

# MICE JEONNAM

January 2022. **Vol. 4**

W E B Z I N E



Photo, Yeosu Musclemok sunrise



전라  
남도 **관광재단**



# JEONNAM MICE

January 2022. **Vol. 4**

<b>Published date</b>	Dec 31, 2021
<b>Issued by</b>	Jeonnam Tourism Organization
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"Jeonnam is the best location for resort type MICE"

## Jeonnam Resort Type MICE Industry Vitalization Forum



Commemorative Photo of 'Jeonnam Resort Type MICE Industry Vitalization Forum, Source = Jeonnam Tourism Foundation

The new normal tourism for the COVID-19 situation is 'Wellness', 'Ecology', 'Small Key', and 'Individualization', thus it has been suggested that the 'resort-type MICE' should be fostered as the appropriate tourism model.

Jeonnam Tourism Foundation (JTF) announced that they held the 'Jeonnam Resort Type MICE Industry Vitalization Forum' with Jeonnam province at Shinan Beach Hotel, Mokpo, on the 13th earlier this month.

On the forum, the foundation announced its 'Jeonnam Resort-Type MICE Foster Plan', followed by a presentation of keynotes of 'Jeonnam MICE Future

Visions and Development Strategy' by Deokhyeon Jo, Local Tourism Cooperation Officer of the Korea Tourism Organization(Prev. MICE General Director).

Junyoung Park, the Director of the Planning & Management Office of Kim Dae-jung Convention Center, and Changjae Lee, the director of Planning and Policy Division of EXPO Yeosu Korea Foundation also made their presentations to suggest a necessity and alternatives for interprovincial MICE cooperation of Gwangju and Jeonnam.





Metaverse Tourism Demonstration Made at the Forum. Source = Jeonnam Tourism Foundation

Metaverse session was also scheduled and in this session, a planning agency ifland suggested 'Jeonnam Resort-type Mice Industry' on a virtual conference room.

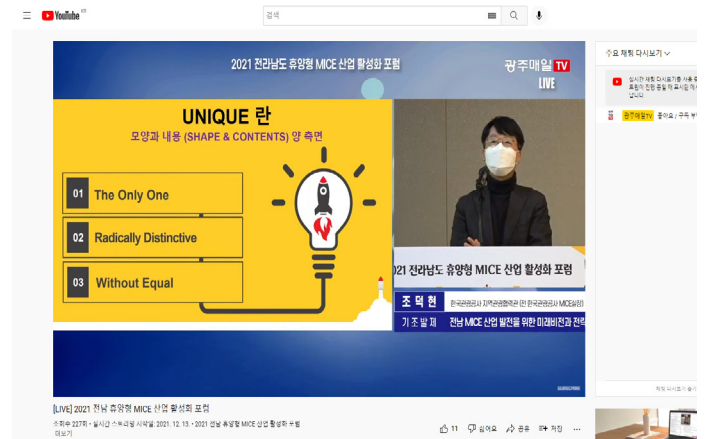
Yunjeong Lee, the Representative of Glee Duck Co., Ltd. emphasized that "Jeonnam's bio-industry and MICE should be connected; the fusion strategy and its execution is needed to promote the investment as well as wellness tourism."

Also, local college students participated in the forum and introduced the 'metaverse tourism content that you can experience Ancient Tombs of Mahan, Hampyeong, and Green Tea Farm of Boseong on ZEPETO' as a Jeonnam tourism marketing solution.

"MICE is a stay-type high value-added tourism industry and a consumption per person is much higher than general tourism," said an interested party of Jeonnam Tourism Foundation. "resort-type MICE industries that connected clean tourism assets and small to medium-sized conference rooms shall be aggressively fostered to link it to the profits of the local residents."

Tour Korea Yu, Gyeonghoon Reporter

ORIGIN : Tour Korea (<http://www.tournews21.com>)



Youtube streaming screen

This debate was hosted by Jeonnam Tourism Foundation, sponsored by the Korea Tourism Organization, Jeollanamdo, Dongshin University; the debate consisted of Part 1, opening ceremony and keynotes presentation (Jeonnam MICE Future Visions and Development Strategy); Part 2, Topic Presentation (Exposition Convention Industry Forecast and MICE Industry Cooperation Task of Gwangju & Jeonnam/Exposition Convention Industry Forecast and MICE Industry Cooperation Task of the East and West of Jeonnam); and Part 3, Expert Forum.

