

HUMAN SPACE ENDEAVOURS SYMPOSIUM (B3)  
Astronauts: Those Who Make It Happen (5)

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ECONOMIC VALUE ANALYSIS OF THE RETURN FROM THE KOREAN ASTRONAUT PROGRAM  
AND THE SCIENCE CULTURE DIFFUSION ACTIVITY IN KOREA

**Abstract**

In this study, we analyze the economic effects from the Korean Astronaut Program (KAP) and Science Culture Diffusion Activity afterwards. Korea have had a huge practical effect on the development of science and technology respectively and increased international awareness of Korea by producing first astronaut, as well as ripple effects on industry inspiring prospective space related industries. In addition, KAP has exercised a far-reaching influence on society and culture of Korea with booming the entire science and engineering and inspiring the national pride. After KAP, astronaut's outreach activities, such as lectures for the general public, interviews with broadcasts, newspapers and magazines, participating children's science camps and distributing publications and DVDs about astronaut program for general public, were continued for diffusing Science Culture. Thus, positive effect such as promotion of our country's level of technologies, the interest in sciences and engineering fields for student and expansion of industrial base has been induced continuously after KAP. This study is aimed at evaluating the economic significance and value of the return through analyzing the effects of Korean Astronaut Program and Science Culture Diffusion Activity.