

“首尔文化节”想方设法吸引外国游客 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/214/2021_2022__E2_80_9C_E9_A6_96_E5_B0_94_E6_c105_214658.htm

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约嘉年华（2月），苏格兰有爱丁堡艺术节（8月），德国有
慕尼黑啤酒节（9、10月），韩国有首尔文化节（Hi Seoul
Festival）。今年将迎来第5届首尔文化节的首尔市最大的苦恼
是怎样才能将“首尔文化节”发展成为国际性庆典。因为首
尔文化节虽然说是首尔的代表性的庆典，但庆典场所被局限

在首尔广场等市厅一带，再加上足以引发关注的看点也比较少，因此一直被评价为是个平凡的庆典，不仅无法吸引外国游客，甚至无法引起市民们太大的关注。从2004年的第2届开始，虽然树立了发展成为国际大庆典的目标，将庆典期间定在了进入韩国的外国游客剧增的中国劳动节、日本的黄金周时期，但却没能让外国游客数有所增加。在去年的庆典上，外国人数只有5万名，全体参与人员也从2005年的202万人次减少到了去年的125万人次。首尔市从今年开始积极展开观光营销，计划将5万名程度的庆典参与外国人数提升到50万名。为此，将庆典期间从4天改为9天，增加至两倍以上，并从距离庆典开始还有四个月的2月开始就召开了数次说明会。另外，与往年不同的是与国内旅行社携手合作开发首尔文化节观光商品，正在面向海外进行销售。首尔市主要致力于首尔文化节的国际化，是因为庆典的兴盛与否会对达成将目前为600万人次的年外国人游客数到2010年为止增加到1200万人次的“核心城市目标”直接有关。首尔市市长吴世勋表示：“如果观看今年首尔文化的外国游客能深受感动，那么可以期待在明年5月会有更多的外国游客来到首尔参加首尔文化节。”

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