



The Changing Face of English Villages in Korea

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1. Introduction

Korea has had a system of English villages since 2004.

- Implemented to improve domestic English education
- Over 50 at peak (ca. 2011)
- Now most villages are facing closure due to deficits



Research Questions

- 1. What is the current status of EVs in Korea?
- 2. Why are EVs struggling?
- 3. What are they doing about it?
- 4. What can other countries learn from them?

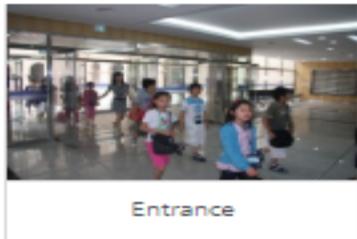


What are English villages?

- “mega language learning facilities resembling an actual town with the charm of an amusement park and a Hollywood movie set.” (JS Lee, 2011:131)
- [Their] objectives and visions feature three dominant ideological constructs: (i) global Koreans (ii) economical education alternatives (iii) experiential learning. (JS Lee 2011:123)
- “South Korean students have been able to immerse themselves in a close-to-natural English speaking environment, without leaving the country.” (Jong, 2008)

Busan Global Village

Facility Information



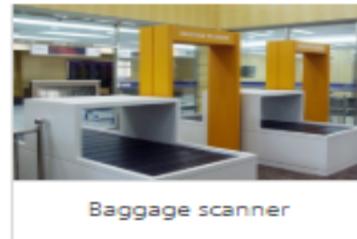
Entrance



Information



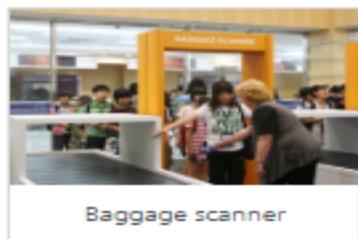
Currency Exchange



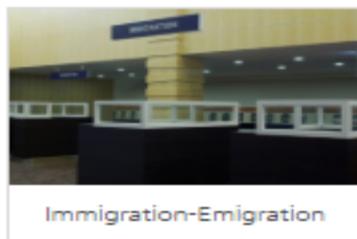
Baggage scanner



Baggage scanner



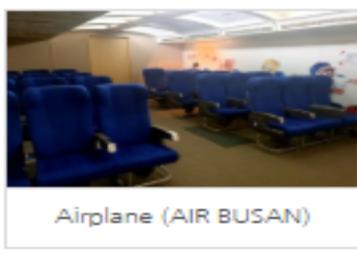
Baggage scanner



Immigration-Emigration



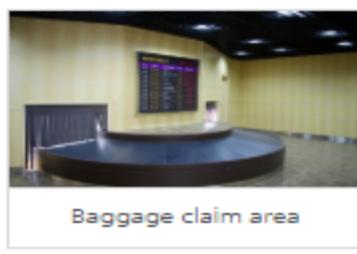
Immigration-Emigration



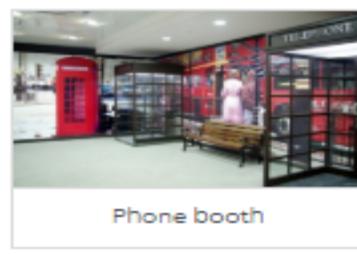
Airplane (AIR BUSAN)



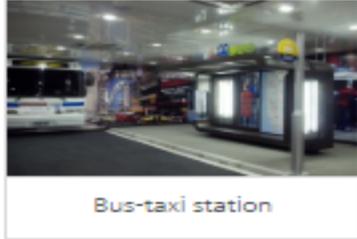
Airplane (AIR BUSAN)



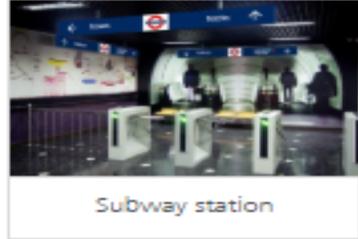
Baggage claim area



Phone booth



Bus-taxi station



Subway station

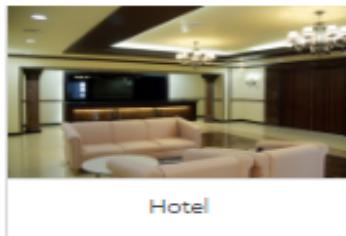


Subway station



Food court

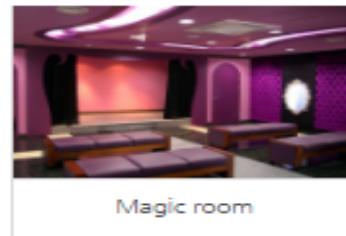
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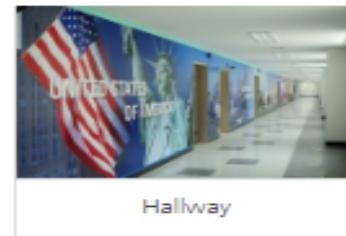
Hotel



