# Contents

## Theme for August

### Finding Seoul in Memory

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2016 Herb Medicine Festival and Yangnyeong Market in Jegi-dong</td>
</tr>
<tr>
<td>2</td>
<td>Traditional Guard Ceremony at Sungnyemun and Namdaemun Market</td>
</tr>
<tr>
<td>3</td>
<td>Ikseon-dong Hanok Village</td>
</tr>
<tr>
<td>4</td>
<td>Seoul Flea Market in Hwanghak-dong</td>
</tr>
<tr>
<td>5</td>
<td>Daeo Book Store</td>
</tr>
<tr>
<td>6</td>
<td>Passion Island</td>
</tr>
<tr>
<td>7</td>
<td>Myeongnyundang Lecture Hall of Munmyo, Seoul (SungKyunKwan University)</td>
</tr>
<tr>
<td>8</td>
<td>Hakrim Coffee Shop</td>
</tr>
<tr>
<td>9</td>
<td>Neungra Bapsang</td>
</tr>
<tr>
<td>10</td>
<td>Tteok Museum</td>
</tr>
<tr>
<td>11</td>
<td>2016 King Jeongjo Tomb Parade Reenactment</td>
</tr>
<tr>
<td>12</td>
<td>2016 Seoul Performing Arts Festival</td>
</tr>
<tr>
<td>13</td>
<td>2016 Seoul Lantern Festival</td>
</tr>
<tr>
<td>14</td>
<td>2016 Seoul Certification Program for High Quality Tour Package</td>
</tr>
</tbody>
</table>
Place of History and Tradition! Herb Medicine Festival with Korea’s Largest Herb Medicine Market

Overview

Location: Yangnyeong Market
Telephone Inquiry: 82-2-969-4793
Address: 10, Yangnyeongjungang-ro, Dongdaemun-gu, Seoul
Closed: Sunday
Homepage: www.seoulya.com
Operating Hours: 09:00-19:00 (Varies Depending on Store)
Things to Enjoy:
- Seoul Yangnyeongsi Herb Medicine Museum (Including Herb Medicine Cultural Lounge, Herb Medicine Experience Studio)
- 2016 Herb Medicine Festival

Introduction

Korea’s largest herb medicine market which started to grow during the 1950’s - 1960’s in Jegi-dong area where Bojewon (center for preparing medicine for the sick) in the beginning of the Joseon Dynasty, place to get herb medicine at a low price

Due to increasing popularity of Korean medicine or herb medicine, more and more foreign tourists from Western world are visiting the market, and it is fun to visit due to a number of rare items to see such as frogs and snakes used as medicinal materials

Visitors can learn about herb medicine through Herb Medicine Museum which exhibit relics, medical ingredients, and medicine preparing equipments related with traditional Korean medicine, and the museum also provides a variety of things to experience and enjoy through Herb Medicine Experience Studio, Herb Medicine Cultural Lounge, and Museum Shop

Foreign visitors can enjoy various experiences through Herb Medicine Festival which is held every fall to publicize Yangnyeong Market in Seoul, the special zone designated for herb medicine industry

Program: Parade reenacting the image of the herb market during the Joseon Dynasty period, traditional performances, herb trimming contest, herbal food making, etc.

Photos

Entrance to Seoul Yangnyeong Market
Various Medicinal Herbs
Herb Medicine Festival — Herb Medicine Citizen Walkathon
Herb Medicine Festival — Reenactment of Bojewon Event
2016 Herb Medicine Festival Poster

Directions

Subway Line 1 Jegidong Station, take Exit 2, entrance to Yangnyeong Market

Parking Info.

Herb Medicine Museum Parking Lot: 1,500 won for first 30 minutes, 1,500 won for additional 30 minutes (No parking space available for large buses)
Public and Private Parking Lot Nearby: Jeongneungcheon Streamside On-road Public Parking Lot (500 won for first 10 minutes, parking space available for large buses)

Package

Tourist package in relation to herb medicine experiences in connection with Herb Medicine Museum, Herb Medicine Cultural Lounge, Herb Medicine Experience Studio, etc.
Tour in connection with Chosunghyang Market, Gyeongdong Market, and traditional markets nearby

Nearby Attraction

**Back in 8 Years! Traditional Guard Ceremony at Sungnyemun, Center of Seoul**

**Overview**
- **Location**: Sungnyemun
- **Telephone Inquiry**: 82-2-767-6444 (Management Office)
- **Address**: 40, Sejong-daero, Jung-gu, Seoul
- **Closed**
- **Opening Hours**: 10:00-16:30
- **Homepage**: www.royalguard.or.kr
- **Language Support**: Korean, English, Chinese, Japanese

**Program**
- 10:00-16:30: Traditional Guard Ceremony at Sungnyemun
- 16:00-16:30: Performance of Patrol and Change Ceremony

- Guard ceremony held in the plaza in front of Sungnyemun Gate, the oldest wooden building remaining in Seoul and the National Treasure No. 1 of the Republic of Korea. A meaningful ceremony resuming in 8 years after the complete destruction of Sungnyemun by fire in 2008.
- This ceremony combined the change of guards ceremony between guard teams, each comprising 1 officer and 3 infantrymen, the ceremony for opening and closing the capital city gates, and the ceremony of patrolling around the capital city as performed during the Joseon Dynasty.
- It gives domestic and foreign tourists to experience the history and tradition of Korea and also enjoy shopping at Namdaemun Market following the Patrol Ceremony.
- Ceremony is held every 30 minutes from 10 a.m. to 4:30 p.m., except Monday.

