Fashion Street Compititiveness in a Downtown Area of Small and Medium-sized Cities: A Case Study on Mokpo

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Abstract   The culture and unique feature of a local city has the potential to attract consumers to an offline commercial district such as a fashion street. The main purpose of the study is to explore the potential for development, determinants of competitiveness, and characteristics of fashion streets in Mokpo. A literature review, field observation, and in-depth interview were conducted. Main fashion streets in Mokpo include Downtown Rodeo, Hadang Rose street, and Namak Central Park. In these fashion streets, it is the largest that the proportion of stores of mid-low price range fashion brands. The results show that main weakness of three fashion streets lies in the demand condition (i.e., population). Participants suggested development of unique themes, support of young entrepreneurship, and fashion education programs for local revitalization in Mokpo. This study can be helpful in in establishing a regional activation strategy based on mutual synergy across multidisciplinary such as fashion and tourism.

Introduction

Over the past few years, famous fashion brands such as Ralph Lauren, Calvin Klein, Gap, and Tommy Hilfiger have closed their flagship stores on Fifth Avenue in Manhattan, New York (McDonald, 2019). It shows the changed status of the offline commercial district in the fashion industry. High rents and the rise of e-commerce increasingly complicate business for brick-and-mortar retailers in downtown areas in famous cities. As an alternative to this, interest in other commercial districts of small and medium sized cities have been increased in terms of combined culture and locality (Foley, 2019).

The fashion industry has an important role in creating a unique image of the region and revitalizing the city. Fashion designers, brands, and stores are closely related to places. They can build unique and positive associations with specific areas, such as the high-end tailoring image on Savile Low Street in London. Consumer interest in an area given a fashion-related image leads to visits and consumption, thus having a positive impact on the local economy. The consumer experience of a fashion street can be used to solidify the cultural image of the city by accumulating associations with the city again. A fashion street is an important space that can draw consumers' experiences in connection with the tourism industry. These personalized consumer experiences can lead to the core competitiveness of the fashion commercial districts that should be paid attention to in order to overcome the limitations of offline conditions and to revitalize the region.

Various urban regeneration policies of the state or local

governments are being implemented to utilize the value of the fashion industry. Daegu city is implementing various support policies that emphasize high-quality clothing and textiles, Jeonju city supports traditional fashion and youth entrepreneurship, and Gwangju city does art and fashion. Seoul Metropolitan Government is providing various supports so that spaces such as Dongdaemun and Hongdae can be regenerated as spaces connected with fashion, beauty, restaurants, performances, architecture, tourism, entertainment, and sports. World famous cities such as New York, Los Angeles, Florence, and Barcelona are also paying attention to fashion as an important tool of building a unique city image, and implementing various policies to create an association between place, culture, history and fashion (Lazzeretti, Capone, & Casadei, 2017).

This study focused on Mokpo as one of small and medium-sized cities that had history and cultural resources, but did not establish a connection with fashion. As discussed earlier in the introduction, the culture and locality of a small and medium-sized city has the potential to attract consumers to the offline business district. This is because, if the fashion retail industry centered on major commercial areas is reactivated, it can lead to urban regeneration effects such as creating local jobs, creating attractive spaces for local communities, and attracting tourists (Lim & Byun, 2017).

The purpose of this study is to provide implications for urban revitalization by analyzing the competitiveness of fashion commercial districts, i.e., fashion streets in Mokpo. Research questions are as follows. First, the distribution and characteristics of fashion streets in Mokpo are analyzed. Second, determinants of competitiveness of fashion streets in Mokpo are explored. An Analysis of competitiveness in a fashion street was not sufficiently dealt with in previous studies compared to the practical interests. This study is expected to fill this gap and be practically helpful in establishing urban revitalization strategies based on mutual synergy between different industries such as fashion and tourism.

