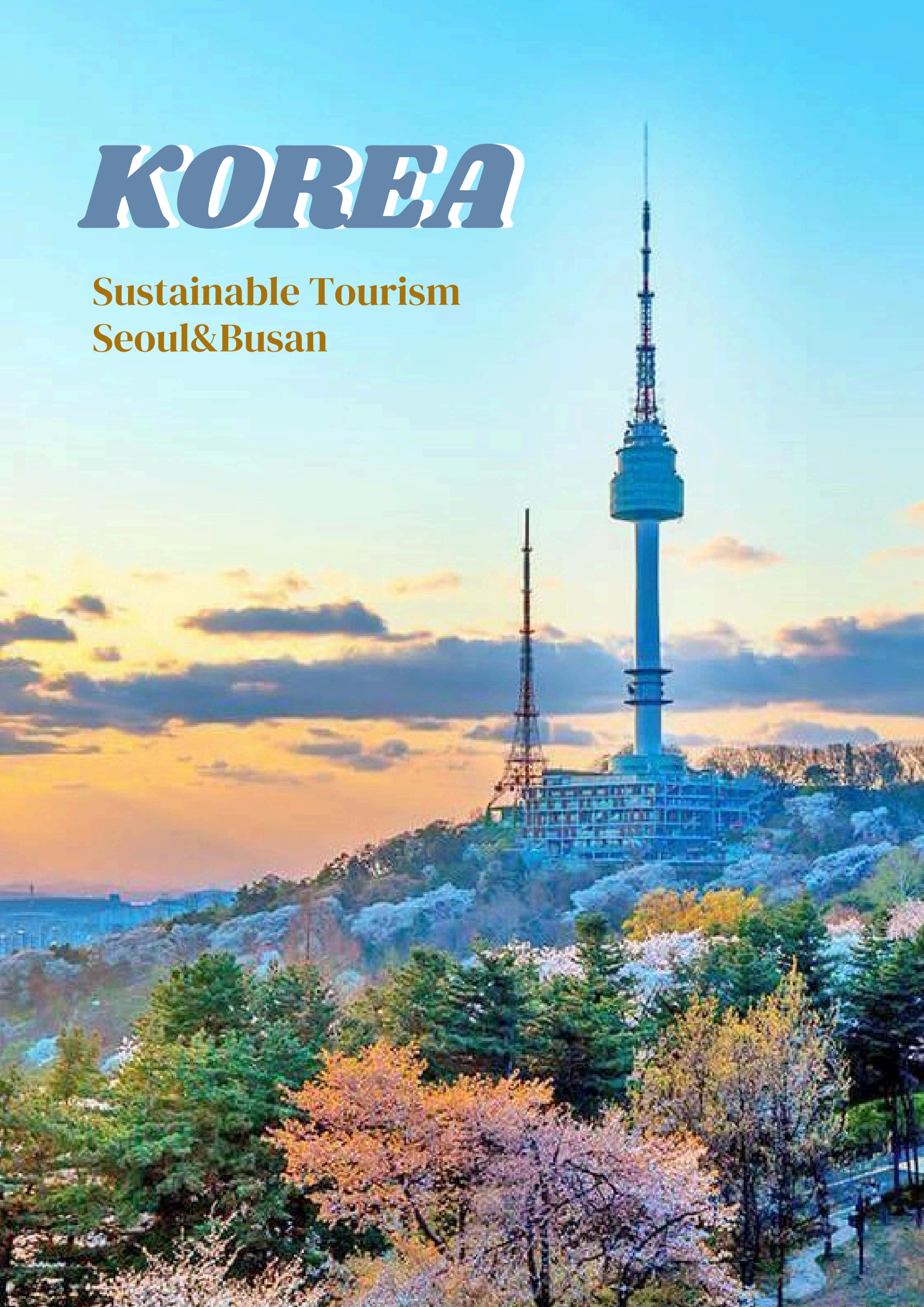


KOREA

**Sustainable Tourism
Seoul&Busan**



CONTENT

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CITY OVERVIEW

Seoul&Busan



South Korea is located on the Korean Peninsula, and its capital, Seoul, is situated in the northwest part of the country. It is the capital of the Republic of Korea and the center of its economy, technology, and culture, as well as the most populous city on the Korean Peninsula.

Busan is located at the southeastern tip of the Korean Peninsula and is a Special Municipality in South Korea. It is the second-largest city in South Korea after Seoul, the largest port city, and the economic center of the southeastern economic zone of South Korea.

