



CREATOURS
EST 2000

Seoul-Busan Travel Fantasia!

The Splendour of South Korea!

TPS Group 2

A proposal by Abdul, Nazira, Ryan, Sam, Haq and Amirul.



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Tour Itinerary & Brochure

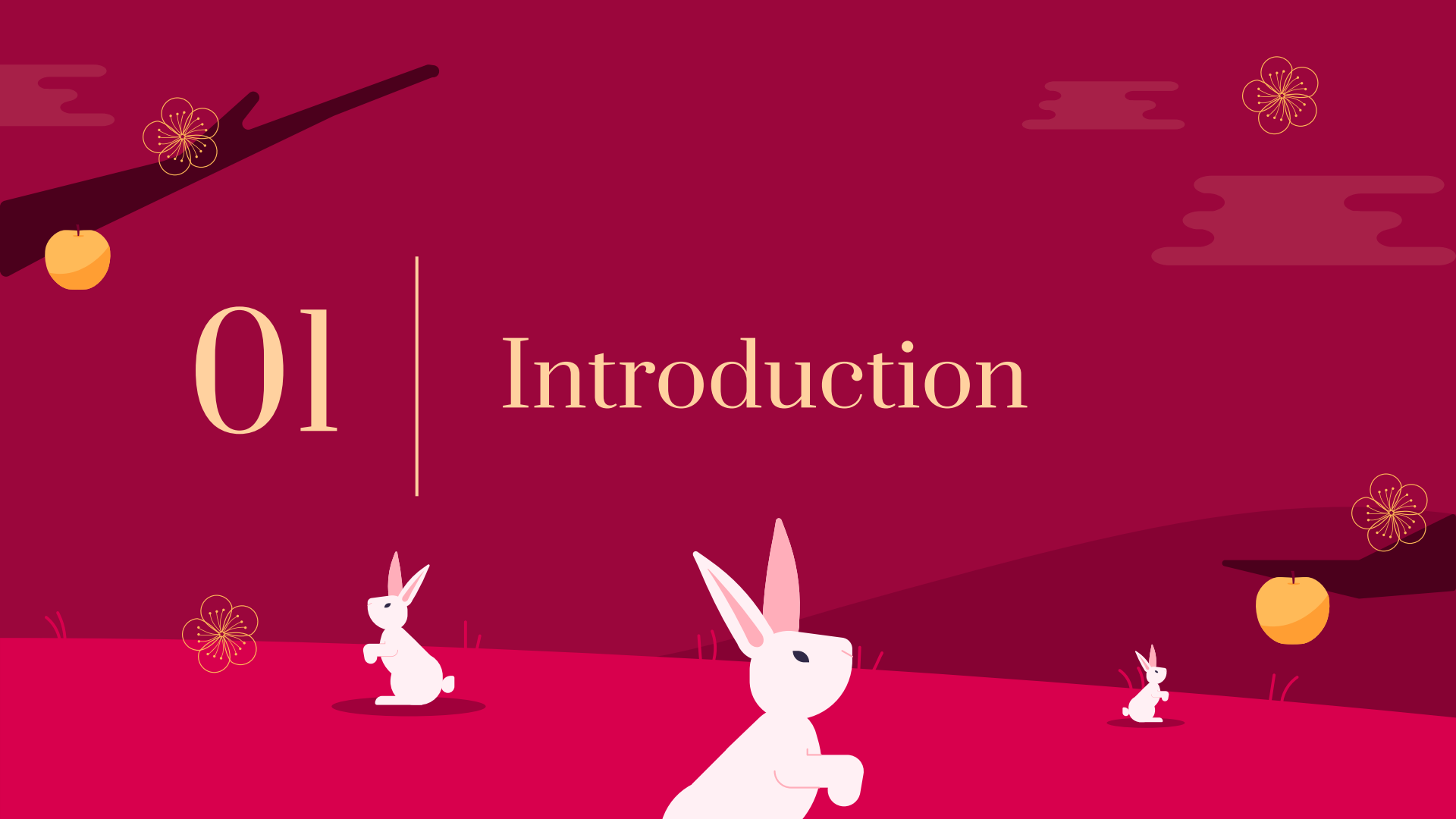
A well-structured client itinerary accompanied with a brochure that showcases our services!

06

Risk Assessment and Post-tour Questionnaire

Addresses the potential risks associated with the tour and a questionnaire that questions the aspects of our tour!



The background is a solid dark red. In the top left, a dark brown branch extends diagonally, with a yellow-orange apple hanging from it and a stylized yellow flower with many thin petals. In the top right, there are dark, wavy shapes representing clouds and another stylized yellow flower. In the bottom left, a small yellow flower is on the ground. In the bottom right, a dark brown branch with a yellow-orange apple and a stylized yellow flower is visible. Three white rabbits with pink inner ears are scattered across the landscape: one in the middle left, one in the foreground center (largest), and one in the bottom right. The rabbits are in various poses, some sitting and some standing.

01

Introduction

Introduction



As stated in the project brief...

- Attempting to reignite visitation numbers through fun-filled tours.
- Incorporating sustainability and meeting demands.

Our aim...

- Lessen the impact of COVID-19.
- Promoting ecotourism and sustainability efforts.

Our tour/USP...

- Will be happening from Monday, 1 May 2023 - Saturday, 6 May 2023.
- Combining many travel-purposes into one fun-filled and adventurously-satisfying tour.



The background is a solid dark red. In the top left, a dark brown branch extends diagonally, with a single yellow cherry hanging from it and a stylized white cherry blossom. In the top right, there are stylized white clouds and another cherry blossom. The bottom of the image features a dark red ground with three white rabbits. One rabbit is in the center foreground, facing right. Two smaller rabbits are in the background, one on the left and one on the right. There are also stylized white cherry blossoms and a yellow cherry on the right side of the ground.

02

Needs of Target Market & Profile

Needs of Target Market

Physiological

- Include meals that represent the South Korean cuisine and an accommodation that provides.

Safety

- Include well-known flights such as Singapore Airlines.
- Provide travellers proof that this agency is reliable.

