

KOREA & AIR CANADA



KOREA	The Republic of Korea (South Korea to most of us and just Korea in these notes) is a country that more than ten million visitors from abroad come to visit every year. With its long history in culture and tradition, the country has so much to offer to travellers.
Location	The Korean peninsula is located in North-East Asia. It is surrounded by the ocean on three sides. With Seoul as its capital city, its area is roughly 1,030 km long and 175 km wide at its narrowest point. Korea's total land area is 100,033 square km, neighbouring Japan to the east, China to the west, and sharing a northern border with Democratic People's Republic of Korea (North Korea).
Geography	The Taebaeksan Mountain Range forms the backbone of the peninsula, with the eastern part of the range rising higher than the western part. Rivers, both small and large, originate from the high mountainous areas in the east and flow toward the West and South Seas, forming plains suitable for grain cultivation. The climate created by the mountainous areas in the east has an impact on people's lives. The easterly wind's passage across the mountainous areas is subject to the Foehn effect, creating a warm and dry wind in the western downwind side of the mountain range. People living in the areas to the east of the high mountains experience considerable inconveniences with regard to transportation, as these areas have undergone very little development compared to the area to the west of the high mountains. However, the slow pace of development has brought at least one advantage to local residents: the natural sceneries have remained unspoilt and many people now choose these areas as travel destinations. The East Sea has a relatively straight, featureless coastline, and the difference between high and low tide is only 30 cm. However, the sea along the coast is generally deeper than 1,000m. The rise and fall of the tide shows a considerable difference, by as much as 7 - 8 m. The South coast has a heavily indented rias coastline. About 3,000 mainly small islands lie off the western and southern coasts of South Korea. Many beaches around the peninsula boast beautiful scenery and world-class facilities.
Name	The source of the English "Korea" came from the name "Goryeo", the Korean dynasty which replaced Silla and lasted until 1392. During this period laws were codified, and a civil service system was introduced.
Population	The total population of Korea is 51,448,200, ranking 26th globally by country. Out of the total population, roughly 20% live in Seoul, the capital city of Korea. Other large and economically advanced cities such as Busan, Incheon, Daegu, Daejeon, Gwangju and Ulsan have higher population densities than other cities in Korea.
Language	English is widely spoken in most tourist areas, but Hangeul is the language of the people of Korea. Hangeul, one of the most indigenous and unique creations of the nation,



	was introduced in 1443 by King Sejong (1418-1450), the 4th king of the Joseon Dynasty in order to help all commoners to easily read and write. Hangeul is a series of creative and scientifically created characters. With consonants and vowels as the fundamentals, a dot or a line is added to form an alphabet. The 5 main consonants (¬, ¬, ¬, ¬) imitate the shape of lips and tongue make when trying to pronounce that particular sound while the 3 main vowels (·, ¬, ¬) symbolize the sky, the earth and mankind respectively. Originally composed of 17 consonants and 11 vowels when it was first conceived, hangeul has only 14 consonants and 10 vowels used now. In addition, hangeul is a national written language that does not have any direct influence from pre-existing writing systems. The language is not difficult to learn, evidenced by Korea's illiteracy rates being one of the lowest in the world. Of all Korea's many cultural assets, Koreans are proudest of hangeul and every October 9th is designated as Hangeul Day, to celebrate the invention of the alphabet. UNESCO also recognizes the hangeul manuscript as a Memory of the World Register.
Currency	Korea's official monetary unit is the won. One Canadian dollar currently is worth 872 won as at February 2016. This is similar to the rate 12 months ago, so our dollar has retained its value against this currency. Most of the businesses in Korea widely uses and accepts payment by credit cards at major hotels, department stores, large restaurants and stores.
Tipping	Tipping is not generally expected in Korea, even at restaurants or in taxis.
Government	The country has adopted a Presidential system in which the President is elected by the direct vote of the people for a five year term. The current President Park Geun-hye was elected in December 2012 for one term, which started on February 25, 2013. The government is composed of three independent branches: the Executive branch; the Legislative branch composed of 300 four-year term members of the National Assembly; and the Judiciary branch, which includes fourteen six-year term Supreme Court justices. There are seventeen regional local governments and 227 basic local governments. The heads of the local governments and the members of local councils are each elected for a four-year term.
Documentation	Canadians need a Passport but no visa is required for stays of up to 180 days.
Time zone	Korea is nine hours ahead of GMT, so when it is noon in Seoul, it is 10pm the previous day in Toronto and Montreal.
Health	South Koreans enjoy the right to universal healthcare, ranking first in the OECD for healthcare access. Satisfaction of healthcare has been consistently among the highest in the world - Korea ranked as having



	the world's sixth best healthcare system in 2016 by Numbeo,
	substantially ahead of Germany, Sweden, the UK, Australia, Canada or
	the USA. Quality of healthcare has been among the world's best.
Safety tips	Korea has been ranked as the safest country for travellers. According to
	Numbeo, a data aggregator of city and country statistics, Korea has the
	highest overall safety index in the world, with a score of 85.7, and it
	ranked number one among the 117 countries on the list.
Etiquette	A quick, short bow is deemed respectful when meeting someone or
-	leaving.
	Give or receive any object with both hands, e.g. money or gifts and also pour drinks or receive them using both hands.
	Remove your shoes when you enter a Korean home, temple, restaurant or questhouse.
	Avoid any situations that could lead to a loss of face and if things become awkward, then go with the conversational flow which is
	designed to avoid such situations.

CLIMATE	
General climate	The Korean Peninsula belongs to a temperate zone. There are marked changes in climate between the four distinct seasons. Under the influence of the continental climate, there is a considerable difference in temperature between summer and winter. It is hot and humid in summer, and cold and dry in winter. Over the past thirty years, the summer temperature range has averaged 20.5 - 26.1C, while the winter temperature range has averaged -2.5 - 5.7C. Many Koreans take their summer holidays during this period. During the peak season, the number of visitors to well-known beaches, including Haeundae in Busan, Gyeongpodae in Gangneung, and Daecheon on the West Sea, exceeds 1 million.
Today's weather	Zero and a mix of sun and clouds in Seoul today, 13 th February 2016
Best time to visit	High season is June to September – very hot and often rainy, but great for beach worshippers and heat fans! Shoulder season is May and October – fresh spring greens or fall colours: both are magical times to visit. Low season is November to April – it is cold and snowy which is great for skiing or for a museum based visit.

GETTING AROUND	
Getting There	Air Canada begins direct flights to Incheon from Toronto from May
	2016.
	Incheon International Airport opened in 2001 and is the largest airport in
	Korea. It serves as the main arrivals gate for travellers visiting Korea: an
	average of 410,000 flights carrying 45 million passengers and flying to
	170 cities in over 60 countries. Last year, the airport was ranked 8th



worldwide.

There are several different ways to travel from Incheon International Airport to downtown Seoul. The most popular ways include taking the Airport Railroad Express (AREX), Seoul Metropolitan Subway, airport limousine buses, and taxis.

The fastest way to get downtown is by the Express Train on the AREX Line. The nonstop ride from Incheon International Airport Station to Seoul Station is just 43 minutes. Seoul Station is a huge transportation hub providing convenient access to different areas of Seoul and beyond. A similar way to access Seoul from Incheon International Airport is the Seoul Metropolitan Subway, which services Seoul and the surrounding areas.

The airport limousine buses are a cost-effective way to go from Incheon International Airport to almost all parts of Seoul including Gangnam, Myeong-dong and Yeouido. Equipped with comfortable reclining seats and spacious leg room, these buses are especially popular among passengers getting off of a long flight. It takes a bit more than an hour from the airport to downtown Seoul, depending on traffic.

Finally, taxis are convenient as they provide door-to-door service, which is useful for visitors who are not comfortable with riding the subways or the buses. However, taxis are as expensive as they are convenient, and passengers must pay the Incheon Bridge tollgate fee (8,000 won for small-sized cars).

Cities

Seoul

Seoul is the capital of South Korea. With a municipal population of over 11.8 million, and a metropolitan population totaling over 25.6 million, Seoul is by far South Korea's largest city and one of East Asia's financial and cultural epicentres. A fascinating blend of ancient traditions and cutting-edge digital technology, home to endless street food vendors and vast nightlife districts, an extraordinarily high-pressure educational system and serene Buddhist temples, a trend-setting youth culture and often crushing conformism, extraordinary architecture and endless monotonous rows of grey apartment buildings, Seoul is a city filled with stark contrasts.

Seoul has a long history stretching far back into Korea's dynastic past. There is evidence for settlement in this area as far as 18 BC but Seoul as the capital city of Korea has a history back to the 14th century. Originally named Hanseong, the city was the capital of the Joseon Dynasty from 1392 to 1910, and remained the capital of Korea during the period of Japanese colonial rule which followed under the name Gyeongseong, or Keijo in Japanese. The Joseon Dynasty built most of Seoul's most recognisable landmarks, including the Five Grand Palaces and Namdaemun. After the Japanese surrender in 1945, the city was re-named to its current name, Seoul. Since the establishment of the



Republic of Korea in 1948, Seoul has been the capital of South Korea. Occupied twice during the Korean War by Communist forces, the city was extensively rebuilt and today is one of Asia's primary metropolises. While few historical points of interest remain (most of the temples and palaces are reconstructions), much of Seoul's infrastructure is exceptionally modern and clean. Skyscrapers and high rises abound. The subway system is the third-largest in the world and one of the finest. Seoul is truly vast - though the casual traveller can see most of the main sites in a few days, a dedicated traveller could spend weeks exploring all the alleyways and far-off neighborhoods. As the capital of a country that has gone through massive development in the past sixty years, it is constantly changing at an incredible pace, matched only by the mainland Chinese cities. This frantic pace of life is reflected everywhere - in Seoul's cutting-edge digital technology, in the millions of commuters rushing to work every day, in a vibrant nightlife scene, and in the thousands of buildings still under construction.

