

ORIGINAL ARTICLE

The Performance of Culture and Arts Support Program for Persons with Disabilities as the Means of Cultural Marketing and the Tasks for its Development: Based on the Survey on the Current State of the Awareness of Culture and Arts Support Program of the Companies for Persons with Disabilities in South Korea

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ABSTRACT

This study aimed to evaluate the performance of the culture and arts support programs of companies for persons with disabilities and to suggest the tasks to activate those programs as the means of cultural marketing by implementing the survey on the current state of the awareness of culture and arts support programs of the companies for persons with disabilities.

Based on the results of the study, the tasks to lead companies to actively participate in the culture and arts support programs for persons with disabilities in the aspect of cultural marketing were suggested. First, the companies need to actively promote their culture and arts support programs for persons with disabilities and provide the information on them. Second, for the improvement of the understanding and awareness of persons with disabilities, the culture and arts support programs of companies for them should be implemented on a continuous basis. Third, the value of the culture and arts support programs of companies for persons with disabilities needs to be emphasized by presenting their various achievements. Fourth, the studies on the culture and arts support programs of companies for persons with disabilities as the part of cultural marketing need to be continuously conducted. Fifth, the companies should plan and implement the programs that may be led to the creation of employment simultaneously with supporting the culture and arts programs for persons with disabilities.

<Key-words>

Cultural marketing, culture and arts support program for persons with disabilities, performance

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I . Introduction

In recent, the interest in and consideration for socially vulnerable people have increased, as proactive welfare policies have been implemented in the aspect of productive welfare in South Korea. The needs of persons with disabilities who are eager to find themselves and accomplish self-achievement in the dimension of culture and arts have also grown (Jun, 2010). In this context, the needs for the particular systems and policies to support the cultural and art rights equal to persons without disabilities also have grown.

Until now, the activities in order to guarantee the cultural and art rights of all the people including persons with disabilities have generally relied on the supports of public sector. It, however, has become clear that the supports of public sector are not enough to meet the ever-growing needs for the culture and arts, which has caused company's mecenat activities¹⁾ to be involved in from the private sector(Kim, Bang, Kim & Han, 2014). Furthermore, Frey (2003), a cultural political economist, argued that the company's mecenat activities are more appropriate to support cultural and art activities, because the companies tend to respond to the needs of culture and arts more quickly and less bureaucratically.

In the meantime, as the corporate social responsibility (CSR) has increasingly gained the attention, the company's mecenat activities have been expanded, but they tended to be carried out in the aspect of charity. Lately, however, the cultural marketing programs have increased that combine the value of social contribution in the aspect of public interest with the improvement of corporate image and the creation of new value in the commercial aspect (Kim & Im, 2012; Oh, 2011).

The cultural and arts support programs of companies for persons with disabilities may achieve not only the realization of public interest that persons with disabilities who have artistic capabilities can be identified and cultivated, but also commercial interests that new values can be created by newly designing the creativity of persons with disabilities; that is, the support of companies for the cultural and arts programs as the part of cultural marketing may be led to the win-win relationship between the company and persons with disabilities. However, the results of those programs have not been clearly presented due to the lack of empirical researches that demonstrate the performances of the culture and arts programs for persons with disabilities in both aspects of public and commercial interests, which caused the limited participation of companies in them. Moreover, since there is no research on the current state of the culture and arts support programs for persons with disabilities, the mismatch between the supply and demand of those programs has not been solved; to activate the culture and arts programs for persons

¹⁾ The company's mecenat activities refer to the sponsoring activities of companies for the culture and arts based on the mutually beneficial relationship between companies and beneficiaries and are also frequently called sponsorship or partnership(Korea Culture and Tourism Institute, 1995).

with disabilities, the research for the companies who are suppliers of those programs and the persons with and without disabilities who are their consumers needs to be implemented.

Therefore, this study aimed to evaluate the performance of culture and arts programs for persons with disabilities and suggest the tasks to activate them by investigating the current state of culture and arts support programs of companies for persons with disabilities through the survey for persons with disabilities who are their consumers and the experts on the culture and arts programs for persons with disabilities.

