

The Research of Residents Need for Vision and Strategy Establishment in Yeongdo-gu

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Abstract. The research is to seek strategic implication to establish development vision and strategy which reflect Yeongdo-gu residents' need by investigating Yeongdo-gu development strategies, the seven Yeongdo-gu Key Operation Plan, residents' satisfaction level and priority of policies for the implementation of Yeongdo-gu residents' long-term development strategy and administration needs. With the above result, it is expected that Yeongdo-gu needs to perform administration by brand-valuing the region through considering nature, culture, environment and historical characteristics in Yeongdo-gu as an important desire, and also improving welfare system for vulnerable social group and seeking counterplans for family that needs education and infant welfare.

Keywords: Residents need, Vision, Strategy

1 Purpose of the study

President Park Geun Hye enacted the government's 'Special Act for Local Decentralization' (2004) and former president Lee Myung Bak's 'Special Act of Decentralization Advancement' (2008) into the 'Special Act of Decentralization of Power and Reorganization of Province Administration' (May of 2013) and accelerated the volition of decentralization of power by legislating the 'Enforcement Ordinance of Decentralization of Power' into the 'Enforcement Ordinance of Reorganization of Province Administration'. Thus, we are deducting the reason, direction, main task, and strategy for the continuation of the Decentralization Revolution by constituting the Autonomy Development Committee of September 2013(Choi, J. H., 2013)

Although it seemed like local residents were able to be administrative subjects due to the effort for the decentralization of provinces by the former government, there was a limit to the structure of the center's clerical work distribution. A development strategy that fits for each community's character is essential while the local autonomy is strengthening. Differently from policies of national units, the development strategy or a local public policy needs to be strongly determined by considering the

geographical and environmental factors and converging the desires of local residents. (Lee Jae Ho, Pyun Sang Hun, 2014)

In order to create a jubilant and competitive local community, the creation of a long-term blueprint that establishes the local vision and development strategies is necessary, and whilst this, reflecting the will and priorities of local residents is a matter of course.

In the case of Yeongdo-Gu, the research area of this investigation, there is a history of establishing the 'Yeongdo Vision 2020'. However, the needs for supplementing the strategic establishment arose due to the rapid change of the local society's environment.

In Yeongdo Gu(province)'s case, although it is blessed with wonderful natural environment, financial self-reliance is lower compared to other provinces, and it is an area where a welfare is constantly needed for the elderly, transportation, low natality rate, and other various aspects. Yeongdo Gu is an area that has the potential to develop into an international tourist city with a pleasant residential area because of the completion of both the Namhang Daegyo Bridge and the Busan Port Bridge; both of which provide the city with a geographical advantage through its coastal circuit. With this advantage, Yeongdo Gu is able to innovate a reclaimed land, develop a new town, and open a new business.

Therefore, the main purpose of this investigation is to find the political movement that establishes the development, strategy, and desires of the residents through researching the priorities of the policies, the satisfaction rate of the residents, Yeongdo Gu's development strategy and its seven core management plan to reflect the request of the administration and its long term development strategy.

2 Method of Study

2.1 Subject of the Study

This investigation is a cooperative research with Yeongdo Gu and Kosin University's Yeongdo Development Institute. The subjects of this research are the residents of Yeongdo Gu that are selected from the cooperation of Yeongdo Gu borough office, that are from each of the eleven dong (smaller provinces within the Gu). The subjects are fifty residents from each dong. The surveys are based off of structuralized questionnaire and are one by trained investigators after an explanation to the subjects.

Eleven investigators had completed interview survey trainings, understood the contents of operation from the Yeongdo Vision and the seven core management operations, and retained the connection with public officials that are responsible of surveys. They have surveyed 549 of the Yeongdo residents over the course of 2 weeks, from October 30th of 2014 to November 14th of 2014. Survey response time was averaged to 30 minutes and the subjects were led to respond to the survey sincerely. After the survey investigation, the investigators input the information through DB.

2.2. Investigative tool

The investigative tools are as follows.

Firstly, it is written so that the investigators can evaluate the satisfaction rate and the priorities of the policy, based on the Yeongdo Gu's development strategy that is stated in the administration book of Yeongdo Gu in 2014. The satisfaction rate is evaluated with a 5 point criteria and the priorities were arranged from 4 fields to 3 ranks, disregarding the last field that is ranked 4th, with the importance rate distributed from 100 total possible points.

Secondly, it is written so that the investigators can evaluate the satisfaction rate and the priorities of the policy, based on the seven core management operation's direction that is stated in the operational plan of 2014. The satisfaction rate is evaluated with a 5 point criteria and the priorities were prioritized from 7 fields to 4 ranks, with the importance rate distributed from 100 total possible points.

Thirdly, it is an investigation for an administration's demand due to generic classification. Based on suggested administration field by Lee Jae Ho and Pyun Sang Hun (2014). The satisfaction rate is evaluated with a 5 point criteria, priorities are ordered from 6 fields to 4 ranks, with the importance rate distributed from 100 total possible points. Investigatory tools' model is the SPR model:

First, S is for satisfaction, and it is evaluated with experience. E is for expecting priority, and is applied to a needs assessment. R is for Relative Distance of Expecting Priority, and is applied to a relative needs impact. Tools used to measure the Yeongdo Gu's long-term development strategy are only the PR aspects of the SPR model, and the investigation is evaluated based on the development strategy that is stated in the administration book of Yeongdo Gu in 2014. Supposing that the first priority is the one with 100 points, they evaluated the importance of the next priorities and assigned relative scores to them.