In recent years, Seoul has been swamped with tourists from China, Japan, and Southeast Asia, following the success of Korean pop culture. Travellers will frequently overhear Japanese, Mandarin, or Cantonese; many restaurants and stores, especially in the more touristy areas like Myeongdong, will have signs in Japanese and Chinese as well as Korean and English. Long popular among Asians, Seoul has been relatively unknown in the West and frequently passed over by Westerners for nearby Shanghai, Tokyo, Beijing, and Hong Kong. However, recently things have been changing; tourism numbers to Seoul have been exploding in the past five years or so, with no indications of slowing down or stopping.

N Seoul Tower, (Namsan Tower), once the tallest tower in Asia, has the best panoramic view in all of Seoul. Many Seoulites and visitors have visited the tower to catch a glimpse of the city's landscape while enjoying the nature of Namsan Mountain and a host of other attractive facilities. Owing to the tower's unique structure, the observatory section boasts spectacular views of the changing foliage throughout all seasons. N Seoul Tower was renovated in 2005 with a newly designed high tech multimedia. The tower can be reached on foot, by taxi or, on the south side, by cable car. Centrally located, it can be seen from nearly anywhere in Seoul and is a helpful reference for visitors on foot.

Busan

With over 3.6 million people, Busan is South Korea's second largest city and largest seaport. Busan is known for its beaches, hot springs, nature reserves and events such as the city's renowned international film festival held each fall. Busan is a good destination for those seeking a more laid back atmosphere than Seoul. Located at the southern tip of



	the Korean peninsula, Busan's important port gives the city an international flair, with sailors from around the world trooping through and a growing number of tourists. Busan can be reached by bullet train from Seoul in 2 to 2.5 hours. Other major cities are: Incheon — second busiest port in the country, location of the country's
	largest international airport Daegu — a cosmopolitan city, rich with ancient traditions and sights Daejeon — a large and dynamic metropolis located in Chungnam province
	Gwangju — the administrative and economic centre of the area, the largest city in the province
	Gyeongju — the ancient capital of the Silla Kingdom Jeonju — once the spiritual capital of the Joseon Dynasty, now a leading center of the arts filled with museums, ancient Buddhist temples, and historical monuments Chuncheon — capital city of Gangwon province, surrounded by lakes and mountains and known for local dishes, dakgalbi and makguksu
Distances	Korea is not a large country and the distances are very manageable. For instance the distance from Seoul in the north to Pusan in the south is 330 kms.
Ferries	There are two international ferry terminals which operate ferries to 14 ports in northeast China. There is also a ferry service from the seaports of Goheung, Mokpo, Wando, Jangheung and Haenam to the southern Korean island of Jeju.
Trains	One of the most convenient ways to travel between cities in Korea is by train. Korea trains are classified based on their speed and the amenities offered onboard. There are generally seven classifications: KTX express trains, including KTX-Sancheon, and the non-express Saemaeul, ITX-Saemaeul, ITX-Cheongchun, Mugunghwa, Nuriro and tourism trains. Ticket prices depend on the classification of the train and distance travelled. There are two main railway lines in Korea: the Gyeongbu Line connecting Seoul to Busan, and the Honam Line running from Yongsan Station in Seoul to Mokpo in the southwest. Other railway lines include the Jeolla and Gyeongjeon lines, which reach as far as Yeosu and Changwon on the south coast. For an affordable vacation traveling around Korea, the KORAIL Pass, an exclusive railway pass for foreign visitors, allows unlimited use of all
Car Rental	trains, including KTX express trains, for a certain number of days - visit www.letskorail.com to learn more information. Renting a car is relatively easy, as there are numerous car rental



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	Rent-a-Car and AJ Rent-a-Car. Both companies have branches throughout Korea and the services are clustered around the major traffic points such as Incheon International Airport, Gimpo International Airport, provincial airports, KTX (high-speed train) stations, major railway stations and express bus terminals. You need a valid International Driving Permit (IDP) or a valid driver's license issued in Korea. An international driving permit (IDP) allows citizens of a foreign country with a valid driver's license to drive while in Korea. You must obtain your IDP in the same country that issued your driver's license. Some car rental companies require both the IDP and the local driver's license, so it is advised to check the rental requirements of the relevant companies in advance.
Buses	They are many ways to travel around Korea, but the most popular way to get from region to region is by bus. Both express and intercity buses have extensive networks throughout the country and prices of the tickets are very reasonable. The buses are clean and offer enjoyable rides, in addition to timely departures and arrivals. In most cases, both the express and intercity bus terminals are located at the cities centres. However, in some cities such as Seoul, the terminals are found at different locations in the city.
	Express Bus They run on expressways and make stops at rest areas but seldom make a stop-over in a city other than its destination. Different fares apply for ilban (일반, regular or standard) buses and udeung (수등, luxury) buses. Udeung buses offer additional comfort with wider seats. Seoul's Express Bus Terminals: Seoul (Gyeongbu/Yeongdong Line) Express Bus Terminal Seoul (Honam Line) Express Bus Terminal (Central City) Website & rservations: www.kobus.co.kr
	Intercity bus These buses are operating either on ilban (일반, regular) or jikaeng (직행, straight) routes. The difference between the two buses is a number of stop-overs made, while the jikaeng bus goes straight to its destination. Non-stop buses like jikhaengs can have different sign written as mujeongcha (무정차, non-stop) on the front of the bus. Typically, sioe buses are all the same, with no difference in classes, but seats on late-night buses are usually wider, more comfortable, and cost a little more.
Subways	Subways are probably the most favoured public transportation by both Koreans and visitors. It connects you from one point to another with less hassle than often seen on the open roads and thus, making it easy for



tourists to get around as well

Subways are currently being operated around five major cities including, Seoul, Busan, Daegu, Gwangju and Daejeon. Seoul's ranks the top in terms of its size and number where it centres the city from Line 1 to 9 and additional lines branching out into the metropolitan area. Also, each subway station has a name, number, and a colour representing the subway line, and with just a little guidance, visitors can use the subway systems with ease.

ACCOMMODATION TYPES

There is a huge range of accommodation options available and a good place to start is on the relevant section of the Visit Korea website here: http://english.visitkorea.or.kr/enu/ACM/ACM_MAIN.isp

The **Goodstay** logo is the Korea Tourism Organization's promise of a reliable and affordable accommodation. Only motels and inns whose facilities and operations meet high standards can receive the Goodstay endorsement. To date, over 180 establishments nationwide have received this Goodstay seal of approval, ensuring travelers have a delightful stay in Korea. To guarantee that you receive the best service possible, it is suggested that you book your reservation in advance.

BENIKEA is a hotel chain in Korea, a portmanteau of the phrase "Best Night in Korea." BENIKEA is operated by Korea Tourism Organizatio in association with the Ministry of Culture, Sports, and Tourism and aims to offer guests premium vacation accommodations at a reasonable price, serving both local and foreign travellers.

BENIKEA hotels are located all across the country, from major metropolitan cities to charming rural towns. Each hotel offers unique features, from a convenient location, exciting nearby downtown area, or proximity to the airport to excellent ocean views, exciting hot springs, nearby ski resorts, and more.

BENIKEA hotel reservations can be made through the BENIKEA website www.benikea.com, which is available in English.

Koreastay is a Korea Tourism Organization brand that certifies city accommodations. Selected homestays and guesthouses provide international visitors a special opportunity to experience Korean culture and lifestyle by living with a Korean family. Koreastay hosts are carefully selected after undergoing strict assessment of such criteria as residential environment, guestroom & cleanliness, mindset, service and convenience. Koreastay hosts welcome their foreign guests with open arms, provide comfortable accommodation and home-cooked meals, and offer local travel information.



LIFESTYLES	
Kids	Seoul has many kid-friendly attractions, including parks and aquariums. Teenagers will love cruising the markets for items of the all-pervasive pop culture. Beaches such as those in West Sea islands will be popular. Korea's biggest amusement park is Everland Resort and the Korean Folk Village is another idea. Of course, the old forts and historical sights are also a source of child friendly outings too.
Romance	The place for romance for Koreans in the southern island of Jeju-do, which is where most Koreans go for their honeymoon. There are beaches, scenic touring options and magnificent sunsets, particularly from the central volcanic mountain. Saunas in the form of public baths are a popular form of relaxation. Services such as haircuts and shoe cleaning are generally available. Some saunas also include sleeping areas for overnight stay. Dragon Hill Spa, 40-713, Hangangno 3(sam)-ga, Yongsan-gu, Seoul, is a typical jjimjilbang with a lot of additional facilities for entertainment and amusement. The Spa Grand Hyatt Seoul, Grand Hyatt Seoul Hotel, 747-7 Hannam 2-Dong, Yongsan-Ku, \$\mathbf{T}\$ +82 2 797 1234 (info.grandhyattseoul@hyattintl.com) is another option.
Zoomers	This is a very civilized country for Zoomers to enjoy. The infrastructure is first class, accommodations are excellent and there are many guided and self-guided touring options available. The direct flights with Air Canada also making getting here easy.

