

# An Examination on the Influence of Tourists on the Dispute with Local Native: Focusing on the Local Cultural Heritage Streets and Complexes

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## Article Info

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**Abstract:** Background/Objectives: This study is intended to provide implications for cultural heritage tourism policies to create consensus among tourists and local native.

Methods/Statistical analysis: The questionnaire was distributed and collected among 337 local residents living in the area of research, including the historic and cultural space in Gunsan, North Jeolla Province, and the Nammun-ro area in Cheongju, North Chungcheong Province, and tourists who have visited the area more than once. The collected data verified the suitability of the structured model and the causality of each concept.

Findings: First, local governments should provide regular education to local citizens on the problems and side effects of unauthorized photography. Second, local governments in charge of the culture and tourism zones will have to measure the stress index on a regular basis for the local people, and also develop programs for the local people and tourists to participate together to relieve the stress of the residents of the cultural and tourism areas. Third, local governments will need to provide necessary education to tourists after they arrive at a travel guide or tourist destination to prevent them from infringing on the privacy of the local people. Fourth, local governments should notify tourists of the seriousness of environmental pollution and legal regulations in advance and distribute small-scale garbage bags free of charge to create conditions for tourists to take the initiative. Finally, local governments should give local residents a sense that the area will be revitalized only when a large number of tourists visit the country.

Improvements/Applications: It provides implications for establishing a practical cultural policy direction for the local residents to the policy proponent of Chungcheongbuk-do policy proposer and the local government policy promotion department.

## Article History

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## 1. Introduction

The tourist attraction is defined as a place where people can see the beautiful scenery, cultural heritage, and unique customs[1]. Revitalizing tourism has positive effects such as creating regional jobs, boosting commercial districts and increasing revenue. As of 2014, about 86.5 percent of Koreans aged 15 or older experienced travel, and the number of foreign tourists visiting Korea reached a record high of 14 million[2]. Seoul's Bukchon Hanok Village, famous for its tourist attractions in Korea, is a small town with about 250 residential hanoks, a favorite attraction for foreigners. As an average of 10,000 tourists visit each day, conflicts between residents and tourists frequently arise over issues such as noise pollution, unauthorized dumping of trash, and illegal photography[3]. Also some foreign tourists often laugh and make noise or sneak litter in the alley. This is an area inhabited by residents in English, Chinese, and Japanese at the gate of the hanok, which is mostly tightly closed. There's a print that says 'Please be quiet'[4].

In relation to this phenomenon, for the sustainability of tourist attractions, it is important to build mutual understanding and consensus between the natives and tourists.

From this point of view, the following research objectives are:

First, we are going to explore and analyze the characteristics of the conflict-causing factors with tourists and local natives touring the local cultural heritage streets and the complex areas.

Second, I want to establish causality through conflict-causing factors and conduct a demonstration analysis.

Finally, through the analysis results, I would like to suggest a policy on cultural asset tourism to draw up a consensus among tourists and local natives.

## 2. Theoretical Considerations

### 2.1. Definition and Characteristics of Cultural Properties

Cultural assets refer to special properties that each country or UNESCO defines as objects of protection. UNESCO presented the concept of

cultural assets in 1970 in the Convention on the Prohibition and Preventive Measures of the Transfer of Cultural Properties into and out of the country, which 46 countries joined. Cultural assets as defined in this Convention refer to assets specially designated by the State based on religious or secular grounds that are important in archaeology, prehistory, history, literature, art or science. The convention also included natural heritage as part In Korea, cultural assets are classified as tangible cultural assets, intangible cultural assets, monuments and folklore in Article 2 of the Cultural Properties Protection Act enacted in 1962. It is also classified as a number of designated cultural assets, such as state-designated cultural assets, city-designated cultural assets, and cultural assets, depending on their importance[5]. The 2019 Cheongju Cultural Heritage Night, which utilizes tangible and intangible cultural assets in downtown Cheongju, North Chungcheong Province, will meet 24 cultural properties of the Cheongju area. Cultural Heritage Nighting, hosted by the Cultural Heritage Administration, Chungbuk-do and Cheongju Cultural Industry Promotion Foundation, is an event that utilizes cultural assets, and visitors are able to Meet to many cultural assets in the city center. Chungbuk-do's tangible cultural properties include "Cheongjuhyanggyo," "Cheongju Munhwa-dong Ilhwa-style House" (No. 9), "Cheongju Chungcheongbuk-do Office Main Hall" (No. 55), "Cheongju Former North Chungcheong Province Industrial Convenience Hall (No. 352), and "Cheongju Chungcheongbuk-do Governor's Former Government Office" (No. 353.).

