



# BE INSPIRED

## Revitalise body and soul



This special supplement is brought to you by the Korea Tourism Organization



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## PUBLISHING INFORMATION

### PUBLISHER DETAILS

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**KOREA TOURISM ORGANIZATION**  
www.visitkorea.or.kr

3rd Floor  
New Zealand House,  
Haymarket, London  
SW1Y 4TE

Tel: +44 (0) 207 3212535  
london@knto.or.kr  
www.visitkorea.or.kr

## Sports Travel NEWS

**SPORTS TRAVEL NEWS**  
mike@sportstravelnews.info  
www.sportstravelnews.info  
www.twitter.com/sportstravelnews

### EDITOR

Mike Starling

### ASSISTANT EDITOR

Ramy Salameh

### PHOTOGRAPHY

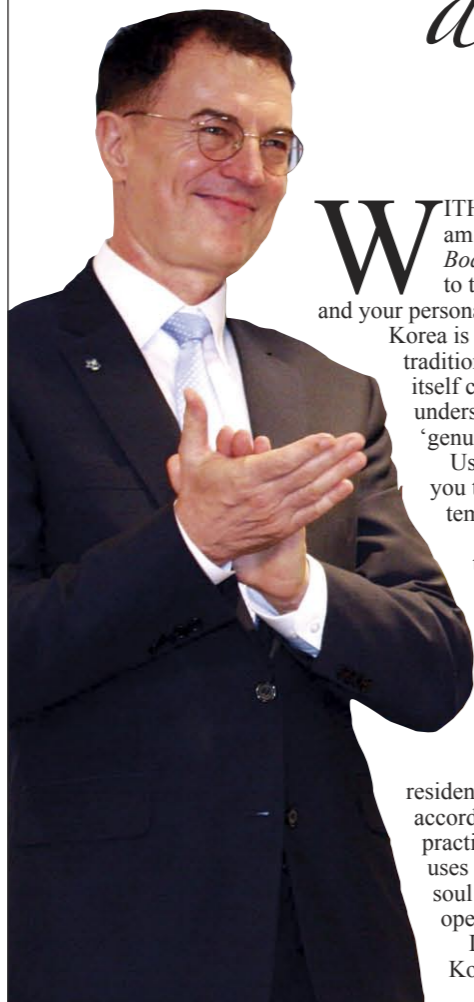
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### MORE INFORMATION

For details on travel to Korea, plus where to stay, destinations and cultural activities see www.visitkorea.or.kr

## FORWARD BY KTO PRESIDENT AND CEO CHARM LEE

*Recharge with nature, tradition and belief*



**W**ITH the designation of 2010-2012 as 'Visit Korea Year', I am delighted to introduce *Korea Be Inspired – Revitalise Body and Soul*. This bespoke supplement will introduce you to the finding of 'peace and well-being', 'health and fitness' and your personal 'balance and harmony' through 'Yin, Yang'.

Korea is a place to come and recharge your energy using nature, tradition and belief in a society that has an ability to reinvent itself constantly. If you are willing to invest time to enjoy and understand Korean culture you will be rewarded with the 'genuine charm of Korea'.

Using our expertise, knowledge and passion, we welcome you to discover a diverse landscape of mountains, hidden temples and adventure-filled activities.

I have picked out just a couple of highlights from within the preceding pages to give you a flavour of what to expect. The cuisine of a country is an important cultural trait and for Korea it reflects 'Yin, Yang and the five elements', all fundamental in Oriental philosophy.

It is one of the world's healthiest cuisines and the national dish 'kimchi' is the guiding force.

Health cuisine is becoming a global trend and so the 'globalisation of Korean food' is well underway. Visitors can also experience staying in traditional residences known as 'Hanok'. They are designed and built in accordance with feng-shui principles, focusing on practical use and beauty. The eco-friendly structure not only uses local materials, but is a place in which to meditate and soul search – because the Hanok has a spacious, yet cosy open-air living room called 'daecheongmaru'.

I urge you to read on and be truly 'inspired' by how much Korea can revitalise and recharge your energy.

**Charm Lee, Korea Tourism Organization president and CEO**



*A healthy industry*

With a spectrum of the most natural landscapes on the planet, Korea has a range of opportunities for the travel industry to sell trips and packages for visitors seeking a relaxing, healthy and fulfilling vacation

### TRAVEL TRADE POTENTIAL

If you sell well-being holidays, then Korea must be on your itinerary.

The country can offer mountains, natural hot springs, world-class spa options, temple stays and much more.

Let your customers experience a culture and environment that is perfect for finding your soul.

■ Agents and operators: devise tours and packages that will inspire your clientele. With activities such as hot springs, spas, Oriental medicine and mountain trekking there is so much on offer.

■ Cruise industry: there are now more than 10 ports for which liners can dock. Currently under construction is an 18km-long canal linking the Han River in Seoul and the West Sea near to Incheon,

which will allow cruise boats/tours to dock in the heart of the capital city.

■ 'International Conference One-Stop Service': for any organisation wishing to host a convention, the Korea Tourism Organization (KTO) can provide for all your needs (including information on procedures, documentation and sponsors).

■ Medical tourism: Korea offers a diverse programme – from Zen meditation in a Buddhist temple, spa and wellness, to treatment and healthcare. The Council for Korea Medicine Overseas Promotion (CKMP) is a government/private joint initiative founded to internationally promote healthcare in Korea. Currently more than 30 hospitals and clinics are actively involved as CKMP members. See www.koreahealthtour.co.kr

### KTO: SERVICES ON OFFER

THE Korea Tourism Organization is the first point of contact and can provide assistance in the following services:

■ Destination information – cities, resorts, UNESCO World Heritage sites.  
■ Ground handling services – a network of partner travel companies that can deal with all logistical issues on the ground.  
■ Tourist information services – through educational seminars and press trips; presentations; provision of information; brochure materials; DVD and image library access and assistance with the development of tour products to Korea.

