

行政院及所屬各機關因公出國人員報告書  
(出國類別：出席國際旅展)

出席二〇〇四年第十七屆韓國國際旅展報告書

The 17<sup>th</sup> Korea World Travel Fair (KOTFA 2004)

服務機關：交通部觀光局

出國人：職稱：科長 約聘研究員

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出國地區：韓國漢城

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內容摘要：

- 一、二〇〇四年第十七屆韓國國際旅展(KOTFA)於六月三日至六日，假韓國漢城(COEX)會議展覽中心舉行，共有來自飯店、航空、旅行、官方代表、區域聯盟、旅遊媒體及其他相關單位等計 39 個單位，設立一三七個攤位，900 位〈含當地業者〉代表參與展出，四天展期總計吸引國際買家及韓國民眾近八萬人參觀。

- 二、該旅遊展由韓國文化觀光部贊助，韓國觀光公社主辦，是目前由韓國官方所主辦的唯一國際旅遊展，規模僅次我國的台北國際旅展 (Taipei International Travel Fair, ITF) 為亞太地區第二大旅遊展覽會。
- 三、本次參展由台灣觀光協會(TVA)負責組團業務，另由觀光局駐漢城辦事處籌畫參展事宜，團長由康泰旅行社黃董事長明銓擔任並應邀為大會開幕剪綵國外貴賓之一，國內觀光業界總計 44 人出席，我國烏來原住民舞蹈團並應邀於開幕典禮上表演勇士舞獲得熱烈迴響。
- 四、我國攤位於此次展覽會中榮獲大會評審頒發三大重要獎項：分別為 1. 最佳攤位設計獎、2. 最佳行銷推廣獎、及 3. 最佳傳統文化表演獎，為歷年來我國參與該項旅展獲獎次數最多的代表團隊。
- 五、為維繫高度成長的中韓旅遊市場，觀光局另訂於六月二十一日至二十三日假台灣花蓮地區辦理「第十九屆中韓觀光交流會議」，將有近八十四位韓方旅行業者及韓方高中職校校長教育界人士來台，針對修學旅遊進行研討，以加強開拓韓國來華市場的開拓，本文電子檔已上傳至出國報告資訊網(<http://report.nat.gov.tw>)。

# 二〇〇四年第十七屆韓國國際旅遊展報告書

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# 出席二〇〇四年第十七屆韓國國際旅展報告書

The 17<sup>th</sup> Korea World Travel Fair (KOTFA 2004)

## 一、前言

依據交通部觀光局九十三年第一季來台旅遊市場分析顯示：台灣的四大客源（日本、港澳、美國及韓國）市場中，以韓國市場成長 40.76%(38,186 人次)為最大的幅度，顯示自一九九二年中韓兩國斷交斷航以來，雖然各項交流驟然中斷，然而在觀光交流方面，因為行政院觀光政策之支持，以及我民間觀光產業界戮力的推動，於 2003 年 1 月 25 日，促成韓國人民來台觀光免簽證措施之開放與實施，並且陸續放寬兩地包機作業，使得雙方人民的觀光旅遊互訪市場呈現蓬勃發展的趨勢。以去（二〇〇三）年為例，每週約有 55 個航班往來中韓二國，中韓雙邊交流與互動，從未間斷，有效地促進雙方人民到訪頻率，呈現持續成長狀態，顯示中韓觀光交流熱絡局面。

交通部觀光局為加強推動中韓旅遊市場，將此項一年一度重要的旅展列為重點推廣活動，並且編列經費執行，並交由台灣觀光協會負責組團作業（代表團名單如附件一），前往韓國

漢城參與展出。交通部觀光局奉示由企劃組周科長世安及國際組約聘研究員葉碧華二位參與由國內觀光旅遊業界計四十四人所共同組成的台灣代表團於六月二日啟程赴韓，並於六月七日一行人順利結束參展返國。此次參展我國攤位及代表團受到韓國民眾熱烈歡迎，相較於去(二〇〇三)年六月台灣因 SARS 疫情影響，導致韓國民眾對 SARS 疫情之國家產生戒慎恐懼的情況，呈現截然不同的熱切情況。

## 貳、活動行程紀要

日期	時間	行程內容
六月二日(三)	12:30	中正機場長榮航空櫃檯報到
	14:40	BR-1160 起飛
	18:10	抵達仁川機場
	20:30	抵達住宿飯店
六月三日(四)	09:00	辦理報到、整理展攤
	10:00	展覽、文化表演及抽獎活動開始
	11:00	開幕典禮
	13:00	韓國 Inbound 旅遊開發研討會(韓國觀光公社主辦)

	17:40	展覽結束
六月四日(五)	09:30	展覽、文化表演、及抽獎活動開始
	09:30	參展代表熟悉旅遊
	17:40	展覽結束
六月五日(六)	09:30	展覽、文化表演、及抽獎活動開始
	16:00	閉幕頒獎典禮
	18:00	大會展覽結束
六月七日(日)	10:00	漢城市區參觀考察活動
	16:00	自飯店出發前往仁川機場
	19:15	BR-1159 起飛返台
	20:50	抵達中正機場

## 參、旅展概況

### 一、韓國旅展簡介

KOTFA 是韓國最具規模及代表性之旅展，至今已有二十年歷史，該展覽不僅創造一個讓旅遊界買家與賣家彼此交流的機會，也讓旅遊業者及消費者直接瞭解韓國最新的旅遊趨勢與

產品，對於拓展韓國旅遊市場之重要性不言可喻。二〇〇四年第十七屆韓國國際旅展(KOTFA)於六月三日至六日，假韓國漢城(COEX)會議展覽中心舉行，共有來自飯店、航空、旅行、官方代表、區域聯盟、旅遊媒體及其他相關單位等計 39 個單位，設立一三七個攤位，近 900 位〈含當地業者〉各國及韓方業者代表參與展出（展攤及出席名錄如附件二），四天展期總計吸引國際買家及韓國民眾近八萬人參觀。該項旅遊展由韓國文化觀光部贊助，韓國觀光公社主辦，是目前由韓國官方所主辦的唯一公認之國際旅遊展，其展出規模僅次我國主辦的台北國際旅展（Taipei International Travel Fair, ITF）為亞太地區第二大的旅遊展覽會。

## 二、持續擴大組團赴韓參展推廣

本次參展由台灣觀光協會(TVA)負責組團業務，並由交通部觀光局駐韓國漢城辦事處籌畫參展事宜，代表團公推康泰旅行社黃董事長明銓擔任團長乙職，渠並應邀為此次旅展大會開幕剪綵之國外貴賓之一，國內觀光業界總計四十四人出席，我駐韓代表王主任仁德並居間安排我代表團的烏來原住民傳統文化舞蹈團，於開幕典禮上應邀演出原住民勇士舞，精采的演



出獲得全場熱烈迴響。

為配合台韓間包機起降點不斷擴充，去（二〇〇三）年韓國旅客增加甚多，加以今（二〇〇四）年二月十七日至十九日，我國由交通部觀光局蘇局長親自領軍，先後於漢城、釜山、及大邱等韓國重要城市以街頭展演（Road Show）及辦理觀光說明會及晚宴方式舉行觀光宣傳推廣，活動成效甚佳。此次我國國內觀光相關業者再次展現團結的力量，組成龐大的參展代表團共同參與，希望趁此機會再次乘勝追擊，期望中韓觀光旅遊市場能持續再創高峰。

### 三、獲頒最佳攤位設計、行銷推廣及文化表演三大獎項

今年交通部觀光局總計租用八個攤位參展，另與中華航空公司及長榮航空公司各租用一個攤位，共計十個台灣攤位面積，且展出位置經過特別挑選正好位於展場的入口處（攤位圖如附件三），遊客進入展場即可辨識台灣的展攤，整體攤位設計以展現台灣高科技數位化的先進形象為參展意象，藉以區別亞太地區其他同質性較高的中國大陸、新加坡、及香港等地區的展出風格。果不期然，今年我國的攤位因而獲得大會評審一致評定的「最佳攤位設計獎」（The Best Booth Design Award）

第一項重要榮譽。

另外，有關我國攤位行銷活動展出形式，更以展現台灣多元化的旅遊、飲食及文化資源為呈現主軸（攤位活動節目表如附件四）：首先，安排傳統的中國彩繪書法現場畫作演出，小巧精美的畫作吸引有意收藏的觀眾為求得一幅留念，即使排隊站立近一小時也無所怨言。其次，為推廣台灣美食，透過王主任的安排邀請，獲得台灣快可立(Quickly)飲料公司韓國漢城經銷店的贊助，由專人提供設備、支援材料，於我國攤位設置珍珠奶茶飲料免費供應區，每日定時提供遊客美味且免費的台灣特有飲品，每於供應時段造成大排長龍的隊伍。再其次，另於展場不定時提供免費的全身經絡及腳底按摩服務，由台灣專業認證藝師提供，並藉此傳達正確的身體保健之道，獲得服務的遊客，甚至於第二天再次自動報到，咸感受益良多。再其次，我國的攤位因為參展單位踴躍提供各項抽獎品，無論是 SPA 用品、免費住宿券、大型購物袋、台灣閃亮徽章，均在我國攤位有獎徵答時段造成轟動，甚有觀眾為抽獎品而起爭執，所幸最後人人有獎，皆大歡喜。最後我國的原住民傳統舞蹈也是定時在我國攤位前演出，屆時觀眾皆同聲喝采，且趕緊捉住時機搶拍精采鏡頭，並於表演結束後成為韓國民眾爭相合照的模特

兒人選。我國攤位四天展出以來，吸引無數參觀人潮，為此再度獲大會評審評定為「最佳行銷推廣獎」(The Best Marketing Award)，確是實至名歸。

不僅如此此次我國的傳統文化表演團體—台北縣烏來原住民舞蹈團，由團長龍源親自領軍演出，且不惜鉅資與成本製作所有團員演出的全新服飾及裝飾品，並且設計精湛的舞碼，在烏來山地舞蹈團全體同仁賣力的演出下，第一次在國際舞台演出，即一鳴驚人，獲頒「最佳節目演出獎」(The Best Folklore Performance Award)，我國攤位於此次韓國旅遊展覽會中總計榮獲大會評審頒發三大重要獎座：分別為 1．最佳攤位設計獎(The Best Booth Design Award)、2．最佳行銷推廣獎(The Best Marketing Award)、及 3．最佳傳統文化表演獎(The Best Folklore Performance Award)，為歷年來我國參與該項展覽，所獲得獎項次數最多的一次，消息傳來全體代表興奮莫名，深覺辛苦付出沒有白費，更以能為台灣爭取到最大的曝光率，而人人感到與有榮焉。

#### 四、持續在台辦理中韓觀光交流會議

為維繫高度成長的中韓旅遊市場，交通部觀光局再次協

助台灣觀光協會另訂於六月二十一日至二十三日假台灣花蓮遠來大飯店辦理「第十九屆中韓觀光交流會議」，有韓方旅行業者、及韓方高中職校校長及教育界人士將近八十餘人，專程來台召開定期的交流會議，會中以分組討論方式，分別針對「包機旅遊之推廣與復航課題」及「教育修學旅行之推廣」主題進行廣泛的意見交換與討論，希望能於旅展後，持續展延宣傳的效益，凝聚共識，作為今後推動中韓雙方觀光合作的依據，其中尤以「修學旅遊」為今後開拓韓國來華市場的重點目標。會後並且安排參訪台灣花東觀光資源，為我國目前積極推動之「會展觀光」及「修學旅行」作最佳之行程示範。

## 肆、感想與建議

### 一、正確運籌帷幄、最佳團隊展現

此次我國攤位獲得有史以來最大的榮譽，其功勞首推我駐韓辦事處王主任於展前及展出期間正確的運籌帷幄，及全體參展代表同仁高度的配合，有計畫的共同參與規劃行銷，有關台灣的報導訊息，四天中皆於旅展的每日快訊(KOTFA Daily

News)中(相關報導如附件五),頻頻以大篇幅報導方式出現,殊屬難得。整體團隊精神的展現,應可再獲頒最佳團隊精神展現的獎項,以資鼓勵。所有參展的單位也對本局的規劃與安排表示高度的認同與肯定,因此也對於今後本局推廣韓國觀光市場更具信心與期望,相信韓國來華旅客市場必定能在政府的持續支持下大幅成長,且在短期內可望超越香港及東南亞地區的來華旅客到訪人數。



#### 整合資源、提供最有力的韓文行銷資料

由於此次台灣參展單位甚多,各單位所提供的參展品及分發資料大大小小總共超過上百箱,其中不乏精心製作的各項推廣品,然而因應韓國遊客習性及市場需求,今後必須提醒各參展單位事前印製並提供韓文的各式推廣文宣,韓國民眾對英文資料的接受度,普遍不高,無法直接引發索取動機,所幸觀光局提供大量韓文資料,尚足以彌補現場需求,此點值得改進。另外因應韓國來華市場需求,台灣地區各相關遊樂設施、飯店、及風景區,甚至韓與導遊的提供,均應適時多加費心,努力調整增加,以利韓國業者行銷推廣,交通部觀光局全球網站設置韓文旅遊查詢首頁,便是因應韓文市場需求於今年二月

開張，提供便利的觀光資料查詢系統。



### 共同投入、擴大領先優勢

韓國政府已立法通過自二〇〇四年起在民間大型企業實施周休二日，且鼓勵高中生職校辦理學生赴海外見習旅遊，預計台灣將成為韓方參訪的目標市場，雖然目前韓方仍以赴大陸旅遊為最大宗，但以我國的觀光資源條件，只要台灣旅遊業界多多開發新遊程，避免削價競爭，必能增加韓國觀光客到訪台灣的人數。另一方面，只要政府與民間觀光產業界進一步通力合作，結合各項國際促銷活動及異業結盟措施，加上政府的配套獎勵機制，並能在韓國旅遊市場上，獲得新機。

### 伍、附件

一·二〇〇四年韓國旅展台灣代表團名單

5/19

	姓名/團務	單位/職稱	連絡處	TEL/FAX
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2	Mr.張登文/副團長 CHANG, TENG-WEN	花蓮縣政府觀光旅遊局 /副局長 Bureau of Tourism Hualien County Government/Deputy Chief	〒970 花蓮市府前路 17 號 No.17 Fu-Chian Rd., Hualien City E-mail:achang@hl.gov.tw Website:www.hl.gov.tw	(03)822-7362 (03)823-7213
3	Mr.王仁德/顧問 WANG, J.H.	交通部觀光局漢城事務所 /主任 Tourism Bureau Seoul Office/Chief	〒115 漢城市市區三角洞 115 番地京畿 B/D 9 F 904 室 Rm.904,9 F Kyung-Ki Building Sangak-Dong, Chung-Ku, Seoul E-mail:tbrcsel@komet.net Website:tourtaiwan.net.tw	(02)2732-2357 (02)2732-2359
4	Mr.周世安/顧問 CHOU, CHYH-AN	交通部觀光局/科長 Tourism Bureau	〒106 台北市忠孝東路四段 290 號 9 樓 9 F,290,Jhongsiao E. Rd.,Sec.4. Taipei Website:Taiwan.net.tw	(02)2349-1642 (02)8772-2038
5	Mr.崔成鉉/顧問	貴賓旅行社/董事長 Kepin Tours LTD. /President	〒104 台北市吉林路 24 號 11 樓-2 11F-2,No. 24, Gilin Rd.,Taipei	(02)2562-0676 (02)2562-3147
6	Mr.林清河/顧問 LIN, CHING-HO	小人國主題樂園/總經理 Window on China Co. Ltd./ General Manager.	〒325 桃園縣龍潭鄉高原村橫岡下 60-2 號 No.60-2 Heng Kang Hsia,Kao Yuan Village, Lungtan Shiang,Taoyuan Hsien E-mail:abelin.tw@msa.hinet.net Website:www.woc.com.tw	(03)471-7211 (03)471-7597
7	Mr.威國福/總務 CHI, KOU-FU	台灣觀光協會/秘書 Taiwan Visitors Association/Secretary	〒104 台北市民權東路 2 段 9 號 5 樓 5 F,9,MINCHUAN E RD., SEC 2 TAIPEI E-mail:tvaseki@ms48.hinet.net Website:www.tva.org.tw	(02)2594-3261 (02)2594-3265 #0921-111-757

