2015
Korea Tourism Development Institute
01
COMPANY

- Brief History
- Services
- Organization
- Staff
Established to perform the Specialized Researches on the Regional Development, Tourism Development and Tourism Marketing & Operating.

- **1985.8**: Founded Tourism Industry Research Institute
- **1989.10**: Retitled as Tourism Development Institute
- **1990.8**: Retitled as Korea Tourism Development Institute
- **2003.5**: Founded T.D.I. Consulting
Services

6 fields

- Regional Tourism Planning
  - Governmental planning
  - Regional planning
  - Local governmental planning
  - Assessing governmental or regional tourism projects

- Operating Planning
  - Clients’ experience / Service design
  - Establishing guidelines for the operation
  - Contents & product design
  - PR & marketing planning

- Tourism Development Planning
  - Tourist resort complex planning
  - Resort planning
  - Tourist facility planning
  - Themed tourist attraction planning

- Implementing Tourism Services
  - Tourism branding
  - Launching contents & product
  - Regional tourism specialization
  - Planning PR & events for Tourist cities

- Feasibility Analysis
  - Governmental feasibility analysis
  - Feasibility analysis on tourism development project
  - Financing planning
  - Investment Effect analysis

- Investment Promotion Planning
  - Tourism investment promotional marketing planning
  - Acting Investment promotional marketing for clients
28 Researchers

Professional Researchers with Academic background in Tourism, Landscaping, Urban planning, Architecture, Service design etc.
02
PROJECTS

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
Public Projects

- Production of PPT for Presentation of Outstanding Cases at the Korea Local Governments Fair (Jecheon City)
- Feasibility Analysis on Mt. Jirisan Rainbow Project (Hadong County)
- Basic & Working Design of Healing Town in Youngdong (Yeongdong County)
- Performance Assessment and Promotional planning for Industrial Tourism (Korea Tourism Organization)
- Master Planning and Investment Promotional Planning of Gangdong Area (Ulsan Metropolitan City)

- Danyang Long-term Tourism Development Plans (Danyang County)
- Drawing New Development Projects for Yeongdong County’s Confucianism Culture Resources and Tourism Resources (Yeongdong County)
- Basic Plans of the Management & Operations of the Korea Culture Theme Park (Yeongju City)
- Basic Planning for the Tourism Promotion Project of the 3 Major Cultural Areas (Daegu Metropolitan City)
- Gimhae City’s Integrated Tourism Promotion Plans (Gimhae City)

- Cheorwon County’s Integrated Tourism Development Plans (Cheolwon County)
- Development Plans for Tourism City of the Year 2017 (Goryeong) (Korea Tourism Organization (Goryeong County))
- Development Plans for Tourism City of the Year 2017 (Gangneung) (Korea Tourism Organization (Gangneung City))
- Plans for Development and Vitalization of Modern Cultural Heritages in the DMZ (Cheolwon County)
- Behavioral Analysis on Visitors to the Yeongnam Alps / Complete Enumeration Survey on the Tourism Resources and Businesses of the Yeongnam Alps (Ulsan Metropolitan City)

- Basic Planning to Transform the Jecheon ~ Wonju Central Railway into a Tourism Resource (Jecheon City)
- Feasibility Analysis and Extension for the Planning of the Gampo Marine Tourism Complex (Gyeongsangbuk-do Province Tourism Organization)
- Feasibility Analysis and Basic Planning for the Establishment of an Integrated Concert Hall (Korea Tourism Organization)
- Production of PPT and Proposal for the Invitation of Jeonnam Provincial Art Museum (Gwangyang City)
- Integrated Plans for Muan’s Tourism Development (Muan County)
2015

- Modification to the Development and Execution Plans for Midan City (Dohwa Engineering / Midan City Development)
- Planning (Alteration) of the Mining Cable Project in Provincial Parks (Dohwa Engineering / Daegyeong Culture and Tourism Development)
- Basic Planning for the Development of Michon City Land Development (Dohwa Engineering / Miryang City)
- Development Plans for Goseul District in Ilsan Recreation Area (Yeongnam Alps Dream World)
- Concept & Merchandising Planning of Tourism and Leisure Company City of Yeongam/Haenam Area (Southwestern Coast Tourism & Leisure City)
- Urban Regeneration/Vitalization Plans (Tourism Sector) of the Central/West Incheon Area (Yooshin · Dodam E&C)
- Contest for the Concept Proposal for the Selection of a Contractor for a Resort Complex (Samil PricewaterhouseCoopers/USKR)
- Alterations to the Jeungpyeong Edu-farm Development Plan (KG Engineering and Architecture Co. · Dasan Consultants/Korea Rural Community Corporation)
2014