The major contents of the forum including the opening ceremony, keynotes presentation, topic presentation, and the expert forum, were aired live on Gwangju Daily TV(광주매일TV) and the replay is available on YouTube.



## Unique Venue

# Boseong Jeamsan Natural Recreation Forest

Jeamsan Natural Recreation Forest is opened in 1996, and its accommodations are improved every year so that everyone can access it conveniently; It has a clear view of Mudeungsan Mountain and clean sea Deukryangman Bay on a fine day, and it is located under Jaeamsan Mountain, making it the perfect site for royal governors(宰相) with the great energy of the Great Rock(帝岩). Many newly married couples visit this place. The valley of Jaesam National Recreation Forest is the source of the Seomjingang River, where the water is cold and refreshing even during the summer season, making it a nice summer resort.



 Jeamsan Natural Recreation Forest, 330 Daesan-gil, Ungchi-myeon, Boseong-gun, Jeollanam-do  061-852-4434



## Unique Venue

Jeamsan Natural Recreation Forest has a parking lot, camping sites, 24 Forest Houses, 12 modern condominium-type Jeam resorts, and 12 Forest Resorts; its size is 160ha with 3,000 people capacity.

### Accommodation



### Small meeting room in the forest



### Campsite

Maximum number of people/area : 4 / 25m<sup>2</sup>



### Leisure facilities



### Forest Education Center





# Experience Economy and AI will change MICE Industry

We see patterns from regularly occurring phenomena. That pattern could signal us what would happen in the future, and we call realizing the signal as insight. Insight is the mandatory condition for establishing a future strategy. Phenomenon→Insight→Strategy is the process of preparing for the future. Applying this process to the MICE industry enables preparation for the future on the phenomena occurring after COVID-19. How would the formats and compositions of MICE events differ in the post-covid-19 era?

### Phenomenon ① The Emergence of Non-Traditional Venue : Special Experience

One of the most noteworthy phenomena of those happening in the MICE industries is the emergence of non-traditional venues, that is, unique venues. Earlier in March, the National Museum of Korea and Oil Tank Culture Park hosted Seoul Fashion Week. The promotional video that features actress Bae Doona walking on the first-floor lobby of the National Museum of Korea causes shudders to the viewers. Models walking in a museum that represents the country, in the National Museum of Korea that is thought to be the most conservative organization was beyond general thoughts. Seoul International Book Fair hosted in September earlier this year received the baton of such phenomenon. Earlier in September this year, the Korean Publishers Association announced that they will be moving on from Coex to S-Factory, the complex cultural hub in Sangam-dong. Their reason was that they wanted a place where the citizens, authors, and publishers could meet up and communicate in a closer setup.

Moreover, Samsung Electronics already hosted QLED TV Launching Show in the Louvre, Paris, a few years ago. Samsung intended to show their TV as a piece of art. The unique venue has now become a vessel for content, reflecting the sentiment of the events.

### Phenomenon ② The fusion of MICE and Contents : Information and Beyond

MICE basically put its purpose on information acquisition and business trade creation. However, the second phenomenon in the MICE industry is that MICE has transcended from information providers to delivering unique experiences by fusing with content. Seoul Living Design Fair 2021 was hosted at Coex in May earlier this year cooperated with Asia Culture Center, Gwangju, to host a media art exhibition called 'Weathering, the Light of ASEAN' at Hall D, Coex.

Tate Modern Museum, London, UK, plans differentiated contents like yoga and exhibit docent tours. Guggenheim Museum, Bilbao, Spain, also utilizes existing art contents aggressively to host MICE events such as corporate meetings. They are planning exclusive contents for MICE participants to surpass the MICE that simply only delivers information. In this era where all kinds of information can be acquired online, offline

MICE must provide more than just information.