■ Email the KTO at london@knto.or.kr



## KOREAN CALENDAR

### ANNUAL EVENTS

#### DECEMBER-JANUARY

- Seoul Festival of Light; www.hiseoulfest.org
- Maryangpo Sunrise Festival; www.seocheon.go.kr
- Yangyang New Year Sunrise Festival; http://eng.yangyang.go.kr

#### JANUARY

- Daegwallyeong Snow Flower Festival; www.visitkorea.or.kr
- Taebaeksan Snow Festival; http://festival.taebaek.go.kr
- Polar Bear Swimming Contest
- Seogwipo Penguin Swimming Festival; http://english.tour2jeju.net

#### FEBRUARY

- Daeboreum Great Full Moon Festival, Namsangol Hanok Village; http://hanokmaeul.seoul.go.kr

#### MARCH-APRIL

- Jinhae Cherry Blossom Festival, Jinhae; www.visitkorea.or.kr

#### APRIL

- Drink & Rice Cake Festival, Gyeongju; www.visitkorea.or.kr

#### MAY

- Daegu Yangnyeongsi Herb Medicine Festival, Daegu; www.daeguvcv.com
- Lotus Lantern Festival, Seoul; www.lf.or.kr/eng

#### JULY

- Boryeong Mud Festival, Daecheon Beach; www.mudfestival.or.kr
- World Taekwondo Culture Expo, Jeonju; www.wtceexpo.net

#### AUGUST

- The World Taekwondo Hanmadang, Seoul; www.kukkiwon.or.kr

#### SEPTEMBER

- Chungju Martial Arts Festival, Chungju; www.martialarts.or.kr
- Geumsan Ginseng Festival, Geumsan; www.geumsan.go.kr

### TRADITIONAL KOREAN HOLIDAYS

**1st day of the 1st lunar month**  
*Korean New Year's Day (Seollal):*

The first day of the lunar Korean calendar and the most important of the traditional Korean holidays

**8th day of the 4th lunar month**  
*Buddha's Birthday (Seokgatansinil):*

Also called Bucheonnim Osinal Sawol Chopal, this is the birthday of the Gautama Buddha

**15th day of the 8th lunar month**  
*Harvest Festival (Chuseok):*

Koreans visit their ancestral hometowns and share a feast of Korean traditional food

# Find your soul in Seoul

Is it possible to find peace, tranquillity and well-being in a city? Well finding your soul in Seoul is part of the city's DNA and citizens of this dynamic Asian capital, home to 25 per cent of Korea's entire population, are living proof that finding your 'Yin, Yang' is an essential part of their everyday life.

Few capitals match Seoul's dynamic blend of the ancient and the modern.

Skyscrapers tower over historic palaces and temples, whilst Seoul N Tower stands imperious atop Mount Namsan and is the first visible landmark welcoming you to the city. It is from this viewpoint that you realise Seoul is not only protected by surrounding mountains, but also bisected by the Han River, the city's life-blood flowing through its core.

'Hanyang' (the former name of Seoul) was recommended to the Joseon Dynasty (founders of the 600 year-old capital city) by feng shui experts, thus preserving the 'divine energy of Seoul'.

By experiencing some of Korea's cultural traits it is possible to feel this unique energy for yourself. Echoes of the past in the form of temples, palaces and hanoks (traditional houses) are ideal starting points to understand

and encounter oriental philosophy through architecture. The residences of 'Buckchon Hanok Village' located between Gyeongbukgung and Changdeokgung Palaces, were built for high-ranking officials from the Joseon dynasty.

One of the mountains protecting the city is 'Bukhansan' (Mt) and national park, which plays host to elite climbers, hikers and regular walkers searching out the park's medieval Bukhan fortress.

The highest peak is 836m – making it accessible to all levels of stamina – and if that does not encourage hikers to the top then a shot of pine-needle Soju will do the trick.

Seoul's divine energy also comes from water; the Han River is a symbol of Seoul, running east to west with some 23 bridges straddling the 175m-wide channel.

Cruise through the centre of one of the world's largest cities or rent a bike and follow the

myriad of parks and paths

that run beside the water's edge.

But it's not just the Han River that provides peace through water. Cheonggyecheon Stream, a major restoration project, came to life in 2005 having been covered over by tarmac since the 1950s. The 5.8km stream runs under 22 bridges, nine fountains and is the most pleasant way to stroll past many city icons.

Continue on foot and try out Seoul's walking tour programmes covering five tour zones that intimately showcase Korea:

- 'Ancient culture' traces prehistoric times through to the 'three kingdoms' period

- 'Traditional culture' focuses on the main palace of the Joseon dynasty dating back 600 years

- 'Modern culture' infiltrates recent turbulent history through architecture

- 'History-ecology-restoration' follows Cheonggyecheon Stream as it winds its way past eight beautiful city sights.

- Finally, the 'Past-Present-Coexistence' zone will elevate you to the viewpoint at Naksan Park and visit the private residence of the first Korean president.

Such energetic pursuits need to be balanced by other fundamental Korean characteristics.

Visit an 'Oncheon' (thermal bath) or 'Jjimjilbang' which includes a choice of clay, crystal and mugwort herbal saunas and exfoliations scrubs to extract bad toxins and have one positively glowing.

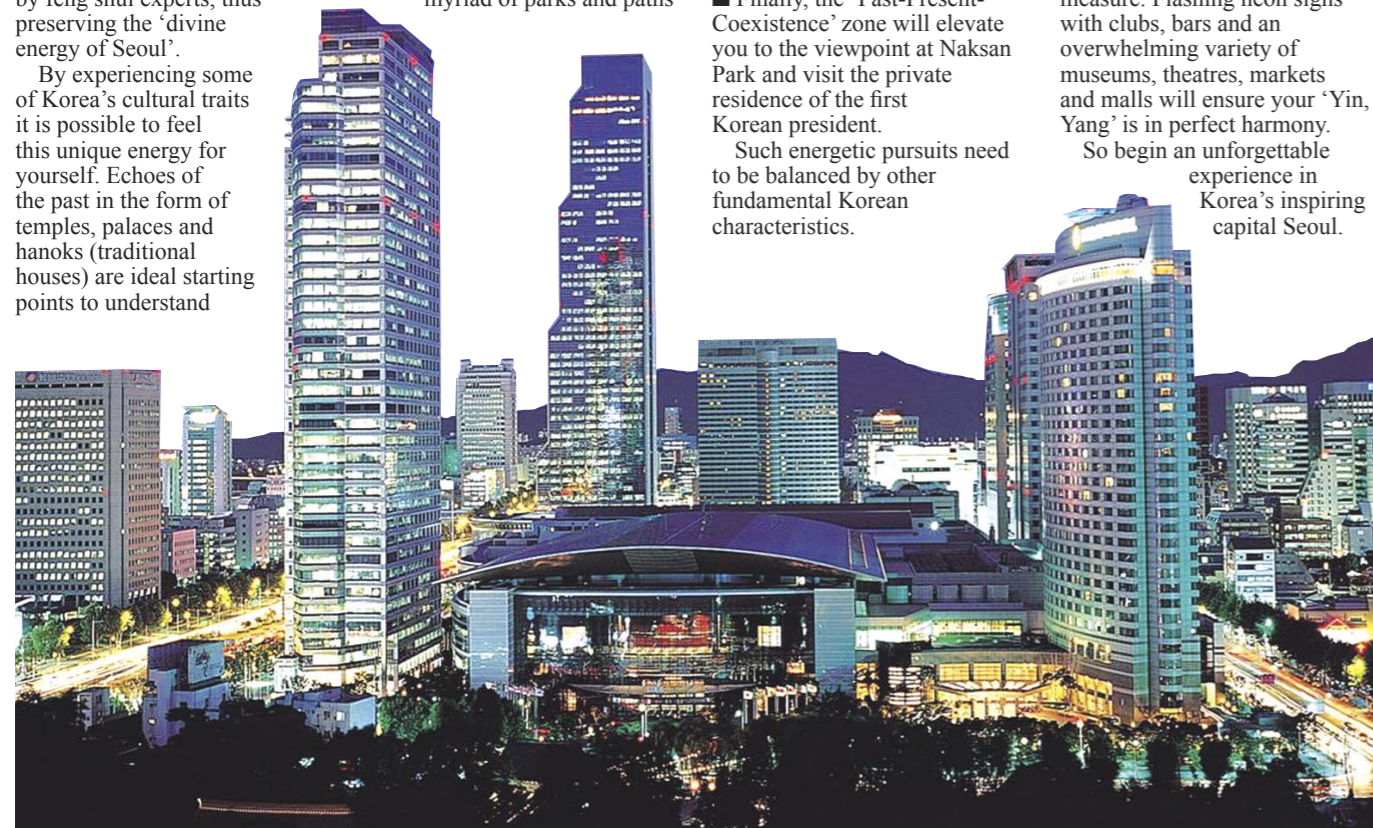
Hidden down a quaint side-alley, just off the main thoroughfare of Insadong Street (famous for arts and crafts galleries, street musicians and antiques), is 'Sanchon' restaurant, celebrated for its delicate Buddhist temple cuisine full of fresh vegetables and mountain greens which provide the main ingredients.