(Refer to the following table for schedule details)

<table>
<thead>
<tr>
<th>Details</th>
<th>Location</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>~10:00</td>
<td>Guards in Front of Gate</td>
<td>Guards Align</td>
</tr>
<tr>
<td>10:00-16:30</td>
<td>Patrol Ceremony</td>
<td>Check Watchwords and Change of Duty between Guards Group 1 and Guards Group 2 (11 Times)</td>
</tr>
<tr>
<td>10:00/10:30/11:00/11:30/12:00/12:30/13:00/13:30/14:00/14:30/15:00/15:30/16:00/16:30</td>
<td>Deoksugung Palace Gate Guards Patrol</td>
<td>Deoksugung Palace Gate Guards</td>
</tr>
<tr>
<td>16:00-16:10</td>
<td>Change of Guards Performance</td>
<td>After Change, Patrol Namdaemun Market</td>
</tr>
<tr>
<td>16:10-16:20</td>
<td>Deoksugung Palace</td>
<td>Tae Move</td>
</tr>
<tr>
<td>16:20-16:30</td>
<td>Chwita Performance and Photo Time</td>
<td>Chwita Band Performance</td>
</tr>
</tbody>
</table>

**Photos**
- Traditional Guard Ceremony at Sungnyemun (1)
- Traditional Guard Ceremony at Sungnyemun (2)
- Traditional Guard Ceremony at Sungnyemun (3)

**Directions**
- Subway Line 4 Hoehyeon Station, take Exit 5 - Walk for 3 minutes

**Parking Info.**
- Public and Private Parking Lot Nearby: Samik Fashion Town Parking Lot (2,000 won for first 30 minutes, 1,000 won for additional 10 minutes, parking space available for large buses)
- Namdaemun Market Private Parking Lot (2,000 won for first 30 minutes, 700 won for additional 10 minutes, parking spaces available for large buses)

**Tour Package**
- Package in connection with the viewing of the changing of the guards ceremony at Gyeongbokgung Station - Deoksugung Palace, places and events related with Korean history and tradition
- View the last patrol ceremony leading to Namdaemun Market and naturally connect to shopping in Namdaemun Market

**Nearby Attraction**
- Namdaemun Market / City Hall / Deoksugung Palace / Seoul Plaza / Namsan Park / Myeong-dong Street / Bukchang-dong Food Alley / Seoul Station
### Oldest Hanok Village in Korea, Hanok Village in Ikseon-dong

<table>
<thead>
<tr>
<th>Overview</th>
<th>Location</th>
<th>Hanok Street in Ikseon-dong</th>
<th>Telephone Inquiry</th>
<th>82-2-2133-5580 (Hanok Construction Division)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Donhwamun-ro, Jongno-gu, Seoul</td>
<td>Closed</td>
<td>Always Open</td>
<td></td>
</tr>
<tr>
<td>Homepage</td>
<td><a href="http://hanok.seoul.go.kr/Village/insa/intro.htm">http://hanok.seoul.go.kr/Village/insa/intro.htm</a></td>
<td>Opening Hours</td>
<td>24 Hours</td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td>No fees required</td>
<td>Language Support</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Introduction
- Ikseon-dong is the planned hanok (Korean house) complex established in the 1930’s and it is now the oldest hanok village in Seoul. In Ikseon-dong, visitors can find hanok built in the style half way between traditional hanok and western houses or 'urban style hanok'.
- There are many things to see from the signs of the buildings that maintain their old images to the scenery and the place is particularly recommended to foreigners who wish to visit a hanok village different from Bukchon Hanok Village.
- Recently cafes and restaurants creating eccentric moods by remodeling hanok and stores carrying vintage accessories and props are increasing, and it is also great for couples on a date.
  - Place to Go 1, Chanyangji: Famous knife-cut noodle soup restaurant opened in 1965 (5, Donhwamun-ro11-dagil, Jongno-gu, 82-2-743-1384)
  - Place to Go 2, Tteuran: One of representative tea houses, the garden remodeled from traditional house is impressive (17-35, Supyo-ro28-gil, Jongno-gu, 82-2-745-7420)
  - Place to Go 3, Geobugi Super: Famous as convenience store and street bar, typical menu is a glass of beer and grilled pollack (17-25, Supyo-ro28-gil, Jongno-gu, 82-10-7532-7474)

#### Photos
- View of Ikseon-dong
- Ikseon-dong Cafe
- Ikseon-dong Tea Room

#### Directions
- Subway Lines 1, 3 and 5 Jongno-2(0)-ga Station, take Exit 8 and walk for 3 minutes — whole area behind Nagwon Arcade

#### Parking Info.
- Private Parking Lot Nearby: Nagwon Arcade On-road Public Parking Lot (1,000 won for first 10 minutes, 1,000 won for additional 10 minutes, parking space available for large buses)

#### Package Tip
- Tour package on "Experiencing traditional Korean house“ theme in connection with Bukchon Hanok Village
- Tour package of visiting various cafes and restaurants remodeled from hanok

#### Nearby Attraction
- Insa-dong Street / Jongmyo Shrine / Samcheong-dong Street / Bukchon Hanok Village / Gyeongbokgung Station / Cheonggyecheon Stream / Gwanghwamun Plaza
## Antique Market with Tradition Alive, Seoul Flea Market in Hwanghak-dong

<table>
<thead>
<tr>
<th><strong>Location</strong></th>
<th>Seoul Flea Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td>21, Cheonho-daero4-gil, Dongdaemun-gu, Seoul</td>
</tr>
<tr>
<td><strong>Homepage</strong></td>
<td>pungmul.seoul.go.kr</td>
</tr>
</tbody>
</table>

