

International Forum on Urban Policy for the Sustainable Development Goals

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“SEOUL Tour Information”



Contents

① Seoul Attractions

- 1. Traditional Experience -----(p4)
- 2. Sightseeing -----(p5)
- 3. Entertainment -----(p6)
- 4. Art & Museums -----(p7)
- 5. Nightlife----- (p8)
- 6. Parks----- (p9)
- 7. Popular Streets----- (p9)
- 8. Shopping----- (p10)
- 9. City Tour Bus ----- (p12)

② Useful Information

- 1. Transportation----- (p15)
- 2. Important Numbers----- (p15)



Seoul Attractions

Traditional Experiences

• Gyeongbokgung Palace



The palace of Joseon Dynasty, in which you can meet Korea's most beautiful pavilion Gyeonghoeru and gorgeous pond
<http://www.royalpalace.go.kr>

• Changdeokgung Palace



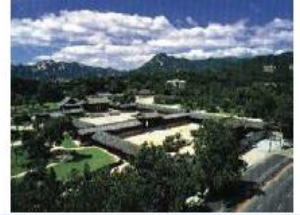
This palace was added to the UNESCO World Heritage List in 1997 for its formative beauty and authenticity
<http://www.cdg.go.kr>

• Deoksugung Palace



This palace with its modern architecture is in perfect harmony with its eastern style garden and fountain
<http://www.deoksugung.go.kr>

• Changgyeonggung Palace



A detached palace built next to support Changdeokgung Palace
<http://cgg.cha.go.kr>

• Gyeonghuigung Palace



An architecturally and artistically beautiful palace built on a sloping mountain
<http://english.cha.go.kr>

• Korea Cultural House



A cultural space that features a traditional art performance hall, traditional cultural product retail store, traditional tea house and education & training center
<http://www.kous.or.kr>

• Jongmyo Shrine



A Confucian shrine dedicated to the memorial services for the deceased kings and queens of the Korean Joseon Dynasty.
<http://jm.cha.go.kr>

• Bongeunsa Temple



A unique temple (1,300-year-old) situated in the middle of Gangnam, across the street from Coex
<http://www.bongeunsa.org>

• Namsangol Hanok Village



This village is home to five restored traditional Korean houses including both an aristocrat's and commoner's houses and living supplies from the Joseon period
<http://www.visitseoul.net>

• Bukchon Hanok Village



This district between Gyeongbokgung Palace and Changdeokgung Palace is packed with over 900 Korean traditional houses.
<http://bukchon.seoul.go.kr>

• Kukkiwon



A Mecca of Taekwondo features a majestic studio where Taekwondo masters from around the world come for training
www.kukkiwon.or.kr

• Seonjeongneung Royal Tombs



The royal tombs are preserved quite well and the place was listed as a UNESCO World Cultural Heritage site in 2009
<http://seonjeong.cha.go.kr>

SIGHTSEEING

• Dongdaemun Design Plaza



The Plaza is home to a design museum, fashion design information center, sky lounge, and many more spaces for exhibitions and rest
www.ddp.or.kr

• Coex Aquarium



The Coex Aquarium is spread out over a large area and showcases no less than 40,000 sea creatures, which come from 600 different species
<http://www.coexaqua.com>

• Samsung d'light



A PR center where Samsung's brandnew products can be viewed
<http://www.samsung.com/sec/dlight>

• The museum of Korean Embroidery



A museum where nearly 3,000 traditional Korean embroideries are on display
<http://www.bojagii.com>

• Cheonggyecheon (Stream)



Cheonggyecheon was reborn into a beautiful urban eco stream which has been praised by the world
<http://www.cheonggyecheon.or.kr>

• Samcheong Park



A fascinating scenic park with a peaceful walkway
<http://www.visitseoul.net>

• Art Sonje Center



An arty gallery displaying various genres of art work
<http://artsonje.org>

• Cheongwadae (Blue House)



