

### **A Study on Excursion in Recreational Behavior**

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This paper describes an attempt to present a one-day recreational travel model which makes an excursion among some places by private cars. The model assumes utilities related to the earliness of home departure, the lateness of home arrival time, and staying at each destination. The proposed model is applied to one-day recreational travel which makes an excursion among some destinations in Japan, with introducing some value of parameters presented one-day recreation travel to another place.

### **Formulating an Informational City: A Case Study of Kaoshiung**

Feng-Tyan LIN

Kaoshiung, the second largest city in the south-western part of Taiwan and the third largest container port in the world, is eager to become an informational city under a great pressure from the international economic competition. Following the concept of informational city, we interview key persons in various departments, analyze the status and propose strategies by employing the SWOT analysis. A case of Multi-function Commercial and Trading District is then illustrated to show how a set of information projects will be implemented.

### **How Do City-Industry Characteristics Affects Individual Firms' Productivity?**

Bun-Song LEE, Soo-Myung JANG

No Abstract

### **Study about Locational Tendency of IT Companies in City Centers and Suburbs: Case Study of Malaysia**

Fumihiko SETA, Takashi ONISHI & Tetsuo KIDOKORO

Locational tendencies of IT (Information Technology) companies in both developed and developing countries are generally said to be agglomerated and concentrated in a or some certain area(s). Especially those of corporate-service companies, contents makers and post-production industries tend to be concentrated on city centers of large cities, while those of hardware and software development companies seems to be near a university, a institute or existing accumulation.

Malaysia, which achieved highly economic growth by manufacturing industries, is now tackling to heighten their value-add by inviting many IT companies. During the era of former economic growth period, Malaysia has had relatively dispersed and multi-polarized national structure and some growth cores, not only the capital city Kuala Lumpur and its suburban satellite cities, but also Penang island and Johor Bahru. But since the late nineties, the Federal government are concentrating their investment and development on a certain suburban area for attracting higher value-added industries i.e. IT industries. The area, called Multimedia Super Corridor (MSC), was once a plantation of

palm, but is now being provided with many kinds of infrastructures and locational incentives, and developed fully for a new agglomeration of IT companies. Now IT companies in Malaysia are deciding their locations between existing city/sub centers and MSC.

This paper is discussing locational tendencies of IT companies in Malaysia with actual proofs lead by plenty of data and some interviews to the companies. Included are not only those in the view of national development perspective, but also selections of city centers and suburbs by the origin of detailed classification of IT industries.

The result shows that Kuala Lumpur has by far the greatest dominance of locations of IT industries, compared with those of manufacturing industries. The locational tendencies can be generally seen as an uneven distribution in some specific points of city and sub centers of Kuala Lumpur metropolitan area. Movement of IT companies to MSC are now on the process and not so big, but some companies which uses huge IT infrastructure intend to move to the area, where large capacity and sufficient maintenance of IT infrastructure can be expected. And moreover, IT companies can be classified by locational features like CBD-oriented, suburban or some other types.

## **Korea's Infra Capacity Level and Networked Degree of IT Industry: on the ground of Castells' new space structure model 'space of flows'**

Jin-Kyung LEE & Kun-Hyuck AHN

With the approach of the new millennium, several innovations (computer, information & communication, internet etc.) of historical significance transformed the' social and economic landscape of human life and activities. A technological revolution, centered around information technologies, began to shape itself at an accelerated pace. This change has been accepted as a new paradigm rather than another change of cycle.

The aim of this study is not only to introduce a new space structure model in the new economy age 'the space of flow' but also to apply the concept of this model to Korea's IT industry on the national view, unlike empirical research on this model on the global view. This study chose sixteen regions and analyzes Infra capacity level and Networked degree, using factor analysis. This results show that Seoul and Kyongbuk are potential national nodes. We can consider Ulsan, Kyonggi and Chungnam as potential national hubs. On the national view, when specialists in the fields of urban planning and economic geography draw up national informational plans and national IT-industry supporting plans, their best bet would be Seoul and Kyongbuk for nodes, and Ulsan, Kyonggi and Chungnam for hubs. If nodes connect with hubs in the air and on the place under support policy and good infra condition, the synergy effect can be expanded widely to the whole nation.