Literature Review

Urban Regeneration and Revitalization of Commercial Districts

Old downtowns have become obsolesced, due to the population decline, changes in an industrial structure, and deterioration of residential environments. Urban regeneration refers to strengthening the capabilities of those abandoned areas, introducing and creating new functions, and activating them physically, economically and socially by utilizing local resources (Ministry of Land and Transport, 2021). In 2013, SPECIAL ACT ON PROMOTION OF AND SUPPORT FOR URBAN REGENERATION was enacted to support urban regeneration. Even before the Urban Regeneration Act, there were efforts to revitalize the underdeveloped commercial districts of small and medium-sized cities with "SPECIAL ACT ON THE PROMOTION OF TRADITIONAL MARKETPLACES AND SHOPPING DISTRICTS".

A commercial district refers to the place where citizens visit for leisure and cultural life as well as shopping. It has a great significance in modern cities. A commercial district follows a rise and fall cycle (Son & Park, 2017). Although an old downtown of a small and medium-sized city has functioned as the economic and cultural center of a city for a long time, it is declining due to various factors such as changes in the urban structure such as the relocation of public institutions or development of new suburban areas, deterioration of amenity such as deterioration of infrastructure or lack of open space, and stagnation of the local economy since changes in the industrial structure.

Therefore, it is necessary to revitalize the old downtown of small and medium-sized cities to encourage a variety of activities. In particular, the Special Act on Urban Regeneration which was enacted in 2013 is to promote various policies and projects to revitalize an old downtown. In order to revitalize the declined commercial districts or enhance the self-resilience of small business owners, the traditional market and central commercial area modernization projects, the parking lot improvement projects, and the specialized market support projects were promoted through designation of commercial district activation zone. As of 2016, approximately 1,441 nationwide projects were

conducted. After that, each local government is promoting urban regeneration projects to revitalize various commercial areas such as traditional markets, shopping districts, downtown areas, and alleyways as detailed projects of urban regeneration for neighborhood regeneration (Han, 2018).

The old downtown of Mokpo city was composed of the Korean-lived area before the opening of the port in 1893 and the common residence area of each country after the port opened, and has been functioning as the main city center of Mokpo until now (Cho, 2005). Currently, the old downtown is adjacent to Mokpo Station of the high-speed rail and International Passenger Terminal, so the move of people and the exchange of goods are active and the commercial district has developed. However, as the downtown continued to decline, urban regeneration projects were carried out to revitalize the original downtown. For three years from 2014, it was selected as one of urban regeneration projects in the old downtown (Mokwon-dong), and the policy of using Yudal mountain and modern buildings as major assets of the old downtown to emphasize historical and cultural tourism and to revitalize the commercial area of the old downtown was promoted. Afterwards, the urban regeneration project was converted into an urban regeneration New Deal project due to the policy change of the central government. In 2017, two plans, "1897 Port Culture Street" and "Seosan-dong residential support projects" in Manho-dong, one of the old downtowns, were selected for subsidy programs, and the urban regeneration project in the old downtown is continuously being promoted (Mokpo City Urban Regeneration Support Center, 2021).

Determinants of Competitiveness Advantage in a Commercial District

A commercial district refers to the geographic area where retailers can attract customers. It can be also defined as the geographic range of consumers who shop in a specific store, shopping street, or shopping center. The commercial district includes two concepts: one is a region or geographic range and the other is the consumer demand and preference range (Jang, 2015).

This study focused on determinants of competitiveness advantages in a commercial district, especially a fashion street. Industry competitiveness is the relative concept that is approached through comparison rather than the absolute position of a country or industry, and can be applied in various ways depending on the scope and target of the analysis (Lee & Choi, 2012). In previous studies, industry competitiveness is defined as the comparative advantage that an industry in one country or region has over the same industry in another country or region (Porter, 1990). In this study, the competitiveness of a fashion street in Mokpo was defined as the comparative advantage that the relevant commercial district had compared to other regional fashion street.

Porter's (1990) diamond model considers determinants influencing changes in competitiveness advantages of a nation or industry based on the microeconomic theory. The model has been broadly accepted framework to analyze the competitiveness of a particular industry within a country. The diamond model explains the sources of industry competitiveness, including four determinants of factor conditions, demand conditions, related and supporting industries, and firm strategy, structure and rivalry, and exogenous conditions such as the role of government and event. The diamond model can be useful for identifying the weaknesses and strengths of a particular industry through the analysis of the determinants of competitiveness that includes all the characteristic conditions of companies, industries, and countries.