The executive office and official residence of the President of the Republic of Korea.
<http://www.president.go.kr>

• N Seoul Tower



N Seoul Tower in Mt. Namsan, famous for its spectacular night view of the Seoul downtown
<http://www.nseoultower.com>

• The War Memorial of Korea



A museum telling the story of Korea's military actions through the ages. On display is a variety of military equipment
<http://www.warmemo.or.kr>

• Olympic Park



A beautiful eco friendly park that features outdoor sculptures, an art gallery, promenade and jogging track
<http://www.olympicpark.co.kr>

• SOMA Museum of Art



One of the top 5 sculpture parks in the world, located in Olympic Park
<http://www.somamuseum.org>

ENTERTAINMENT

• Sejong Center



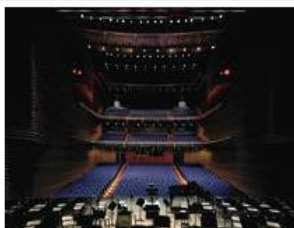
An excellent cultural venue known as one of the world's top 10 performance halls
<http://www.sejongpac.or.kr/eng>

• Jeongdong Theater



A traditional art stage where Korean dance, instrumental music, Pungmulnori performance and Pansori (Korean opera) are performed
<http://www.mct.or.kr>

• LG Art Center



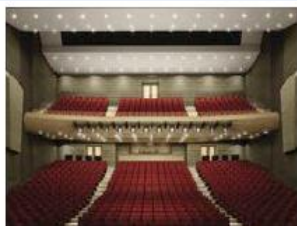
A multifunctional center chosen as 'Theater of the Year' in 2001 by the United States Institute for Theatre Technology (USITT)
<http://www.lgart.com>

• KEPCO Art Center



A cultural venue that features a large stage, cultural learning center and art gallery
<http://www.kepcoco.kr/artcenter>

• Coex Artium



A musical theater that has minimized the space between stage and the audience for more lively performance
<http://www.coex.co.kr>

• Dragon Hill Spa



A luxurious, refined spa in the style of a Chinese royal palace located in the downtown area
<http://www.dragonhills.co.kr>

• Away Spa



A spa specializing in exquisite therapies from all over the world including Ayurvedic Medicine from India
<http://www.wseoul.com/new/spa.html>

• BIBAP



A non-verbal performance featuring beatboxing, a cappella, b-boying, and acrobatic, martial arts using various sounds and dynamic dancing skills revolving around the preparation of Korean dish.
<http://www.bibap.co.kr>

• Original Drawing Show



The fine arts are wonderfully integrated onstage in the world's first nonverbal drawing performance, Original Drawing Show
www.drawingshow.com

• FANTA-STICK



FANTA-STICK is the only live comic musical performance where you can feel the powerful heart-beating rhythm of percussion and the heart-filling melodies of Korean traditional music all at once
www.fanta-stick.co.kr

• Korea House



Korea House provides visitors with the opportunity to experience traditional Korean culture directly, including local cuisine, the Korean martial art of taekgyeon, and samulnori, an ancient form of percussion
www.koreahouse.or.kr

• KUNG Festival



The dynamic b-boy dancing of the talented SJ crew is on full display throughout the entire comical storyline of KUNG Festival
www.sjbboys.com

ENTERTAINMENT

• Yongsan CGV



Yongsan CGV features an IMAX theater with the largest screen in Seoul. It is a great place to watch blockbusters
<http://www.cgv.co.kr>

•Gangnam CGV



A popular multiplex with modern interior and easy transportation
<http://www.cgv.co.kr>

•Apgujung CGV



A multiplex where mostly art and independent films are shown
<http://www.cgv.co.kr>

•Megabox Coex



As the leading multiplex cinema in Seoul, it was chosen as the best multiplex in Asia by CineAsia in 2004
<http://www.megabox.co.kr>