### Phenomenon ③ The Arrival of Online MICE : Show is Media.

In the dawn of January 2021, Consumer Electronics Show (CES) was completely hosted via digital means. The audience accessing CES online would have felt that the exhibition they were watching was more like a TV Show of CNN; the CES did not leave the breaks between the sessions with empty screen but put anchors on the screen to deliver information like a news program that featured clips of contents generated during CES, including the speech contents, award product introductions, and media event information.

### Phenomenon ④ MICE + Data: The Era of Curation

Why do we always wander around the vast exhibition sites? MICE Participants provided their personal information to participate in exhibitions or conventions. Clients of MICE always had to provide unnecessarily many data to register, like their position, age, occupation, interests, etc. But such information did not reward them with anything but free entry.

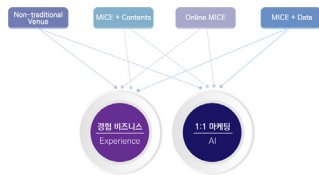
In 2021, CES utilized the registered information the participant provided to recommend them with the sessions and visiting corporates that suits their interests. Just like how Netflix and Amazon identify the personal interests of the users to recommend movies or books, CES analyzed the data the participant provided, like cars or digital health cares and used AI to support the users to watch the exhibition more efficiently.

'Art Basel', the world's largest art fair also had curators to help with 1:1 artwork explanation and purchase to support the trades of over 2000 artworks. AI fused with big data provides personalized information and it will become the core technology of data marketing in the future. MICE is a platform optimized for utilizing AI where the same people participate and provide the same information every year. 1:1 customized information provided by the fusion of MICE and data showed that MICE has now entered the era of curation. Now you don't have to visit every single one of countless many participating corporates.

### Insight

The above four phenomena, that is, 'The Emergence of Non-Traditional Venue', 'The fusion of MICE and Contents', 'The Arrival of Online MICE', and 'the Fusion of MICE and Data' commonly tell that MICE suggests two keywords. It means MICE's future will be 'Experience Business' and 'The Era of AI-Based 1:1 Marketing.'

## Trend Indication



[Figure 1] The Future of MICE

In this era when anything is possible online, why are offline MICE needed? Only the MICE that provides the experience more than the information and customized contents will be the events with appropriate dignity in the future era. Then what is the strategy of a detailed MICE plan for these keywords?

### Strategy 1. Experience Business : Give them a reason to visit the place.

In the era where you need nothing, MICE must shift from being a place to acquire or sell information to a place of communication and experience. Thus how one would expand the client experience from online to offline cannot be helped but to be the most important subject. MICE participants change their personality during 3~4 days they stay at the host site like a chameleon. From 10:00am to 2:00pm, they become buyers, and from 3:00pm to 5:00pm, they become tourists for business investment, visiting the local corporate factories and infrastructures supported by the local governments. And after 7:00pm, they transform again into cultural tourists who enjoy the culture, history, food, etc., of the area. Fred Shea, the vice-president of Orlando CVB, USA, said that the local culture experience became an important trend for MICE participants. MICE participants not only visit the event but visit the city first. Finding the answer for 'Why should they go to the place?' must be prioritized for the post-COVID-19 era. Exhibitions should have marketing programs like awards, media, events that can reveal and expose the corporates. Conventions should have strategies that can expand the speeches, interviews, etc. of the many participants as contents. In addition, experience marketing that can extend the period of stay is also needed like the business tour programs planned for the buyers to stay at the site longer. The only way to surpass the online event is 'giving them the reason to visit the place.'

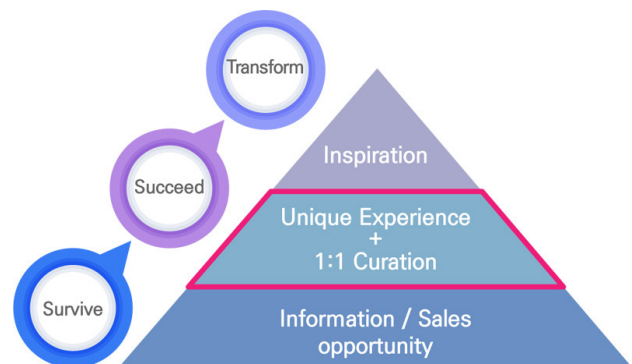
### Strategy 2. 1:1 Marketing: Provide personalized content.

