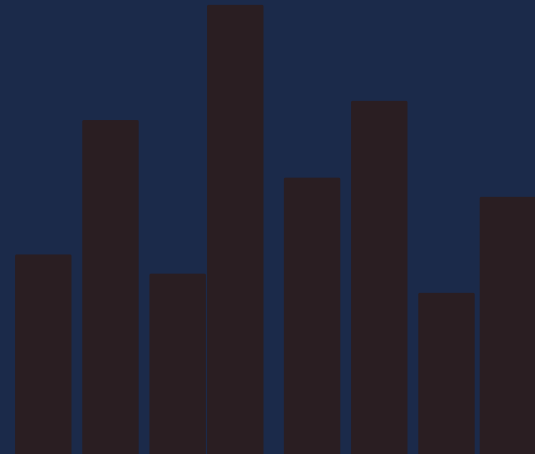


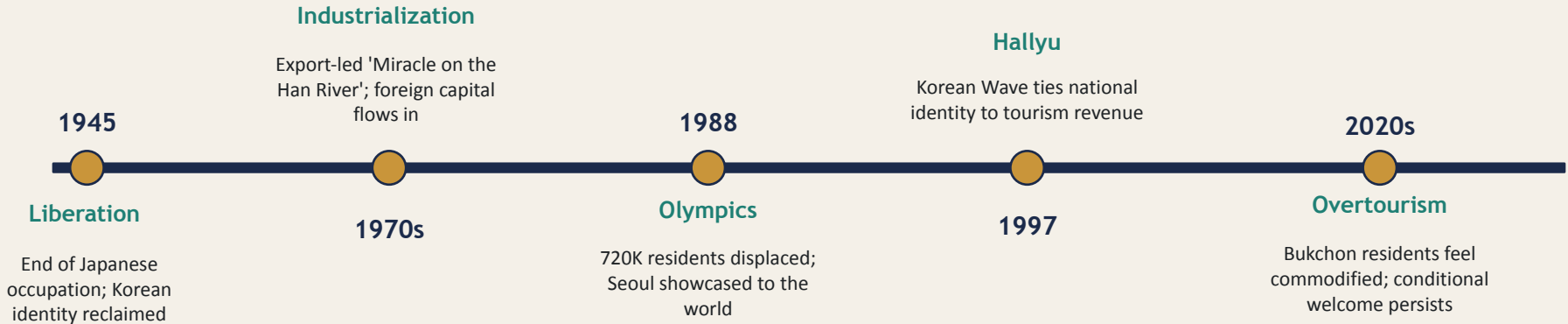
Historical Perspectives

Economics · Social Justice





SEOUL: A TIMELINE OF CONDITIONAL HOSPITALITY



720,000 people displaced for 1988 Olympics

Hallyu exports → 80% trade increase with communist nations (1988)



NYC: A TIMELINE OF RESENTMENT



60M yearly visitors by 2016
(2x the 1990s figure)

1920s — Chinatown marketed as 'exotic' to white tourists

City priorities:
visitors > residents

HOFSTEDE & HALL: A HISTORICAL LENS

HOFSTEDE

HALL

How each city's history shaped its cultural communication style toward outsiders

SEOUL

85

HOFSTEDE
Collectivism

Post-1945 Confucian revival → group harmony above individual rights. Olympics (1988) mobilised entire nation as collective host.

78

HOFSTEDE
Power Distance

Hierarchical Confucian norms mean tourists must defer to elders & locals. Violation = social transgression, not mere rudeness.

High

HALL
Context

High-context: meaning lives in relationships. Silence, eye contact, queue order carry weight — invisible to outsiders since 1988 influx.



NEW YORK CITY

25

Post-WWII individualism + immigrant autonomy → each community defends its own turf. Grievances are personal, not collective.

28

Low hierarchy: no deference expected. Fiscal-crisis rebranding (1970s) cast tourists as customers — equals at best, burdens at worst.

