

## Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Buyeo County
Name of undertaking	Buyeo Baekseedal EQ bus (running through the time of Baekje in Buyeo) EQ = education Quiz		
Outline	A program selected as a local government city tour support project in 2018 by the Ministry of Culture, Sports and Tourism. It is the only unique tour program in Korea by which tourists see sights while solving video quiz, and enjoys popularity among tourists visiting Buyeo.		
Amount of budget	60 million won	(US\$50,782)	

### 1. Tasks (current situation)

Through this bus tour, we popularize the historical value of the Baekje culture as a **world's cultural heritage**. At the same time, we appeal Buyeo County as a good sightseeing spot to visit and new travel destination by introducing various contents of the region which have not been yet well-known in addition to famous cultural and historical sites.

### 2. Goals (future image)

#### ◇ Tour with a theme

Developing a special brand tour only available in Buyeo County unlike ordinary city tours through contents featuring the strong theme, the history of Buyeo, and offering travel and performance programs where tourists can directly see and feel the historical sites of Baekje from past to present which have been only known through books.

#### ◇ Past + present = future

Buyeo remains the Baekje culture of its golden age while retaining the traces of the sad history of the fall of Baekje as they were.

As the saying "You can prepare for future only by knowing past" teaches us, we see the glorious past for ourselves from the present time we are living in and make it an opportunity to bring about better future.

#### ◇ Buyeo as a world's cultural heritage

In Buyeo, the Royal Tombs and Mt. Busosan, the Gunnamji Pond, and other cultural remains of the advanced Baekje culture in bygone days stand close together. On the other hand, there are many other places utilized as modern sightseeing resources, such as Baekje Cultural Land, National Museum, and Nakhwaam Rock. We are operating an experience-based tour bus which enables participants to enjoy these past and modern cultural assets at the same time.

### 3. Details of undertaking





#### (Overview)

- Operating period: from April to October 2019
- Total operating expense: 60 million won (national government subsidy: 30 million won/regional expense: 30 million won)
- Business outline: operation of child content type city tour bus
- Supporting entity name: Buyeo County

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## ○ Tours in service

Category	Location	Features
1. Busosanseong Fortress (Nakhwaam Rock, Goransa Temple)	Buyeo-eup	- A mountain castle built to protect Sabi, the capital of Baekje, where Nakhwaam Rock and Goransa Temple are located. Beside the Buso Mountain Fortress, the White Horse River flows, and you can enjoy a cruise on the Yellow Sail Boat.
2. Jeongnimsa Temple Site (Five-story Stone Pagoda, Museum)	Buyeo-eup	- It is said to be a temple intimately related to the royal palace built when Baekje moved its capital to Buyeo. There are National Treasure No. 9, the Jeongnimsa Temple Site, and the Five-story Stone Pagoda.
3. Royal Tombs in Neungsan-ri	Buyeo-eup	- Group of tombs of the Baekje kings where a total of seven ancient tombs have been found. In 1993, National Treasure No. 287, Gilt-bronze Incense Burner, was excavated.
4. Baekje Cultural Land	Gyuam-myeon	- A historical theme park where you can see at a glance the history and culture of Baekje including the Baekje Royal Palace and temples.

			
Buso Mountain Fortress (Nakhwaam Rock, Goransa Temple)	Jeongnimsa Temple Site (Five-story Stone Pagoda, Museum)	Royal Tombs in Neungsan-ri	Baekje Cultural Land

## (Things that are going well)

- Have grown up to tourism contents representing this region
- Tourists visiting this region by the content-type city tour bus have brought further revitalization of the regional economy
- The planning of education bus turned a simple tour bus into an education-type tour bus serving a dual purpose
- Tourism resources in Buyeo have developed into historical and cultural contents, improving the image of the new Buyeo

## 4. References



# Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of local or regional government	Jeollanam-do Province
Name of undertaking	Supporting joint marketing activities in cities and counties		
Outline	<ul style="list-style-type: none"> <li>• Project name: Supporting joint marketing activities in cities and counties</li> <li>• Budget: 100 million won (provincial funding)/current subsidies from local governments (project where funding is split 50/50 between the local government, and cities and counties)</li> <li>• Scope of financial support: Up to 10 million won per city/county</li> <li>• Eligibility: Cities and counties that can form consultative bodies, and then split funding 50/50 with the national government</li> <li>• Project content: Joint development of products and joint marketing to attract tourists from inside and outside the country (participate in tourism fairs, hold promotional seminars, host FAM tours)</li> </ul>		
Amount of budget	100 million won	(Amount converted to US\$)	

## 1. Tasks (current situation)

- Jeollanam-do Province comprises seven cities and 15 counties, and each of these cities and counties are undertaking their own tourism promotion and marketing activities (city/county budget).

