**Factors that contribute to tourism patterns in Seoul, South Korea**



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| Factor | What is this factor? | What patterns has the factor contributed to? | What is another factor it connects to? |
| Diplomatic relations |  |  |  |
| Technology & communications |  |  |  |
| Transport networks |  |  |  |
| Government policy |  |  |  |
| Industry associations | Stakeholders in the tourism industry have formed associations such as MICE to improve the potential for increased tourism. | Temporal patterns with an increase in tourist numbers more recently. Also spatial patterns with the development of infrastructure in particular locations | Government initiatives |
| Government and industry partnerships |  |  |  |
| Location of sites of significance |  |  |  |
| Promotion |  |  |  |
| Government initiatives |  |  |  |