- Search of Stage 2 Economically Self Supporting Development Projects (Taebaek City)
- Namhae Diet Treasure Island Plans (Namhae City)
- Operations Plan for the Sangju Traditional Slow Food Center (Sangju City)
- Ripple Effect Analysis of Songsan Green City International Theme Park (Korea Water Resources Corporation)
- Feasibility Analysis on the Establishment of the Seoul Women & Family Complex ‘Space Sallim’ and Establishment of Basic Plans (Seoul Foundation of Women & Family)
- Basic Plans for the Tourism Resource Development Project (Danyang County)
- Planning of the Investment Briefing for the Tourism Development Project of the Gangdong Area (Ulsan Metropolitan City Tourism Organization)
- Basic Plans for the 2016 Suncheon Bay Garden Festival (Suncheon City)
- Plans for Management and Operations of Cultural Resort in Bonghwa County (Bonghwa County)
- Research on the Development Plan for the Odusan Unification Observatory (Ministry of Unification)
- Research on the Installation of Eco-friendly Cable Cars (Ministry of Culture, Sports and Tourism)
- Search and Establishment of Commercialization Plans for New Future-oriented Convergence Tourism Industries (Korea Tourism Organization)
- Estimation of Demand for the Parking Lot of Mt. Daeunsan’s Forest (Ulju County)
Research on the Effective Methods for Engagement in Tourism Development Projects in the Central Inland Metropolitan Areas 〈Ministry of Culture, Sports and Tourism〉

Research for the Establishment of Happy Livelihood in the Baekdudaegan Mountain Range Region 〈Taebaek City · Donghae City · Samcheok City · Gangneung City〉

Research on the Utilization of Sampyo Resource Company’s Facilities 〈Taebaek City〉

Research on Methods to Utilize Abandoned Railways and Land as Public Spaces 〈Ministry of Land, Infrastructure and Transport〉

Feasibility Analysis and Development Planning for Peripheral Area around Deungeok Hot Springs 〈Ulju County〉

Consultation on the Ripple Effect Analysis of Bonghwasan Mountain Dulle-gil Trail 〈Suncheon City〉

2014 Service Contract for Promotion Activities and Analysis of Investment on Coastal Development Projects 〈Ministry of Land, Infrastructure and Transport〉

Island Development Projects in Boryeong City 〈Boryeong City〉

Basic Planning (Feasibility Analysis) and Design of the Mt. Sinbulsan Ropeway 〈Ulju County〉

Establishment of Basic Plans for Yeosu 365 Island 〈Yeosu City〉

Feasibility Analysis on the Blue–Green Connecting Ropeway Installation Project 〈Yeongdeok County〉

Research for the Establishment of Management & Operation Plans for Yecheon County’s Green Culture Coexistence Belt Development Project 〈Yecheon County〉

Execution Plans to Transform Pottery Park into a Tourist Attraction 〈Ulju County〉
2014

- Feasibility Analysis on the Daegu Oceanarium Development Project (Samjeong KPMG LLC)
- Development of Innovative CX / Service Model for Cultural Automobile Complex (Hyundai Motor Company)
- Feasibility Analysis of Jeju Eco-friendly Theme Park Project (Daedong Ltd.)
- Basic Conception and Feasibility Analysis of Jeongyang Wetland Eco Park (Dohwa Engineering)
02.PROJECTS

2013

[Public Projects]

- Planning of Investment Briefing on the Tourism Development Project in the Ulsan Area (Ulsan Metropolitan City Tourism Association)
- Vitalization Strategy for the Stage 2 District of Gonju Cultural Tourist Area (Gonju City)
- Planning of the National Hero Commemoration Project (Secretariat of the National Assembly)
- Research for the Establishment of Development Strategies for Railroad Tourism Projects (Korean Railroad Corporation)
- Feasibility Analysis of Pet Dog Festival and Pet Dog Center (Dog Racing Track) (Taebaek City)
- Mid-way Evaluation of Cultural Ecology Tourism Project of the 3 Major Cultural Areas (Ministry of Culture, Sports and Tourism)