II. Methods

The current state of culture and arts support programs for persons with disabilities was surveyed for persons with disabilities who are their consumers, the experts on the culture and arts support programs for persons with disabilities and the professionals who are working in the field of culture and arts. Based on the results of the survey, 1) the value of the culture and arts support programs for persons with disabilities in the aspect of social contribution was evaluated and 2) the tasks to activate them were identified.

The current state of culture and arts support programs for persons with disabilities of companies has been investigated based on the following methods.

1. Survey

The survey was conducted to understand the current state of the culture and arts support programs of companies for persons with disabilities; the questionnaires were distributed by mail and e-mail and collected likewise.

The questionnaire was composed of four categories and 27 items: 1) the awareness of the culture and arts support programs of companies for persons with disabilities, 2) the necessity of the culture and arts support programs of companies for persons with disabilities, 3) the performance appraisal of the culture and arts support programs of companies for persons with disabilities and 4) the tasks for the activation of the culture and arts support programs of companies for persons with disabilities(See Table 1).

<Table 1> Composition of the questionnaire for the survey on the current state of culture and arts support programs of companies for persons with disabilities

Categories	Contents
1. Awareness of the culture and arts support programs of companies for persons with disabilities	<ul style="list-style-type: none"> · Degree of the awareness of those programs · Degree of the awareness of the ongoing implementation of those programs
2. Necessity of the culture and arts support programs of companies for persons with disabilities	<ul style="list-style-type: none"> · Necessity in the aspects of cultural right and the equal right of persons with disabilities · Necessity in the aspects of the improvement of the understanding and awareness of persons with disabilities · Necessity in the aspects of the cultivation of the talents and the creation of employment of persons with disabilities · Necessity in the aspect of the activation of community · Types of programs that are needed most
3. Performance appraisal of the culture and arts support programs of companies for persons with disabilities	<ul style="list-style-type: none"> · Evaluation of the performances of the culture and arts support programs for persons with disabilities in the aspect of social contribution
4. Tasks for the activation of the culture and arts support programs of companies for persons with disabilities	<ul style="list-style-type: none"> · Tasks that are necessary to activate the culture and arts support programs of companies for persons with disabilities

2. The Subjects of the Study and the Survey Period

The survey was conducted for 200 people including artists with disabilities, the researchers on the culture and arts of persons with disabilities, persons whose jobs are related with both culture and arts and persons with disabilities and persons whose jobs are related with culture and arts, but unrelated with persons with disabilities. Whether the subjects have disabilities or not was not considered when distributing the questionnaires. The survey was carried out between June 15 and July 14 in 2015.

III. The Concept of Cultural Marketing

Cultural marketing may be explained by the concept of 'marketing of the culture and arts' and the concept of 'marketing through marketing the culture and arts' according to who the main agent of the implementation is. The main agent of the former may become the culture-and-arts related organization and that of the latter may become the company

who has the plan to achieve the company goals by taking advantage of the culture and arts (Kim & Kwon, 2009, Kim, Kwon & Lee, 2012). In this study, the latter one of abovementioned two concepts was used, which is the cultural marketing by companies who intend to take advantage of the public and commercial values of culture and arts support programs for persons with disabilities.

The cultural marketing of companies may be divided into external and internal cultural marketing. External cultural marketing is the activities that cultural marketing is directly used as the means of the marketing of products and the communication strategy for the external consumers of company including consumers, artists, culture and arts organizations and communities. Meanwhile, internal cultural marketing is the activities that enable the employees, who are the internal customers of company, to develop creative abilities by providing culture and arts education and experiences. In this study, the concept of the external cultural marketing was used focusing on the culture and arts programs for persons with disabilities including customers, artists, culture and arts organization and communities.

IV. Results

1. Overview of Survey and the Characteristics of Respondents

In this study, the awareness and necessity of culture and arts programs were investigated via the survey on the current state of those programs centering on the demand-side aspect of culture and arts support programs for persons with disabilities.

The survey was conducted for 200 people including the experts and researchers on the culture and arts for persons with disabilities and the employees of the Korean Federation of the Association of Artists with Disabilities(한국장애인문화예술단체총연합회), the Association for the Promotion of the Culture for Persons with Disabilities(장애인문화진흥회), the Korea National Council on Social Welfare and the Korea Employment Security Association for the Disabled regardless of whether they have disabilities or not. The return rate of questionnaire was 93.5 percent (n=187), which is very high percentage.