## 2. Goals (future image)

- To increase the appeal of the province, carry out effective marketing predominantly of competitive cities and counties to create tourism hubs.
- Maximize synergy through joint development and marketing of tourism products led by a coordinated cooperative system for the province and its cities/counties.

## 3. Details of undertaking

### (Overview)

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- Scope of financial support: Up to 10 million won per city/county

- Eligibility: Cities and counties that can form consultative bodies, and then split funding 50/50 with the national government
- Project content: Joint development of products and joint marketing to attract tourists from inside and outside the country (participate in tourism fairs, hold promotional seminars, host FAM tours)

### **(Things that are going well)**

- To attract tourists from both inside and outside the country, when new tourism projects garner attention, or when international events are held, we form tourism consultative bodies in competitive cities and counties, and undertake joint marketing activities.

### **(Things that are not going well)**

- It has been difficult to form autonomous consultative bodies in cities and counties due to budgeting issues and conflicting opinions within regions.

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Name of theme	Promotion of Tourism	Name of local or regional government	Gyeongsangbuk-do Province
Name of undertaking	"Visit Gyeongsangbuk-do Province to experience Korea"		
Outline	<ul style="list-style-type: none"> <li>Gyeongsangbuk-do Province is blessed with a wealth of natural resources, such as the approximately 314 km long Baekdudaegan mountain range (covering the length of the Korean peninsula), the approximately 274 km long Nakdong river, and an approximately 510 km long stretch of rivers, mountains, and seafront that runs to the east coast. In the whole of Korea, it is perhaps the province most blessed with natural scenery and ecotourism resources.</li> <li>It is also a hub for three flourishing traditional cultures: the Confucian culture of the Seonbi (virtuous pioneers of Korean culture who led lives of study and integrity), Buddhist culture of the former Silla kingdom, and the mysterious Gaya culture of former kingdoms.</li> <li>Gyeongsangbuk-do also holds around 80 festivals in 23 cities and counties throughout the year, including the Andong Maskdance Festival (Sep 27–Oct 6), the Gyeongbuk Yeongju Punggi Insam Festival, and the Cheongsong Apple Festival.</li> </ul>		
Amount of budget	(Local currency)	(Amount converted to US\$)	

## 1. Tasks (current situation)

- Gyeongsangbuk-do Province is located in the southwest of the Korean peninsula, and is just two hours away from Seoul on the KTX high-speed rail system, and within 30 minutes of both Busan and Daegu.
- As regional airports increase in number, and tourists' interest in regional areas increases, Gyeongsangbuk-do Province is ideally located and can be accessed from almost anywhere in Korea.

## 2. Goals (future image)

- Carefully preserve the province's outstanding cultural tourism resources, actively look for hidden tourism content, and become an appealing tourist destination that is open to the world.

## 3. Details of undertaking (Overview)

### 2019 Gyeongju World Culture Expo

- The Gyeongju World Culture Expo will be held in Gyeongju World Culture Expo Park for 45 days (Oct 11–Nov 24) based on the theme "Opening up the future through culture." In 1998, the Gyeongju World Culture Expo was the world's first cultural fair, and it has since been held a total of nine times, including in Angkor Wat in Cambodia (2006), Istanbul in Turkey (2013), and Ho Chi Minh in Vietnam (2017).
- Up until now the expo has welcomed around 84,000 cultural artists as participants, with the total number of attendees to the expo exceeding 20 million. The expo is a world-famous cultural brand that is helping to communicate Korean culture to the world both in name and in substance.

### 2020 Visit Daegu-Gyeongbuk Year

- Daegu and Gyeongsangbuk-do are creating new models for regional tourism through their growth into global tourism destinations and cultural tourism cooperation. As such, future years will be recognized as Visit Daegu-Gyeongbuk Years.
- Daegu and Gyeongsangbuk-do are promoting 14 issues to solve together with the aim of mutual growth, revitalization of regional economies, and the creation of employment opportunities.



## (Things that are going well)

- Around 15.35 million foreign tourists visited Korea in 2018 with Japanese citizens making up the third greatest number (2.95 million; 19.2%).
- In first place were those from Greater China (China, Taiwan, Hong Kong, etc.), with Gyeongsangbuk-do-themed trips, (those in Ando and Gyeongju which allow guests to experience and tour traditional cultures) garnering increased popularity.

## (Things that are not going well)

- We must urgently create more tourist spots and destinations for Japanese tourists, who enjoy traveling both individually and with their families (mother and daughter pairs, for example).
- We would like to provide “instagrammable” sightseeing routes that showcase the unique sights and gourmet of Gyeongsangbuk-do.

## 4. References