Belonging

- Target midcentrics who like to travel with their friends.

Esteem

- Having a tagline to attract millennials into vacationing.

Self-actualisation

- Introduce intensive activities that can promote South Korean culture.

Our Target Audience:

Millennials aged 20-30 (mid-centrics)

- Loves aestheticity.
- Those who prefer to do sustainable activities along with their friends in hopes of relieving stress.



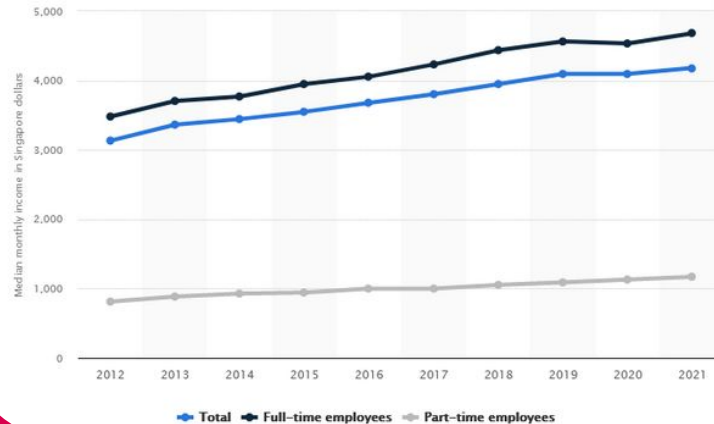
Demographic Segmentation



Income (per month): Most have started working full-time jobs and earn between \$3,000 to \$4,600.

Non-university students either earn zero personal income or part-time job(s) that pays \$6 - \$12 per hour.

Fig 1.1: Scatter Plot Graph on Median Monthly Income of Millennials



Demographic Segmentation



Socio-Economic Status (SES): The most common SES-Level in Singapore is the Middle. They can afford minor luxuries like vacations or fine dining, but also rely on borrowing for big-ticket items like homes and cars. Most Singaporean millennials fit in this category.

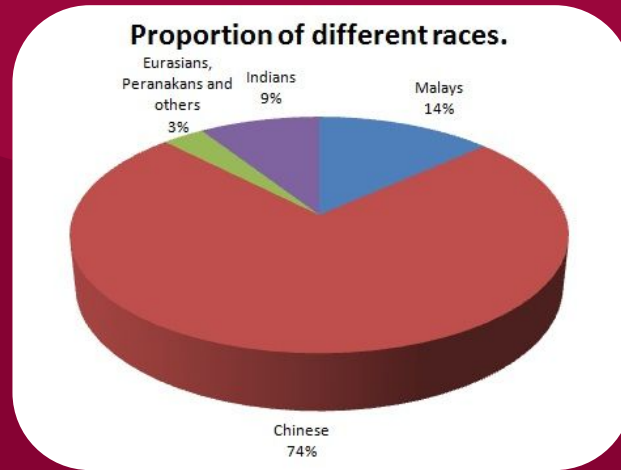
Disposable Income Calculation	Amount
Median income	\$56,160 (or \$4,680 a month)
Median income – Employer CPF Contributions	\$48,000 (or \$4,000 a month)
– Employee CPF Contributions	– \$9,600
– Income tax	– \$433
– Property tax	– \$86
Disposable income	\$37,881 (\$3,157 a month)

Demographic Segmentation



Race and Religion: Chinese is the most common race in Singapore with Malays being the second most with an average of 15.1% population rate.

The religions practised in Singapore include Hinduism, Buddhism, Islam and Christianity. Dietary restrictions apply.

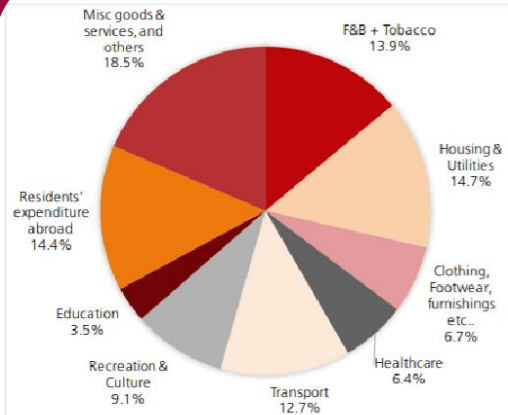


Psychographic Segmentation

Singaporeans spend an average of \$600 - \$850 on Recreation and Food & Beverages a year.

Most of them save 30% of their monthly salary while setting aside 50% for their spending needs monthly. They will think about social responsibility and environmental sustainability before purchasing the product.

Singapore Consumption Basket (2016)



Source: CEIC, DBS Bank estimates

Psychographic Segmentation



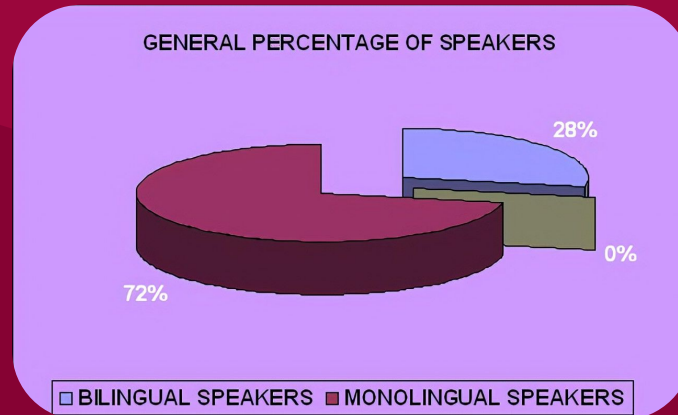
Personality: Singaporeans openness, multiculturalism and self-determination shows that they are mid-centrics. The preferred journeys for these types of travellers are cultural, historical, and even ecological.

Food Choice: Singaporeans love savoury dishes are such as Chilli Crab and Laksa. They also enjoy spicy food.

Interests: Leisure travel has been ingrained in their minds. Since Singapore is a green country, it is surrounded by many familiar landscapes. Thus, many Singaporeans tend to seek more scenic and panoramic views when travelling abroad.