The respondents showed the characteristics as follows; average age was 36.1 years; male was 42.4 percent and female 57.8 percent; the percentage of respondents with disabilities was 16 percent and that of respondents without was 84 percent; the percentage of respondents whose jobs are related with persons with disabilities was 62.2 percent and they have averagely been in the jobs for seven years and seven months and the percentage of respondents whose jobs are unrelated with persons with disabilities was 24(See Table 2).

<Table 2> Characteristics of respondents (n=187)

Characteristics		M(±SD)
Age	Valid=183	36.1(±9.9)
	Missing=4	
Gender	Valid=185	Male: 78 (42.2%)
	Missing=2	Female: 107 (57.8%)
Whether having disability or not	Valid=181	Yes: 29 (16.0%)
	Missing=6	No: 152(84%)
Occupation	Valid=179	Respondents whose jobs are related with persons with disabilities: 112 (62.6%)
	Missing=8	Respondents whose jobs are related with culture and arts, but unrelated with persons with disabilities): 43(24%) Researchers: 24(13.4%)
Period that respondents have been in the jobs that are related with persons with disabilities	Valid=163	7.7(±6.3)
	Missing=24	

2. The Results of the Survey on the Awareness of the Culture and Arts Support Programs of Companies for Persons with Disabilities

It was asked whether the respondents were aware of the culture and arts programs of companies for persons with disabilities and the 52.9 percent of respondents answered that they were not aware of those programs.

Since it was assumed that whether the respondents were aware of the culture and arts programs of companies for persons with disabilities may be affected by the degree of the interest in those programs for persons with disabilities, which also may be affected by the characteristics of respondents such as whether the respondents have disabilities or whether their jobs are related with persons with disabilities, their awareness of those programs according to the characteristics of respondents was analyzed. However, the differences according to whether they have disabilities or not were found to be statistically insignificant (chi-square=0.373, p=0.541). That is to say, regardless of whether the respondents have disabilities or not, the degree of the awareness of the culture and arts support programs of companies for persons with disabilities was relatively low (See Table 3).

<Table 3> Respondents' awareness of the culture and arts support programs of companies for persons with disabilities by whether they have disabilities or not (n=187)

		The Awareness		Total	
		Yes	No		
Whether the respondents have disabilities or not	Have disabilities	Frequency	14	12	26
		Percentage	53.8%	46.2%	100.0%
	Have no disability	Frequency	61	68	129
		Percentage	47.3%	52.7%	100.0%
Total		Frequency	75	80	155
		Percentage	48.4%	51.6%	100.0%

Valid=155, Missing=32
Pearson Chi-Square=.373, p=.541

In the meantime, the differences according to whether respondents' jobs are related with persons with disabilities were found to be statistically significant, which means that the persons whose jobs are related with persons with disabilities may have more possibility to be aware of the culture and arts programs of companies for persons with disabilities (chi-square=9.654, p=0.008) (See Table 4). The 60 percent of the respondents whose jobs are related with persons with disabilities was aware of those programs, but only 30 percent of those whose jobs are not related with persons with disabilities was aware of those programs, which may be interpreted that the culture and arts programs of companies for persons with disabilities have not been known well yet.

