

Strategy for Cultural Development of Korea

A country of great cultural appeal

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Ministry of Culture, Sports and Tourism

Core of Cultural Policy



A country of great cultural appeal

1. Fair Access to Culture
2. Environment for freedom of creation
3. K-content for world audience
4. Most Visited Country with Tourist Attractions
5. Strategic international cultural exchanges

1. Fair Access to Culture



Creating Disability-Friendly
Cultural Environment



Supporting Cultural Activities
of the Vulnerable Groups



Offering fair accessibility to cultural resources and achieving
universal cultural welfare

1. Fair Access to Culture

Creating Disability-Friendly Cultural Environment

- Improving accessibility to cultural facilities for people with disabilities
- Creating concert and exhibition facilities with accessibility standards
- Providing sign language and braille translation for government policies and information
- Creating accessible tourist cities and fostering human resources for care services
- Providing opportunities for people with and without disabilities to enjoy sports together



1. Fair Access to Culture

Supporting Cultural Activities of the Vulnerable Groups

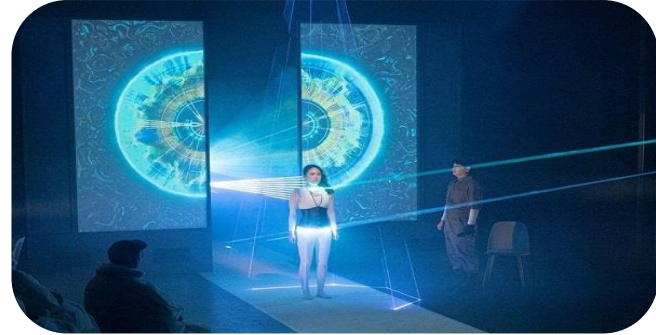
- Supporting cultural clubs, sports lessons and tourism programs for senior citizens
- Enhancing communication between generations through Senior Story Tellers
- Increasing support for Comprehensive Cultural Vouchers for low-income households (2.67 million)
- Orchestra of Dream (51 teams), dance groups (16) and sports classes for children and teenagers from vulnerable groups



2. Environment for freedom of creation



Creating Free and Fair
Environment for Creation



Promoting Future
Competitiveness of Arts
Industry

➡ Supporting boundless creativity and innovation of the private sector

2. Environment for freedom of creation

Creating Free and Fair Environment for Creation

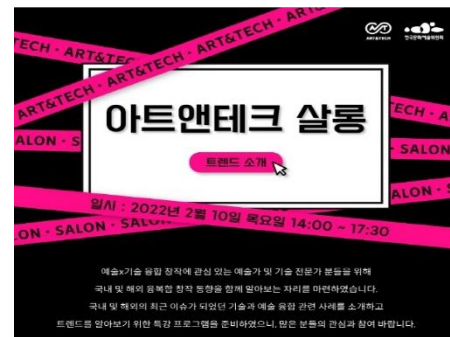
- Expanding beneficiaries of Support Funds for Artists (23,000)
- Increasing the usage of written standard contract forms in culture and arts fields (48.7% in 2021 to 70% in 2027)
- Supporting Funds for young artists
- Running initiatives including Young Consultant and 2030 Consultative Body to speak for the younger generation



2. Environment for freedom of creation

Promoting Future Competitiveness of Arts Industry

- Establishing comprehensive arts platform called "Art Korea Incubator" to support creation, production and distribution of artistic products (plan to establish 17 institutes until 2027)
- Supporting production for art major students in the field
- Providing vouchers to artists who are difficult to build their capacity in technology usage (start from 2023)



3. K-content for world audience



Fostering K-Content and Future Talent



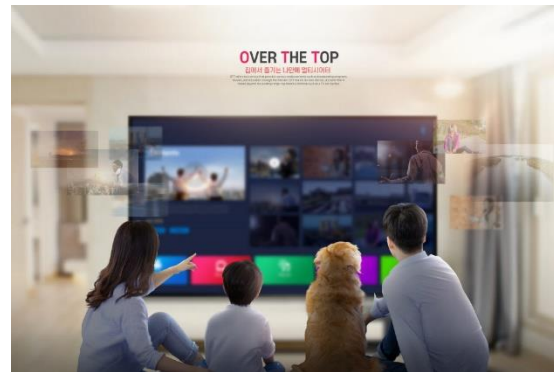
Strategic Overseas Expansion
Curated for Each Field