All MICE participants leave traces. Regardless of MICE visitors or participating corporates, all participants provide personal information and the appropriate industry's contents, that they are interested in, to the host. And they do it every year in the same pattern. Such continuous big data is AI's favorite analysis material. AI can read the pattern via the data of MICE participants, and it can utilize it to provide optimized sessions, corporate visits, products, etc. to the participants. The future MICE are bound to fall behind in competition without understanding AI-Based 1:1 marketing. 1:1 curation system that Digital CES showed earlier this year will come back as a more strong tool even if CES is hosted offline in Las Vegas next year. Bob Bejan(Microsoft Global Event VP), the general planner of Digital CES said that the most important thing for planning an online event is the connection between the participants and the experience of acquiring information. This means that making a

fancy lobby or booth space in a virtual space isn't everything.

### The 21st century MICE that Da Vinci's Predicted

Maslow, who analyzed the needs of human beings in a hierarchy, suggested that once the basic needs, hunger, economic activity, and safety are fulfilled, they desire the needs of the next level, social belongingness and love, and once they are fulfilled, they ultimately move on to the next level, which is self-realization. Substituting this to the desires of the MICE participants, the most basic level of needs is acquiring, selling, or promoting the most recent information. But these needs can now be satisfied online. When the internet can satisfy basic needs, MICE cannot not move on to the next level. And this level will be the provision of unique experiences and 1:1-based personalized content. The participants can get special experiences they couldn't get online while dwelling on the site, and the MICE that recommends personalized content is now at the mandatory level for survival. MICE that surpasses this level would ultimately be an inspirational event that can cause behavioral change. Such MICE will become the event even with the registration fee set as multiple times higher as the registration fee of the previous MICE.



[Figure 2] Hierarchy of Needs of MICE Participants

Leonardo da Vinci predicted the future of MICE in the 15th century. His famous quote "A good memory, which nature has endowed us with, causes things long past to seem present," is the proposition the post-COVID-19 MICE planners must have in their minds. MICE participants with good experience will have good memories, making them return to the event the following year. In the future, MICE will newly transform into an experience economy and AI-based 1:1 marketing platform.



Author / Lee, Hyeong Joo  
Director, Link Factory Co., Ltd.

# Jeonnam MICE Supporters Seoul Unique Venue Site Visit

## ★ Detailed Schedule



### First day



16:00-16:30  
Transfer

16:30-18:00  
korean house



18:00-19:00  
Dinner and Transfer  
Accommodation  
transfer and rest

19:00-20:00  
TheForest  
chosochaekbang  
Unique Venue Lecture



20:00  
lodgment



### Second day



The House of Korea, Complex Cultural Place. The food was clean and delicious. ▼







◀ (Prev.) Salvation Army Center Hall Building with 90 years of history was renewed into JEongdong 1928 Art Center.



The House of Plants, Greenhouse PH▶

A still image at DDP, Dongdaemun Design Plaza! ▶

The audience is listening to 「The Whole World is Interested in Unique Venue」 by Kim, Taeyoung, Instructor, at The Forest Post Bookstore ▼





# I N T E R V I E W

## Pacific Ocean Tourism Organization Korean Branch Director **Jaeah Park**



### **Q. To begin with, please introduce yourself to us.**

I'm Park, Jaeah, "who do island works because she likes island."

I work as the director of Korea Branch, Ministry of Tourism and Creative Economy of the Republic of Indonesia(MoTCE-RI), director of Korea Branch, South Pacific Tourism Organization(SPTO), Representative of Korea-Japan, Samoa Tourism Authority in Korea, and Korea Partner of Mauritius Tourism Promotion Authority(MTPA), and I promote the beauty and potential of islands in the world to Korea. Also, as a part of the official development assistant(ODA) of the Ministry Of Foreign Affairs, I plan and operate various projects for promoting personnel and material exchanges between Korea, pacific island countries, 5 Mekong countries, Indian Ocean Rim countries.