Factor conditions include the productivity such as labor, natural resources, and infrastructure of the industry. In the case of a fashion street, human resources and commercial district infrastructure are consisted of this category. Next, the demand condition refers to the market size or the quality of demand for the industry's product or service, which determines the characteristics of the industry. When applied to a fashion street, it can be utilized to de-facto population and consumer market demand for fashion products or services. Third, related and supporting industries include the presence of absence of internationally competitive supply industries or other related industries. In relation to retail businesses, manufacturers and related upstream industries are applicable. It is important to form clusters to deliver cost-effective inputs of these supporting industries to

improve by working closely with the end-user. Fourth, firm strategy, structure and competition are related to the methods and principles that determine the start-up, organization, and management of a company. These four determinants can act differently on the formation of industrial competitiveness by the government and a series of events (Mann & Byun, 2011).

The diamond model is also actively used to analyze the competitiveness of the fashion industry (Chipo, Walter & Rufaro, 2018; Lee, Karpova & Perry, 2017). Previous studies analyzed the competitiveness of the textile and apparel industry (Kim, Kwak, Cho, & Lee 2006; Son, Kim, & Ji, 2007) and the competitiveness of the leather industry (Shafaei, Shahriari, & Moradi, 2009). In these studies, both quantitative and qualitative approaches were used to measure the competitiveness of the fashion industry. In a quantitative approach, competitiveness was measured by quantitatively measuring sub-indices for each determinant, and in the qualitative approach, the method of deriving major issues through in-depth interviews with experts on the determinants was used. Shafaei et al. (2009) discussed factors affecting the low competitiveness of Iranian leather industry through in-depth interviews with experts, and Watchravesringkan, Karpova, Hodges, and Copeland (2010) also approached the determinants of Thailand's apparel industry competitiveness through expert interviews. In this study, considering that not much research has been conducted on the fashion street of Mokpo, a qualitative methodology was chosen. Specifically, based on Porter's (1990) diamond model, we intend to discuss the determinants of the competitiveness of the fashion commercial district in Mokpo City.

Competitiveness of a Fashion Street

Research on the domestic fashion street is concentrated in Seoul metropolitan area (Jang, 2015; Kim, Lee, & Lee, 2016), whereas a few studies on other regions have been conducted, such as Busan, Daegu, and Jeonnam (Son, Oh, & Seo, 2006). Most studies on the fashion street in Seoul were focused on the vitalization of the Dongdaemun commercial district (Hong & Lee, 2007; Kim, 2014; Lim, Kim & Lee, 2010). These studies suggest strengthening the competitiveness of the commercial district by combining the Dongdaemun fashion street with the tourism industry or

linking it with the Dongdaemun manufacturing and production base. Mokpo differs from Seoul metropolitan area, and other metropolitan cities in terms of demand for commercial districts and fundamental characteristics of them. It is necessary to take a different approach from the traditional way to revitalize commercial districts using the infrastructure of large cities such as Dongdaemun.

Only a few studies dealt with local fashion streets. These previous studies related to the local business district were the analysis of a fashion street in Busan (Son et al., 2006), Gwangju (Bae & Choi, 2001), and Gwangyang (Lee, 2016). They have explored the characteristics of the local fashion streets and analyzed the location and distribution of the commercial district and the characteristics of each business district by using qualitative methods such as a field observation or in-depth interview. This is partly due to the lack of available quantitative data. In this context, this study also intends to use a qualitative approach to analyze the competitiveness of the Mokpo region.

Research methods and procedures

Field Observation

In order to understand the current state of fashion streets in Mokpo, a field observation of the commercial district was conducted. First, through a literature review, data on the location and characteristics of the previously formed commercial districts were collected, and the old downtown (Downtown Rodeo), Hadang Rose street, and Namak Central Park in Mokpo were selected as research subjects. Field observations were conducted three times in November 2018. The observational survey consisted of creating a map of the distribution of stores by commercial district and analyzing the characteristics of the de facto population.