One can visit things such as, Cheongju's representative national treasure no. 41 'Cheongju yongdu temple'; tangible cultural assets such as, 'chungcheongdo majeolsa temple gate' (no.15), 'cheongnryeonggak' (no.109), 'Mangseongru' (no.110), 'Cheongju sucheonchak' (No, 23) and 'eulchukgaphuedo and juklipgapgye documents' (no.135)[6].

2.2. A conflict-inducing variable with local natives

#### 2.2.1. Unauthorized Photography

As a result of the high penetration rate of smartphones, illegal filming using smartphone cameras is rampant[7]. The latest high-definition smartphone camera is said to have brought the name of the imaging device by making it easier for anyone to shoot videos. As a result, many locals are complaining about illegal photography such as cultural assets and streets that are not allowed in the cultural heritage site[8].

#### 2.2.2. Noise

Noise is the generic term for the notes, unpleasant sounds, and disturbing sounds that humans do not want. The sound of a musical instrument is composed of a collaborative sound in which many sounds are harmonized, and the noise is almost dissonant. There are many miscellaneous sources such as foot sounds, streetcars, various machinery, airplanes, cars, and typewriters. Music on the piano and on the radio is also a noise to those who don't like it[5]. Noise not only harms a person's hearing, but in places where there is noise, there are high side effects such as stress and reduced work efficiency. Also, noise is something people don't want to hear. The noise produced by tourists in places such as tourist attractions is defined as the noise that interferes with the comfort of the residents[9].

#### 2.2.3. Invasion of privacy

It usually means that various personal information (such as gender, address, age, degree of property, educational background, hobbies, etc.) is exposed or abused by others. This can kill a person if it is serious[10]. Privacy exists and is necessary for everyone. In the dictionary, privacy means a personal life and is often considered to be on the other side of public life[11]. In addition, tourists visiting anytime without regard to their privacy and basic rights of life are not protected[2].

#### 2.2.4. Environmental Pollution

As only the effectiveness of tourism is socially highlighted, the discussion of environmental problems that may arise in the course of resource consumption has not been more detailed than in

other industrial areas[12]. The problem of garbage in tourist attractions is hindering the environment and beautiful scenery. In case of peak season, the amount of garbage increasing at once is beyond the limits of nature's ability to purify, such as odors[13].

#### 2.2.5. Culture Clash

The dictionary definition of cultural conflict is that conflict and friction between different cultures[1]. If a heterogeneous culture interacts with each other for a long period of time, there is a phenomenon in which a stronger culture dominates a weaker one during the exchange process, resulting in a lack of balance with equity. When a strong culture enters a culture from outside and dilutes the original culture, there must be a clash of culture or a mid-lateralization of culture. For example, if an ordinary place suddenly becomes a tourist destination, there is a cultural fairytale phenomenon that becomes a cultural shock or surrender[14].

With this, we set up the hypothesis as follows:

H1 : Unauthorized Photography will have a (+) effect on Culture Clash

H2 : Noise will have a (+) effect on Culture Clash

H3 : Invasion of privacy will have a (+) effect on Culture Clash

H4 : Environmental Pollution will have a (+) effect on Culture Clash

#### 2.2.6. Emotional dissonance

Emotional harmony is a kind of personal role conflict that arises from the mismatch between the role that you are assigned to perform and your own orientation or values[15]. In the case of tourist areas, order maintenance and control between the natives and tourists are required to improve the quality of their mutual relations. However, the emotions that each individual has to express differ from the feelings they actually feel, or when they run into someone else, they cause greater emotional harmony[16].

