



# Tourism in South Korea

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**Tourism in South Korea** refers to the tourist industry in the Republic of Korea. In 2012, 11.1 million foreign tourists visited South Korea, making it the 20th most visited country in the world, and the 6th most visited in Asia. Most non-Korean tourists come from other parts of East Asia such as Japan, China and Hong Kong.

The recent popularity of Korean popular culture, often known as the "Korean Wave", in these countries has increased tourist arrivals. Seoul is the principal tourist destination for visitors; popular tourist destinations outside of Seoul include the major coastal city of Busan, the Seorak-san national park, the historic city of Gyeongju and subtropical Jeju Island.



# "Korean wave"

• Since the turn of the 21st century, South Korea has emerged as a major exporter of popular culture and tourism, aspects which have become a significant part of its burgeoning economy. The growing popularity of Korean pop culture in the world was at least partly driven by the South Korean government supporting its creative industries through subsidies and funding for start-ups, as a form of soft power with the goal of becoming a leading global exporter of culture in line with Japanese and British culture, a niche that the United States has dominated for nearly a century. In 2014, the South Korean government allocated 1% of its annual budget to cultural industries and raised a \$1 billion fund to nurture popular culture. As the impact of K-pop and Korean drama like "Gangnam Style" and *Moon Embracing the Sun* accomplished influential recognition and international reputation, Korean society began to be recognized as developed on par with the Western world.







In the past, South Koreans were not likely to travel overseas, due to the Korean War and subsequent economic difficulties, as well as government restrictions on overseas travel, with passports issued only for a narrow range of reasons, such as traveling abroad on government businesses, for technical training, and so on. Since the 1960s, overseas travel restrictions and regulations have been continuously reviewed to prevent foreign currency waste from traveling abroad. However, during the 1980s, the liberalization of international travel has begun to take place in catering to the globalization of the South Korea society. Since then, South Koreans have been able to travel freely abroad.

The busy lifestyle of modern South Koreans, leading to difficulties in mediating vacations with family or friends, and the increase in one-person households, have contributed to the growing number of South Koreans traveling alone. Therefore, the popularity of destinations close to South Korea, where South Koreans can go for short vacations alone, are increasing. According to the results of a plane ticket analysis in 2016, the top foreign destination for South Koreans is Osaka, followed by Bangkok and Tokyo. Moreover, Osaka, Tokyo, and Shanghai have high re-visit rates for South Koreans. However European destinations such as London, Paris, and Rome have fallen in re-visit rating, due to geographical distances, expensive air fares and high costs.







## Seoul

The population of Seoul is 9,981,673 and it's the largest city in South Korea. As many people gather, there are many cultural spaces such as festivals, performances, shopping places, and tourist attractions in Seoul. To foreigners, Seoul is an attractive place because traditional Korean culture and modern culture co-exists.

In addition, people in South Korea come to Seoul to enjoy various cultural activities. Due to the metropolitan area centralization of the cultural infrastructure, there is a cultural gap between Seoul and other regions. According to the Ministry of Culture, Sports and Tourism, 36.4 percent of the total cultural infrastructure such as public library, museum, and art galleries are concentrated in Seoul. Therefore, many people in South Korea travel to Seoul.

**Korean cuisine** is the customary cooking traditions and practices of the culinary arts of Korea. Korean cuisine has evolved through centuries of social and political change. Originating from ancient agricultural and nomadic traditions in Korea and southern Manchuria, Korean cuisine has evolved through a complex interaction of the natural environment and different cultural trends.



Korean people are very proud of side dish named kimchi! They eat kimchi almost with everything. Kimchi is very healthy and delicious at the same time.





# Conclusion

South Korea has interesting history, unique culture, tasty food and friendly people, who won't leave poor traveller in trouble.

Korea is definitely worth visiting, and I wish that one day I'll be enjoying breathtaking views in Seoul.