CITY OVERVIEW

Seoul



CITY OVERVIEW

Busan



PROBLEM IN THIS CITY

Urban deterioration

Background:

After the Korean War, the country's economic development focused on Seoul, which led to the concentration of half of the national population and 70% of the economic power in the capital region, thereby limiting the development of other areas.

Impacts:

Overcrowding leads to excessively high population density.

Aging infrastructure cannot function effectively.

Environmental pollution and massive resource consumption.

Social instability and rising crime rates.

Cultural and historical buildings face the risk of destruction and redevelopment.

PROBLEM IN THIS CITY

Overtourism in urban areas



The issue of overtourism in South Korea has gained attention in recent years, particularly in Seoul's Bukchon Hanok Village. In response to the impacts of overtourism, the local government began testing a curfew in November 2024, with plans to officially implement it in March 2025.

WHAT IS SUSTAINABLE TOURISM?

Meaning

Sustainable tourism emphasizes the protection of the environment and the balance between the ecological environment, social culture, and local economy. It involves protecting the natural environment and maintaining biodiversity; respecting the social culture and values of local communities; creating employment and economic opportunities for communities; and fairly distributing economic benefits. All of these are key elements in achieving the sustainable development of the tourism industry.

WHAT IS SUSTAINABLE TOURISM?

SDGs

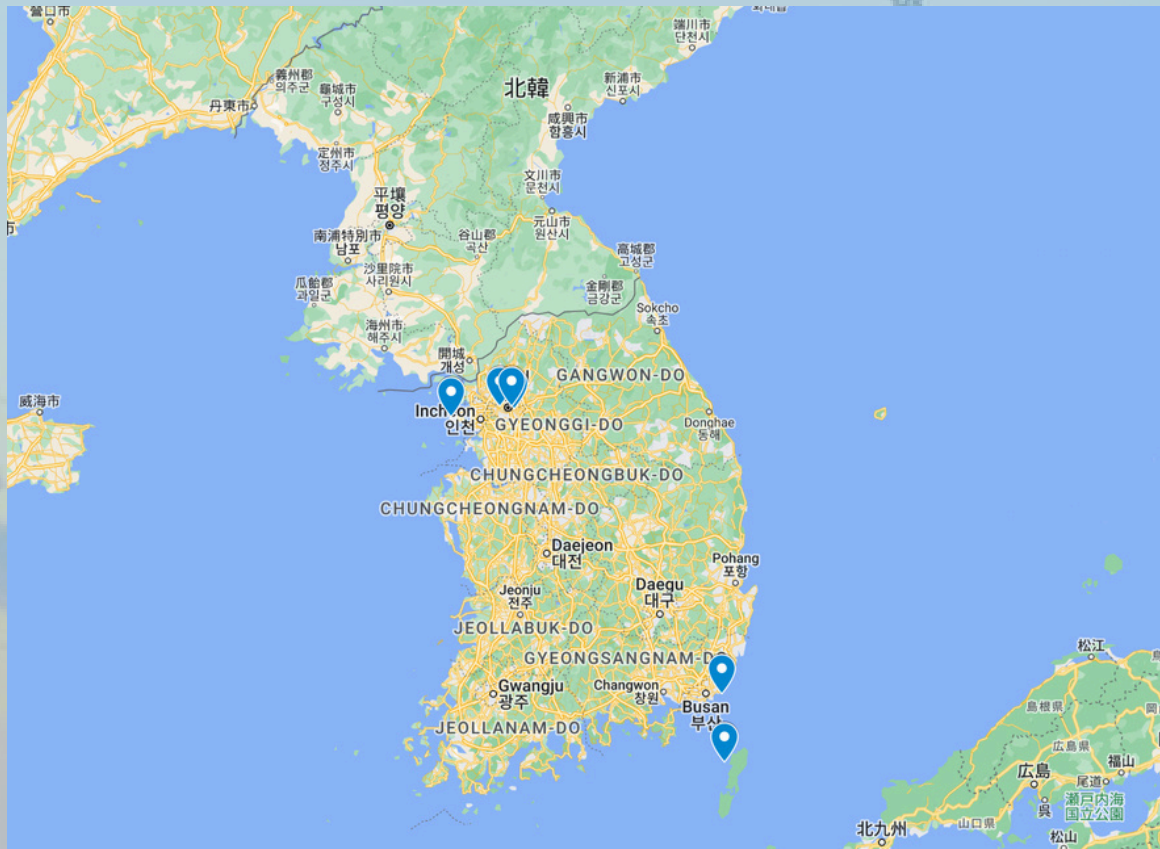
SDGs 1:
**Eradicate all forms of
poverty everywhere.**



SDGs 11:
**Build cities and
communities that are
inclusive, safe, resilient,
and sustainable.**



ITINERARY WITH GOOGLE MY MAP



The background of the slide is a photograph of N Seoul Tower (also known as Seoul Sky) situated on a hill. The hill is covered with trees, many of which are in bloom, showing light pink and white blossoms, likely cherry blossoms. The sky is a clear, pale blue. The tower itself is a tall, slender structure with a circular observation deck and a spire at the top. The overall scene is peaceful and scenic.