8	Ms. 陳映廷/秘書 CHEN, YING-TING	台灣觀光協會/秘書 Taiwan Visitors Association/Secretary	〒104 台北市民權東路 2 段 9 號 5 樓 5 F,9,MINCHUAN E RD.,SEC 2 TAIPEI E-mail:tvaseki@ms48.hinet.net Website:www.tva.org.tw	(02)2594-3261 (02)2594-3265 #0939-084-550
9	Ms. 金恩美 KIM, EUN-MI	交通部觀光局漢城事務所 /秘書 Tourism Bureau Seoul Office/Marketing Manager	〒115 漢城市中區三角洞 115 番地京畿 B/D 9 F 904 室 Rm.904,9 F Kyung-Ki Building Samgak-Dong, Chung-Ku, Seoul E-mail:wanshi@tourtaiwan.or.kr Website:tourtaiwan.net.tw	(02)2732-2357 (02)2732-2359
10	Ms. 葉碧華 YEH, PI-HUA	交通部觀光局/研究員 Tourism Bureau	〒110 台北市忠孝東路四段 290 號 9 樓 9 F,290, Jhongsiao E.Rd.,Sec.4.Taipei E-mail:pihua-yeh@tbroc.gov.tw Website:Taiwan.net.tw	(02)2349-1617 (02)2771-7036
11	Ms. 連郁卿 LIAN, LILEN	康泰旅運社/總經理 KONG TAI TRAVEL SERVICE/General Manager	〒100 台北市信義路三段 17-1 號 2 樓 2F,No.17-1,Hsin Yi Rd., Sec 3 Taipei E-mail:kong.tai@msa.hinet.net Website:www.kongtai.com.tw	(02)2706-4861 (02)2755-5752
12	Ms. 于公花 YU, KUNG-HUA	康泰旅運社/經理 KONG TAI TRAVEL SERVICE/Manager	〒100 台北市信義路三段 17-1 號 2 樓 2F,No.17-1,Hsin Yi Rd., Sec 3 Taipei E-mail:kong.tai@msa.hinet.net Website:www.kongtai.com.tw	(02)2702-9255 (02)2700-4968
13	Mr. 鍾光大 CHUNG, KUANG-TA	行政院退輔會/簡任技正 EXECUTIVE YUAN/ Senior Specialist	〒100 台北市忠孝東路 5 段 222 號 222. Chung Hsiao E. Rd., Sec 5 Taipei E-mail:dept4004@mail.Vac.gov.tw	(02)2757-1347 (02)2723-8145
14	Mr. 王維 WANG, WEI	花蓮縣政府觀光旅遊局 /課員 Bureau of Tourism Hualien County Government Department	〒970 花蓮市府前路 17 號 No.17 Fu-Chian Rd., Hualien City Taiwan E-mail:wvs@hl.gov.tw	(03)823-0751 (03)823-7213



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17	Mr.黃姿浩 HUANG, MAI-HAO	中信大飯店-嘉義館/總經理 Chinatrust-Hotel-ChiaYi / General Manager	〒600 嘉義市文化路 257 號 No.257,Wen Huah Rd.,Chia Yi. E-mail:cy-pe@chinatrust-hotel.com	(05)229-2233 (05)229-1155
18	Mr.鄭禮寧 CHENG, LI-NING	高雄金典酒店/副總經理 The Splendor Kaohsiung / Deputy General Manager	〒802 高雄市自強三路 1 號 39F 37-85F,No1,Tzu-Chiang 3 Rd.,Kaohsiung Website:www.splendorhotel.com	(07)566-1012 (07)566-8200
19	Ms.陳美娟 CHEN, MEI CHUAN	高雄金典酒店/專案副理 The Splendor Kaohsiung / Deputy Manager	〒802 高雄市自強三路 1 號 37-85F,No1,Tzu-Chiang 3 <sup>Rd</sup> .,Kaohsiung E-mail:Rebecca_Cheng.KH@the splendor Website:www.splendorhotel.com	(07)566-1080 (07)566-8300
20	Ms.蔡靜婷 TSAI, CHING-TING	高雄金典酒店/業務副理 The Splendor Kaohsiung / Deputy Manager	〒802 高雄市自強三路 1 號 39F37-85F,No1,Tzu-Chiang 3 <sup>Rd</sup> .,Kaohsing E-mail:Anita_Tsai.KH@thesplendor.com Website:www.splendorhotel.com	(07)566-1087 (07)566-8300
21	Ms.謝千惠 HSIEH, CHIEN-HUI	豪景大酒店/業務部經理 Hotel Riverview Taipei/Manager	〒108 台北市環河南路 1 段 77 號 No.77Huan Ho S. Rd; Sec 1.Taipei E-mail:rivhtl@ms22.hinet.net Website:www.riverview.com.tw	(02)2311-3131 (02)2361-3737
22	Mr.孔祥柏 KUNG, HSIANG-PO	東南旅行社/課長 South East Travel Service	〒104 台北市中山北路 2 段 60 號 60.Sec 2.Cung-Shan N Rd., Taipei E-mail:burt@settour.com.tw Website:www.settour.com.tw	(02)2571-3001 (02)2523-7456
23	Mr.王全玉 WANG, CHUAN-YU	貴賓旅行社/總經理 Kepin Tours LTD. /General Manager	〒104 台北市吉林路 24 號 11 樓-2 11F-2,No. 24, Gilin Rd.,Taipei	(02)2562-0676 (02)2562-3147

24	Mr.王全璽 WANG, CHUAN-HSI	貴賓旅行社/理事 Kepin Tours LTD. /	〒104 台北市吉林路 24 號 11 樓-2 11F-2, No. 24, Gilin Rd., Taipei	(02)2562-0676 (02)2562-3147
25	Mr.羅弘煜 LUO, HUNG-YU	伯恩乳牛生態教育園/總經理 Beau Ecological Educational Park/General Manager	〒360 苗栗縣三灣鄉銅鏡村 42-1 號 E-mail:musicbox@cyberstage.com.tw	(037)832-847 (037)831-487
26	Mr.趙廷鎬 CHO, JUNG-HO	利大旅行社/董事長 LITA TOURS/President	台北市松江路 152 號 7F714 室 Rm.714, 7F,152,Sung Chiang Rd.,Taipei E-mail:litaours@hanmail.net	(02)2561-8833 (02)2561-9853 #0910-198896
27	Mr.朴弘堤 PARK, HONG-SIK	利大旅行社漢城事務所/經理 LITA TOURS Seoul Office/Manager	韓國漢城市市區北倉洞 17-6 德藏 B/D 3F 302 號 E-mail:litaours@hanmail.net	(02)771-9888 (02)771-6129 #011-2733277
28	Mr.劉格成 LIU, KER-CHEN	華王大飯店 HOTEL KINGDOM/Room Ass't Manager	〒803 高雄市鹽埕區五福四路 42 號 42 WU-FU 4TH Rd.,KAOHSIUNG E-mail:kingdoms@ms23.hinet.net Website:www.hotelkingdom.com.tw	(07)551-8211 (07)521-0403
29	Mr.王水長 WANG,SHUI-CHANG	國賓大飯店 Ambassador Hotel	〒105 台北市中山北路 2 段 63 號 63 Chungshan N.Rd.,Sec.2,Taipei E-mail:ebs.tp@ambhotel.com.tw Website:www.ambassadorhotel.com.tw	(02)2551-1111 (02)2561-7883
30	Mr.王敏錡 WANG, MIN-CHI	花蓮美侖大飯店/協理 Parkview Hotel/Deputy General Manager	〒970 花蓮市林園 1-1 號 No.1,Ling Yuan,Hualien E-mail:parkview-hotel.com Website:www.parkview-hotel.com	(03)822-2111 (03)822-6397
31	Ms.陳美蓮 CHEN, MEI-LIEN	花蓮美侖大飯店/業務總監 Parkview Hotel/ Manager	〒106 台北市新生南路一段 93 號 7 樓 Yi Chin Bldg,7F,No93 Sec 1,Shin-Shen S Rd.,Taipei E-mail:parkview-hotel.com Website:www.parkview-hotel.com	(02)2781-7138 (02)2752-1571
32	Ms.陳怡玲 CHEN, YI-LING	花蓮美侖大飯店/業務副理 Parkview Hotel/ Deputy Manager	〒106 台北市新生南路一段 93 號 7 樓 Yi Chin Bldg,7F,No93 Sec 1,Shin-Shen S Rd.,Taipei E-mail:parkview-hotel.com Website:www.parkview-hotel.com	(02)2781-7138 (02)2752-1571

33	Mr.王玉弘 WANG, YU-HUNG	福華大飯店 Howard Hotels Resort Suites	〒106 台北市仁愛路 3 段 160 號 No 160 Ren Ai Rd.,Sec 3, Taipei E-mail:howard-hotels.com.tw Website:www@howard-hotels.com.tw	(02)2700-2323 (02)2700-0729
34	Mr.呂萬賓 LU, WAN-PIN	再春館企業有限公司 Tsay Chuen Kuan Co;Ltd	〒104 台北市民權東路 1 段 77 號 77,Sec.1 Minchuan E. Rd.,Taipei E-mail:sasyunka@ms64.hinet.net Website:www.sasyunka.com.tw	(02)2599-3296 (02)2599-2777
35	Mr.楊俊義 YANG, CHUN-YI	滋合堂企業股份有限公司 Giwado Enterprise Co; Ltd	〒104 台北市新生北路 1 段 59 號 59 Hsinshen N.Rd.,Sec 1 Taipei E-mail:giwado@giwado.com.tw Website:www.giwado.com.tw	(02)2521-2308 (02)2521-9722
36	Ms.李孟玲 LEE, MENG-LING	輔仁大學應用美術系/研究 生	E-mail:monlings@ms52.hinet.net	(02)2626-4460 (02)2885-3082
37	Mr.傅龍源 FU, LUNG-YUAN	烏來酋長文化村/董事長 U LAI Chief Culture Village/President	〒233 台北縣烏來鄉瀑布路 12 號 No.12 Pu Bu Rd., U Lai Village Taipei E-mail:lung_yuan_fu@hotmail.com	(02)2661-6551 (02)2661-6926
38	Ms.高甲祥 KAO, WTIIEN-HSIN	烏來酋長文化村 U LAI Chief Culture Village/President	〒233 台北縣烏來鄉瀑布路 12 號 No.12 Pu Bu Rd., U Lai Village Taipei E-mail:lung_yuan_fu@hotmail.com	(02)2661-6551 (02)2661-6926
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41	Ms.張念祺 CHANG, NIEN-CHI	烏來酋長文化村 U LAI Chief Culture Village/President	〒233 台北縣烏來鄉瀑布路 12 號 No.12 Pu Bu Rd., U Lai Village Taipei E-mail:lung_yuan_fu@hotmail.com	(02)2661-6551 (02)2661-6926
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46	Mr.宗世榮 TSUNG, SHIH,JUNG	烏來酋長文化村 U LAI Chief Culture Village/President	〒233 台北縣烏來鄉瀑布路 12 號 No.12 Pu Bu Rd., U Lai Village Taipei E-mail:lung_yuan_fu@hotmail.com	(02)2661-6551 (02)2661-6926
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Exhibitors List **출전업체 명단**

二・二〇〇四年韓國旅展展攤及出席名錄

Booth No. 부스번호	Exhibitors 회사 및 기관	Type 업종
A-001	Ulsan Metropolitan City / 울산광역시	RTA
A-004	Gyeongsangnam Province / 경상남도	RTA
A-006	Daejeon Metropolitan City / 대전광역시	RTA
A-008	Chungcheongbuk-Do / 충청북도	RTA
A-010	Chungju City / 충주시	RTA
A-011	Seoul Travel Service Ltd. / ㈜서울항공여행사	TRA
A-013	National Holiday Service Inc. / ㈜국경여행사	TRA
A-015	Chongdong Theater / 정동극장	OTH
A-017	Buyer Meeting Room / 바이어 상담실	OTH
A-020	Press Room / 기자실	OTH
A-025	Children's Room / 유아 휴게소	OTH
A-027	Tourism Picture Exhibition / 관광사진전	OTH
A-036	Concession / 휴게매점	OTH
B-001	Busan Metropolitan City / 부산시	RTA
B-004	Daegu Metropolitan City / 대구광역시	RTA
B-011	Seoul Metropolitan Government / 서울시	RTA
B-021	Korean Air / 대한항공	AIR
B-031	Korea National Tourism Organization / 한국관광공사	NTO
B-035	PATA Korea Chapter / PATA한국지부 Pacific Asia Travel Association / PATA 본부	RTA
B-041	Taiwan Visitors Association Seoul Office / 대만관광협회 서울사무소	NTO
B-051	Department of Tourism, Philippines-Korea Office / 필리핀정부관광청 한국사무소	NTO
B-061	Hawaii Tourism Korea / 하와이관광청	NTO
B-064	Hong Kong Tourism Board / 홍콩관광청	NTO
B-066	Macau Government Tourist Office / 마카오 정부 관광청	NTO
B-071	Tourism Authority of Thailand Seoul office / 태국 관광청 서울사무소	NTO
B-074	Egyptian Tourism Office / 이집트관광청	NTO
B-076	South African Tourism / 남아프리카관광청	NTO
B-081	Guam Visitors Bureau / 괄관광청	NTO
B-084	Wiltshire Grand-Los Angeles / 윌셔그랜드호텔	HTL
B-084	Walkiki Resort Hotel / 와이키키리조트호텔	HTL
B-086	Guatemala Tourist Commission / 과테말라 관광 위원회	NTO
B-091	DFS KOREA / DFS 코리아	TRA
B-093	Austrian National Tourist Office / 오스트리아 정부 관광청	NTO
B-094	Fiji Visitors Bureau, Korea / 피지정부 관광청	NTO
B-096	Hotel Cambodiana / 호텔 캄보디아나	HTL
B-098	Chundo Travel Co., Ltd. / ㈜천도관광	TRA
B-101	Vietnam National Administration of Tourism / 베트남 관광청	NTO



Exhibitors List **출진업체 명단**

Booth No. 부스번호	Exhibitors 회사 및 기관	Type 업종
B-103	Vietnam Airlines Corp. / 베트남 항공	AIR
B-104	Moscow Exhibition & Convention Agency / 모스크바전시컨벤션	OTH
B-106	ThangHoa Co. / 탕호아	OTH
C-001	Gyeongsangbuk-do Province / 경상북도	RTA
C-003	Kyeongbuk Tourism Development Corporation / 경북관광개발공사	RTA
C-004	Jejudo Tourist Association / 제주도 관광협회	RTA
C-008	PIL Korea Limited / 필코리아리미티드	HTL
C-011	Gangwon-Do Tourism Association / 강원도관광협회	RTA
C-014	The Province of ChungCheongNam-Do / 충청남도	RTA
C-021	Gwangju Metropolitan City Hall / 광주시청	RTA
C-023	Accor-Ambassador Hotels in Seoul / 노보텔	HTL
C-024	Gyeonggi-Do Tourism Association / 경기도관광협회	RTA
C-028	The Westin Chosun, Busan / 부산조선호텔	HTL
C-031	Czech Tourist Authority / 체코관광청	NTO
C-033	Embassy of Sri Lanka / 스리랑카 대사관	NTO
C-034	Incheon Metropolitan City / 인천광역시	RTA
C-038	Embassy of Sudan / 수단대사관	NTO
C-041	Malaysia Tourism Promotion Board / 말레이시아 관광진흥청	NTO
C-044	Singapore Tourism Board / 싱가포르 관광청	NTO
C-051	National Tourist Office of Spain / 스페인 관광청	NTO
C-053	Jetset Maldives / 젯셋몰디브	TRA
C-054	German National Tourist Office / 독일관광청	NTO
C-058	Dream Maldives / 드림몰디브	TRA
C-061	India Tourism, Tokyo / 인도관광청	NTO
C-064	Turkish Embassy Office of the Cultural and Information Counsellor / 터키대사관 문화공보실	NTO
C-066	Canadian Tourism Commission / 캐나다 관광 위원회	NTO
C-071	Okinawa Convention & Visitors Bureau 재단법인 오키나와 관광 컨벤션 뷰로	RTA
C-073	JTB ATC Affiliated Group / JTB ATC 계열그룹	TRA
C-074	Regional Tourism Program Council, Kyushu Chapter 큐슈 블록 광역 관광진흥사업추진협의회	RTA
C-076	Beppu Tourism Association Corp / 재단법인 벳부관광협회의회	RTA
C-078	Kumamoto City / 구마모토시	RTA
C-079	Matsuyama City / 마쓰야마시	RTA
C-081	Visit Japan Campaign Headquarters / 비저트 재팬 캠페인 실시본부 JNTO / 일본국제관광진흥기구	NTO
C-083	Okura Hotels & Resorts / 오후라호텔&리조트	HTL
C-084	Hiroshima Prefecture / 히로시마현	RTA