Next door 'The Old Tea Shop' serves every type of tea from Ginseng to 'Jujube date' tea.

Both venues encapsulate why Korea's cuisine is regarded one of the healthiest in the world.

If the night remains young after a full-day sightseeing, the nocturnal vibrancy of Myeongdong, Dongdaemun, Hongdae and Insadong will excite and exhaust in equal measure. Flashing neon signs with clubs, bars and an overwhelming variety of museums, theatres, markets and malls will ensure your 'Yin, Yang' is in perfect harmony.

So begin an unforgettable experience in Korea's inspiring capital Seoul.



## Purity, clarity and calmness – let Korea's water features inspire you

A COUNTRY with coastline on three sides, Korea has an abundance of water attractions.

From swimming in seas to soaking in hot springs there is an activity to enjoy on any day during the four seasons.

In Buddhism, water represents clarity, calmness and purity – so why not cleanse your soul at a spa, river, natural spring or waterfall? In Korea, water is not just seen as the source of life but a source of entertainment and well-being.

- See pages 8-9 for a mapped view of Korea's water features

### BEACHES

If you are spending summer in Korea you have to head to the beach. With temperatures rising above 30 degrees C, June, July and August are the best times to swim in the oceans.

With 102 beaches, the north-east province of Gangwon-do has an amazing array of coastline features and is a popular region for both locals and international visitors.

However, the whole of Korea can offer beautiful beaches for which to swim, watch the sunrise or just soak up the sun.

On the rocky coastline of the west you can find the white sands of Daechon Beach and Jellabuk-do's provincial beaches, while in the south on Jeju Island there are 11 beaches to explore.

Jeju's climate, turquoise waters and palms make it a favourite for honeymooners and outdoor enthusiasts alike.

### HOT SPRINGS

When the temperatures drop in winter Koreans head to the many hot springs available.

With regular snowfall across the country, a trip to a hot spring can provide a relaxing, healthy and fun experience. And a day or evening soaking in hot springs will melt away the winter blues and relieve stress.

For centuries Koreans have enjoyed hot springs all year round. The modern-day hot springs come with spa and beauty facilities.

### JJIMJILBANG & SPA

With more than 300 spas across the country Korea is the ideal location for a relaxing and uplifting break.

Jjimjilbang facilities include varied temperature-controlled rooms ranging from steaming hot to ice cold. Also on offer are hot springs, karaoke rooms and cafés. And if that's not enough, why not stay the night ... prices are cheap and the lodgings are of a high standard.

Korean families, couples and singles go to a jjimjilbang on a regular basis for socialising and for relaxation. If you are visiting the country this is an experience not to be missed.

### WATERFALLS

Waterfalls are regarded as one of nature's most beautiful creations – and in Korea there are many to discover in its mountainous landscape.

A number of Korean waterfalls take some walking to find, but the challenge will be worth it. And with many having folk tales about their formation

and history, it will be a cultural experience as well!

The top waterfalls to visit:

- Jikso Falls: Located in Byeonsan Peninsula National Marine Park and 30ft high.

- Cheonjiyeon Falls: Located on Jeju Island and is a designated natural monument.

- Gugok Falls: Located near Bonghwasan Mountain, Gangwon-do, and 50m in height. Gugok Falls freezes every winter and is a paradise for ice climbers.

- Daeseung Falls: It is located in the Mt Seoraksan region and was known as a major recreation site of King Gyeong-Sun, who reigned from 927-935.

### WATER PARKS

If you are travelling in June and need to escape the sun's burning rays, Korea's many water theme parks are regarded as must-visit destinations.

Equipped with facilities such as wave pools, spas, saunas and hot springs, you don't just have to relax, why not get the pulse running by hitting the slides!

# Korea's top five cultural experiences

## TEMPLE STAY

**EXPERIENCE** Korean Buddhist culture by booking a stay at one of the many Buddhist temples.

With many temples located deep in the mountains visitors can enjoy nature and take time away from the rigours of day-to-day life by taking part in spiritual training such as Zen meditation and Buddhist rites.

A temple stay is much more than religion. It is a cultural experience that recharges you, handles your mental stress and teaches you about traditional culture.

Part of the programme of discipline and training include barugongyang (a Buddhist meal with traditional wooden bowls) or a tea ceremony – activities that provide more than just eating and drinking.

Other activities that may be featured on a temple stay include: pre-dawn Buddhist rites; Zen meditation; tea ceremonies; barugongyang; mountain trekking; lotus lantern making; and rubber stamp making.

■ For more information see <http://eng.templestay.com>

● Turn to page 15 to read about finding yourself in a Buddhist temple



## HANOK STAY

If you want to feel the natural energy of Korea in an eco-friendly structure that uses natural building materials then stay in a traditional Korean house called a 'Hanok'.

Hanok Stay will give you the opportunity to experience traditional Korean lifestyle and culture. The traditional houses available for Hanok stays are decades to hundreds of years old.

Many have been renovated for the convenience and safety of its guests, but the traditional Korean style and sentiment are still retained.

Hanok houses vary in size; some are very large with a guest house and a main building, while others are small with only bedrooms and a living room. Room rates also vary widely. Old furniture, paper-pasted windows, and props like soy jars add to the traditional ambiance.

Some houses offer various programmes to experience Korean culture, including tea ceremonies, pottery making, and traditional Korean folk games.

Simple meals are usually available at an extra charge.