In-depth Interview

Selection of interviewees and their characteristics
The interview survey was conducted to identify issues related to the determinants of the competitiveness of the fashion street in Mokpo. The interview was conducted in an in-depth

interview method using a semi-structured questionnaire from October to December 2018 for a total of eight fashion experts working in fashion stores in Mokpo, global fashion consulting companies and universities. The detailed profile of participants is presented in Table 1, and the interviewer's name is symbolized for the convenience of analysis and protection of personal information.

Table 1. Participants profiles

ID (Gender, Age)	Workplace	Position
I1(Female, 60s)	Fashion store(womenswear)	Owner
I2(Female, 40s)	Fashion store (Shoes)	Owner
I3(Female, 30s)	Fashion store (menswear)	Manager
I4(Female, 30s)	Fashion Consulting co.	Senior researcher
I5(Female, 30s)	Fashion Consulting co.	Senior researcher
I6(Female, 40s)	University	Lecturer
I7(Female, 40s)	Fashion Consulting co.	Senior researcher
I8(Female, 40s)	University	Professor

Research Method and Analysis

Interview data were conducted and analyzed by the guidelines of Patton (1990). Semi-standardized Interview is a method in which the interviewer sets the approximate sequence and major issues of the survey, and the interviewer adds questions according to the participants' responses during the actual conversation. The main topics composed in advance consisted of issues related to the characteristics and four determinants of competitiveness of fashion streets in Mokpo based on Porter's (1990) diamond model: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry.

Interviews lasted from 60 to 90 minutes for each participant. All interviews were recorded and transcribed with the consent of participants. Data were reviewed and analyzed by identifying meaningful issues through content analysis. The main focus of the analysis was the characteristics and four determinants of competitiveness of fashion streets in Mokpo. By repeating the process of categorizing, abbreviating, comparing, and integrating interview data at the individual level and the integrated level, meaningful sub-elements of determinants were derived. To enhance the reliability of the study, main issues that emerged from the data were interpreted alongside secondary

information. The main issues that were finally agreed upon after discussion and re-interpretation process between researchers were presented in the next section.

Results and Discussions

The Distributions and Characteristics of Fashion Streets in Mokpo

Fashion streets in Mokpo The population of Mokpo and Muan is about one over six of that of Jeollanam-do. Mokpo is the second largest city after Yeosu and Suncheon. Mokpo has a high concentration of accommodation, wholesale and retail businesses. According to the National Statistical Office, in 2016, the number of wholesale and retail businesses of clothing and accessories in Mokpo was 900, and the number of employees was 1,435, accounting for the largest share among the entire wholesale and retail industry in the city. Compared to all 22 municipalities (i.e., Si and Gun) in Jeollanam-do, Mokpo ranks second in the number of businesses and first in the number of employees in the section of clothing and accessories. It shows the importance of wholesale and retail businesses of clothing and accessories in Mokpo.

The fashion commercial district of Mokpo is largely divided into the old downtown area near Yeongsan-ro (i.e., Downtown Rodeo), the Hadang area near Jangmi-ro, Bipa-ro, and Buheung-ro (i.e., Hadang Rose street, and the Namak new town area (i.e., Namak Central Park) in Figure 1. The population of Mokpo is about 230,000 (KOSIS, as of December 2018), and the existing large commercial district in the downtown area has been moved to Muan due to the construction of the Namak new town of about 80,000 population near Mokpo. Although the commercial district of Mokpo is divided into old downtown, Hadang, and Namak districts, it can be seen as a fashion street that shares total demand because there is no change in the overall population. There are absolutely a lot of middle-aged people, and in particular, the industry is mostly concentrated in fishing and shipbuilding, so the industrial base is quite weak. Recently, there is a lot of movement to the Hadang area with a population of about 70,000, and since the population is mainly young people, the center of Mokpo's commercial
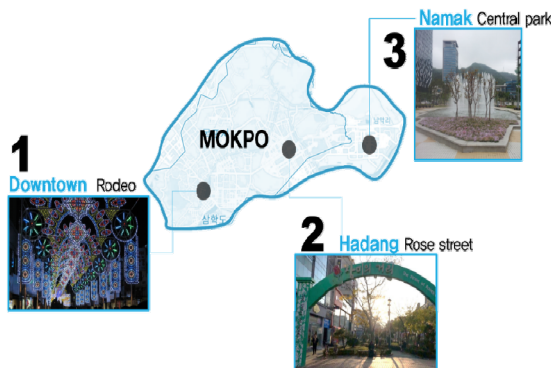
Figure 1. Major fashion streets in Mokpo

