



TRUST

Buing Buing!



Seoul

(pronounced soul) is the capital and largest metropolis of South Korea. The Seoul Capital Area, which includes the surrounding Incheon metropolis and Gyeonggi province is the world's second largest metropolitan area with over 25.6 million people, home to over half of South Koreans along with 632,000 international residents.

Situated on the Han River, Seoul's history stretches back more than 2,000 years when it was founded in 18 BCE by Baekje, one of

the Three Kingdoms of Korea. It continued as the capital of Korea under the Joseon Dynasty and the Korean Empire. The Seoul metropolitan area contains four UNESCO World Heritage Sites: Changdeok Palace, Hwaseong Fortress, Jongmyo Shrine and the Royal Tombs of the Joseon Dynasty.

Seoul is surrounded by mountains, the tallest being Mt. Bukhan, the world's most visited national park per square foot. Modern landmarks include the iconic

Dongdaemun Design Plaza, Lotte World, the world's second largest indoor theme park, and Moonlight Rainbow Fountain, the world's longest bridge fountain. The birthplace of K-pop and the Korean Wave, Seoul was voted the world's most wanted travel destination by Chinese, Japanese and Thai tourists for three consecutive years in 2009–2011 with over 12 million international visitors in 2013, making it East Asia's most visited city and the world's 7th biggest earner in tourism.





Gyeongbokgung Palace

Was the first royal palace built by the Joseon Dynasty, three years after the Joseon Dynasty was founded. Built in 1395, Gyeongbokgung Palace was located at the heart of newly appointed capital of Seoul (then known as Hanyang) and represented the sovereignty of the Joseon Dynasty. The largest of the Five Grand Palaces (the others being Gyeonghuigung Palace, Deoksugung Palace, Changgyeonggung Palace, Changdeokgung Palace), Gyeongbokgung served as the main palace of the Joseon Dynasty.

Gyeongbokgung Palace continued to serve as the main palace until the Japanese invasions of Korea (1592 – 1598), when all of the palaces were severely damaged. It was not until about 1868 that the palace was reconstructed and expanded to a larger complex with over 500 buildings. Gyeongbokgung Palace flourished for several decades in this state until the Japanese once again demolished the

palaces during their occupation of Korea (1910 – 1945). Most of the restored buildings were torn down, Gwanghwamun Gate was relocated and the Japanese General Government Building was constructed in front of the main area of the palace.

An effort by the Korean government has been ongoing since 1990 to rebuild and restore the buildings that were destroyed during the Japanese occupation. This 40-year restoration project aims to fully restore Gyeongbokgung Palace to its original form in the next twenty years. Currently, the palace is open to the public and houses the National Palace Museum of Korea and the National Folk Museum of Korea. Although only about forty percent of the buildings have been restored, there are still many beautiful things to see at the palace.