Low

Low-context: meaning is explicit. Resentment toward tourists is stated bluntly — 'Tourism is eating New York alive' (Holley, 2017).

vs

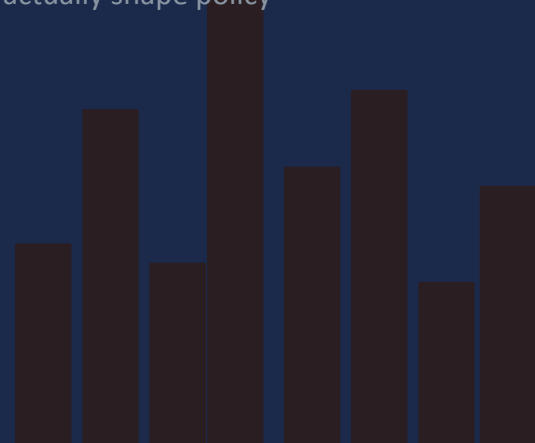
Community Involvement

Who gets a voice in tourism decisions?

◦Who is included vs excluded?

◦How do communities respond?

◦Does input actually shape policy





SEOUL: Limited but Growing Voice

Top-down decisions

- Bukchon became a tourist site without resident input

Resident protest → change

- Protests led to curfews + zoning rules

Still limited

- Feedback only partially included
- Some groups underrepresented

Takeaway:

Community input is **reactive, not proactive**

**6.4 Million Visitors v.s
6,000 residents**

**Residents Protested Over
Tourism -> Policy Changes**



NYC: Stronger but Uneven Participation

More formal involvement

- Public hearings + advocacy groups

Real impact

- Community pressure → Airbnb law (LL18)

**Airbnb listings ↓ over 90%
after Local Law 18**

More formal involvement

- Public hearings + advocacy groups

Real impact

- Community pressure → Airbnb law (LL18)

**Community advocacy reshaped
tourism → housing debate**

Community Involvement = Power

Who has influence

- Governments and tourism industries lead decision-making
- Policies prioritize economic growth and visitor volume

Who gets left out

- Residents included after problems escalate
- Marginalized groups often underrepresented

Tourism decisions reflect **who holds power**, not just who is affected

What community action does

- Protests and advocacy force policy changes
- Reframes tourism as a **social justice issue**

What still fails

- Participation is reactive, not proactive
- Power remains uneven across stakeholders

Community voices shape policy —> **but only after conflict begins**

Constituents & Stakeholders

How do social norms affect locals' perception of tourists in Seoul vs. New York City?

Megan Farrington · Patrick Dunn · Santiago Rubio · Lokesh Addagiri

Seoul stakeholders

Residential communities

Bukchon Hanok Village: ~6.4M visitors/year vs. ~6,100 residents

27.6% population decline over five years

Complaints rose from 56 to 202 (Jongno District Office)

Framing: "designated our village against our will"

South Korean government & KTO

Forecasts ~18.5M foreign visitors in 2025 (+13% vs. 2024)

2024 response: visitor curfew 5PM–10AM, color-coded zones

Residents called measures "empty talk" — loopholes for hanok hotel guests

Historically focused on quantity over quality of tourism

Tourism industry operators

Hanok hotels, cosmetics, tour agencies benefit from high volume

Dispute responsibility: one hotel claimed <0.0003% of annual visitors

Advocate for policies maximizing visitor access

Hallyu tourism drives cosmetics, fashion, medical, and heritage sectors

International tourists

Temporary actors with no long-term stake in communities

Behaviors (photographing, noise) violate Confucian social norms

Structurally asymmetric: absorb culture while residents bear costs

Some tourists express awareness of their impact (CNN, 2024)

New York City stakeholders

Long-term residents of gentrifying neighborhoods

Predominantly Black and Latino in Williamsburg, Harlem, Chinatown, Bed-Stuy

Made vulnerable by redlining and blockbusting since the 1940s

Black/Latino families leaving NYC at higher rates post-LL18 (amNewYork, 2025)

Framing: deep skepticism toward tourist-driven development

Homeowners & small business owners

Many Black and Latino families using Airbnb to cover mortgages

LL18 cut Airbnb listings by over 90%

"Housing justice is inseparable from economic and racial justice" — NAACP Jamaica