I personally wanted to be a journalist so I studied mass communication & PR and international studies, but I didn't achieve my dream but I have been writing a column for media such as DIGITAL CHOSUN Inc., Maeil Business Newspaper, The Korea Economic Daily, etc. I have two children – a daughter in her 8th grade, and a lovely and healthy 6th-grade kid.

### **Q. How is it possible to do so many things at the same time?**

Like my father, I am sincere, patient, and persistent;

study or work, when I'm into something, I look for the best method and tenaciously work for it until it works out. No matter how difficult and high the goal is, I think I can achieve it if I set the direction right, keep working, and see the end of it.

I still have a 1-pyeong-sized student accommodation desk setup as my workplace. I'm working like how I studied in student accommodation. I got some help from my mother, but I parented my children myself. I was so determined I attended graduate school while caring for my two children. That trained me and made me skillful with multitasking.

### **Q. What made you fall in love with islands?**

My fateful meeting with the islands began with Fiji Island of the South Pacific Ocean. On my second semester of the senior year, the director of the company I got into by chance in an open recruitment was also serving as 'Honorary Consul General of Fiji'

At the time, the place called Fiji in Korean's minds was somewhat a beautiful island country with (almost caveman-like) tribes of people, the place with a history of cannibals about 100 years ago, but with a heaven-like natural environment. I served some works of the ministry of tourism at the consulate, and I still remember the first time I went to Fiji on a business trip. The natural environment was indescribable, and Fijians were so nice and beautiful, whom I attached to.

## Onsite Interview

In 2007, I was in charge of the Korea Representative of Fiji Ministry of Tourism at the age of 24. I became the youngest representative of the Ministry of Tourism in Korea, so I gave a lot of interviews as well. For the next 13 years, I have been working for Fiji. With a determined mind to make Fiji a high-class resort that would rival Maldives, I compared every single island in competition to find the differentiation points, and I promoted with premiumization strategy, bringing the most popular celebrities at the time – Taehui Kim, Sangwoo Kwon, Ilguk Song, EXO, etc. – to Fiji without spending almost no fund of the Ministry of Tourism. I carried out collaboration marketings with the best domestic and international brands like Starbucks, Canon, Hyundai Group with the minimum budget as well.

5 years later, I was appointed as the director of the branch that grants the public official authority of the Fiji government, and my annual salary multiplied by 10. In retrospect, that was a dream-like time like traveling in Fiji.

### Q. What work do the Korea Branch, Ministry of Tourism and Creative Economy of the Republic of Indonesia do?

Ministry of Tourism operates its branches in the local area to attract tourists of that country. The branches do some PR so that the local people would visit the branches. That's what I do. As a Korea branch director of the MRCE-RI, I plan, suggest, operate various events so that I can advertise various places and famous tour places. For example, when the Indonesia episode of Youn's Kitchen on tvN was aired, their shooting place Lombok gained some fame and I distributed articles introducing Lombok travel packages or characteristics, and then I planned more variety of tour packages and made the world fly up in the air.

For more variety of promotion, I support the FAM tour of influencers, press corps, travel agencies, etc. I also support not just ordinary tourists but for the visitors who came for various purposes like diving, golf, language training, K-Wave Culture, trading, etc. At the end of the day, the main goal is to increase the number of visitors to Indonesia.

Indonesia is a place with unlimited potential. It's a

huge country, being top 4 in terms of population with the highest GDP among ASEAN countries, and young middle-class takes over half of the population. It's the only country among ASEAN countries to be in G7, and its democratic political system is developing well. Contrarily, it is also a country not well-known to Korea. What I first visited Indonesia, I found the potential of it I got so shocked and I was so 'hooked' to Indonesia for several months I couldn't even sleep.

I wanted to publicize this amazing country, so I volunteered and got the Korea Branch Director position. We are on 'hold' due to COVID-19, but we have a lot of content and ideas prepared so we can move forward again when we can.

### Q. Please tell us about South Pacific Tourism Organization (SPTO).

Pacific Ocean is the most biggest ocean with about 25 thousand island and covers 1/3 of the Earth surface; Being full of seafood, submarine resources and energy, it is a repository of unreclaimed future food and resource.