### EXPERIENCE HANOK STAY:

■ Wandang (Tea) Traditional Korean House, Seoul  
+82-2-1330; [www.teaguesthouse.com](http://www.teaguesthouse.com)

■ Traditional Korean Houses of Bukchon, Seoul  
+82-2-1330; [www.bukchon72.com](http://www.bukchon72.com)

■ Sarangchae Guesthouse, Gyeongju-si  
+82-54-1330; [www.kjstay.com](http://www.kjstay.com)

● For more information on Hanok Stay see page 14



## FOOD & COOKING

FOOD is a very important part of the country's culture and Koreans pay great attention to the way in which food is served and the types of ingredients used.

With a huge and unique range of food on offer, visitors can enjoy dishes that include meat; fish; greens; vegetables and popular ingredients such as kimchi, the national dish of Korea (fermented spicy cabbage conceived in Korea around the 7th century); jeotgal (seafood fermented in salt); and doenjang (fermented soy bean paste).

Eaten with chopsticks, all the dishes are served at the same time and a typical meal normally includes rice, soup and side offerings.

Korean food also has a regal aspect with The Royal Cuisines – genuine Korean traditional cuisines designated as an Intangible Cultural Asset by the government. The Institute of Korean Royal Cuisine is the only place where tradition of Korean Royal Cuisine is truly being succeeded. Representative foods such as sinseollo (fancy hot pot) and gujeolpan (nine-sectioned dish) are still savoured today. See [www.food.co.kr](http://www.food.co.kr) for more information on The Royal Cuisines.

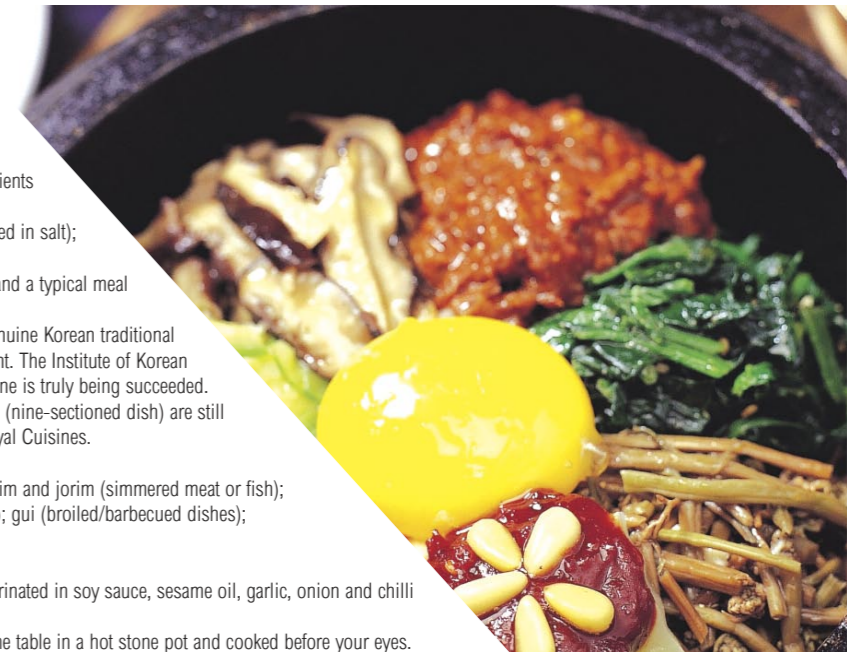
### TRADITIONAL KOREAN FOODS

■ Bap (steamed rice) and juk (porridge); guk (soup); jjigae (stew); jjim and jorim (simmered meat or fish); namul (vegetables or wild greens); jeotgal (seafood fermented in salt); gui (broiled/barbecued dishes); jeon (pan-fried dishes) and mandu (dumpling).

### DISHES POPULAR WITH FOREIGN TOURISTS

■ Bulgogi: widely known as Korean barbecue, thin strips of beef marinated in soy sauce, sesame oil, garlic, onion and chilli are grilled over charcoal and served with rice and vegetables.

■ Dolsot bibimbap: boiled rice, vegetables and egg are brought to the table in a hot stone pot and cooked before your eyes.



## TAEKWONDO

TAEKWONDO is the national sport of Korea and more than 50 million participants take part worldwide.

The roots of taekwondo belong to taekkyeon, a traditional martial art form. In turn, the roots of taekkyeon can be traced as far back as tribal times in Korea.

The ultimate goal of taekwondo is to develop the character and personality of the practitioner through physical, mental and spiritual discipline.

Meaning the 'technique of kicking and punching', taekwondo is the world's most popular martial art. While seen as both a sport and martial art, taekwondo also has two other major areas of importance: exercise and education. Taekwondo's movements require extensive use of the joints and since there is kicking, jabbing and shouting involved, it's also a great way to relieve stress and get a good workout. The objectives of learning taekwondo are to become a more mature human being and build and strengthen character.

Taekwondo became a worldwide activity after it was designated as an official Olympic sport in 2000.

If you would like to take part in a one-day taekwondo experience or a full 15-day training programme, then why not take a look at options at <http://english.visitkorea.or.kr> or [www.taekwontokorea.com](http://www.taekwontokorea.com)

■ For more information see [www.koreataekwondo.org](http://www.koreataekwondo.org), [www.kukkiwon.or.kr](http://www.kukkiwon.or.kr), [www.wtf.org](http://www.wtf.org) and [www.tpf.kr/eng](http://www.tpf.kr/eng)

### EVENTS CALENDAR

**July 2010:** The World Taekwondo Culture Expo (Jeonju and Muju); [www.wtexpo.net](http://www.wtexpo.net)

**August 2010:** The World Taekwondo Hanmadang (Seoul); [www.kukkiwon.or.kr](http://www.kukkiwon.or.kr)

**September 2010:** Chungju Martial Arts Festival (Chungju); [www.martialarts.or.kr](http://www.martialarts.or.kr)

**July 2011:** The Chuncheon Open International Taekwondo Championships (Chuncheon); <http://koreaopentkd.org>

● Turn to page 12 to read about the new Taekwondo Park being constructed in Muju



## ALTERNATIVE THERAPY

TO make your trip to Korea as relaxed as possible why not indulge in a treatment to refresh both body and soul?

Relieve stress and aches with a massage, alternative medicines or acupuncture.

■ Many of the major hotels and resorts in Korea now provide luxury spa facilities, and as you make your way through the bustling streets of downtown Seoul, you'll also find countless boutique spas where you can relax. Having a relaxing massage is one of the best ways to revitalise your skin and restore your balance.

■ The acupuncture of Korea is highly regarded in terms of its history and effectiveness. Manupuncture, or Koryo sooji chim, corresponds points in the hand to parts of the body. Needles are then applied to these specific points of the hand in order to treat or prevent disease.

■ These days the increasing pollution and the stress of modern life are resulting in diseases for which Western medicine often does not offer the most effective treatment. Consequently an increasing number of people are becoming interested in alternative medicine and visiting Korea to receive Oriental medicine treatments.