ART & MUSEUMS

• National Palace Museum of Korea



A museum of the Joseon royal family in which visitors can view and learn about the system, history, arts and culture of the Joseon Dynasty
<http://www.gogung.go.kr>

• The National Folk Museum of Korea



This folk museum has nearly 85,000 traditional Korean folklore materials
<http://www.nfm.go.kr>

•Seoul Museum of History



Displays many Seoul-related artifacts. More than 70% of all artifacts have been donated by citizens of Seoul
<http://www.museum.seoul.kr>

• Seoudaemun Prison History Hall



This prison, where many national independence leaders were interred and executed during the Japanese colonial period, has been remodeled into a museum of modern and contemporary history.
<http://www.sscmc.or.kr/culture2>

•Seoul Museum of Art



The leading museum of art in Seoul has featured special exhibitions such as the Van Gogh Exhibition and Picasso Exhibition
<http://seoulmoa.seoul.go.kr>

•Leeum



An art museum that harmoniously blends three museums designed by famous architects including Rem Koolhaas
<http://www.leeum.org>

•National Museum of Korea



The world's 6th largest museum that displays Korean cultural heritage and ancient art pieces
<http://www.museum.go.kr>

NIGHTLIFE

• Seven Luck Casino



A casino for foreigners only, which offers various games such as Roulette and Caribbean Stud Poker (Gangnam & City Hall)
<http://www.7luck.com>

•Paradise Walkerhill Casino



This was the first casino in Seoul. With spacious indoor facilities and modern interior design, it offers a variety of fun, exciting games
<http://www.seoulcasino.co.kr>

•Once in a Blue Moon



A jazz bar which is popular among jazz maniacs because of the perfect sound system suitable for jazz
<http://www.onceinablue-moon.co.kr>

•Itawon Club



An exciting, comfortable club street located in the special global tourism area of Itaewon
<http://www.enjoyitaewon.com>

•B1



A lounge bar where club goers can dance to the vibrant, rhythmic music in a large lounge
<http://www.visitseoul.net>

•Club M2



Dance to electronic, house and trance music at Club M2
<http://www.ohoo.net/m2>

•Evans



This club offers the genuine improvisational and free characteristics of jazz without any barriers between the stage and the audience
<http://www.clubevans.com>

•Club NB



The most famous hip-hop club in Seoul, which is loved by many club goers
<http://www.clubnb.com>

•Waterrock



A jazz club where famous jazz musicians come to play
<http://blog.naver.com/dnjxjzhr>

•Club FF



A club in which you can dance and listen to live rock music

•SPOT



A club where the latest new school funk and other underground sounds can be enjoyed

•Sound Holic



A club where top-level live concerts are performed by a professional technician team

PARKS

• Seolleung Park



A park developed around the tomb of King Seongjong (the 9th King of Joseon Dynasty)

<http://www.visitseoul.net>

• Yangjaecheon (Stream)



A 7.2km-long promenade developed along the stream. A bike path, resting places and jogging track can also be found

<http://yr.seocho.go.kr>

• World Cup Park



The site, once a landfill, was transformed into a beautiful ecological park. The park was built to commemorate the 2002 FIFA World Cup

<http://worldcuppark.seoul.go.kr>

• Namsan Park



The largest park in Seoul, which features N Seoul Tower, Mt. Namsan Library and an outdoor botanical garden

<http://parks.seoul.go.kr>

POPULAR STREETS

• Insa-dong



A quaint cultural street lined with art galleries, trendy boutiques, tea houses and traditional restaurants

<http://www.insainfo.or.kr>

• Samcheong-dong



A charming neighborhood full of traditional Korean-style houses that have been turned into cafes, wine bars and designer showroom

<http://www.visitseoul.net>

• Hongik Univ. Street



Korea's leading trendsetting area, the streets surrounding Hongik Univ. is a favorite spot for many people

<http://www.visitseoul.net>

• Myeong-dong



A lively shopping district of charming accessory shops, fashion showrooms and clothing shops