Psychographic Segmentation

Skills: Millennials possess the stamina to do moderate to high intensity activities. Majority of Singaporeans are bilingual or trilingual. Singaporeans aged 20 - 30 have gone through Primary and Secondary School education.



03

Background Information on Destination



Study objectives



01

Socio-Cultural
Factors

Infrastructural
Factors

03

02

Physical
Factors

Economic
Factors

04



Socio-Cultural Factors

01

Cultural/Values

- Respect is a main aspect in Korean Culture and is heavily displayed.
- Koreans believe in the concept of Kibun: pride, face, mood, feelings or state of mind.



Demographics

- Current population is 51 million where 26,136,000 are women and 26,128,000 are men.
- 71.6% of South Korea's population is between 15-64 years old.

02

Socio-Cultural Factors

03

Religion

- South Korea supports religion freedom.
- But mainly, Confucianism, Buddhism and Christianity are the main formal religions.



Social Norms

- Koreans bow as a sign of gratitude and respect to the person they are meeting.
- Eye contact is usually avoided especially to elderly. Instead, they are advised to look at the forehead or nose.

04

Physical Factors

01

Natural Environment/Landforms

- Myriad of mountainous regions. Dormant and extinct volcanoes present. No significant earthquakes as of 2022.



Natural Resources

- South Korea has many natural resources and among them are arable land, coal, graphite, lead, hydropower potential, zinc, iron ore, copper, gold and salt.

02



Physical Factors

03

Location

- South Korea is found in the East-Asian region on the southern half of the Korean Peninsula. Located in Asia in the World Map.

Climate

- The continental climate of South Korea is characterised by extremely cold, dry winters and extremely hot, humid summers.

04



Infrastructural Factors

01

Telecommunication Systems

- In South Korea, KT Corporation, SK Telecom and LG U+ are the main telecommunication companies that provide mobile phone services.



Transport Systems

- Transportation in South Korea is provided by an extensive network of railways, highways, bus routes, ferry services and air routes that traverse the country.



Infrastructural Factors

03

Electricity

- Electricity generation in South Korea mainly comes from conventional thermal power which accounts for more than two-thirds of production, and from nuclear power.



Water

- The Seoul Metropolitan Government runs six water treatment plants at Han River in and near the city which together process 3.17 million tons of water every day.



Economic Factors

01

Employment Rates & Labour Force

- South Korea's Employment Rates have been sustained at 62% from 1982 to 2022.
- As of 2021, South Korea's labour force participation rate was 28.23%



Gross Domestic Product (GDP)

- 2.5 Trillion SGD GDP as of 2021 in South Korea
- Well-developed and maintained economy.

02



Economic Factors



Economic Outlook

- The political stability index shows that South Korea is at 0.66 points compared to the world average of -0.07 points.
- Highly developed mixed economy and is constantly growing.



Currency

- Currency used in South Korea is Korean Won (KRW).
- In 2021, 1 SGD = 882.85 KRW
- In 2022, 1 SGD = 1,008.12 KRW



Economic Factors

05

Industries

- South Korea's largest industries are electronics, automobiles, telecommunications, shipbuilding, chemicals, and steel.
- Hosting or bringing in events is a way of developing tourism and has been adopted by South Korea.





04

Tour Components & Costing

Tour Components: Accommodation



(Seoul) Chosen Hotel:	The Shilla Hotel, Seoul
Star Rating:	5-star
Room Price/night for 10 pax	\$1,995 including breakfast (5 rooms, 2 people each)
Type of Report	Deluxe Twin non-smoking room, 2 Single-beds, magnificent city view and skyline.
Number of Rooms	250 rooms
Concierge Desk	Private check-in/check-out, concierge service, luggage storage, currency exchange and 24-hour front desk/ATM.

Tour Components: Accommodation

Dining Facilities:	Barista café, wine/champagne, bar, local restaurants and tea/coffee shops, buffet breakfast.
Business Facilities:	Fax/photocopying, business centre and meeting/banquet facilities.
Recreational Facilities:	Fitness Centre, spas and swimming pools.
Handicapped Facilities:	Visual aids: tactile signs and braille, Lower bathroom sink and higher level toilet with grab rails and wheelchair accessibility.
Complimentary Policy:	Airport transfer, valet parking, free shuttle service, free Wi-Fi in all rooms.
Good reviews:	High cleanliness level, cheap laundry service, excellent quality of customer service that can speak English, amazing landscape view and on-time housekeeping services and is conveniently near to attractions planned.

Tour Components: Accommodation



(Busan) Chosen Hotel:	Westin Chosun
Star Rating:	4.5
Room Price/night for 10 pax	\$1,810 including breakfast (5 rooms, 2 people each)
Type of Report	Non-smoking Deluxe Twin room with 1 double king bed and beach view.
Number of Rooms	290 smoke-free guestrooms.
Concierge Desk	24-hour, luggage storage and currency exchange and multilingual staff.

Tour Components: Accommodation

Dining Facilities:	Local cuisine restaurants, Irish pub food, seasonal dishes and pastries.
Business Facilities:	Fax/photocopying, business centre and meeting/banquet facilities.
Recreational Facilities:	Beach Athletic Club: sauna rooms, steam rooms, indoor swimming and children's pool. Gym, spa and ballroom.
Handicapped Facilities:	Wheelchair-accessibility and grab bar in toilets. Other forms of assistance can be arranged with the concierge.
Complimentary Policy:	Free access to their swimming pools and gyms upon booking a room and includes free on-site parking valet.
Good reviews:	A hotel that minimises environmental footprint by managing energy and water use, reducing waste and carbon emissions and electricity in the hotel is powered by renewable energy. (Eco-friendly)

Tour Components: Air Transportation



Flight No./Type	Departure Date	Departure Time	Arrival Date	Arrival Time
Scoot TR396	01 May	0125 hrs <i>Singapore Time</i>	01 May	1210 hrs <i>Seoul Time</i>
Scoot TR843	06 May	1300 hrs <i>Seoul Time</i>	06 May	1850 hrs <i>Singapore Time</i>

Tour Components: Air Transportation

From	To	Duration	Price/pax	Baggage Allowance
Singapore	Manila to Seoul (Incheon Airport) (Stopover)	5 hours 45 mins 4 hours	\$511.47	Carried: Below 15kg Hand: Below 10kg
Seoul	Singapore	6 hrs 50 mins		

Tour Components: Rail Transportation

Company	From	To	Price/pax	Departure Time	Arrival Time
KTX	Seoul	Busan	\$30	1400 hrs	1600 hrs
KTX	Busan	Seoul	\$25	1000 hrs	1200 hrs

Tour Components: Coach Transportation



Seoul Private Mini Bus

Company: Welcome-to-korea.com

Pricing: \$200/day

Pax: 10-13 pax

Reviews: "Very friendly and knowledgeable chauffeur, accommodating."