With this, we set up the hypothesis as follows:

H5 : Unauthorized Photography will have a (+) effect on Emotional dissonance

H6 : Noise will have a (+) effect on Emotional dissonance

H7 : Invasion of privacy will have a (+) effect on Emotional dissonance

H8 : Environmental Pollution will have a (+) effect on Emotional dissonance

### 2.2.7. Conflict induction

A conflict is one that allows members to have different values or points of contention through arguments, confrontations, or formation of alliances[1]. Conflicts in psychology are defined as being caused by incompatible behavior due to discrepancies in each other's goals or interests between individuals or groups[17]. In this light, the conflict between residents and tourists in the cultural heritage area can be seen as a possible part because of the different goals or interests sought by each other.

With this, we set up the hypothesis as follows:

H9 : Culture Clash will have a (+) effect on Conflict induction

H10 : Emotional dissonance will have a (+) effect on Conflict induction

## 3. Research Design

### 3.1. Research Model

For the demonstration of this research, we are going to identify the impact relationship as [Figure 1]'s research model on the effects of Unauthorized Photography, Noise, Invasion of privacy, Environmental Pollution, Culture Clash, Emotional dissonance, Conflict induction and government intervention on conflict development..

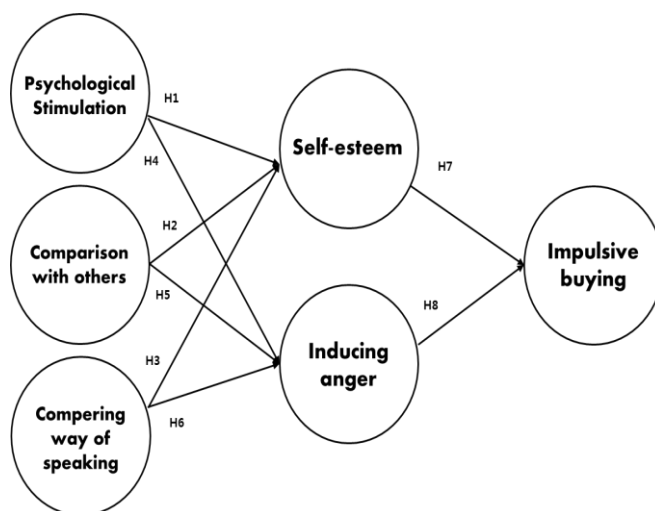


Figure 1. Hypothetical Mode

### 3.2. Operational Definition and Measurement

For the following investigation, to measure Unauthorized Photography, Noise, Invasion of privacy, Environmental Pollution, Culture Clash, Emotional dissonance, Conflict induction, we based our preceding research as such:

Lee YJ(2017)[18] for unauthorized photography, Yoon JG(2011)[19] for noise, Lee SB et al(2012)[20] for Invasion of privacy, Kim OH et al(2016)[12] for Environmental Pollution, Kim DH(2006)[21] for Culture Clash, Kwon HK et al(2014)[15] for Emotional dissonance and Kim JS (2017)[22] for Conflict induction. For general information, the questions were modified or supplemented by reference to the study by Lee JS et al(2019)[23].

For each question 5 point criterion was used. 'not at all' as 1 point, 'not so much' as 2 points, 'average' as 3 points, 'much so' as 4 points and 'very much so' as 5 points.

### 3.3. Data collection and analysis

Data collection and analysis were conducted by the Judgment Sampling method among Non-Probability sampling methods. Therefore, The areas to be investigated were set up around the historic and cultural space in Gunsan, North Jeolla Province, and the Nammun-ro area in Cheongju, North Chungcheong Province. The survey samples were also based on residents living in the area of research and tourists with more than one visit to the area. The preliminary investigation was conducted for 12 days from July 20 to July

31, 2019, with 40 copies distributed and 35 copies recalled. Based on the collected questionnaire, the questionnaire was modified to reflect the unnatural aspects of reliability and feasibility tests and responses. The survey was conducted for 27 days from August 5 to August 31, 2019, distributing 400 copies and retrieving 337 copies. The effective sample collected was identified with a Cronbach's coefficient of reliability verification and was validated using a confirmatory factor analysis to secure the internal validity of the judgement and convergence validity. In addition, the general characteristics of those surveyed were frequency analysis. The adequacy of the structured model and the causality of each concept were then verified.