### Overview

<table>
<thead>
<tr>
<th><strong>Items Handled</strong></th>
<th>Craftwork/Antique, Traditional Items, Stone work/Ceramics, Health/Beverage/Food, Clothes/Miscellaneous/Accessory, etc.</th>
</tr>
</thead>
</table>
| **Floor Information** | 1F Restaurant, Miscellaneous Goods, Glasses, Craftwork/Antique Center, etc.  
2F Restaurant, Clothes, Hobby, Miscellaneous Goods |

| **Payment Method** | Cash, Credit Card (Including Foreign Credit Card) *Cash Preferred |

| **Language Support** | Korean, English, China, Japanese (Brochure Guide) |

### Introduction

- **A traditional market originated from Hwanghak-dong Market, famous antique market since the 1980’s, the market carries both traditional and modern items and is highly recognized for a variety of foods.**
- **Old specialties collected all over the nation are the typical items carried in the market and it also carries a great variety of items from tools to electronics, household items, a wide range of clothes from vintage to new fashion, and souvenirs along with lots of things to see.**
- **Traditional Culture Experience Center for tourists visiting Seoul Flea Market offers a chance to make a variety of traditional Korean props simply, a great way for foreign tourists to understand the tradition and culture of Korea:**
  - Play Experience: Mask Decorating, Making Jegi (shuttlecock) with Korean paper (Free)
  - Special Experience: Making Folk Painting Dish, Making Flower Fan with Korean Paper (Charged, program may change bimonthly)

### Photos

- **Seoul Flea Market Front Gate**
- **Items Sold 1 - Folklore Household Items**
- **Items Sold 2 - Antique**

- **Inside Seoul Flea Market**
- **Foreigner Flea Market**
- **Traditional Cultural Experience - Mask Making**

### Directions

- **Subway Line 1 and 2 Sinseol-dong Station, take Exit 9, walk for 2 minutes**

### Parking Info.

- **Public and Private Parking Lot Nearby: Seoul Flea Market Front Gate Public Parking Lot (300 won for 10 minutes, Parking space available for large buses)**

### Package Tip

- **Tour package focusing on shopping course connecting Dongdaemun Market - Dongmyo Flea Market - Seoul Flea Market**

### Nearby Attraction

- **Dongmyo Flea Market / Cheongyecheon Stream / Yongdu-dong Webfoot Octopus Alley / Sindang-dong Tteokbokki Town / Wangsimni Jokbal Alley / Dongdaemun Market / DDP**
Oldest Book Store in Seoul with 60 Years of Tradition

<table>
<thead>
<tr>
<th>Location</th>
<th>Daeo Book Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>82-2-735-1349</td>
</tr>
<tr>
<td>Inquiry</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>55, Inamun-ro7-gil, Jongno-gu, Seoul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Hours</td>
<td>Closed 10:00-22:00</td>
</tr>
<tr>
<td>Payment Method</td>
<td>Cash, Credit Card (Including Foreign Credit Cards)</td>
</tr>
<tr>
<td>Language Support</td>
<td>Korean, English, Japanese (Sign)</td>
</tr>
<tr>
<td>Menu</td>
<td>Americano, Citron Lemon Tea, Hot Chocolate, Tang Moban</td>
</tr>
<tr>
<td>Price</td>
<td>Hot 5,000 won, Iced 6,000 won</td>
</tr>
</tbody>
</table>

Introduction

- Daeo Book Store, often referred to as the oldest book store in Seoul, and it was opened by a couple, Jo Dae-sik and Gwon O-nam, with the title coined from their first names in 1951, and it has been open for over 60 years and become the famous spot of Seochon.

- This is also known as the place the famous Korean singer, IU, shot photos for her album jacket, giving another interesting reason to visit the place for foreign tourists, and visitors can find the image of an old traditional house remodeled from the storage of a traditional house, old books, vintage items, and so on.

- Today, it is operated as a cafe instead of a book store, and it offers beverages and traditional Korean sweets such as dalgona for foreign tourists to have eclectic experience.

- Tip on How to Enjoy Daeo Book Store: Order Tang Moban, the signature menu of Daeo Book Store Cafe, find an old book in the cafe and read Pose like IU! Take a picture posing as IU in her album jacket. Buy postcards with the image of Daeo Book Store and send them to friends and family.

Photos

- View of Daeo Book Store
- Inside Daeo Book Store
- Vintage Exhibition
- Sales of Used Books
- Hot Chocolate and Dalgona
- IU’s Album Jacket Shooting Area

Directions

- Subway Line 3 Gyeongbokgung Station, take Exit 3 and walk for 7 minutes

Parking Info

- Public and Private Parking Lot Nearby: Singyo Public Parking Lot (130 won for first 5 minutes, no parking space available for large buses)
- Gyeongbokgung Station Parking Lot: 2,000 won for first 2 hours, parking space available for large buses

Package Tip

- Tour package connecting Gyeongbokgung Station, Gwanghwamun Plaza – Seochon Street
- Tour package on “Oldest Places in Seoul (Taegeukdang, Seongu Barber Shop, Hangnim Coffee Shop, etc.)” theme

Nearby Attraction

- Gyeongbokgung Station / Seochon Street / Gwanghwamun Plaza / Gyeongheung Palace / Tongin Market / Bukchon Hanok Village / Samcheong-dong Street / Insa-dong Street
**Fresh Wind in Old Print Alley, Passion Island**

<table>
<thead>
<tr>
<th>Overview</th>
<th>Telephone Inquiry</th>
<th>82-10-9131-1365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Passion Island</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Wonhyo-ro1-ga, Yongsan-gu, Seoul</td>
<td>Night Market Opening Period</td>
</tr>
<tr>
<td>Homepage</td>
<td><a href="http://www.fb.com/thepassionisland">www.fb.com/thepassionisland</a></td>
<td>Night Market Opening Hours</td>
</tr>
<tr>
<td>Program</td>
<td>Items Sold: Food, Accessories, Props / Miscellaneous. Clothes Performance: Acoustic, DJing, VJing, etc,</td>
<td>Fees</td>
</tr>
<tr>
<td></td>
<td>No Admission Fee</td>
<td>Language Support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homepage Korean</td>
</tr>
</tbody>
</table>

**Introduction**

- A food alley titled "Passion Island" and organized by Young entrepreneurs to rejuvenate local commercial area by inducing tourists into the alley which used to be print factories but had been abandoned for a long time.
- Experience young and energetic mood of the food alley filled with a variety of restaurants mostly operated by young owners at all times.
- 'Passion Island Night Market' opens on every second Saturday night to create unusual atmosphere with food trucks offering various menus, flea market, busking and DJing, exhibitions by amateur artists, games, and various events held on the festival day.
- Old print factory complex is combined with modern atmosphere to create unique atmosphere, and recently became popular among foreign residents and tourists.