Tour Components: Coach Transportation



Busan Private Mini Bus

Company: Welcome-to-korea.com

Pricing: \$200/day

Pax: 10-13 pax

Reviews: "Complimentary drinks and snacks were provided."

Tour Components: Cruise Transportation

Company	From	To	Price/pax	Departure Time	Arrival Time
MSC Cruises	Busan Cruise Port	Oedo Island (Inclusive of sightseeing tour)	\$79	1000 hrs	1300 hrs



Sponsored by
MSC Cruises

Tour Components: Attractions (Seoul)



Gangchon Rail Bike

Location: Chuncheon 323-2 Jeung-ri, Sindong-myeon

Operating hours: 9 am - 5.30 pm

Price/pax: \$30



Experience this in a fun and relaxed yet sustainable way as the rail charts its course along the beauty of Seoul without using any gas or methane to power them up!

Tour Components: Attractions (Seoul)



Nami Islands and Puzzle Hunt

Location: Chuncheon Chuncheon 1, Namiseom-gil, Namsan-myeon

Operating hours: 8 am - 9 pm

Price/pax: \$20



An activity most popular in these islands involves feeding adorable alpacas of Chuncheon and riding them! A puzzle hunt will also be conducted!

Tour Components: Attractions (Seoul)



New City Hall Green Wall

Location: 110, Sejong-daero, Jung-gu Seoul City Hall, Seoul 04524

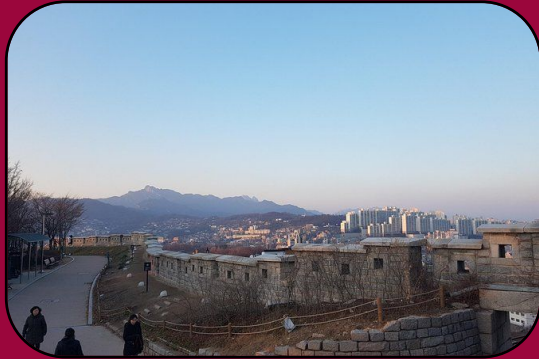
Operating hours: 10 am - 10 pm

Price/pax: \$30



The building's curvaceous silhouette, which is partly mirrored in the curved green walls, is a nod to the eaves in traditional Korean architecture!

Tour Components: Attractions (Seoul)

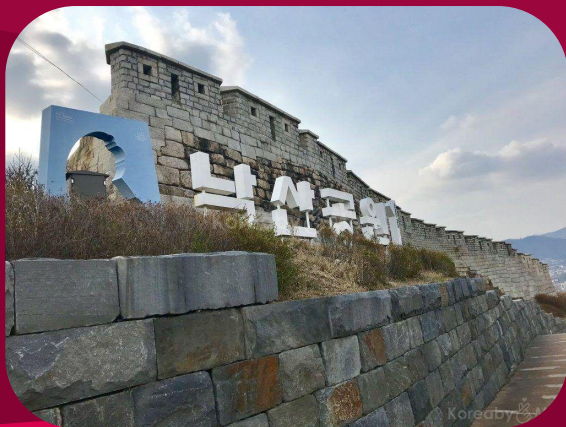


Seoul City Wall Tour with Sunset (4hrs)

Location: Seoul 622-83 Changsin-dong, Jongno-gu

Operating hours: 24 hours

Price/pax: \$58



Discover fascinating historical locations in Seoul, such as the Great Gate and the City Wall! Ihwa Mural Village is a spectacular place to take gorgeous and intriguing pictures!

Tour Components: Attractions (Seoul)



Seoul Forest

Location: Seoul 273 Ttukseom-ro

Operating hours: 24 hours

Price/pax: \$24



The Seoul Forest has undergone numerous transformations, from kings' hunting grounds to golf courses and finally to the current environmentally-friendly municipal park!

Tour Components: Attractions (Busan)



Oedo Island/Tongyeong

Location: 109 Wahyeon-ri Irun-myeon Geoje-si, Gyeongsangnam-do

Operating hours: 9 am - 8 pm

Price/pax: \$20



A one day tour to Oedo Island where you can explore the beautiful nature and visit captivating murals that tell a story from way back!

Tour Components: Attractions (Busan)



Sightseeing Cruise

Location: Busan

Duration of cruise: 3 hours

Price/Pax: \$79



Enjoy a 90-minute boat ride along the coasts of Busan and marvel at the iconic sights in Amnam Park and Saengdao Island!

Tour Components: Attractions (Busan)



Gyeongju UNESCO World Heritage Site

Location: Gyeongju Gyochon-an-gil

Operating hours: 24 hours

Price/Pax: \$40



Enjoy your day with a place filled with cultural and breathtaking sites, especially Yangdong, Korea's largest traditional village!

Tour Components: Attractions (Busan)



Sparkling Night Photography Tour

Location: Busan

Duration of tour: 9 pm - 1 am

Price/Pax: (\$75/adult - 10 pax per group)

Explore the most famous night view spots in Busan and capture your memory in photographs in the moonlight on this 4-hour night tour!



