
Application of Story-doing for Sustainable Agricultural Heritage

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I . Introduction

- Traditional Gudeuljang Irrigated Rice Terraces(TGIRT) in Cheongsando and Batdam in Jeju island have been listed in world important agricultural heritage.
- There is the lack of a effective communication way in spite of various values of rural resources and the developed experience program consisted with unusual element even for the locals also not to sustain it except experts or not to combine with other elements of the village.

I . Introduction

- In this study, we adapt story-doing suggested as a new marketing techniques for sustainable agricultural heritage.
- Working principle and structure of story-doing are formulated for developing application model. Developed model is applied to TGIRT in Cheongsando.
- Experience programs are suggested for agricultural heritage to expand participants and build sustainable system.

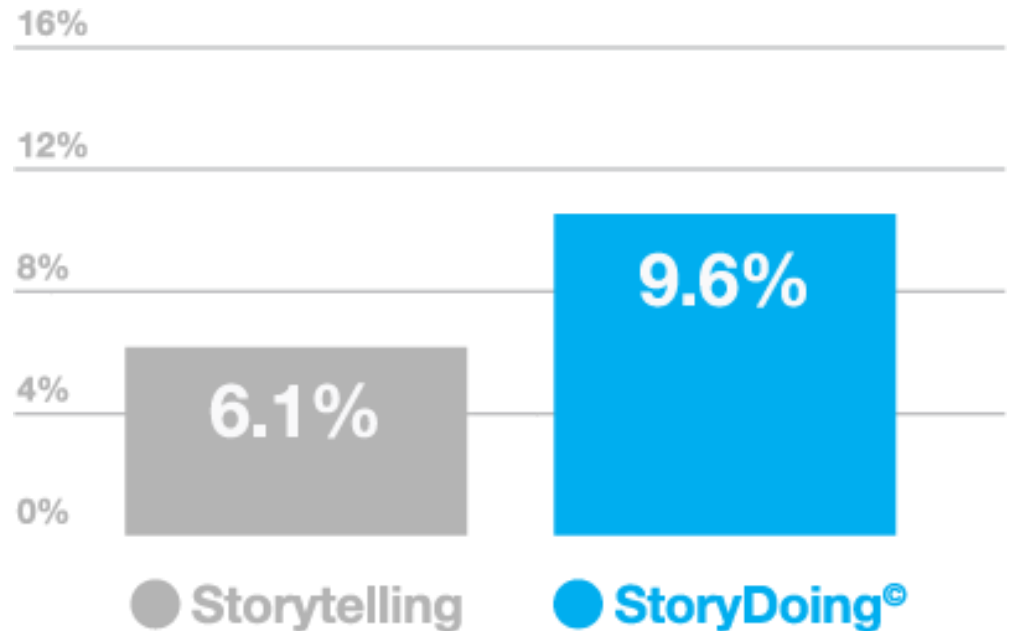
Story Doing?



Ty Montague
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StoryDoing companies grow revenues faster...

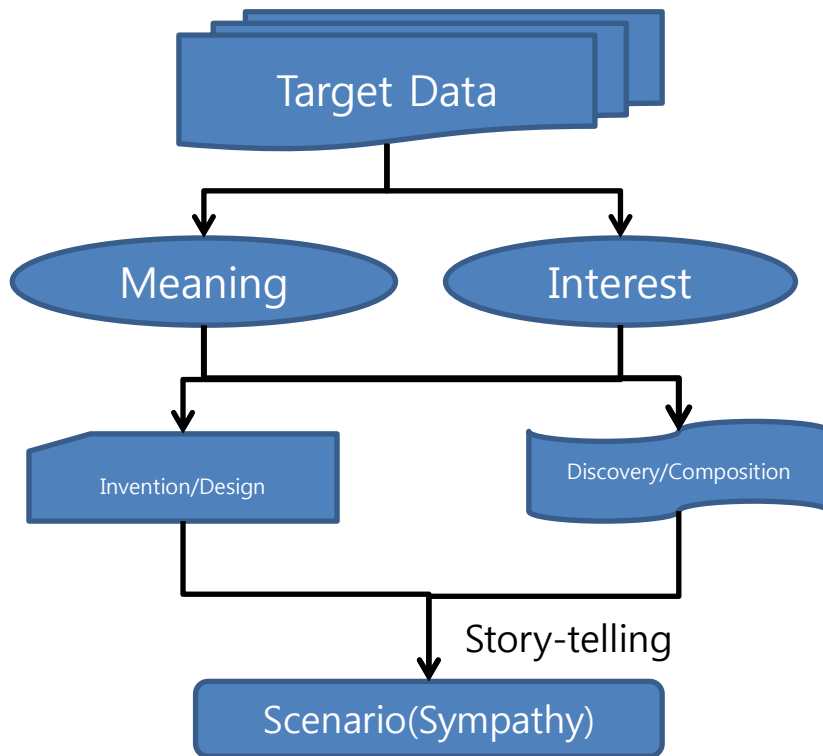
Annualized revenue growth rate (2007 - 2013)