**Photos**

- Print Alley, Venue for Passion Island
- Restaurants of Passion Island
- View and Mood of Passion Island Night Market
- Flea Market of Passion Island Night Market
- Busking at Passion Island Night Market

**Directions**

- Subway Line 1 Namyang Station, take Exit 1 and walk for 5 minutes

**Parking Info**

- Public and Private Parking Lot Nearby: Donghyeop Parking Lot (2,000 won for first 30 minutes, Parking space available for large buses)
- Yongsan Registry Office On-road Public Parking Lot (250 won for first 5 minutes, No parking space available for large buses)

**Package Tip**

- Tour package connecting places to enjoy for free such as Seoul Plaza, roof top of Seoul Metropolitan Library, etc.

**Nearby Attraction**

- War Memorial of Korea / Yongsan Family Park / Dragon Hill Spa / Hyochang Park / Itaewon Street / Gyeongnidan-gil / Seoul Station
# Learning Place of Confucian Scholars of Seonggyungwan, Myeongnyundang Lecture Hall of Munmyo, Seoul

<table>
<thead>
<tr>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
</tr>
<tr>
<td><strong>Telephone Inquiry</strong></td>
</tr>
<tr>
<td><strong>Address</strong></td>
</tr>
<tr>
<td><strong>Closed</strong></td>
</tr>
<tr>
<td><strong>Homepage</strong></td>
</tr>
<tr>
<td><strong>Opening Hours</strong></td>
</tr>
</tbody>
</table>

## Experiential Programs
- <2016 Reviving Confucian Shrine and Lecture Hall>
  - A Day at Seonggyungwan
  - People of Banchon, Myeongryun-gol

## Introduction
- Myeongnyundang is the lecture hall where Confucianism was taught from the end of the Goryeo Dynasty throughout the Joseon Dynasty, and it was where Confucian scholars of Seonggyungwan came to study or the king came to encourage them or supervise examination. It is currently located inside SungKyungKwan University.
- Great place for foreign tourists to experience Joseon's history in connection with 'Sungkyunkwan Scandal', a Korean drama that depict Confucian scholars of Seonggyungwan
- The place offers the 'Reviving Confucian Shrine and Lecture Hall', a program that combines education, culture, experience, and tourism to maintain the historical meaning and value of Myeongnyundang, and visitors can have exciting and special experience through the program
  - A day at Seonggyungwan - I am a Classical Scholar (Confucian Scholar Experience): Experience of becoming a Confucian scholar including studying and playing, full-day or half-day course, for elementary to high school students, group of adults, and foreigners (charged, until November)
  - Seonggyungwan Global School: Confucian scholar experience at Seonggyungwan exclusively for foreigners (charged, in October, 10:00~15:00)

## Photos
- View of Myeongnyundang
- Myojeongbigak and Dongmu

## Layout of Buildings inside Seonggyungwan

## Confucian Scholar Experience Program

### Directions
- Subway Line 4 Hyeawha Station, take Exit ④ and walk for 10 minutes - inside SungKyungKwan University

### Parking Info.
- SungKyungKwan University Parking Lot: 2,000 won for first 30 minutes, 500 won for additional 10 minutes, parking space available for large buses

### Package TIP
- Tour package on "Learning about History of Joseon" theme in connection with heritages from the Joseon Dynasty including Changdeokgung Palace, Changgyeonggung Palace, etc.

### Nearby Attraction
- Daehak-ro Street / Marronier Park / Hangnim Coffee Shop / Changdeokgung Palace / Changgyeonggung Palace / Jongmyo Shrine / Seongbuk-dong Street / Bukchon Hanok Village
Space of Music with 60 Years of Memory, Hakrim Coffee Shop

<table>
<thead>
<tr>
<th>Overview</th>
<th>Location</th>
<th>Hakrim Coffee Shop</th>
<th>Telephone Inquiry</th>
<th>82-2-742-2877</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>94-2, Myeongryun-4-ga, Jongno-gu, Seoul</td>
<td>Closed</td>
<td>Always Open</td>
<td></td>
</tr>
<tr>
<td>Homepage</td>
<td>hakrim.pe.kr</td>
<td>Opening Hours</td>
<td>10:00-23:00</td>
<td></td>
</tr>
<tr>
<td>Menu</td>
<td>Coffee, Tea, Dessert, Beer, Cocktail, Wine, Whiskey, and Simple Snacks</td>
<td>Payment Method</td>
<td>Cash, Credit Card (Including Foreign Credit Card)</td>
<td></td>
</tr>
<tr>
<td>Language Support</td>
<td>Homepage</td>
<td>Korean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site</td>
<td>Korean</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The shop’s name came from ‘Hakrimje’, the festival of the Liberal Arts College of Seoul National University held in Dongsung-dong in 1956, and it is designated as Seoul Future Heritage recognized for its value as a famous place of memory.

This place appeared as the reception room of Kim Su-hyeon’s character in the Korean drama, ‘A Man from Another Star’, making it a great place for Asian Korean Wave fans to feel the charms of the drama by sitting on the seat where Kim Su-hyeon sat, taking pictures at the spot where the actor was and so on.

The shop had been famous gathering place for holding discussions, appreciating music, art, play, and literature among the college students who experienced April 19 Revolution and May 16 Pro-democracy Movement, and the traces of those students still remain inside the shop to entertain visitors looking for such traces.

