

Gyeongbuk, South Korea's Best Outdoor Activity and Healing Destination in the New Normal Era



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Gyeongbuk, Gyeongsangbuk-do Province of South Korea, that is leading the tourism industry tailored to the new normal, has released the video entitled "Humming Korea, Hummingway Gyeongbuk" created with the two concepts of healing and outdoor activities. "Healing" and "outdoor" are the key words representing Gyeongbuk's new major tourism resources that the province set as the axes for its global marketing along with tradition and history, to enhance the image of Gyeongbuk tourism in 2020. The newly released video introduces healing and outdoor activities in Gyeongbuk in a dynamic way.

The healing concept video takes the viewers to Unmunsa Temple in Cheongdo and Geumosan Mountain and a lake on the mountain in Gumi, emphasizing the peace and beauty of nature in Gyeongbuk. In addition, a traditional village and Gayasan National Park in Seongju, and the old market street and Youngju Daejangan, a blacksmith's shop as home to "Korean Ho-mi," in Yeongju are shown in the video in a vivid way, representing the locality of Gyeongbuk.

The outdoor concept video unfolds the dynamic landscapes of tourist destinations in Gyeongbuk centered on an interesting storyline where the protagonist hums while imagining car camping at the Yeongdeok coast, trekking at Juwangsan Mountain in Cheongsong, and cycling along the bike road in Andong.

KIM Seong-Jo, President of the Gyeongsangbuk-do Culture and Tourism Organization, said, "This video highlighted the dynamic of Gyeongbuk that would appeal to international travelers. And this will be of great help in publicizing unknown tourist destinations in Gyeongbuk by promoting its images related to healing and outdoor activities, which represent its regional

characteristics." "The tourism industry is currently facing a major crisis, but Gyeongbuk has been on track to turn this crisis into an opportunity to become one of the most inspiring travel destinations in new ways," he added.

The "Humming Korea, Hummingway Gyeongbuk" video can be seen on Gyeongbuk's official social media page and YouTube channel, OISO TV.

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Press Contacts

1. **Alison Lancaster**

Editorial

editorial@pressat.co.uk

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