Tour Components: Attractions (Busan)



Kim Jae Sun Art Gallery

Location: Marine City D-113, 47 Marine city 2 ro, Haeundae – gu,
612-700

Operating hours: 11 am - 9 pm

Price/Pax: \$50



Experience a total of 130+ international galleries featuring different variations of art ranging from abstract to futuristic!

Tour Components: Attractions (Busan)



Radium Art Centre

Location: Busan 24, Haeundaehaebyeon-ro 298beon-gil, Pale De Cz 2-12

Operating Hours: 2pm - 6pm

Price/Pax: \$30



Discover a contemporary art exhibition that offers an immersive experience with cutting-edge artists! Each featured show employs a variety of media to enhance the individual experience of each!

Tour Components: Meals



Restaurant Name: Breakfast @ Shilla Hotel

Location: Seoul, Shilla Hotel.

Ambience: Indoor, jazzy, and rich.

Type of cuisine: Korean breakfast

Variety of food: Halal, local desserts and appetisers.

Estimated price/pax: Paid along with accommodation fee.

Capacity: Unconfirmed.

Operating hours: Breakfast until 11:30 am.

Reviews: Outstanding service. Overall, 5 stars.

Tour Components: Meals



Restaurant Name: Farm to Table

Location: Seoul, Gangchon Rail Bike Park.

Ambience: Restaurant, with a panoramic view of mountain tops.

Type of cuisine: Korean, Asian.

Variety of food: Halal, Traditional and organic vegetarian food from the Farms of Gangchon.

Estimated price/pax: S\$6 - 15

Capacity: 20 at one go.

Operating hours: 9:00 am - 10:00 pm.

Reviews: Eco-friendly, overall 5 stars.

Tour Components: Meals



Restaurant Name: Mat Cha Cha Cafe

Location: Seoul, Seoul Forest

Ambience: Indoor, minimalist, modern.

Type of cuisine: Japanese, Asian.

Variety of food: Halal, traditionally-brewed tea and hors d'oeuvre pastries and snacks for tea break sessions.

Estimated price/pax: S\$5 - 10

Capacity: 7 at one go.

Operating hours: 12 pm - 11 pm.

Reviews: "Splendid cafe design and food is as beautiful as the cafe as well." Overall, 4.9 stars.

Tour Components: Meals



Restaurant Name: Sonyeo Bangatgan

Location: Seoul, Seoul Forest

Ambience: Outdoor/indoor, modern.

Type of cuisine: Korean, Asian.

Variety of food: Halal, seafood and vegetarian options available.

Estimated price/pax: S\$5 - 12

Capacity: 15 at one go.

Operating hours: 9 am - 10:30 pm.

Reviews: Minimalist, eco-friendly and delectable dishes. Overall, 4.7 stars.

Tour Components: Meals



Restaurant Name: Egg Drop

Location: Seoul, Samcheongdong.

Ambience: Indoor.

Type of cuisine: Korean street food, Asian.

Variety of food: Halal, beef-free customisable egg sandwiches.

Estimated price/pax: S\$5 - 12

Capacity: None. (Take-out only)

Operating hours: 5 pm - 2 am

Reviews: Instagrammable food and robust flavour of street food. Overall, 5 stars.

Tour Components: Meals



Restaurant Name: Breakfast @ Westin Chosun

Location: Busan, Westin Chosun.

Ambience: Meandering gardens, with a view of the streets of Busan.

Type of cuisine: Korean, Asian Delights.

Variety of food: Pastries, All-day breakfast.

Estimated price/pax: Paid along with accommodation fee.

Capacity: Unconfirmed.

Operating hours: Breakfast until 11:30 am.

Reviews: Excellent and efficient service and outstanding selection of food. Overall, 5 stars.

Tour Components: Meals



Restaurant Name: Café Oh! Beautiful

Location: Busan, Oedo Island.

Ambience: Meandering gardens, with a view of the streets of Busan.

Type of cuisine: Korean, Asian Delights.

Variety of food: Pastries, All-day breakfast.

Estimated price/pax: S\$12 - 15.

Capacity: 10 at one go.

Operating hours: 10am - 9.30pm.

Reviews: Unique and visually-appealing place. Overall, 5 stars.



Tour Components: Meals



Restaurant: Coffee Mandalay

Location: Near Kim Jae Sun Art Gallery

Ambience: Indoor

Type of cuisine: Cafe, International

Variety of food: Fruits and Korean vegetarian.

Estimated price/pax: S\$5 - S\$21

Capacity: 150 people at one go.

Operating hours: 10am - 9pm

Reviews: Juicy, savoury and sweet foods partly infused with Korean cuisine. Overall, 4.7 stars.

Tour Components: Meals



Restaurant: Sokssiwonhan Daegutang

Location: Near Radium Art Centre

Ambience: Indoor.

Type of cuisine: Korean Food

Variety of food: Seafood and Halal

Estimated price/pax: \$13.40 - \$33.30

Capacity: Unconfirmed.

Operating hours: 8am - 9pm.

Reviews: “You get to smell a soothing aroma of dishes and soups, and experience eating the dishes in a cultural way!”

Overall, 4.8 stars.

Tour Costing:

Costing Sheet				
Tour Components	Cost Price	Price in Single Occupancy	Price in Twin-Sharing Occupancy	Price in Triple-Sharing Occupancy
Air Tickets (Return)	\$511.47	\$511.47	\$511.47	\$511.47
Airport Taxes	\$18	\$18	\$18	\$18
Rail Transport (KTX)	\$55/person	\$55/person	\$55/person	\$55/person
Shilla Hotel (2 nights) Includes Breakfast	\$350 prpn (sgl/twin) \$280 prpn (triple)	\$350X2nights = \$700	(\$350X2nights)/2pax = \$350	(\$280X2nights)/3pax = \$187
Westin Chosun Hotel (3 Nights) Includes Breakfast	\$450 prpn (sgl/twin) \$360 prpn (triple)	\$450X3nights = \$1,350	(\$450X3nights)/2pax = \$675	(\$360X3nights)/3pax = \$360
Lunch	\$30/meal per pax	\$30X5days = \$150	\$30X5days = \$150	\$30X5days = \$150
Dinner	\$40/meal per pax	\$40X5days = \$200	\$40X5days = \$200	\$40X5days = \$200
Gangchon Rail Bike	\$50	\$50	\$50	\$50
Nami Islands	\$65/person	\$65/person	\$65/person	\$65/person
New City Hall Green Wall	\$40	\$40	\$40	\$40
Seoul City Wall Tour w/ Sunset	\$58	\$58	\$58	\$58
Seoul Forest	\$24	\$24	\$24	\$24
Oedo Island/Tongyeong	\$60	\$60	\$60	\$60
Sightseeing Cruise	\$79	\$79	\$79	\$79
Gyeongju UNESCO Site	\$40	\$40	\$40	\$40
SparkNightPhotoTour (1 night)	\$75/person	\$75/person	\$75/person	\$75/person
Kim Jae Sun Art Gallery	\$50	\$50	\$50	\$50
Radium Art Centre	\$30	\$30	\$30	\$30
Coach Hire (6 days)	\$200/day	(\$200X6days)/10pax = \$120.60	(\$200X6days)/10pax = \$120.60	(\$200X6days)/10pax = \$120.60
Tour Guide (6 days)	\$250/day	(\$250X6days)/10pax = \$150.60	(\$250X6days)/10pax = \$150.60	(\$250X6days)/10pax = \$150.60
Total Cost	\$2,245.47	\$3,826.67	\$2,801.67	\$2,323.67
Mark-up	12%	(12%X\$3,826.67) = \$459.20	(15%X\$2,801.67) = \$420.25	(15%X\$2,323.67) = \$348.55
Sub-Total		(\$459.20+\$3,826.67) = \$4,286	(\$420.25+\$2,801.67) = \$3,221.92	(\$348.55+\$2,323.67) = \$2,672.22
Selling Price		\$4,299.00	\$3,299.00	\$2,699.00
Profit Margin	Selling Price - Total Cost	\$4,299 - \$3,826.67 = \$472.33	\$3,299 - \$2,801.67 = \$497.33	\$2,699 - \$2,323.67 = \$375.33

The background is a solid dark red. In the top left, a dark brown branch extends diagonally, with a yellow-orange apple hanging from it and a stylized yellow flower with many thin petals. In the top right, there are dark, wavy shapes representing clouds and another stylized yellow flower. In the bottom left, a small yellow flower is on the ground. In the bottom right, a dark brown branch with a yellow-orange apple and a stylized yellow flower is visible. Three white rabbits with pink inner ears are scattered across the landscape: one in the middle left, one in the foreground center, and one in the bottom right. The rabbits are simple, rounded shapes with long ears.

05

Tour Itinerary
& Brochure

Itinerary Day 1: Singapore - Seoul

Day 1: Singapore - Seoul				
Date/Day	Time	Destination	Duration Spent	Remarks
Monday 01 May 2023	01.25am - 12.15pm	Singapore Changi Airport - Incheon International Airport	9 hours 50 minutes	1 hour 45 mins stopover with self-transfer baggage Inflight meals
	12.15pm -12.20pm	Incheon International Airport	5 minutes	Gathering after luggage
	12.20pm - 2.20pm	Incheon Airport to Shilla Hotel	2 hours	Airport Transfer
	2.20pm - 4.30pm	Check-In @ Shilla Hotel	2 hours 10 minutes	Settle down
	4.30pm - 5.00pm	Travel to Egg Drop for Late Lunch.	30 minutes	Via Mini-bus

5.00pm - 5.25pm	Ordering of Food at Egg Drop	20 minutes	The Tour Leader will gather everyone's orders and purchase it for them.
5.25pm - 5.45 pm	En-route to Changsin- dong for Seoul City Wall Tour	20 minutes	Consumption of food will be on the bus itself.
5.45 pm - 9.45 pm	Seoul City Wall Tour w/ Sunset	4 hours	-
9.45pm - 9.50pm	Gathering @ MiniBus	5 minutes	Headcount
9.50pm - 10.45pm	Travel back to Shilla Hotel	50 minutes	De-brief will be in the bus
10.45pm onwards	Rest	-	Freetime
END OF DAY 1			

Itinerary Day 2: Seoul

Day 2: Seoul				
Date/Day	Time	Destination	Duration Spent	Remarks
Tuesday 02 May 2023	8.00am - 9.15am	Breakfast at Shilla Hotel	1 hour 15 minutes	Assemble at Mini Bus after
	9.15am - 10.00am	En-route to Chuncheon	45 mins	-
	10.00am - 12.00pm	Nami Islands: Photohunt	2 hours	Stroll and take pictures around Nami Islands
	12.00pm - 1.00pm	Lunch	1 hour	Korean Tile House Silky Tofu
	1.00pm - 1.10pm	Headcount	10 minutes	-
	1.10pm - 4.00pm	Nami Islands: Puzzle Hunt	2 hours 50 minutes	-
	4.00pm - 4.30pm	Prize Ceremony for Puzzle Hunt	30 minutes	-
	4.30pm - 4.55pm	Travel to Ttukseom-ro	25 minutes	Seoul Forest
	4.55pm - 5.20pm	Tea Break @ Mat Cha Cha Cafe	25 minutes	Dine-in

	5.20pm - 6.30pm	Biking and Venturing	1 hour 10 minutes	Take photos of beautiful flowers and learn about them at the same time.
	6.30pm - 8.00pm	Dinner @ Sonyeo Bangatgan	1 hour 30 minutes	-
	8.00pm - 8.05pm	Gather at MiniBus	-	Headcount
	8.05pm - 8.35pm	Travel back to Shilla Hotel	30 minutes	-
	8.35pm onwards	Rest	-	Freetime
	END OF DAY 2			

