

Development Process of Agri-tourism in Sannae-myeon,  
Miryang-si, Korea  
—An Analysis of the Eoreumgol Apple Production Area—

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## Abstract

This study examined the developing process of agri-tourism in Sannae-myeon, Miryang-si of Korea, focusing on features of agriculture management of apple farms and the organizational activities related to the apple production as the internal actors, and behaviors of guests as the external actors. I paid an attention to the relationship between the developing process and the endogenous development. The study area was Sannae-myeon, Miryang-si, a famous apple producing area in Gyeongsangnam-do, Korea. The results of this study are summarized as follows.

Firstly, I categorized the development process of agri-tourism in Sannae-myeon as: “Introduction period” from the early the 1970s to the 1980s, “Evolution period” in the 1990s, and “Developing period” from the early 2000s to present. In the introduction period, apple farms voluntarily established the temporary direct selling facilities. As the income increased there, the facilities also increased, forming a cluster along the main road in the neighboring spaces of Eoreumgol, which is a famous natural tourist resource. Because these districts (Samyang-ri and Nammyeong-ri) also had the highest altitude in Sannae-myeon, apple farms were suitable for the production of high quality apples with good taste. Apple farms, as the internal actors, played a great role in this introduction period as they were gradually building a trust with the guests through the temporary direct selling facilities. Along with the increase of guests, the volume of apple production expanded, establishing producing organizations.

Secondly, in the evolution period, many permanent direct selling facilities started to concentrate on the roadside. The concentration can be found in Samyang-ri and Nammyeong-ri. On the other hand, the temporary direct selling facilities were newly built in the other districts such as Wonseo-ri, Gain-ri, and Yongjeon-ri. As a result, there were increasing number of regular customers who visit Sannae-myeon as apple producing area. The nature of agri-tourism was also strengthened by the Eoreumgol Apple Festival. In other words, the customers to the direct selling facilities became regular customers and built a trust with farmers. The Apple Festival contributed to increase a new participant. Organizations also plays an important role in the increase of apple farms, and apple production extended in this area. Especially, in the two districts (Samyang-ri and Nammyeong-ri), there are more various organizations compared to the other districts. In this period, various organizations contributed greatly to the development of agri-tourism based on apple production in Sannae-myeon. This can be seen in an aspect of endogenous development by capacity building as internal actors, and by complexation and diversification of local agricultural management.

Lastly, in the developing period, agri-tourism was greatly developed in Sannae-myeon. Permanent direct selling facilities further increased, and the various types of guests also increased besides customers who aim to purchase apples. Such development is closely related to the promotion policy on rural tourism by the organizations rather than the role of each apple farm. After the end of the 2000s, as the organizations are actively promoted by the financial support of rural tourism policy by the government, the growing number of rural tourists among the citizens who visit Sannae-myeon.

**Key words:** apple production area, Eoreumgol Apple, direct selling facility, regular customer, agri-tourism, Eoreumgol Apple Development Committee, endogenous development, Korea