Police station



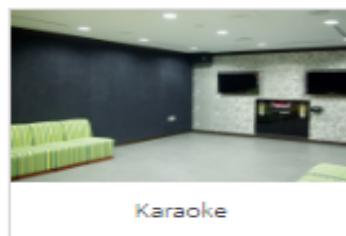
Magic room



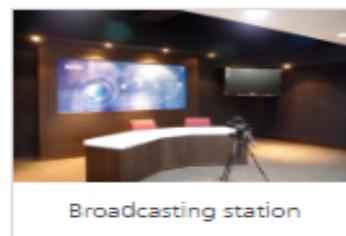
Hallway



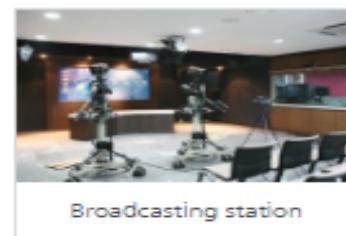
Cooking Room



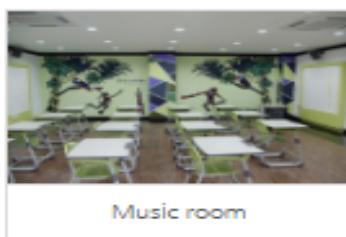
Karaoke



Broadcasting station



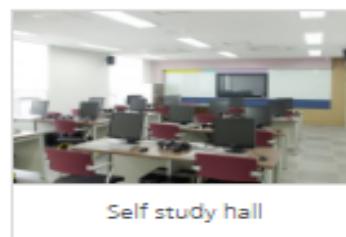
Broadcasting station



Music room



Music room



Self study hall



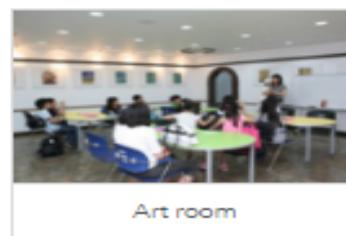
Cyber Experience Room



Canada Culture Center



Korea Culture Center



Art room



Gym



Hospital



Host Family Dining Room



Restaurant

And...a jail?!

2. Development of EVs

Table 1: Number of Cases of Elementary Early Study-Abroad,

Year	Pure	Accompanied	Emigration	Total
2000	705	3,959	5,976	10,640
2001	2,107	4,660	7,453	14,220
2002	3,464	5,646	6,551	15,661
2003	4,052	6,514	5,698	16,264
2004	6,276	6,119	4,909	17,304
2005	8,148	5,617	4,156	17,921

*Adapted from the Ministry of Education and Human Resources Development (2006)

The early study abroad of elementary and middle school children has been illegal in South Korea since 2000, so none of these elementary school students were sent abroad legally...Park 2009: 54

The English villages are ... a bid to stem the exodus of Korean students overseas - about 35,000 a year of all school ages - to learn English. Lee Tee Jong 2008

A short history

- 2004 first village opened in Ansan (Daebu Island)
- At their peak, there were 10 in Gyeonggi province and 50 around the country
- 2012 Ansan EV closed
- 2014 Daejeon EV closed (began as government sponsored private venture in 2008)
- 2016 Gyeongi-do English Villages closed, then reopened as “Change Up Campus”

English villages in the heart of S Korea

By Lee Tee Jong 2008

- Seoul English Village (SEV) is part of the Seoul metropolitan government's efforts to promote the learning of English.
- To create the SEV, it pumped US\$37 million (S\$53 million) into refurbishing a sports complex and building new dormitory blocks. The SEV was then provided rent-free to YBM Education, a private education operator which runs the place.
- South Korea's English villages are bleeding financially. Last year, they racked up a combined loss of 21.2 billion won.

<https://www.asiaone.com/News/Education/Story/A1Story20081003-91378.html>

Herald Edu Villages (Herald Media, Inc.)