- Feasibility Analysis of Goseong Dinosaur Themed Children’s Healing Camp Development Project (Goseong County)
- Research on the Proper Direction such as Integration of Festivals in Hamyang County (Hamyang County)
- Attraction of Foreign Investment in Pohang Costa Valley Tourism Complex (KOTRA·Pohang City)
- Feasibility Analysis and Basic Designs of the Storytelling Village in Seoburi, Dosan (Western Welfare Farming Association)
- Development Project for the Madam Domi Pine Wind Path (Boryeong City)
- Establishment of Gwangyang City’s Comprehensive Tourism Development Plan (Gwangyang City)
- Establishment of Yeongdong County’s Comprehensive Tourism Development Plan (Korea Tourism Organization/Yeongdong County)
- Analysis for Investment and Promotion Activities for Coastal Area Development Projects (Ministry of Land, Infrastructure and Transport)
2013

- Operations and Management Plans for (Provisional Name) Hyundai Auto World Facility (Hyundai Motor Company)
- Consultation Services for Gangdong Tourism Complex Development Plan (Saman Engineering / Ulsan Metropolitan City)
- Maintenance Plans for Janghang-dong Publication and Printing Complex (Dohwa Engineering)
- Basic and Final Planning of Silla Metalwork Village (Dohwa Engineering)
- Basic Plans and Designing of the Stork Habitat Development Project (Dohwa Engineering · Chunma / Yecheon County)
- Establishment of Development Plans for Pyeongchang Site (Korea Ginseng Corporation)
- Basic Conception and Feasibility Analysis for the Development of the Area around Jikssocheon (Dohwa Engineering / Buan County)
- Monitoring and Evaluation of 2013 Cheongsando Slow Walking Festival (Cheongsando Slow Walking Festival Promotions Committee)
- Excavation Research and Survey on the Resources of 3 Villages (Chungcheongnam-do Cultural Industry Promotion Agency)
- Basic Conception and Feasibility Analysis for the Hwasansanseong Well-Being Complex (Dohwa Engineering)
- Verification of the Report on Project Planning for the High1 Water World Development Project (Samoo Architects and Engineers / High1 Resort)
- Basic Planning and Design of the Mountain Area Cultural Resort Village Project (Dohwa Engineering / Forest Resource Development Institute of Gyeongsangbuk-do)
- Feasibility Analysis for the Private Project Proposal for the Cheongpungho Lake Green Cable Car Project (Landscape Production Co. Oeyeon)
- Basic and Execution Plans for Changnyeong County’s Eco Marsh Tour Route Project (Dohwa Engineering / Changnyeong County)
2012

- Production of Industrial Tourism Manual 〈Korea Tourism Organization〉
- Establishment of Plans for Specialized Projects in Namjang Regional Branch School 〈Sangju City〉
- Intercity Duty Free Shop Project and Review of Investment Validity 〈Gyeonggi Tourism Organization〉
- Preliminary Feasibility Analysis and Basic Conception of Jangseongho Lake Resort Development Project 〈Jangseong County〉
- Research on the Operations of a Tourism Academy and Human Resource Management in the Jirisan Mountain Area 〈Mt. Jirisan Tourism Development Association〉
- Establishment of Basic Plans and Feasibility Analysis on Marine Sports Center 〈Ulju County〉
- Feasibility Analysis of Public Golf Courses within New Towns in Chungcheongnamdo Province 〈Chungcheongnamdo Development Corporation〉
- Preliminary Feasibility Analysis Basic Conception of Jeungpyeong Edu–Farm Project 〈Korea Rural Community Corporation〉
- Preliminary Feasibility Analysis and Preliminary Report of Tapjeongji Waterside Development Project 〈Korea Rural Community Corporation〉
- Research on the Basic Conception for Economically Self Supporting Development Projects in Abandoned Mining Areas 〈Korea Tourism Organization / Yeongwol County〉
- Establishment of Ansan City’s Comprehensive Tourism Development Plan 〈Korea Tourism Organization / Ansan City〉
- Establishment of Comprehensive Tourism Development Plan in Sangju/Nakdonggang River Area 〈Korea Tourism Organization / Sangju City〉
- Establishment of Dalseong County’s Comprehensive Tourism Development Plan 〈Korea Tourism Organization / Dalseong County〉
- Establishment of Miryang City’s Comprehensive Tourism Development Plan 〈Miryang City〉
02.PROJECTS

2012

[Private Projects]