Complex position: bear gentrification costs AND benefit from tourist spending

Hotel industry & NYC Tourism + Conventions

Tourism = 7.2% of private sector jobs; ~\$47B economic contribution (2019)

Supported LL18 — aligning housing justice language with competitive interest

Frame tourism as public good and fiscal infrastructure

Committed to "equitable" spread of benefits across boroughs

Tenants' rights & housing advocates

"Tenants Not Tourists" coalition; Hotel and Gaming Trades Council

Argue illegal STRs reduce housing supply and drive up rents

Frame issue as right of working-class NYers to remain in the city

Supported LL18 passage; cited 1.4% historic vacancy rate in early 2023

Core disagreements

Topic	Seoul	New York City
Economic growth vs. residential rights	Government prioritizes tourism as national economic engine; residents demand the right to live in peace	Tourism = 7% of jobs vs. right of working-class residents to remain in the city
Adequacy of government response	Residents call 2024 curfew 'empty talk'; loopholes for hanok hotel guests undermine enforcement	LL18 cut Airbnb listings 90%+ but rents rose 8.1% and vacancy barely changed
Who counts as community?	Residents vs. corporate hanok hotels disputing who defines/monetizes cultural heritage	Tenant advocates (renters) vs. homeowner advocates — fracture within communities of color
Revenue distribution	Hallyu income flows to commercial districts; elderly/residential area residents experience crowding as intrusion	Tourism revenue flows to corporations & Manhattan; outer-borough workers earn median \$32K vs. citywide \$50K

What is at stake?



Seoul

Bukchon risks becoming a 'heritage spectacle without a living community' (Park & Kovacs, 2020). 27.6% population decline may accelerate to full displacement.



Seoul

Residents explicitly ask: 'How much longer can we live here?'
Right to residential sovereignty is unrecognized in policy.



Seoul

Hallyu revenue flows to commercial districts; non-commercial residents bear social costs without economic benefit.



Seoul

Lee & Chung (2025): tourists' right to travel vs. residents' right to peace — both are recognized human rights. Seoul has not built governance that honors both.

New York City

Authentic urban character — diverse, historically layered — may be destroyed in service of tourist-friendly blandness, eliminating the very quality that draws visitors.

New York City

Cumulative consequence of a century of racist policy — redlining → blockbusting → gentrification → tourism displacement. Stakes are existential for communities of color.

New York City

Tourism workers earn median \$32K vs. citywide \$50K.
Minorities = 66% of workforce; immigrants = 46% — yet revenue accrues to hotel chains and real estate investors.

New York City

Tenants Not Tourists vs. Are we not people? — two groups whose frames are logically incompatible, not just politically opposed.

Collective Responses to Tourism

Seoul vs New York City

Intercultural Praxis – Positioning

How institutions responded to tourism tensions





Seoul - Government Response to Overtourism

Government prioritized tourism economy over resident control

- 🕒 2024 Bukchon Hanok Village curfew (5pm–10am)
- 📖 Tourism management zones created
- 📷 Increased monitoring of tourist behavior
- 🎯 Goal: reduce resident complaints without reducing tourism

✅ **What worked:**
Reduced late-night disturbance

❌ **What didn't:**
Tourism volume still high, residents still displaced





New York City - Housing & Tourism Policy



Local Law 18 (2023) restricted Airbnb & short-term rentals



Goal: return housing to long-term residents



Supported by hotel industry & housing advocates



Opposed by homeowners who relied on Airbnb income

Policy helped some residents but hurt others → shows power & inequality



What worked: Reduced Airbnb listings



What didn't: Rents still increased, conflict between stakeholders

Positioning – Intercultural Praxis



Policies are not neutral, they reflect who has power



Governments prioritized economic growth



Residents had less decision-making power



Tourism policies benefit some groups more than others

Collective responses show how power, economics, and social norms shape how cities respond to tourism.



S E O U L



N E W Y O R K C I T Y