UNIQUES	
Surprising	Tours of the DMZ are one of the great tourist attractions in Korea. You can stroll along a North Korean infiltration tunnel right under the DMZ and peer into North Korea from a number of vantage points along the border.
History	Prehistory The history of the Korean nation began in Manchuria and the Korean Peninsula when people started settling there 700,000 years ago. Representative historic sites associated with the people of the Paleolithic Age, who used tools made of animal horns and chipped stone tools, include Geomeunmoru Cave in Sangwon, Pyeongannam-do; Jeongok-ri in Yeoncheon, Gyeonggi-do; Seokjang-ri in Gongju, Chungcheongnam-do; and Durubong Cave in Cheongwon, Chungcheongbuk-do. The early inhabitants of the peninsula survived by hunting for animals and collecting edible plants in groups. Neolithic In Korea, the Neolithic Age began around B.C.8,000. People started farming, cultivating cereals such as millet, and used polished stone tools. They started settling down permanently in places and formed clan



societies. One of the most representative features of the Neolithic Age is comb-patterned pottery, examples of which have been found all across the Korean Peninsula, including Amsa-dong, Seoul; Namgyeong, Pyeongyang; and Suga-ri, Gimhae.

Bronze Age

The Bronze Age started around the 10th century BC on the Korean Peninsula and the 15th century BC in Manchuria. Historic sites associated with the Bronze Age are found in Liaoning and Jilin Provinces, China and across the Korean Peninsula. With the development of the Bronze culture, a society emerged in which the head of a clan exercised great influence. The strongest clan leaders started merging many clans into one, and these groups very gradually developed into early states.

The tribes that played a central role in the establishment of Gojoseon, which emerged as the first recognizable state of the Korean people, believed in the King of Heaven and worshipped bears. The two factions jointly upheld Dangun Wanggeom as their chief priest and political leader. Gojoseon fostered an independent culture in Liaoning, China and along the Daedonggang River. By the 3rd century BC, kings such as King Bu and King Jun had become powerful and bequeathed the throne to their sons. They established a solid system of rule, backed by high-ranking retainers and military officers.

Towards the end of the 3rd century, the Qin Dynasty was replaced by the Han Dynasty in China, creating a period of social upheaval. Many people moved southward to Gojoseon. Their leader, Wiman, acceded to the throne in B.C.194 and Gojoseon expanded its territory under his rule. By this time, Gojoseon had adopted iron culture, developed agriculture and various handicrafts, and increased its military strength. It tried to monopolize profit, while serving as an intermediate in the trade between the Korean Peninsula and China, taking advantage of its geographical proximity to China. This led to confrontation between Gojoseon and Han China. Han attacked Gojoseon with a large number of ground and naval forces. Gojoseon defiantly resisted the attack and won a great victory in the early stage of the war, but its capital at Wanggeomseong Fortress fell after a year of war, and Gojoseon collapsed in B.C.108.

Historical Times

Since the 1st century, Goguryeo, Baekje, and Silla grew to control the peninsula and Manchuria as the Three Kingdoms (57 BC – 668 AD) until unification by Silla in 676. In 698, Dae Jo-yeong established Balhae in old territories of Goguryeo, which led to the North South States Period (698–926). In the late 9th century, Silla was divided into



the Later Three Kingdoms (892–936), which ended with the unification by Wang Geon's Goryeo dynasty. Meanwhile, Balhae fell after an invasion by the Khitan Liao dynasty and the refugees including the last Crown Prince emigrated to Goryeo. During the Goryeo period, laws were codified, a civil service system was introduced, and culture influenced by Buddhism flourished. However, Mongol invasions in the 13th century forced it into vassalage, which lasted until the mid-14th century, when the Yuan dynasty began to crumble.

In 1392, Yi Seong-gye established the Joseon dynasty (1392–1910) after a coup in 1388. King Sejong the Great (1418–1450) implemented numerous administrative, social, and economic reforms, established royal authority in the early years of the dynasty, and promulgated Hangul, the Korean alphabet.

From the late 16th century, the Joseon dynasty faced foreign invasions, internal power struggle and rebellions. Support from China, particularly militarily, became increasingly important to maintaining rule, and the dynasty maintained a strict isolationist policy to all countries except China. By the 19th century, with the country unwilling to modernize, and the decline of China due largely to European powers, Korea became subject to foreign powers. After Japan defeated China, a brief period of independence and reform occurred. This was known as the Korean Empire (1897–1910). However this state was quickly dominated by Russia, and when Japan defeated Russia, they forced Korea to sign a protectorate treaty and in 1910 Japan annexed the Korean Empire, though all treaties involved were later deemed to be invalid.

Korean resistance was manifested in the widespread nonviolent March 1st Movement of 1919. Thereafter the resistance movements, coordinated by the Provisional Government of the Republic of Korea in exile, were largely active in neighboring Manchuria, China and Siberia. Figures from these exile organizations would become important in post WWII Korea.

After the defeat of Japan in 1945, the country was divided into a northern area, protected by the Soviets, and a southern area protected primarily by the United States of America. In 1948, when the powers failed to agree on the formation of a single government, this partition became the modern states of North and South Korea. The "Republic of Korea" was created in the south with the backing of the USA and Western Europe and the "Democratic People's Republic of Korea" in the north with the backing of the Soviets and the communist "Peoples Republic of China" divided at the 38th parallel. The unresolved tensions



	of the division surfaced in the Korean War of 1950. While the war was quite costly and fortunes varied, ultimately the war concluded with the peninsula at its pre-war borders. The conflict ended with a cease-fire in 1953, but the two nations officially remain at war because a peace treaty was never signed. Both states were accepted into the United Nations in 1991. While both countries were essentially under military rule after the war, South Korea eventually liberalized, and since 1987 the country has had a competitive electoral system. The South Korean economy has prospered, and the country is now considered to be fully developed with a similar per capita economic standing to Western Europe, Japan, and
Recommended Reading	America. North Korea has maintained military rule, but the system has evolved into a somewhat monarchical system with leadership passed hereditarily and a somewhat divine status is assigned to its rulers. Economically, North Korea has remained heavily dependent on foreign aid, and following the collapse of the Soviet Union, that aid fell precipitously, and the economic situation has been quite marginal since. Lonely Planet's essential guidebook on Korea has just been published in a brand new, updated edition as of March 2016 and is highly
S	recommended. ISBN: 9781743215005 Authors: Simon Richmond, Phillip Tang, Rob Whyte, Megan Eaves, Rebecca Milner, Trent Holden 424 pages, 128 pp colour, 102 maps To soak up a sense of the place and the people, I suggest "Korea – A
	Walk Through the Land of Miracles" by Simon Winchester. It was written in 1988, so it's a little dated, but still very effective as a travelogue of a journey by foot from Cheju Island in the south to the DMZ ion the north.
1000 Places to See Before You Die	Seoul's Design Boom – the city was named the World Design Capital in 2010 and has numerous architectural and museum highlights to back this up. The Palaces of the Joseon Dynasty – the Five Grand Palaces of the dynasty that ruled Korea from the 14 th to the 19 th century.
UNESCO World Heritage	Currently (March 2016) Korea has eleven cultural heritage sites and one natural heritage site. Apart from this, UNESCO also has a separate program called 'Memory of the World' and 'Intangible Heritage of Humanity'. In Korea, there are thirteen and eighteen of them respectively. Korea's Cultural Heritage conveys a genuine sentiment of simplicity and peacefulness. The historical background of the heritage is diverse, encompassing the history of Korea from ancient times (Dolmen sites) to



the Joseon Dynasty. The sites embody a wide variety of values from
tidy and neat artistic spirit to scientific rationality as witnessed in such
traditional constructions as a royal palaces or temples.
Jongmyo Shrine (1995);
Haeinsa Temple Janggyeong Panjeon, the Depositories for the
Tripitaka Koreana Woodblocks (1995);
Seokguram Grotto and Bulguksa Temple (1995);
Hwaseong Fortress (1997);
Changdeokgung Palace Complex (1997);
Gyeongju Historic Areas (2000);
Gochang, Hwasun and Ganghwa Dolmen Sites (2000);
Royal Tombs of the Joseon Dynasty (2009);
Historic Villages of Korea; Hahoe and Yangdong (2010);
Namhansanseong Fortress (2014);
Baekje Historic Areas (2015).