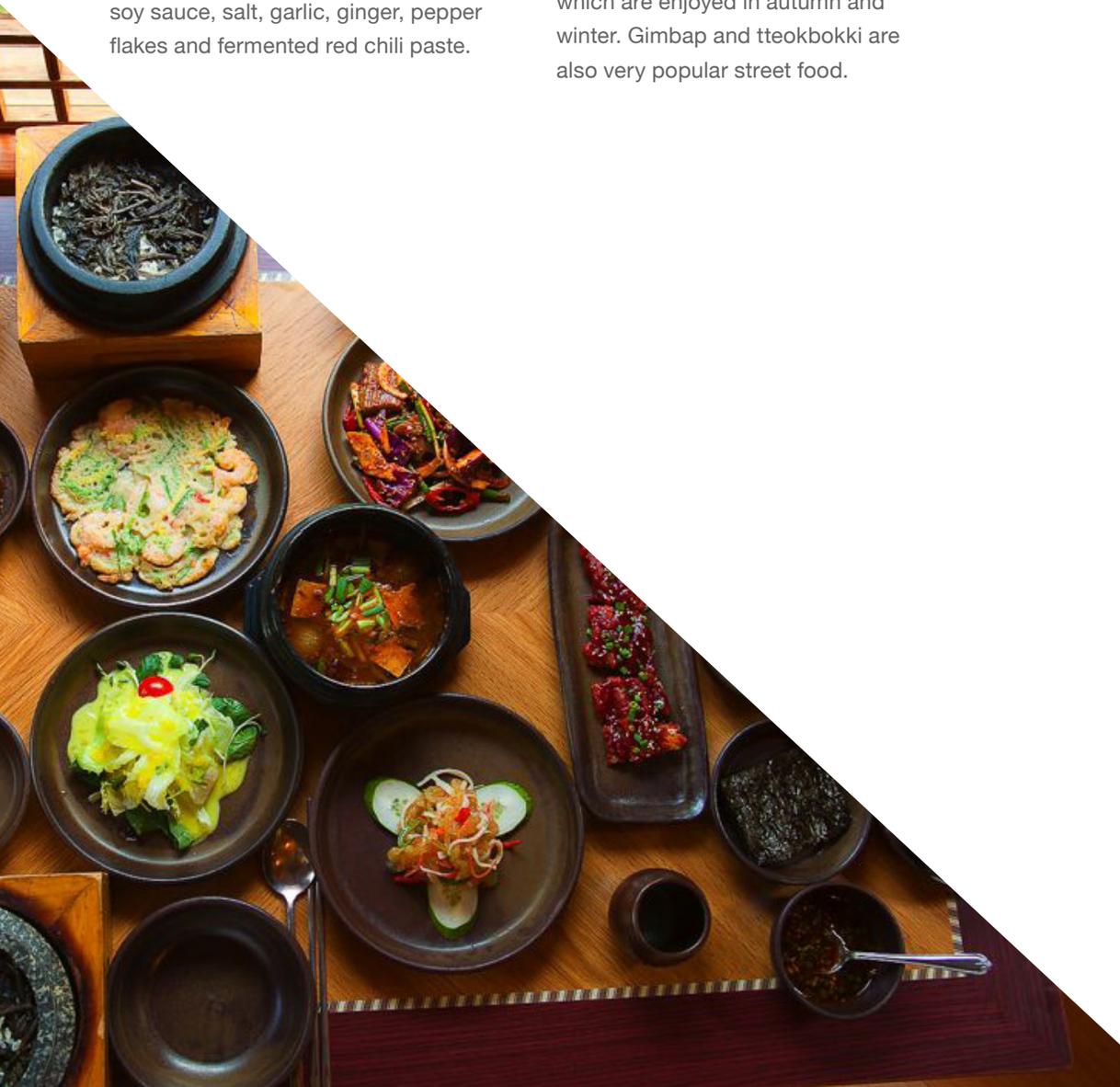
Seoul Food

Korean cuisine is largely based upon rice, vegetables, and meats.

Traditional Korean meals are noted for the number of side dishes that accompany steam-cooked short-grain rice. Kimchi is served often, sometimes at every meal.

Commonly used ingredients include sesame oil, fermented bean paste, soy sauce, salt, garlic, ginger, pepper flakes and fermented red chili paste.

In South Korea, inexpensive food may be purchased from Pojangmacha, street carts during the day, where customers may eat standing beside the cart or have their food wrapped up to take home. At night, they become small tents that sell food, drinks, and alcoholic beverages. Seasonal foods include hotteok, and bungeoppang, which are enjoyed in autumn and winter. Gimbap and tteokbokki are also very popular street food.



Itaewon Nightlife

If you're new to Seoul, Itaewon is probably where you'll want to start. This is the most foreign-friendly district, and the streets are lined with international restaurants and bars. A lot of the Koreans who frequent here can speak English, so if you don't speak Korean yet (we recommend you start learning!), then you'll find yourself at home.

