**Government initiatives and promotion**



Pick one of the tourist attractions from the list below:

* **Seoul grand sale**
* **Medical tourism**
* **Korean wave**
* **Culture and heritage**

1. Your task is to determine how the Seoul metropolitan government and industry stakeholders have worked together to promote your chosen attraction and present your findings to the class.

Your presentation could be in the form of: power point, posters, speech, prezzie.

* Who is the target market and why has this market been targeted?
* Where does promotion take place and what form does it take?
* Who are the stakeholders?
* How have stakeholders worked together?
* What has been the success of the initiative and promotion?

You can use the resources provided and collect additional resources as well.

1. After making your presentation and listening to others write a response to the question below.

*How do government initiatives and promotion contribute to spatial or temporal patterns? Use geographic concepts such as location, change and interaction*