SPORTS ACTIVITIES	
Golf	The most popular golfing destination is the island of Jeju-do where courses include Jungmun Beach Golf Club and Pinx Golf Club. But be warned: golf is expensive in Korea and a round may cost you 300,000 won.
Skiing	In 2018, Pyeongchang county in Gangwon-do will host the Winter Olympics. A new ski resort called Alpensia is being built and will accommodate most winter sports. The ski season runs December to March and there are a number of relatively modest resorts scattered among the mountains.
	The Alpensia Resort in Daegwallyeong-myeon will be the focus of the 2018 Pyeongchang Winter Olympics. Pyeongchang Olympic Stadium – opening and closing ceremonies Alpensia Ski Jumping Centre – ski jumping, Nordic combined, snowboarding
	Alpensia Biathlon Centre – biathlon Alpensia Cross-Country Centre – cross-country skiing, Nordic combined Alpensia Sliding Centre – luge, bobsleigh, and skeleton Olympic Village Yongpyong Alpine Centre – alpine skiing (slalom, giant slalom)
	Stand-alone venues Bokwang Snow Park – freestyle skiing and snowboard Jeongseon Alpine Centre – alpine skiing (downhill, super-G, and combined) Gangneung Coastal cluster



The coastal cluster is located in the city of Gangneung. The Gangneung Olympic Park will include the following four venues:

Gangneung Hockey Centre – ice hockey (men competition)

Gangneung Curling Centre - curling

Gangneung Oval – speed skating

Gangneung Ice Arena – short track speed skating and figure skating

Alpensia

Alpensia Ski Resort has six slopes for skiers and snowboarders to enjoy. Runs up to 1.4km provide a good skiing experience for both beginners and experienced skiers and snowboarders. There is also an area exclusively for advanced snowboarders to practice their skills. Alpensia is not just for winter revelers: the year-round resort transforms the lower, Apron Area, of the mountain into a wild flower garden during summer months.

Phoenix Park

With a 5-star hotel, high-rise condominium buildings, ski-slopes, and top-class golf courses, the mountain peak recreational complex of Phoenix Park provides various recreational and amusement facilities for a great vacation. The resort is located approximately 1 hour and 50 minutes from Seoul in Pyeongchang, a county in Gangwon province. Phoenix Park has become one of Korea's most famous resort complexes since its appearance in the extremely popular drama 'Winter Sonata'. The resort has a total of seventeen slopes, four of which are approved by the FIS (International Ski Federation), and has superb snow quality. Particularly popular is the 'Panorama Slope', which is 2.2 km length and has an average width of 46meters. Eight ski lifts, state-of-the-art gondolas, and six conveyer belts transport visitors around the park quickly and efficiently.

Phoenix Park has many excellent accommodation options, including the main condo (famous for its unique design), the Euro Villa Condo (which was the filming location for Winter Sonata), a youth hostel, and a luxury hotel. In addition, the outdoor swimming pool, 18-hole members only golf club, and the 9-hole public golf club mean that visitors can have fun at Phoenix Park all year round.

On the River

Gangwon-do's northwest is where the best river rafting, kayaking and canoeing can be found from mid-April through to October.

Hiking

Jeiu Olle Trail

The Jeju Olle Trail is a scenic way to discover the volcanic island of Jeju-do. These are 200km of connecting paths that will take travellers along the south coast of Jeju Island. The Jeju Olle, which were inspired by the famous Pilgrim's Trail in Spain, was made from the hidden,



	forgotten routes of Jeju Island, which cars cannot access. The route will take you to forests, mountains, beaches, and remote places and offer unrivalled views over Jeju's unique, dramatic, volcanic landscape. The paths are connected, so you can start your walk from where you finished the previous day. The route is divided into twelve sections, which will take you through along forests, beaches, and villages, where you can meet the warmhearted local people.
	Seongsan Ilchulbong Peak rose from under the sea in a volcanic eruption over 100,000 years ago and is a dramatic shorter hike. Located on the eastern end of Jeju-do Island, there is a huge crater at the top of Seongsan Ilchulbong Peak. The crater is about 600m in diameter and 90m high. With the 99 sharp rocks surrounding the crater, it looks like a gigantic crown. While the southeast and north sides are cliffs, the northwest side is a verdant grassy hill that is connected to the Seongsan Village. The ridge provides an ideal spot for walks and for horse riding as well. The sunrise from the crater is magnificent. Also the Seongsan Ilchulbong Peak surrounded by bright yellow colored rapeseed flowers in the spring is truly a sight to behold.
	Also a hike beside the Seoul Fortress Walls as they snake over the capital's four guardian mountains.
Cycling	Cycle along the Han River where a series of cycle lanes link up the parks strung along Seoul's major waterway.
Diving	Seogwipo is the country's best scuba diving destination with colourful corals, kelp forests and dolphins. September and October offer the best dive conditions.
Other Activities	Taekwondo Originated in Korea, Taekwondo is a martial art of self-defense in which the competitors use both their hands and feet. In ancient times, Koreans practiced Taekwondo as a mandatory preparation for war. With the passage of time, Taekwondo gradually became a folk sport. In 1971, it was designated as Korea's national sport. In 1973, the 1st World Taekwondo Championship were held in Seoul and in 1980, the IOC adopted it as an official event of the Olympic Games. It has grown into an international sport with around 100 million participants globally. Taekwondo stresses the importance of spiritual discipline and for this reason it enjoys popularity among both men and women.

CULTURE	Hallyu
	A term now widely used to refer to the popularity of Korean
	entertainment and culture across Asia and other parts of the world,
	Hallyu or the "Korean Wave" first appeared during the mid-1990s after



	TV dramas and pop music gained great popularity in Chinese-speaking communities. Korea's recent surge in the entertainment industry has sparked tremendous interest from abroad, particularly South East Asia. Beginning with Korea TV dramas such as "Winter Sonata", the success soon spread to the field of movies and popular music. Tourists now have the opportunity to learn more about up to date entertainment news and popular sites frequented by movie casts and crews taking place throughout Korea.
Arts	Painting has always been a major genre of Korean art since ancient times. The art of ancient Korea is represented by the tomb murals of Goguryeo (37 B.C 668 A.D.) which contain valuable clues to the beliefs of the early Korean people about humanity and the universe as well as to their artistic sensibilities and techniques. The artists of Goryeo (918-1392) were interested in capturing Buddhist icons and bequeathed some great masterpieces, while the literati elite of Joseon was more attracted to the symbolism of plants and animals, such as the Four Noble Lords (Sagunja, namely, the orchid, chrysanthemum, bamboo, and plum tree) and the Ten Creatures of Longevity (Sipjangsaeng), as well as idealized landscapes.
	Korea in the 18th century saw the arrival of two great artists, Kim Hong-do and Sin Yun-bok, both of whom developed a passionate interest in depicting the daily activities of ordinary people in their work. Kim Hong-do preferred depicting a kaleidoscope of people in various situations and scenes of everyday life, whereas Sin Yun-bok, for his part, devoted his efforts to capturing erotic moments in works that were surprisingly voyeuristic for the period.
Music	Koreans have always used music to express their emotions. Traditional Korean music can be divided into music listened by the royal family and by the commoners, each differing greatly in style. Jongmyo Jeryeak, royal ancestral ritual music, the representative royal court music and played during ancestral rites, was solemn and splendid. In contrast, the commoners and farmers who worked in the rice paddy or fields usually sung folk songs and pansori, a traditional Korean music that narrates a themed story. With a distinct, inimitable sound, rhythm, and singing technique, pansori was designated as a Masterpiece of the Oral and Intangible Heritage of Humanity by the UNESCO. Traditional Korean music has been greatly influenced by the strong presence of Korean pop music. Recently, there is a growing trend of fusion art troupes where traditional Korean music is combined with contemporary music. Performances such as 'Nanta' and 'Gugak B-boy', were created through the mix of traditional Korean rhythms and rock music. Such fusion music has since been receiving attention both

Korea entered into diplomatic relations with China in 1992 and Korean



	locally and abroad, highlighting Korea's important cultural code to the
Film	world. Out of the many film festivals that are held in Korea each year, the three international festivals, Busan International Film Festival, Bucheon International Fantastic Film Festival and Jeonju International Film Festival are the best known.
	Jeonju International Film Festival When: April of each year Website: www.jiff.or.kr (Korean, English) This international movie festival, held in Jeonju, Jeollabuk-do features elements of competition under the themes of 'Freedom, Independence and Communication'. This festival aims to screen the most-talked-about films in the digital and independent movie genres.
	Bucheon International Fantastic Film Festival When: July of each year Website: www.bifan.com (Korean, English) This festival is held every year in Bucheon, Gyeonggi-do, introducing new films. The themes of the festival are 'Love, Fantasy and Adventure'. The festival is renowned for focusing largely on fantasy movies. Audiences will enter the exotic fantasy world, watching different genres of movies including horror, action and romance.
	Busan International Film Festival When: October of each year Website: www.biff.kr (Korean, English) Busan International Film Festival was the first international film festival in Korea and is held annually in Haeundae-gu, Busan every October. The festival has received much attention in Asia and has attracted professionals across all film industries. The festival screens a variety of movies including international premieres as well as showcases new experimental films.
Museums	There is no shortage of museums showing of Korea's great historical and cultural legacies, as well as more modern accomplishments. The National Museum of Korea in Seoul has many national treasures spanning the centuries. The National Museum of Contemporary Art in Seoul Grand Park is a new treasure trove of artistic wonders. Daegu National Museum has recently been reborn as Korea's best regional museum. Trick Eye Museum is a new concept of exhibition space where culture and entertainment are combined. Visitors are invited to explore 3D optical illusion paintings and installations.



Festivals

The Hwacheon Sancheoneo Festival, the Gimje Horizon Festival and the Jarasum International Jazz Festival have been named as the three best festivals of 2016, among the 43 "cultural and touristic festivals" listed by the Ministry of Culture, Sports and Tourism. Each year, the Korean government releases a list of tourist attractions and festivals held nationwide and guarantees them as being "cultural and touristic festivals."

The **Hwacheon Sancheoneo Festival**, the earliest festival on the list, held in January this year, is one of the most well-known winter festivals. It has been held every January since 2003. Visitors can catch trout with their hands in a pool and can enjoy ice fishing as well. Other winter activities, including sledge rides and bob sleighs, give visitors an opportunity to enjoy the season in the midst of cold weather.