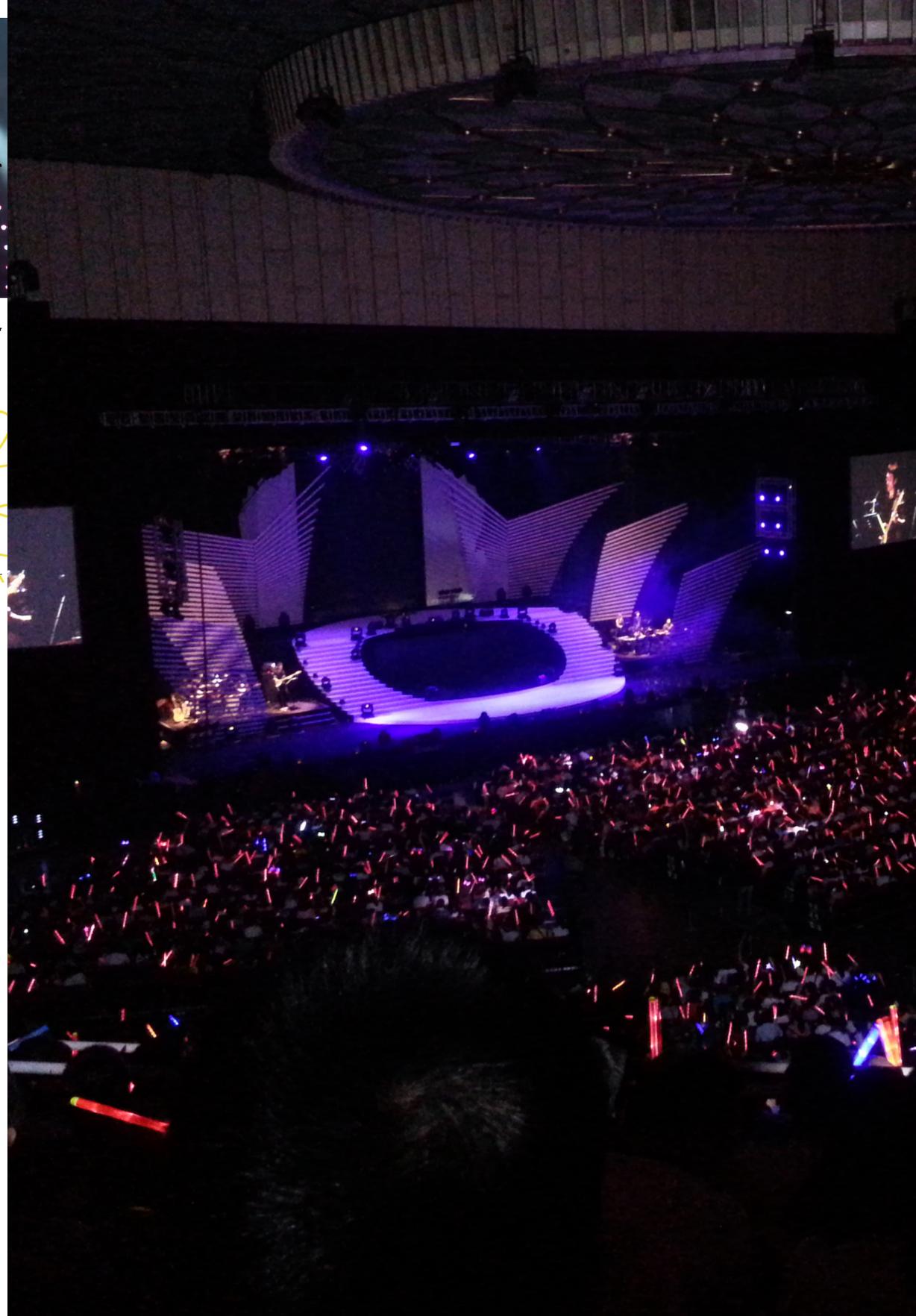
Itaewon really has a healthy mix of different venues. From cheap western pubs to classy tapas bars and lounges, it pretty much has it all. It is also home to some of the more popular clubs in Seoul, both electronic and hip-hop. If it's your first Friday night in Seoul, it's hard to go wrong roaming the streets of Itaewon.