Figure 2. Shoes stores of Downtown Rodeo in Mokpo

district is generally biased toward the Hadang area. The lack of a clear theme and concept for each fashion street was highlighted as a common weakness. Table 2 shows the detailed characteristics of each fashion street, summarized through observational research and literature review.

The Characteristics of Major Fashion Streets in Mokpo

Downtown Rodeo The Rodeo square, which was formed in the old downtown area near Mokpo Station, is the oldest commercial district among the Mokpo fashion streets. There are 83 clothing stores, followed by women's (including non-brand stores), sports, and casual stores (SEMAS, 2019). As the center of the commercial district moved to the Hadang area, a large number of consumers in their 30s also moved to Hadang. As a result, Downtown Rodeo can be seen as the less competitive fashion street at present. Car-free streets and various cultural events are being conducted as support projects of local governments, but lack of accessibility such as lack of parking facilities is being raised as a weakness. The potential is that the commercial district is well classified by brand zoning with various product categories such as shoes, outdoor, and ladies' wear (Figure 2 & 3).

Hadang Rose Street The most weakness of the Rose Street in Hadang, was that fashion brands were not well-zoning by product categories (Figure 4 & 5). About 200 clothing stores were counted, followed by mid to low-priced young casualwear, childrenswear, and sportswear stores (SEMAS, 2019). Main strengths of this fashion street were that it was a new developed area with many new buildings and that it could create synergy effects with various cafes and restaurants. Figure 5 is a map of the market area of Hadang Rose Street.

Table 2. Characteristics of major fashion streets in Mokpo

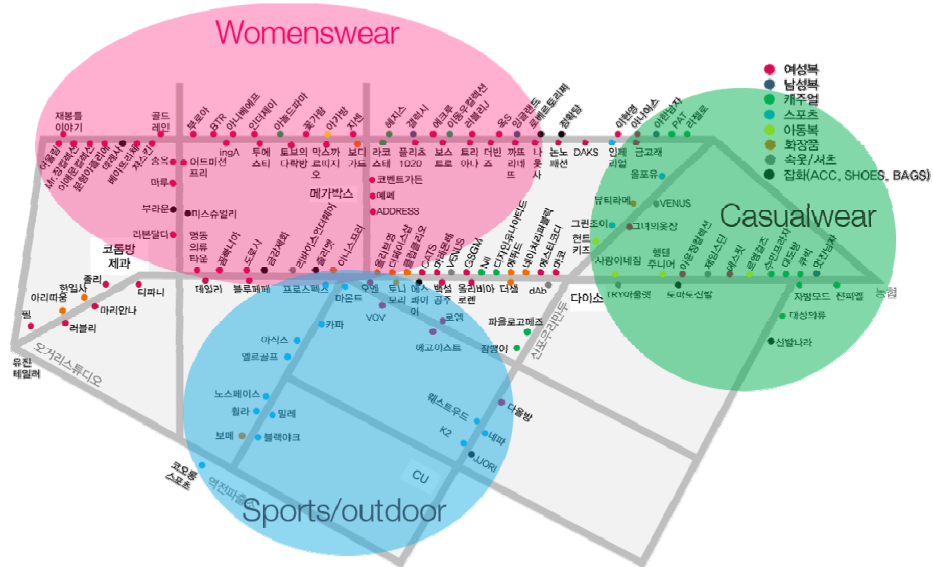|	Downtown Rodeo	Hadang Rose street	Namak Central Park
Shopper profiles	The middle-aged people in their 40s or older and those in their 20s and 30s women > men	10s~50s men & women with various shopping purposes	Bisection in late teens and 30s~50s women > men
Price range	Mid-low	Mid-low	Mid-low
Types of stores	Café, Vintage shop, ACC shop	Café, Restaurant, Beauty shop, bookstore, ACC shop, Fancy shop	Café, Bakery, Restaurant, Beauty shop, HOF, Bookstore
Strengths	Various sub-commercial districts	Product assortment	Potential consumers living in a nearby residential area
Major fashion brands	K2, ZIISHEN, HUNT KIDS, VOSTRO, LACOSTE	ROEM, it MISSHA, HANGTEN, Oliver, Renoma, SOUP	BLACK YARK, Oliver Lauren, SooS, Louis Castel