Herald Edu Co., Ltd. is an educational subsidiary of Herald Co., Ltd., since 2004, has commissioned and operated about 10 English villages and centers nationwide including Seoul, Busan, Mokpo, Geoje, Muju, and has provided unique education programs to 100,000 students every year.

<http://heraledu.co.kr/intro.asp?lang=kor>

Seoul English Village Suyu Camp

- Students come to us for their school field trips or as part of a weekend, summer or winter camp program. Our mission is to help those students associate English with fun instead of fear. To give students a positive experience with English instead of just pressure and test scores. English Village teachers must have an outgoing and fun personality to suit the style of our classes.

Hiring Energetic ESL teachers for our English Village in Suyu, Seoul

- Posted By: Seoul English Village Suyu Camp <headteacher.sev@gmail.com>
- <http://www.eslcafe.com/jobs/korea/index.cgi?read=76987>

Andong English Village

- Our facility lies inside the Andong National University campus, which makes it convenient to stop by the university fitness center (complete with swimming pool) or one of the many restaurants during your free time. We are not an 'English amusement park.' Every week, we provide about 80 students (roughly 14 per/class) weekly an 'English only' environment equipped with 22 situational classrooms, a mini basketball court and a mini-field for sports activities.

<https://www.eslrok.com/en/teach-in-korea/standard-single-jobs/ad/full-time-position-andong-korea-secure-position-at-andong-english-village-offered-by-city-government,7585>

3. Problems with Evs

A View from a Taiwanese Research Team

<http://ir.nptu.edu.tw/retrieve/22851/103NPTU0238007-003.pdf> 2015

- 1. They focus more on entertainment than education
- 2. Differences in English proficiency and age of attendees
- 3. The foreign English faculty did not consider the situations authentic.
- 4. Lack of cost performance success, and
- 5. Decreasing numbers of attendees. (Chen 2007, cited in Chen, 2015:3)

Cost/performance + decrease of attendees

- Compared with Japan, South Korea spent almost three times more money on English education, but, in spite of this, the average TOEFL scores for South Korean examinees ranked 93rd out of 147 countries in 2004 and 2005. (Park 2009:51)
- “The village has struggled with low attendance. Last year, approximately 22,000 people visited the English Village, or about 610 visitors per day.” The Korea Joongang Daily (May 30, 2016)

Management Structure

- Paju English Village is steadily increasing the number of accommodation type except for daily experience to 17,000 in 2009, 20,000 in 2010 and 21,000 in 2011. The 4 - night 5 - day program in Paju English Village costs 300,000 won but receives a student at 150,000 won.
- Daegu Gyeongbuk English Village also increased from 20,000 in 2010 to 25,000 last year. ...Nonetheless, it is not overcoming the chronic deficit structure due to excessive competition. This is because the cost of education is inevitably low for the purpose of attracting native students. Woo, Y., Yeo, W., Son, D., Ko, S., & Choi, J. (2012). English villages were raised everywhere, but how are they doing now?

YonHap News.

<http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=102&oid=001&aid=005798890>

Not the Curriculum

Nakamura (2014:31) wanted to find out why EVs are losing popularity, and instead found that “most of the participants feel satisfied with the English Village, especially the curriculum, teachers and lectures. Students also think that English Village classes are more fun and effective for learning English than in their schools.”

At Seoul English Village Pungnap Camp “many students found the programs enjoyable and useful for their English learning [and] enhanced their interest in English by participating in the programs.” (Carriera-Matsuzaki (2013:79)

4. Remodeling EVs: three case studies

1. Partnering:

Jeju International English Village



Jeju Education City

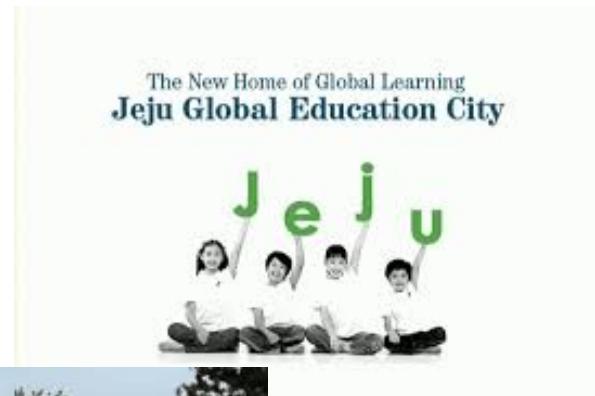
2. Downsizing:

Daejeon International English Village → Daejeon English Camp



3. Shifting focus and rebranding:

Gyeonggi-do Paju English Village



Case Study 1: Jeju International English Village → Jeju Education City

Jeju English Village Scam

This blog is about the Jeju International English Village Scam. Do NOT go teach there.