Its blessed natural environment – the world's most clean air, water, glass marble-like white sand beach, and emerald green ocean – tourism became the 'frame' of the Pacific Ocean economy, the first industry that connects every other industry. South Pacific Tourism Organization.

The members of the organization are 17 Pacific island countries, 200 tourism-related private organizations, and overseas territories of France, the UK, and the USA. Based on sustainable exchanges and aiming for mutual development of Pacific island countries, the organization promotes and conducts the business of their beauty, diplomacy, culture, economic value, and potentials.

Korea Branch was established in 2017.

Rather than calling it 'established', I couldn't just watch at the potential of the Pacific Ocean, so I told them I don't need any funds and I don't need to get paid, but I just need the right to work. That's how the branch was made.

We didn't have any funds and personnel, but I have been communicating with each government for the last



## Onsite Interview

20 years, actively exchanging and building networks. I have never seen anyone who deeply loves and understands pacific island countries as I do.

Such effort and the time finally met its lights when the Ministry of Foreign Affairs of Korea finally began personnel and economic exchange project with pacific island countries.

### **Q. If there is a connection between the pacific islands and the islands of Jeonnam, what would it be?**

The pacific ocean is the area with the most islands in the world, so is Jeonnam in Korea. What does it mean to have the most islands?

### **Characteristics that bloomed in loneliness.**

Dictionaries define islands as "the land completely surrounded by sea, smaller than continents but larger than rocks." Small-sized land masses are scattered all over the ocean, so there hasn't been much exchange between the islands making each island have unique characteristics.

It may be a little bit rough, but the island culture is unique and charming. Thus there are no two islands that are the same, and I think every island is worth a visit.

### **The another world you never knew because you didn't.**

Oceans are like lands for the people living on the island. The ocean is like 'marine territory' for them. Although the ocean takes over half of the earth, we don't know more than we know about the sea. The ocean is like another world for humanity who thought the land is everything the world has got.

The exclusive economic zone that is the marine territory of pacific islands takes 36.3% of the exclusive economic zone of the whole world. 25% of tuna caught in the world are from this pacific ocean, and the pacific ocean is full of deep seabed mineral resources like LNG, oil, manganese nodules, and seafloor hydrothermal deposit. The area of the pacific ocean that we have not explored is larger than the area we have. It's clear that it would be full of food, resource, and energy that we don't know yet.

### **The repository of variety that will prevent the future disasters**

Pacific ocean and Jeonnam are full of islands are repositories of great biodiversity and cultural diversity.

"Biodiversity protects us from the most dangerous pathogenic species" Cary Institute of Ecosystem Studies, US, stated in the paper they published on the most recent issue of Proceedings of the National Academy of Sciences of the United States of America (PNAS). They added "biodiversity protects the health of human beings from the most dangerous species.

Due to climate change, natural disasters are sporadically occurring, the sea level is rising, and the whole of humanity is being threatened by a disease the human cannot control. It is very likely that islands and the sea would have an answer to this difficult problem as they are rich in biodiversity and cultural diversity.

At the same time, islands are the most vulnerable to sea-level rise, contamination, and disasters. They may disappear before we could even find the possibilities and potential the island and the has got. I think we should acutely realize that the islands are the last card we have in our hands and cooperate to preserve islands and develop them in a sustainable direction.

### **Q. Is there a way Jeonnam can utilize islands and the sea to develop tours and MICE?**

Islands as the natural environment that extends Korea's marine territory at maximum, and their value like unique culture, food, and energy resource that each island has itself is a major topic of MICE. As people avoid gathering at a place in a large group, I believe that the position of "Island MICE" would get higher.

Islands are surrounded by the sea, so it naturally has a 'private' environment. The promotional slogan of Fiji that I have been working for the longest time was "One Island, One Resort." Those who visit Fiji for their honeymoon practically have rented the whole island.

You can do anything without minding the others, and as you can keep people out, some high schools in Australia rent a whole island in Fiji to hold grand graduation parties.

## Onsite Interview

In Korea, there have been several massive events of 200~300 people, and an event by a multilevel firm was very memorable for me. Their fund was 2 million won per person, and they rented the whole premium pool villa, ate fresh lobsters and seafood meals, and filled the schedule with various experiences 'you must do before you die', using helicopters, submarines, etc. – the satisfaction of the event was absolutely the best. In the future, the demand for low-quality economic packages will decrease, and customized tours in a small group of family/friends will increase.

