

A Study on Setting the Basic Direction for the Development of Areas Connected To Expressways in South Korea.

- **Author(s):** Yongkyung Cho ,Jaehwan Kim
- **Abstract:** Recently, the concept of expressway service areas has changed from places to solve the physiological issues of expressway users to general facilities that provide rest and convenience to drivers and passengers through amenities such as parking spaces, restaurants, convenience stores, and restrooms. Large scale developments of expanding service areas into complex facilities have been taking place, and seven service areas countrywide have undergone complex development. Meanwhile, the Korea Expressway Corporation has exclusive rights to develop zones connected to expressways. Accordingly, a service area and an outlet have been developed on the Haengdam Island site of the Seohaean Expressway, and the company has plans for further expansion. However, to achieve goals for both the public good and profitability through exclusive growth of locales connected to expressways, it is necessary to set a basic direction for progress beforehand. Therefore, this study aimed to analyze the case of Haengdam Island and proposed, as the basic direction, the development of service areas combined with local tourist attractions that will meet both economic and financial feasibility, rather than a simple lease business focused on food and beverages. The proposed direction is expected to result in a synergistic effect of people using expressways to visit the nearby developed sites, versus merely passing by while using the expressways.
- **Keywords:** Expressway, public development, Island development