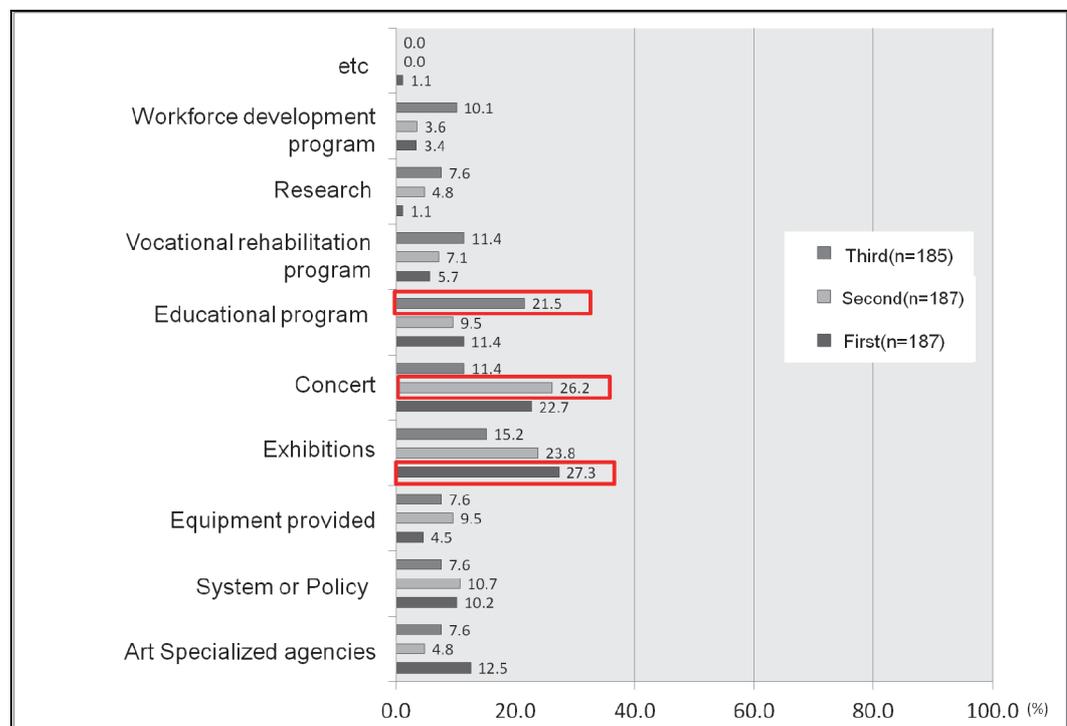
<Table 4> Respondents' awareness of the culture and arts programs of companies for persons with disabilities by whether their jobs are related with persons with disabilities or not (n=187)

			Awareness		Total
			Yes	No	
Relationship with whether respondent's jobs are related with persons with disabilities	Respondents' jobs are related with persons with disabilities	Frequency	49	35	84
		Percentage	58.3%	41.7%	100.0%
	Respondents' jobs are unrelated with persons with disabilities	Frequency	13	31	44
		Percentage	29.5%	70.5%	100.0%
Researchers	Frequency	10	12	22	
	Percentage	45.5%	54.5%	100.0%	
Total		Frequency	72	78	150
		Percentage	48.0%	52.0%	100.0%

Valid=150, Missing=37
Pearson Chi-Square=.9.654, p=.008(p<0.05)

As to the types of the culture and arts programs of companies for persons with disabilities, respondents were aware of one-time events such as exhibitions(27.3 %) and

concerts(26.2%), but, the number of the respondents who were aware of the research and educational programs of companies for persons with disabilities was relatively very low(See Figure 1); there was no statistically significant difference according to whether they have disabilities and whether their jobs are related with persons with disabilities.



<Figure 1> Types of culture and arts programs of companies for persons with disabilities which respondents were aware of.

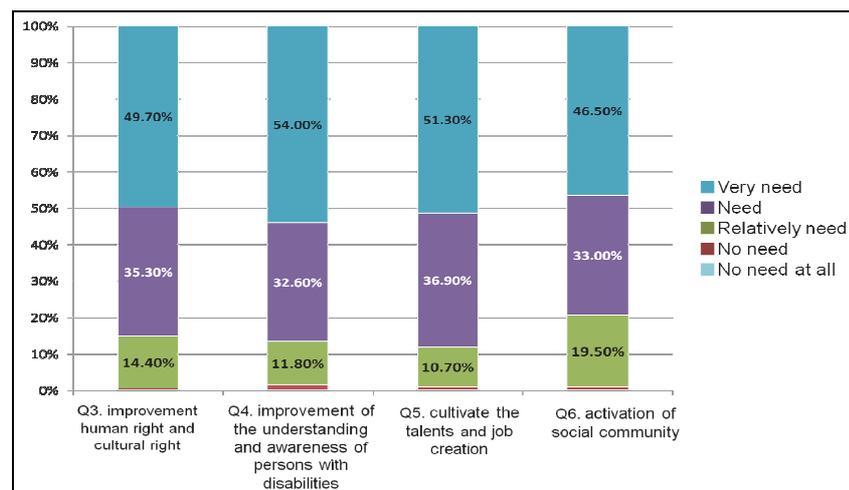
Most of respondents answered that the culture and arts support programs of companies for persons with disabilities have not been sufficiently provided, while only 5.9 percent of respondents answered that they have been provided sufficiently. They mostly answered that the insufficient supply of those programs may have been caused by the lacks of promotion and information and also suggested that most of programs have not been sustainable, because they have been carried out as the forms of one-time events. In the meantime, the respondents who answered that those programs have been sufficiently provided showed the opinions that the systems have been established to support the culture and arts support programs for persons with disabilities and the programs and events for persons with disabilities have increased more than in the past.