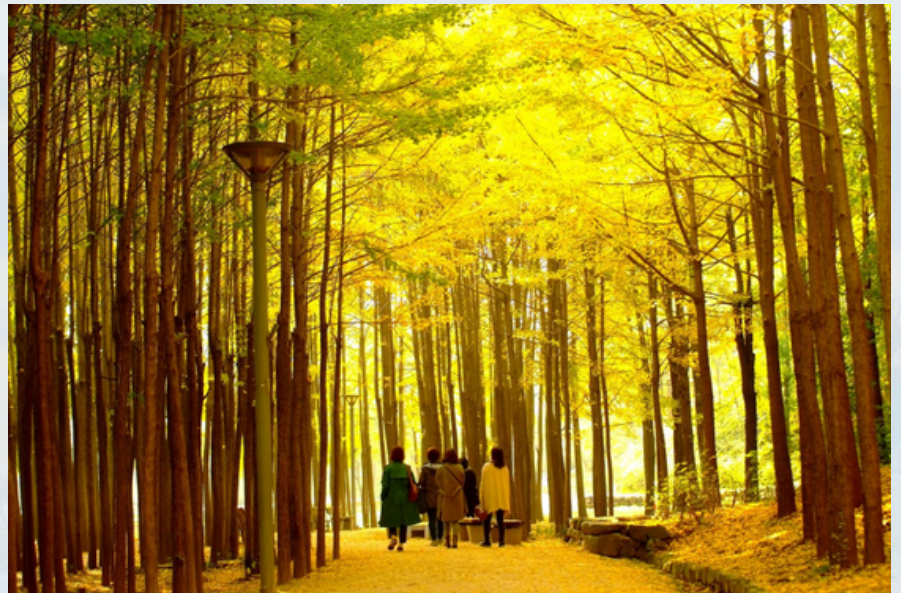
ATTRACTIONS OF OUR PLAN

Seoul

ATTRACTIONS OF OUR PLAN

Seoul Forest

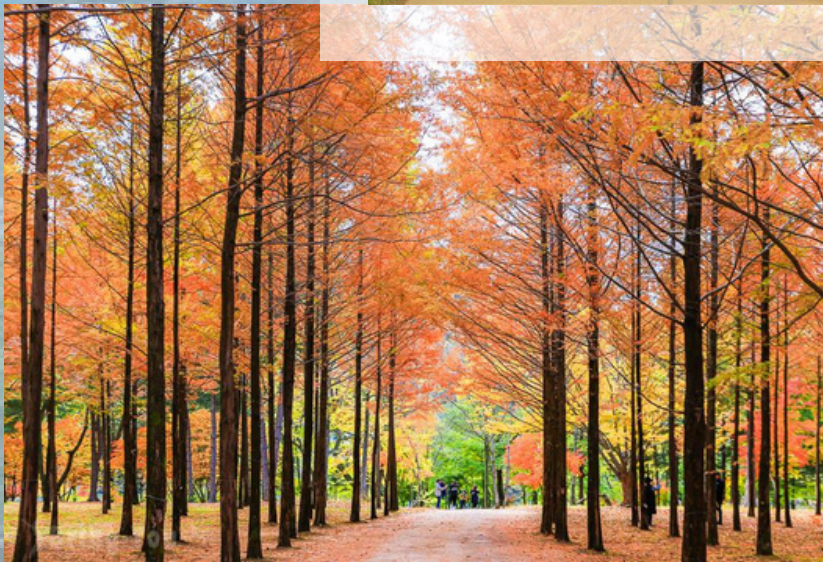
It was once a hunting ground for Korean monarchs, but it has now become an outdoor recreational space for locals, exuding a peaceful and leisurely atmosphere.



It boasts four distinctive spaces: a cultural and arts park, an experiential learning garden, an ecological forest, and a wetland ecological park, all connected to the Hangang River.

ATTRACTIONS OF OUR PLAN

Seoul Forest



ATTRACTIONS OF OUR PLAN

Cheonggyecheon



It was reconstructed from a sewer system dating back to the Joseon Dynasty. It serves to regulate urban temperatures, increase wind speed to purify the air, and more. Additionally, the willow wetlands at the confluence of Cheonggyecheon and Jungnangcheon are a habitat for various migratory birds and have now become a bird sanctuary, effectively preserving biodiversity.