Is this the hagwon from hell?

By

Published : Apr 5, 2010 - 18:32

Updated : Apr 5, 2010 - 18:32



"It was simply awful," a former teacher at the Jeju International English village told The Korea Herald. "I was being screamed at and threatened by the director." In tears, the teacher called the police. A couple of uniformed officers showed up at the village the next day and in a conspiratorial manner ordered the teacher, "Keep this visit a secret, we have been investigating this school for some time."

South Korea's Jeju island is offering one whole city for English education from 2011 onwards, going one better on the English-village concept popular on the mainland. [The Straits Times 3 October](#)

[2008 Page 16](#)

— International Schools —

NLCS Jeju
North London Collegiate School Jeju



[go to website](#) 

BHA
Branksome Hall Asia



[go to website](#) 

SJA Jeju
St. Jhonsbury Academy Jeju



[go to website](#) 

KIS
Korea International School Jeju



[go to website](#) 

Open
2011.9.26

Curriculum
Pre-school, elementary, junior-high and high boarding schools for boys and girls

Graduates' Achievement Results
Princeton University, Yale University, Stanford University, Oxford University, Seoul National University, etc.

Open
2012.10.15

Curriculum
Pre-school, elementary, junior-high and high boarding schools for girls

Graduates' Achievement Results
Yale University, Cornell University, Johns Hopkins University, Yufon University, Toronto University, Tokyo University,

Open
2017.10.23

Curriculum
Pre-school, elementary, junior-high and high boarding schools for boys and girls

School summary
"Blue Ribbon/School Program" Best School Chosen by US Department of Education

Alma mater of 30th President Calvin Coolidge of the US

Open
2011.9.19

Curriculum
Pre-school, elementary, junior-high and high boarding schools for boys and girls

Sister Schools
KIS Pangyo, KIS Jeju

English schools on Jeju 'only for the super-rich'

The 1.78 trillion won (\$1.51 billion) education project called "Jeju Global Education City," operated by Jeju Free International City Development Center (JDC), started with the mission of providing an alternative to sending Korean students abroad...the tuition and dormitory fee for the international schools in JDC is around 50 million won. (Chyung Eun-ju 2017-10-16)

50,000,000 South Korean won equals

**41,172.00 United
States Dollar**

Aug 11, 14:16 UTC · Disclaimer

50,000,000 South Korean won equals

**955,540,362.00
Vietnamese dong**

Aug 11, 14:16 UTC · Disclaimer

50,000,000 South Korean won

**4,393,375.00
Japanese Yen**

Aug 11, 14:14 UTC · Disclaimer

Case Study 2: Daejeon English Village→ Daejeon English Camp

- Dong-gu English Internationalization Center in Daejeon, opened in 2008, closed in 2014.



The Internationalization Center opened in Gao-dong, Dong-gu, Daejeon. In this place, elementary school students in grades 1 to 6 will be taught English after school by way of a commuter-type English village. [Photo = Freelance Kim Seong-tae]

Now, Daejeon English Camp at its Training Center

According to an instructor at the camp,

- the focus is less on entertainment and more on education,
- the programs are well attended and well received by the local society
- they are virtually free for Daejeon students.
- students and teachers have ample opportunities to create and maintain friendships
- satisfaction with the camp programs is high.

Culture Classes



Sports and Game Classes



Drama Festival



13:00~ 14:15	Team Building	International Culture 1	International Culture 2	Drama Rehearsal
14:25~ 15:10	Drama 1	Drama 3	Drama 5	Drama Festival
15:30~ 16:15	Infinite Challenge 1	Mini Olympics	Be the Teacher 1	Camp Wrap Up & Closing Ceremony
16:25~ 17:10	Infinite Challenge 2	Mini Olympics	Be the Teacher 2	
18:10~ 19:00	Pop Quiz	Clip Show	High Q	
19:10~ 20:00	Drama 2	Drama 4	Drama 6	
20:00~ 21:50	Journal Writing / Washing and Free Study			

Case Study 3: Gyeonggi English Villages “Rebranded”

[Gyeonggi Province](#)’s ‘English Villages’ are closing down after 12 years of operation. Instead, they will be redeveloped into talent-training institutes, offering various educational programs that are more future-oriented.