Next, the 2014 Yeongdo Gu's seven core management administration applied the model of SPR. This was done with the reference to the operation plan, and it was only done for 5 point criteria of satisfaction rate (S). For a prioritizing evaluation, all fields were to be evaluated and the first 4 rankings were primarily done (P) and supposing the 1st ranking to be 100 points, the next priorities were assigned relative scores (R).

Lastly, we investigated the potential of development of Yeongdo Gu, the local patriotism and public interest of the long-term development plan, the perception on Yeongdo of the residents of Yeongdo, and the most similar Gu to Yeongdo Gu.

2.3. Material Analysis

This research is an evaluation of the satisfaction rate and priorities for Yeongdo's long-term development strategy and the direction of the seven core management operation of 2014. Therefore, the investigation is focused mainly on the analysis of frequency and the comprehension of priorities from the analysis. Data analysis is analyzed using SPSS 14.0 Version, and the K measurement was applied to the S aspect for the calculation method of the evaluation score.

Score converted from the value X to 100 points

$$P = M_{in} + [A * (X - 1)]$$

$$- A = (M_{ax} - M_{in}) / (k - 1)$$

Applied example is as follows:

1. in the case of 3.0 points (“average”) out of 5 point criteria (k=5)

a. Minimum=70 points, Maximum= 100 points

b. $P = 70 + (7.5 \times (3.0 - 1)) = 85(\text{points})$

c. $- A = (100 - 70) / (5 - 1) = 7.5$

In P’s case, the priorities were arranged based on frequency. In the converted score and the relative score’s case, 100 points were given to the 1st priority and the next priorities were evaluated by relative importance, and the converted score is calculated by an importance-converted score based on the average scores from 1st to 4th. If a field was not selected in the 4 priorities, it was assigned the score of zero, and the importance of an item was described with one number.

3 Conclusion

The main purpose of this investigation was to find the political movement that establishes the development, strategy, and desires of the residents through researching the priorities of the policies, the satisfaction rate of the residents, Yeongdo Gu’s development strategy and its seven core management plan to reflect the request of the administration and its long term development strategy. The results are as follows.

The priorities arranged by the residents on Yeongdo Gu’s long-term development plan are in the order of ‘city development and residential environment’, its ‘culture tour’, and ‘coastal relation’. The residents have prioritized the city development and residential environment; it is evident that the residents are anticipating local improvements.

The priorities arranged by the residents on Yeongdo Gu’s long term development plan are as follow. First, the priorities of coastal relations are in the order of the ‘business of Ha-ri Earth city development’, the ‘creation of an innovative city’, the ‘development of coastal/marine area through North Port coastal economic designation’, and ‘shipbuilding materials and vitalization of shipbuilding industry in Yeongdo.’ This shows that the residents have a strong desire and a high public interest for the creation and development of an innovative city.

Second, the importance of the culture tour field shows that the priorities are in the order of the ‘Yeongdo Bridge festival and creation of Yeongdo’s cultural brand’, ‘touring the resources near the Yeongdo Bridge,’ the ‘utilization of touring coastal resources as another resource’, and ‘creation of horseback riding experiencing parks.’ The residents of Yeongdo Gu value the region-specific features related to the Yeongdo bridge as important resources for tours.

Third, as the result of the importance rate of the city development and residential environment, the priorities are arranged in the order of the ‘construction of connecting road of North Port Bridge and the Southport Bridge,’ the ‘construction of a beltway for a coastal innovative city,’ the ‘total development of TaeJongDae’, the

'improvement of maintenance for natural disasters', and the 'expansion of environmental walking route of BongNaeSan mountain'. The importances are centered around the total development of TaeJongDae and improved maintenance for natural disasters.

The public awareness of the Yeongdo residents on the long-term development plan came out to be 4.25 (average). Gus similar to Yeongdo Gu are Su Gu, Jung Gu, and Saha Gu. The Gus that Yeongdo Gu should follow as role models are Haeundae Gu, Suyeong Gu, and Nam Gu. The local patriotism of the residents towards Yeongdo Gu is 87.3, the possibility of development is 86.7, the public interest is 85.9, and the possibility of change is 86.1.

The satisfaction rate on the seven core management operation of Yeongdo Gu in 2014 is prioritized in the order of an 'economic environment where humans and nature coexist,' a 'cultural tourist city with various interesting aspects', a 'safe and convenient eco-friendly city', having 'residents self-govern their city', having a 'healthy and delightful welfare city with many job offers', and a 'lifelong studying city for global knowledge.' The desires from the residents' perspectives are mainly focused on changing the image of Yeongdo Gu into a more eco-friendly environmental city with many cultural aspects for touring.

The welfare field where a lot of the budget is spent, is not experiencing a high interest, for the various programs as a lifelong studying city are only for a certain type of people, show that the satisfaction rate of the general residents is about the environmental nature and tour. Therefore, these desires need to be reflected in a plan when creating a strategy for local specialization business. The plans need to be created for the consumers and not the producers.

The converted scores for the seven core management plan of Yeongdo Gu 2014 are prioritized in the order of 'healthy and delightful welfare city,' 'cultural tour city with various interesting aspects', and 'city with many job offers.' The healthy and delightful welfare city is high as of satisfaction but is not publically interested. However, the fact that the desire for this is the highest is an important aspect, that it should be prioritized before the desire for cultural and touring city, although the culture and touring are high in the satisfaction and desired aspect. The priorities of the desires and satisfaction rates of the residents should be determined important and reflected in the vision strategy. As shown in the results, Yeongdo's nature, culture, environment, and historical specialty are to be considered to value the region. The plans for education and care should improve the public awareness of welfare programs for the lower class. The government should consider all these factors when creating plans for changes and development.

References

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