In sum, the abovementioned results present that the active promotion of those programs or the provision of information on those programs has not been carried out sufficiently in the position of consumers of those programs, even though some companies have endeavored to support culture and arts programs for persons with disabilities and those programs and events have increased compared to the past.

3. The Necessity of the Culture and Arts Programs of Companies for Persons with Disabilities

The necessity of the culture and arts programs of companies for persons with disabilities was investigated in the four aspects as follows; the guarantee of the right to enjoy culture and arts and rights to equality of persons with disabilities; the improvement of the understanding and awareness of persons with disabilities; the cultivation of the capability of persons with disabilities and the creation of employment; and the activation of community through the utilization of human and material resources within the community.

The 54.0 percent of respondents answered that the culture and arts support programs for persons with disabilities need to be implemented for the improvement of the understanding the awareness of persons with disabilities and 46.5 percent answered that they need to be done for the activation of community through the utilization of human and material resources within the community(See Figure 2); there was no statistically significant difference according to whether they have disabilities and whether their jobs are related with persons with disabilities.



<Figure 2> Necessity of the culture and arts programs of companies for persons with disabilities (n=187)

In sum, respondents considered that culture and arts support programs of companies for persons with disabilities are needed most for the improvement of the understanding and the awareness of persons with disabilities, even though the culture and arts programs of companies for persons with disabilities are needed for all the four goals of the guarantee of the right to enjoy culture and arts and rights to equality of persons with disabilities, the improvement of the understanding and the awareness of persons with disabilities, the cultivation of the capability of persons with disabilities and the creation of employment and the activation of community through the utilization of human and material resources within the community.

4. The Results of the Performance Appraisal for the Culture and Arts Support Programs of Companies for Persons with Disabilities

1) The Composition and the Categories of Performance Appraisal for the Culture and Arts Support Programs of Companies for Persons with Disabilities in the Aspect of Social Contribution

As aforementioned, in the aspect of cultural marketing, the cultural and arts support programs of companies for persons with disabilities may achieve not only the realization of public interest that persons with disabilities who have artistic capabilities can be identified and cultivated, but also commercial interests that new values can be created by newly designing the creativity of persons with disabilities. However, there was no tool to appraise the performances of those programs in the public and commercial aspects. Therefore, in this study, the quantitative appraisal for the performance of those programs in the public aspect was attempted.

The tool for the performance appraisal for the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution was utilized, which was developed based on the cases of culture and arts support programs for persons with disabilities and the opinions of experts on the culture and arts for persons with disabilities and is composed of three categories and 10 items including the improvement in the rights of persons with disabilities, the cultivation of the talents of persons with disabilities for arts and the social participation of persons with disabilities(See Table 5).

2) Results of the Performance Appraisal for the Culture and Arts Support Programs of Companies for Persons with Disabilities in the Aspect of Social Contribution

In results of the performance appraisal for the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution, the average of the total score was 28.3 out of 50.

Among the three categories, the average score of ● the category of the improvement in the rights of persons with disabilities was 8.9 out of 15; the score of the item on the improvement in the human right of persons with disabilities was highest (average score was 3.0) and that on the guarantee of the rights of arts and cultural education was lowest (average score was 2.9). The average score of ● the category of the cultivation of the talents of persons with disabilities for arts was 8.6 out of 15; the score of the item on the expansion of their capability of arts and culture was highest (average score was 3.0) and that of the identification and cultivation of the talents of persons with disabilities for arts was lowest (average score was 2.8).The average score of ● the category of the social participation of persons with disabilities was 11.3 out of 20; the score of the item on the efforts for the improvement of social awareness for persons with disabilities was highest (average score was 3.0) and that of the identification and cultivation of the talents of persons with disabilities for arts was lowest (average score was 2.7).