Booth No. 부스번호	Exhibitors 회사 및 기관	Type 업종
C-086	Okayama Prefecture / 오카야마현 Tottori Prefecture / 돗토리현 Shimane Prefecture / 시마네현	RTA
C-089	Osaka City Tourism Promotion Committee / 재단법인 오사카 관광 컨벤션협회	RTA
C-091	Visit Japan Campaign Headquarters / 비지트 재팬 캠페인 실시본부 JNTO / 일본국제관광진흥기구	NTO
C-092	Ishikawa Prefecture / 이시카와현	RTA
C-093	Matsumoto-Takayama-Kanazawa International Tourist Route Development Association 마츠모토·다카야마·가나자와 국제관광루트 정비추진협의회	RTA
C-094	Biwako Visitors Bureau / 사단법인 비와코 비지터즈뷰로·시가현	RTA
C-096	Greater Nagoya Tourism Promotion Council / 나고야권 관광 선전협의회	RTA
C-098	Toyama Prefecture / 도야마현	RTA
C-099	Shizuoka Prefecture / 시즈오카현	RTA
C-101	Japan Airlines International Co., Ltd. Korea Regional Office 주식회사 일본항공 인터내셔널 한국지구지점	AIR
C-103	Hakone Convention Bureau / 하코네 컨벤션 뷰로	RTA
C-104	Chiba Prefecture / 치바현	RTA
C-105	Tohoku Region Tourism Promotion Council / 일본 토호쿠 관광발전 협의회	RTA
C-106	Universal Studios Japan™ / 유니버설 스튜디오 재팬™	OTH
C-108	Otaru Music Box Museum Co, Ltd / 주식회사 오타르 오르골당	OTH
C-109	Sapporo City / 삿포로시	RTA
C-110	Hokkaido Tourist Association / 사단법인 홋카이도관광연맹	RTA
D-001	Freedom Travel Service Co.,Ltd / 자유여행사	TRA
D-005	Korea Association of Travel Agents / 한국일반여행업협회	OTH
D-011	JeollaNamdo Provincial Government / 전라남도	RTA
D-014	LOTTE HOTEL / (주)호텔롯데	HTL
D-016	The Korea Travel Times / 여행신문	MED
D-017	JEONJU CITY / 전주시청	RTA
D-019	JEOLLABUK-DO PROVICE / 전라북도	RTA
D-021	Suwon City / 수원시	RTA
D-023	The Transportation News / 교통신문	MED
D-024	Mirage Resort Ball / 미라지리조트발리	TRA
D-026	Best Western International / 베스트 웨스턴 인터내셔널	HTL
D-028	MATAHARI / 마타하리	TRA
D-031	KangwonLand Corporation / 강원랜드	HTL
D-033	Embassy of Peru / 페루대사관	NTO
D-041	CHINA NATIONAL TOURIST OFFICE, SEOUL / 중국국가여유국	NTO
D-056	Liaoning, China / 요녕성	RTA



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Exhibitors List **출전업체 명단**

Booth No. 부스번호	Exhibitors 회사 및 기관	Type 업종
D-058	AB-ROAD / 에이비로드	TRA
D-059	Capital Region USA/SMC Tour / SMC투어	TRA
D-061	Alamo Rent a car / 알라모 렌터카	TRA
D-063	TRAVEL PRESS / 트래블 프레스	MED
D-064	Hotel Reservation Service / 호텔예약서비스 유한회사	OTH
D-066	Korea Association of Tourism Pension / 한국관광펜션협회	OTH
D-071	Korea Association of Tourism Pension / 한국관광펜션협회	OTH
D-076	Ecuador / 에콰도르 동물	OTH
D-077	World Culture & Craft / 세계종물	OTH
D-079	KOTFA / 코트파	OTH
E-001	Mongolian Tourism Board / 몽고관광청	NTO
E-004	Victory Consult LLC / 빅토리 컨설팅 여행사	OTH
E-005	Forever Mongolia Tour / 포에버 몽골리아 여행사	TRA
E-006	TTG Asia Media / TTG 아시아	MED
E-008	Fuji Tour / (주)일본후지씨엘에스	TRA
E-010	Office of Korea for Ritsumeikan Asia Pacific University 리츠메이칸아시아태평양대학(APU) 한국사무소	OTH
E-012	Hawaii Korea Tourism Association / 하와이 한인 관광협회	RTA
E-013	Sudan / 수단	NTO
E-014	Tanzania / 탄자니아	NTO
E-015	DELHI'S IVORY PALACE/델리 아이보리 팰레스	OTH
E-017	A?M Corporation / (주)에이엠	OTH
E-018	Brazil / 브라질	NTO
E-019	Pakistan / 파키스탄	OTH
E-020	Worldwide Expo / 월드와이드 엑스포	OTH
E-022	Storage of Japan / 일본창고	OTH
E-028	TTJ-STAR CORPORATION / 한국관광저널	MED
E-029	Korea Tourism News / 코리아투어리즘	MED
E-030	Travel Journal, Korea / 트래블저널	MED
E-031	The Food Service Management Restaurant / 월간 식당	MED
E-032	Travel Business Journal / 트래블 비즈니스 저널	MED
E-033	TOUR DE MONDE / 투르드몽드	MED
E-034	Entertainers' Dress Room / 공연준비실	OTH



- HTL - Hotel(호텔)
- MED - Media(언론사)
- OTH - Others(기타)
- RTA - Regional Tourism Administration(지역관광기구)
- AIR - Airlines(항공사)
- TRA - Travel Agents(여행사)
- NTO - National Tourism Organization(정부관광기구)





Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>AB-ROAD</b> 1F, Castle B/D 5-3 Myunglun-dong 1ga Jongro-gu, Seoul, Korea Tel) 82-2-3676-2001 www.abroad.co.kr	Mee-Sean, Choi Young-Eun, Kim Sun-Young, Baek	D-058
<b>Alamo Rent-A-Car</b> Hanatour co.,ltd GSA/hotel Team, 11F. Hanmi B/D #1 Gongpyung-dong Jongru-gu, Seoul,110-160 (Tel) 82-2-2127-1222 (Fax)82-2-734-0328 e-mail : himton@hanatour.co.kr www.alamo.co.kr	Lee, Jae Myung (Director) Kim, Bo Young(Manager) Choi, Sung Hye(Staff)	D-061
<b>Ambassador Hotels In Seoul</b> www.ambatel.com Sofitel Ambassador Seoul 186-54, 2-ka, Changchung-dong, Chung-Ku ,Seoul 100-392,Korea sofitel@ambatel Novotel Ambassador Gangnam 603,Yeoksam-dong,Gangnam-Gu,Seoul 135-080,Korea (e-mail)novotel.gangnam@ambatel.com Novotel Ambassador Doksan 1030-1 Doksan 4-Dong, Gumchon-Gu, Seoul 153-014,Korea Novotel.doksan@ambatel.com Ibis Seoul 893-1 Daechi-dong,Gangnam-gu,Seoul 135-840 ibis-seoul@ambatel.com	Ms. Joey Jeong-sook Son, (Director of Sales&Marketing) Mr. Brenden Bong-Oh Kim, (Sales Manager)  Mr. Daniel Hong(Sales Manager) Mr. Chong Wook Chang (Director of Sales & Marketing)  Mr. Nam-Wookl Kim (Director of Sales& Marketing) Ms. Hyun-jin,Park(Sales Manager)  Ms. Kyung-Lim Kim(Sales Manager) Mr. SSang-Yong Yoon (Sales Manager)	C-023
<b>Austrian National Tourist Office</b> #902, Hotel President, #188-3 Eulchiro 1-ga, Jung-gu, Seoul, 100-191, Korea (Tel)82-2-773-6428 (Fax)82-2-773-6442 (Web site)http://www.austria-tourism.co.kr (e-mail)info@ austria-tourism.co.kr	Ms. Susan Y.K. CHUNG ( Senior Manager) Ms. Lucy K.E. JOO(Staff) Ms. Maria M.R. LEE( Staff) Mr. Werner Somweber (Commercial Counsellor /Austrian Embassy )	B-093



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## Participants List

## 출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Brazil</b>	Park, Duk-Geun(Representative) Kim, Young-Suk(Staff) / Kim, Min-Jung(Staff) Chon, In-Bok(Director)	E-018
<b>Busan Metropolitan City</b> 1000, Yeonsan-dong, Yeoje-gu, Busan, 611-735, Korea (Tel) 051-888-3522 (Fax)82-51-888-3509 www.busan.go.kr	Sim, Song-Taek(Manager) Kim, Hong-Keun / Yum, Hun-Joo Busan Tourism Association Park, Seong-Ha(General Manager) Kim, Sang-Min(Chief) Busan Aquarium Harry Kim(Deputy General Manager)	B-001
<b>Canadian Tourism Commission</b> 1004 Leema Bldg., 146-1 Susong-dong, Jongro-ku, Seoul, Korea, 110-755 (Tel) 82-2-733-7790 (Fax) 82-2-733-7739 www.travelcanada.or.kr	Jessica HJ Son (Manager, Korea) Anna Lee (Media & PR Officer) Angela Youn (Marketing Coordinator)	C-066
<b>CHINA NATIONAL TOURIST OFFICE, SEOUL</b> #1501, Daeyungak Bldg., 25-5, 1-Ka, Chungmu-ro, Chung-ku, Seoul, Korea, 100-706 (Tel) 82-2-773-0393 (Fax) 82-2-757-3210 cntoseoul@hanmail.net	LI YUE ZHONG SUN BO WANG KAN ZUO JIAN RONG ZOU FU MIAN CHENG YAN MEI CHEN WEN / LI HENG XI XU ZHANG / DING ZHEN TA QUE XIAN FENG / WANG JIAN QING CHEN MENG / MENG YA YUAN LI / CHEN SHAO QING CAO HUA YE / SHEN YI LU JIANG TAO / XIE HONG XIN GUO YANG HUA / ZHOU ZHAN PENG GAN RUI LI / LEI DE HE YU BING / CAI YAN CAI SHI DONG / LIU PING JIU PIAO YING LAN / LI YUN TAO DU QING ZHEN / LI NA NA WANG JIN LING / HU ZHONG XIONG CUI YONG HE / WU YAN HONG TIAN YUN PENG / ZHAO GUANG HUA YAO WEN JUN / CUI JIN	D-041



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Chongdong Theater</b> 8-11 Jeong-dong, Jung-gu, Seoul, 100-120, Korea (tel) 82-2-751-1542 (Fax) 82-751-1545 (e-mail) yoonimi@hotmail.com (website) www.chongdong.com	Choi, Tae-ji ( Theater Director) Park, Jin-wan ( Marketing Team Director) Lee, Kyung-Rae (Marketing Team staff) Lee, Yoon-im (Marketing Team staff) Ku, Min-ho ( Marketing Team staff) Jang, Yoon-jeong (Marketing Team staff)	A-015
<b>Chundo Travel Co.,Ltd</b> #356-3 Seokyo-dong, Mapo-gu, Seoul. 121-838. Korea (Tel) 02-325-7007 (Fax) 02-322-4043 www.maldives.co.kr	Lee Byung Hee (Asst. General Manager) Song Ji Young (Deputy Manager) Kim Do Yeon (Deputy Manager) Son Bong Guk (Deputy Manager) Kim Ji Hyun (Manager) Han Sung Dae (Manager)	D-098
<b>Chungcheongbuk-Do</b> 89 Munhwa-dong, Sangdang-gu, Cheongju-si, Chungcheonbuk-do, 360-765, Korea (Tel) 82-43-220-4263 / 82-43-235-1078 (Tourism association) (Fax) 82-43-220-4259 cb1992@cb21.net www.cb21.net	Chungcheongbukdo Province Kwon Young-Uck (Tourism Division, Director) Jun Wun-Gun (Manager of Tourism Publicity Team) Lee Seol-Ho (Manager) Park Jong-Cheon (Director) Lee Kyou-Sang (Manager) Jeong Jong-Ryun (Manager) Yoon Woong-Jin (Manager) Chungbuk Tourist Association Hwang Jong-Chol (Director) Yook Hwan-Soo (Manager) Jeon Chan-Kil (Director) Woo Young-Sun (Manager) Sangsoo's Herb Cho Yun-Je Kang Nam-Joo Han Sang-Sun	A-008
<b>The Province of ChungCheongNam-Do</b> Jung-gu Seonhwa-dong 287, Daejeon Metropolitan City (Tel) 82-42-251-2361 (Fax) 82-42-220-3336 shinbo@orgio.net Chungnam.net	Kang Shin Bo (Staff) Chungnam Tourism Association Yang Jun Kyu (General Manager) Lee Young Jong (Secretary General) Choi Jang Ryul (Deputy Manager) Oh Hye Kyoung (Guide)	C-014



## Participants List 출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Chungju City</b> 700 Geumneung-dong Chungju-si Chungcheongbuk-do (Tel) 82-43-850-5164 (Fax)82-43-850-5178 maf@cj100.net www.cj100.net	Cho Woang Ju (Manager of Public Affairs) Hwang Chang Ho(Staff) Lee Jong Hwan(Staff)	A-010
<b>CZECH TOURIST AUTHORITY-CZECH TOURISM</b> VINOHRADSKA'46 120 41 PRAGUE2 (Tel) 420-221-580436 (Fax)420-221-580435 MIKULA@CZECHTOURISM.CZ www.CZECHTOURISM.COM	Czech Tourism Ms. Dagmar Horska (Manager) Ms. Marketa Svatonova (Director) Mr. Jan Zizka (Managing Director) Mr. Breznen Ivan (General Director) Ms. Spackova Ivana (Incoming Executive) OK-Tours Mr. Pietari Valtonen (Sales Manager) Ms. Maritna Baumrukova (Production Manager) Hotel Adria Prague Mr. Roman Talman (Front Office Manager) La-Boheme Ms. Monika Szwarcova (Managing Director)	C-031
<b>Daegu Metropolitan City</b> #1, 1-ga, dongin-dong, jung-gu, daegu, Korea ,700-421 (Tel) 82-53-429-3384 (Fax)82-53-429-3339 donk60@daegumail.net www.daegu.go.kr	Kim, Byoung-Du (PR Officer) Kim, Jin-Don (Officer) Daegu Tourism Association Ha, Chong-Soo (Secretary-General) Kim, Tae-Gyu (Director) Kang, In-Sun(Guide) Jeon, Kyung-mi(Guide)	B-004
<b>Daejeon Metropolitan City</b> Tourism Division, 1420 Dunsan-dong, Seo-gu, Daejeon Metropolitan City, Korea, 302-120 (Tel) 82-42-600-3566 (Fax)82-42-600-2439 lee1456@metro.daejeon.kr www.metro.daejeon.kr	Lee Myoung Han (Director) Kim Yong Seob(Deputy Director) Lee Jong-Cheol(Staff) Daejeon Tourism Association Shin Wan-Sik (Manager) Kim Hyo-Jeong(Guide) In Yun-Sook(Guide) / Choi Hye-Eun(Guide) Lee Myung-Gi(Head Official) Park Yun-Gug / Park Jung-Ho	A-006
<b>DELHI'S IVORY PALACE</b> 1080 N. Gate Jama Masjid Delhi -110006 (Tel)91-11-23265609 (fax) 91-11-23261452 dipalace@ndf.vsnl.net.un	ANUBHAV NATH(Manager) ASHOK NATH(M. Director) RAKESH SHARMA(Sales Person)	E-015


**Participants List** **출전자 명단**

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Department of Tourism, Philippines-Korea Office</b> 403, Renaissance Bldg, 1598-3, Socho-dong, Socho-gu, Seoul,Korea,137-070 (Tel) 82-2-598-2290 (Fax)82-2-598-2293 sunnymh@unitel.co.kr www.philippines.or.kr	Ms. De La Cruz,Marie Jean C. (Director of Sales and Marketing) Ms. Ardiente, Ma Eloisa (Banquet Sales Manager) Ms. Espina, Isabel Paula (Sales Account Executive) Mr. Ranada, Mark Raymond A. (Sr. Sales Account Manager) Ms. Jin Kyung Kang(Manager) Lee Dang Won(Sales Manager) Mr. Perez, Alfredo R.(Chief Operating Officer) Mr. Groizaed Menez,Alejandro Luis (General Manager) Ms. Gardon, Maria Ethellen T (Sales and Marketing Director) Ms. Vicedo, Eva Marie(Sales and Marketing) Ms. Carcel, Leigh E.(Manager)	B-051
<b>DFS KOREA</b> Suite 1503 Samkoo Bldg.,#70 Sokong-dong, Chung-gu, Seoul,Korea,100-070 (Tel)82-2-774-2927(Fax)82-2-774-2928	Pleasure Island Tak Takano / Richard Rennie Rizk Saad / Julie Artero KD Han / Terry Chung	B-091
<b>Dreammaldives</b> Sungji 3th Building, 1117, #642-6 Yucksam-dong, Kangnam- gu,Seoul,Korea135-080 (Tel)82-2-552-1237(Fax)82-2-552-1314 maldives1@korea.com www.dreammaldives.com	Claire Bang(Director) Suh, Hee Seung(Managing Director) Mr. Dinesh Bhaskar(Sales-Director)	C-058
<b>Egyptian Tourism Office</b> #402, ChungAm B/D, 794-4, Hannam-dong, Yongsan-gu, Seoul,Korea,140-894 (Tel) 82-2-795-0282 (Fax)82-2-795-0283 egyptour@chollian.net www.visitegypt.co.kr	H.E Mr. Amr Helmy (Ambassador of Egypt in Seoul) Mr. Samy Mahmoud(Tourism Counsellor) Mr. Essam Kaboh (GM from Egyptian Ministry of Tourism) Ms. Shin, Joung Hwa(Assistant)	B-074