#### 4. Empirical Analysis

##### 4.1. General characteristics of survey subjects

The general characteristics of the subject are as shown in [Table 1]. The gender ratio was 109 for males (32.3%) and 228 for females (67.7%), with 103 for females in their 20s (30%). The construction industry had the highest number of employees (25.5%) in the construction industry, with a final education record of 145 (43.0). The average monthly income of 2.5 million won or more was the highest with 107 or 31.8 percent, while the number of married people was the highest with 201 or 59.6 percent. The number of children without children was the highest with 157, or 46.6 percent, while the number of monthly visits to tourist destinations was the highest with 147 (43.6%) per episode. Family members were the highest with 161 people (47.8%), while the Internet was the highest with 264 (78.3%), and the travel method was the highest with 222 people (65.9%). Lastly, less than 200,000 won in travel expenses topped the list with 105 people (31.2%), followed by 104 people (30.9%) with less than 100,000 won to 200,000 won).

**Table 1. General characteristics of participants**

| Category | Division | Frequency<br>(persons) | %    | Category                            | Division | Frequency<br>(persons) | %    |
|----------|----------|------------------------|------|-------------------------------------|----------|------------------------|------|
| Sex      | Male     | 109                    | 32.3 | Number of monthly visits to tourist | Once     | 147                    | 43.6 |
|          | Female   | 228                    | 67.7 |                                     | Twice    | 88                     | 26.1 |

|                        |   |     |      |                               |                                      |     |      |
|------------------------|---|-----|------|-------------------------------|--------------------------------------|-----|------|
| Age                    | Under 20                                | 25  | 7.4  | destinations                  | Three times                          | 33  | 9.8  |
|                        | Over 20 ~ under 29                      | 103 | 30.6 |                               | Number four                          | 12  | 3.6  |
|                        | Over 30 ~ under 39                      | 62  | 18.4 |                               | Five times                           | 20  | 5.9  |
|                        | Over 40 ~ under 49                      | 83  | 24.6 |                               | Etc                                  | 37  | 11.0 |
|                        | Over 50                                 | 64  | 19.0 |                               | Friend                               | 104 | 30.9 |
| Industry               | A manufacturing industry                | 69  | 20.5 | A companion                   | Acquaintance                         | 40  | 11.9 |
|                        | Distribution Industry                   | 49  | 14.5 |                               | Family                               | 161 | 47.8 |
|                        | Service industry                        | 60  | 17.8 |                               | Coworker                             | 15  | 4.5  |
|                        | The construction industry               | 86  | 25.5 |                               | Etc                                  | 17  | 5.0  |
|                        | Etc                                     | 73  | 21.7 |                               | Not more than 100,000 won            | 59  | 17.5 |
| Educational background | High school graduation                  | 145 | 43.0 | Travel expenses               | Less than 100,000 won to 200,000 won | 104 | 30.9 |
|                        | 2-year university graduation            | 95  | 28.2 |                               | Less than 200,000 won to 300,000 won | 105 | 31.2 |
|                        | 4-year university graduation            | 91  | 27.0 |                               | Less than 300,000 won to 400,000 won | 40  | 11.9 |
|                        | Graduate M.A and above                  | 6   | 1.8  |                               | Less than 400,000 won to 500,000 won | 14  | 4.2  |
| Income                 | Less than 1,000,000 won                 | 80  | 23.7 | Information collection method | Over 500,000 won                     | 15  | 4.5  |
|                        | 1,000,000 won ~ Less than 1,500,000 won | 26  | 7.7  |                               | Internet                             | 264 | 78.3 |
|                        | 1,500,000 won ~                         | 49  | 14.5 |                               | TV                                   | 26  | 7.7  |