Figure 3. Downtown Rodeo fashion street map in Mokpo

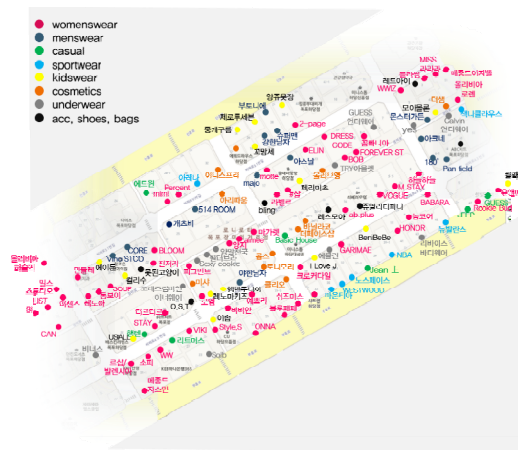Figure 4. Fashion stores in Hadang Rose street

Figure 5. Hadang Rose fashion street map in Mokpo

Figure 6. Namak Central Park fashion street map in Mokpo

Namak Central Park The Namak commercial district is largely divided into the street commercial district and the Lotte Outlet around a central park. A commercial district centered on franchise cafes and dessert shops was formed, and it was investigated that there are a small number of fashion brands around 20 stores near Central Park, centered on mid to low-priced women's clothing and other non-brand clothing. Its main weakness is that it has not been able to secure stable consumer demands because the commercial district was formed relatively recently, but it is expected to be activated quickly as Lotte Outlets is established as the Jeollanam-do Provincial Office Location. Namak Central Park fashion street map is as shown in Figure 6.

Determinants of the Competitiveness of Fashion Streets in Mokpo

Based on Michael Porter's diamond model (1990), the in-depth interview results were analyzed with the following four determinants of the competitiveness of fashion streets in Mokpo: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry.

First, participants who operated fashion stores in Mokpo mentioned poor factor conditions for self-employment. The lack of manufacturing facilities leads to young job seekers starting their own small businesses such as a café or restaurant. It means lack of young human resource who can work long-term in local fashion stores. It was pointed out that the concentration of start-ups in the food and beverage industry was also negatively affecting the revitalization of commercial areas. SEMAS (2019) mentioned this problem of disparity between business types in Mokpo commercial area. A few participants stated that we should consider the current resources and industrial structure of Mokpo. In other words, it is necessary to change existing food and beverage service into handicraft manufacturing rather than fostering fashion companies.

> First of all, we don't have a manufacturing system like an industrial complex. As far as I can see, there are too many cafes, especially old downtown. There are too many people without fixed job. (I1).

Most of them prepare for official exam. Others go cafes or pubs. It's all like that. There are many young entrepreneurs in downtown. 20s or 30s… (I3)

Next, in the demand conditions, it was pointed out that low demand and relatively large number of commercial areas weakened competitive advantage of fashion streets in Mokpo City. In a situation where new population does not move in, there is a cannibal effect in which existing demand moves to new commercial areas. In fact, in 2003 and 2013, when Hadang and Namak new town were built, the population of Mokpo city remained almost unchanged at 241,460 and 240,936 (KOSIS, 2018). A participant who operates a fashion store in Hadang Rese Street mentioned this as follows.

> We have Hadang Rose commercial district, Namak district, and Lotte outlet. Among them, many stores located in Namak moved to the Lotte outlet mall or back to Hadang street. Because it is less profitable. At first, we anticipated that new town such as Namak would be well-activated. Dispersion of the market was a problem. (I2)

> It seems that there should be only one store (per a fashion brand), considering the demand condition in Mokpo. That's how business is maintained. Even two stores are difficult. No profit. It's so hard. (I1)

The possibility of supplementing the insufficient demand with the demand of neighboring islands has been raised. One participant who work in the Lotte outlet as a manager talked about some positive cases of the consumption power of the islanders near Mokpo as follows.