## **The New Agenda on High-Tech Industry and Urban Development Strategies: A Case Study of Hsin-Chu**

Chin-Rong LIN

The Hsinchu Science-based Industrial Park (HSIP), Taiwan's first science park, has been set up in Hsinchu region for more over 20 years. As the end of 2000, 289 high-tech companies had located at this science park, using a total developed land area of 605 hectares and employing almost one hundred thousand workers. The annual turnover of the Park's companies in 2000 reached US\$ 29.8 billion, which is equivalent to 10% of Taiwan's GDP. There seems to be no doubts that this science park, established in 1980, is now a state-of-the-art in successive generations of technology in Taiwan as well as the start-ups of connections between Silicon Valley in California and the Hsinchu-Taipei region of Taiwan by transferring capital, skill, and know-how and by facilitating collaborations between specialist producers in two region.

While this new model provides unprecedented new economic opportunities for the Park, the region and the state, it also creates new challenges. The greatest challenge is the danger of creating enclaves of transnational technical elites that are not connected to the local community. As the home base of the park, Hsinchu City, its city structure and the

status of urban development have not progressed far along with the technology center. Nonetheless, in terms of public financial institution, the city has not received any direct tax revenue from the Park administered by central government for two decades; instead, the city has to spend annual local expenditure on maintaining the excessive loading of external effects of the Park's industrial development including traffic and environmental cost.

This paper argues that if the above-mentioned trend is not addressed it could create social and political problems in precisely region that are most successful in the new global order but a pitfall in local structure. This case underscores the significance of restructuring urban planning and development policies into action agenda initiated by the city in order to integrate the Park with the Community and try to establish a common-shared platform for different levels of government, entrepreneurs and citizens to work together in pursuit of prosperity and industrial upgrading at the global as well as the local level.

## **A Study on the Institutional Effectiveness of Locations Policies of Enterprise**

Jeong-Rae CHO & Mack-Joong CHOI

Though in order to develop knowledge based industry various location policies for enterprise are executed, no researches proceed about whether those impact regional development of economy effectively. This study focuses on the effectiveness of those in a point institutional of view. The results, not only location policies are ineffectively operated by individual government in spite of similar structure, but also those have no considerations about the regional character like market demand or location factor of enterprise. Besides, the incentive programs of location policies are oriented to direction of short round and the operating process has no consistency among the similar type of policies. In conclusion this study propose tentatively named "Enterprise Zone of Korea" as a urban zoning policy that local governments might operate independently and as the alternative of competitive location policies.

## **Development of ITS Evaluation Framework in Korea**

Hoi-Kyun CHOI, Seung-Hwan LEE, Sang-Do LEE  
& Ki-Jung SONG

This paper describes a proposed Intelligent Transportation Systems (ITS) evaluation framework in Korea. This includes the components of several existing ITS evaluation frameworks suggested by other countries. It defines the evaluation framework as a basic model or outline of ITS applications and the deployments toward the transportation goals contained in the Korea ITS plan. The research findings indicated that preliminary guidance on developing project-specific ITS plans used the proposed evaluation framework. In this research, ITS evaluation framework is designed in terms of mobility and accessibility, effectiveness and efficiency, choice and connectivity, safety, environmental and social sensitivity and economic growth. It has been necessary to focus on the benefits of ITS in order to convince the policy makers and decision makers that ITS technologies and their applications are mature and ready to be deployed. The application of the ITS evaluation framework has contributed to the future investment decisions and optimized the transportation system operation.

## **Asset Liquidation and Reverse Mortgage System**

Deok-Ho CHO

The overall populations of many developed countries are both aging and declining in number. However, the number of elderly populations has been gradually increased. Aging society is one of the most representative demographic characteristics in Korea. An average life expectancy has greatly increased and living conditions for the

elderly also has continuously been improved. However, National Pension is not enough to cover the living costs of elderly households and other financing systems for the elderly did not establish. Therefore, the elderly people have experienced the shortage of their living costs and it will be deteriorated. The objectives of this paper are to elaborate a new housing financing model for the Korean elderly through the income conversion of housing assets, to analyze its potential demands, and to suggest a welfare-financing model for the Korean elderly.

