

## A Study on Urban Image of Ulsan and Ulsan Grand Park

\*minseo kim<sup>1</sup>, Katsunori Furuya<sup>1</sup>, Yonghoon Son<sup>2</sup>

1.Chiba University Graduate School of Horticulture , 2.Graduate School of Environmental Studies  
Seoul National University

### 1. Introduction

Ulsan, South Korea, is designated a special industrial district. It has developed rapidly and become a pillar of the national economy. However, negative images such as "Polluted Factories" have insidiously arisen and become representative of the word "urban".

Thus, Ulsan has tried various projects, such as establishing parks, to minimize an anti-sentimental image of the urban area. Subsequently, the city has formed Ulsan Grand Park, which is an urban park of the highest scale, throughout the country. This effort is only one part of this project.

### 2. Method

In order to obtain information about Ulsan, this study utilized numerous newspaper articles for two reasons:

The articles are a good way to preserve information from the past and transfer it to the present. They make it easy for the public to reference date.

The period of referenced information is 1962 to 2013. The articles have been gathered by including the word "Ulsan" in the title. The collected materials describe the frequency of the contents in order. Then after deriving observations about how the image of the city has changed, I conducted a survey of the inhabitants.

### 3. Result and considerations

The main results and conclusions of this essay are as follows:

First, the urban image of Ulsan, which was analyzed in newspapers, has changed from an anti-sentimental image into a sentimental image. In addition, 85.6% of respondents say that Ulsan has changed over time.

Second, the most drastic change in people's image of Ulsan is that it is green, which proves the significance of Ulsan Grand Park's influence. Additionally, there are now seven major parks in Ulsan.

Third, the cultural thirst of Ulsan inhabitants is satisfied by the huge festival in the main field of Ulsan Grand Park.

Fourth, the evaluations of Ulsan inhabitants about Ulsan Grand Park have exceeded the normal viewpoint about neighborhood parks. Accordingly, their psychological viewpoint about Ulsan has improved.

### 4. Conclusion

In modern times, local governments want to enhance their urban image by establishing public spaces such as parks. Unfortunately, many established urban areas do not receive support from their inhabitants, which results in a difficult problem.

Therefore, when establishing urban parks, they need to be researched in conjunction with urban development procedures, according to urban inhabitants' viewpoints. Instead of simply making functionally oriented plans for urban infrastructures, they need to review what the potential requirements of urban inhabitants are, as well as how interactive the relationships with urban development procedures are.

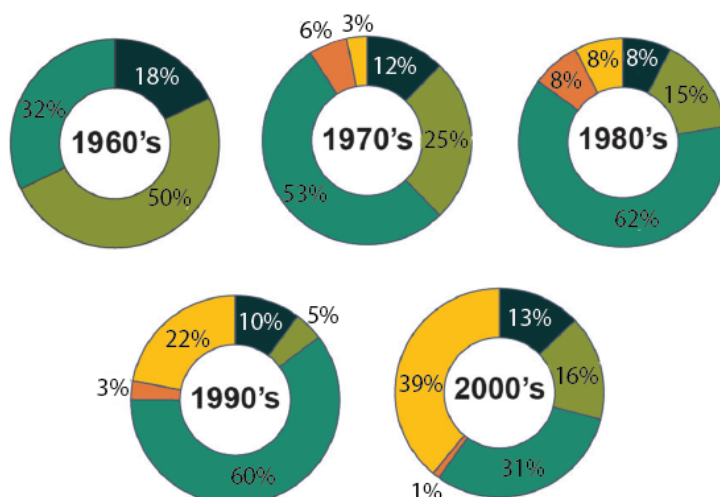
Keywords: Urban Image, Ulsan, Ulsan Grand Park

● Site location

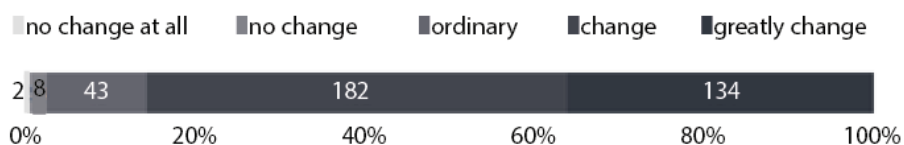


● Chronological distribution of articles

economy society politics sports culture

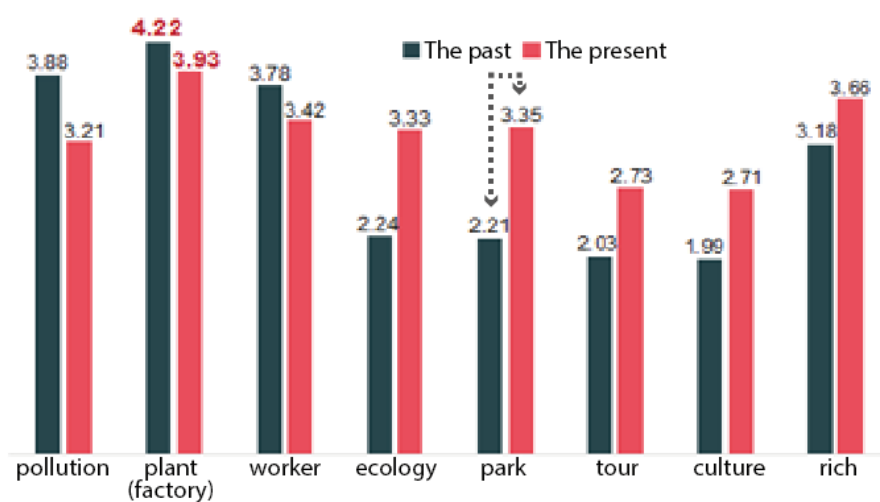


Q) Do you think Ulsan's image has been changed from the past?



Urban Image of Ulsan  
**has changed**  
compare to the past  
**85.63%**(316people)

Q) What do you think about Ulsan image of the past and the present?



comparison of  
two independent samples  
(changing image  
from the past and the present)  
about '**park**'  
is the best