|                    |   |     |      |  |  |           |
|--------------------|---|-----|------|--|--|-----------|
|                    | Less than 2,000,000 won                 |     |      |  |  |           |
|                    | 2,000,000 won ~ Less than 2,500,000 won | 75  | 22.3 |  | Magazine                                 | 2 0.6     |
|                    | More than 2,500,000 won                 | 107 | 31.8 |  | Newspaper                                | 1 0.3     |
| Marriage status    | Yes                                     | 201 | 59.6 |  | Acquaintance                             | 35 10.4   |
|                    | No                                      | 136 | 40.4 |  | Transportation advertisement (taxi, bus) | 2 0.6     |
|                    |   |     |      |  | Etc                                      | 7 2.1     |
| Number of children | 0 person                                | 157 | 46.6 |  | My car                                   | 222 65.9  |
|                    | One person                              | 44  | 13.1 |  | Rental cars                              | 37 11.0   |
|                    | Two person                              | 103 | 30.6 |  | Bus                                      | 64 19.0   |
|                    | Three person                            | 33  | 9.8  |  | Etc                                      | 14 4.2    |
| Total              |   |     |      |  |  | 337 100.0 |

#### 4.2. Variables and Reliability and Validity Verification

Prior to the empirical analysis, the reliability and feasibility of the data used in this study were verified. Reliability and feasibility were measured through the Cronbach's Alpha coefficients and exploratory factor analyses of the measured items. A Cronbach's Alpha coefficient of 0.6 or higher is recognized to be reliable[24], by reference, the metrics used in this study were 0.904, showing a satisfactory level of reliability as shown in [Table 2]. A confirmed factor analysis was performed to analyse the validity of the constitutive concepts. Verification factor analysis is the analysis of the measurement model to verify the concentration validity and discriminant validity of the component concepts. The concept validity of the component concepts used in this study was found to be sufficient in that the factor load of 0.4% or higher is considered to be highly correlated between the factors and the components as shown in [Table 2] [25, 26, 27]. After a positive factor analysis, correlation analysis was performed as shown in [Table 3] to examine the direction and

relationship of the variables used in this study. Overall, it has been shown that there is a significant relationship between variables.

**Table 2. Reliability and validity checks**

| Constructs               | Question questions         | Std. Loadings | Error Variance | t-value | p-value | Cronbach's Alpha | CR    | AVE   |
|--------------------------|----------------------------|---------------|----------------|---------|---------|------------------|-------|-------|
| Unauthorized Photography | Unauthorized Photography 1 | .843          | .243           | 15.182  | ***     | .897             | 0.878 | 0.782 |
|                          | Unauthorized Photography 2 | .880          | .170           | -       | -       | .896             |       |       |
| Noise                    | Noise 1                    | .816          | .199           | 11.740  | ***     | .900             | 0.849 | 0.737 |
|                          | Noise 2                    | .780          | .255           | -       | -       | .899             |       |       |
| Invasion of privacy      | Invasion of privacy 1      | .874          | .190           | 18.444  | ***     | .893             | 0.877 | 0.782 |
|                          | Invasion of privacy 2      | .878          | .239           | -       | -       | .893             |       |       |
| Environmental Pollution  | Environmental Pollution 1  | .953          | .049           | 9.504   | ***     | .903             | 0.921 | 0.855 |
|                          | Environmental Pollution 2  | .764          | .205           | -       | -       | .904             |       |       |
| Culture Clash            | Culture Clash 1            | .802          | .375           | -       | -       | .900             | 0.794 | 0.658 |
|                          | Culture Clash 2            | .830          | .316           | 11.878  | ***     | .898             |       |       |
| Emotional dissonance     | Emotional dissonance 1     | .748          | .352           | 15.056  | ***     | .893             | 0.799 | 0.588 |
|                          | Emotional dissonance 2     | .702          | .384           | -       | -       | .894             | 0.48  |       |
| Conflict induction       | Conflict induction 1       | .871          | .170           | -       | -       | .892             | 0.890 | 0.801 |
|                          | Conflict induction 2       | .855          | .200           | 18.251  | ***     | .892             |       |       |