The **Gimje Horizon Festival** is held amidst fields shining with ripe, golden rice, and provides an opportunity to experience rural traditions and games, such as nongak, farmers' music, and a traditional tug of war that wishes for a rich harvest. Rural life can be seen first-hand during the festival held in the open fields of Gimje, a town known for its plains, in Jeollabuk-do (North Jeolla Province).

The **Jarasum International Jazz Festival** is held in Gapyeong around the peak of autumn, featuring all types of jazz and other styles of music. The festival will celebrate its 13th year this year with a variety of jazz musicians from around the world. It was named for the first time this year as one of the three best festivals in Korea.

Along with the three greatest festivals, 17 more festivals have been listed as secondary festivals, or "top" festivals, and 23 festivals have been listed as tertiary or "promising" festivals by the Ministry of Culture, Sports and Tourism. In the "top" festivals category, there're some lower categories. Seven festivals, including the Gangjin Celadon Festival, the Muju Firefly Festival and the Mungyeong Traditional Chasabal (Tea Bowl) Festival, have been named as "best festivals." Ten festivals, including the Damyang Bamboo Festival, the Jeju Fire Festival and the Great Battle of Hansan Festival in Tongyeong, are on the list as "excellent festivals." The Incheon Pentaport Rock Festival, the Goesan Red Pepper Festival, the Hanseong Baekje Cultural Festival and 17 other festivals have been put on the list as "promising festivals."

ATTRACTIONS	
Beaches	There are no less than 279 beaches in Korea, attracting holidaymakers
	with various festivals, unique events and all types of water activities.



If heading to the South Coast, the **Sangju Silver Sand Beach** in Namhae-gun County would be a good destination. More than 300,000 people visit this beach every year. The silver strip of sand, with crystal clear waters and a 2-kilometer half-moon sandy crescent form a wonderful view.

Haeundae Beach, Busan

One of the most popular summer destinations in South Korea. Haeundae beach attracts tourists from all around the country and gets crowded in late July and early August. Deck chairs and parasols are available to rent. There are numerous hotels including International chains nearby with the Busan Aquarium is on the beach front. On a clear day, Tsushima Island (Japan) can be seen. In winter the beach is much quieter, although various events such as the Pusan Film Festival and the new year Polar Bear Swim are held here. Away from the beach in Haeundae town there are some excellent restaurants and a wide variety of shops, although many are hidden away. Explore the streets behind the beach front boulevard. Surfing and jetskiing is available, although most people seem happy to float in yellow inflatable rings!

Nature

Jeju-do

The volcanic island of Jeju-do has an outstandingly beautiful natural environment that is significant for its geological features and ecological value. In 2007, Jeju-do Island was listed as a UNESCO Natural Heritage Site under the name of "Jeju Volcanic Island and Lava Tubes." This includes Mount Hallasan Natural Reserve, the Geomunoreum Lave Tube System and Seongsan Ilchulbong Peak. A central feature of Jeju is Hallasan, the tallest mountain in South Korea and a dormant volcano, which rises 1,950 meters above sea level. The main volcano includes 360 satellite volcanoes. Volcanic activity on Jeju began approximately in the Cretaceous and lasted until the early Tertiary period. The most recent eruptions are estimated to be about 5,000 years ago. The island is covered in volcanic rock and volcanic soil produced by Hallasan. Baengnokdam, the crater, and lake in it are located at the peak of Hallasan, which was formed over 25,000 years ago. Jeju is scientifically valuable for its extensive system of lava tubes (also known as lateral volcanoes or in Korean as Oreum). These natural conduits through which magma once flowed are now empty caves that are some of the largest in the world. The caves provide opportunities for scientific research and are also popular tourist destinations.

Dokdo & Ulleung-do, Korea's Easternmost Islands

Ulleung-do Island and Dokdo are known for their impressive natural environment. Created by volcanic eruptions with its unique geographical landscape, the islands present abundant picturesque spots for visitors



to explore. In the centre of Ulleung-do Island stands the majestic mountain known as the Seonginbong Peak, where its highest point offers a bird's eye view of the entire island. Visitors may also choose to enjoy a cruise on the deep blue waters of East Sea with oddly formed rocks and strangely shaped stones surrounding. Meanwhile, it takes about 1 hour 30 minutes by boat to get from Ulleung-do Island to Dokdo, where one can get a glimpse of the most beautiful first sunrise of Korea.

Parks

If you're the kind of person who enjoys the great outdoors, you are in for a treat. There are **21 national parks** in Korea for you to choose from, including three marine parks. The first designated national park also happens to be the largest, Jirisan National park, located in the southwest. Parks are home to a variety of wildlife, and have been kept in remarkably pristine condition. Korea is truly a hiker's paradise, but there are other activities that can be enjoyed besides hiking. For example, you can take part in watersports or visit ancient historic sites. At the Muju Resort, located in the Deogyusan National Park, skiing can also be enjoyed. Overnight accommodation can be arranged within the parks, including hotels, camping, temple and farm stays.

Gyeongju National Park is a bevy of cultural preserves dating back to the Silla Kingdom.

Seoul Forest was established to satisfy people's desire to have more green space and recreational places in the center of the city. Historically, the forest was a favorite hunting ground for the royal family. It has undergone a variety of changes on the grounds of Ttukseom (Ttuk Island). The first water treatment plant in Seoul was once located here, and then the grounds were changed into a golf course and then a horse racetrack. It eventually was turned into a national family park, which opened in 2002. Stretching over 1.16 million m² of land, Seoul Forest consists of five parks: a Cultural Art Park, an Ecological Forest, a Nature Experience Study Field, Wetlands Ecological Field, and Han River Waterside Park

Yongdusan Park is the most popular mountains in Busan and is one of the 3 well-known mountains in Busan. The name came from its shape, which is similar to dragon head and people thought it has a spirit to defeat enemies coming over the sea. On the mountain were shrines built by the Japanese during their colonial role, but now are Cheokhwabi monument, Chunghontap (memorial tower for Korean War victims), a statue of General Lee Sunsin (a great commander in Joseon Dynasty period (1392-1910) and Busan tower. It is a place with beautiful scenery and views, especially at night.



Gardens

Korea's dedication to the study and protection of plant species can be witnessed at a number of botanical gardens and arboretums around the country.

Hongneung Arboretum is located in the heart of Seoul and consists of 9 gardens including a broad-leaf tree garden, edible and medicinal plants and aquatic and wetland gardens.

The **Korea Bontanical Garden** in Gangwon Province covers 105 square-kilometers and is home to roughly 1,300 native Korean plants. You can enjoy a walk along the two kilometer long Singal Mountain Path, and stop to look at the azaleas and rhododendrons planted along the way.

The Garden of Morning Calm, a $30,000~\text{m}^2$ garden, is open year-round and is a great spot to visit for families, couples, and photographers alike. The garden was conceptualized by Professor Han Sang-kyung while he was serving as an exchange professor in America. His vision was to create a garden that would become world-famous and spread the concept of Korean beauty throughout the world. The inspiration for the garden stemmed from a poem written by Sir Tagore, a great Indian poet, who described Korea during the Joseon Dynasty as "The Land of the Morning Calm."

The garden is the oldest private garden in Korea. It is an artistic space with a beautiful balance between the Korean concept of natural curves with asymmetry, and plants with synthetic materials, attracting about 600,000 visitors annually.

Scenic walkways, beautifully manicured grass, and flower beds connect the garden's 20 different themed sections. The Sukgeun Garden is shaped like the Korean Peninsula and is carpeted with beautiful flowers on both sides representing the desire for South and North Korea to be reunited.

The garden houses about 5,000 kinds of plants, including 300 varieties native to Baekdusan Mountain, known as a spiritual mountain to the Korean people. Flowers are in bloom from March to November, so the garden is usually busy during this period. In addition to the beautiful foliage of the garden, there are a variety of festivals and displays held throughout the year.

- * Spring: Spring Garden Festival
- * Summer: Festival of Roses, Hydrangeas and Roses of Sharon
- * Autumn: Festival of Chrysanthemums and Autumnal Tints
- * Winter: Lighting Festival

Historical Sites

Changdeokgung Palace

Changdeokgung Palace, located in Waryong-dong, Jongno-gu, Seoul, is one of the five Royal Palaces of Joseon (1392-1910), and still



contains the original palace structures and other remains intact. It was built in 1405 as a Royal Villa but became the Joseon Dynasty's official Royal Residence after Gyeongbokgung, the original principal palace, was destroyed by fire in 1592 when Japanese forces invaded Korea. Thereafter it maintained its prestigious position until 1867, when Gyeongbokgung was renovated and restored to its original status. Changdeokgung was listed as a UNESCO World Heritage Site in 1997. The Palace Hall was used for important state events such as the Coronation of Kings, royal audiences, and formal reception of foreign envoys.

Although it was built during the Joseon Period. Changdeokgung shows traces of the influence of the architectural tradition of Goryeo, such as its location at the foot of a mountain. Royal palaces were typically built according to a layout planned to highlight the dignity and authority of its occupant, but the layout of Changdeokgung was planned to make the most of the characteristic geographical features of the skirt of Bugaksan Mountain. The original palace buildings have been preserved intact, including Donhwamun Gate, its main entrance, Injeongjeon Hall; Seonjeongjeon Hall, and a beautiful traditional garden to the rear of the main buildings. The palace also contains Nakseonjae, a compound of exquisite traditional buildings set up in the mid-19th century as a residence for members of the royal family.