I don't think MICE is much different. I believe that the event would have a hybrid form where many domestic and international people will participate online in the event itself at a low cost while some people visit the site for minimized but gentrified experience.

If you are in charge of island MICE, you must hop on this trend. Island MICE will be equipped with the privacy and premium image the island gives, the ease of controlling entries and outdoor activities, its culture, food, and facilities; I don't think it is an exaggeration to say that it is the practical alternative for the post-COVID-19 era.

'2021 Korea-Pacific Sustainable Development Forum' that South Pacific Tourism Organization, Yeosu-si, and Jeonnam Tourism Foundation hosted on December 8th would be a representative example.

At Yeosu The Ocean Hotel with a clear open view, the lecturers and major figures gathered and conducted a forum in a relaxed setting, and all kinds of cuisines were served in the evening; it was full of joyful travel-like atmosphere instead of a boring and heavy atmosphere. Whatever purposes people were gathering, the atmosphere should be comfortable and joyful. MICE participants listening to lectures in a dark and stuffy space all day long could leave trauma to the participants, damaging the impression of the region. I ask island MICE planners/operators to boldly break the old customs and become the MICE trend leaders who newly write the future of MICE.





# Yeosu CITY PARK Golf & Resort

HOTEL The CITY  CITY PARK Golf & Resort



- Capacity: Diamond Hall – 100, Sapphire Hall – 50, Emerald Hall – 50
- Reservation Inquiry : 061-808-8046 / 8047

## The Completion of Field that you both enjoy

The energy of nature that you can feel from the natural forest at the bottom of Sumunsan Mountain, Yeosu the marine city presents to the value-sharing community culture leaders.



### PARK COURSE

Comfortable Rounding in Forest

Birds of the green forests are singing and the scenery of beautiful flowers bloomed, but those are in ambush to make the golfers nervous; This is the moment human beings and nature become one.

### CITY COURSE

Soaring to the Beautiful City

The city unfolds before the forest. It's so close that you feel like you could reach with your arm stretched out. Feel the joy of making picturesque shots towards the city.



# Yeonggwang Healing Convention Town

Yeonggwang Healing Convention Town located at the Bulgapsa, Yeonggwang is a pension-type training institute; not only it has a seminar room but it has 28 guest rooms with 250 people capacities.

Families, communities, meetings, couples can use the place,  
and it has subsidiary facilities like cafe and seminar room, and there is also a refreshing valley waiting for you.



 51-38, Jabi-gil, Bulgap-myeon, Yeonggwang-gun, Jeollanam-do  061-353-4476

Room Information	Capacity
Size / # of rooms	People
15 Pyeong / 8	2
24 Pyeong/ 16	4

<http://www.glory-healing.com>



# Hwasun Kumho Resort



Location	Banquet Hall	Capacity	Location	area	Capacity	Type
Condo Bld 1F	Mudeung Hall	300	Family	58.7 m <sup>2</sup>	4	Hu Green (Twin) : 44 Rooms
	Namdo Hall	280				Deluxe (Bed or Ondol): 30 Rooms
Condo Bld 2F	Seoseok Hall	80				Semi (Ondol): 28 Rooms
	Maehwa Hall	40				General (Bed or Ondol): 41 Rooms
Condo Bld 3F	Baekah Hall	180				Pet: 3 Rooms
	Baekhap Hall	40	Suite	91.8 m <sup>2</sup>	5	Hu Green (Twin + Ondol): 15 Rooms
	Mokryeon Hall	20				Deluxe (Bed or Ondol): 10 Rooms
	Jangmi Hall	25				Semi (Ondol): 10 Rooms
	Gukhwa Hall	25				Ordinary (Bed or Ondol): 15 Rooms
Condo Bld 2F	Geungang Hall	60	Royal Suite	160.2m <sup>2</sup>	8	Ordinary:2 Rooms / Deluxe: 1 Room
	Dongbaek Hall	60		236.6m <sup>2</sup>	10	Ordinary:2 Rooms