<http://www.visitseoul.net>

• Itaewon



A multinational neighborhood where Korean and International cultures blend shopping, entertainment and restaurants featuring global cuisines

<http://www.enjoyitaewon.com>

• Garosu-gil in Sinsa-dong



Known as 'Street SoHo in New York,' Garosu-gil in Sinsa-dong is a place where vintage items are displayed in modern spaces

<http://www.gangnam.go.kr>

• Apgujeong Rodeo Street



With luxurious brand shops clustered one after another, the entire street looks like a department store with brand items displayed

<http://www.gangnam.go.kr>

• Cheongdam-dong Luxury Street



Premium restaurants, luxurious brand flagship stores and the world's renowned designer showrooms line this trendy boulevard

<http://www.gangnam.go.kr>

SHOPPING

• Hyundai Department Store (Apgujeong)



A department store that focuses on popular brands among young people
<http://www.ehyundai.com>

• Hyundai Department Store (Sinchon)



A department store focusing on brands popular among young people
<http://www.ehyundai.com>

• Lotte Department Store (Jamsil)



With Lotte World amusement park and Lotte Hotel located nearby, find relaxation and go shopping with great convenience
<http://www.lotteshopping.com>

• Lotte Department Store (Main Store)



This department store is a great place for luxury shopping, featuring a duty free shop and premium brand mall
<http://www.lotteshopping.com>

• Lotte Duty Free (Main Store)



This duty free shop offers local Korean product shop for foreign tourists
<http://en.lottedfs.com>

• Lotte Duty Free (Lotte World)



A duty free shop offering famous brand products at 10-30% off original prices
<http://en.lottedfs.com>

• Lotte Duty Free (Coex)



The No.1 duty-free shop in Korea in terms of the number of famous brands carried
<http://en.lottedfs.com>

• Sinsegae Department Store (Main Store)



A huge department store where visitors can shop at both the main and new annex building
<http://department.shinsegae.com>

• Shilla Duty Free



This duty free shop is divided into a luxurious brand hall and popular brand hall for shoppers' convenience. See a variety of new brands
<http://www.dfsshilla.com>

• Walkerhill Duty Free



A premium shopping space situated in Sheraton Grande Walkerhill & W Seoul- Walkerhill
<http://www.skdutyfree.com>

• Donghwa Duty Free



A duty free shop displaying nearly 300,000 products in 250 global brands

• Yongsan Electronics Mall



An electronics mall selling a variety of the latest electronic products including computers, mobile phones and digital cameras
<http://www.yongsan.go.kr>

SHOPPING

• Techno Mart



A shopping mall and multiplex with a cluster of 2,500 electronics departments
<http://www.tm21.com>

• The Galleria



A shopping mall that offers luxurious brand products for all ages
<http://dept.galleria.co.kr>

•New Core Outlet



A department store-style outlet where famous brand products are available at 50-80% off prices
<http://www.newcore.co.kr>

•Central City Coex



A multiplex that features various facilities such as cinema, bookstore and famous brand shops
<http://www.centralcityseoul.co.kr>

• Coex Mall



The largest underground shopping mall in Asia, features nearly 180 shops
<http://www.coexmall.com>

•Ssamziegil Shopping Street



A crafts shopping mall located in Insadong which includes nearly 70 arts & crafts shops, cultural product stores, galleries and restaurants

•I'PARK Mall



A shopping complex housing a cluster of a department store, discount store and a variety of other shops
<http://www.iparkmall.co.kr>

•10 Corso Como



A concept store in which a trend shop where clothing and accessories are available surrounded by a bookstore and cafe

• D-Cube City



This multi-cultural complex shopping space offers a shopping mall, art center and a themed food court with 4,000 difference dishes from around the world
www.dcubecity.com

•IFC Mall



A grand shopping mall directly operated by Taubman Asia featuring Korea's first Hollister and other global fashion brands
www.ifcmallseoul.com