- Project Planning for the Establishment of Basic Plans for the National Arboretum Project (Korea Engineering Consultants Corp.)
- Licensing and Design of Mountain Village Culture Nurimteo Project (Dohwa Engineering)
- Establishment of the Development and Execution Plan for Namyangju Byeollae Recreational Forest (KG Engineering and Architecture Co.)
- Feasibility Analysis and Ideation of New Business Items for Cardinal Kim Su-hwan’s Love and Sharing Park
- Designing of the High1 Water World Project (Heerim · Mooyoung CM)
- Feasibility Analysis on the Introduction of Daemyung Business Hotel Inside Hallyu World (Daemyung Leisure Industry)
- Basic and Execution Plans for the Seonseonghyeon Cultural Complex Project (Dohwa Engineering)
- Establishment of Development Plans and Basic Designs for the Gusan Marine Tourism Complex (Saman Engineering)
- Modification of Development Plans for the Gogunsan Islands and Establishment of Public Waters (Dohwa Engineering)
- Establishment of Basic Plans for the Comprehensive Development Hwanggang Riverside Green Area and Jeongyang District (Dohwa Engineering)
- Review of Methods to Increase Sales Value through the Alteration of Oceano Tourism Complex Development Plans (Saman Engineering)
- Feasibility Analysis and Basic/Execution Plans for the Geumgang Green-Bio Tourism Park (KG Engineering and Architecture Co./Iksan County)
[Private Projects]

- Basic Plans for the Basic and Execution Planning of the Establishment of the Yeongnam Alps Integrated Welcome Center (Provisional Name)〈Seon Architecture & Engineering Group /Ulju County〉
- Project Proposal for the Tourists’ Hotel in East Pusan Tourism Complex 〈Daemyung Leisure Industry〉
- Consultation on Tourism for the Basic/Execution Planning for the Development of the Bullojangseng Wild Ginseng Recreation Valley 〈Hyowon E&C〉
- Feasibility Analysis of the Area Surrounding the Gimpo Goldline 〈Dohwa Engineering〉
- Establishment of the Gwangmyeong City Management Plan (Gahaksan Mountain Park Development Plan) 〈Dohwa Engineering〉
- Establishment of Development Plans for the Yeongju Dam Culture Tourism Complex and Designing of Basic/Execution Plans 〈Dohwa Engineering〉
- Feasibility Analysis and Basic Conception on the Youngduk Goraebul Beach Integrated Marine Town 〈Sunjae ENC Co. / Gyeongsang Province〉
- Basic/Execution Plan for the World Confucianism Larchiveum–Convention Center & Korea Culture Theme Park 〈Dohwa Engineering〉
- Basic Conception and Feasibility Analysis for the Establishment of Development (Modification) Plans for the Cheongju Myeongam Recreation Area 〈Saman Engineering〉
- Licensing and Designing of the Green Culture Coexistence Belt Development Project 〈Dohwa Engineering〉
- Research & Analysis of Foreign Cases Related to Spas and Formulation of Development Direction 〈Tongyang Life Science Group〉
### [Public Projects]

- Basic Conception and Feasibility Analysis on the Establishment of the Changwon City Museum 〈Changwon City〉
- Investment Briefing for the Gangdong Area of Ulsan Metropolitan City 〈Ulsan Metropolitan City Tourism Organization〉
- Research on the Pioneering of New Tourism Markets and Development of New Products 〈Korea Tourism Organization〉
- Feasibility Analysis on the Development Project of a Tourism and Leisure Company City in Wonju City 〈Korea Tourism Organization / Wonju City〉
- Research for the Mid-way Evaluation of the Metropolitan Tourism Development Project for the Mt. Jirisan Area 〈Ministry of Culture, Sports and Tourism〉
- Survey and Research on the Usage of Foreign Casinos by Domestic Tourists 〈Korea Casino Organization〉
- Research on the Method to Introduce Tourists’ Facilities for the Vitalization of River Usage 〈Korea Tourism Organization〉
- Research on DMZ Storytelling 〈Korea Tourism Organization〉
- Establishment of Methods to Transform the Chungju Dam into a Tourist Attraction through Means such as Utilization of the Water’s Surface 〈Korea Water Resources Corporation〉
- Establishment of Marketing Plans for the Attraction of Investment and Tourism in the Coastal Areas of Jeonnam Islands 〈Korea Tourism Organization / Jeollanam-do Province〉
- Detailed Feasibility Analysis and Proposal for Basic Plans on the Switchback Resort 〈High1 Switchback Resort〉
- Concept Planning for a Tourism and Leisure Company City in Wonju City 〈Korea Tourism Organization / Wonju City〉
### Project Development and Marketing Plans for the Attraction of Investment to the Angel Island – Shinan (also referred to as the Diamond Archipelago) (Jeollanam-do Province · KOTRA)

