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Actions



South Korea.

Author(s) : [McGahey, S.](#)

Author Affiliation : Hanyang University, Seoul, South Korea.

Journal article : [International Tourism Reports](#) 1995 No.3 pp.22-47

Abstract : The Seoul Olympics was the pivotal point for South Korean tourism. It heralded a period of unprecedented growth. It also coloured industry thinking and the strategic development of tourism in South Korea. However, despite events such as the Taejeon Expo '93 and Visit Korea Year 1994, the industry has stagnated for two years; visitor numbers reached 3.6 million in 1994, some 1 million short of the target. Nevertheless the government has committed itself to making tourism a strategic industry to take South Korea into the 21st century and has set a target of 10 million arrivals and \$10 000 million in tourism receipts by 2001. In order to do

instituted a programme to support the industry, which includes the new Seoul International Airport and the designation of five special tourism zones. Though under the industry's control, a reconciliation between north and south would act as an incentive.

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