Itinerary Day 3: Seoul - Busan

Day 3: Seoul - Busan				
Date/Day	Time	Destination	Duration Spent	Remarks
Wednesday 03 May 2023	8.30am - 8.40am	Check-out and Gather at Mini Bus	10 mins	Headcount and load luggage into Minibus
	8.40am - 9.00am	Journey to Gangchon	20 mins	-
	9.00am - 11.00am	Gangchon Rail Bike	2 hours	Rail Biking
	11.00am - 12.00pm	Lunch @ Farm to Table	1 hour	-
	12.00pm - 12.20pm	Journey to New City Hall Wall	20 minutes	Via MiniBus
	12.20pm - 1.30pm	Observing and Sightseeing	1 hour and 30 minutes	-
	1.30pm - 1.45pm	Journey to Seoul Station	15 minutes	-
	1.45pm - 1.50pm	Collection of Train Tickets to Busan	5 minutes	Unloading of Bags from Minibus
	1.50pm - 1.55pm	Boarding of Train	5 minutes	Loading of luggages in train and headcount before departure.
	2.00pm	Departure to Busan	-	-
	2.00pm - 4.00pm	Train to Busan	2 hours	-
	4.00pm - 4.15pm	Alight from train	15 min	Gather at Mini Bus/Loading of Luggage/Head count

4.15pm - 4.40pm	Airport Transfer to Westin Chosun Hotel	25 min	-
4.40pm - 5.30pm	Check in at Westin Chosun Hotel	50 minutes	Settle Down and Unloading of Luggage
5.30pm - 7.30pm	Dinner @ Westin Chosun Hotel	1 hour 30 minutes	Dinner Buffet
7.30pm - 8.30pm	Journey to Busan City	1 hour	Headcount before entering
8.30pm - 9.00pm	Shopping at Busan City	30 minutes	-
9.00pm - 1.00 am	Sparkling Night Photography Tour	4 hours	Rendezvous @ Busan City Mall Concierge
1.00am - 1.10pm	Gather at MiniBus	10 minutes	Headcount
1.10am - 2.10 am	Journey back to Westin Chosun Hotel	1 hour	-
2.10am onwards	Rest	-	Freetime
END OF DAY 3			

Itinerary Day 4: Busan

Day 4: Busan				
Date/Day	Time	Destination	Duration Spent	Remarks
Thursday 04 May 2023	12.00pm - 12.10pm	Gather at MiniBus	10 minutes	Headcount
	12.10pm - 12.40pm	Journey to Sokssiwonhan Daegutang	30 minutes	Via MiniBus
	12.40pm - 1.45pm	Lunch @ Sokssiwonhan Daegutang	1 hour 5 minutes	-
	1.45pm - 2.00pm	Walk to Radium Art Gallery	15 minutes	-
	2.00pm - 3.30pm	Radium Art Gallery Exploration	1 hour 30 minutes	-
	3.30pm - 3.35pm	Gather at MiniBus	5 minutes	Headcount @ MiniBus
	3.35pm - 4.00pm	Journey to Kim Jae Sun Art Gallery	25 minutes	Via Minibus

4.00pm - 6.00pm	Kim Jae Sun Art Gallery Exploration	2 hours	-
6.00pm - 7.00pm	Dinner @ Coffee Mandalay	1 hour	Located beside Art Gallery
7.00pm - 7.20pm	Journey to Gyeongju	20 minutes	Via MiniBus
7.20pm - 9pm	Night Tour @ Gyeongju	1 hour 40 minutes	-
9.00pm - 9.05pm	Gather @ MiniBus	5 minutes	Headcount
9.05pm - 9.20pm	Journey back to Westin Chosun Hotel	15 Minutes	Via MiniBus
9.20pm onwards	Rest	-	Freetime
END OF DAY 4			

Itinerary Day 5: Busan

Day 5: Busan				
Date/Day	Time	Destination	Duration Spent	Remarks
Friday	8.00am - 9.00 am	Breakfast Buffet @ Westin Chosun Hotel	1 hour	-
	9.00am - 9.05am	Gather @ MiniBus	5 minutes	Headcount
	9.05am - 9.40am	Journey to Busan Cruise Port	35 minutes	Via MiniBus
	9.40am - 9.45am	Collection of tickets	5 minutes	-
	9.45am - 10.00am	Boarding of Cruise Ship	15 minutes	-
	10.00am - 1.00pm	Sightseeing Cruise	3 hours	En-route to Oedo Island

05 May 2023	1.00pm - 1.10pm	Alighting from Cruise Ship onto Oedo Island	10 minutes	-
	1.10pm - 2.10pm	Lunch @ Cafe Oh! Beautiful	1 hour	-
	2.10pm - 8.30pm	Day Tour @ Oedo Island	6 hours 20 minutes	Cable car, Skyline Luge, Sightseeing
	8.30pm - 9.10pm	Ship back to Busan Cruise Port	40 minutes	-
	9.10pm - 9.45pm	Journey back to Westin Chosun Hotel	35 minutes	Headcount/Via MiniBus
	9.45pm onwards	Rest/Packing-up	-	Freetime
	END OF DAY 5			

Itinerary Day 6: Busan - Singapore

Day 6: Busan - Seoul - Singapore

Date/Day	Time	Destination	Duration Spent	Remarks
Saturday 06 May 2023	8.00am - 9.00am	Check-out & Breakfast @ Westin Chosun Hotel	1 hour	-
	9.00am - 9.25am	Journey to Busan Rail Station	25 minutes	Headcount/Via MiniBus/ Loading of Luggage
	9.25am - 9.35am	Collection of tickets and Headcount	10 minutes	Unloading of luggage
	9.35am - 10.00am	Boarding of Train to Seoul	25 minutes	-
	10.00am - 12.00pm	Train to Seoul	2 hours	-
	12.00pm - 12.15pm	Alighting from Station and Boarding MiniBus to Incheon International Airport	15 minutes	Loading of luggage

12.15pm - 12.35pm	Journey from Seoul Station to Incheon International Airport	20 minutes	Via MiniBus
12.35pm - 12.45pm	Collection of tickets	10 minutes	Alight MiniBus and unload luggage bags
12.45pm - 12.55pm	Headcount before boarding flight back to Singapore	10 minutes	-
12.55pm - 1.00pm	Settle down in flight	5 minutes	-
1.00pm - 6.50pm	Return Non-Stop flight to Singapore	6 hours 50 minutes	1.00pm Seoul Time 6.50pm Singapore Time
6.50pm - 6.55pm	Final Headcount and Debrief	5 minutes	-
END OF TRIP			

Tour Brochure:



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"Adept at offering **breath-taking** and **naturally-aesthetic** tours."
"Now can I then see the **beauty** of living **sustainably**. I should've done that a long time ago!"

