Jeju Tourism Product

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Island differs greatly in size, climate, natural resources, culture, and history, including tourism. As you all know, Jeju island, the largest island in Korea, is a holiday resort. This island destination offers a range of associated nature-based, cultural, and leisure activities to increase the domestic and international visitors.

The island is covered in volcanic rocks and soils produced by Mt. Halla, the tallest mountain in Korea. Mt. Halla presents a completely different face for each seasonal change. The caves provide opportunities for scientific research and are also popular tourist destinations. Off the shores of the city of Seogwipo are vast belt of pillar-shaped rocks that examples of the natural beauty of Jeju. In addition, there are lots of lateral volcanoes (in Korean as Oreum), which are known as the largest number in the world. Above all, seaside lava caves and white sand beaches are irresistible.

This island paradise offers diverse sports and cultural activities in cozy indoor settings and the great outdoors with promising adventure. Horseback riding, windsurfing, swimming, scuba diving, snorkeling, paragliding, balloon riding, fishing, performing arts, conventions, exhibitions and folk festivals offer diverse options for active vacationers. Especially, the magnificent view of Mt. Halla and the year-round green grass of Jeju make golf the leading sport and leisure activity on the island. Jeju’s golf course has excellent fairways and scenic surroundings. There are nineteen golf courses with an additional 17 scheduled to open in the near future. The golf courses stretch along the picturesque coastline against the backdrop of snow-capped Mt. Halla.

The indigenous Jorang pony in this paradise is actually a small sized grown horse that is easy to ride and known for its endurance and quickness. That’s why it continues to be a major attraction. It is popular because no particular skill and experience is required.

One of the island’s biggest attractions is Haenyo (Woman diver;Jamnyoe). It is one of the living symbols of this island. Oxygen tanks or other artificial apparatus are not used. Haenyeos are professionals who work in or under the sea to earn their living. Considered to be among the best natural divers in the world, they harvest abalone, conch and a myriad of other marine products. They are islanders’ spirits and values.

In addition, there are famous tourism products, such as parks, the remarkable caves, museums, myths, isles, traditional cuisines, shopping centers, cultural events, and night places. In sum, Jeju is a beautiful and exciting place, and if you go there any season you may well conclude that it is indeed a paradise.
In 2006, the number of visitors to Jeju island was about 5.3 million, consisting of 92% (4,852,000) domestic visitors and 8% (460,360) international travelers. Jeju island has long been a popular domestic tourist destination but is going to become a premium international tourist destination. Looking at the international visitors last year, visitors from Japan posted 177,880 (39%), Chinese numbered 142,900 (31%), visitors from Taiwan numbered 57,350 (13%), and Americans numbered 19,300 (4.2%). The biggest attraction of Jeju island has been its natural beauty and cultural uniqueness. This is based on the volcanic origin of the island, its insularity, and the history of Tamra Kingdom as a sovereign state until the 10th century.

The size of Jeju island is 1,848 square kilometer, about 3 times of Singapore (682.7 square kilometer), and of Seoul (605.5 square kilometer). In terms of land area and population in Korea, Jeju is the largest island covering 1.9% of the national territory of South Korea (99,000 square kilometer); the population is 560,000, being 1.2% of South Korea's total population (48,000,000). So Jeju is often called the “1% region”, but its portion in the tourism sector in Korea is very big and also important. Last year, one of the most popular internet tourism sites in China announced that Jeju island was ranked the fifth most popular international destination last year, with Hong Kong, Singapore, Bali, Maldives, Puket, Pnompenh, Paris, Tokyo, and Macao.

In July, 2007, UNESCO will make a decision whether Jeju will be listed on ‘the World Natural Heritage’ as ‘Jeju volcanic island and lava cave’. The geographical forms of Jeju island were created by the four stages of volcanic activity that occurred between 1.2 million and 25 thousand years ago. Mt. Halla, rising 1,950 meters, is the tallest mountain in South Korea, which is the pride of Jeju and the source of countless legends. About 368 smaller parasitic volcanoes called ‘oreum’ have been a very unique tourist attraction. ‘Manjang’ cave, which is regarded as the longest lava cave in the world, is 13.4 kilometers long (unfortunately, we are allowed to see only 1 kilometer).
Jeju island has the largest amount of annual precipitation in Korea, especially the Mt. Halla area. Moreover, due to the basaltic and porous geological features, it has a high quality volcanic rock mineral water called ‘Samdasu,’ which has the dominant market share (40%) in Korea even though it is more expensive than its competitors. Additionally, it has been found that Jeju is one of three places nationwide, which has the most seniors over one hundred years old. For some Chinese, Jeju is still known as a unique island with its legend of Emperor Chin seeking an herb of eternal life.
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