> The outlet store has existing consumers live in Mokpo, but a lot of customers come from neighboring islands such as Haenam or Jindo. It is the largest store nearby. These from nearby islands spend a lot of money at once. They spend basically two million won or more once for shopping. They are busy with aquaculture and

farming, so it's hard to shop often. So, once they shop, spend a lot of money. We are good. They are very important customers to us. (I3)

Third, in related and supporting industries, the lack of a link with the fashion manufacturing industry was pointed out as the significant weakness. Most of headquarters in fashion brands are located in Seoul. They lack understanding and consideration for characteristics of fashion streets in Mokpo. It hinders the efficient operation of fashion stores in Mokpo.

They only came briefly when the store opened. They are only interested in sales. Too far. Seoul. They can't come often because it's too far. Think about it. From Seoul to Mokpo. (I3).

Finally, regarding a firm strategy, structure, and rivalry, it was mentioned that it was necessary to coexist with large outlet stores, utilize culture and tourism resources, and foster young entrepreneurs. The strategy to revitalize the old city center currently being implemented by the local government was evaluated to have a positive impact on the revitalization of the fashion commercial district. In addition to this, one participant mentioned that the shortage of fashion manufacturing could be supplemented by fostering textile and clothing handicraft stores.

The festival is crowded with people. There are music performances, poetry readings, and selling goods.
There is also a lot of food in alleyways. The street is lively. It's so good. (I1)

I like it because there are many festivals and events these days. There is a lot to enjoy and a lot to see. (I6)

We can consider various types of craft like leather or embroidery craft. It would be nice to have them all in one place. People can shop, eat, drink, or make something with family and friends in that space. (I1)

Suggestions for Revitalization of Fashion Streets in Mokpo

Utilization of historic and cultural heritage

Participants agreed that we should actively utilize the culture and art associations of Mokpo city to revitalize the fashion street. In order for a fashion street in Mokpo to survive from severe competition with other big city or online retailers, it is essential to increase the inflow of the urban population by appealing to the brand value of local small and medium-sized cities. Mokpo has the image of a romantic port where the past and the present coexist (Mokpo City Urban Regeneration Support Center, 2021). By utilizing these images and other modern cultural heritages, we can develop distinctive alley-shaped commercial districts in Mokpo. It will lead to a synergy effect of not only revitalizing the fashion street, but also increasing the city brand value.

When you think of Mokpo, the word that comes to mind naturally is port. The unique image of Mokpo, which consists of modern cultural heritages with analog sensibility, beautiful nature where mountains, cities and seas harmonize, savory local food, and culture and art is already attractive enough. Past, present, and romance are still alive. I think it is necessary to foster a unique alley commercial area that utilizes the theme of 'Mokpo is a port'. (I6)

Hwashin Department Store, built during the Japanese colonial period, has a great potential as a place that can deliver a 'Mokpo sensibility' with a dramatic story and unique selection just like Liberty Department Store in London. (I5)

Most participants suggested that it is important to develop distinctive themes and concepts for each fashion street combined with culture and art of Mokpo. Gyeongnidan-gil and Haebangchon in Seoul are good examples of population influx and consumption revitalization with unique themes featuring art and culture. One participant explained the cases of Shoreditch in London and Mitte in Berlin, and emphasized that the alleys of the old town, poor and abandoned, can be

revitalized with art.

> Shoreditch has changed from one of London's poorest neighborhoods to one of London's hottest places. It has become a gathering place for artists by appealing to its vintage charm with murals all over the street. There are over 600 galleries alone, providing abandoned spaces to artists. It is now a representative alley in Berlin.