-Kent Ninomiya
Famous Author and Journalist

About Us



As an agency that focuses primarily on sustainable travel and fun, we aim to create and plan tours that can lessen the impact on earth!

Moreover, what makes our packages special is that we offer multi-travel-purpose, adventure-packed travel packages incorporated with eco-friendly activities and efforts all-year round for every season!



Creatours Inc. presents...

Seoul-Busan Travel Fantasia!

Explore, highlight and treasure the memorable, divine and increasingly popular districts of South Korea!



Tour Brochure:



South Korea is globally famous for its

- Captivating mountains and scenery
- Beautiful untouched nature and exotic wilderness
- Elegant, time-honored cultures and ancient history

Let the adventure begin!

01.

Seoul Gangchon Rail Bike

Immerse yourself in the thrill and excitement of rail biking at Seoul's countryside which consists of over 20 different themes and tunnels in this 40-minute ride of a lifetime! Moreover, all of them are 100% electric-powered!

02.

Seoul Sunset City Wall Tour

Enrich and familiarise yourself in the cold, dark yet fascinating history of Ancient Korea involving the Ihwa Mural Village and the 4 main mountains that dates back from the Joseon Dynasty!

03.

Busan Oedo Island/Tongyeong

Indulge in Busan's Amusement Island where everyone will enjoy a day's worth of summer fantasia including the Skyline Luge race course, Cable-Car rides and taking Instagram-worthy highlights in this naturally-panoramic island!

04.

Busan SparkNightPhotoTour

Step out of your comfort zone as you explore Busan's most-favoured night view spots in the moonlight in this 4-hour night tour! Hidden stories of the city will also not be spared, come hear them with us!

05.

Busan Gyeongju UNESCO Site

On this night tour, allow yourself to understand your own ancestral roots and local culture whilst identifying relics and shards of the past in the mysterious village of Yangdong!

Check out more adventures on our Creatours App here:
<https://play.google.com/creatoursaapp>





06

Risk Assessment & Post-Tour Questionnaire

Hazard Identification

Activity	Hazard	Possible injury/ill health
Transportation	Motion Sickness	Headache/sick/nausea
Rail Bike	Hard collision and crashes	Head,neck or back injury
Nami Islands: Puzzle Hunt	Animal aggression	Bites/scars/bone fracture
Cable Car & Skyline Luge	Mechanical: Failure/Malfunction	Broken bones/bodily injuries
Cable Car & Skyline Luge	Hard collision and crashes	Traumatic experience/torn ligaments
Sightseeing Cruise	Fall in ocean	Drowning/death

Hazard Identification



Activity	Hazard	Possible injury/ill health
Restaurants	Food poisoning	Vomiting/diarrhoea/fever
Attractions	Fire outbreak	Death/Burnt/Smoke inhalation
Accommodation	Unhygienic rooms	Illness during the trip
Accommodation	Wet floors	Slips/trips/falls
Accommodation	Fire outbreak	Death/burnt/smoke inhalation
Transportation	Vehicular accidents	Crashes/fall

POST-TOUR QUESTIONNAIRE

Post-tour Questionnaire for Seoul-Busan Travel Fantasia!

You've already went through our tour and we would like to know your experience! Please give us your honest feedback on what you enjoyed and did not enjoy!

 abdulputhinator@gmail.com (not shared) [Switch accounts](#)



*Required

Are you satisfied with the standards of the hotels (Westin Chosun & Shilla Hotel) *
included in the tour?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Unsatisfied
- ☐ Highly Unsatisfied

Please rate the accessibility of the hotels included in the tour. (Westin Chosun & Shilla Hotel) *

1 2 3 4 5

Highly Unsatisfied ☐ ☐ ☐ ☐ ☐ Highly Satisfied



Share with us one thing you liked about the hotels included in the tour. (Westin Chosun & Shilla Hotel) *

Your answer

Share with us one thing you disliked about the hotels included in the tour. (Westin Chosun & Shilla Hotel)

Your answer

Are you satisfied with the transportation methods included in the tour? *

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Unsatisfied
- ☐ Highly Unsatisfied

Amongst all the transportation methods you have experienced in the tour, which one of these were you most satisfied with? *

- ☐ Plane
- ☐ Bullet Train
- ☐ Private-hire coach



Please tell us why you were satisfied with the above-mentioned transportation method. *

Your answer

Was the restaurant meals included in the tour (in terms of variety and taste) as well as environment up to your standards? *

☐ Yes

☐ No

How do you find the food/restaurants included in the tour? *

☐ I loved it!

☐ It was good and bad.

☐ I do not like it.

Do you have any feedback/recommendations regarding the meals included in the tour?

Your answer

Please rate how satisfied you were with the attractions planned in the tour. *

	1	2	3	4	5	
Highly Unsatisfied	☐	☐	☐	☐	☐	Highly Satisfied



Do tell us one thing you liked about any of the attractions planned in the tour. *

Your answer

Do you have any comments/recommendations you would like to suggest regarding the attractions planned in the tour? If yes, please fill in the below.

Your answer

How would you rank the tour overall, taking into account your full experience? *

	1	2	3	4	5	
Highly Unsatisfied	☐	☐	☐	☐	☐	Highly Satisfied

Was the tour entertaining and rewarding to you? *

- ☐ Yes
- ☐ No

Based on your personal judgment, did you think the tour was worth your money and time? *

- ☐ Yes
- ☐ No



감사합니다!

Thank you!

All bibliographies and references have been accredited in the proposal document.



CREATOURS
EST 2000

Any questions?

Contact us at:
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Via the **Creatours Mobile App**

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