<Table 5> Tool for the performance appraisal for the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution

The performance appraisal for the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution

- ① This form is designed to rate the performance of the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution.
- ② Please check the box by choosing the score between one and five in the questions from Q8 to Q17. **The score can be is given between one and five; one for very high level of performance, two for high, three for average, four for low and five for very low.**

Total: ①+②+③ _____/50

① Improvement in the rights of persons with disabilities

		5	4	3	2	1
Q8	Have the companies contributed to the improvement in the human right of persons with disabilities via the culture and arts support programs for them?					
Q9	Have the companies contributed to the guarantee of art right and cultural right via the culture and arts support programs for them					
Q10	Have the companies contributed to the guarantee of the rights of arts and cultural education via the culture and arts support programs for them?					
① Subtotal		_____/15				

② Cultivation of the talents of persons with disabilities for arts

		5	4	3	2	1
Q11	Have the companies made the effort to identify and cultivate the talents of persons with disabilities for arts via the culture and arts support programs for them					
Q12	Have the companies made the effort to help persons with disabilities expand their capability of arts and culture via the culture and arts support programs for them?					
Q13	Have the companies provided the opportunity for arts activities to persons with disabilities via the culture and arts support programs for them?					
② Subtotal		_____/15				

③ Social participation of persons with disabilities

		5	4	3	2	1
Q14	Have the companies contributed to the social participation of persons with disabilities by networking welfare facilities, administrative agencies, educational agencies and NPOs via the culture and arts support programs for them?					
Q15	Have the companies contributed to the social integration of persons with disabilities by providing them with the opportunities of the creative and cultural collaboration with persons without disabilities via the culture and arts support programs for them?					
Q16	Have the companies contributed to the social integration of persons with disabilities by making the effort for the improvement of social awareness for persons with disabilities via the culture and arts support programs for them?					
Q17	Have the companies contributed to the activation of communities by utilizing the material and human resources within them via the culture and arts support programs for them?					
③ Subtotal		_____/20				

Score calculation

The total score is calculated by adding each score of each question.

<Table 6> Results of the performance appraisal for the culture and arts support programs of companies for artists with disabilities in the aspect of social contribution (n=186)

Items		M(SD)
① Improvement in the rights of persons with disabilities	Q8. Have the companies contributed to the improvement in the human right of persons with disabilities via the culture and arts support programs for them?	3.04(1.07)
	Q9. Have the companies contributed to the guarantee of art right and cultural right via the culture and arts support programs for them	2.98(1.09)
	Q10. Have the companies contributed to the guarantee of the rights of arts and cultural education via the culture and arts support programs for them?	2.90(1.05)
	① Subtotal	8.92(2.97)
② Cultivation of the talents of persons with disabilities for arts	Q11. Have the companies made the effort to identify and cultivate the talents of persons with disabilities for arts via the culture and arts support programs for them	2.80(1.05)
	Q12. Have the companies made the effort to help persons with disabilities expand their capability of arts and culture via the culture and arts support programs for them?	2.96(1.05)
	Q13. Have the companies provided the opportunity for arts activities to persons with disabilities via the culture and arts support programs for them?	2.88(1.06)
	② Subtotal	8.59(2.95)
③ Social participation of persons with disabilities	Q14. Have the companies contributed to the social participation of persons with disabilities by networking welfare facilities, administrative agencies, educational agencies and NPOs via the culture and arts support programs for them?	2.83(0.99)
	Q15. Have the companies contributed to the social integration of persons with disabilities by providing them with the opportunities of the creative and cultural collaboration with persons without disabilities via the culture and arts support programs for them?	2.82(1.02)
	Q16. Have the companies contributed to the social integration of persons with disabilities by making the effort for the improvement of social awareness for persons with disabilities via the culture and arts support programs for them?	2.98(1.10)
	Q17. Have the companies contributed to the activation of communities by utilizing the material and human resources within them via the culture and arts support programs for them?	2.68(0.97)
	③ Subtotal	11.32(3.64)
Total		28.25(9.42)

The results of the performance appraisal of the culture and arts support programs of companies for persons with disabilities showed that those programs have been highly rated in the aspects of the improvement in the human right of persons with disabilities, the guarantee of the rights of arts and cultural education and the improvement in the social awareness for persons with disabilities. However, the score in the aspect of the activation of community was relatively low, which may mean that the culture and arts support programs of companies for persons with disabilities should be prepared that can

contribute to the activation of community by utilizing the human and material resources within the community.

