

Analysis of Andong Folk Museum and its Surroundings: Opportunities and Challenges

Ja-Hyeong Kwon^{1*}

Abstract

Andong Folk Museum renowned for its strategic location near the Nakdong River's mouth stands as a prominent tourist attraction in Andong City. However, there is a recognized need to strengthen the museum's integration with its surroundings and associated facilities. The purpose of this study is to examine the Andong Folk Museum and its relationship with the natural and cultural landscape in its vicinity. It explores the museum's exhibits both indoor and outdoor sections and their role in showcasing the folk culture of the Andong region. The analysis evaluates the current state of the surrounding environment including the Andong Cultural and Tourism Complex and the Wolyeonggyo bridge. The findings highlight the need for improved connectivity and collaboration with nearby cultural institutions. The insights contribute to the preservation and appreciation of Andong's cultural heritage and offer guidance for the future development of the Andong Folk Museum.

Keyword : Museum, Natural Landscape, Cultural Landscape, Andong

1. Introduction

The Andong Folk Museum has gained significant prominence as a favored destination among tourists, owing to its advantageous positioning within the region and convenient accessibility to the entrance of the Nakdong River. As a diverse collection of artifacts, the museum offers insights into both the lives of the common people, exhibited on the first floor and the aristocratic yangban class. In addition, the preservation and exhibition of traditional houses that once resided in the area before their relocation for the construction of the Andong Dam further enrich the museum's offerings.

While the Andong Folk Museum serves as a suitable venue for special exhibitions with focus on the cultural heritage of the Andong region, there remains an apparent need for improvement in terms of establishing stronger connections with the surrounding environment and facilities. This paper aims to thoroughly examine the current state of the natural and cultural landscape in proximity to the museum. Specifically, it will encompass an evaluation of the Andong Cultural and Tourism Complex located in Seonggokdong, the renowned Wolyeonggyo bridge spanning the river, and the diverse range of facilities

¹ Andong National University, Andong, Korea [Graduate Student]
e-mail: gegavort@naver.com (Corresponding author)

Received(July 27, 2022), Review Result(1st: August 22, 2022), Accepted(December 2, 2022), Published(December 31, 2022)



© 2022 The Authors. Published by NCISS.
This is an open access article licensed under the Creative Commons Attribution-NonCommercial 4.0 International License.
To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/>.

situated in Sangadong across the river. By conducting an in-depth analysis of their respective strengths, weaknesses and potential areas for enhancement, this paper seeks to determine the most effective strategies for augmenting the overall experience and connectivity of the Andong Folk Museum.

Through this comprehensive exploration, a deeper understanding of the cultural landscape surrounding the Andong Folk Museum will be gained to provide valuable insights and recommendations for further development and improvement. By addressing the existing gaps and fostering stronger connections with the broader environment, the museum can enhance its role as a premier cultural institution and offer an enriched experience for visitors seeking to engage with the rich heritage of the Andong region.

2. Andong Folk Museum

Established on June 29, 1992, subsequent to its initial proposal in 1978, Andong Folk Museum is a dedicated institution that endeavors to showcase the diverse and intricate folk culture of the Andong region. As shown in [Fig. 1], spanning an expansive area of 211,050 square meters, the museum encompasses both indoor and outdoor sections to house a significant collection of 4,512 artifacts including metals, gems, stones and earthenware. The outdoor museum proudly exhibits seventeen cultural heritage sites, notable among them being the stone ice storage, designated as national treasure No. 305 as well as traditional old-fashioned houses that were meticulously relocated prior to the construction of the Andong Dam. In addition, the outdoor museum provides facilities for the production of historical dramas, creating an immersive and engaging experience for its visitors.

The indoor museum, spanning two floors, serves as a platform for showcasing the unique and intricate cultural tapestry of Andong, where the influences of Buddhism, Confucianism and folk culture harmoniously coexist. Exhibits offer glimpses into daily ceremonies, rites of passage and various aspects of life in Andong to encompass areas such as food, clothing and shelter. Notably, the museum provides additional amenities including a bookstore and an audiovisual room to enhance the visitor experience. According to the Comprehensive Bibliography of National Cultural Infrastructure, the museum received a total of 127,329 visitors in the year 2010. The indoor museum itself spans an area of 3,088 square meters and provides ample space for exploration and discovery [1].

Andong Folk Museum plays a crucial role as a cultural hub, introducing visitors to the prehistorical and Buddhist cultures of Andong as well as offering insights into the region's vibrant history during the Joseon Dynasty. The museum's overarching mission is to showcase the distinctive and traditional folk culture of Andong while also contributing to the development of Andong as a significant center of

Korean spiritual culture. By presenting its collection with this mission in mind, the museum endeavors to engage viewers in an immersive experience to foster a deeper appreciation for the cultural richness and heritage of Andong.