■ For more information see <http://english.visitkorea.or.kr>



# Korea's natural & cultural highlights

**UNESCO WORLD HERITAGE SITES**  
(as numbered on map)

- 1 Haeinsa Temple Janggyeong Panjeon, the Depositories for the Tripitaka Koreana Woodblocks
- 2 Jongmyo Shrine
- 3 Seokguram Grotto and Bulguksa Temple
- 4 Changdeokgung Palace Complex
- 5 Hwaseong Fortress
- 6 Gochang, Hwasun and Ganghwa Dolmen Sites
- 7 Gyeongju Historic Areas
- 8 Jeju Volcanic Island and Lava Tubes
- 9 Royal Tombs of the Joseon Dynasty

See <http://english.visitkorea.or.kr> for more information

## 20 NATIONAL PARKS

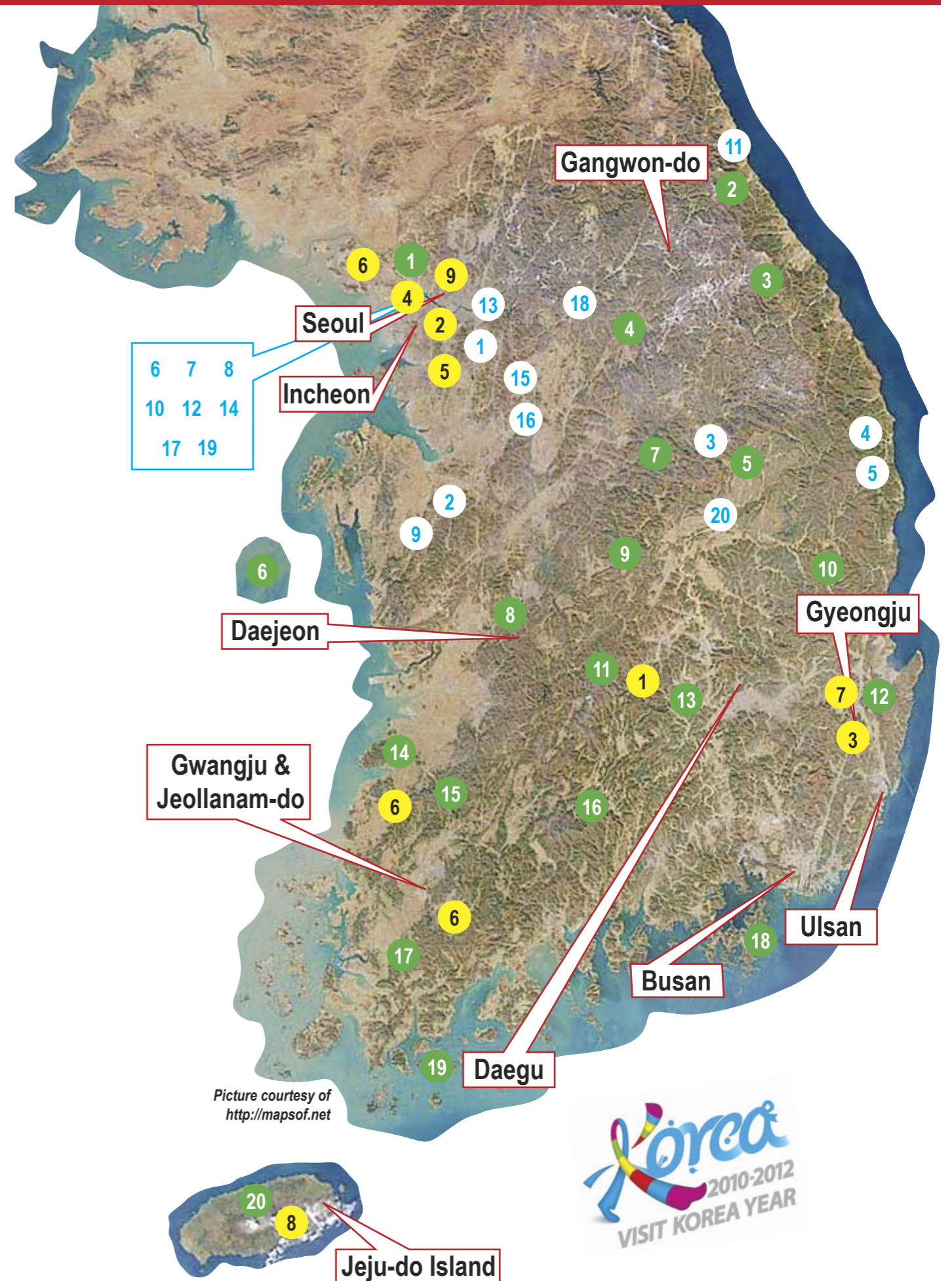
WITH 20 national parks, Korea is the ideal destination if you love the great outdoors. Jirisan National Park is the largest and first designated national park. Hiking is one of the most popular activities, while skiing, camping and ancient historic sites are also on offer. See <http://english.knps.or.kr>

- (as numbered in green on the map)
- |                             |                                 |
|-----------------------------|---------------------------------|
| 1 Bukhansan National Park   | 11 Deogyusan National Park      |
| 2 Seoraksan National Park   | 12 Gyeongju National Park       |
| 3 Odaesan National Park     | 13 Gayasan National Park        |
| 4 Chiaksan National Park    | 14 Byeonsanban-do National Park |
| 5 Sobaeksan National Park   | 15 Naejangsan National Park     |
| 6 Taean-haean National Park | 16 Jirisan National Park        |
| 7 Woraksan National Park    | 17 Wolchulsan National Park     |
| 8 Gyeryongsan National Park | 18 Hallyeohaesang National Park |
| 9 Songnisan National Park   | 19 Dadohaehaesang National Park |
| 10 Juwangsang National Park | 20 Hallasan National Park       |

## WATER FEATURES

Spas, saunas, hot springs and water parks to visit

- (as numbered in blue on the map)
- 1 Anyang Water Land [www.anyangwaterland.com](http://www.anyangwaterland.com)
  - 2 Asan Spavis [www.spavis.co.kr](http://www.spavis.co.kr)
  - 3 Danyang Aquaworld [www.daemyungresort.com](http://www.daemyungresort.com)
  - 4 Deokgu Oncheon Spa World [www.duckku.co.kr](http://www.duckku.co.kr)
  - 5 Deokgu Spa <http://english.visitkorea.or.kr>
  - 6 Gold Spa (Hwanggeumoncheon) [www.knwater.net](http://www.knwater.net)
  - 7 Happy Day <http://english.visitkorea.or.kr>
  - 8 Jayuro Aqualand [www.jayuroaqualand.com](http://www.jayuroaqualand.com)
  - 9 Paradise Spa Dogo (Boyang Hot Spring) [www.paradisespa.co.kr](http://www.paradisespa.co.kr)
  - 10 Sealala Spa & Water Park [www.sealala.com](http://www.sealala.com)
  - 11 Seorak Waterpia [www.seorakwaterpia.com](http://www.seorakwaterpia.com)
  - 12 Seoul Leisure Sports Club <http://english.visitkorea.or.kr>
  - 13 Spa Greenland [www.spagreenland.co.kr](http://www.spagreenland.co.kr)
  - 14 Spa Lei (Seoul) [www.spalei.co.kr](http://www.spalei.co.kr)
  - 15 Spa Plus [www.mirandahotel.com/spaplus](http://www.mirandahotel.com/spaplus)
  - 16 Termeden spa Incheon [www.termeden.com](http://www.termeden.com)
  - 17 The Silloam Sauna [www.silloamsauna.com](http://www.silloamsauna.com)
  - 18 Vivaldi Park [www.daemyungresort.com](http://www.daemyungresort.com)
  - 19 Yongsan Dragon Hill Spa (Seoul) [www.dragonhillspa.co.kr](http://www.dragonhillspa.co.kr)
  - 20 Yecheon Hot Spring <http://en.ycg.kr>





# Jeju Island: Korea's slice of paradise



**I**f you are searching for a natural wonder to help revitalise your body and soul, the amazing beauty of Korea's Jeju Island will provide you with the most spectacular backdrop.