Visitors can enjoy the interior such as the chairs and tables that endured time, the old LP cabinet filled with LPs in discolored jackets, portraits of the world’s literary people filling up the inside, paintings and poems of Korean literary people.

Tip on Enjoying Hakrim Coffee Shop: Order the top selling menu, Vienna Coffee, and write down the song to hear (Korean, American, French, Italian, and Chinese Music) on the notepad placed around the tables, and give the note to DJ to play.

Direction:
Subway Line 4 Hyeowha Station, take Exit 5 and walk for 2 minutes

Parking Info:
Public and Private Parking Lot Nearby: Hwanggeum Parking Lot (2,000 won for first 30 minutes, 1,000 won for additional 15 minutes, parking space available for large buses) Korea National Open University Parking Lot (500 won for 10 minutes, parking space available for large buses)

Package Tip:
Tour package on “Experiencing Korean College Student Culture” theme in connection with performances on Daehak-ro Street, small theaters, and streets

Nearby Attraction:
Daehak-ro Street / Marronier Park / Changgyeonggung Palace / Naksan Park / Seoul City Wall / Dongdaemun Market / Jongmyo Shrine
Tasting Traditional Taste of North Korean Cuisine at Neungra Bapsang!

Location: Neungra Bapsang
Address: 42, Donhwamun-ro5-gil, Jongno-gu, Seoul

Telephone Inquiry: 82-2-747-9907
Closed: Sunday
Operating Hours: 09:00-21:30
Payment Method: Cash, Credit Card (Including Foreign Credit Card)

Top Menus
- Dondal Cold Stew: 17,000 won (Medium), 33,000 won (Large)
- Pyeongyang Cold Noodles: 7,000 won
- Haeju Bibimbap: 7,000 won
- Potato Dumplings: 7,000 won

Language Support: Site: (Menu), Korean, English, China, Japanese

Introduction
- Traditional North Korean restaurant opened in Jongno in 2012 by the first female North Korean defector (1997) and North Korean Food Expert Dr. Yi Ae-ran in order to create jobs for fellow female North Korean defectors
- Menus comprise the dishes that Yi developed based on traditional North Korean recipe and prepared only with natural materials without any synthetic seasoning, giving a chance to enjoy dishes that are great for both mouth and body
- A variety of traditional North Korean liquors are displayed on one wall and a variety of tablewares, on the other wall to show the traditional culinary culture of North Korea
- The most popular menu at Neungra Bapsang is Dondal Cold Stew and Haeju Bibimbap that are characterized by simple and humble taste, comparing similar looks but different tastes with South Korean dishes such as Gamjatang and Bibimbap is recommended

Photos
- Exterior of Neungra Bapsang
- Top Menu 1 - Dondal Cold Stew
- Top Menu 2 - Potato Dumpling
- Inside Neungra Bapsang
- Traditional North Korean Liquor

Directions
- Subway Line 1, 3, and 5 Jongno-3(sam)-ga Station, take Exit 1, walk for 3 minutes

Parking Info.
- Private Parking Lot Nearby: Nagwon Arcade On-road Public Parking Lot (1,000 won for first 10 minutes, 1,000 won for additional 10 minutes, parking space available for large buses)

Package Tip
- Tour package on “Experiencing Another Korea, North Korea” in connection with DMZ tour

Nearby Attraction
- Insa-dong Street / Jongmyo Shrine / Samcheong-dong Street / Bukchon Hanok Village / Gyeongbokgung Station / Cheonggyecheon Stream / Gwanghwamun Plaza
Overview

Location: Teok Museum
Address: 71, Donghwamun-ro. Jongno-gu, Seoul
Homepage: www.tmuseum.or.kr
Admission Fees: Student: 2,000 won / Adult: 3,000 won
Telephone Inquiry: 82-2-741-5447
Opening Hours: 10:00-18:00
Closed: New Year’s Day, Thanksgiving Day
Reservation: Discount applied to and free commentator service provided for group reservation made online

Floor Information

1F Institute of Traditional Korean Food, Rice Cake Cafe Jilliesu
2F Jangdkojae, Kimchi Exhibition Hall, Rice Cake Exhibition Hall, etc.
3F Rice Cake Materials, Table for Rite of Passage, Experience Zone, etc.

Programs for Foreigners

Rice Cake Making, Traditional Dish Making, Kimchi Making, Language Support

Homepage: Korean, English, China, Japanese
Site: Korean, English, China, Japanese

Introduction

A museum which exhibits and gives a chance to experience everything about rice cake from the history and type of rice cake to recipe and cookware

2F: Exhibition of kitchenware including dishware, cookware, medium and small dining tables, utensils for wedding and ancestral ritual formalities, storing and fermenting containers, and pots for preparing medicines

3F: Exhibition of rice cake related items such as various preparatory tools, cooking tools, shaping tools, cutting tools, and containers required in making rice cakes alongside the models of various types of rice cakes and newly developed rice cakes

The museum offers a program to experience traditional culture directly by explaining contents in various languages for foreigners, and provides the certificate for completing the experience afterwards for tourists to have a special time

Rice Cake Making: Rice cake (two types) making and sampling, including interpretation, costs 50,000 won
Kimchi Making: Kimchi (one type) making and sampling, including interpretation, costs 50,000 won
Traditional Food Making: Hanbok trying, traditional food (two types) making and meal, including interpretation, costs 70,000 won

The museum offers a special experiential program called the 'Story of Rice Cake Model Told by Grandfather' on Culture Day on every last Wednesday, providing a chance to learn more about rice cake through experiential programs such as learning about the meaning of rice cake model, designing one's own rice cake model, and making wish tops (Explanation in foreign language provided)

Photos

Exterior of Teok Museum, Exhibition of Various Rice Cakes, Exhibition of Ingredients and Tools to Make Kimchi