**Table3. Correlation of matrix**

| Variable                 | Unauthorized Photography | Noise           | Invasion of privacy | Environmental Pollution | Culture Clash   | Emotional dissonance | Conflict induction |
|--------------------------|--------------------------|-----------------|---------------------|-------------------------|-----------------|----------------------|--------------------|
| Unauthorized Photography | 1                        |                 |                     |                         |                 |                      |                    |
| Noise                    | .618*<br>(.039)          | 1               |                     |                         |                 |                      |                    |
| Invasion of privacy      | .619*<br>(.052)          | .480*<br>(.043) | 1                   |                         |                 |                      |                    |
| Environmental Pollution  | .343*<br>(.029)          | .454*<br>(.028) | .279*<br>(.033)     | 1                       |                 |                      |                    |
| Culture Clash            | .459*<br>(.046)          | .342*<br>(.038) | .654*<br>(.060)     | .200*<br>(.029)         | 1               |                      |                    |
| Emotional dissonance     | .504*<br>(.040)          | .528*<br>(.036) | .682*<br>(.051)     | .375*<br>(.029)         | .702*<br>(.050) | 1                    |                    |
| Conflict induction       | .610*<br>(.042)          | .605*<br>(.037) | .693*<br>(.051)     | .428*<br>(.030)         | .587*<br>(.047) | .820*<br>(.045)      | 1                  |

Notice) \*p<.01

Notice) \*\*p<.05

Notice) ( ) Estimate Value Meaning

### 4.3. Model Analysis and Hypothesis Testing

#### 4.3.1. Structural Equation Model and Path Coefficient

In order to analyze the structural equation model, we set Unauthorized Photography, Noise, Invasion of privacy, Environmental Pollution and human relationships as potential external variables, and we set the endogenous variable as the mediating role of the Culture Clash and the Emotional dissonance, and the Conflict induction as the endogenous variable. The overall fitness index for the model presented in this study was shown as [Figure 2]. The overall fit index of the model presented in this study was  $X^2=136.808$ ,  $d.f=60$ ,  $p=.000$ ,  $X^2/d.f=2.280$ ,  $RMR=.035$ ,  $RMSEA=.062$ ,  $GFI=.945$ ,  $AGFI=.903$ ,  $PGFI=.540$ ,  $NFI=.949$ ,  $RFI=.923$ ,  $IFI=.971$ ,  $TLI=.955$ ,  $CFI=.971$ , and it was satisfactory when compared to the reference value. In other words,  $X^2 / df$  is less than 3 in fitness, and GFI, AGFI,

NFI, RFI, IFI, TLI, and CFI are larger than 0.9 and RMR is lower than 0.05. We can judge the hypothesis of this study as a model which is reasonable.

#### 4.3.2. Verification of research hypothesis

To summarize the results of the verification of the 10 hypotheses established in the structure relationship of Unauthorized Photography, Noise, Invasion of privacy, Environmental Pollution, Culture Clash, Emotional dissonance, Conflict induction [Table 4]. During the whole study, the p-value was below 0.05, and five hypotheses were adopted that the t-value was significant. The results of the verification of the research theory through the structural equation are as follows.

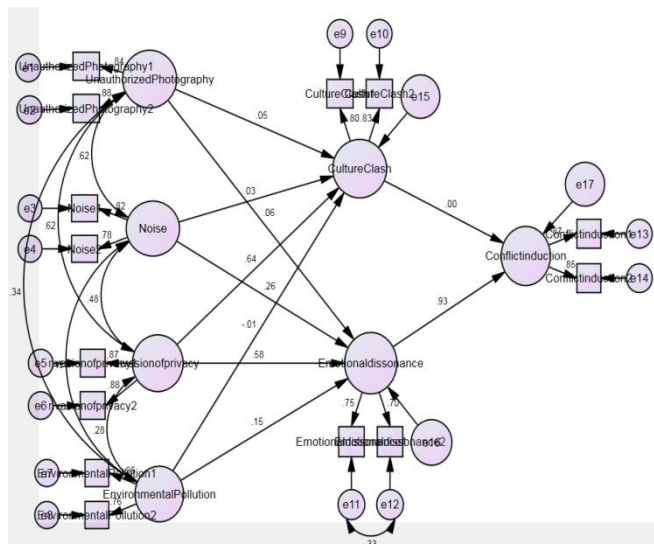
Unauthorized photography and culture clash ( $\beta = .05$ ,  $t = .526$ ,  $p = .599$ ), emotional dissonance ( $\beta = .06$ ,  $t = .748$ ,  $p = .454$ ) The relationship was not statistically significant and hypotheses 1 and 5 were rejected.

