



THE RECRUITMENT OF KOREA TOURISM UPGRADE MONITORING TEAM

We have started this project to improve the quality of Korean tourism and to attract tourists in and outside Korea to a variety of Korean tourist attractions, and to make it possible for them to have a satisfactory travel experience in Korea for an extended period.

Korea Tourism Upgrade Project

Recruitment of Korea Tourism Upgrade Monitoring Team

Korea Tourism Upgrade Monitoring Team

The Travel Monitoring Team enables you to travel all around beautiful Korea with the ones you love, and it even lets you report on and diagnose various tourist attractions in Korea. You can make unforgettable memories with your family and friends while monitoring all around Korea.

Recruitment Period Nov 15 (Tue) , 2016 ~ Nov 23 (Wed) , 2016

Who can apply to be part of the monitoring team?

Volume of Recruitment



10 Regional
2 Teams of 3 Groups

You must apply for this project in pairs



1 Groups (20Teams 40person)

University students who are interested in traveling in Korea, or those hoping to start a tourism venture business including the students currently attending colleges or the ones temporarily on a leave of absence.



2 Groups (20Teams 40person)

Foreign residents who love korea



3 Groups (20Teams 40person)

Housewives who love to travel all around Korea with their families (including parents, husbands, and wives, their children above middle school age, friends).

Anyone living in Korea who meets the conditions above who is active on social media can apply to be part of the monitoring team

※ However, the number of the people assigned to each monitoring group can be adjusted

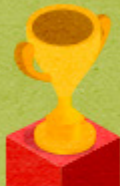
Announcement



Nov 25(Fri), 2016

Individual follow-up or
it will be published on
the website

Award Ceremony



Dec 16(Fri), 2016

Monitors' activities include

- ① Monitoring and reporting on aspects related to traveling in Korea
- ② Must participate in the monitor training (one time)
- ③ Monitoring activities / promotion activities by taking advantage of Instagram (hashtags)
- ④ Creating traveler's guide notes for the promotion of the monitored area and uploading it on individual social networking channels and submitting the URL's

Monitoring team training

Nov 28(Mon), 2016 - Seoul(will be notified later on)

- ※ Monitoring training is mandatory
- ※ The accepted applicants will be automatically canceled if not participate in the monitoring training
- ※ Monitoring training is also available in English, Chinese and Japanese

Monitoring Period

Nov 29(Tue), 2016 ~ Dec 11(Sun), 2016

Prizes and Benefits

Monitoring-Related Activity Payments and travel expenses

880,000 KRW will be
given to each team
(440,000 KRW per person)

Award for Excellent Monitoring Report

Korea Tourism Organization President Award and
additional prize

Grand Prize for one team

Certificate of award and
an I-Pad Pro 9.7 256G
(2 prizes will be awarded to one team)

Excellence prize for one team

Certificate of award and
a travel gift certificate worth
200,000 KRW
(1 prize will be awarded to one team)

Participation prize for one team

Certificate of award and
a travel gift certificate worth
100,000 KRW
(1 prize will be awarded to one team)

Award for the Best Public Relations Team

Grand Prize for one team

I-Pad Pro 256G
(2 prizes will be awarded to one team)

Excellence prize for one team

Travel gift certificate worth
200,000 KRW
(1 prize will be awarded to one team)

Participation prize for one team

Travel gift certificate worth
100,000 KRW
(1 prize will be awarded to one team)

If you are awarded a prize worth more than 50,000 KRW,
you have to pay the taxes and the public utility charges (22%).

Application Document

1 Application Form

2 Monitoring Plan (Including the Schedule)

※ Personal information (applicants' name, phone number, address, etc.) is written on the application form. The monitoring plan will not be used for any other purposes than recruiting the applicants, and it will be discarded immediately after the selection process. If you do not agree to provide us with your personal information, please be aware that it will be difficult for us to notify you whether or not you were selected.

The monitoring plan should be created based on the selection of your primary travel course. Depending on the situation of each travel course, you might be assigned to subsequent travel courses.

- The schedule will be available for 2 nights and 3 days, and you will have to move based on one team of 2 people. Please select one of the 10 courses below to complete the monitoring plan.
- You must include at least 50% of the course proposals, and you can also autonomously propose an extra schedule. (You have to create the plan based on the schedule of 2 nights and 3 days).
- The illustrated experiential activities and the food are examples; you may present any other content that represents the particular region if you have one.
- If you add any decent experiential activity, you may get extra credit up to evaluation.

3 Contents created within the last 6 months

- You must have more than 2 online postings related to traveling in Korea
- 1 posting with free topics required
(It does not matter if it is related to traveling in Korea)

※ we can only accept the content posted on the applicant's personal blog operated by himself or herself

※ The post must be public

Submit&Inquiry

Submit

tourupgrade@naver.com

Inquiry

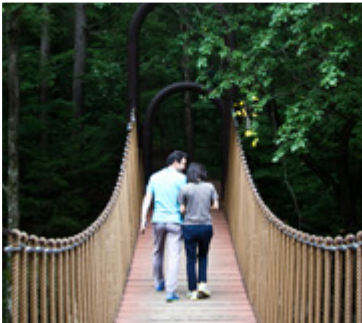
Monitoring Team, Operation Office

Tel 02-3462-9909

Monitoring Area

Please fill out the application form with your choice of 3 courses.

You should **include at least 50% of the tourist attractions designated as 'model courses' for your monitoring activities,** and it should also include at least one representative food of the area.



Pyeongchang Road

Jeongseon/Sokcho



Sunrise History Trip

Ulsan/Gyeongju/Pohang



Confucianism

Andong/Yeongju/Mungyeong/Daegu



Island and Wind

Geoje/Tongyeong/Namhae



Namdo Sea Route

Yeosu/Suncheon/Boseong/Gwangyang



Namdo Taste Trip

Gwangju/Damyang/Naju/Mokpo



Time Travel

Jeonju/Gunsan/Buan/Gochang



Baekje Cultural Heritage

Daejeon/Gongju/Buyeo/Iksan



Nature & Healing

Chungju/Danyang/Jechon/Yeongwol



Peace & Security

Paju/Incheon/Hwaseong/Suwon



For more information regarding the monitoring courses, please download the application form