Jeju's geographic location places it within easy reach of the Korean mainland, Japan and China. With a favourable climate, diverse and attractive natural beauty, Jeju is a destination with offerings and experiences that few locations, if any, in the region can provide.

There is so much to see and do on Jeju – the volcanic topography of the island and Lava Tubes became Korea's first natural site to be inscribed on UNESCO's World Heritage listing back in June 2007, in recognition of their uniqueness.

Jeju Island's Biosphere Reserve is also recognised under UNESCO's Man and Biosphere Programme.

The biosphere is located in the centre of the island, comprising of its core area Mt Hallasan, two stream corridors and three islets, with a diversity of ecosystems.

Why not spend the day exploring the impressive Geomunoreum Lava Tube System; cycling around Udo Island; or stopping to watch the famous 'Haenyeo' women (pictured above, right) dive to the ocean floor without any breathing equipment to gather sea food?

Water lovers can enjoy swimming, paddling or surfing at one of the many beaches on the island. If you're interested in exploring nature, then you have a wide variety of places from which to choose: scuba diving along coral reefs; traversing the plains on horseback; or paragliding through the clouds – the list is endless.

Offering spectacular natural wonders, Jeju also features amazing sights such as waterfalls and great hiking trails on Mt Hallasan, Korea's highest peak.

Mt Hallasan, the extinct volcano that rises to 1,950m in the centre of the island, has a crater at its top. Hallasan is



home to more than 1,800 species of plants, nearly half of the 4,000 species found in the whole of Korea. And there are several walking trails from around two to five hours in duration where hikers can enjoy the amazing views down to the coast.

Jeju's lava landscape blends odd-shaped rocks and caves, ponds, volcanic humps and craters with diverse and rare flora and fauna species.

Keep your eyes peeled for "Harubang" – a lava stone statue with big eyes and a big nose that are dotted all over the island. It is said that if you touch a Harubang's nose and make a wish soon it will come true.

Sunrise Peak (Seongsan Ilchulbong) is a dramatic volcanic crater which rises majestically from the ocean. Visitors climb to the peak to enjoy the spectacular sunrise view from the top of a huge bowl-shaped crater set against a background of crystal clear seas.

See the lava wonders of Manganggul Cave, the largest lava tube in Asia. It is an immense natural conduit formed by the lava which flowed through to the coast some 200,000-300,000 years ago. It's around five metres in width and 7.4km in length.

Visitors can enjoy the stalactites, lava pillars, lava shelves and swirling walls along its length.

If you would like to coincide your trip to Jeju with an event, two of the biggest to watch out for are the Jeju Cherry Blossoms Festival and the Ironman competition.

For nature lovers the petals of Jeju's cherry blossoms are an amazing sight to behold. The largest and most luxurious among all other cherry blossoms, they can be seen in full bloom during the festival period in early April.

For those fitness addicts who want to try or watch an event that will test their strengths, The Jeju International Ironman Korea will do just that.

Held in Seogwipo City, Jeju-do, since 1991, the event is an international triathlon competition officially authorised by the World Triathlon Council.

Jeju is an island that opens up a different world during each season and will charm you with its magnificent landscapes. In the spring, the island is coloured with deep yellow rape flowers. In the winter, the island is fully covered with dazzling white snow.

With unparalleled beauty, Jeju Island is just waiting to be explored. See <http://english.jeju.go.kr>

#### KOREA'S PREMIER DESTINATION

While Jeju is Korea's premier destination, the island is also home to the Jungmun Resort – the biggest tourist complex in the country.

Located on the seashore of Jungmun area in Seogwipo, its facilities include Pacific Land; Yeomiji Arboretum; fishing village for tourists; Seonimgyo Bridge; Cheonjeyeon waterfall and Jungmun Beach.

To make your island visit ultra relaxing take some time out at the Guerlain Spa ([www.guerlainspa.com](http://www.guerlainspa.com)) in The Shilla Hotel; Hue & Me Aromatherapy at The Lotte hotel ([www.lottehoteljeju.com](http://www.lottehoteljeju.com)) or the Aqua View Spa (<http://jeju.regency.hyatt.com>) at the Hyatt Regency Jeju.

See <http://english.visitkorea.or.kr>

## A SPIRITUAL SPORT

THE ancient martial art of taekwondo is not just Korea's national sport, but has emerged as one of the most popular activities worldwide.

With more than 50 million people taking part, taekwondo has not just found its popularity through sport, but also for its mental and spiritual benefits.

Taekwondo is one of the biggest emerging attractions for tourists and has sparked a boom in businesses and projects across the country.

The biggest taekwondo project is Taekwondo Park in Muju, North Jeolla province (Jeollabuk-do). With plans for two phases to be completed by 2013, the world-class theme park has a budget of more than US\$185million.

It will include and host:

- The World Taekwondo Academy
  - Taekwondo Hall of Fame
  - A gymnasium and training centre
  - World Culture Village
  - Accommodations
  - The Taekwondo Promotion Foundation
  - World Taekwondo Headquarters
  - World Taekwondo Federation
  - Korean Taekwondo Federation
  - CISM Taekwondo Committee HQ
- Muju County is predicted to become



the world's top location for taekwondo.

Covering more than 570 acres, Taekwondo Park is expected to become a world cultural heritage site promoting Korean culture and art.

Muju is also home to the World Taekwondo Culture Expo, an event that attracts more than 4,000 people each year.

■ For more information on taekwondo see [www.koreataekwondo.org](http://www.koreataekwondo.org), [www.kukkiwon.or.kr](http://www.kukkiwon.or.kr), [www.wtf.org](http://www.wtf.org), [www.tpf.kr/eng](http://www.tpf.kr/eng), [www.taekwontokorea.com](http://www.taekwontokorea.com) or <http://english.visitkorea.or.kr>



## KOREA SET FOR F1 GP

IN October 2010 a new energy will be on show in Korea when the power of 25 racing cars rev their engines for the first ever F1 Korean Grand Prix.

