truth-finding activities of islanders on Jeju 4.3 Tragedy but also its international para diplomatic role having merits from its geological location as center of Asian regions. Of course, they have accumulated traditions of cultures of peace through their peaceful and democratic life style such as the Three Nothings Tradition (No begger, No thief, No gate) in their community.

We (board members of the World Association for Island Studies WAIS and World Environment and Island Institute WEII of Jeju National Uni-

versity) are extremely proud to publish the World Environment and Island Studies WEIS as succeeding in the spirit of four times publication of the Journal of Island Studies JIS collaboratively. So, we believe that we can share the philosophy of tolerance towards justice, a system of spirit shared by islanders who try to keep and develop their own strengths and accept other people's merits, are to correct their wrongs.

In launching the WEII with advice of Maurice Strong, ex Vice General Secretary of UN known as the Environment President and supporter of WAIS, I believe that it presents a great challenge in several aspects : (1) a clear and well developed dual conceptual focus of World Environment and Island (2) intellectual and policy leadership for prosperity of ocean civilization (3) acquisition of a solid resource base, both within and beyond Jeju National University (4) extensive networking at three or more levels--- a) within Jeju Island b) among other relevant Korean-based actors and c) among academic and policy researchers in island-based settings around the world.

We are happy to invite 7 articles of 7 scholars into this new edition of the Journal.

Dr. Shin-ock Chang examined empirically environmental beliefs among Jeju women in South Korea by analyzing survey data collected in 1999 in her article. "Environmental Beliefs among Jeju Women in South Korea". Environmental beliefs being structured with four dimensions in the mind of Jeju women educational attainment proved a significant determinant for the two belief dimensions: human's excessive involve-

ment in nature and human superiority over nature. Those with higher educational attainment agreed strongly with the belief in human's excessive involvement in nature whereas rejecting the belief in human superiority over nature.

Dr. Sang Deok Kang seeks to present, discuss, and analyze the differences as well as the similarities between English and Korean through his article, "The East Meet the West : Deconstructing Cultural Barriers Through Languages". He proves this by focusing on how people in a different culture speak a different language without knowing that they actually use the same expressions as those in another culture use. He will deal not only with cultural barriers due to the differences between English and Korean but also with how to work out the problems through the similarities between the two languages.

Joám Evans Pim, in his essay, "Peaceful Islands", offers four impressive examples of larger islands that have defined themselves as "islands of peace," seeking to develop, position, and export their identity in the framework of insular cultures of peace, upon distinct bases within their historical, political, economic and cultural roots. The Åland Islands in Finland (one of the first demilitarized and neutralized territories in the world); the Islands of Hawaii (with a fragile "equilibrium" of heavy militarization and a deep-seated traditional culture of peace and aloha); Jeju Island in Korea (with one of the most active programs for Peace Island development, even if located in a country still technically at war for the past sixty years) and the Canary Island of Lanzarote in Spain (a new international initiative for the diffusion of human rights and a culture of peace).

Mr. Kenneth Mcleod's article, *An International Comparison of Investment Promotion Websites: Jeju Korea, PEI Canada & Hong Kong*, assesses the Jeju Provincial Government's investment

promotion Jeju Free International City (JFIC) website in comparison to Hong Kong's best practice subnational Investment Promotion Agency's (IPA), InvestHK, and Prince Edward Island's IPA, Invest PEI. The study assesses four website dimensions that are recommended for information dissemination to potential investors: information architecture, design, content, and promotional effectiveness. This study is based on Theodore Moran's promotional development work, and the Multilateral Investment Guarantee Agency's (MIGA) recent IPA performance study.

Dr. Hun Joon Kim, in this paper, *International Research on the Jeju 4.3 Events and Suggestions for Internationalization*, examines research on the Jeju 4.3 events, published in English outside South Korea since the 1940s in the field of social science (e.g. politics, international relations, and sociology), law, and history. The paper then to addresses how to internationalize the Jeju 4.3 events by asking three questions: first, which aspects of the Jeju 4.3 events should be internationalized? Second, why do we have to internationalize the Jeju 4.3 events? Third, should the localization of the Jeju 4.3 event come before the internationalization? The paper is concluded with three practical way to the internationalization of the Jeju 4.3 events: first, to translate and distribute materials that are already available domestically; second, to secure enough manpower to internationalize the Jeju 4.3 events and provide continuously supports; and finally, to facilitate the networks and communicate with international governmental and nongovernmental organizations and to affiliate with other domestic and international institutions.

Mr. Darren Southcott, in his article, "The hegemon and the minjung: Top-down and bottom-up forces in Republic of Korea democratisation", explores the struggle waged by the people be-

tween 1980 and 1987 in ROK to secure civil and political rights denied by military dictatorship. This essay critiques the organisational platform of the movement and use the Spiral Model of human rights norm socialisation (Risse et al, 1999) to understand the regime response to the advocacy movement. This is contextualised alongside the role of the US (United States of America) as the hegemonic power in ROK in either supporting or denouncing ROK human rights violations.

Dr. Chang Hoon Ko, in his article, "Role and Status of Jeju Island as a Demilitarized World Peace Island for Sustainable Pacific Civilization", suggests a theory of World Peace Island of Jeju Island as a Demilitarized Zone rather than Militarized Islands for Prosperity and Peace for Pacific Civilization upon Tolerance Philosophy of Islanders. In order to reach a win-win policy for both Koreas as well as the other nations involved in the "Six-Party Talks", Korean leaders for a new age of Korean unification. They must recognize a new paradigm for Korean reunification in the context of framework of peaceful coexistence of civilizations. We should learn the lessons of the nonmilitarized autonomous regions of Madeira of Portugal, Majorca of Spain, Spitz Bergen of Norway, Åland of Finland. We should create Jeju Island as the World Peace Island for peaceful Pacific beyond the trauma and ordeal of the colonized or militarized fate of Pacific islands such as Okinawa of Japan, Hawaii of United States, Sakhalin of Russia, and Hainan Dao of Mainland China.

The WEIS is no longer "scratching at the surface". Rather the Journal is getting to the heart of the matter. Indeed, as the world is coming to know more about island people, cultures, islands are becoming an important actors on the global stage in an age of World Environment.

The World Environment and Island Studies will continue to provide a forum for discussion and analysis. In doing so, the Journal offers directions like a lighthouse to ships on the sea.

Thank you again for your attention to our journal.

December 30, 2011

Editor in chief

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