Posted on [May 30, 2016](#) by [Korea Bizwire](#) in [Education](#), [Lifestyle](#), [Top News](#)

Asia > South Korea > Gyeonggi-do > Paju > Things to Do in Paju > Gyeonggi English Village

Gyeonggi English Village, Paju: Address, Phone Number, Gyeonggi English Village
Reviews: 45

Gyeonggi English Village

4.0 19 Reviews

#1 of 2 Classes & Workshops in Paju

Sights & Landmarks, Classes & Workshops, More

40, Eoreumsil-ro, Tanhyeon-myeon, Paju, Gyeonggi-do, South Korea

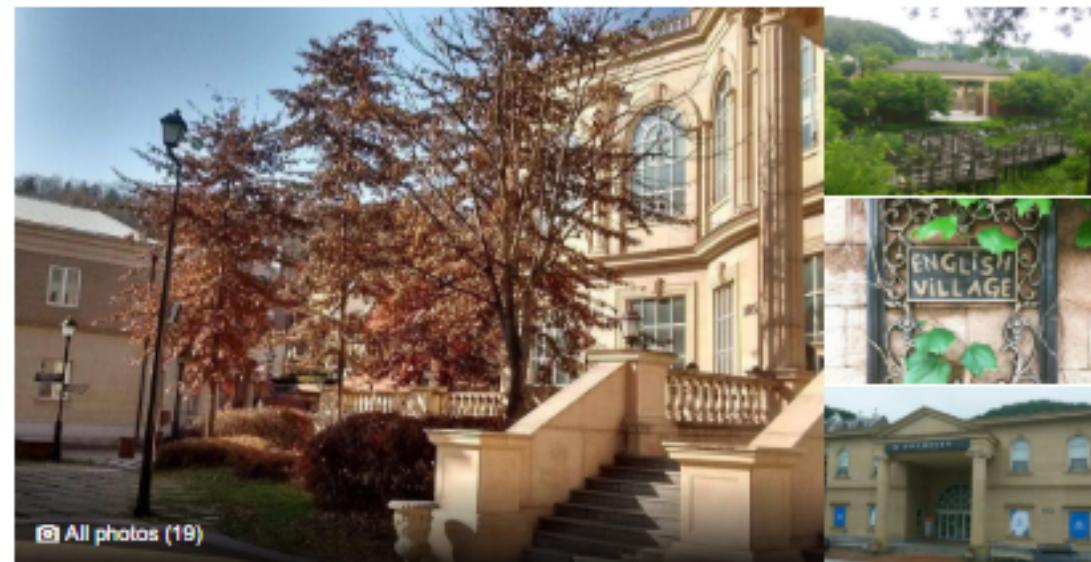
[Save](#) | [Share](#)

Book In Advance

Produce 101 Private Tour: Training Center, Mnet Studio, and K212 Cafe From ₩38,716*
 MOVIE & TV TOURS

Produce 101 School Uniform Rental in Seoul From ₩2,520*
 MOVIE & TV TOURS

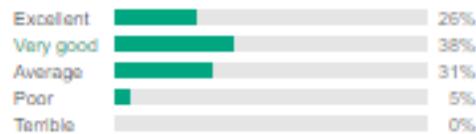
A Day as Produce 101 Trainee and Dorm Visit Tour in Paju From ₩40,879*
 MOVIE & TV TOURS



Traveler Overview

4.0

19 reviews


 May 14, 2019
 "Little connection with England"

About

Suggested duration: 2-3 hours

LOCAL WEATHER

Powered by Weather Underground

F | C



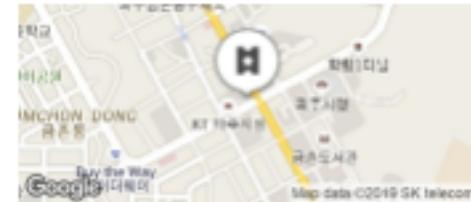
82° 67° | 76° 58° | 65° 43°

Aug

Sep

Oct

Contact



40, Eoreumsil-ro, Tanhyeon-myeon, Paju, Gyeonggi-do, South Korea

English Musical Theater and Dramaland

- Magical moments video



- <http://www.englishmusicals.com/shows>

Gyeonggi English Village
— Paju Camp [경기영어마
을 파주캠프]

Touch Your Heart (2019); Memories of the Alhambra (2018-19); Twelve Nights (2018); The Beauty Inside (2018); Why Secretary Kim (2018); About Time (2018); Tomorrow With You (2017); Legend of the Blue Sea (2016-17); Sensory Couple (2015)

Japan-Korea exchange program

7 days, 6 nights 125000 yen



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5. Prospects for the future

Seoul to place 561 native English teachers at elementary schools
The South Korean government has banned after school English classes for first and second grade starting this year. The Seoul education office also plans to establish an "open English learning platform" that allows students to take advantage of diverse means to learn English free of charge, which will include games, videos, and storytelling....Fourth to sixth grade students will be allowed to visit Gapyeong English Education Center and English villages once a year

http://www.koreatimes.co.kr/www/nation/2018/04/181_246745.html

EVs in Other Countries?