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II. Development of Model

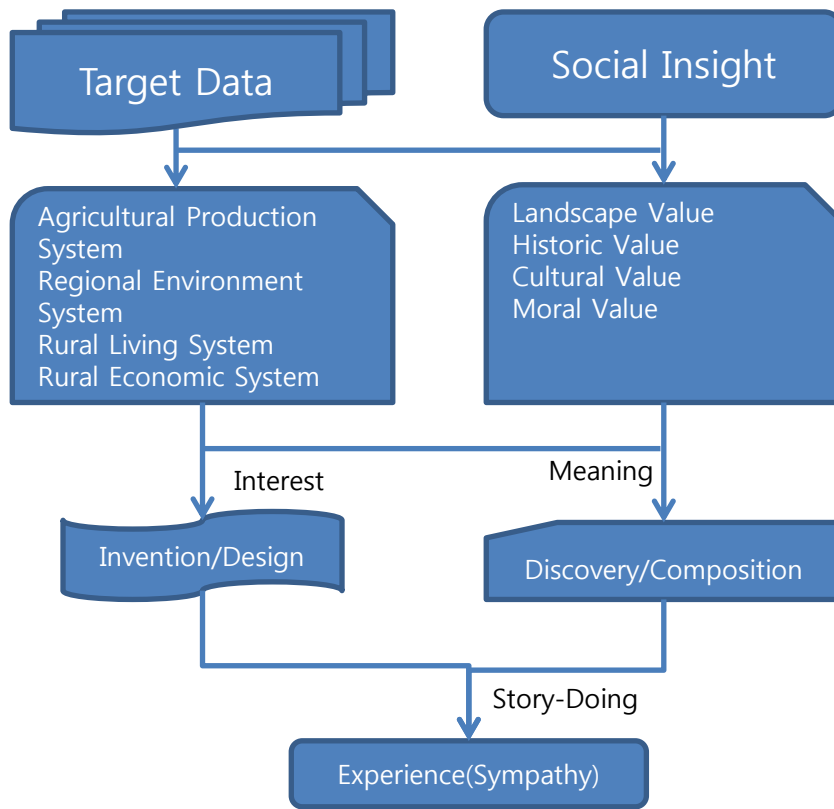
► Algorithm of Story-telling



- Kim(2014) defined storytelling algorithm, as shown in Figure to illustrate story-doing algorithm.
- Analyze data to determine components that can give meaning and fun, such as history, literature or the environment.
- These meaning and fun are used as materials for design of story.
- Composed story is configured sympathy of audience through storytelling.