5. Tasks to Activate the Culture and Arts Support Programs of Companies for Persons with Disabilities

In the results of the survey on the tasks to expand and settle the culture and arts support programs of companies for persons with disabilities as the part of activities of cultural marketing, 97.3 percent of respondents answered that the efforts to identify and cultivate the talents of persons with disabilities for arts without the discrimination against disabilities should be made (Table 7).

As shown in the Table 7, as to the question of whether the efforts should be made for the social integration of persons with disabilities by improving the social awareness for them, the 64.1 percent of respondents answered that the best efforts should be made for that, which was the highest one among other questions that gained the same score.

<Table 7> Tasks to Activate the Culture and Arts Support Programs of Companies for Persons with Disabilities (n=187)

(Unit: No. of person, %)

Tasks	The efforts should be made.		The efforts are not needed to be made.		Missing value
	The best efforts should be made.	The efforts should be made.	The best efforts are not needed to be made.	The efforts are not needed to be made.	
Q18 Do you think that the efforts should be made for the improvement in the human rights of persons with disabilities?	171(94.0%)		11(6.0%)		5
	87(47.8%)	84(46.2%)	11(6.0%)	0(0.0%)	
Q19 Do you think that the efforts should be made for the guarantee of the art right and cultural right of persons with disabilities?	171(94.0%)		11(6.0%)		5
	66(36.3%)	105(57.7%)	11(6.0%)	0	
Q20 Do you think that the efforts should be made for the guarantee of the rights of arts and cultural education of persons with disabilities?	175(95.6%)		8(4.4%)		4
	74(40.4%)	101(55.2%)	7(3.8%)	1(0.5%)	
Q21 Do you think that the efforts should be made to identify and cultivate the talents of persons with disabilities for arts without the discrimination against disabilities?	178(97.3%)		5(2.7%)		4
	99(54.1%)	79(43.2%)	5(2.7%)	0(0.0%)	
Q22 Do you think that the efforts should be made to improve the capability of arts and culture of persons with disabilities?	173(96.1%)		7(3.9%)		7
	68(37.8%)	105(58.3%)	7(3.9%)	0(0.0%)	
Q23 Do you think that the efforts should be made to provide the opportunities for arts activities of persons with disabilities?	171(94.0%)		11(6.0%)		5
	95(52.2%)	76(41.8%)	11(6.0%)	0(0.0%)	
Q24 Do you think that the efforts should be made to promote the social participation of persons with disabilities by networking welfare facilities, administrative agencies, educational agencies and NPOs?	169(93.3%)		12(6.7%)		6
	73(40.3%)	96(53.0%)	12(6.7%)	0(0.0%)	
Q25 Do you think that the efforts should be made to contribute to the social integration of persons with disabilities by providing them with the opportunities of the creative and cultural collaboration with persons without disabilities?	167(95.3%)		12(6.7%)		8
	87(48.6%)	80(44.7%)	12(6.7%)	0(0.0%)	
Q26 Do you think that the efforts should be made for the social integration of persons with disabilities by improving social awareness for persons with disabilities?	172(95.0%)		9(5.0%)		6
	116(64.1%)	56(30.9%)	9(5.0%)	0(0.0%)	
Q27 Do you think that the efforts should be made to contribute to the activation of communities by utilizing the material and human resources within them during the culture and arts support programs for them?	169(92.3%)		14(7.7%)		4
	84(45.9%)	85(46.4%)	14(7.7%)	0(0.0%)	

V. Conclusions

In this study, based on the survey on the current state of the awareness of culture and arts support program of the companies for persons with disabilities, how well those programs have been recognized and what makes those programs necessary were reviewed. In addition, the performance of the culture and arts support programs of companies for persons with disabilities was quantitatively appraised in the aspect of social contribution.

Based on the results of study, the tasks to lead companies to actively participate in the culture and arts support programs for persons with disabilities in the aspect of cultural marketing were suggested.