The relationship between noise and culture clash ( $\beta = .033$ ,  $t = .346$ ,  $p = .729$ ) was not statistically significant, and Hypothesis 2 was rejected. However, hypothesis 6 was adopted because the relationship between noise and emotional dissonance ( $\beta = .26$ ,  $t = 3.403$ ,  $p = .000$ ) was shown to be a statistically significant relationship. Invasion of privacy and culture clash ( $\beta = .64$ ,  $t = 7.686$ ,  $p = .000$ ), the relationship of sensitization ( $\beta = .58$ ,  $t = 7.826$ ,  $p = .000$ ) was shown to be a statistically significant relationship, with hypothesis 3 and 7.

Environmental pollution and culture clash ( $\beta = -.01$ ,  $t = -.099$ ,  $p = 0.921$ ), was not statistically significant, and Hypothesis 4 was rejected. However, environmental pollution and emotional dissonance ( $\beta = .15$ ,  $t = 2.848$ ,  $p = .004$ ) has been shown to be a statistically significant positive relationship and hypothesis 8 has been adopted.

Finally, the relationship between culture clash and conflict induction ( $\beta = .00$ ;  $t = .012$ ,  $p = .990$ ) was not statistically significant, and hypothesis 9 was rejected. However, hypothesis 10 was adopted because the relationship between emotional dissonance and conflict induction ( $\beta = .93$ ,  $t =$

10.288,  $p = .000$ ) was shown to be a statistically significant relationship.



$\chi^2=136.808$ ,  $d.f=60$ ,  $p=.000$ ,  $\chi^2/d.f=2.280$ ,  $RMR=.035$ ,  
 $RMSEA=.062$ ,  $GFI=.945$ ,  $AGFI=.903$ ,  $PGFI=.540$ ,  
 $NFI=.949$ ,  $RFI=.923$ ,  $IFI=.971$ ,  $TLI=.955$ ,  $CFI=.971$

**Figure 2. Path coefficients of Model**

**Table4. Results of hypothetical path model**

| Hypothesis | Path  | Path coefficient | Estimate | Standardized Estimate | t-value | p-value | Supported |
|------------|---|------------------|----------|-----------------------|---------|---------|-----------|
| H1         | Unauthorized Photography → Culture Clash (+)        | .05              | .051     | .047                  | .526    | .599    | Rejected  |
| H2         | Noise → Culture Clash (+)                           | .03              | .039     | .030                  | .346    | .729    | Rejected  |
| H3         | Invasion of Privacy → Culture Clash (+)             | .64              | .587     | .642                  | 7.686   | ***     | Accepted  |
| H4         | Environmental Pollution → Culture Clash (+)         | -.01             | -.009    | -.006                 | -.099   | .921    | Rejected  |
| H5         | Unauthorized Photography → Emotional Dissonance (+) | .06              | .045     | .056                  | .748    | .454    | Rejected  |
| H6         | Noise → Emotional Dissonance (+)                    | .26              | .248     | .256                  | 3.403   | ***     | Accepted  |
| H7         | Invasion of Privacy → Emotional Dissonance (+)      | .58              | .393     | .577                  | 7.826   | ***     | Accepted  |
| H8         | Environmental Pollution → Emotional Dissonance (+)  | .15              | .169     | .148                  | 2.848   | .004    | Accepted  |
| H9         | Culture Clash → Conflict Induction (+)              | .00              | .001     | .001                  | .012    | .990    | Rejected  |
| H10        | Emotional Dissonance → Conflict Induction (+)       | .93              | 1.115    | .933                  | 10.288  | ***     | Accepted  |

## 5. Conclusion

This study aims to identify how unauthorised photography, noise pollution, invasion of privacy, environmental pollution, culture clash, emotional dissonance affects the induction of conflicts, and through this one can suggest cultural heritage tourist policies to create a social consensus between the tourists and the locals. Therefore the research implications are as follows.