- Research on the Vitalization of Tourism on the Cheongpung Lakeside and Establishment of Basic Plans for the Green Cable Car (Jaecheon City)
- Feasibility Analysis on the Installation of the Sanjeong Lake / Myeongseongsan Mountain Cable Car (Pocheon City)

### Private Projects

- Basic and Working Plans for the Forest Ecosystem Cultural Complex Development Project (Dohwa Engineering)
- Basic & Working Plans for Gaonnuri Historical Resort Development Project (Dohwa Engineering / Gunwi County)
- Feasibility Analysis and Establishment of Development Plans for the Daebu Island Amusement Park Project (Saman Engineering)
- Service Contract for M&A of Resom Resort Golf Resort Weihai (Resom Resort)
- Feasibility Analysis on the Yeosu Gyeongdo Island Marine Tourism Complex due to Alterations in the Planning / Basic Conception and Feasibility Analysis of an Auto Camping Site (MAI Architects)
- Business Vitalization Plan in the Alternative Designs for the Tangeumho Lake Boat Race Course Bid (Dasan Consultants Co.)
- Dangsan City Pungnam-gu Theme Park Project (Beijing Eastern Cultural Exchanges Center)
2010

- Research on Methods to Utilize the KTO Building for the Improvement of National Competitiveness (Korea Tourism Organization)
- Research for the Establishment of Management and Operations Plan for the Gaya Historical Theme Park (Gimhae City)
- Research on Demand Survey and Establishment of Marketing Strategies for the Pursuance of Jeju OOO Recreational Integrated Complex (Korea Land and Housing Corporation)
- Comprehensive Development Plan for the Area Surrounding the Bohyun Mountain Multipurpose Dam (Yeongcheon City)
- Excavation and Contents Development for the Samnam Taero (Ministry of Culture, Sports and Tourism)
- Review and Conception of Vitalization Methods for the Seodongyo Historical Tourist Attraction Development Project (Buyeo County)
- Basic Conception and Feasibility Analysis for the Development of Tourism in the Island/Coastal Areas of Jeonnam (Korea Tourism Organization / Jeollanam-do Province)
- Evaluation and Establishment of Strategies for Tourist Attraction Transformation of Riverside Photozones (Korea Tourism Organization)
- Basic Conception and Feasibility Analysis for the Project to Transform the Saemangeum Area into a Tourism Resource (Korea Tourism Organization / Buan County)
- Establishment of the 5th Ulsan Tourism Development Plan (The Tourism Sciences Society of Korea / Ulsan Metropolitan City)
- Establishment of a Comprehensive Master Plan for the Creation of the Korean Peninsula Eco-Peace Belt (Korea Tourism Organization)
Feasibility Analysis from an Economic, Humanistic, Social Perspective on the Introduction of an Exclusive Casino for Tourists (Jeju Tourism Organization)

Basic Conception (Proposal) and Feasibility Analysis for the Designation of Tourist Sites in Ongjin County (Korea Tourism Organization / Ongjin County)

Master Plans for the Transformation of Gageodo Island into a Tourism Resource (Shinan County)

Haenam Oceano Tourism Complex Development Plan (Feasibility Analysis) (Saman Engineering)

Consultation for the Verification of Utilization Methods for the Songdo Site (Daelim Industrial Co.)

Establishment of Business Strategies for a 3-Step Commercial Facility for the Deokpyeong Integrated Rest Facility (Kolon Industries)

Vitalization Planning of the Regional Economy and Basic Planning for the Embankment Elevation Construction Project for Agricultural–Use Reservoir (Sungsil Co.)

Establishment of Basic Plans for the Development of the Saemangeum Tourism Complex (Dohwa Engineering Co. / Ministry of Culture, Sports and Tourism)

Planning (Basic) for the Bohyun Mountain Multipurpose Dam Construction Project Bid (Dohwa Engineering Co.)

Planning for the Bid for the Designing and Construction of the Yeosu Gyeongdo Marine Tourism Complex (Saman Engineering)

Designation of a Development District for the Seonam Coastal Company City and Application of Permit for the Development Plan (Dohwa Engineering)

Feasibility Analysis on the Basic Plans for the Development of a Life & Health Complex (Dasan Consultants Co.)

Survey Planning for the Saemanguem Tourism Complex Development Project (Demand Survey and Feasibility Analysis) (Saman Engineering / Jeonbuk Development Corporation)
03

CLIENTS

- Public Institutions
- Private Enterprises
Public Institutions
Private Enterprises
2015
KOREA TOURISM DEVELOPMENT INSTITUTE

Thank you.