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## 출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Embassy of Peru</b> #2002, Daeyungak Bldg., 25-5, 1-Ka, Chungmu-ro, Chung-ku, Seoul, Korea ,00-706 (Tel) 82-2-757-1735 (Fax)82-2-757-1738 www.embaperucorea.com</p> <p><b>KADI TOURS S.A</b> AGENCIA TOUR OPERADOR EN PERU Jr.Moquegua 126 Lima Tel: 51-1-427-8387 Fax: 51-1-4260596 kaditours@kaditours.com.pe (Website): www.kaditours.com.pe</p> <p><b>PROMPERU-COMISION DE PROMOCION DEL PERU</b> Calle Uno No 50-Edificio MINCETUR-Piso 13 y 14 Urb. Corpac, San Isidro-Lima27, Peru Tel: 51-1-224-3434/224-3142 Fax: 51-1-225-5951</p>	<p>Jorge Bayona (Ambassador) Gustavo Lembcke (Minister Counsellor) Wilbert Haya (Second Secretary) Yun Wha, Jang (Commercial Assistant)</p> <p>KADI TOURS Wilberto Pesantes (General Manager) Pedro Pajuelo (Manager) Gloria Chavez (Sales Assistant)</p>	D-033
<p><b>Embassy of Sudan</b> 653-24, Hannam-dong, Yongsan-gu, Seoul 140-210 Korea (Tel)82-2-793-8692(Fax)793-8693</p>	<p>Dr. Babiker Ali Khalifa(Ambassador) Kim, Sun-Mi(Secretary)</p>	C-038
<p><b>Embassy of Sri Lanka</b> Room 2002, Kyobo Bldg. Chongro-1ka, Chongro-gu, Seoul 110-714, Korea (Tel) 82-2-735-2966(Fax)82-2-737-9577</p>	<p>H.E.G. Wijayasiri (Ambassador) A.M.Ranaweera Banda(Second Secretary)</p>	C-033
<p><b>Fiji Visitors Bureau, Korea</b> Suite 4008 Korea World Trade Center, #159, Samsung-dong, Kangnam-gu, Seoul, Korea 135-792 (Tel)82-2-753-7750(Fax)82-2-561-6910 kabifj@unitel.co.kr www.bulafiji.com</p>	<p>Fiji Visitors Bureau, Korea Mr. Woo Joo Chang (Chairman) Ms. Sera Cawanibuka (Marketing Officer) Ms. Ji Young Park (Manager) Ms. Su Na Ihm (Assistant Manager) Lucas Tour Mr. Soon Chul Park (Manager) Mr. Jii, Seo Choi (President) UTC Korea Mr. Dong Il Lee (Director)</p>	B-094



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Forever Mongolia Tour</b> P.O.-611 Ulanbaatar-44 Mongolia (Tel)976-11-317028(Fax)976-91192411 info@foverermongolia.mn www.forevermongolia.mn	Mrs. Erke Serikbai (General Director) Ms. Otgonjargal Tserendorj (Sales Manager-Translator) Mr. Dashnyam Batbold (Camp Manager) Khishiglen Tour Co.,Ltd Mrs. Yondon Tsetsgee (Director) Ms. Lkhagmaa Oyungerel (Accountant) Mr. Puntsagdelger Munkhsukh (Sales Manager)	E-005
<b>Freedom Travel Service Co.,Ltd</b> Donghwa B/D, 88 Da-dong Chung-gu, Seoul 100-180 (Tel)82-2-3455-8888/82-2-3455-0027 (Fax)82-2-773-7104 ybshim@freedom.co.kr www.freedom.co.kr	Lee, Young Bok (General Manager) Kim, Eun Hae (Asst. General Manager) Cheong, Du Han (Asst. General Manager) Lee, Chang Sung (Staff) Kim, You Shin (Deputy Manager) Lee, Sang Mi (Staff) Choi, Hong Suk (Staff) Park, Sun Hee (Staff) Park, So Yeon (Chief) Tak, Jeung Ran (Staff) Kim, Do Won (Staff) Kim, Kyoung Ja (staff) Jung, Jin Mi (Staff) Kim, Jung Mi (Staff) Choi, In Gyun (Staff) Lee, Joo Yeon (Staff) Lee, Jun Hyuk (staff) Park, Hae Song (Staff)	D-001
<b>Fuji Tour</b> #98-78 Garden Tower B/D 1706 Unny-dong, Jongro-gu, Seoul, Korea, 110-795 (Tel)82-2-744-9933 (Fax)82-2-766-0942 bangsh@fujitour.com www.fujitour.com	KIM, DAE YEOP (Director) CHAE, SANG SUK (Director) KIM, JONG HAN (Director) MOON, HWA JOONG (Director) LEE, BYUNG CHAN (Director) KANG, IN SU (Asst. Manager) KIM, MOON JA (Director) CHOO, YOUNG-HEE (Director) KIM, SUNG JIN (Manager) BANG, SANG HO (Team Chief)	E-008



Participants List 출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Gangwon-Do Tourism Association</b> 770-3, Toigye-dong, Chuncheon-si, Gangwon-do, Korea, 200-944 (Tel)82-33-242-0089 (Fax)82-33-252-0088</p>	<p>Gangwon-do Hong Ki Eop(Director) Park Gyun Young(Head Official) AnYoung Mi (Staff) ChunCheon City Houn Mie Ryo (Staff) Shin Kyung Hun (Guide) / Cho InKyung(Guide) Wonju City Shin Dong Ick(Manager) Choi Bongmin(Manager) / Kim Ok Jin(Manager) Gangneong City Park Chan Young(Manager) Kang Hae Young(Guide) Sokcho City Kim Chul Soo(Director) Kim Soon Seob(Manager) Yu Seong Jae(Staff) / Park Myeong Suk(Staff) Samcheok City Kang Kig Sep(Manager) Yeongwol County Choi Il Gue(Manager) Pyeongchang County Jun Bok Soon(Manager) Jeongseon County Choi Chun Tack(Manager) Jeon Yeong Tak(Manager) Inje County Son Mee Jung(Manager) / Kim Mee ae(Guide) Goseong County Choi Han Sun(Director) / Lee Byung Oun(Manager) Jang Hee Sun(Manager) /Kim Hui Jeong(Guide) Yangyang County Kim Mi Suk(Guide) Gangwon-do Tourism association Jang Soo Il (Secretary-General) Chung Byung Moon(General Manager) Cho Sang Gyoung(Guide) Byun Mi Young(Guide)</p>	<p>C-011</p>





Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>German National Tourist Office</b> OAG-Haus, 7-5-56, Akasaka, Minato-ku, Tokyo(107-0052) (Tel)81-3-3586-0380(Fax)81-3-3586-5079 gntoty@t-z-t.com www.germany-tourism.de	Mr. AKIRA NISHIYAMA (Industry Relations) Ms. Dorothea Niestert (Managing Director Magic Cities Germany) Ms. Nina Kohr (Marketing Tourism + Congress GmbH Frankfurt am Main)	C-054
<b>Guam Visitors Bureau</b> 101-5,2F. CK B/D Nonhyun-dong, Gangnam-gu, Seoul. Korea ,135-820 (Tel)02-765-6161 (Fax)02-765-1134 guam@welcometogum.co.kr www.welcometogum.co.kr	Mr. Frank B. Aguon, Jr. (Senator Vice Speaker of the 27th Guam Legislature) Guam Visitors Bureau Mr. Bart Jackson (KMC Chairman) Mr. Alberto "Tony" Lamorena (General Manager) Ms. Gina Kono (Marketing Officer II) Mr. J.S. Koo (Director of Sales & Marketing) Ms. Sophia Sung (Marketing and PR Manager) Ms. Gina Choi(Marketing Assistance) Hilton Guam Resort & Spa Mr. Manfred Pieper (General Manager) Mr. Kavin Payne(Manager) Mr. Park, Ho-Sang(Senior Manager) Mr. Chae, Kang-Keun(Marketing Manager) Ms. Jun, Yoon-Woo Guam Visitors Bureau Benjamin J. Santiago,( Dancer) Raena Terlaje(Dancer) Tasi Cawili(Dancer) Tiffany Cawili(Dancer) Darin Eay(Dancer) Daniel Eay(Dancer) Anthony Quichocho (Dancer)	B-081
<b>Guatemala Tourist Commission-INGUAT</b> 7 avenida 1-17 zona 4 Centro civico,Guatemala City Guatemala, Centroamerica (Tel) 502-332-7628(Fax)502-331-4416	Estuardo Riley(Marketing Director) Magdalena Serra (Assistant)	B-086



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Participants List

출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Gwangju Metropolitan City Hall</b> 200 Chipyeong-dong, Dongseo-gu, Gwangju City 502-002, Korea (tel) 82-62-613-3641 (Fax) 82-62-613-3629 sjoh58@netian.com www.gwangjucity.go.kr</p>	<p>Jeong Jong Je (Director, Culture &amp; Tourism Bureau) Mun Geom Ju (Tourism Division Director) Lee In Dong (Tourism Division Chief) Oh Seung Joon (Tourism Division Officer) An Gwan Hung (Tourism Division Officer) Kim Seong Ho (Tourism Division Officer) Kang Won Gu (Director of Tourist Association) Jang Kil Jong (Secretary-General, Tourist Association) Lee Yun Jae (English Interpreter) Park Byeng Young / Choi Yu Ri Chang Gwang Shik / Choi In Soon Kang Sun Young / Cho Young Ran Choi Yeouk Hwan / Jung In Hee</p>	<p>C-021</p>
<p><b>Gyeonggi-Do Tourism Association</b> 19-1 Maeshan-ro-1ga, Paldal-gu, Suwan City, Gyeonggi Province 442-766 Korea (Tel) 031-245-0101 (Fax) 031-241-6846 kta0101@kg21.net www.kg21.net</p>	<p>Hong, Seung-Pyo, (Director) Kang, Hyun-Do (Manager) Lee, Dong-Youl, (Asst. Manager) Son, Kyong-Sik, (Clerk) Kim, Kang-Sik (Head Official)</p>	<p>C-024</p>
<p><b>Gyeongsangbuk-do Province</b> 1445-3 Sangyeong-dong Bukgu, Daegu, Korea, 702-702 (Tel) 82-53-950-2346 (Fax) 82-53-950-3339 kkj@gb.go.kr www.gb.go.kr</p>	<p>Gyeongsangbuk-do Kim, Jae-Kwang (Tourism PR Officer) Kwen, Ki-jong (Tourism PR Officer) Park, Chang-bae (Tourism PR Officer) Gyeongju City Lee, Sang-ae (Tourism PR Officer) Park, Dongman (Tourism PR Officer) Lee, Sung-Won (Tourism PR Officer) Andong City Kim, Ja-Hyun (Tourism PR Officer) Kim, Bong-hyun (Tourism PR Officer) Kim, Jin-ho (Tourism PR Officer) Yeongju City Ko, Yeon-Hyun (Tourism PR Officer) Kim, Ju-sik (Tourism PR Officer) Gyeongbuk Tourism Association Jang, Young-nam (Tourism PR Officer)</p>	<p>C-001</p>



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Gyeongsangnam Province</b> 78-1, Sangnam-Dong, Changwon-she Gyeongsangnam-do (Tel) 82-55-211-4863 (Fax) 82-55-211-4859 Rib@gsnd.net www.Tourgsnd.or.kr	Mun, Byeng-Min, (Director, Tourism Promotion Division) Jung, Hwan-Won (Manager, Tourism Promotion Division) Kim, Sung-Kyu (Head Official) Lee, Suk-Gyeong(Guide) Jea, Jeong-Rib, (Clerk, Tourism Promotion Division)	A-004
<b>HAWAII KOREA TOURISM ASSOCIATION</b> 140 Liliuokalani Ave. #105 Honolulu, Hawaii 96815 (Tel) 1-808-947-4957 (Fax) 1-808-922-1140	U.S.A. TOUR, CORP. YUH, CHANG DONG(PRESIDENT) KIM, HYONG JIN(GENERAL MANAGER) SHIN, JEONG JONG(SALES MANAGER) HAN KOOK HAWAII TRAVEL CHANG, KI CHUL(PRESIDENT) CHANG, ALEXANDER(TOUR MANAGER) HAWAII PACIFIC-TRAVEL, TOUR, INC. WILLIAM K. CHUNG(PRESIDENT) RUBY E. CHUNG(MANAGER) ROYAL HAWAII TOURS, INC. MICHAEL HAN(PRESIDENT) CHANG, HYO SIK(DIRECTOR) MOA TOUR CHOI, MI KYUNG(OFFICE MANAGER) CHANG, CHUN HUI(DIRECTOR) CENTRAL HAWAII TOUR, INC. JUNG, HYUN SOOK(VICE PRESIDENT) PARADISE TOUR, SERVICE KIM, KI BONG(TOUR MANAGER) MOON, KYUNG HEE(MANAGER) HANMI TOUR LEE, BOO SIK(OPERATION MANAGER) CHANG, JENNIFER(OFFICE MANAGER) HAWAII SHARP & TRAVEL BANG, CHI HOON(TOUR MANAGER) E.T.S. CHONG, CHA YONG(GENERAL MANAGER) CHONG, JI AE(PRESIDENT) HANALO TOUR	E-012



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Participants List 출전자 명단

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>HAWAII KOREA TOURISM ASSOCIATION</b> 140 Liliuokalani Ave. #105 Honolulu, Hawaii 96815 (Tel)1-808-947-4957 (Fax)1-808-922-1140</p>	<p>LILLIAN CHUNG(OPERATION MANAGER) KIM, BOO SOO(PRESIDENT) NEW ASIA TRAVEL KIM, BYUNG HAN(OFFICE MANAGER) KOREANA TOUR SERVICE HA, KYONG SOON(MANAGER) KWON, ANNA KI SOON(TOUR MANAGER) ORIENT TOUR TRAVEL, INC. KIM, KYUNG OK(OFFICE MANAGER) MIJOO TOUR DANNY PAE(PRESIDENT) PARADISE TOUR HWANG, GHCK(OFFICE MANAGER)</p>	<p>E-012</p>
<p><b>Hawaii Tourism Korea</b> 1310 Soonhwa Bldg. Suite,5-2 Soonhwa-dong,Jung-gu,Seoul,100-731,Korea (Tel)82-2-777-0033 (Fax) 82-2-777-8179 jeromenjeong@marketinggarden.com</p> <p><b>Aloha Airlines.Inc</b> c/o Delta Air Agencies.Ltd #301, Shin-A Buidling. 39-1 Seosomun-dong, Seoul,100-110 (Tel)82-2-775-3076(Fax) 82-2-779-4333 hskim@delta-air.co.kr</p> <p><b>Hilton Hawaii</b> 2005 Kalia Road, Honolulu, HI 96815 (Tel)808-948-7784(Fax)808-947-7914 Samuel_sun@hilton.com</p> <p><b>Marriot&amp;Renaissance Resort Hawaii</b> 2552 Kalakau Avenue Honolulu, Hawaii 96815 (Tel)808-921-5142(Fax)808-921-5135 Richard.hong@marriot.com</p> <p><b>Starwood Hotels &amp;Resorts Hawaii</b> 2215 Kalakaua Avenue, Suite #300, Honolulu, Hawaii 96815 (Tel)808-921-4063(fax)808-923-2023 (e-mail)chihoon.bang@starwoodhotels.com</p>	<p>Mr. Michael D. Merner(Mananging Director, HTA) Mr. JP. Sho (Representative. HTK) Ms. Emily Kim (Marketing Director) Ms. Irene Lee (PR Director) Mr. Jerome Jeong (Marketing Assistant) Chay H.C. Nihipali (Dancer) / Christa E. Conry (Dancer) Kahokuokekai Kamakeeaina (Dancer) Chantel K.T. Nishimura (Dancer) / Ashley Kimo Artis (Dancer) Mr.Hisanaru Otake (Director, Japan Asia Sales) Mr. Hyung-Seok Kim (Manger Markeing Sales) Ms. Angle H,W,Kim(Sales Reppresentatives)</p> <p>Mr. Samuel Sun (Regional Sales Manager, Far East) Mr. Mitsuhiro Matsuda(Regional Director) Ms. Jinny Lee(Sales) Ms.Pattle Herman (Area Market Director Of Sales, Asia Pacific) Mr. Richard Hong(Sales Marketing, Asia Pacific)</p> <p>Mr. Chi-Hoon Bang(Director of Asia Sales) Mr. Yoshi Watanabe(Director Of Asia Sales)</p>	<p>B-061</p>



