



**Korea Tourism Organization and Gyeongnam Development Corporation sign MOU with
OTOAI and Cox & Kings**

In a significant step to attract the Indian tourists to Gyeongnam province in Korea, the Tourism Division of Gyeongnam Development Corporation, Cox & Kings Travel India; Outbound Travel Agent Association of India and Korea Tourism Organization signed an MOU on 10th August and 12th August 2015 respectively.

The recent visit of the Indian Prime Minister Modi to Korea threw light on time-honored cultural relationship between the two countries, where he emphasized on the legendary marriage of Queen Heo, who is believed to be from Ayutya Kingdom (Ayodhya in India). This has inspired the Regional Tourism Board to come forward and cash on the opportunity of attracting Indian tourists to Gyeongnam area.

Korea Tourism Organization; the Tourism Business Division of Gyeongnam Development Corporation; OTOAI and Cox & Kings will engage in activities of attracting tourism to the region.

While Korea Tourism Organization will espouse Cox and Kings to develop year round promotional activities of the tourism products for Gyeongnam. OTOAI shall make efforts, for promoting the region, so that, the Indian tourist frequently visit Republic of Korea in large numbers in connection to the procession path for the marriage of Queen Heo.

According to Mr. Byungsun Lee (Director of the Korea Tourism Organization India) "The Joint Effort will be mutually beneficial in terms of business to travel partners and both the Tourism Organizations in augmenting the outbound travel to Korea.

Korea Tourism Organization is always keen on co-working with the travel partners in India and is always inclined to support the tourism promotions for Korea in all aspects."

###

For More details on the same or if you want to schedule an interview, please contact:

Vanshika Kapoor

Assistant Marketing Manager,

Korea Tourism Organization, New Delhi Office

Ph: 9582274475 ; Email : vanshika@knto.or.kr; web: www.visitkorea.or.kr