ATTRACTIONS OF OUR PLAN

Cheonggyecheon



ATTRACTIONS OF OUR PLAN

Oil Tank Culture Park

It was transformed from the abandoned industrial facilities of the Oil Tank Culture Park and is now a cultural park that preserves historical value, promotes sustainable ecology, and provides a space for citizens to engage in cultural activities.



The original five oil storage tanks have been converted into performance venues, exhibition halls, and a multi-purpose exhibition center, with an additional information exchange center built.

ATTRACTIONS OF OUR PLAN

Oil Tank Culture Park



ATTRACTIONS OF OUR PLAN

Haneul Park

The park was built to commemorate the 17th FIFA World Cup in 2002 and to restore the Nanji Island landfill. Because it is located at the highest point in Seoul, it is known as the park closest to the "sky."



If you climb the Sky Stairs, which consist of 291 steps, you can enjoy the refreshing view of Seoul and the Han River. Every autumn, the park also features four major beautiful sights: the famous purple muhly grass, broom grass, pampas grass, and cosmos flowers.

ATTRACTIONS OF OUR PLAN

Haneul Park



The background of the slide features a scenic view of the Busan Tower, a prominent landmark in South Korea, situated atop a hill. The tower is a tall, slender structure with a circular observation deck and a spire. Below the tower, a dense forest of trees with green and yellow foliage covers the hillside. The sky is a clear, light blue. The text "ATTRACTIONS OF OUR PLAN" is overlaid on the image in a bold, blue, italicized serif font.

ATTRACTIONS OF OUR PLAN

Busan

ATTRACTIONS OF OUR PLAN

Haeundae Blueline Park



It was transformed from the old southeastern East Coast Line railway and constructed in an environmentally friendly manner. Visitors can enjoy beautiful views of Busan's coastline along the route. In addition, it has created job opportunities and attracted tourists, promoting the sustainable development of both the environment and society.

ATTRACTIONS OF OUR PLAN

Haeundae Blueline Park



ATTRACTIONS OF OUR PLAN

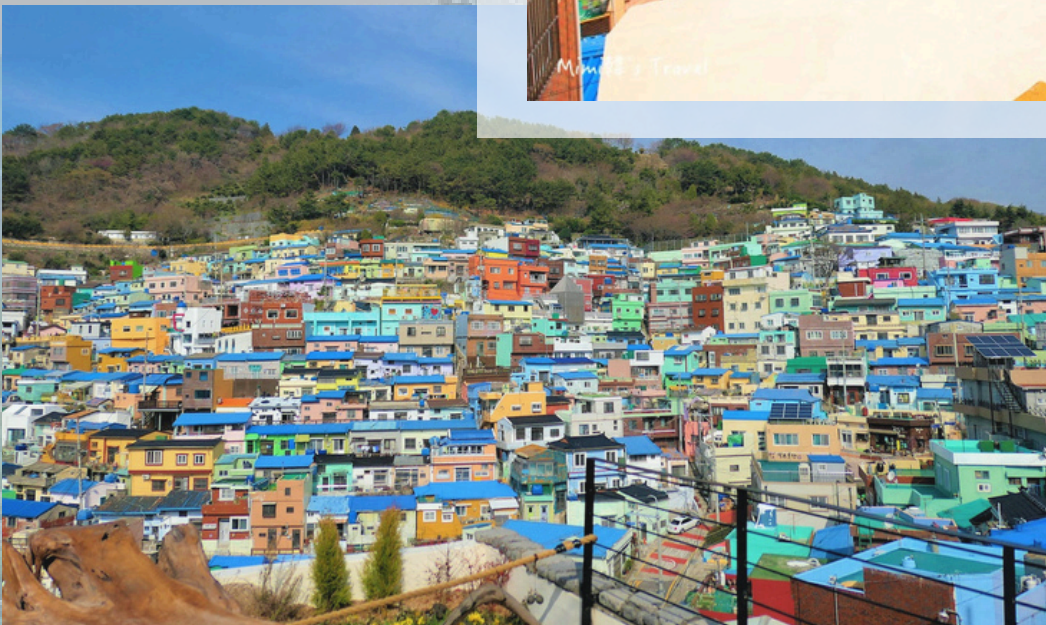
Gamcheon Culture Village



It was originally built by refugees from the Korean War and Taoist practitioners of Taiji, it later hosted several public art projects, transforming into a popular tourist spot with a strong artistic atmosphere.

ATTRACTIONS OF OUR PLAN

Gamcheon Culture Village



RESOURCE

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