Firstly, it appears that unauthorised photography has a negative effects on culture clash and conflict induction. This analysis result shows that the locals believe that photographing their daily lives and getting these exposed through media such as Instagram or YouTube is actually a way of advertising their area. Thus the government should educate the locals regularly to teach the problems and side effects of unauthorised photography. Furthermore, when a tourist does take unauthorised photography, they should be informed to ask for permission to take photos. Also they should realise that unauthorised photography is a legal problem prior to asking permission.

Secondly, it seems as though noise has an adverse effect on culture clash but has a favourable effect on emotional dissonance. Such analysis results demonstrates that the locals understand and accept a certain amount of vehicle noises; noises of people enjoying themselves by seeing and experiencing things in the tourist areas and noises of people chatting, however when there are cases that crosses the line or happens repeatedly through out the years, can cause stress and anger. Consequently the government section that regulate the tourist areas should measure the stress levels of the locals routinely and develop a program, which both locals and tourists can participate, that can relieve stress of the locals.

Thirdly, invasion of privacy turned out to have a positive impact on culture clash and emotional dissonance. This analysis result show us that due to extreme invasion of privacy (e.g knowing the plans of the locals houses, family relations, shop income and other personal things) the locals have a disliking towards the tourist. Therefore the government should issue a tourist pamphlet or guidance when they arrive at the tourist area to



prevent them from invading the local's privacy. Moreover the tourist should have a considerate mindset to understand and not reciprocate emotionally towards the culture of the locals.

Fourthly, environmental pollution had an unfavourable effect on culture clash nevertheless favourable to emotional dissonance. One can observe, from the analysis result, that the refuse and food waste that are thrown away carelessly by the tourist damages cultural assets and nature, resulting in a negative recognition towards the tourists. Hence the government should inform the tourists about the seriousness and legal regulations about environmental pollution. Additionally free bin bags should be provided to the tourists so it can create a condition where the tourists can actively opt into.

Finally, culture clash appears to have a negative impact on induction of conflicts however a positive one on emotional dissonance. The following analysis result demonstrates the fact that the locals understand certain patterns from the tourist as they themselves tour other places, yet extreme behaviours result in harming the locals' lives thus there are lots of clashes between them. Thence the government should inform the locals that increase in tourists visiting is a positive movement as the area will become more active. In addition, the census of accepting the tourist culture should be present amongst the locals.

Despite the fact that this research has tried to propose a meaningful solution, there are still problems that needs to be solved afterwards.

First the research subjects were chosen in areas centralising the chungbuk cheongju namuro and junbuk gusan historical culture areas. Moreover the sample survey was aimed towards people who lived in those areas and those who have visited these places at least once, thus to generalise the research outcome is a bit far fetched. Therefore, it is thought that a multilateral research surveying the nation will be necessary.

Second, rather than locals' lives as a subject of unauthorised photography, food production or merchandise sales which the locals hold importance becoming the subject of exposure should be regarded with caution as in can cause

financial or mental damage resulting in culture clash and emotional dissonance.

Third, the noises from locals' depending whether its from break times, mealtimes, family times will affect culture clash. Hence a further investigation on the relation between life patterns of the locals and noise.

Lastly, due to the fact that the cultural tourist areas have different standards of refuse and environmental pollution levels, as well as different methods of dealing with refuse, a further detailed environmental pollution research could help us show the relation with cultural clash. Consequently, in the future, a research with regards of difference in pollution levels and dealing with refuse should be carried out.

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