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Hyatt Regency Waikiki</b> 2424Kalakaua Avenue Honolulu, Hi 96815-3289 (Tel) soh@hyattwaikiki.com	Mr. Sebang Oh( Sales Manger. Asia Pacific) Mr. Ron Nomura (Senior Director of Marketing)	B-061
<b>Hong Kong Tourism Board</b> Baknam B/D1105, 188-3eulgiro1-ga, Jung-gu. Seoul /9-11F, Citicorp Centre, 18 Whitefield Rd, North Point, HongKong (Tel)82-2-778-4403 (Fax) 82-2-778-4404 hkth@korea.com www.discoverhongkong.com	Mr. Lew, Hwan Kyu (Representative) Ms. Sohn, Lydia(Senior Manager) Ms. Lew, Jay (Asst. Manager) Mr. Lee, Ju Seung (Executive) Ms. Kim, Kyung Hee (Executive)	B-064
<b>Hotel Cambodiana</b> 313 Sisowath Quay, Phnom Penh, Cambodia (Tel)855-23-426288 (Fax) 855-23-426288 catherine@hotelcambodiana.com www.hotelcambodiana.com	Mr. Ben Bala(Executive Asst. Manager) Ms. Catherine Foo(Regional Sales Manager)	B-096
<b>Hotel Reservation Service</b> Suite 2904, 29/F POS Plaza, 1600 Century Ave. Pudong, Shanghai, China (Tel)86-21-50815858 (Fax) 86-21-50815959 paloma.meng@hrs.de www.hrs.com	Mr. Nikolaus Ellrodt(Asia Representative) Ms. Meng Ying (Paloma Meng) (Assistant Representative)	D-064
<b>Incheon Metropolitan City</b> Guwol-dong, Namdong-gu, Incheon, Incheon 405-750. Korea (Tel) 82-32-440-3312 (Fax)82-32-440-3319 gskil@incheon.go.kr www.inpia.net	Kil, Gyo Suk Park, Hyun Jo(Director) Kim, Sang Seob(Staff) Park, Woon-Soo(Secretary General)	C-034
<b>India Tourism, Tokyo</b> Suite 1007 JoongAng Bldg., 259-1, Euljiro-3ga, Jung-gu, Seoul, 100-847, KOREA (Tel) 82-2-2265-2246 (Fax)82-2-2265-2330 jhvicom@yahoo.co.kr www.incredibleindia.org	Mr. G. Venkataraman (Director) Mrs. Venkataraman Janice Y. J. Ahn (President) Victoria Kim(Marketing Assistant) Vikram Kweon (Assistant Manager) Rich S. Kim (Executive Director) Julie Park (Manager) Daniel Jung (Marketing Manager) Charlie Ahn (Head of Administration) Amy Lee / Sally Park	C-061



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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>India Tourism, Tokyo</b> Suite 1007 JoongAng Bldg., 259-1, Euljiro-3ga, Jung-gu, Seoul, 100-847, KOREA (Tel) 82-2-2265-2246 (Fax)82-2-2265-2330 jhvicom@yahoo.co.kr www.incredibleindia.org</p>	<p>Air India Ltd. Mrs. Geetha Menon (Regional Manager-Japan &amp; Korea) Mr. Y. T. Park (President) Ms. M. H. Chang (Secretary) Mr. J. T. Lim (Spvr-Sales) Ms. J. H. Park (Spvr-Resv &amp; Ticketing)</p>	<p>C-061</p>
<p><b>Visit Japan Campaign Headquarters / JNTO</b> 3-3-3, Kasumigaseki, Chiyoda-ku, Tokyo, Japan, 100-0013 (Tel)81-3-3539-2371 (Fax) 81-3-3503-0055 fujiwara@vjc.jp</p>	<p>Suimi Fujiwara (Director) Dong-Hee Lee (Specialist) Hiroki Namura (Assistant Manager) Japan National Tourist Organization, Seoul Office Hiroko Tani(Executive Director) Nobuhiko Kumano (Director) Kana Wakabayashi (Director) Ja-Kyung Kim (Assistant Manager) Hyung-Jung Kim Hye-Jong Kim Visit Japan Campaign Headquarters / JNTO,International Tourism Center of Japan Eiichi Kato (Director Research &amp; Planning Department) Shoji Hosokawa (Deputy Director Research &amp; Planning Department)</p>	<p>C-081 C-091</p>
<p><b>Hokkaido Tourist Association</b> N-1, W-2, Chuo-ku, Sapporo,Hokkaido, Japan,060-0001 (Tel) 81-11-231-0941 (Fax) 81-11-232-5064 dokanren-pro@beach.ocn.ne.jp</p>	<p>Masao Tsuda (Promotion Section) Junichi Koda(Promotion Section) Shizue Ishibashi(Promotion Section)</p>	<p>C-110</p>
<p><b>Sapporo City</b> N1, W2, Chuo-ku, Sapporo, Hokkaido, Japan,060-8611 l) 81-11-211-2376 (Fax) 81-11-218-5129 wajima-t@plaza-sapporo.or.jp</p>	<p>Tomohiro Wajima(Convention Services) Tomonori Ikeda(Convention Services)</p>	<p>C-109</p>



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Otaru Music Box Museum Co, Ltd</b> 1-2-3, Irifune, Otaru City, Hokkaido, Japan,047-0021 (Tel)81-134-21-3380 (Fax)81-134-21-3382 kouhou@otaru-orgel.co.jp	Naoko Makita(Chief) Naoko Izumi Haruyoshi Yanagida(Director)	C-108
<b>Ishikawa Prefecture</b> 1-1, Kuratsuki, Kanazawa City, Ishikawa Prefecture,920-8580 (Tel)81-76-225-1539 (Fax)81-76-225-1540 hiroschi3@pref.ishikawa.jp	Mitsuo Tajiri (Planning Director) Yuka Matsuo (Tourism Promotion Specialist)	C-092
<b>Toyama Prefecture</b> 1-7, Shinsougawa, Toyama-City, Toyama Prefecture, Japan, 930-8501 (Tel) 81-76-444-8752 (Fax) 81-76-444-4404 kanko5@pref.toyama.lg.jp	Toyama Prefectural Tourism League Yasunori Doi Toyama Prefecture Yuichi Maruta(Staff Member) Koichi Aoyama(Senior Staff Member) Toyama Prefecture,Uozu Chamber of Commerce and Industry Kinari Senda Tsuyoshi Yoshizaki Takeshi Matsuo	C-098
<b>Tohoku Region Tourism Promotion Council</b> 11th FL, SentoreTohoku Bldg, 9-10, Chuo2-Chome, Aobaku, Sendai, Miyagi Prefecture, Japan,980-0021 (Tel) 81-22-799-210 (Fax) 81-22-262-7062 tef-9@tinet-l.ne.jp	Hiromitsu Takahashi (Deputy Director General) Kenzo Kikuchi (Promotion Center Head Officer) Takeshi Toyama(Deputy Secretary General)	C-105
<b>Hakone Convention Bureau</b> 256, Hakonemachiyumoto, Ashigarashimogun, Kanagawa Prefecture, Japan,256-0398 (Tel) 81-460-5-7410 (Fax) 81-460-5-6815 isao@town.hakone.kanagawa.jp	Isao Yoshida Naoko Ito Shigeo Arahata Hiroyuki Nishiyama Hideo Yoneyama / Yasushi Harada	C-103
<b>Chiba Prefecture</b> 1-12-7, Fujimi, Chuo-ku, Chiba City, Chiba Prefecture, Japan, 260-0015 (Tel)81-43-225-9170 (Fax)81-43-225-9198 nagaoka@omoshiro-chiba.or.jp	Katsuhiko Nomi Nagataka Ogasawara Toshiaki Nagaoka Chikara Horikiri Hidehiko Tojo	C-104
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## Participants List

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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Greater Nagoya Tourism Promotion Council</b> C/O Nagoya Convention &amp; Visitors Bureau 10-19, Sakae 2-Chome, Naka-ku, Nagoya, Aichi Prefecture, Japan, 460-0008 (Tel)81-52-202-1143 (Fax)81-52-231-0922</p>	<p>Greater Nagoya Tourism Promotion Council, City of Nagoya Hirohisa Kato (Director, Culture &amp; Tourism Department, Civic &amp; Economic Affairs Bureau) Greater Nagoya Tourism Promotion Council, Inuyama City Yukihiro Aoyama (Assistant Director) Greater Nagoya Tourism Promotion Council, Toyota City Yachiyo Komma (Manager) Greater Nagoya Tourism Promotion Council, Nagakute City Koji Kawase (Industry and Tourism Division Officer) Greater Nagoya Tourism Promotion Council, Aichi Prefectural Tourist Association Tomoko Endo (Director General) Kunihiro Oda (Secretary General Executive Director) Yasuyo Fukiage (Assistant Director, Tourism Promotion Dept) Greater Nagoya Tourism Promotion Council, J&amp;K Tour Service Je-Man You (President) Greater Nagoya Tourism Promotion Council, The Westin Nagoya Castle Tetsuo Oagawa Yong-Hwan Choi (Director of International Sales) Greater Nagoya Tourism Promotion Council, Japan Association for the 2005 World Exposition Masanori Sugito (Associate Director General, Commercial Activities Group Administration) Department Naoya Okamoto (Manager, Visitors &amp; Tickets Team Commercial Activities Group Administration Department)</p>	<p>C-096</p>





Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Matsumoto-Takayama-Kanazawa International Tourist Route Development Association</b> 2-18, Hanaoka-Machi, Takayama, Gifu, Japan (Tel) 81-577-35-3145 (Fax) 81-577-35-3167 h.hiratsuka@city.takayama.gifu.jp	Takayama Municipal Office Hisanori Hiratsuka (Chief) Kanazawa Municipal Office Seiichi Takida (Chief) Matsumoto Municipal Office Ryoji Oshima (Chief)	C-093
<b>Osaka City Tourism Promotion Committee</b> Resona Semba Bldg, 5F, 4-4-21 Minamisemba, Chuo-ku, Osaka, Japan, 542-0081 (Tel) 81-6-6282-5900 (Fax) 81-6-6282-5915 shiomi@octb.jp	Osaka City Tourism Promotion Committee Goro Imura (Tourism Dept.) Hotel Laforet Shin Osaka Takayoshi Shimizu (General Manager) Kenji Toyoda (Manager) New Osaka Hotel Hisao Matsukawa (Sales Manager) ANA Gate Tower Hotel Osaka Keiji Okamoto (Director/Rooms Division) Takenobu Oki (Senior Sales Manager/Room Sales) Hotel Plaza Osaka Katsumi Tsuji (Manager)	C-089
<b>Biwako Visitors Bureau</b> 4-1-1 Kyomachi, Otsu, Shiga Prefecture, Japan, 520-8577 (Tel) 81-77-511-5940 (Fax) 81-77-523-7555 funahashi@biwako-visitors.jp	Shuichi Kawanabe (Director General) Masashi Nojima (General Manager) Hiroaki Funahashi (Senior Manager) Miho Museum Akiko Nambu Otsu Prince Hotel Masahiro Yoshiura Royal Oak Hotel Akira Takahi Seta Golf Course Yoshinori Sugitani	C-094
<b>Hiroshima Prefecture</b> 10-52 Motomachi, Naka-ku, Hiroshima, Japan, 730-8511 (Tel) 81-82-513-3390 (Fax) 81-82-223-3327 syokankou@pref.hiroshima.jp	Masaaki Shiraki (Director) Kotaro Mizokuma (Senior Managerial Staff)	C-084



## Participants List 출전자 명단

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<p><b>Matsuyama City</b> 4-7-2 Niban-cho, Matsuyama, Ehime, Japan,790-8571 (Tel) 81-89-948-6557 (Fax)81-89-921-0286 kanko@city.matsuyama.ehime.jp</p>	<p>Matsuyama City, Tourism Industrial Development Division Matsuyama City Hirokuni Yasunaga(Section Manager) Yoshiki Shigenobu(Assistant Chief Editor) Hideya Kurihara(Chief) Matsuyama City, Tourism Division, Ehime Prefectural Gov Chizuru Takeuchi(Chief Examiner) Matsuyama City, Ehime Prefectural Tourism Association Katsuhiko Yamauchi (Director) Matsuyama City, Dogo Hot Spring Japanese Hotel Cooperative Association Masatoshi Goto(Director)</p>	C-079
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<p><b>Tottori Prefecture</b> 1-220, Higashi-Machi, Tottori City, Tottori Prefecture, Japan,680-8570 (Tel)81-857-26-7221 (Fax)81-857-26-8308</p>	<p>Yoshifumi Okayama(Assistant Director) Takashi Ito(Staff)</p>	
<p><b>Shimane Prefecture</b> 1 Tonomachi, Matsue-City, Shimane-Ken, Japan, 690-8501 (Tel)81-852-22-5579 (Fax)81-852-22-5580</p>	<p>Toshio Nakanishi(Group Leader) Shuichiro Matsuo Kentarō Yamane</p>	
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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Beppu Tourism Association Corp</b> 29-13, Kaminoguchi-Cho, Beppu City, Oita Préfecture, Japan, 874-8511 (Tel)81-977-24-2828 (Fax)81-977-24-5959	Beppu Tourism Association Corp Jiro Saito(Director) Masafumi Shuto(Chief) Beppu Tourism Association Corp, Beppu Préfecture Hiroumi Mizoguchi(Section Chief) Hiroyuki Yoshimoto(Section Chief) Beppu Tourism Association Corp, Beppu CC, Ind Kazuhiro Suehiro(Director) Beppu Tourism Association Corp Shing(Staff)	C-076
<b>Regional Tourism Program Council, Kyushu Chapter</b> 5-11 Chuo-gai, Hakaya-ku, Fukuoka City, Fukuoka Préfecture, Japan, 812-0012 (Tel)81-92-473-5115 (Fax)81-92-473-5115 aaa57640@pop06.odn.ne.jp	Regional Tourism Program Council, Kyushu Chapter, Japan Tourism Association Kyushu Branch Hideaki Takabayashi(Secretary General) Atsuko Tokimura(Staff) Nagasaki Préfectoral Tourist Federation Tomoko Matsuo(Chief) Oita Préfectoral Tourism Association Tomoya Yanagawa(Staff) Kagoshima Préfectoral Tourist Federation Takeshi Yukifune(Staff) Okinawa Convention & Visitors Bureau Yoshimi Takaesu(Assistant Director) Miyazaki Préfecture Ji Hyang Kang(Seoul Office Manager) BBDO J WEST Shimpei Ota J&K Tokuko Seno From One Shizu Watanabe	C-074
<b>Okinawa Convention &amp; Visitors Bureau</b> In the Okinawa Industry Support Center, 1831-1 Oroku, Naha, Okinawa Japan, 900-0012 (Tel)81-98-859-6127 (Fax)81-98-859-6221 mejima@ocvb.or.jp	Yong Beom Boo Norihiro Mejima(Staff) Sen Tamaki(Staff) Kozumi Tokuda(Staff) Ryoko Kise(Staff)	C-071



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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Okura Hotels &amp; Resorts</b> 2 - 10 - 4, Toranomom, Minato-ku, Tokyo, Japan, 105-0001 (Tel)81-3-3224-7263 (Fax)81-3-3224-7264 todorokig@hotelokura.co.jp</p>	<p>Shuji Tauchi (Director) Takashi Hitomi(Director) Gaku Todoroki(Senior Manager) Hironori Fujii</p>	<p>C-083</p>
<p><b>Japan Airlines International Co., Lts. Korea</b> <b>Regional Office</b> Room 202, Paik Nam Bldg, 188-3, Eulchiro 1Ka, Chung-ku, Seoul, Korea (Tel)822-3788-5734 (Fax)822-774-1286 mi-youn.hong@jal.com</p>		<p>C-101</p>
<p><b>JTB ATC Affiliated Group</b> 3-61, Haramachi, Shinjyuku-ku, Tokyo, Japan,162-0053 (Tel) 81-3-3200-1101 (Fax) 81-3-3200-5552 koreamgr_atc@jtb.co.jp</p>	<p>Hotel Metropolitan shiro Fukuda(General Manager) Hideyuki Okamura(Sales Manager) Toyo Hotel Kazuhsa Torisu(Manager) Hotel Grand Palace Toru Ishikawa(Sales Manager) ATC Japan Tours Heo Choo Hyang(Manager)</p>	<p>C-073</p>
<p><b>Universal Studios Japan™</b> 2-11-33 Sakurajima, Korehana-ku, Osaka City, Osaka,554-0031 (Tel)81-6-6465-3131 (Fax)81-6-6465-3031 Yoshitake_Tanaka@usjc.co.jp</p>	<p>Yoshitake Tanaka (Inbound Sales Manager) Ayako Ando</p>	<p>C-106</p>
<p><b>Jejudo Tourist Association</b> 304-22.Yon-dong, Jeju City, Jeju Province, 690-170. Korea (Tel)82-64-742-8861-4, (Fax)82-64-742-8865 www.hijeju.or.kr / 1F, Tamla-YoungJae-Guan, 1480-6 Gayang-2dong, Gangseo-Gu, Seoul (Tel)82-2-3661-4091 (Fax)82-2-3662-8315</p>	<p>Jejudo Tourist Association Yung-Taek, Kim Sang-Min, Nam Ho-Jun, Kim Se-bon, Kim Jong-Hoon, Kim Yun-Jong, Jeong Jie-Yung, Lee Chul, Kang Jejudo Province Yong-Sam, Ko Sung-Jin, Kang Byung-Soo, Han Si-Young, Park</p>	<p>C-004</p>