👉 Fostering Hallyu content and spreading its attractiveness around the world

3. K-content for world audience

Fostering K-Content and Future Talent

- Creating Film Development Fund (300 billion won, 2023-2025)
- Creating TV Series Fund to foster content for OTT platforms (40 billion won, 2023-2025)
- Supporting rookie K-pop artists' activities abroad (2023-)
- Fostering experts in technology convergence for content creation field (300 per year)
- Fostering genre-specific specialists in film, game, webtoon etc (1,500 per year)



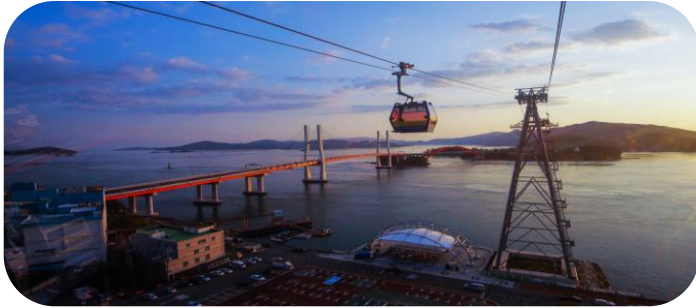
3. K-content for world audience

Strategic Overseas Expansion Curated for Each Field

- Supporting overseas expansion of industries which are related to Hallyu content (ex: Korean beauty and food industries)
- Promoting Korean traditional products and content (Hanbok, Hanji and traditional games) in overseas bases
- Promoting overseas expansion of Korean performing arts through International Musical Market and Seoul Arts Market
- Promoting Korean literature by supporting local translation and publication



4. Most Visited Country with Tourist Attractions



Promoting Attractiveness
of Korean Tourist Sites with
Korean Culture



Reachable and Stayable
Regional Tourist Sites



A must-visit country with vibrant K-culture and tourist sites

4. Most Visited Country with Tourist Attractions

Promoting Attractiveness of Korean Tourist Sites with Korean Culture

- Organizing Hallyu concerts in commemoration of Visit Korea Year
- Expanding the organization of festivals with relation to international mega events (Suncheonman International Garden Expo 2023, Gangwon Winter Youth Olympic Games 2024)
- Designating 100 most well-known events of Korea in culture and arts, sports and game fields (Frieze Art Fair (art), Seoul International Book Fair (culture), G-STAR (game), etc)



4. Most Visited Country with Tourist Attractions

Reachable and Stayable Regional Tourist Sites

- Establishing sophisticated culture cities which encompass region-specific culture and arts, tourism, industry and urban plans (plan to create 30 cities until 2023)
- Expanding “workcation” to increase tourists’ stay
- Promoting various tourism programs including “longer stay”, “night tours” and “pet-friendly travel”



5. Strategic international cultural exchanges



**2022 ASEAN-KOREA
INNOVATIVE CULTURE FORUM**

ASEAN-KOREA:
Leap Forward with Cultural Resilience

OCT 26, WED
14:00-17:00

Don Chan Palace Hotel & Convention
Vientiane, Lao PDR



ASEAN-KOREA
Partnership Initiative
Resilient Culture



Supporting Bilateral
Exchanges

ODA in Culture Sector



Achieving balanced bilateral cultural exchanges between countries



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5. Strategic international cultural exchanges

Supporting Bilateral Exchanges

- Supporting inbound travel of foreign cultural practitioners and their exchanges with domestic artists
- Expanding mutual exchanges through the Year of Cultural Exchanges (ex: Korea-Kazakhstan Year of Cultural Exchange)
- Korean Season which introduces Korean cultures to major cultural exchanges partner countries
- Promoting regional exchanges through Trilateral Culture Ministers Meeting, Culture Cities of East Asia and ASEAN-KOREA Innovative Culture Forum



5. Strategic international cultural exchanges

ODA in Culture Sector

- Exploring opportunities for mega projects to support specific areas including the establishment of infrastructure and capacity building
- Expanding project areas such as content industry in traditional culture, arts and tourism fields



Thank you!



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