•Time Square



A comprehensive lifestyle complex connected to a Shinsegye department store featuring a number of luxury brands and high-end lifestyle products
www.timesquare.co.kr/en

•Namdaemun Market



The largest market in Korea. Countless shops and street stalls line its alleys, selling clothes, household items and food
www.visitseoul.net

City Tour Bus

Tour Bus Courses I

Downtown/Palace Course

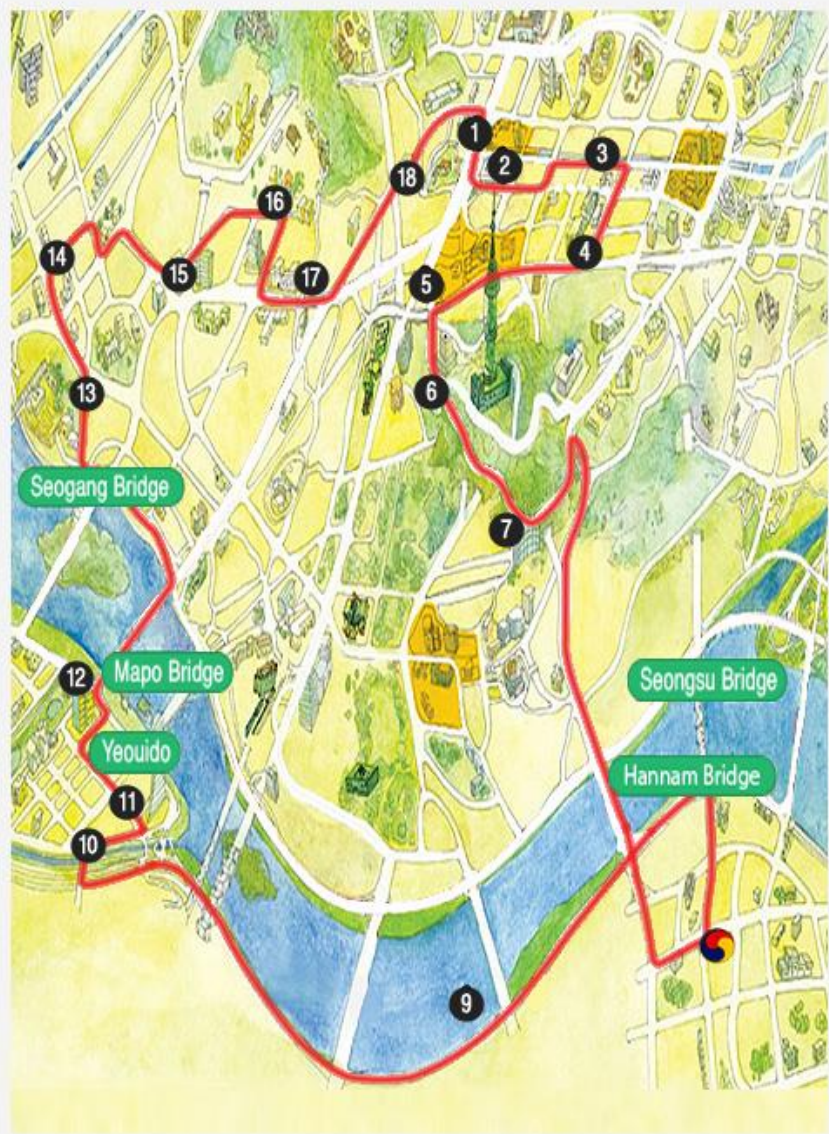
- 22 stops for tourists to get off at any station and take the next bus (25-minute interval between buses) to move on to the next stop



Tour Bus Courses II

Seoul Panorama Course

- Can see all views of Seoul in this course such as Natural landscapes of Namsan Moutain, Hangang River and Downtown of Myeongdong, Hongik University, Ewha University