> So is Mitte in Berlin. If you develop unique shops such as galleries and small shops in Mokpo and utilize murals and vintage markets, it will become a landmark of the city and attract young consumers. (I7)

Supporting Young Entrepreneurship and Fostering the Local Textile Craft Sector

As shown in the analysis of the determinants of industrial competitiveness, the expansion of related and supporting industries is important to revitalize the fashion industry. In the case of the fashion street in Mokpo, it revealed that the weak fashion manufacturing industry had a negative impact on the revitalization of the commercial district. Several participants suggested that a strategy to induce youth entrepreneurship by expanding related industries to cultural products rather than fashion is necessary. One participant mentioned the following about developing Mokpo's traditional industries of ceramics and glass and textile manufacturing together to develop it as a regionally specialized product.

> Otaru, Hokkaido, Japan is a small city with a population of 150,000, but it has succeeded in revitalizing the alley commercial district by strategically producing and selling glass products. Starting with the specialization of processed glass products, the shopping mall expanded and succeeded in attracting tourists. It would be good to refer to the Otaru City Tourism Policy, which has many similarities to Mokpo, such as modern architecture and glass industry. (I5)

Youth entrepreneurship also has the effect of preventing young people from leaving the city, considering the conditions in regions where it is difficult to find employment in large fashion companies. As discussed in the factor conditions, the current fashion street in Mokpo is very weak in terms of the quantity and quality of manpower. Most participants suggested that if Mokpo local government actively support young businesses entering the alley business area, it can have a positive impact not only on revitalizing the alley business district but also on strengthening the weak Mokpo fashion industry base. One participant mentioned the case of Jeonju as follows.

> It would be good to refer to themed streets such as Jeonju Gaeknidan-gil and Wedding Street. We actively support young artists and designers so that they can sell through creative activities. While creating the old downtown area around Jungang-dong in Jeonju as a wedding street, artists' creative spaces, small workshops, and gallery cafes were opened. The whole area has been transformed into a new cultural and artistic street. (I4)

Development of Education Programs for Fashion Practitioners

Several participants who operate fashion stores in Mokpo agreed that it was necessary to develop an education programs for start-ups and self-employed people. It has significant implications for university and community coexistence. They expected that if they are systematically educated to develop services suitable for Mokpo, it would have a positive impact on sales growth as well as improvement of competitiveness in the fashion street.

> We need some education programs for fashion business. I want to develop new services and promotions specialized for Mokpo, but I have no place to learn. Training provided by the head office once is not enough. I think it would be really good if there were service training for store employees or computer use training. (I1)

Conclusion

This study identified the characteristics of Mokpo's main fashion streets through literature review, field observation and expert in-depth interview, and analyzed the determinants of the competitiveness of fashion streets in Mokpo. As a result of the study, it was found that the fashion street of Mokpo was largely composed of old downtown, Hadang, and Namak, and was mainly operated by fashion brands in the mid-low-price range. In the case of Mokpo, it revealed that the division of commercial districts without the influx of external populations was main weakness across all determinants of the competitiveness of fashion streets. The experts who participated in the interview saw the development of an alley commercial district with a unique theme utilizing the values of the city of Mokpo as the starting point of revitalization of the fashion street. At the same time, it was found that supporting youth entrepreneurship, and the development of fashion education programs are necessary to revitalize the Mokpo region's fashion street. In the further studies, it is also recommended to deal with the development of marketing and public relations education programs or computer education programs for managers who run fashion stores in Mokpo. The results of this study, which are closely related to urban regeneration, will be useful not only in academia, but also in fashion companies and governments.

The purpose of this study was to provide useful guideline for making strategies for revitalizing the commercial district in fashion companies and policy makers. Further studies would be good to quantitatively measure the determinants of the competitiveness of a fashion street derived from this study, or to index the competitiveness of the fashion commercial district in Mokpo, or to evaluate the feasibility of the fashion street revitalization strategy as the subject. In terms of education, the results of this study can also be used to develop a fashion retail curriculum. For example, the development of themes for each fashion street in Mokpo can be used as a team task for the visual merchandising class, or the analysis of consumer characteristics in the fashion street of Mokpo can be used as a sub-theme for the fashion consumer behavior course. Considering that most of the fashion course curriculum was conducted based on the case of large cities, it is expected that the research topics specialized in small and medium-sized cities will have a positive effect on attracting students' interest and improving their learning efficiency.

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