## **Study of Impacts of the Tourism Policies on the MICE Sector in Singapore**

Junko TAGAMI & Fuyuka HANYU

The tourism industry in Singapore has contributed significantly to the national economy and the creation of necessary infrastructure such as a world-class airport, convention centers, hotels and other tourist attractions. Especially, the country has introduced a lot of activities to attract the visitors from abroad through the MICE (meetings, incentives, conferences and exhibitions)\* sector. Due to these activities, Singapore is considered as the one of the excellent world-class MICE destinations. In this paper, how the sector has contributed to the Singapore economy among the national management policies of the other sectors that had been made for its economic growth, and the relationship between the characteristics of the MICE promotion strategies and redevelopment policies of the city will be discussed.

## **Effects of Radio Traffic Information on Travelers' Mode Switching and Route Switching Behavior**

Dae-Sic YUN

The purpose of this study is to analyze the effects of advanced traveler information on travelers' behavior. Among several Advanced Traveler Information Systems (ATIS) employed in Korea, this study focuses on examining the effects of radio traffic information on travelers' behavior. This study attempts to examine travelers' mode switching behavior in the pre-trip stage and travelers' route switching behavior in the en-route stage.

For this study, survey data collected from Daegu City, the third largest city in Korea, in 2000, were used. For empirical modeling, two nested logit models were estimated. Furthermore, based on empirical models estimated for this research, some policy implications are discussed.

## **The Relationship Between Clusters and the Regional Economy in Cleveland-Akron CMSA**

Mi-Jin JOO

Since Michael. E. Porter suggested the concept of competitive advantage in his book, *The Competitive Advantages of Nations*, many experts have focused on this concept and used it to do analysis of the economy. Edward W. Hill and John F. Brennan described in their articles how competitive advantage is revealed through the lens of a region's complement of industries and the competitive advantage is found on the supply side of product markets in its endowments and costs of the factors of production-location, labor specialization, natural resources, technologies, attitudes toward entrepreneurship, and management competencies. However, in the real world, products are not homogeneous, and it is products that are traded, not a set of factor endowments. Competitive advantage is revealed through product development and production processes in which the various factors of production are combined, genius is harnessed, and business strategies are executed. Porter also suggested the concept of cluster in this same book. According to him, a nation's successful industries are usually linked through vertical (buyer/supplier) or horizontal (common customers, technology, channels, etc.) relationships. The cluster of competitive industries becomes more than

the sum of its parts. It has a tendency to expand as one competitive industry. Because of the importance of clusters, industry cluster policies are a current trend in economic development planning. These policies represent a major shift from traditional economic development programs, which focused on individual firm-oriented policies. This means that the relationship between clusters and economy is getting stronger than before and that dynamic industrial activities can serve as engines of regional growth.

The purpose of this article is to do an analysis of the relationship between clusters and the regional economy in the Cleveland -Akron Consolidated Metropolitan Statistical Area (CMSA), including seven counties: Portage, Summit, Cuyahoga, Geauga, Lake, Lorain, and Medina. This analysis for the Cleveland-Akron CMSA intended to show which clusters have more influence on each regional economy at the CMSA and regional level.

## **The Revitalization Characteristics of the traditional Clothing Market: The Comparative Analysis on Dongdaemun Market and Namdaemun Market**

Dong-Pil SON & Chang-Ho YIM

The Dongdaemun market and the Namdaemun market in Seoul have been the traditional clothing markets in earnest after the Korean War. The two markets have been successfully revitalized to cover nationwide clothing wholesale, while most other traditional markets in Seoul have failed to adopt themselves to rapid changes and have been declining. In spite of resulting success of the two markets, it would be important to distinguish the major spatial and functional differences during the revitalization process. Many related studies argued that in the economic aspect, the Dongdaemun market proved to be more effectively revitalized than the Namdaemun market (e.g. the agglomeration economy and the marketing management). But, there is still another important but overlooked issue, the spatial characteristics, which is one of significant causes to affect procedural and resulting differences.