Location Information

- 1 Gwanghwamun
- 2 Myeongdong
- 3 Seoul Animation Center
- 4 Namsan Cable Car
- 5 Millennium Seoul Hilton Hotel
- 6 Namsan Public Library
- 7 Grand Hayatt Hotel
- 8 Gangnam Station (Interchange station)
- 9 Some Sevit
- 10 Noryangjin Fisheries Wholesale Market
- 11 63 City-Hangang Cruise
- 12 Yeouinaru Station
- 13 Hongik Univ
- 14 Airport Railroad Station
- 15 Ewha Station
- 16 Museum of Agriculture, Jeongdonggil
- 17 Seoul Museum of History
- 18 Sejong Center for the Performing Arts

Course Print ▶

Schedule(30min)
Print ▶

Schedule(40min)
Print ▶

For more detailed information, please visit the website at <http://en.seoulcitybus.com/>



Useful Information

Useful Information

TRANSPORTATION

- **International Taxis**

On May 1, 2009, the Korean Government launched the “International Taxi Service.” Drivers of the service speak English, Chinese or Japanese, and can be booked in advance via a reservation system. Fares are generally 20% more expensive than standard cabs, and international taxis can be distinguished by their bright orange color. (Tipping is not accepted)

Website: internationaltaxi.co.kr

Tel: 02-1644-2255 (+82-1644-2255)

- **Public Buses**

The Seoul bus system is divided into four colors: blue (main lines), green (branch line), yellow (circular line) and red (wide area line).

With the online bus map (route searching system), visitors can easily find different routes for traveling around the city.

Hours of Operation: around 4:30 am to about 12 midnight Average Cost: 1100~2,000 won

- **Subway (Metro)**

The Seoul Metropolitan Subway is one of the most efficient and most utilized rapid transit systems in the world.

Announcements on the trains indicate upcoming stations and possible line transfers in English and Korean.

<http://www.seoulmetro.co.kr/eng/>

IMPORTANT NUMBERS

- **The 120 Dasan Call Center**

+82 2 120 or 120, 9am to 10pm daily

This service provides foreigners, travelling through and living in Seoul, with a variety of information about transportation and tourism.

- **Seoul Global Center**

+82-2-2075-4180 (overseas) or 02-2075-4180 (in Korea)

Monday to Friday from 9-6 pm - Call to ask any questions about visiting or living in Seoul.

- **Korea Tourism Organization Information Line**

+82 2 1330 or 1330

24 hours a day - Tourism information and translation services.

Useful Information

Useful Tips

Seoul

Seoul is the capital of Korea and is the heart of Korea's culture and education as well as politics and economy. Seoul is home to many historic sites and places of traditional culture. The shopping and entertainment districts also draw a large number of tourists every year. The Hangang River, which runs through the center of the city, is a distinctive landscape of Seoul that offers a myriad of resting areas for citizens.

Climate

Average daily mean of Seoul during b is about 19.32°C (66.77°F). Average daily temperature is 23.38°C (74.08°F), ranging from an average minimum of 15°C (59°F) to a maximum of 34.9°C (94.82°F). Also, average precipitation probability is lower than 6% during the week. Since the weather would be warm and a bit hot, short sleeves or light jacket is required especially on the field study program day, June 10(Fri).

Currency and Banking

The currency in Korea is WON (₩). Denominations for coins are 10, 50, 100, and 500. Banknotes are 1,000, 5,000, 10,000, and 50,000. For higher denominations, cashier's checks are used. As of April 29, KRW 10,000 equals approximately USD 8.77, EUR 7.7, and CNY 56.86. Currency exchanges are available at banks, airports and major hotels.

Electricity

The power supply is mainly 220V/60 Hz in Korea. Two in-line holed sockets (two round-pinned plugs) are used. Adaptors and converters may be needed for delegates from countries which use 110V or other types of plugs.

Local Time

Standard time zone: GMT + 9 hours