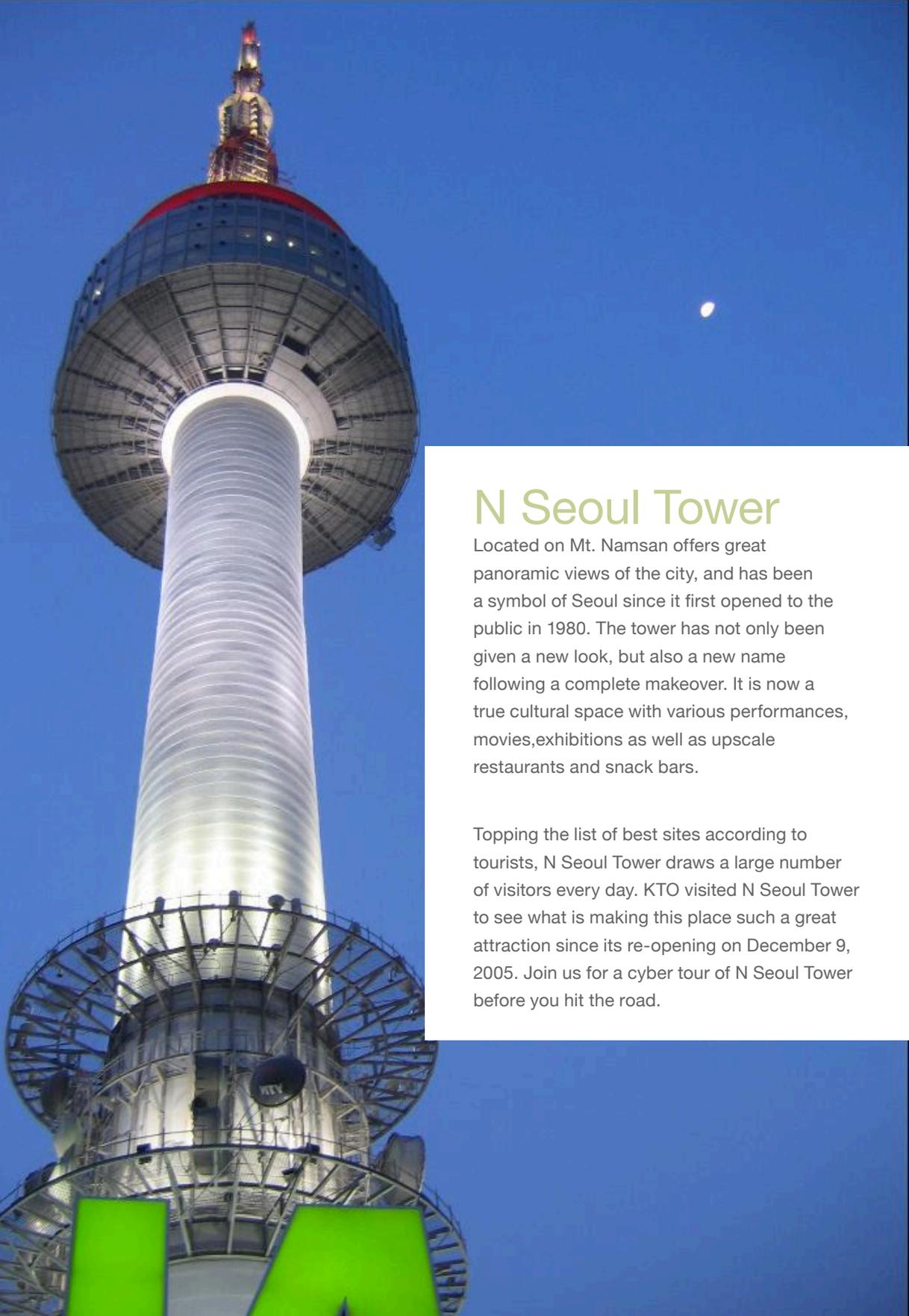


K-pop

(an abbreviation of Korean pop or Korean popular music) is a musical genre consisting of electronic, hip hop, pop, rock, and R&B music originating in South Korea. In addition to music, K-pop has grown into a popular subculture among teenagers and young adults throughout Asia, resulting in widespread interest in the fashion and style of Korean idol groups and singers.