Foreigner Program - Rice Making, Foreigner Program - Makgeolli Making, Culture Day - Wish Top Making

Directions

Subway Line 1, 3, and 5 Jongno-3{(sam)-ga} Station, take Exit 7 and walk for 3 minutes

Parking Info

Public and Private Parking Lot Nearby: Jongmyo Shrine Public Parking Lot (400 won for first 3 minutes, parking space available for large buses), Jongno-3{(sam)-ga} Station On-road Public Parking Lot (500 won for first 5 minutes, parking space available for large buses)

Package Tip

Tour package in connection with Culture Day, hanbok (Korean clothes) trying, and free visit to palace rug

Tour package on "Korean Traditional Rites and Food Experience" theme in connection with K-style

Nearby Attraction

Jes-(dong) Culture Street / Nagwon Arcade / Ayeoove of Youth / Cheongguyecheon Stream / Gwanghwamun Plaza / Bosingak / Samcheong-dong / Gyeongbokgung Station
# Festival

## Overview

- **Period:** Saturday, October 8 ~ Sunday, October 9, 2016
- **Telephone Inquiry:** 82-2-2123-2641 (History and Cultural Heritage Department of Culture Division)
- **Homepage:** www.kingjeongjo-parade.kr
- **Opening Hours:** Tomb Parade: 08:30 ~ 18:00, Saturday, October 8 ~ Sunday, October 9
  
## Fees

- **Fees:** None

## Introduction

- **Language Support:** Korean, English, China, Japanese
- **A festive parade reenacting King Jeongjo’s visit with his mother Lady Hong of Hyegeyeonggung to Hyeonryungwon, the tomb of his father, Crown Prince Sado, in 1795, which was the largest royal procession during the Joseon Dynasty period which mobilized 1,779 people and 779 horses.**
- **Scale of Procession:**
  - **Participants:** 1,239 / Horses: 168
  - **Travelling Distance:** Approximately 21km in Seoul, approximately 25km in Suwon / 46km in total

### Path of Procession to Tomb

- **Northern Seoul Area:** Changdeokgung Palace ~ Jonggak Station ~ Euljiro Station ~ Bank of Korea ~ Sungnyemun ~ Seoul Station ~ Sookmyung Women’s Univ. Station ~ Samgakji Station ~ Sinyongsan Station ~ Northern End of Hangang Bridge ~ Gangbyeon Expressway ~ Pontoon Bridge ~ Nodeulseom
- **South Seoul Area:** Nodeul Naru Park ~ Dongjak-Gu Office ~ Jangseungbaegi Station ~ Sindaebang Samgeori Station ~ Boramae Station ~ Guro Digital Complex Station ~ Siheung IC ~ Siheung Intersection ~ Siheung Haenggung
- **Suwon Area:** Suwon Anyang/Euiwang Section: Geumcheon-Gu Office ~ Anyang Manan Bridge ~ Hogye Three-Way Intersection ~ Euiwang IC ~ Jijidae Hill
- **Suwon District:** Jijidae Hill ~ Suwon Sports Complex ~ Jangnamn Gate ~ Jangan Intersection ~ Suwon Haenggung ~ Yeonmuda

### Ancillary Event

- **Changdeokgung Palace: Leaving of Palace Ritual, Saturday, October 8**
- **Pontoon Bridge (Hangang Icheon District ~ Nodeulseom):** Pontoon Bridge photo zone, pontoon bridge crossing (for citizens, Saturday, October 8 ~ Sunday, October 9)
- **Nodeulseom:** Traditional percussive instrument and court dance/song performance, Mieumdan performance, Jeongjo’s Tomb Procession Exhibition Hall, food market and traditional market place for citizens, Saturday, October 8 ~ Sunday, October 9
- **Siheung Haenggung:** Reenactment of costumes of traditional marketplace, royal guards welcoming King Jeongjo, theatre of situation on gyeokjang (type of ombudsman) theme, food market and traditional market place for citizens, Saturday, October 8

## Photos

- Leaving Changdeokgung Palace
- Procession to Tomb
- Crossing Pontoon Bridge

## Directions

- **Leaving Changdeokgung Palace Ritual:** Subway Line 2, 3, 5 Jongno-3(sam)-ga Station, Line 3 Anguk Station
- **Pontoon Bridge:** Subway Line 1 Yongsan Station, Line 2 Icheon Station
- **Nodeulseom:** Line 9 Nodeulseom Station

## Parking Info.

- **Yeolin Madang Public Parking Lot Exclusively for Bus (76-15, Sejong-ro, Ijongno-gu), 2,000 won per hour**
- **Hangang Icheon District Parking Lot:** Large: 1,000 won for first 30 minutes, 200 won for additional 10 minutes, full-day Parking: 10,000 won

## Package Tip

- **Tourist package in Seoul (Changdeokgung Palace, Jongmyo Shrine) - Suwon (Suwon Hwaseong, Yong-Geonseung, Yongjusa Temple) in connection with King Jeongjo’s tomb parade Reenactment in 2016**

## Nearby Attraction

- Changdeokgung Palace, Jongmyo Shrine, Bosingak, Myeong-dong, Sungnyemun, Bank of Korea Museum, War Memorial of Korea, National Museum of Korea, Pontoon Bridge, Nodeulseom, Yeoeuido Hangang Park
Philosophy in Stage,
2016 Seoul Performing Arts Festival

Overview
- A festival of performing arts that began in 2001 and has presented renowned plays and dances of the world for 16 years, boasting the longest history and the largest scale in Korea.
- This year, the festival is to be held on 'Philosophy in Stage' theme at Arco Arts Theater and Daehangno Arts Theater.
- Composition of Festival: 17 pieces by 17 groups from 6 countries, participating countries: Belgium, Slovenia, England, Canada, Poland, Korea.
- Great opportunity for visitors having interest in fine culture and art, for it is possible to participate in the workshop led by famous directors and choreographers of the world.
- Satellite Events: Workshop (Reminiscence of Works and Directing World of TOMEZ PANDUR) and Workshop (Point Zero School of Ventriquists, Seoul Dance Collection Forum, The 13th Young Critics’ Awards, Conversation with Artists, etc.)(Refer to homepage for detailed schedules)
- Detailed schedules of performances from overseas