See history made and watch racing legend Michael Schumacher take on current world champion Jenson Button and title hopefuls Lewis Hamilton and Fernando Alonso.

On October 24 the Korean Grand Prix will take place at a purpose-built circuit in a new tourism development called the 'J Project' in the Jeollanam-do province in the south-western corner of the country.

The US\$35billion J Project will help develop the Korean south west coast as a top tourism destination, with the F1 grand prix and motorsports the main attractions.

In addition to the circuit, the leisure complex will include hotels, a water park, marina, casino, golf course, theme park, shopping malls, watersports and a number of restaurants and bars.

If you are an F1 fan, then why not

make a trip to Korea one to remember! Coincide an F1 trip with a visit to one of the many amazing sights in Korea's south west.

Jeollanam-do, Jeonnam in short, is rich in Korean folk customs and traditional cultural practices. Attractions include national parks, coastlines and islands. While in Jeollanam-do pay a visit to Gwangju city, Hwaeomsa Temple, Unjusa Temple or Hongdo Island.

If you are travelling from Seoul, the KTX – Korea's high-speed train – can whisk travellers from the capital city to the southern city of Mokpo in under three-and-a-half hours.

The south west region is also home to Mt Jiri, Korea's second highest mountain.

■ The Korea Tourism Organization (KTO) has been in negotiations with agents and operators for package and tour options for the 2010 F1 Korean Grand Prix. To discuss business opportunities email [london@knto.or.kr](mailto:london@knto.or.kr)



*Up among the clouds*  
The top three mountains for hiking

**K**OREA has some of the best terrain for hiking in Asia – with 37 mountains in the Seoul region alone.

While Koreans visit a jjimjilbang (unique spa) to relax in the evenings, on the weekends thousands will be tying up their boot laces and tackling one of the 1,700 trails across the nation.

In a country that is dominated by mountains, Korea provides great activities such as running, rock climbing and cycling – but it is walking and hiking that attracts the big numbers.

If you are an enthusiast or a travel agent seeking a new niche product to sell, hiking tours in Korea can provide success and enjoyment for both markets.

In this feature we pick out the top three mountains for hiking: Seoraksan, Bukhansan and Jirisan.

### SEORAKSAN NATIONAL PARK

On the east coast in the Sokcho, Inje and Yangyang regions of Gangwon-do are the spectacular Seoraksan Mountains.

Daecheongbong – Seoraksan's tallest

mountain peak – stands at 1,708m and offers the best hiking in the range. There are a variety of trails to be explored.

While many tourists visit throughout the four seasons to witness the beauty of its mountain cliffs, rocks, valleys, and waterfall, Seoraksan is at its most popular in autumn when the mountains present the very first foliage in Korea.

To best enjoy the foliage (pictured, inset) the following hiking trails are recommended: the Sinheungsan Temple area, the Cheonbuldong Valley area past Biseondae, and the Jujeongol area trail that begins at the Osaeak Mineral Waters.

### BUKHANSAN NATIONAL PARK

This dramatic collection of rocky peaks in northern Seoul has been declared a national park.

In addition to being a popular hiking place, it's also home to the granite face of Insubong Peak, one of the most popular rock-climbing locations in Korea.

Other major peaks include Baegundae (the highest peak at 836m) and Mangyeongdae. History buffs will want

## THE BEST CARE THE MOMENT YOU LAND

MEDICAL tourism has emerged to be one of the biggest niche products for the travel industry.

Korea has one of the best set-ups in Asia and can offer a diverse range of programmes for patients requiring physical or spiritual treatment. From healthcare to Buddhist temples or spa and wellness, there are so many options.

The Council for Korean Medicine Overseas Promotion (CKMP) is a government/private joint initiative founded to internationally promote healthcare in Korea. More than 30 hospitals and clinics are actively involved as a CKMP member (see [www.koreahealthtour.co.kr](http://www.koreahealthtour.co.kr)).

Why choose Korea:

- Top medical technology
- Low-cost, high-quality healthcare
- Customer satisfaction
- One-stop medical tourism service

As a result in the increasing number of medical tourists, an online and offline one-stop service centre opened in July 2009 providing information on medical tourism. Search for medical tourism at <http://english.visitkorea.or.kr>

Visitors can check their health on a BMI (body mass index) machine, a stress measurement device, a blood pressure monitor and a machine to detect skin ageing. Tourists can also browse for information on medical service providers and travel agents.

If you are not seeking western medicine practices, then the traditional and alternative options of Oriental treatments can also be explored.

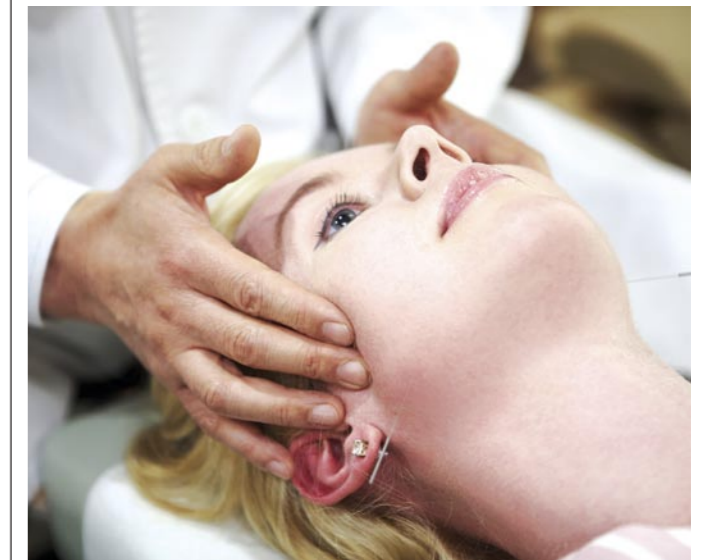
● **Spa and aesthetic:** Guerlain Spa, The Shilla, Seoul, [www.shilla.net](http://www.shilla.net)

● **Beauty care:** Hue Skin Care, Seoul, [www.hue-es.com](http://www.hue-es.com)

● **Cosmetic shop:** Etude House, [www.etude.co.kr](http://www.etude.co.kr)

From Oriental medicine therapy to modern high-tech procedures, you can experience various ways to beautify and nourish your inner and outer self.

■ If you are heading to the capital and are seeking medical treatment in Seoul, information on health examinations; skin care; cosmetic surgery and Oriental medicine can be found online at [www.seoulmedicaltour.com](http://www.seoulmedicaltour.com)



## ECO EXPERIENCES

ALONG with medical and sports travel, ecotourism is the third travel niche growing in stature across the globe.

Korea's natural jewels – its 20 national parks, biosphere reserves and UNESCO World Heritage sites – make it the perfect ecotourism destination.

With an increasing global spotlight on the environment, ecotourism guarantees nature conservation and sustainable growth – making it the engine for the future growth of Korea's tourist industry.