K-pop has now even spread outside of Korea, thanks to the internet. People all over the world now enjoy K-pop, even though they don't necessarily understand the words. K-pop has formed many lifelong friendships, and I hope this will be the case for you too!

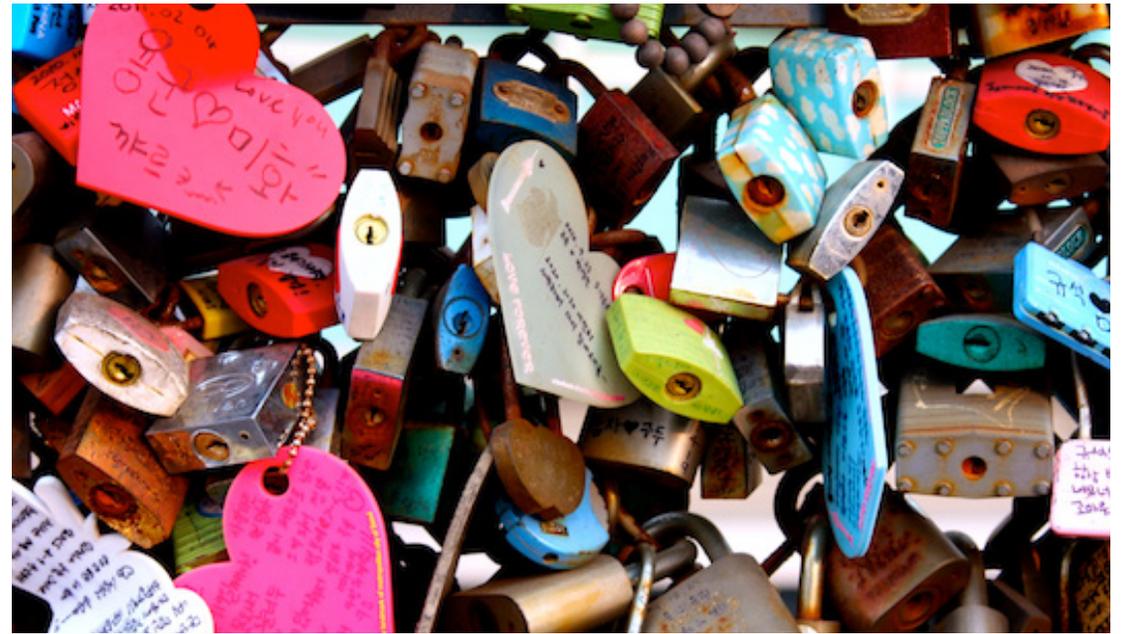




N Seoul Tower

Located on Mt. Namsan offers great panoramic views of the city, and has been a symbol of Seoul since it first opened to the public in 1980. The tower has not only been given a new look, but also a new name following a complete makeover. It is now a true cultural space with various performances, movies, exhibitions as well as upscale restaurants and snack bars.

Topping the list of best sites according to tourists, N Seoul Tower draws a large number of visitors every day. KTO visited N Seoul Tower to see what is making this place such a great attraction since its re-opening on December 9, 2005. Join us for a cyber tour of N Seoul Tower before you hit the road.



N Tower Locks of Love

A love lock or love padlock is a padlock which sweethearts lock to a bridge, fence, gate, or similar public fixture to symbolize their love. Typically the sweethearts' names or initials are inscribed on the padlock, and its key is thrown away to symbolise unbreakable love. Since the 2000s, love locks have proliferated at an increasing

number of locations worldwide. The idea of hanging locks originated from local tourists a few years ago who saw the same thing at Tokyo Tower. The venue has also become quite international as foreign tourists, mainly from the U.S., Japan and China, do the same when they go to the top of Mt. Namsan by cable car or foot. A landmark of Seoul, the tower is 480 meters above sea level, standing atop 262 meter high Mt. Namsan.



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