<table>
<thead>
<tr>
<th>Country</th>
<th>Genre</th>
<th>Title</th>
<th>Group Name</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>Play</td>
<td>Woodcutters Holzfallen</td>
<td>Polski Theatre in Wroclaw</td>
<td>Friday September 30 ~ Saturday October 1</td>
</tr>
<tr>
<td>Belgium</td>
<td>Play</td>
<td>L’Ecole des Ventriques</td>
<td>Point Zero</td>
<td>Thursday October 13 ~ Sunday October 16</td>
</tr>
<tr>
<td>Canada</td>
<td>Dance</td>
<td>Prisms</td>
<td>Montreal Danse</td>
<td>Sunday October 23 ~ Monday October 24</td>
</tr>
<tr>
<td>Belgium</td>
<td>Dance</td>
<td>Speak Low if you Speak Love</td>
<td>Ultima Vez</td>
<td>Tuesday October 24 ~ Wednesday October 26</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Play</td>
<td>Faust</td>
<td>SNT Drama Ljubljana</td>
<td>Saturday October 29 ~ Sunday October 30</td>
</tr>
</tbody>
</table>

Photos
- Performances from Overseas - Play (Wood Cutter)
- Performances from Overseas - Play (Faust)

Directions
- Arco Art Theater: Subway Line 2, Hyehwa Station, take Exit 2, walk right for 5m and find theater on left side (Red brick building in the north of Marronnier Park).
- Daehangno Arts Theater: Subway Line 1, Hyehwa Station, take Exit 2, turn around and walk straight for 50m, take first alley on the right and walk straight for 50m, find theater on the left.

Parking Info.
- Arco Art Theater Parking Lot, Daehangno Arts Theater (small parking space, no parking space for large buses).
- Ordinary Visitor: 2,000 won for 30 minutes, 1,000 won for additional 15 minutes.
- Theater Visitor: 3,000 won for 3 hours and 30 minutes, 1,000 won for additional 15 minutes.

Package Tip
- Tour package for daytime performance or nighttime performance in connection with tourist attractions (Naksan Park, Munmyo Myeongryundang, and ancient palace) around Daehak-ro.

Nearby Attraction
- Naksan Park / Iwa-dong Mural Village / Sungkyunkwan University / Changgyeonggung Palace
Festival

‘Brightening up Historical River, Hangang, with Light’
2016 Seoul Lantern Festival

Overview

<table>
<thead>
<tr>
<th>Location</th>
<th>Cheonggye Plaza ~ Supyogyo Bridge (1.2km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>Friday November 4 ~ Sunday November 20, 2016</td>
</tr>
<tr>
<td>Telephone</td>
<td>82-2-2133-0932</td>
</tr>
<tr>
<td>Inquiry</td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td>Free (Some Citizen Participation Programs are Charged)</td>
</tr>
<tr>
<td>Homepage</td>
<td><a href="http://www.seoullantern.com">www.seoullantern.com</a></td>
</tr>
<tr>
<td>Programs</td>
<td>Hanging Wish Lanterns, Floating Wish Lanterns, Hanging Wish Paper for 2017, Food Market</td>
</tr>
<tr>
<td>Opening Hours</td>
<td>17:00 ~ 23:00</td>
</tr>
<tr>
<td>Language</td>
<td>Korean, English, Chinese, Japanese</td>
</tr>
<tr>
<td>Support</td>
<td></td>
</tr>
</tbody>
</table>

Introduction

Typical festival of Seoul attracting over 3 million visitors and exhibiting beautiful lanterns on the Cheonggyecheon Stream

Provides unique things to see alongside the beautiful nightscape of Seoul by expressing various stories in light on the Cheonggyecheon Stream from Seoul Cheonggye Plaza to Supyogyo Bridge (approximately 1.2km)

This year’s theme is ‘Brightening up Historical River, Hangang, with Light’ - Visitors can enjoy exhibitions showing historical, cultural, and living elements of ancestors in relation to Hangang River and experience programs for citizens

2016 Seoul Lantern Festival Exhibitions

Theme 1. Lanterns on Hangang Theme:
- Represents the history of ancestors from prehistoric era to today

Theme 2. Local Government and Overseas Lanterns:
- Lantern festival enjoyed with the world with participations of local governments and from overseas

Theme 3. Organization and Corporation Lanterns:
- Advertisement for organizations and corporations participating and sponsoring the lantern festival

Theme 4. Light Artists’ Lanterns:
- Exhibition of unique light art works by college students and amateur artists

Theme 5. Children, Character Lanterns: Movie and animation characters children like

Citizen Participation Program: Hanging Wish Lantern (pre-registration), Floating Wish Lanterns (pre-registration, sold on the site), Hanging Wish Paper for 2017 (sold on the site) (Refer to homepage for details)

Guide available in Chinese and English at the information center, home for missing children, dispensary, and nursing room are available for convenience

Photos

View of Seoul Lantern Festival
Doneulmun Sunseongori
Namsan Hanok Village
Ulguw: The Royal Protocols of the Joseon Dynasty
Seoul City Wall
Junghwajeon Hall

Directions

- Subway Line 5 Gwanghwamun Station, Line 2 Euljiro-3(sam)-ga Station, Line 3 Euljiro-3(sam)-ga Station

Parking

- Donghwa Duty Free Store Parking Lot (143, Sejong-daero, Jongno-gu, Seoul), Opening Hours: 07:00-21:00
- Large: Underground Parking Lot (Free) / Ordinary: 2,000 won for first 30 minutes, 1,000 won for additional 15 minutes