Major attractions for eco-tourists include nine UNESCO World Heritage

sites, especially the Seokguram Grotto and Bulguksa Temple.

Korea's five biosphere reserves are Mt Seorak; Jeju Island; Mt Kuwol; Shinan Dadodae and Mt Myohyang.

The biosphere reserves (recognised under UNESCO's Man and the Biosphere Programme) provide conservation and sustainable development.

■ As part of its eco plans, Korea will host the Expo 2012 Yeosu Korea from May 12 to August 12, 2012. The main theme of the expo is 'The Living Ocean and Coast'. See [www.expo2012.or.kr](http://www.expo2012.or.kr)



## Hanok: be tempted by tradition

**T**O make a trip to Korea even more culturally inspiring and memorable book a stay in a traditional 'Hanok' house.

Built with science and philosophy in mind, their locations are carefully calculated in accordance with feng-shui principles, focusing on both practical use and beauty.

Dated from decades to hundreds of years old, Hanok houses retain traditional Korean style and sentiment.

You can feel the natural energy of Korea in this eco-friendly structure that uses local, natural building materials such as rocks, soil and wood.

Korea Tourism Organization president and CEO Charm Lee, a German-born nationalised Korean, is passionate about his adopted home and explains the



attraction of a Hanok stay.

"When I am in a very old Hanok or a traditional Hanok built by masters, I fall asleep without even noticing it and wake up feeling refreshed and quite happy," says Lee.

"It's amazing that no matter how much I drink the night before, I get up without any

hangover symptoms when I sleep in a Hanok. The best part is that Hanok has a spacious yet cozy open-air living room called a Daecheongmaru which is great to relax in.

"The world is just so peaceful and beautiful as I lie down on Daecheongmaru gazing at clouds floating in the sky, and

listening to the sound of wind."

Hanok is a traditional Korean house that from its building materials to inner layout, reflects the natural beauty and wisdom of the country's ancestors.

Wooden columns, doors and floors provide a strong structure, while walls made of a mixture of straw and mud offer an excellent ventilation system.

During winter, the 'ondol', or under-floor heating, keeps the house warm while the wooden floors laid on top of stones mitigate the humid and hot sun during a Korean summer.

Hanok houses also features a typical Korean yard with a 'jangdokdae' (a platform on which traditional Korean pots used to store seasonings are placed) and a large seating area where the family and guests can socialise.

# Temple stay

A guide to visiting a Buddhist temple

**I**F you need to escape modern life and cleanse both body and soul, a temple stay will do just that.

Launched in 2002 The Templestay Program has proved to be a very popular attraction for international visitors to Korea and continues to see an increase in numbers.

It is a unique opportunity for visitors to learn about and experience Korean Buddhist culture first hand.

The Templestay Program gives visitors the chance to experience Korean Buddhist culture and stay in some of the most unique buildings in the country. From a launch portfolio of 33 temples, the number now enrolled in the programme is more than 70.

For those travellers seeking something that little bit extra, a temple stay can help recharge your body and soul, improve mental fitness and teach the traditions of Korean Buddhist culture.

Enjoy spiritual training methods such as Zen meditation and Buddhist rites. While mentally relaxing, pre-dawn Buddhist rites and Zen meditation provide a sense of freedom not found anywhere else.

A basic temple stay programme may also include tea ceremonies and barugongyang (a Buddhist meal with traditional wooden bowls). But don't think these activities are just about food and drink, both are a part of the discipline and training required for living in a temple.

Some temples have also added walks, mountain treks, lotus lantern



making and rubber stamp making to their programmes.

A basic two-day visit includes an overnight stay and can be extended to three or four days. If you are short on time why not book a half-day temple life stay?

Many temples that participate in The Templestay Program are located in either national or provincial parks. The parks all feature preserved natural environments.

Whether you are booking for a single person or for a group of more than 15 people, there is a temple that can accommodate you.

**Example programme:** the schedule



for weekdays at Yongmunsa Temple  
**2pm:** Arrival at the temple, room assignment and free time

**4.50pm:** Dinner, exploring the temple complex and free time

**6pm-6.30pm:** Striking of the Bell and evening service

**6.30pm-7.30pm:** Talk with the Buddhist priest and have tea

**7.30pm-10pm:** Wash and free time

**10pm:** Bedtime

**4am:** Wake and get washed

**4.30am:** Early morning service and 108 bows

**5.50am:** Breakfast and free time

**7am:** Traditional monastic martial arts training

**Midday:** Lunch and return home

**Temple stay etiquette:**

■ If you meet a monk (called a 'Seunim' in Korean) put your hands together and bow your head. Also do this same action when you enter or leave the service hall.

■ When you are inside the service hall, put your hands together and bow in front of the Buddha.

■ No running inside the temple.

■ No drinking alcohol, smoking or speaking loudly inside the temple.

■ For more information on temple stays see <http://eng.templestay.com> or [www.visitkorea.or.kr](http://www.visitkorea.or.kr)

## Alternative places to stay

### BENIKEA (BEST NIGHT IN KOREA)

Benikea is a chain of hotels committed to providing the very best services at a reasonable rate. Member properties include the Seoul Royal Hotel; Hotel Castle in Suwon, Gyeonggi-do; and the Jeju Royal Hotel in Yeon-Dong, Jeju Island. See [www.benikea.com](http://www.benikea.com)

### GOOD STAY

Good Stay is a reliable and affordable accommodation service authorised by the Korea Tourism Organization. International standards were applied to select hotels, motels and inns that have demonstrated quality management and services. A total of 195 accommodations have been listed under the Good Stay brand. See [www.visitkorea.or.kr](http://www.visitkorea.or.kr)

### FARM STAY

A farm stay focusses on well-being: it means exactly what it says – eating and living well. Farm stays are just one of the many ways to relax and get back to nature. See the Nonghyup (National Agricultural Cooperative Federation) website at [www.greentour.or.kr](http://www.greentour.or.kr)

### HOME STAY

Why not stay with a host family during your trip? For travellers wishing to learn the language this is the perfect opportunity. See [www.homestaykorea.com](http://www.homestaykorea.com)

### HOTELS

With some of the biggest global brands on offer, you won't be short of finding a room. Hotels are classified into five categories: super deluxe (five-star), deluxe (five-star), first class (four-star), second class (three-star) and third class (two-star).

### MOTELS/YEOGWAN (INNS)

Motels and yeogwan provide comfortable sleeping facilities. Amenities such as air conditioning, Internet access and television are generally included.

### YOUTH HOSTELS

With a total of 52 youth hostels located throughout Korea, the properties are very large and can offer facilities comparable to hotels. Guests must have a Hostelling International Membership card issued by Hostelling International. See [www.kyha.or.kr/english](http://www.kyha.or.kr/english)

■ For a full range of accommodation options see [http://english.visitkorea.or.kr/enu/1031\\_Accommodations.jsp](http://english.visitkorea.or.kr/enu/1031_Accommodations.jsp)