- According to one EV manager, it would be impossible to build a successful English village in Japan, because the government structure of Japan is quite different, and the Japanese government has no strong desire to broaden and improve English education as Korea does.

(Nakamura 2014:38-39)

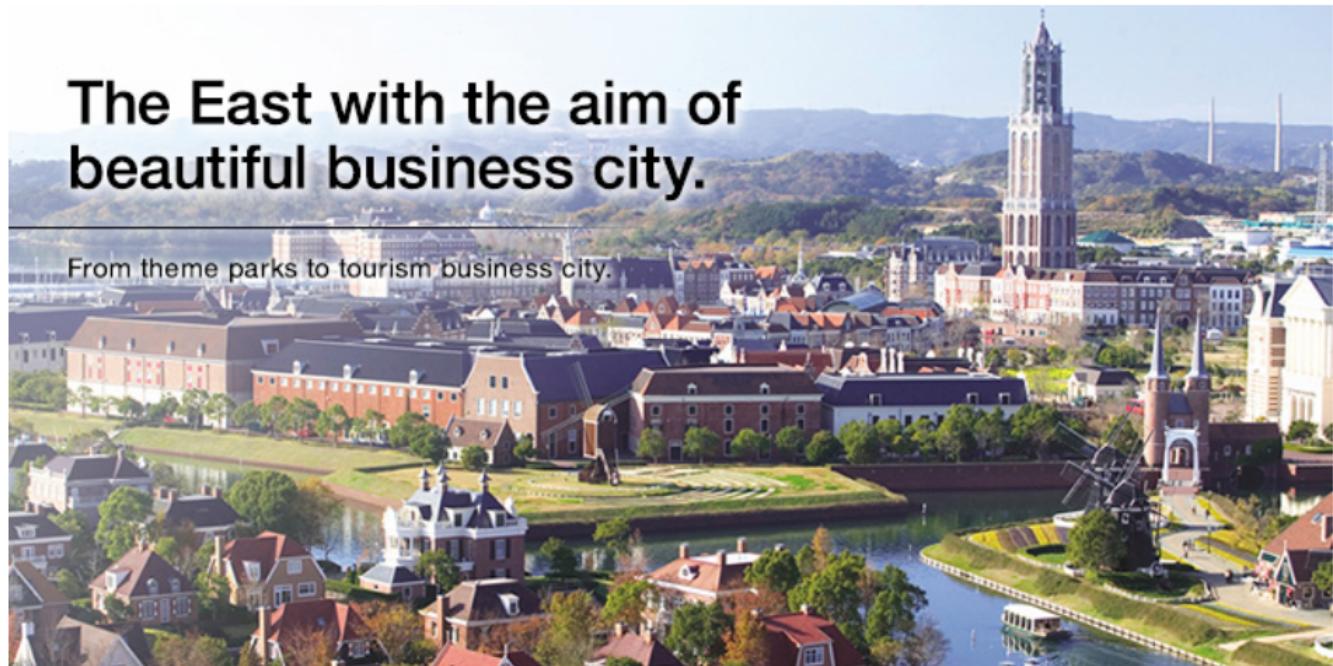
One English Village in Japan

H.I.S. Business

- › Concept Shop
- › Inbound Business
- › ICT Strategy
- › Product Strategy
- › Sports International Exchange
- › Building an Overseas Business
- › Social Contributions

Group Business

- › Our Own Air Route
- › Guam Reef Hotel
- › The Huis Ten Bosch Challege



The East with the aim of beautiful business city.

From theme parks to tourism business city.

Undertaking the Restructure of One of the Largest Theme Parks in Japan.

English Square/Gyroscope International

A Solution?

- An International English Village Consortium sharing:
 - Knowledge
 - Information
 - Resources
 - Students and Visitors
 - Staff
 - Visions

References...and thank you

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