Package

- Daytime and nighttime tour packages in connection with ancient palaces around Cheonggyecheon stream, Insa-dong, Samcheong-dong courses, and Seoul Lantern Festival
- Nighttime tour package for FIT in connection with Seoul Lantern Festival, Changdeokgung Palace opening at night (August 15 ~ October 16, charged), and restaurants of Jongno

Nearby Attraction

- Gwanghwamun, Gyeongbokgung Station, Seoul History Museum, Insa-dong
# 2016 Seoul Certification Program for High Quality Tour Packages

## Overview

| Purpose | Promote Seoul tourism and develop wholesome tourism culture by supporting the development of high quality tourist packages using tourism resources of Seoul |
| Target | Inbound organizations around the world (KATA registered travel agencies) - FIT Package (KATA registered travel agency or ordinary travel agency with tourist business operator's license) |
| Period | March ~ December 2016 |

## Contact Information

<table>
<thead>
<tr>
<th>Seoul Tourism Organization</th>
<th>Person in Charge</th>
<th>Telephone Inquiry</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Management of Project</td>
<td>Assistant Manager Lee Ji-yeon</td>
<td>02-3789-0651</td>
<td><a href="mailto:jylee@seoulwelcome.com">jylee@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Southeast Asia, Europe, Americas</td>
<td>Staff Member Park Hae-rim</td>
<td>02-3789-0679</td>
<td><a href="mailto:gafan2@seoulwelcome.com">gafan2@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Greater China</td>
<td>Staff Member Jeon Hae-sol</td>
<td>02-3789-0635</td>
<td><a href="mailto:nerevil@seoulwelcome.com">nerevil@seoulwelcome.com</a></td>
</tr>
<tr>
<td>Japan</td>
<td>Staff Member Chae Yoon-hee</td>
<td>02-3789-0126</td>
<td><a href="mailto:yh024@seoulwelcome.com">yh024@seoulwelcome.com</a></td>
</tr>
</tbody>
</table>

## Implementation Procedure

- **Receive Application Certification**
- **Certificate Criteria Review**
- **Selection of Certified Product**
- **Public Relations and Support for Operation**
- **Excellent Travel Agency of Seoul**

## Support for A Quality Tour Package

<table>
<thead>
<tr>
<th>Division</th>
<th>A Quality Tour Package</th>
<th>Pre-Qualified Tour Package</th>
<th>Special Tour Package</th>
<th>Individual Tour Package</th>
<th>Excellent Travel Agency of Seoul</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Inbound Agency's Product Development Cost 10,000 won/Person</td>
<td>Inbound Agency's Product Development Cost 5,000 won/Person</td>
<td>Inbound Agency's Product Development Cost 5,000 won/Person</td>
<td>Public Relations and Marketing Cost 3 Million won for First Time per Travel Agency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Provision of High Quality Tour Package and Certification Mark</td>
<td>- Term of Validity: 2 Years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Support for Visits and Sales Promotion Activities and Joint Advertisement of Overseas Travel Agencies of Major Countries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Certification Mark</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Conditions for A Quality Tour Package Application

<table>
<thead>
<tr>
<th>Division</th>
<th>Conditions for Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Quality (Pre-qualified) Tour Package</td>
<td>Accommodation (Choose 1) - Tourist Hotel or Higher Grade Accommodations in Seoul (2 Nights or More) - Alternative Accommodations Approved by Seoul Government or Korea Tourism Organization (2 Nights or More)</td>
</tr>
<tr>
<td>Meal</td>
<td>2-3 Meals in Seoul within Schedule, Total 20,000 won / Person or Higher - 1.Meal at least 6,000 won/Person - 1.1 Breakfasts at Tourist Hotel of Stay - 1.2 Breakfast at restaurant in Gyeongdo</td>
</tr>
<tr>
<td>Experience (Choose 1)</td>
<td>Total Admission Fees to 2-3 Cultural Experiences in Seoul, at least 15,000 won/person or higher - Admission fee to 1 place, at least 5,000 won/person or higher</td>
</tr>
<tr>
<td>Guide</td>
<td>Person with Tourism Interpretation Guide's License</td>
</tr>
<tr>
<td>Schedule</td>
<td>Including at least two days of the full-day tour of Seoul (6 hours a day)</td>
</tr>
</tbody>
</table>

### Special Tour Packages

- Selected among those who won 70 points in evaluation
- Theme (Choose 1) - Chartered Plane/ Korean Wave/ Weddings and Reality/ Traditional Market and Culture/ Seoul Festival/ Hanbok Related/ Medical Tour/ Seoul City Wall and Dongguk/ Industry and Policy Tour/ Hair Tour |

### Individual Tour Packages

- Selected among those who won 70 points in evaluation
- Target: Free Individual Tour of Seoul (1-day Tour, Product Including Free Schedule, 6 Hours of Seoul Tour or Longer) |
- Others: Tourism resources and contents (seoul tour), recommended by Seoul / Product on different special tour packages' themes - Business tour, VIP tour, food tour, and other FIT customized products
Seoul Tour +

Issue Date: August 2016
Issuer: Seoul Tourism Organization, Tourism Marketing Team
Editor:

► Tourism Marketing Team Assistant Manager Lee Ji-yoon
   T. 82-2-3788-0851 / E. jylee@seoulwelcome.com

► Tourism Marketing Team Staff Member Park Hae-rim
   T. 82-2-3788-0879 / E. gofla42@seoulwelcome.com

► Tourism Marketing Team Staff Member Jeon hae-sol
   T. 82-2-3788-0835 / E. haesol@seoulwelcome.com

► Tourism Marketing Team Staff Member Choi Yoon-hee
   T. 82-2-3788-8126 / E. yh7024@seoulwelcome.com