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
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<b>JeollaNamdo Provincial Government</b> #13, Kwangsan-dong, Dong-gu, Kwangju, Korea 501-702 (Tel)82-62-607-4992 (Fax)81-62-607-6209 phoenix012@hanmail.net www.provin.jeonnam.go.kr	Park, Kie-Tae (Director) Kim, Jae-Hoon (Staff) Son, Ji-Yeon(English Interpreter) Moon, Su-Ji (English Interpreter)	D-011
<b>Jeonju City</b> 568-1 Nosongdong, DeokJin-gu, Jeonju City, Jeollabuk-do, Korea ,561-090 (Tel)82-63-281-2553 ~ 4 (Fax)82-63-281-2606 webjeonju@jeonju.go.kr www.jeonju.go.kr	MOON DOO HYEON (Assistant Director ) PARK BYUNG NAM (Person in Charge) HONG KWANG SIK (Chief, Senior Staff) JEON SOO JIN (Staff) LEE HYE YEON (Staff) LEE YOUNG SOOK (Staff)	D-017
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<b>KangwonLand Corporation</b> 424 Sabuk-Ri, Sabuk-Yeob, Jungsun-gun, Kangwon-do, Korea, 233-901 (Tel)82-33-590-7700 (Fax)82-33-590-5130	Kim Jin Mo (President) Kim Jong Hoo (Executive Managing Director)	D-031
<b>KOTFA Co., Ltd.</b> 2F. Jeryoung Bldg., 36-6, Namsan-dong, 2-ga, Chung-gu, Seoul 100-042, Korea	Shin Joong-Mok (Chairman & CEO) Yoo Young-Ok (Managing Director) Young Park (Director) Lee Ju Youn / Choi Wei Seok Lee Jin Yong / Choi Ah Young Kim Do Youn / Kim Kwang Hoe Kim Kyung Won / Han Seung Jae	D-079
<b>Korean Air</b> 41-3, Seosomun-dong, Chung-gu. Seoul. korea (Tel) 82-2-751-7194 (Fax) 82-2-751-7611 www.koreanair.co.kr	Lee Jong Hee (President and COO) Kim Young Ho (President) Chi Chang Hoon (Managing Vice President) Kim Yeon Dong Kim Yong Chul Choi Soo Young Hwang Myung Sun Chang Jae Young Yoo Jong Sun Moon Jong Bae Bang Gyeong Wan Lee Hyun Soo Kim Seok Boem Kim Hyung Wook Seo Dong Bin / Nam Kyung Min Kim Soo Hyun / Kang Eun Ju Lee Hyun Jin / Kim Yoon Jee TOPAS Kim Kyo Chul (Chief Executive Officer) Choi Kyung Hoon Kim Ki Kwan / Lee Yong Duk Oh Kyung Chul / Chung Bum Koo Oh Jin Hwan / Kim Hee Kyung Yang Jun Young / Park Hyun Jin	B-021
<b>Korea Association of Tourism Pension</b> 3F. Jeryoung Bldg., 36-6, Namsan-dong, 2-ga, Chung-gu, Seoul 100-042, Korea	Shin Joong Mok (Chairman) Jang Seok Hwan (General Secretary)	D-066 D-071



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<b>Korea Association of Travel Agents</b> #1206, Seoungwoo B/D, 51-1, Dohwa2-dong, Mapo-gu, Seoul, Korea (Tel)82-2-752-8692 (Fax)82-2-8694 kata@kata.or.kr www.kata.or.kr	Japan Airlines Int'l Co., Ltd. Mr. Masaaki Toi (Branch Manager) Japan Association of Travel Agents Mr. Jun Ishiyama (Director & Secretary General) Mr. Minoru Sasada (General Manager Outbound Travel, Travel Affairs Dept.)	D-005
<b>Korea National Tourism Organization</b> 10 Da-dong, Jung-gu, Seoul, Korea, 100-180 (Tel)82-2-729-9473 (Fax)82-2-318-5197 Le_Tay@hanmail.net www.knto.or.kr	Mr. Keon Yoo (President) Mr. Il-Hyun Ji (Executive Vice President) Mr. Sick-Jae Lee (Executive Director) Mr. Yeon-Soo Chung (Director) Mr. Jin-Kook Lee (Manager) Mr. Tae-Yang Lee (Assistant Manager)	B-031
<b>The Korea Travel Times</b> 5 F Korea Sports Council B/d # 19 Mugyo-Dong Jung- gu, Seoul, 100-170, Korea (Tel)82-2-757-8980 (Fax)82-2-757-8982 tkttt@traveltimes.co.kr traveltimes.co.kr	Kim, Byung Tae (President) Kim, Nam Kyung (Reporter) Lee, Byung Ki (Managing Director) Han, Jung Hun (Publisher)	D-016
<b>Korea Tourism News</b> #B-410, Daewoo B/D, 167, Naesu-dong Chongro-gu, Seoul, Korea, 110-719 (Tel)82-2-732-0547 (Fax)82-2-733-2795 ktchoi@hanmail.net www.koreatourismnews.com	Kwang-Jong, Choi (Publisher/Editor-in-Chief) Jung-Mi, Lee (Senior Reporter) Jung-Won, Choi (Reporter) Jung-Pil, Choi (Reporter) In-Ae, Ahn (Art Designer) Mr. Gerhard H. Zimmer (General Manager)	E-029
<b>Kyongbuk Tourism Development Corporation</b> 375, Shinpyeong-dong, Gyeongju Gyeongsanbuk-do, Korea (tel)82-54-740-7336 (Fax)82-54-740-7334 yoy250@kta.co.kr www.ktd.co.kr	Jin-Tae Kim (President) In-Hwa Jung (Executive) Hyung-sig Kim (Director) Oh-Young Lee (Manager) Ji-Eun Lee (Senior Clerk) Jun-Ho Choi (Clerk) / Dong-Mi Kwon (Clerk)	C-003
<b>Lotte Hotel</b> 1, sogong-dong Jung-gu Seoul, Korea (Tel)82-2-759-7082 (Fax)82-2-773-0819 www.lottehotel.com	Shin Bong Sup (Sr. Sales Manager) Kim SamYong (Sr. Sales Manager) Park Sang Won (Sr. Sales Manager) Song Jung Gu (Sr. Sales Manager) Lee Boo Suk (Sr. Sales Manager) Kim Sun Kyung, (Assi. Marketing Manager)	D-014



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
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<p><b>Malaysia Tourism Promotion Board</b> 47-2, Seosomun-dong, Chung-gu, Seoul,Korea,100-813 (Tel)82-2-779-4422 (Fax)82-2-779-4254 mtp3@users.unitel.co.kr www.mtpb.co.kr</p>	<p>Tanjung Rhu Resort Siti Aliza Abdul Ghani (Director of Sales) A'famosa Resort Hotel Edward Lai Kok Yuen (Assistant Director of Sales) Tourism Malaysia Maizura Abdul Hamid(Senior Tourism Officer) Zarina Abdullah (Caricaturist) Zarini Abdullah(Batik Demonstrator) International Nexus Exchange Co.,LTD. Henry Lee (Director) / Jason Lee (Chief Manager) Shangri La's Resort Sammi Park (Director) Chae Kang Keun (Manager) Hwang Tae Kyung (Representative) E &amp; I Consulting Yoo Han Duck (General Manager) Park Jin Ho (Marketing Director) Lee Min Gu (Director) Song Hye Won (Sales/Marketing) Mutiara Hotel &amp; Resorts Kuala Lumpur Kelly Wong (Business Development Manager) SABAH TOURISM BOARD Humphrey (Marketing Manager) Gordon (Deputy General Manager) North Borneo Tours &amp; Travel SDN.BHD Melinda (General Manager)</p>	C-041





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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
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<b>PATA Korea Chapter</b> 8F, KNT0 B/D, 40Cheonggyecheon-ro, Jung-gu, Seoul, 100-180 (Tel) 82-2-729-9654 (Fax) 82-2-778-2326 pata@mail.knto.or.kr www.patakorea.org	Mr. Harry Hwang (Director) Ms. Hyo-Won Ahn Ms. Eun-Hee Tak Mr. Michael Hong (Manager) Mr. Sohn-Bae Jang (Manager)	B-035
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<b>PIL Korea Limited</b> #655, Namdaemunro5ga, Chung-gu, Seoul, Korea, 100-803 (Tel) 82-2-317-3334 (Fax) 82-2-771-1561	Kim Young Sun (Seoul Sales Office Manager) Kwon Jung Hee (Sales Account Manager) Choo Hee Jung (Sales Account Manager)	C-008
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<b>Seoul Travel Service.LTD</b> 5F Jaeneung B/D, 192-11 euljiro-1-ga, Chung-gu, Seoul, Korea (Tel) 82-2-755-1144/753-8585 (Fax) 753-9076/756-6969 baehong@seoultravel.co.kr seoultravel.co.kr	Kim Hong Bae (President) Kenneth Chung (Executive Director) Charles Lee (Director)	A-011
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<b>SMC Tour/ CRUSA</b> 7777 Leesburg Pike #102N, Falls Church,VA, USA (Tel)703-941-6295 (Fax)703-941-6298 alexyoon321@hotmail.com www.smctour.com	Mr. Alex S. Yoon(Managing Director) Ms. Ann Pina (Air Service Development Manager) Kim, Young(Manager)	D-059
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Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
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Participants List **출전자 명단**

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Travel Business Journal</b></p> <p><b>ThangHoa Co.</b></p> <p>2/162A/2 Ton Due Thang Hanoi, Vietnam (Tel)84-4-732-1865 (Fax)84-4-732-2496 thanghaoco@hn.vnn.vn</p>	<p>Kim, Seok Mu (Vice President)</p> <p>Thanh Ha General Business and Trading Joint Stock Co.</p> <p>Mr. Le Duy Dinh (Director)</p> <p>Ms. Nguyen Ngoc Huong (Vice Director)</p> <p>Hai Long Investment Trading Development and Construction Co., Ltd.</p> <p>Mr. Hoang Phuong Bac (Director)</p> <p>Mr. Ta Van Khai (Sales Manager)</p> <p>Dong Anh Trading and Import - Export Co., Ltd.</p> <p>Mr. Nguyen Van Tuan (Director)</p> <p>Mr. Pham Van Ninh (Vice Director)</p> <p>Thang Hoa Trade &amp; Service Co., Ltd.</p> <p>Mr. Do Thang (Director)</p> <p>Mr. Nguyen Cong Phuc (Sales Manager)</p>	<p>E-032</p> <p>B-106</p>
<p><b>The Food Service Management Restaurant</b></p> <p><b>The Transportation News</b></p> <p>3F, Transportatopation News Bldg, #59-6 Banpo- 4dong Seosho-gu, Seoul (Tel)82-2-595-2981 ~ 6</p>	<p>Park, Young Hee (Publisher)</p> <p>Lee Young Seok (Editor)</p> <p>Hwang Eui Sin (Reporter)</p> <p>Lee Sang Tak (Reporter)</p> <p>Park Yik Sung (Reporter)</p>	<p>E-031</p> <p>D-023</p>
<p><b>The Westin Chosun, Busan</b></p> <p>737 Woo 1 dong Haewudae-gu Busan, Korea, 612-822 (Tel)82-51-749-7000 (Fax)82-51-0515 www.echosunhotel.com</p>	<p>Suh, Jae Hong (Director)</p> <p>Kim, Bok Sil (Director)</p> <p>Park, Young Min (Head Officer)</p>	<p>C-028</p>
<p><b>Tour De Monde</b></p> <p>Rm. 403, Chunghwa BD. 422-1, Shindang-2dong, Chung-gu, Seoul, Korea, 100-450 (Tel)82-2-2234-8603 (Fax)82-2-2236-6102 tourdemonde@korea.com www.tourdemonde.com</p>	<p>KIM HYUNG CHUL (EDITOR-IN-CHIEF)</p> <p>HAN BO YOUN (EDITOR)</p> <p>JEON JUNG EUN (OFFICER)</p> <p>KANG DOO HYUN (MANAGER)</p>	<p>E-033</p>
<p><b>Tourism Authority of Thailand Seoul office</b></p> <p>604, 6th Fl, CoryoDaeyungak Center, 25-2, 1-ga, Chungmu-ro, Chung-gu, Seoul, Korea, 100-706 (Tel)82-2-779-5417 (Fax)82-2-779-5419 info@tatsel.or.kr www.tatsel.or.kr</p>	<p>Sasi-Apha Sukontarat (Director)</p> <p>Woranit Kayaras (Asst. Director)</p> <p>Lee, Kwang-Woo (Marketing Manager)</p> <p>Kim, Soo-jin (PR Manager)</p> <p>Kim, Byong-Kyoo (Information Officer)</p> <p>Seo, Eun-Kyoung (Marketing Officer)</p> <p>Kim, Jin-Hee (Secretary)</p> <p>Ms. Rachana Pungprayong (Entertainer)</p>	<p>B-071</p>


**Participants List** **출전자 명단**

Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<b>Tourism Authority of Thailand Seoul office</b> 604,6th Fl, CoryoDaeyungak Center, 25-2, 1-ga, Chungmu-ro, Chung-gu, Seoul,Korea,100-706 (Tel)82-2-779-5417 (Fax)82-2-779-5419 info@tatsel.or.kr www.tatsel.or.kr	Ms. Sauvanit Na Patalung (Entertainer) Ms. Arom Kengsakorn( Entertainer) Ms. Bang-On Meesaengphan (Entertainer) Ms. Pranee Khunsong ( Entertainer) Ms. Nittaya Sawangned (Entertainer) Mr. Den Phumkaew (Entertainer) Mr. Samat Sridee (Entertainer) Ms. Phiraporn Tangwanitchaset (Entertainer) M.L. Duangkamon Kasemsant (Entertainer)	B-041
<b>Travel Journal, Korea</b> 11F, Younghan Bldg.#59-23,Choonmuro 3-ga Chung-gu, 100- 013 Korea (Tel)82-2-2264-8491 (Fax)82-2-2264-8495 (E-mail)Kim@Traveljournal.co.kr (Website) www.Traveljournal.co.kr	Mr. Kim, Woong-Taek9(Publisher) Mr. Koh, Young-Doo(Editor) Mr. Ji, Jong-Mo(Marketing Director) Mr. Banh, Tae-Hoon(Manager) Mr. Park, Myung-Hwan(Reporter) Ms. Song Eun-Hee(Reporter) Ms. Lee, Chung-Hee(Reporter) Ms. Kim, Sun-Kyung(Reporter)	E-030
<b>TREVEL PRESS</b> Saedae Bldg., 6F., 11-3, 3-ka, Hoehyun-dong, Chung-gu, Seoul 100-053, Korea (Tel)82-2-777-0033 (Fax)82-2-757-6783 alohajpsho@netsgo.com	Mr. Sho Jae Pil(Publisher) Mr. Park Joon Sang(Manager)	E-006
<b>TTG Asia Media</b> 9Battery Road, #17-02/12 Strates Trading Building Singapore (Tel)65-6395-7555,3702-1740 (Fax)65-6536-0896,720-5459 www.ttgasia.com	Ms. Marisa Chen (Regional Account Manager) Ms. Agnes Woo (Marketing Service Excutive)	D-063
<b>TTJ-Star Magazine</b> #202 108-9 bangyi-dong, Songpa-gu, Seoul, Korea, (Tel)82-2-413-8820 (Fax)82-2-413-4227 ttjstar@yahoo.co.kr	Park, Sac-Ho (Representative) Kim, Hong-Woo(Advisor)	E-028
<b>Turkish Embassy Office of the Cultural and Information Counsellor</b> 2-33-6,Jingumae, Shibuya-ku, TOKYO, 150-0001,Japan (Tel)81-3-3470-6380 (Fax)81-3-3470-6037 info@home.turkey.or.jp www.home.turkey.or.jp	Yelda Ayhan Anzeliha Seymen Acelya Yavuz Manjoo Lee Moonhee Lee Taekyoung Han Lee Sang Deuk(Director General)	C-064