[Fig. 1] Andong Folk Museum - Outdoor museum

3. The Natural ecology of Nakdong River

The region of Andong situated along the Nakdong River has experienced both benefits and damages resulting from the implementation of the Four River Project. Unfortunately, the natural plant life such as reeds, silver grass and aquatic plants which play a vital role in naturally improving water quality as filters has been removed and replaced with soil along many riversides in Andong. While the Four River Project aimed to enhance the scenic beauty of the riverside and create parks with bike lanes and trails, it has unintentionally led to a decline in water quality and an ecological imbalance in the river and its surrounding areas. Consequently, significant efforts are required to manage and improve the situation.

In this context, Andong Folk Museum can serve as a pivotal institution in raising awareness among residents about the challenges faced by the Nakdong River. Collaborative initiatives with the nearby Andong Water Culture Museum under the operation of K-Water can be instrumental in achieving this goal. By incorporating historical materials including the stories of private houses and the lives of individuals who resided in the area prior to the construction of the Andong Dam as well as utilizing documentaries, the museum can effectively convey the narrative of the Nakdong River and its surroundings to viewers. This approach not only stimulates interest in the history of Andong but also fosters the creation of diverse content related to the Nakdong River.

Through these collaborative efforts, the Andong Folk Museum can play a significant role in drawing

attention to the environmental challenges faced by the Nakdong River and in promoting a deeper understanding of the region's ecological significance. By engaging visitors with the natural heritage and history of Andong, the museum contributes to the preservation and appreciation of the Nakdong River's ecological landscape as well as the overall environmental well-being of the region.

4. Andong Folk Museum: Embracing the Cultural Landscape

4.1 Wolyeonggyo

Established in 2003, Wolyeonggyo holds the distinction of being the longest wooden footbridge in Korea while spanning an impressive length of 387 meters and a width of 3.6 meters. Derived from the term 'Wolyeong,' which signifies the moonlit ambiance, Wolyeonggyo draws its roots from Eumdamgol and the relocation of Wolyeongdae that was submerged during the construction of the Andong Dam. Beyond its structural significance, Wolyeonggyo stands as a testament to the poignant and beautiful love story of Eungtae Lee and his wife whose lives were intricately intertwined with this region. The bridge seamlessly integrates with the natural landscape to establish a harmonious coexistence with the Andong Dam. Its cultural and historical value as a popular tourist attraction is further enhanced by its artificial wooden construction that blends harmoniously with the surrounding environment. With its favorable location within a five to ten-minute walking distance from the bustling downtown area and the train station, Wolyeonggyo offers convenient accessibility to visitors. In addition, the presence of the Hoban Nadrigil trail, well-established bike lanes and ample parking space contributes to its convenience [2].



[Fig. 2] Wolyeong Bridge

As shown in [Fig. 2], the vicinity of Wolyeonggyo boasts an array of captivating attractions including

the Andong Culture Tourism Complex, Andong Folk Village, Water Culture Museum, Exhibit Hall Commemorating World Water Forum and Imcheonggak. Wolyeonggyo exemplifies the characteristics of a tourist destination by providing easy access to downtown amenities while simultaneously serving as a custodian of traditional culture through the captivating narrative of Eungtae Lee and his wife. Furthermore, the bridge showcases ecological attributes by leveraging the natural resources surrounding the Andong Dam. Remarkably, Wolyeonggyo presents an opportunity for visitors to immerse themselves in the enchanting Andong Dalgrak night lakeside tour experience.

4.2 Andong Water Culture Museum and Center Commemorating World Water Forum

The establishment of the Andong Water Culture Museum was driven by the objective of raising awareness about water culture and environmental preservation while simultaneously safeguarding natural ecology. Serving as an educational space, the museum facilitates a range of activities aimed at fostering interest in the development, utilization and management of water resources with a particular focus on benefiting citizens who have encountered inconveniences. Encompassing two stories and occupying an area of 995 square meters, the Andong Water Culture Museum houses water-themed exhibition halls and experiential areas. These spaces provide an immersive setting for visitors to explore the significance of water, its circulation dynamics, the historical dimensions of water usage and submerged areas [3].

In close proximity to the Andong Water Culture Museum lies the Center Commemorating World Water Forum, situated a mere two-minute drive away. This expansive cultural complex was established as a tribute to the World Water Forum held in Daegu in April 2015. Encompassing a total area of 43,000 square meters, the center serves diverse functions including hosting exhibitions, performances and international meetings. Although initially experiencing limited utilization, the center gained momentum in 2016 while coinciding with the 40th anniversary of the construction of the Andong Dam as the top section of the dam was opened. It further enhances the center's appeal. Offering a rich array of programs such as moonlight humanities walking events, outdoor concerts, musical performances, seminars and special historical lectures targeted at the youth demographic, the center contributes to a vibrant and engaging cultural landscape [3].

It is noteworthy that the names of these two facilities, both bearing the word 'water,' possess the potential to generate confusion among visitors. Therefore, it is imperative to develop exhibitions and programs that not only reinforce the identity of the Andong Water Culture Museum but also address its current low usage rate and limited correlation to water-related themes [4][5]. Such initiatives will undoubtedly contribute to enhancing the visibility and relevance of these cultural institutions to ensure a

more enriching experience for visitors and fostering a deeper appreciation for water culture and heritage in the Andong region.

