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
And...a jail?!
2. Development of EVs

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

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

*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”
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 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://heraldedu.co.kr/intro.asp?lang=kor
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.

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 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*
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)
Case Study 2: Daejeon English Village → Daejeon English Camp

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

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**

<table>
<thead>
<tr>
<th>American Culture</th>
<th>British Culture</th>
<th>Australian Culture</th>
</tr>
</thead>
</table>

**Sports and Game Classes**

<table>
<thead>
<tr>
<th>Fun &amp; Games</th>
<th>Mini-Olympics</th>
<th>Clip Show</th>
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</table>

**Drama Festival**

<table>
<thead>
<tr>
<th>Alice in Wonderland</th>
<th>Snow White</th>
<th>Beauty and the Beast</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Thu.</th>
<th>Fri.</th>
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</thead>
<tbody>
<tr>
<td>Wake Up and Exercise</td>
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<tr>
<td>Breakfast &amp; Dorm Check</td>
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<tr>
<td>Science Discovery</td>
<td>International Culture 3</td>
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<tr>
<td>Guess Who?</td>
<td>Ask Me Anything / Charades</td>
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<tr>
<td>Master Chef</td>
<td></td>
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<tr>
<td>International Culture 2</td>
<td>Drama Rehearsal</td>
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<tr>
<td>Guess Who?</td>
<td>Drama Festival</td>
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<tr>
<td>Master Chef</td>
<td></td>
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<tr>
<td>Create a Country</td>
<td></td>
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<tr>
<td>International Culture 1</td>
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<td>Drama 1</td>
<td>Pop Quiz</td>
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<tr>
<td>Drama 3</td>
<td>Clip Show</td>
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<tr>
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<td>High Q</td>
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<tr>
<td>Drama 2</td>
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<td>Drama 6</td>
<td></td>
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<tr>
<td>Team Building</td>
<td></td>
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<tr>
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<td>Mini Olympics</td>
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<tr>
<td>Infinite Challenge 2</td>
<td>Mini Olympics</td>
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<tr>
<td>Be the Teacher 1</td>
<td></td>
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<tr>
<td>Be the Teacher 2</td>
<td></td>
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<tr>
<td>Pop Quiz</td>
<td></td>
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<tr>
<td>Drama 1</td>
<td></td>
</tr>
<tr>
<td>Drama 2</td>
<td></td>
</tr>
<tr>
<td>Journal Writing / Washing and Free Study</td>
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Departure (DEC 15:30)
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
Gyeonggi English Village

Book In Advance

Produce 101 Private Tour: Training Center, Mnet Studio, and K212 Cafe
From $38,716*

Produce 101 School Uniform Rental in Seoul
From $2,520*

A Day as Produce 101 Trainee and Dorm Visit Tour in Paju
From $40,879*

Traveler Overview

4.0

Excellent 25%
Very good 38%
Average 31%
Poor 5%
Terrible 0%

19 reviews

May 14, 2019
"Little connection with England"

About

Suggested duration: 2-3 hours

Contact

40, Eoraumsil-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 [경기영어마을 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

申込金 30,000円
プログラム費用 95,000円
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

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

The East with the aim of beautiful business city.

Undertaking the Restructure of One of the Largest Theme Parks in Japan.
A Solution?

• An International English Village Consortium sharing:
  – Knowledge
  – Information
  – Resources
  – Students and Visitors
  – Staff
  – Visions
References...and thank you


Chyung Eun-ju [Link] 2017-10-16


Hong Yong-duk (Jun.1,2016) Money-eating English village to shut its doors. Hankyoreh. [Link]

Kim Hyun-bin (2018-4-4) Seoul to place 561 native English teachers at elementary schools The Korea Times. Online retrieved from [Link]


Park, J.-K. [Link]


White, C. (13 March 2018) Little Britain... on the most dangerous border in the world: Inside the bizarre 'English Village' featuring a pub, red phone box and replica Stonehenge just a few hundred yards from North Korea. Daily Mail Online. Retrieved from [Link]

[Link]

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