First, the companies need to actively promote their culture and arts support programs for persons with disabilities and provide the information on them. The results showed that whether the respondents were aware of the culture and arts support programs of companies for persons with disabilities or not was affected by whether their jobs were related with persons with disabilities or not. In addition, it was found that the culture and arts support programs of companies for persons with disabilities have not been actively promoted or the information on them has not been sufficiently provided, even though some companies have made the efforts to support them. That is to say, to attain both public and commercial achievements of the culture and arts support programs of companies for persons with disabilities in the aspect of cultural marketing, the active promotion of those programs and the provision of the information on them should be carried out as much as possible even the general public who do not have any relationship with persons with disabilities can be aware of them.

Second, for the improvement of the understanding and awareness of persons with disabilities, the culture and arts support programs of companies for them should be implemented on a continuous basis. The results show that, among the reasons that the culture and arts support programs of companies for persons with disabilities are necessary, the answer that they are necessary for the improvement of the understanding and awareness of persons with disabilities accounted for the biggest percentage. And also, the results of the survey on the tasks to activate the culture and arts support programs of companies for persons with disabilities also showed that the best efforts should be made for their social integration by improving the social awareness of persons with disabilities. Therefore, the continuous and long-term programs rather than one-time events need to be implemented.

Third, the value of the culture and arts support programs of companies for persons with disabilities needs to be emphasized by presenting their various achievements. As aforementioned, in the aspect of cultural marketing, the cultural and arts programs of companies for persons with disabilities may achieve not only the realization of public interest that persons with disabilities who have artistic capabilities can be identified and cultivated, but also commercial interests that new values can be created by newly

designing the creativity of persons with disabilities. However, there was no tool to appraise the performances of those programs in the public and commercial aspects. In this study, the evaluation was focused on the social contribution and it was proved that the social contribution could be evaluated in the various aspects including the improvement in the rights of persons with disabilities, the cultivation of the talents of persons with disabilities for arts and the social participation of persons with disabilities. In particular, it was found that the culture and arts support programs of companies for persons with disabilities have been rated highly in the aspects of the improvement in the human right of persons with disabilities, the expansion of their capability of arts and culture and the improvement of social awareness of them. Therefore, the value of the culture and arts support programs of companies for persons with disabilities needs to be underlined as the activities of cultural marketing to induce the participation of more companies in them by making public the achievement of those programs in the commercial aspect as well as in the aspect of social contribution.

Fourth, the studies on the culture and arts support programs of companies for persons with disabilities as the part of cultural marketing need to be continuously conducted. In this study, it was confirmed that the exhibitions, concerts and the educational programs of culture and arts among the various types of the culture and arts support programs of companies for persons with disabilities have been known relatively well. Meanwhile, respondents did not know well about the research on the culture and arts of persons with disabilities that companies have conducted and also did not give priority to that in the aspect of the necessity among other types of the culture and arts support programs of companies for persons with disabilities, either. It, however, is important that the meanings of the culture and arts support programs of companies for persons with disabilities in the aspects of economics, management and sociology are presented to attract the active and voluntary participation of companies in the field of culture and arts programs for persons with disabilities. Furthermore, it is significant to identify the needs of persons with disabilities who are the consumers of the culture and arts support programs of companies and the companies who are the providers of those programs through the research on the current state of the culture and arts support programs of companies for persons with disabilities as well as the meaning of those programs.

Fifth, the companies should plan and implement the programs that may be led to the creation of employment simultaneously with support the culture and arts programs for persons with disabilities; as the task to expand and settle the culture and arts programs of companies for persons with disabilities, 97.3 percent of respondents answered that the efforts should be made for the identification and cultivation of the talents of persons with disabilities without discrimination against disabilities. The opportunities that artists with disabilities may not only be integrated into the society through the culture and arts activities, but also achieve the economic independence should be provided for the activation of the culture and arts of persons with disabilities.

Unfortunately, this study has the limitation that it was written only in the aspect of consumers of the culture and arts support programs of companies for persons with disabilities, which did not deal with the issues that the companies may confront in the process of the implementation of those programs. Moreover, this study only dealt with the achievements in the aspects of social contribution that is considered as public interest and did not deal with those in the commercial aspect. Therefore, the follow-up studies should be conducted in order to present the achievement of the culture and arts support programs of companies for persons with disabilities in the more comprehensive aspect and to suggest the tasks to develop them more.

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