# SEOUL METROPOLITAN GOVERNMENT ORDINANCE ON TOURISM PROMOTION

Enactment No. 6112, Jan. 07, 2016
Partial Amendment No. 6343, Sep. 29, 2016
Amendment of Other Laws No. 6700, Jan. 04, 2018
Partial Amendment No. 6837, Mar. 22, 2018
Partial Amendment No. 7081, Mar. 28, 2019
Partial Amendment No. 7222, Jul. 18, 2019
Amendment of Other Laws No. 7256, Jul. 18, 2019
Partial Amendment No. 7474, Jan. 09, 2020
Partial Amendment No. 7644, Jul. 16, 2020
Partial Amendment No. 7958, Mar. 25, 2021
Partial Amendment No. 8170, Sep. 30, 2021
Partial Amendment No. 8372, Mar. 10, 2022

## Article 1 (Purpose)

The purpose of this Ordinance is to improve the tourism environment of Seoul Metropolitan City and to develop and support the tourism industry thereof.

## Article 2 (Definitions)

The terms used in this Ordinance are defined as follows: <Amended by Ordinance No. 7222, Jul. 18, 2019>

1. The term "tourism business operator" means a business operator defined in subparagraph 2 of Article 2 of the Tourism Promotion Act (hereinafter referred to as the "Act");
2. The term "tourism business operators' association" means a tourism association by type of businesses or by region, which has obtained permission for its establishment from the Minister of Culture, Sports and Tourism or the Mayor of the Seoul Metropolitan Government (hereinafter referred to as the "Mayor") under Article 45 of the Act;
3. The term "tourism promotion institution" means an institution established or operated through investment or contribution by, or funds from the Seoul Metropolitan Government (hereinafter referred to as the "Seoul Government");
4. The term "tourism products" means goods and services sold for the purpose of attracting tourists, such as tourism resources, accommodation facilities, and means of transportation;
5. The term "special tourist zone" means an area designated under subparagraph 11 of Article 2 of the Act;
6. The term "culture and tour guide" means a person defined in subparagraph 12 of Article 2 of the Act;
7. The term "project executor" means a person referred to in Article 55 (1) of the Act.

## Article 3 (Citizens' Fundamental Rights to Tour)

Each and every citizen has fundamental rights to freely participate in tourist activities and enjoy tour, regardless of gender, religion, race, generation, region, social status, economic status, physical conditions, or any other factors (hereinafter referred to as "fundamental rights to tour").

[This Article Newly Inserted by Ordinance No. 7222, Jul. 18, 2019]

[Previous Article 3 moved to Article 5 <by Ordinance No. 7222, Jul. 18, 2019>]

## Article 4 (Mayor's Responsibilities)

(1) The Mayor shall formulate and implement tourism policies for encouraging citizens' tourist activities to guarantee their fundamental rights to tour, and shall strive to ensure sufficient financial resources therefor and the efficient operation thereof.

(2) The Mayor shall strive to prepare measures to support citizens denied an opportunity to enjoy tour due to their social, economic, or physical conditions; and may grant subsidies to cover necessary costs within the budget.

[This Article Newly Inserted by Ordinance No. 7222, Jul. 18, 2019]

[Previous Article 4 moved to Article 6 <by Ordinance No. 7222, Jul. 18, 2019>]

## Article 5 (Scope of Application)

Except as otherwise provided in other statutes, regulations, or Ordinances of the Seoul Government, the promotion of tourism of Seoul Metropolitan City (hereinafter referred to as the "City") shall be governed by this Ordinance. <Amended by Ordinance No. 7222, Jul. 18, 2019>

[Moved from Article 3; previous Article 5 moved to Article 7 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 6 (Comprehensive Tourism Promotion Plans)

(1) The Mayor shall formulate and implement a comprehensive plan for the efficient development and management of tourism resources of the City (hereinafter referred to as "comprehensive tourism promotion plan"):

(2) A comprehensive tourism promotion plan shall include the following:

1. Matters regarding the environment and trend of tourism at home and abroad;
2. Matters regarding the targets of and strategies for promoting tourism;
3. Matters regarding identifying policy tasks for promoting tourism and plans for implementing such tasks;
4. Matters regarding securing of financial resources for promoting tourism;
5. Matters regarding the facilitation of inducement of tourists and the support therefor;
6. Matters regarding the expansion of tourism infrastructure and the improvement of the tourism environment;
7. Matters regarding the protection, development, use, management, etc. of tourism resources;
8. Matters regarding the development of and public relations activities for tourism products;
9. Matters regarding the training of human resources for tourism and the education to reinforce their professional competency;
10. Other matters necessary for promoting tourism.

(3) In formulating a comprehensive tourism promotion plan, the Mayor shall collect in advance the opinions of the relevant experts, tourism-related institutions and organizations, citizens, etc.

[Moved from Article 4; previous Article 6 moved to Article 8 <by Ordinance No. 7222, Jul. 18, 2019>]

Public Relations Activities for Tourism and Development of Tourism Resources

### Article 7 (Public Relations Activities for Tourism and Development of Tourism Resources)

(1) In order to facilitate international tourism and to develop tourism of the City, the Mayor may coordinate the public relations activities for tourism at home and abroad, may examine promotional materials for tourism, or may provide any other necessary support. <Amended by Ordinance No. 7222, Jul. 18, 2019>

(2) The Mayor may promote projects necessary for promoting tourism of the City, such as encouragement for tourism, enhancement of citizens' welfare in tourism, and development of tourism resources.