II. Development of Model

► Algorithm of Story-Doing

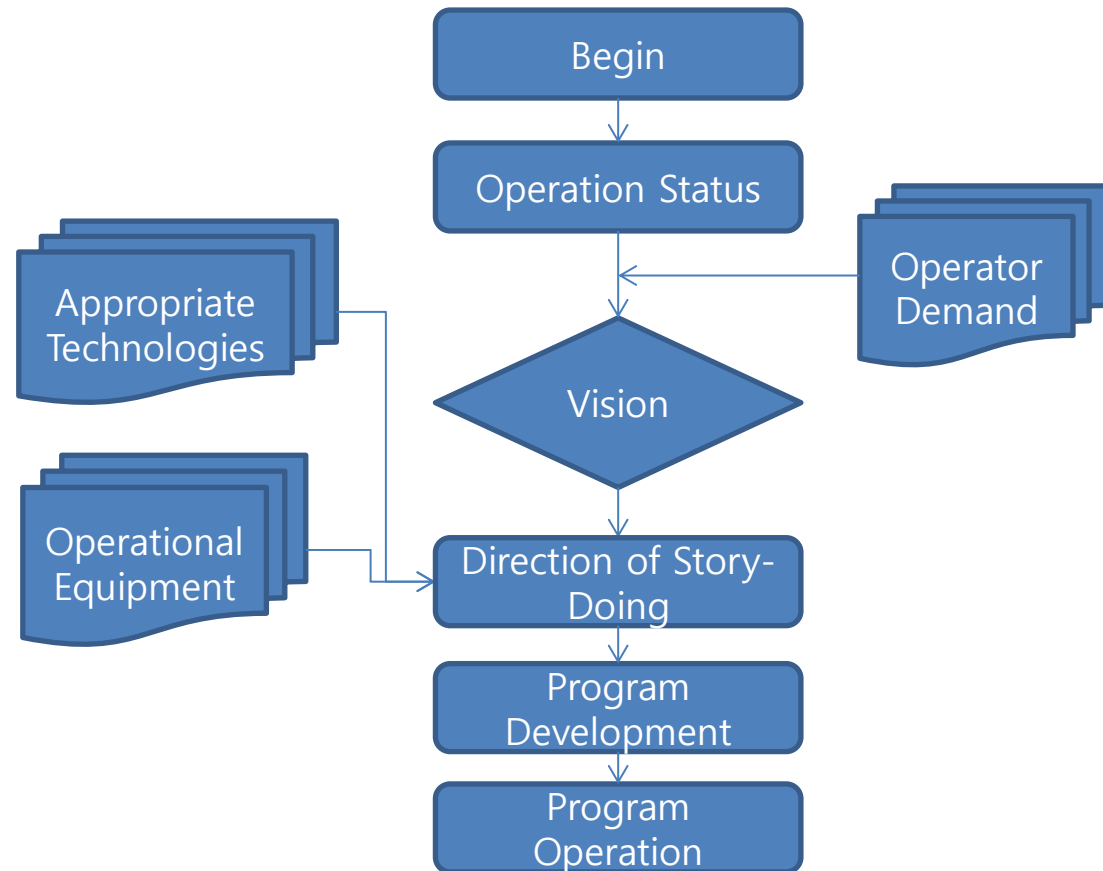


- Story-doing has an algorithm as shown in Figure.
- Through analysis of target material and social insight, we can (1) analysis system elements of agricultural production, regional environment, rural living, and economy, (2) grasp the scenic, historic, cultural and moral values.
- Experience programs can be invented or designed through interest in modern world.
- Visitors can feel fun, understand the subject, and learn its values through discovery or composition of story-doing.

II. Development of Model

► Characteristics for story-doing

- In this study, we apply appropriate technologies as shown in figure.
- Determine the status of the agricultural heritage and current maintenance and identify the systems, social values, the operator needs.
- Setting the vision, and sought the direction of the story-doing to solve them on the basis of appropriate technologies, operational equipment, and labor.



III. Application to TGIRT (in Cheongsando)

System Elements

- TGIRT is a product of farmland composition activities to control irrigation and drainage through intensive human labor.
- Stony soil in Cheongsando and water scarcity are harsh agricultural environment. To overcome these environment, technologies related stone walls were developed and applied and irrigation technology developed and applied from furnace heat transfer of ondol.
- Cheongsando residents operated irrigation management system through cooperative labors.

Public Function

- The water flowed to the exposed outer edges of cultivated land is situated in a unique landscape that can be seen only cheongsando gudeuljang rice fields.
- TGIRT is continuously sloping agricultural landscape and surrounding natural scenery formed by terraces in the slopes as the 'composition to form a complex landscape.
- Combined with the surrounding villages, coastal, living and has formed a diverse cultural landscape. Also in ecological terms cheongsando gudeuljang rice products that are artificially modified by introducing the natural terrain slope in the labor force for a long time.

III. Application to TGIRT (in Cheongsando)

Appropriate technical factors

- TGIRT is stacked stones readily available from local to create farm land for maximized land use.
- Continuous irrigation drainage system has been applied to reuses the water in the bottom paddy field wasted in the above.
- In particular, several farm implements, including plows in order to adapt to discuss gudeuljang structure with shallow soil than normal paddy field are made to suit the environment such as thickness depending on the application, the weight, the shape.

Conjunction TGIRT and Story-doing

- Gudeuljangnon design competition which compose paddy field with minimal deformation.
- Irrigation and drainage simulation game which compose agricultural production with minimal water use.
- Gudeuljangnonjengi competition depending on the depth of the plow tillage are suggested alternative of simple supporting programs of agricultural production such as gudeuljangnon owner system, eco-friendly farm materials support, local food project.
- Suggested experience program could offer various mathematical, physical and functional training chances in experience process.

IV. Conclusion

- In this study, we adapt story-doing suggested as a new marketing techniques for sustainable agricultural heritage. Working principle and structure of story-doing are formulated for developing application model.
- Gudeuljangnon design competition, irrigation and drainage simulation game, gudeuljangnonjengi competition are suggested and compared previous programs.
- If we can build a system that can create story-doer in application process of story-doing, sustainable ways of maintaining and developing agricultural heritage more effectively are expected.

V. Reference

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Storydoer

THE END

**Thank you
for your attention**