

THE WORLD CUP AND KOREA'S CULTURAL ASSETS

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The 2002 World Cup football tournament, the biggest international event in sports, has begun. After Korea was selected as a host of the World Cup the country put a great deal of investment and effort into preparing for the event. The entire country will be full of World Cup fever starting in late May. By hosting the 2002 tournament, Korea will try to regain the confidence that it lost during the 1997 financial crisis, and enhance its international visibility. The World Cup will bring tangible and intangible economic gains in both the short and long term.

In the short term, the tournament will bring tens of billions of won in revenue for the World Cup Preparation Committee, while the investment in stadiums and facilities, as well as spending on tourism, will boost the economy's growth and improve employment conditions. The World Cup will also be a boon to the stock market. During 1988, when the Seoul Olympics were held, the Korea Stock Price Index rose from 500 to 1,000 points. Similarly, France's stock market rose from 3,000 to 6,000 points during a year and a half period around 1998, when it hosted the World Cup. Industries related to the World Cup, such as tourism and services, food and lodging, and advertising, as well as export industries, are expected to see steady increases in their stock prices. In the mid to long term, positive effects include advancement of the industrial structure, increase in foreign investment and exports, and invigoration of Korea's regional economies. In particular, the improved international image of Korea and Korean companies will vitalize the tourism industry, help increase foreign investment, and promote the export of domestic products.

To take full advantage of the World Cup's economic effects, the tournament should not just be seen as a one-time event, but as an opportunity for overall economic development in the long term. The enhanced global recognition gained from the World Cup will help Korea become a business hub in Northeast Asia. The tournament's broadcast

requirements have spurred the development of cutting-edge IT communication technology such as digital broadcasting and other high-tech industries, which should be fostered into major competitive industries. Also, the unprecedented inflow of visitors to Korea's regional cities hosting the games will stimulate efforts for balanced regional development.

Successfully implementing such long term projects requires a major expansion of Korea's cultural capital with the World Cup as a starting point. Cultural capital includes a country's laws, institutions, attitudes, values, and practices that can directly and indirectly affect economic development. The World Cup is expected to help establish attitudes of globalization and respect for the rule of law, which would enhance the country's image and further Korea's bid to become the business hub of Northeast Asia. In addition, domestic brands will gain more international recognition, increasing exports. Korea's high tech knowledge industries will be able to thrive and regional economies will become specialized only if maintain a balance between the cultural tradition and present values. Moreover, considering that cultural capital is essential in the 21st century knowledge-based economy, expanding such capital will establish a foundation for the development of Korea's knowledge-based economy.

The World Cup is expected to help establish attitudes of globalization and respect for the rule of law.

The first task in expanding cultural capital is to create an efficient social system. This system would be based on the rule of law, with laws and institutions smoothly enacting their functions with mutual trust between members of society. According to Francis Fukuyama, trust is the greatest form of social capital and a high level of trust can raise a country's competitiveness. A society where individuals can trust each other and predict behavior allows the development of a creative, wholesome, and refined culture because trust promotes free communication and exchange. The second task for Korea is to develop its own cultural image. Culture is developed from a society's historical, social, and geographical basis, and is the result of the relationships between a society's individuals. A loss of cultural identity weakens a society's foundation and cohesion, making life barren for its members. To develop a cultural image, Korea will need to revive its traditional culture. Thirdly, Korea should treat its traditional culture as it would a natural resource. Creative products that are uniquely Korean will be able to compete in the world market. Finally, Korea needs to strengthen its cultural education to foster creative individuals. Rather than the standardized rote memorization suited to the industrial society, Korea needs to develop an education system that fosters creativity to cope with the 21st century knowledge-based era. **VIP**

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