This paper analyzes the spatial transformation process of two markets focusing on the changing results of floor area, vacant land ratio, and other elements. These variables explain the spatial characteristics of revitalization. The relative difference, which is mainly related with the degree of specialization, of the spatial process of the revitalization between two markets would be analyzed by comparing with the floor area. The significant factors which affect the revitalization are identified as follows: land price, parking capacity and open space, physical barriers, the proximity to related industries, the designation of redevelopment district and the number of lots.

As the results, before 1970, two markets had the same condition in floor area. Dongdaemun market has been revitalized by specializing in clothing industry, while Namdaemun market has maintained the wholesale market that has many kinds of goods since 1970. This research has significance in that revitalization process of the two markets are analyzed in spatial aspects, and the factors which affect the revitalization and which are possible to control are suggested.

## **Conceptual Development of Internet-based Environmental Policy System Though Fair and Transparent Public Participation**

Yung-Un BAN & Sang-Ho LEE

Environmental Policy, which deals with environment, a public resource, requires fairness and transparency through comprehensive participation of stakeholders during the whole policy making process. Previous environmental policy, however, has been closed and unfair, so that the policy was processed in the government-leading and top-down way except perfunctory public participation, one of mandatory requirements regulated in the Korean Environmental Policy Act, in the early policy making stage. This lack of fairness and transparency has resulted in failure of many sorts of environmental policy. Thus, it is necessary to develop environmental policy making system, through which planners can forecast exact demand regarding a certain policy, and run simulation of the policy to minimize the possibility of failure before launching a policy.

Based on the recent fast growth of Internet technologies and the high percentage of spread of computer, every stakeholder can join all the processes of environmental policymaking, and play an important role in making a decision. That is, sitting side by side in the cyber environmental policy making laboratory, all stakeholders related to a certain environmental policy can show their own opinions and become a part of decision making using their own experience and specific data given on the Internet.

This study intends to develop an internet-based environmental policy making system, which consists of the following processes: authorization, experimental environment, individual decision making, and social decision making. This study provides several alternatives for a pseudo environmental policy, and examines every alternative and evaluates all the alternatives in accordance with the results from the examinations, and selects the best-fit alternative as a final decision. When planning various environmental policies, this study can help to make an effective decision in environmental policy through fair and transparent policy-making process.

## **Critical Success Factors of Technopolis for Regional Innovation: Case Study of Daedeok Science Town**

Deog-Seong OH & Sang-Ryong CHA

This study aims to try to answer the question, 'how a technopolis should be established and developed to give an impact on the regional innovation through the industrial restructuring with a case study of DST.' This study consists following four parts;

Firstly, theoretical review was made in terms of critical success factors of technopolis for regional innovation. Secondly, the development features of DST are analyzed in terms of urban structure, R&D and industrial activities, and networked entrepreneurship. Thirdly, the impact of DST development on regional innovation is analyzed in terms of job creation, the growth of venture businesses, and industrial restructuring. Finally, we evaluate the critical success factors of DST for regional innovation and suggest the lessons of future technopolis development.

## **Comercializing High-Technology in Venture Business in Taedok Valley**

Byoung-Su KANG

This paper is to explore the characteristics of venture business and entrepreneurs to identify technology transfer activities in venture and to analyze the differences between technology transfer in linear and non-linear venture businesses to guide more effective future venture business policy and strategy. The empirical assessment reveals that entrepreneurs have accurate evaluations and realistic expectations about their resources and capacities as well as functions and features of science parks and incubators. Linear model based start-ups shows higher education, basic technology innovation, late startup age, more R&D oriented prior jobs and experiences than non-linear based start-ups.

Contrast to expectations, functions and features of science parks and incubators were not significantly influencing on start-ups nor contributing to growth of venture business. Therefore, more effective venture nurturing strategies are in need for further vitalization of venture businesses.