

## **Hahoe Village's World Heritage Site Inscription Impacts on Andong City: A Case Study through Tourists' Perceptions and Behaviors**

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### **Abstract**

This study examines Hahoe Village's World Heritage Site (WHS) designation's tourism impacts on Andong City through tourists' perceptions and their behaviors. Hahoe Village was inscribed on the World Heritage List in 2010 under the title "Historic Villages of Korea." Hahoe Village is urban heritage, but at the same time is also not urban heritage. Because Hahoe Village located in the administrative district of Andong City, but physically the village is an independently located small settlement in a non-urbanized peripheral area of Andong City.

Tourism is one of key economic resources today. According to Korean tourism statistical data, the village faced rapid increase in tourism after WHS designation. Consequently, tourism development of Hahoe Village, such as improving transportation system and adopting tourism facilities, are in progress. The village is the most attractive place for tourists in the city, thus the city invests many resources not only for improving tourists' experiences in the village, but also for expanding the village's authentic image as a city brand.

Then, does Hahoe Village's WHS designation augment tourism in urbanized areas of Andong City even though the village is isolated from the city's urbanized areas? For finding answers, this study investigates tourists' perceptions and their behaviors by adopting a questionnaire, and analyses the impacts that Hahoe Village's WHS designation had has on the Andong City's tourism by figuring out their motivation to visit and their visiting patterns of the village and the city. As a result, Hahoe Village holds great influence on the city's tourism policies across the board, but increasing tourism in Hahoe Village did not directly related to tourism industries in other urbanized areas of Andong city. Therefore, Andong City needs to connect closer Hahoe Village and the city's urbanized areas to maximize economic benefits based on WHS designation's increasing tourism impacts of Hahoe Village.