Participants List 출전자 명단

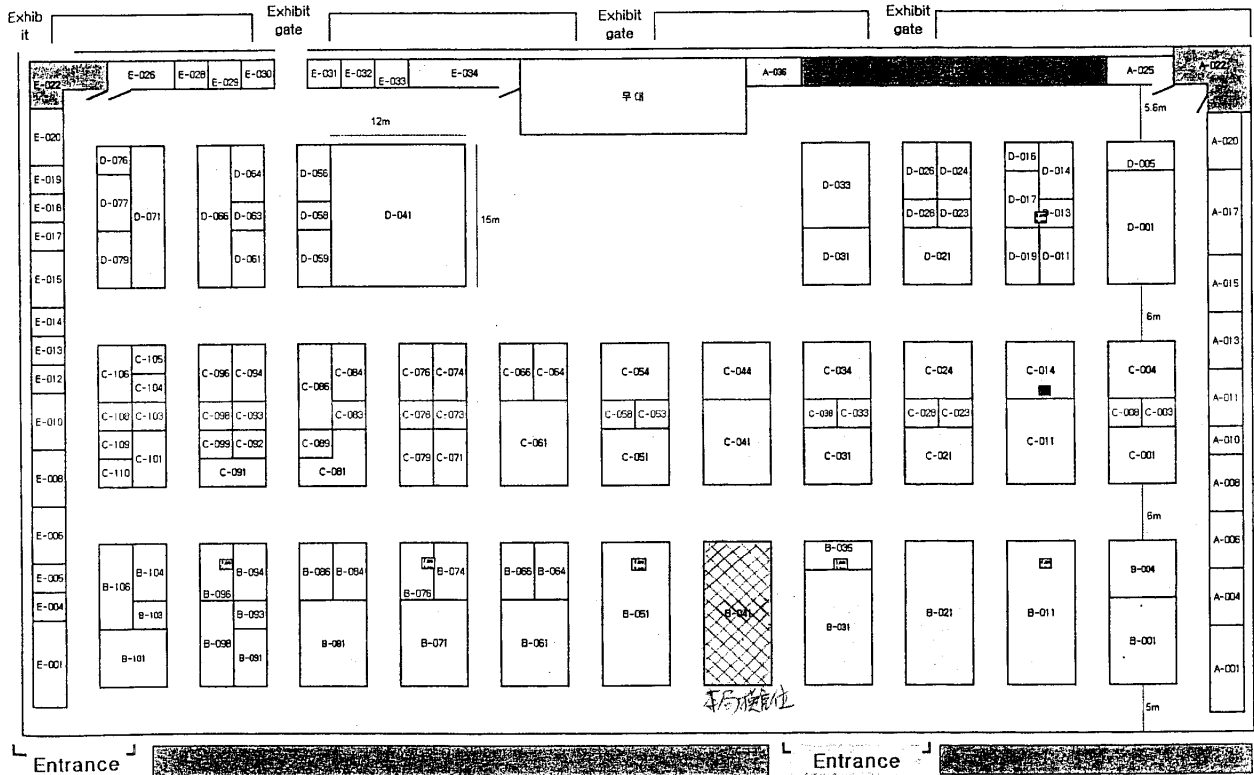
Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
<p><b>Ulsan Metropolitan City</b> 646-4 Sinjeong-dong, Nam-gu, Ulsan Metropolitan City,680-701,Korea (Tel)82-52-229-3863 (Fax)82-52-229-3849 cwj0909@lycos.co.kr / www.ulsan.go.kr</p>	<p>Kim Sun Jo(Director) Cho Woo Je (Staff)</p>	<p>A-001</p>
<p><b>Victory Consult LLC</b> Ulaanbaatar-20A,Sukhbaatar Square, Building of Newspaper UB-times,Suite-205 (tel)976-9919-9531(Fax)976-9525-4127 victoryconsult@railcom.mn</p>	<p>Mr. OTGONJARGAL Tserennadmid (Branch Director) Mrs. BATSUREN Chimed(Tour Manager) Friends Co.,Ltd Mrs. ENKHTSETSEG Bekh-Ochir(Accountant)</p>	<p>E-004</p>
<p><b>VIETNAM AIRLINES CORP.</b> 200-Nguyen fon Hs. Hanoi 10000,Vietnam (Tel)84-4-8732732 (Fax)84-4-8273773 www.vietnamairlines.com</p>	<p>Mr. Duong Tri Thanh (Director) Mr. Huynh Kim Hai(Executive)</p>	<p>B-103</p>
<p><b>VIETNAM NATIONAL ADMINISTRATION OF TOURISM</b> 80-QUAN SU- HANOI-VIETNAM (Tel)84-4-9426033 (Fax)84-4-9424115/84-4-537-4970 www.vietnamtourism.com</p>	<p>Vietnam Natioal Administration of Tourism Mr. Trinh Quang Hao(Deputy Director) Mr. Vu Nam(Promotion executive) VinPear Resort &amp; Spa Ms. Truong Thi Yen Loan(Sales executive) Saigontourist -Hanoi Travel Company Ms. Pham Van Anh(Sales executive) Dinh Anh International Trade &amp; Tourism Co. Mr. Hoang Dinh Anh(Director) Mrs.Vu Thi Le Thuy(Sales executive) Hanoi Youth Tourism Trading Company Ms. Phan Thi Tuyet Lan(Sales executive) Mr. Luong Tien Dung(Sales executive) Thanh Phat Trading Investment ? Construction and Tourism Co.,Ltd. Mr. Bui Thanh Hai(Deputy Director) Ben Thanh Tourist Service Company Mr. Nguyen Huu Nghia(Sales executive) Mr. Nguyen Minh Quyen(Sales executive) Fortuna Hotel Hanoi Mr. Nguyen Hong Giang(Sales executive) Hoi An Tourism Service Company Ms. Vo Thi Thu(Director) Mr. Nguyen Son Thuy(Sales executive)</p>	<p>B-101</p>



Exhibitors 회사 및 기관	Delegates 참가자성명 및 직위	Booth No. 부스번호
	Discover East Mr. Nguyen Hong Ha(Director) Hanoi Daewoo Hotel Ms. Jin-Won Park(Sales executive)	B-101
<b>Waikiki Resort Hotel</b> 130 Liliuokalani Avenue Honolulu, Hawaii 96815 (Tel)808-922-4911 (Fax)808-922-9468 hotel@waikikiresort.com www.waikikiresort.com <b>Wilshire Grand-LosAngeles</b> 930Wilshire Boulevard Los Angeles, CA 90017 (Tel)213-688-7777 (Fax)213-612-3989 www.wilshiregrand.com	Ms. Trudy Taniguchi (Director of Sales & Marketing) Mr. John Stoddard (Vice President & General Manager) Ms. Michiko Tohei(Director of International Sales) Mr. Jae Keun Lee (Staff) Universal Studios Hollywood Ms. Tammie Wallace(Sales Manager, International)	B-084
<b>World Culture &amp; Craft</b>	Segundo / Luisa Choi, Chul Woong / Lee, Duk Hyu Namgung, Mi JaKim, Hyung Suk	D-076
<b>World Wide Expo</b>	John-Nieto (President)	E-020
<b>Best Western International</b> 169-1, Dohwa-dong, Mapo-gu, Seoul, Korea (Tel)82-2-701-5550 (Fax)82-2-715-9441 www.holiday-inn.co.kr	Mr. Il-kyu Lee (Chairman) Mr. Dong-Soo Woo (Section Chief) Mr. Ju-Il Kim (Asst. Manager) Mr. Ho-Il Kang (Director)	D-026
<b>Buyer</b>	GreatNomads Travel Agency (Mongolia) MR. Balsan Tserensodnom (Executive Director) Mrs. Narangerel Chimedtseren(Interpreter) SOOS Co., Ltd. (Mongolia) Mrs. Oyunsuren Jams(Director) Golden Rock Travel & Tours (Myanmar) Mr. Joe Shein (Chairman) Sedec Travel & Tours Agency Ltd. (Tanzania) Ms. KAUNDIME ALLY MWINYI Mr. RAHIM ABUBAKAR SAID(Operation Officer) HappyDay Co., Ltd. (Korea) An Hojin (Represetative)	A-017
<b>Tourism Picture Exhibition</b>	Lee, Hwa-Dong (Photographer)	A-027

Booth LayOut 부스레이아웃

三·二〇〇四年韓國旅展攤位圖

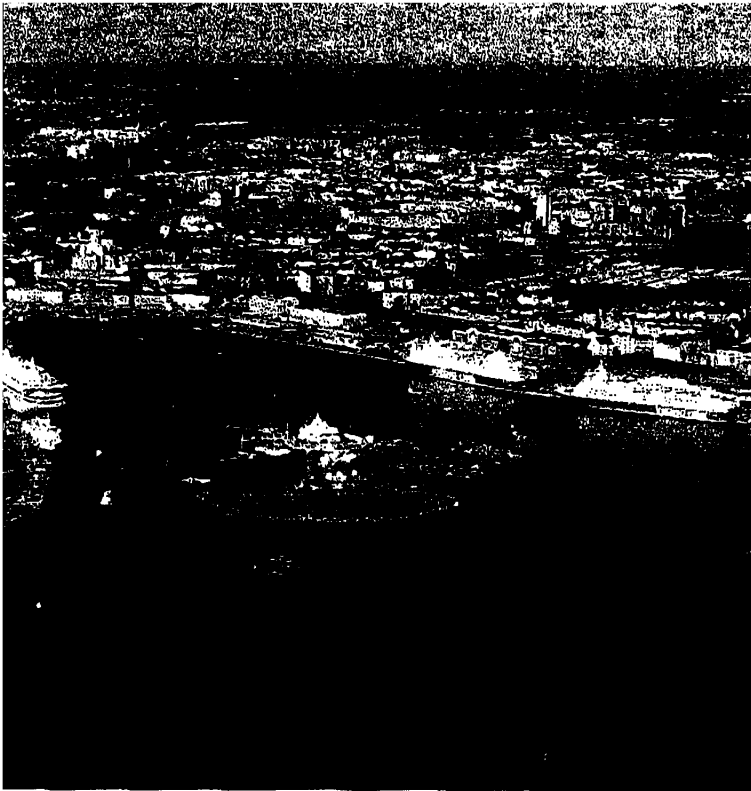


1 Booth : 3m×3m=9㎡ Column : 1.2m×1.2m

#### 四·韓國旅展我國攤位活動節目表

2004.5.31

日期 時間	6月3日	6月4日	6月5日	6月6日
		10點開展	10點開展	10點開展
11:00~11:20	開幕表演(5分鐘)			抽獎
11:00~12:00	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇
11:10~11:40	珍珠奶茶	珍珠奶茶	珍珠奶茶	珍珠奶茶
11:40~12:00	抽獎	抽獎	抽獎	中央舞台表演
12:00~12:20		中央舞台表演	中央舞台表演	
13:00~13:20	攤位表演		攤位表演	抽獎
13:20~13:40		中央舞台表演		
13:30~14:00	抽獎	抽獎	抽獎	攤位表演
14:10~14:40	珍珠奶茶	珍珠奶茶	珍珠奶茶	珍珠奶茶
14:20~14:40				中央舞台表演
14:40~15:00	攤位表演	攤位表演	攤位表演	
15:00~15:30	抽獎	抽獎	抽獎	抽獎
15:00~16:00	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇
15:40~16:00	珍珠奶茶	珍珠奶茶	珍珠奶茶	珍珠奶茶
16:00~16:20		攤位表演	中央舞台表演	攤位表演
16:30~16:50	中央舞台表演			
16:30~17:00	抽獎	抽獎	抽獎	抽獎
16:30~17:30	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇	腳底按摩,畫扇
17:10~17:40	珍珠奶茶	珍珠奶茶	珍珠奶茶	珍珠奶茶



◇헬싱키 카드=서울 이상 헬싱키에 머물 예정이라면 헬싱키카드 한 장 정도는 구입하는 것이 좋다. 교통비와 박물관, 주요 명소와 시티투어 할인 혜택이 주어진다. 시티투어의 경우 60%, 공항버스 30%, 오페라의 한셔트 티켓은 최고 50%까지 할인받을 수 있다. 가격은 24, 48, 72시간권이 각각 25, 35, 45유로다.

◇시차=한국보다 보통 7시간 늦다. 한국이 침오라면 핀란드는 새벽 5시.

◇상품정보=은누리여행(www.eonnuri.com)에서 다양한 종류의 북유럽 상품을 출시했다. 북유럽과 러시아를 함께 여행할 수 있는 '러시아/북유럽 12일' 상품과 에스파니아와 폴란드 방문이 포함된 '러시아/북유럽 13일' 상품이 있다. 모스크바, 상 페테르부르크, 헬싱키 스톡홀름, 오슬로, 피요르드빙하, 보덴호전 등 두 방문, 실사라인, DFDS등승이 노선 12일 일정(러시아항공 이용)의 경우 요금은 3,590,000원이지만 동반자 1인에 한해 50% 할인 혜택을 준다. 13일 상품은 대한항공을 이용하며 요금은 3,890,000원 <문의 02-588-6611>

간 정도가 걸린다.

4로 일품

한 후 가장 먼저 찾게 되는 곳이 시청 앞 광 0여 만 개의 최강압 덕분에 고급스럽고도 단 있다. 시청 주변으로 뻗어있는 대성당과 원 돌들이 나타나는데 러시아의 알렉산드르 2 르 서 있다. 여행자안내센터도 근처에 자리 방에 대한 정보를 얻을 수 있다. 연안선착장 장에서는 신선한 과일과 야채, 생선, 꽃플 다. 현지인들을 가장 가까이서 만날 수 있는

eliuksen Puisto)은 헬싱키에서 꽤 높은 , 핀란드를 대표하는 작곡가 얀 시벨리우스 친 곳으로 파이프 모음을 한 기념비와 시뮬 이하다. 바다와도 가까워 산책로를 따라가면 할 수 있다. 여름에는 광원에서 무료 야외 이한다.

경소가 있다. 바로 바위 속을 파서 만든 띠 mpelli aukion Kikko)인데, 곁에서 볼 때 단 이 안에는 교회가 자리하고 있다. 자연 짓기 위해 공도를 한 결과 탄생한 작품으로 있어 음향 효과도 일품이다. 음악회 장소로

헬싱키의 날(Helsinki Day)행사가 열린 기 시차가 반쯤어진 것을 기념하기 위한 세대가 어우러져 흥겨운 시간을 보낸다. 되어 있어 여행객들에게도 좋은 볼거리를

NO.4170 P.1

업/계/소/식

‘타이완 방문의 해’ 홍보

- 타이완관광청, 2004 한국국제관광전 참가 -

타이완 관광청에서 지난 6월 3일~6 일까지 열린 제17회 한국국제관광전 (KOTFA)에 총 10개의 부스를 설치하 고, '2004타이완방문의 해'를 맞아 진 행되는 각종 우대 정책을 한국인들에게 알렸다. 타이완 음식 축제, 트위예탄 불 꽃놀이축제 및 수영 카니발 등 하반기 에 타이완에서 펼쳐질 다양한 축제를 일반인에게 소개했다.

뿐만 아니라 타이완 전역에 분포하고 있는 탁월한 수질의 온천과 사시 사철 편안하고 저렴하게 즐길 수 있는 골프장 을 한국인들에게 홍보했다.

또한 타이완 원주민 무용단의 흥겨운 춤과 노래를 통해 아시아의 인디언이라 불리는 타이완 원주민 문화를 경험할 수 있는 자리를 만들었다. 우라이추장문화 촌의 13명의 무용수들이 타이아족의 전 통 춤과 노래를 선보여 뜨거운 관심과 찬사를 받았다.



재미있는 에 어볼 게임을 통해 약 2,000 여점의 기념품 을 배포하기도 했다. 원주민 공연, 타이완 유행 음표인 버블리 시음, 발타사지 체험, 전통그림 선물 등 다양

한 이벤트를 준비했다. 이 밖에도 세계4 대 박물관 중 하나인 고궁박물관을 무료 로 입장할 수 있는 쿠폰을 비롯해 타이 완의 호텔, 쇼핑센터, 음식점, 테마파크 등에서 할인을 받을 수 있는 알짜배기 쿠폰이 가득한 타이완 투어리스트 패스 들 무료로 배포했다.

2004년 6월 8일 3:01PM 12345

올해는 대만 방문의 해  
Naruwan, Welcome to Taiwan!



### “330만명 외래객 유치 다양한 여행상품 개발”

대만관광청은 일찌감치 올해를 ‘대만 방문의 해’로 선포하고 전세계 국가를 대상으로 대대적인 관광홍보전을 전개하고 있다.

대만관광청 서울사무소(www.tourtaiwan.or.kr)에 따르면, 대만 교통부관광국은 올해 330만명의 외래 관광객 유치 목표를 세우고 다양한 축제 및 이벤트를 준비하는 한편, 관광객들이 대만을 여행할 때 누릴 수 있는 혜택을 크게 늘려 나가고 있다.

‘니루완-웰컴 투 타이완(Naruwan, Welcome to Taiwan)’이라는 슬로건을 내세운 대만관광국은 이를 위해 최근 ‘대만 관광의 해 집행위원회’를 구성했다.