Jongmyo Shrine

Jongmyo, located in Hunjeong-dong, Jongno-gu in Seoul, is the royal ancestral shrine of the Joseon Dynasty (1392-1910). It was built to house eighty-three spirit tablets of the Joseon Kings, their Queen Consorts, and direct ancestors of the dynasty's founder who were posthumously invested with royal titles. As Joseon was founded according to Confucian ideology, its rulers considered it very important to put Confucian teachings into practice and sanctify the institutions where ancestral memorial tablets were enshrined.

The two main buildings at the Royal Shrine, Jeongjeon Hall and Yeongnyeongjeon Hall exhibit a fine symmetry, and there are differences in the height of the raised platform, the height to the eaves and the roof top, and the thickness of the columns according to their status. The entire sanctuary retains its original features, including the two shrine halls which exhibit the unique architectural style of the 16th century. Seasonal memorial rites commemorating the life and achievements of the royal ancestors of Joseon are still performed at the shrine.

Hwaseong Fortress in Suwon

Located in today's Jangan-gu of Suwon-si, Gyeonggi-do, Hwaseong is



a large fortress (its walls extend for 5.7km) built in 1796 during the reign of King Jeongjo (r. 1776-1800) of the Joseon Dynasty. Construction of the fortress was begun after the King moved the grave of his father, Crown Prince Sado, from Yangju in Gyeonggi-do to its current location near the fortress. The fortification is elaborately and carefully designed to effectively perform its function of protecting the city enclosed within it. The construction of the fortress and related facilities involved the use of scientific devices developed by the distinguished Confucian thinker and writer Jeong Yak-yong (1762- 1836), including the Geojunggi (type of crane) and Nongno (pulley wheel) used to lift heavy building materials such as stones.

Seokguram Grotto and Bulguksa Temple

Seokguram, located on the middle slopes of Tohamsan Mountain in Gyeongju, Gyeongsangbuk-do, is a Buddhist hermitage with an artificial stone cave built in 774 to serve as a dharma hall. The hall houses an image of seated Buddha surrounded by his guardians and followers carved in relief, which is widely admired as a great masterpiece. The cave faces east and is designed so that the principal Buddha receives the first rays of the sun rising from the East Sea on his head. Completed the same year as Seokguram Grotto, Bulguksa Temple consists of exquisite prayer halls and various monuments, including two stone pagodas, Dabotap and Seokgatap, standing in the front courtyard of the temple's main prayer hall, Daeungjeon. The two pagodas are widely regarded as the finest extant Silla pagodas: the first is admired for its elaborately carved details, the second for its delightfully simple structure.

Dabotap, or the Pagoda of Abundant Treasures, is marked by a unique structure built with elaborately carved granite blocks. It also features on the face of the Korean 10 won coin. By contrast, Seokgatap, or the Pagoda of Shakyamuni, is better known for its delightfully simple structure which exhibits fine symmetry and balance. The pagoda is now generally regarded as the archetype of all the three-story stone pagodas built across Korea thereafter.

Among the other treasures preserved at the temple are the two exquisite stone bridges, Cheongungyo (Blue Cloud Bridge) and Baegungyo (White Cloud Bridge), leading to Daeungjeon, the temple's principal dharma hall. The bridges symbolize the journey every Buddhist needs to make to reach the Pure Land of Bliss.

Royal Tombs of the Joseon Dynasty

The Joseon Dynasty (1392-1910) left behind a total of fortyfour tombs of its Kings and their Queen Consorts, most of which are located in and around the capital area including the cities of Guri, Goyang and



Namyangju in Gyeonggi-do. Some of these Royal Tombs are arranged in small groups in the Donggureung, Seooreung, Seosamneung and Hongyureung. Of these, forty tombs are registered as UNESCO World Heritage Sites.

The Royal Tombs of Joseon are highly regarded as tangible heritage that reflect the values held by the Korean people, which were drawn from Confucian ideology and the feng shui tradition. These historical remains are also valued highly for having been preserved in their original condition for anywhere from one to six hundred years.

Janggyeongpanjeon Depositories of Haeinsa Temple, Hapcheon The Printing Woodblocks of the Tripitaka Koreana, which was made during the Goryeo Period (918-1392), are housed in two depositories specially made for that purpose in 1488 at Haeinsa Temple. As the oldest remaining buildings at the temple, the Tripitaka depositories are marked by the uniquely scientific and highly effective method of controlling ventilation and moisture to ensure the safe storage of the

age-old woodblocks. The buildings were built side by side at the highest point (about 700m above sea level) in the precincts of Haeinsa Temple, which is located on the mid-slope of Gayasan Mountain.

What makes these depositories so special is their unique design which provides effective natural ventilation by exploiting the wind blowing in from the valley of Gayasan. Open lattice windows of different sizes are arranged in upper and lower rows on both the front and rear walls of the depositories to promote the optimum flow of air from the valley. Similarly, the floor, which was built by ramming layers of charcoal, clay, sand, salt and lime powder, also helps to control the humidity of the rooms.

Namhansanseong Fortress

Namhansanseong Fortress, located about 25km southeast of Seoul, underwent large-scale restructuring in 1626, during the reign of King Injo of the Joseon Dynasty, to create a refuge for the King and his people in the event of a national emergency. The foundations of Jujangseong Fortress, built almost one thousand years earlier in 672, during the reign of King Munmu of Unified Silla, served as the base of the renovated structure.

The defensive position of the fortress was reinforced by exploiting the rugged topography of the mountain (average height: at least 480m). The perimeter of its wall is about 12.3km. According to a record dating from the Joseon Period, about 4,000 people lived in the town built inside the fortress.

Temporary palaces, Jongmyo Shrine, and Sajikdan Altar were built in the fortress in 1711 during the reign of King Sukjong of Joseon. The



fortress is also a result of the wide-ranging exchanges made and wars waged between Korea (Joseon), Japan (Azuchi- Momoyama Period), and China (Ming and Qing) during the 16th-18th centuries. The introduction of cannons from western countries brought many changes to the weaponry inside the fortress and the way the fortress was built. The fortress is a "living record" of the changes in the way fortresses were built during the 7th-19th centuries.

Woljeongsa Temple

Woljeongsa Temple is located in the forest of the valley east of Mt. Odaesan, and it is composed of 60 temples and 8 monasteries made into one large temple. Woljeongsa Temple was established by Monk Ja Jang (590~658). At Woljeongsa Temple there is the Seongbo Museum where you can view the Buddhist culture of the Goryeo Dynasty (918~1392), the nine-story octagonal pagoda, also called as the Sari-Pagoda (relic pagoda), and the Stone Seated Buddha figure. Also there is the Jeokmyeolbogung where Buddha's bones are said to be preserved, and the large sermon hall Jeokgwangieon Pavilion. Usually in a Jeokgwangjeon Pavilion the Vairocana figure is enshrined, but it is interesting that the Sakyamuni figure is enshrined at Jeokgwangjeon Pavilion at Woljeong temple. Woljeongsa Temple of today was restored after the Korean war in 1950 when the Chilbulbojeon, Yeongsanjeon, Gwaneungjeon, Jinyeonggak and 17 other buildings were burned. The Budo site (relic site) and sagoji (historic document storage) is nearby Woljeongsa Temple. The Budo site is a 15-minute walk from the Woljeongsa Temple to its location at the Sangwonsa Temple, just before crossing the Banya Bridge. Here there are 22 pagodas that hold the remains of the monks who had lived here. Sagoji is an hour's walk from Woljeongsa Temple towards Sangwonsa near Yeonggamsa Temple.

Shopping Shopping Shopping is a big part of the Korea experience! Good purchases are clothing, sportswear, leather and fur goods, antiques and replicas, jewellery (especially amethyst), ginseng, folk arts and crafts, traditional liquors and teas. There are also many shopping malls that stay open at night. Keep in mind that foreign visitors may be refunded 70 to 80% of their paid VAT (value added tax) and SET (special excise tax) at certain retail outlets. Tax Free System Korea's Tax Free System can largely be divided into "Duty Free" and "Tax Refund." In Duty Free shops, no tax is applied to the price of the items, including Value Added Tax (VAT) and Individual Consumption



Tax. These stores are generally operated by large department store chains, including Lotte, Shilla, Shinsegae, and Donga among others, and are typically located in airports.

Tax Refund

In comparison, Tax Refund refers to shops that apply a tax to the items and after purchasing at the full price, tourists can apply for a refund of the taxes paid before leaving the country. In general, tax refunds can be received by submitting the receipt at the proper tax refund booth when leaving the country. However, from January 2016, tourists can receive an immediate tax refund below a certain limit when shopping at certified Tax Free stores. Starting at department stores and marts where tourists typically shop, the immediate tax refund system is gradually expanding to all Tax Free shops.

Pottery ("dojagi" in Korean) In Korea, pottery is divided into four types: porcelain, earthenware, stoneware, and clayware, all coming in various sizes and functions. In fact, Korea is known for its long history of producing porcelain teacup and plate sets internationally. They all boast the finest quality, making them the top item on many visitors' wish list. Small dishware or dojagi-made accessories, such as exquisitely crafted key chains, are not only good for carrying around, but also great at showing one's love for Korea and its wonderful customs in valuing traditional arts and the aesthetics of slowness. A popular place for tourists to treasure hunt for these items is Insa-dong, where you can find almost anything made with dojagi, priced from just 10,000 won and up.