4.3 Andong Culture Tourism Complex: Exploring Confucian Land and its Relevance

Situated within the ongoing development of the Andong Culture Tourism Complex in Seonggok-dong, Andong-si, the Center Commemorating World Water Forum finds its place. The complex encompasses a distinctive section known as Confucian Land as an edutainment exhibition experience center designed in a theme park style dedicated to unraveling the intricate story of Confucianism to serve as the backbone of Korean spiritual culture [6]. With a particular focus on providing educational programs tailored to cater to the needs of children, this section utilizes digital media and interactive kiosks to bridge the temporal gap between Andong in the 16th century and the contemporary era. Nonetheless, the allure of traditional and conservative Confucian concepts to today's youth remains an intriguing prospect, especially children raised in a rapidly evolving and technologically advanced society. Striking the delicate balance between preserving the essence of Confucianism and integrating digital education poses a critical challenge. It is worth emphasizing that the concept of Confucianism has undergone significant transformations since its introduction to the Joseon Dynasty from China to underscore the necessity of educating individuals about the evolving awareness surrounding this cultural heritage [7]. Furthermore, the Andong Folk Museum which actively engages with Confucianism should consider adapting and augmenting its exhibitions and programs to align with the needs and aspirations of modern society. While events such as the World Confucianism Culture Festival embody a commendable and inclusive vision, it is prudent to contemplate employing a descriptor such as East Asia instead of World to accurately reflect the regional scope of Confucian influence.

5. Conclusion

In conclusion, both the Culture Tourism Complex and the Folk Museum in Andong have significant room for improvement. Enhancements are needed to address water quality issues to provide more affordable accommodations such as hotels and pensions. They also improve the availability of souvenir shops and local restaurants. In addition, efforts should be made to enhance the quality of water by implementing mountain reclamation initiatives. It is encouraging to see progress in areas such as water resources, boating and the development of a large-scale theme park. As the saying goes, 'a good beginning is half the battle,' it gives us hope for the future of these attractions in Andong.

This study illustrates the significance of the Andong Folk Museum and its surrounding cultural landscape. The museum established with the aim of preserving Andong's folk culture plays a significant role in showcasing the coexistence of folklore, Buddhism and Confucianism within Andong's cultural heritage. The analysis of the cultural and natural landscapes surrounding the museum has revealed areas for improvement in terms of connectivity and integration. Despite these shortcomings, the presence of diverse natural and cultural elements provides ample opportunities for future development and enhancement. The findings of this study emphasize the need for strategic planning and improvements in order to create a more cohesive and engaging cultural landscape around Andong Folk Museum. Recommendations include strengthening the linkage between the museum and its surroundings to enhance facilities and amenities and to explore opportunities for collaboration with neighboring cultural institutions such as the Andong Water Culture Museum and the Center Commemorating World Water Forum.

Overall, this study contributes to the broader understanding of cultural preservation and tourism development in Andong. By identifying strengths, weaknesses and potential improvements, this study expects to provide valuable insights for the continued growth and success of Andong Folk Museum, promoting the preservation and appreciation of Andong's rich cultural heritage.

References

- [1] J. H. Park. "A Study on the Differences in Visitor Experience According to the Characteristics of Exhibition Media -Focusing on the Comparative Analysis of Museums in Andong, South Korea-", Master's thesis, Department of Journalism and Mass Communication, Keimyung University, Republic of Korea, 2012. [Online]. Available: https://dcollection.kmu.ac.kr/public_resource/pdf/000000019145_20210316152721.pdf.
- [2] Y. R. Jeon, "An Analysis on Differences between Tourism Satisfaction and Behavioral Intention according to Visiting Motivation of Tourists", *Korean Journal of Tourism Research*, vol. 30 no. 7, 2015, pp. 355-377.
- [3] J. G. Choi, "Study on Operation activation Measures for Water Culture Center", Master's thesis, Department of Architectural Engineering Industrial, Chungnam National University, Republic of Korea, 2014. [Online]. Available: https://dcollection.cnu.ac.kr/public_resource/pdf/000000059503_20210316153759.pdf.
- [4] Y. H. Kim, I. H. Park, "A study of Oeam folk village Cultural landscape and Policy", *Journal of Digital Art Engineering & Multimedia*, vol. 2, no. 2, December 2015, pp.111-121,
- [5] S. H. Kim. "The Globalization Strategy for the Cultural Tourism of 'Namdo' (Korea's Southern Region)", *Journal of Next-generation Convergence Information Services Technology*, vol. 1, no. 2, December 2012, pp.115-132
- [6] H. S. Lee and Y. S. Lim, "Analysing Andong Confucian Land using the Storytelling Methodology of a Theme Park", *Global cultural contents*, no. 17, 2014, pp.153-177.
- [7] J. H. Park and B. S. Kim, "A Study on the Differences in Visitor Experience According to the

Characteristics of Exhibition Media : Focusing on the Comparative Analysis of Museums in Andong”,
Journalism Science Research, vol. 13, no. 1, 2013. pp. 219-261.