관광국은 대만의 이미지 제고를 위한 홍보 강화는 물론 국내 관광 인프라 구축, 다양한 여행 상품 개발, 여행정보 및 서비스 부분 개선, 방국민 관광유치 캠페인 전개 등을 통해 관광객 유치에 총력을 기울이고 있다.

관광국은 특히 외국인 관광객을 위해 ▲연말까지 1년 동안 고궁박물관을 비롯한 모든 국립 박물관 무료개방 ▲국제회의 및 박람회 참가자 무료, 1일 여행 ▲인센티브단체 무료 1일 여행 등의 혜택을 제공하기로 했다.

국제회의나 박람회 참가자들에게는 타이베이 시티투어와 타이베이 근교여행 중 선택해 즐길 수 있는 무료 1일 여행의 기회가 제공되며, 인센티브단체 역시 타이베이의 주요 핵심 관광지를 둘러볼 수 있는 1일 무료 여행을 제공한다.

이와 함께 대만의 독특한 자연 및 인문자원을 이용한 상품 개발에도 주력하고 있다. 역사문화·미식·차예술·섬·레포츠여행 등 다양한 여행상품을 항공사 및 여행사와 함께 개발하는 한편, 다양한 대만 홍보 영상물 및 포스터 제작, 매체 광고 등을 통해 적극적인 지원을 펼칠 계획이다. 이영석 기자

왕인덕 대만관광협회 한국지사장



### “여행상품 선택시 가격보다 질 따져야”

“올해는 대만방문의 해로 한국인 관광객들을 위한 다양한 혜택을 제공하고 있습니다. 올 여름 휴가는 대만으로 오세요.”

왕인덕 대만관광협회 한국지사장은 “지난 4월부터 대만 방문의 해 프로모션으로 서울을 비롯해 지방출발 대만 전세기편의 지속적인 증가로 인해 성공적인 진행을 하고 있다”며, “이번 코트파 행사에 10개 부스를 설치 대만의 다양한 관광지원을 소개한다”고 밝혔다.

왕 지사장은 “해외여행상품은 가격과 질이 비례한다”고 지적하고 “대만여행상품 선택 시 가격보다는 질적인 면에 치중해 상품을 선택하는 요령이 필요하다”고 설명했다.

특히 오는 6월21일부터 25일까지 한국일방여행업협회와 대만관광협회 간 매년 정기적으로 개최되고 있는 한·대만여행업협의회 회의가 대만에서 개최돼 이번 기회에 한국여행업 대표단들에게 대만의 신상품을 중점적으로 소개할 계획이다.

이와 함께 왕 지사장은 “양국 관광교류 외에도 청소년 교류확대를 위해 25명의 교장단을 현지로 초청, 교육관련 세미나 개최도 준비하고 있다”고 밝혔다.

또한 왕 지사장은 “대만이 원조로 단순 해운을 풀어주는 마사지가 아니라 자격증을 갖춘 한의사들이 마사지를 통해 건강상태를 정확하게 검진해 필요한 약재들까지 소개하는 수준까지 이르고 있다”고 설명하는 왕 지사장은 “10년 전 단교에 대해 대만인들은 모두 애타서 관광의 길이 재개된 것에 대해 기쁘게 생각하며 한국인 관광객들을 친절과 미소로 맞이하고 있다”고 설명했다.

특히 왕 지사장은 “이번 코트파 행사장에서 대만 전통무용단의 공연과 민심파티·발마시지 체험 등 다양한 서비스를 제공하며 대만 전용티인 버블티 시음회의 함께 방문객들을 대상으로 대만 왕복항공권·특급호텔 숙박권 등 수천개의 경품을 준비하고 있다”고 덧붙였다.

이영석 기자



韓國旅展每日快訊(KOTFA Daily News)相關報導圖片剪輯



피로에는 발 마사지가 최고...

발마사지의 천국 대만관광청 부스에서는 관람객을 대상으로 발 마사지 무료 체험 행사를 하고 있다.



최고의 여행기자를 위한 올해의 올해 준비 드킹당너 다. 맛게나 맛게나

- 2004年 6月 台韓定期包機一覽表

<b>■ 遠東航空(總 64 班)</b>				
6月份	週5班	週二, 週三, 週五, 週六, 週日	EF372/271 每班178席/156席	高雄→仁川 08:00→11:35 仁川→高雄 12:35→14:30
	Daily	Daily	EF308/307 每班178席/156席	台北→濟州 17:30→20:20 濟州→台北 21:30→22:30
	週2班	週一, 週五	EF1308/1307 每班178席/156席	台北→濟州 11:00→13:50 濟州→台北 14:50→15:50
	週2班	週一, 週五	EF310/309 每班178席/156席	台北→釜山 10:00→13:00 釜山→台北 14:00→15:30
<b>■ 中華航空(總 30 班)</b>				
6月份	週7班	Daily	CI555每班158席	仁川→台北 09:55→11:30
			CI556每班158席	台北→仁川 18:00→21:25
<b>■ 長榮航空(總 30 班)</b>				
6月份	週7班	週一, 週二, 週三, 週四, 週六	BRI159/1160 每班212席	仁川→台北 19:15→21:00 台北→仁川 14:45→18:10
			時間不同	週五, 週日
<b>■ 立榮航空(總 30 班)</b>				
6月份	週7班	Daily	B7 051/052 每班155席	仁川→高雄 13:15→15:00 高雄→仁川 06:45→10:30
<b>■ 大韓航空(總 30 班)</b>				
6月份	週7班	Daily	KE6691/6692 每班187席	仁川→台北 14:05→15:40 台北→仁川 16:50→20:15
<b>■ 韓亞航空(總 30 班)</b>				
6月份	週7班	Daily	OZ3115/3125 每班177席	仁川→台北 13:50→15:30 台北→仁川 16:30→19:55

\* 其他航班

<b>■ 國泰航空(總 30 班)</b>				
6月份	週7班	Daily	CX421/420 每班311席	仁川→台北 09:35→11:10 台北→仁川 17:10→20:40
<b>■ 泰國航空(總 30 班)</b>				
6月份	週7班	Daily	TG635/634 每班358席	仁川→台北 17:30→19:00 台北→仁川 12:50→16:15



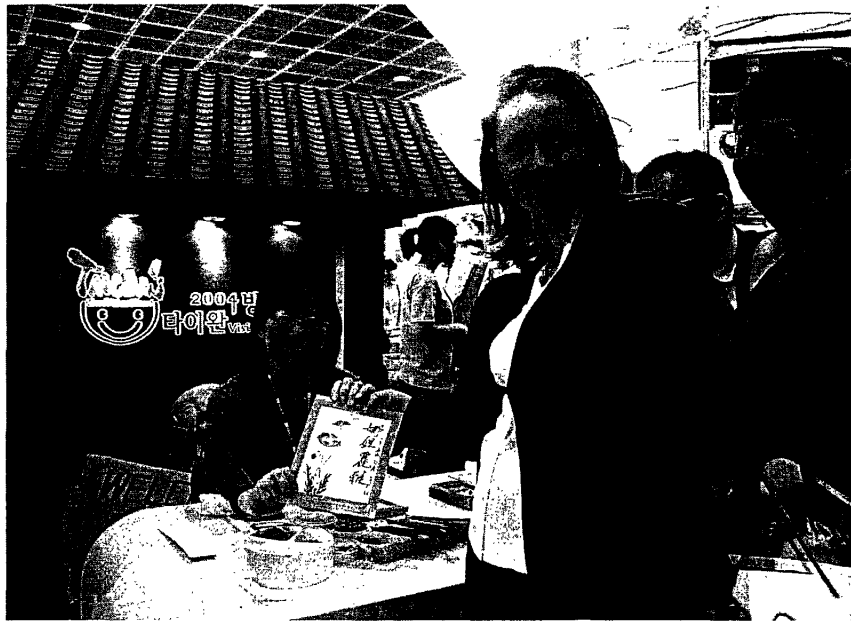
六·二〇〇四年韓國旅展參展照片



二〇〇四年第十七屆韓國國際旅展(KOTFA)舉辦場地韓國漢城(COEX)  
會議展覽中心



我國攤位設計以展現台灣高科技富多樣旅遊風貌為主，獲大會評定為  
最佳攤位設計



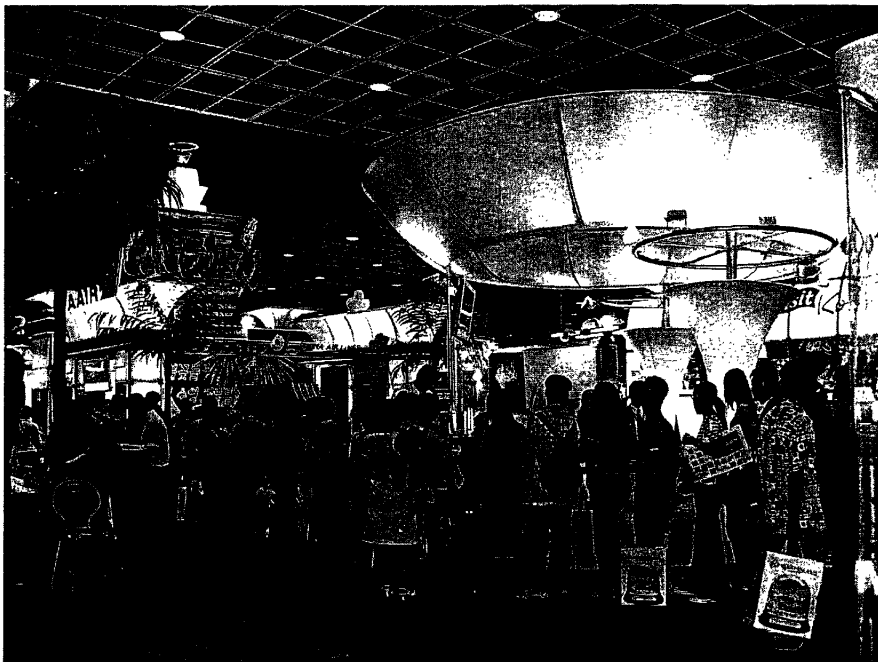
現場安排傳統彩繪國畫及書法藝術，呈現中國文化之美，吸引現場參觀群眾耐心等待，甚至站立近半小時亦不以為意



我國攤位另一角安排邀請韓國快可立飲料公司主動參展並全程自行負擔人力及材料費共襄盛舉



定時抽獎活動，豐富的獎項吸引韓國民眾大排長龍，抽獎時，遊客口呼「I Love Taiwan」之聲不絕而耳，攤位鎮日為參觀民眾包圍，因而榮獲大會評定為「最佳行銷推廣獎」

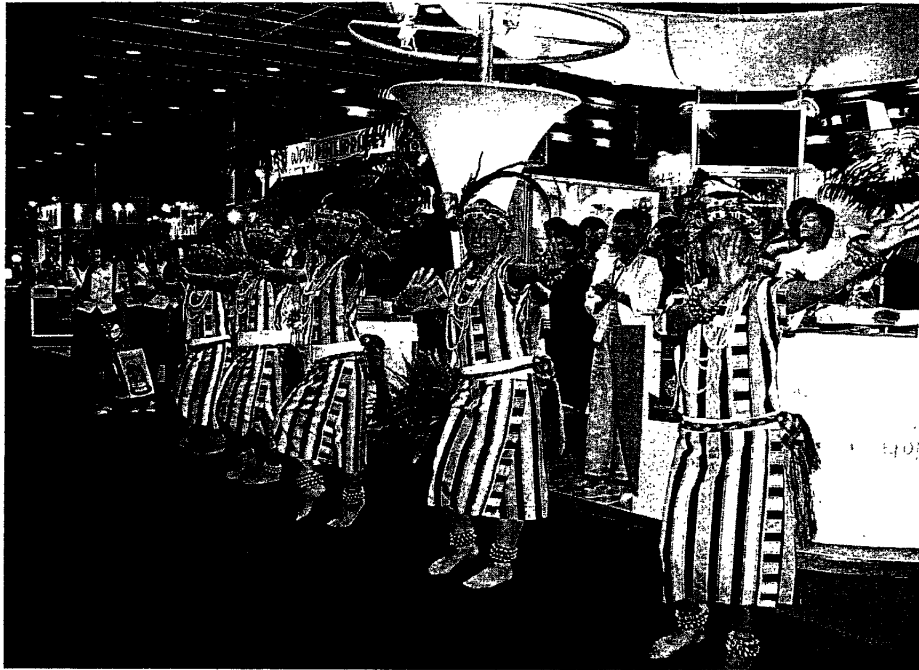




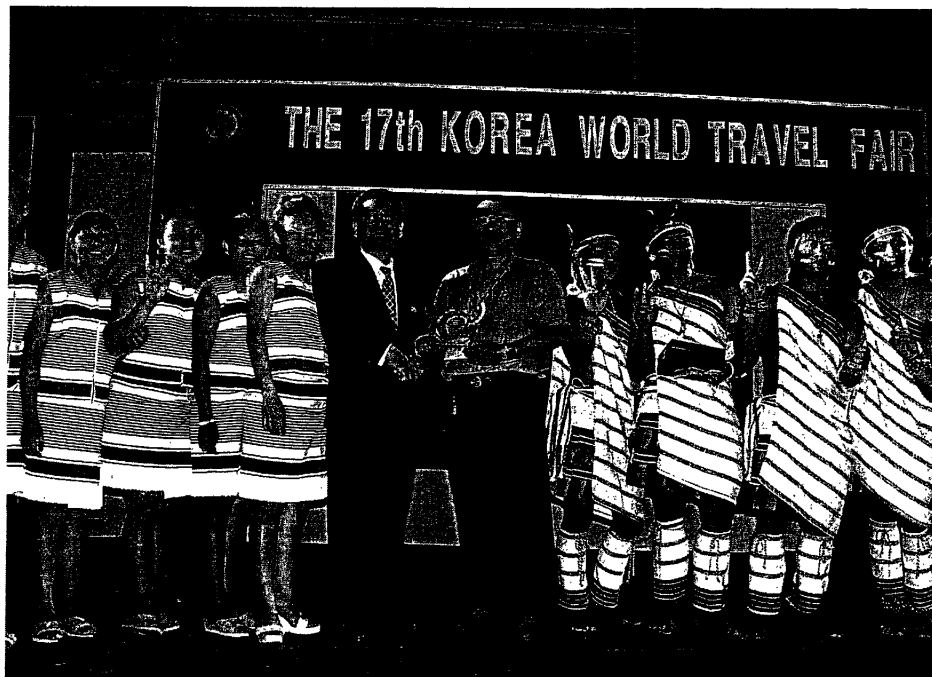
我國攤位亦提供備受遊客喜愛的經絡及腳底按摩服務

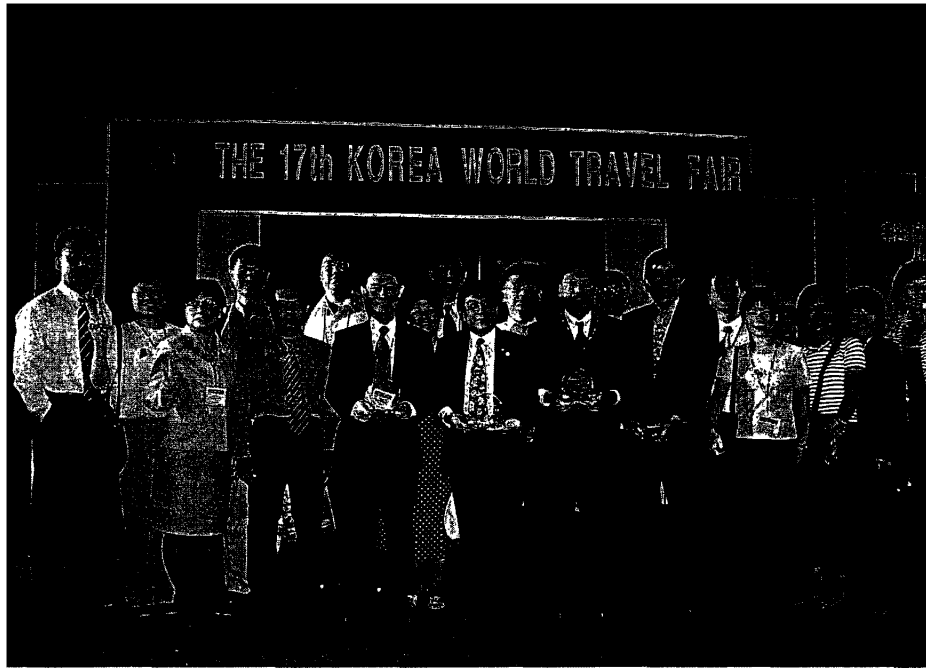


韓國公私立高中生的海外修學旅遊為我方目前開拓的重點市場



我國原住民山地舞表演於我國攤位及大會中央舞台演出時，每每吸引滿場觀眾並獲得熱切迴響，榮獲大會頒發最佳傳統民俗表演獎





我國與會代表全體上台接受大會致賀並於攤位前合影留念