Arts and crafts

Along with dojagi, Korea has a proud history of excellence in arts and crafts; for example, najeongchilgi, folding fans, and luck pouches. There's no better way to remember your time in Korea than by taking home one of these lovingly-crafted, traditional pieces. 'Najeonchilgi' is a traditional mother-of-pearl craft in which beautiful patterns made of shells are inlaid into wood and coated with a lacquer finish. Folding fans, essential items during the summer, are also excellent souvenirs to consider. Bokjumeoni luck pouches, mini-quilts, knots, or charms embroidered with traditional Korean patterns are also widely found in many shops at the tourist areas of Namdaemun and Dongdaemun traditional markets and Insa-dong. Recommended Shops: Ssamzie-gil Road and National Souvenir Center

Markets

Namdaemun Market is the largest traditional market in Korea with over 10,000 stores that line the streets around Namdaemun (Gate), the main southern gate of the old city wall. It provides local products, daily living



essentials, food products, medical supplies and more to retailers and consumers across the country. Due to the wholesale nature of the market, shoppers can comparison shop for the lowest prices on all sorts of goods. Namdaemun Market is also packed with interesting things to see and eat, making it a popular destination for both locals and international visitors alike. So whether you're looking for traditional oriental medicine or imported drugs, traditional Korean food or imported snacks, hanbok attire or a Halloween costume, Namdaemun Market is the place to go.

Namdaemun Market first started under the reign of King Taejong (1367 – 1422, the third Joseon king) during the Joseon Dynasty (1392 – 1910), when the government built shops around Namdaemun and rented out the shops to traders. The market began to take its form as a trading marketplace during this era and continued to prosper until the Japanese took over management of the market in 1922 during the Japanese occupation.

Namdaemun Market is renowned for its vast size and the variety of goods it offers. With the exception of construction materials, the market sells nearly every item under the sun including clothing, food, living essentials, etc. So it comes as no surprise that Namdaemun Market is always bustling day and night. Retailers from all over the nation flock to the market at night and local consumers flock to the market during the day. Many tourists come during the day as well to experience the charm of a traditional Korean market. Although the shops are small, most of them produce the goods they offer themselves, allowing for customers to purchase goods directly from the manufacturers at wholesale prices.

Seoul Yangnyeong Market is one of the most famous oriental medicine markets in Korea. The market slowly started to establish itself in the late 1960s when small medicinal herbs stores started opening one by one. Today, the market has grown to become the nation's largest oriental medicine market, and 70 percent of the oriental medicine traded in Korea goes through here. Because the market is able to minimize distribution costs, the medicinal herbs sold here cost around 30 percent cheaper than elsewhere. When you enter Seoul Yangnyeong Market, you are immediately struck by the unique, pungent fragrances of oriental medicine. All Korean medicinal herbs can be found here including several types of ginseng, dates, milk vetch roots, as well as a variety of herbal medicine preparations for maintaining good health. More than 800 oriental medicine shops and clinics are located in this area.

Daegu's Herbal Medicine Market is recommended as a fascinating place to visit in its own right, as well as the best place to purchase your



ginseng to bring home.

The Jagalchi Market in Busan is Korea's largest seafood market. After the Korean War the market solidified itself as a fish market. Most of the people who sell fish are women, so the women who sell here are called 'Jagalchi Ajumma,' 'ajumma' meaning middle-aged or married women. This market is famous throughout the country. If you visit you can eat fresh raw fish right at the market. Even these days you can see women selling mackerel, sea squirts (ascidians) and whale meat on wooden boxes along the road. Every year in October the Jagalchi Cultural Tourism Festival is held, and it is easy to visit because of the convenient transportation provided by the subway.

Nightlife

If you're only here for one week, the Seoul nightlife scene can be a bit overwhelming. You could even spend a year partying in Seoul and still leave areas unexplored. This city offers some of the best nightlife in Asia.

Itaewon Nightlife

If you're new to Seoul, Itaewon is probably where you'll want to start. This is the most foreign-friendly district, and the streets are lined with international restaurants and bars. A lot of the Koreans who frequent here can speak English, so if you don't speak Korean yet, then you'll find yourself at home. Itaewon really has a healthy mix of different venues. From cheap western pubs to classy tapas bars and lounges, it pretty much has it all. It is also home to some of the more popular clubs in Seoul, both electronic and hip-hop. If it's your first Friday night in Seoul, it's hard to go wrong roaming the streets of Itaewon.

Hongdae Nightlife

If Itaewon's a bit too similar to back home for your tastes and you're looking for a more distinctly "Korean" nightlife experience, then you should check out Hongdae. Hongdae is basically a college town filled with cheap restaurants, bars, and clubs. On any given weekend night, it's bound to be packed with people — mostly Korean college students — and next to Itaewon this is the area where you'll find the most foreigners. The vibe in Hongdae is usually friendly. Drinks are cheap, and there are literally hundreds of bars and dozens of clubs to choose from. Club cover charges are typically cheaper as well, at around 10,000 won. However, on the last Friday of every month, Hongdae is home to "club day", where you just pay one cover and gain access to around two dozen clubs. This is a great way to sample the Hongdae club scene, but there will also be longer lines outside the more popular clubs on club day.

Casinos

South Korea has legal gambling and there are ten cities with gambling



facilities with 26 gambling facilities available in total. The types of gambling available in South Korea are: casinos, horseracing tracks. The largest gambling city in South Korea is Jeju with 8 facilities, 304 tables games, 618 gaming, slot, and video poker machines.

The largest casino in the country is Inspire Integrated Resort which is located in Incheon. Inspire Integrated Resort has 250 table games, 1,500 gaming and video poker machines.

CUISINE	
Food	Traditional Korean Foods Hansik refers to traditional Korean food, as well as the manners and rules required in serving them beautifully. What makes Korean food culture different from the rest of the world is mainly the representation of diverse side dishes, served alongside a simple bowl of rice or other stable food. This composition of rice and various complementary ingredients makes a highly balanced meal, providing all the many nutrients that the average person requires in a day. In addition, hanik encourages eaters to experience 'slow food' cuisine, a movement well suited to health and well-being, because it is mostly based on locally grown vegetables with aged and fermented sauces. This has significant medicinal effects in preventing cancer and other diseases of rising concerns, with kimchi (fermented cabbage) playing the biggest part. Besides kimchi, other popular sides widely known include bulgogi, bibimbap, and royal cuisines. Bulgogi is a marinated beef or sometimes pork dish, that is sweet and tender in texture. Bibimbap, on the other hand, is a complete meal in itself, rice mixed with all kinds of condiments of one's choice, topped with red chili sauce (or gochu-jang) for that extra kick, and enjoyed by the spoonful. Lastly, Korean royal cuisine is by far the most lavish version of hansik, originally served to kings and queens. The table setting is quite large, always accompanied by at least 12 different sides and desserts. Because it requires a lot more in the way of preparations than average hansik, people generally only have this on special days. Tourists can visit special restaurants to experience the delights of hansik for themselves!
Drink	Tea is the staple and green tea is the most common as it is grown on Korean plantations in the south. Gourmet coffee shops have recently become common too. Social drinking is part of Korean culture and can be a challenge for visitors who are not used to multiple drinks in an evening! The local liquor of choice is something called soju, which is very strong indeed. It is also flavoured, so you may forget just how strong it isuntil you are nursing a hangover the next morning!



Sindang-dong Tteok-bokki Town in Seoul was built in the late 70s and is a food-themed street. From middle-aged people who are reminiscent of the good old days when tteok-bokki (stir-fried rice cake) was a main staple to young people today who simply enjoy this street food, the Sindang-dong Tteok-bokki Town is always bustling with visitors. The sauce that is used differs by stores and thus every tteok-bokki restaurant has its own unique flavors to offer. Some restaurant uses a mixture of gochu-jang (red chili paste) and chunjang (fermented soybean sauce boiled to color caramel). Moreover, basic ingredients such as eggs, ramyeon, dumplings, fish cake are primarily sold in a set menu but customers can also customize the dish by adding or removing any toppings of their choice.		The local beer – called maekju – is a little bland, but safer. Brands include Cass, Hite and OB.
	Restaurants	a food-themed street. From middle-aged people who are reminiscent of the good old days when tteok-bokki (stir-fried rice cake) was a main staple to young people today who simply enjoy this street food, the Sindang-dong Tteok-bokki Town is always bustling with visitors. The sauce that is used differs by stores and thus every tteok-bokki restaurant has its own unique flavors to offer. Some restaurant uses a mixture of gochu-jang (red chili paste) and chunjang (fermented soybean sauce boiled to color caramel). Moreover, basic ingredients such as eggs, ramyeon, dumplings, fish cake are primarily sold in a set menu but customers can also customize the dish by adding or removing

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AIR	CANAD	A &
KOF	REA	

Korea is a destination of incredible civilisations, unique landscapes and the lure of the exotic. Yet many Canadians hesitate to travel there, seeing it as too difficult to travel to and too far away for anything other than a once-in-a-lifetime trip. Air Canada has the answer. The airline offers access to the country, flying non-stop to Incheon Airport near Seoul.

