

## Evaluation of the Urban Regeneration Project: Land Use Transformation and SNS Big Data Analysis

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**Abstract :** Urban regeneration projects have been actively promoted in Korea. In particular, Jeonju Hanok Village is evaluated as one of representative cases in terms of utilizing local cultural heritage sites in the urban regeneration project. However, recently, there has been a growing concern in this area, due to the 'gentrification', caused by the excessive commercialization and surging tourists. This trend was changing land and building use and resulted in the loss of identity of the region. In this regard, this study analyzed the land use transformation between 2010 and 2016 to identify the commercialization trend in Jeonju Hanok Village. In addition, it conducted SNS big data analysis on Jeonju Hanok Village from February 14th, 2016 to March 31st, 2016 to identify visitors' awareness of the village. The study results demonstrate that rapid commercialization was underway, unlikely the initial intention, so that planners and officials in city government should reconsider the project direction and rebuild deliberate management strategies. This study is meaningful in that it analyzed the land use transformation and SNS big data to identify the current situation in urban regeneration area. Furthermore, it is expected that the study results will contribute to the vitalization of regeneration area.

**Keywords :** land use, SNS, text mining, urban regeneration

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