Select Air Canada flights feature 3 classes of service: International Business Class, Premium Economy and Economy Class. Expect complimentary onboard meals, blankets, alcohol and up to 600 hours of inflight entertainment. Eligible customers also have access to Maple Leaf Lounges in Montreal and Toronto.

All Asia flights out of Vancouver offer flights on the 787 Dreamliner (with the exception of Hong Kong) and the Premium Economy product offers travelers two free checked bags.

Air Canada airport staff and flight attendants offer service in many Asian languages, including Mandarin, Cantonese, Korean and Japanese. The inflight entertainment programming can also be viewed in Mandarin, Cantonese, Korean and Japanese.



	1
	The airline also has a dedicated Asia desk that is accessible every day between 09.00 and 21.00 (EST) at 1-888-918-8888. Agents are available to serve travelers in Korean (option 4).
	Check <u>www.aircanada.com</u> for flight schedules, frequency and seasonality. Seamless connections to Asian destinations beyond their Korea gateway are also quick and easy to arrange with Air Canada's
	Star Alliance partners, such as Air China, ANA and Asiana Airlines.
AIR CANADA	Air Canada is Canada's largest domestic and international airline serving more than 180 destinations on five continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2013 served more than 35 million customers. Air Canada provides scheduled passenger service directly to 61 Canadian cities, 49 destinations in the United States and 73 cities in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,316 airports in 192 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax that ranked Air Canada in a worldwide survey of more than 18 million airline passengers as Best Airline in North America in 2015
Air Canada rouge	Air Canada's new leisure airline with stylishly affordable service to holiday spots in Europe, Asia and the Caribbean. Benefit from Air Canada's extensive network for smooth connections to flights departing
	daily from Toronto and Montreal. http://flyrouge.com/
Dreamliner B787	The Dreamliner B787 aircraft represent the latest generation of aircraft and provide an unparalleled onboard experience - everyone on board benefits from a quieter and smoother flight with these ultra-modern planes. Plus technological advances mean less travel fatigue. Ambient mood lighting eases the time zone changes, lower cabin pressure means better oxygen absorption and increased humidity reduces dehydration. The air you breathe is cleaner thanks to continuous circulation through an advanced filtration system and the water is pure thanks to ultra-violet light water treatment. These aircraft offer the largest windows of any aircraft flying today – and forget about blinds as these
Flight Times	windows have an electronic dimming system! Air Canada's flight timings on the Korea flights are very convenient,
i light times	getting you to your destination ready to go out exploring!
Aeroplan	You earn Aeroplan miles when you book your trip, making your next
•	flight with Air Canada even more affordable.
Award	Air Canada has been voted Best International Airline in North
	America six years in a row in the prestigious Skytrax survey of global



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travel agents in the annual Baxter's Agents' Choice Survey.	
Air Canada have Apps for iPhone and BlackBerry making it easy to track	
flights, receive flight notifications and perform mobile check-in, seat	
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outlets at every seat. There are up to 600 hours of on-demand	
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Wherever you fly to Korea, Air Canada Vacations is there to help you make the very best of the destination. They can arrange your hotel accommodation, car rental and a wide choice of shorter excursions, city tours and activities - as well as tours that allow you to explore more widely.

Your Travel Agent can book your itinerary with Air Canada Vacations, and you can choose your flights independently or combine Air Canada flights with your Air Canada Vacations tours. The good news is that you will earn Aeroplan Miles for travel on Air Canada operated flights with every flight-inclusive package booked with Air Canada Vacations. Here is the link to the Air Canada Vacations website for Korea: http://vacations.aircanada.com/en/vacation_packages/destinations/Seoul/tours_stavs

Hotels in Seoul

Air Canada Vacations feature a total of **18 hotels** in Seoul, from the five star Grand Intercontinental Parnas and Ritz-Carlton Seoul to the three star Hyundai Residence Seoul.

Ritz-Carlton Seoul

Sophisticated 18-story hotel situated in the heart of newest business district, south of Han River. This modern hotel is located in the economic epicentre of South Korea, a thriving, digital metropolis of commerce and entertainment. The hotel enjoys convenient access to world-class shopping at Cheongdam-dong, many of the country's most renowned businesses and a host of tourist attractions, offering an unforgettable escape. The hotel takes centre stage in the city's most prominent thriving commercial and residential district, Kangnam, just minutes from the COEX exhibition centre, Olympic Stadium, and the World Trade Centre.

Grand Intercontinental Parnas

High-rise Hotel located downtown in Korean Trade Center, adjacent to City Air Terminal. This spectacular hotel is strategically located just 200



metres from COEX and the World Trade Centre Seoul. Attractions such as the Bongeunsa Temple, Gyeongbokgung Palace and the National Folk Museum of Korea are also just a short distance away. This magnificent hotel exudes opulence and style. With its rich tones and high-quality furnishings, guests will feel like royalty once they walk through the main doors. The royal treatment continues through every aspect of the hotel from the elegantly-appointed guest rooms to the exemplary facilities and amenities, combined with a touch of warm hospitality and impeccable service. Guests are invited to wine and dine in style in the hotel's superb restaurant serving delectable delights with a variety of cuisines sure to tempt the even the most discerning palate.

Hyundai Residence Seoul

Situated in the centre of Seoul, the Hyundai Residence apartment hotel is located on Chungmuro Avenue, which is the home of Korea's movie, culture and art scene. This apartment hotel is ideally located with Dongdaemun Stadium Subway Station within walking distance and many local attractions such as Dongdaemun Market just a few short paces away. This apartment hotel offers 120 stylish en suite guest rooms, all fully equipped with modern amenities including a TV and air-conditioning and heating units. The rooms also feature a small kitchen. During their stay guests can avail of complimentary WIFI Internet access in the guest rooms. Following a busy day in the city, guests can indulge in a hearty meal at the restaurant, kick back and relax at the cocktail bar or unwind at the gym.

Seoul City Tour

Air Canada Vacation offers packages to Seoul which include flights, accommodations and tours. Tour highlights include Seoul City Stay -3 days /2 nights which features a visit to the presidential residence; the Deoksu Palace, which was built in 1395; the old district and the Itaewon shopping centre.

Tour details:

DAY 1 Welcome to Seoul Transfer from airport to hotel in Seoul. Accommodation in Seoul (2 nights)

DAY 2 City Tour Breakfast included

Take a morning city tour to see the presidential residence, followed by Deoksu Palace or Gyeongbok Palace, built in 1395. The tour continues in Seoul's old district and ends at Itaewon shopping street.

DAY 3 Departure Breakfast included



	Departure transfer to airport.
	Inclusions 2 pights of accommodation in colocted category
	2 nights of accommodation in selected category All airport transfers
	City tour of Seoul
	Meals as per itinerary
Korean Discovery	Let Air Canada Vacations show you Korea on this great tour:

Tour

Korean Discovery

11 days / 9 nights

Seoul - Jeju Island - Busan - Mount Sorak - Seoul

DAY 1 DEPARTURE FROM CANADA

Board your Air Canada flight to Seoul.

DAY 2 SEOUL

Upon arrival, transfer to your hotel. Fraser Place or similar (2 nights)

DAY 3 SEOUL

Breakfast included

Take a half-day tour of South Korea's Demilitarized Zone.

DAY 4 SEOUL - JEJU ISLAND

Breakfast & lunch included

Fly to the volcanic island of Jeju. Visit the Yongduam Rock.

Jeju Lotte Hotel or similar (2 nights)

DAY 5 JEJU ISLAND

Breakfast & lunch included

Enjoy a full day discovering Jeju, including Cheonjiyeon Waterfall, the Gyulimseong Citrus Farm and the Spirited Garden.

DAY 6 JEJU ISLAND - BUSAN

Breakfast & lunch included

Visit Seongsan Ilchulbong Peak and the Seongeup Folk Village before your flight to Busan.

Novotel Busan or similar (1 night)

DAY 7 BUSAN - GYEONGJU - DAEGU

Breakfast & lunch included

Travel towards Gyeongju to see the famous Bulguksa Temple as well as the world's oldest astronomical observatory. Travel to Daegu to spend



	the night.
	Daegu interbulgo or similar (1 night)
	DAY 8 BUSAN - MOUNT SORAK
	Breakfast & lunch included
	Transfer to the Mount Sorak National Park area with a stop en route at
	the Andong Hahoe Village.
	Seorak Maremons Hotel or similar (1 night)
	Scorak Waternon's Floter of Similar (1 mg/h)
	DAY 9 MOUNT SORAK - SEOUL
	Breakfast & lunch included
	Spend a day exploring Mount Sorak National Park. Afterwards, transfer
	to Seoul.
	Fraser Place or similar (2 nights)
	, , ,
	DAY 10 SEOUL
	Breakfast & lunch included
	Enjoy a half-day tour of Seoul.
	DAY 11 RETURN TO CANADA
	Breakfast included
	Transfer to the international airport for your return flight to Canada.
	Inclusions
	Transpacific flights aboard Air Canada; domestic flights within Korea
	9 nights in First Class (FC) accommodation
	All airport transfers
	City tours of Seoul and Gyeongju; 1 full-day and 2 half-day tours on Jeju
	Island
	Meals as per itinerary
Air Canada Deal	Air Canada Vacations have great offers on a regular basis, so check
	their website and sign up for their e-newsletter!
How to Book	Your Travel Agent can help make your reservations with Air Canada
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