(3) The Mayor shall strive to enable tourists to have a broad variety of experience, by developing and disseminating differentiated tourism products reflecting special characteristics of the City, by connecting tourism products with tourism resources such as history, culture, arts, nature, and industry. <Amended by Ordinance No. 7644, Jul. 16, 2020>

(4) The Mayor shall strive to facilitate industrial tourism connected with the business affairs, technologies, facilities and infrastructure of the Seoul Government and its affiliated institutions. <Newly Inserted by Ordinance No. 7644, Jul. 16, 2020>

[Moved from Article 5; previous Article 7 moved to Article 9 <by Ordinance No. 7222, Jul. 18, 2019>]

Support for and Utilization of Special Tourist Zones

### Article 8 (Support for and Utilization of Special Tourist Zones)

(1) The Mayor may, under Article 72 of the Act, render support necessary for promoting special tourist zones, including enhancing convenience in activities of foreign tourists who visit special tourist zones.

(2) The Mayor may render necessary support to exemplary special tourist zones based on the result of the appraisal of special tourist zones.

(3) Notwithstanding Article 43 of the Building Act, any tourism business operator designated under the Enforcement Decree of the Act within a specialized tourist zone may use a public open space to provide foreign tourists with performance or food for a period not exceeding 180 days a year: Provided, That no operator shall conduct any activity to hinder the public use of the relevant open space, such as installing fences. <Newly Inserted by Ordinance No. 6837, Mar. 22, 2018; Ordinance No. 7222, Jul. 18, 2019>

[Moved from Article 6; previous Article 8 moved to Article 10 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 9 (Utilization of Culture and Tour Guide)

(1) In order to deliver the knowledge systematically to tourists on tourism resources, such as the history, culture, arts, and nature, of the Seoul Metropolitan Government, the Mayor may select and utilize persons who have completed an education course for culture and tour guides who are certified under Article 48-6 (2) of the Act as the culture and tour guides of Seoul Government. <Amended by Ordinance No. 7222, Jul. 18, 2019>

(2) The Mayor shall formulate and implement an annual plan for the operation of culture and tour guides, taking into account the estimated number of tourists, current situations of tourism resources, demand for culture and tour guides, etc. In such cases, such plan shall include the training, placement, and utilization of culture and tour guides, and other relevant matters.

(3) The Mayor shall manage and frequently check the current state of activities and actual working conditions and work capacity of culture and tour guides, tourists' satisfaction, etc., and the result of such management and checks shall be reflected in the operation plan of culture and tour guides for the following year.

(4) In order to improve the qualification as culture and tour guides, the Mayor shall provide continuing education that enables them to maintain and develop knowledge and capacity necessary for explaining about culture and tourism resources, and may conduct necessary education, such as training of new culture and tour guides, if necessary.
(5) The Mayor may subsidize expenses required for the activities of culture and tour guides within the budget.
[Moved from Article 7; previous Article 9 moved to Article 11 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 10 (Tourist Information Centers and Tourism Information Centers)

(1) In order to provide tour guides, public relations services, and all types of convenience to tourists, the Mayor shall establish tourist information centers and tourism information centers in the City.
(2) Tourist information centers and tourism information centers shall take charge of the following matters:
1. Matters regarding tour guides and travel counseling;
2. Matters regarding public relations activities related to tourism;
3. Matters regarding the processing of complaints reports on tourism;
4. Matters regarding the collection of tour guide materials;
5. Other affairs necessary for promoting tourism and enhancing convenience for tourists.
[Moved from Article 8; previous Article 10 moved to Article 13 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 11 Deleted. <by Ordinance No. 7222, Jul. 18, 2019>

### Article 12 (Designation of Special Management Areas)

(1) The Mayor may designate any of the following areas as a special management area at the request of the head of a Gu or, if necessary, on his or her own initiative in order to keep a calm living environment for residents who live in residential areas visited by a multitude of tourists: <Amended by Ordinance No. 6700, Jan. 4, 2018>
1. An area deemed necessary to be managed, as tourists affect or are feared to affect a calm living environment of the residents therein;
2. An area where collective civil petitions are filed because of tourists.
(2) The Mayor may cancel the designation of a special management area upon resolution of the cause for such designation under paragraph (1).
(3) The Mayor may support any of the following projects that the head of a Gu conducts for the application for and management of the special management area:
1. A fact-finding survey on the area falling under paragraph (1) 1 and 2 for filing an application for the special management area;
2. Operation of a special management area survey committee comprised of relevant residents, experts, and public officials, etc. for a survey under subparagraph 1;
3. A project to improve special management areas.
[This Article Newly Inserted by Ordinance No, 6343, Sep. 29, 2016]
[Moved from Article 9-2; previous Article 12 moved to Article 15 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 13 (Education of Tourism Workers)

The Mayor may provide support necessary for educating tourism workers who have obtained qualifications as a tourism worker under Article 38 of the Act and other persons engaged in tourism services to improve their job competency.
[Moved from Article 10; previous Article 13 moved to Article 16 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 14 (Statistics of Tourism)

(1) The Mayor may compile the statistics of tourism at home and abroad in order to efficiently establish and implement a comprehensive tourism promotion plan under Article 6 and to utilize them for the tourism industry. <Amended by Ordinance No. 7222, Jul. 18, 2019>
(2) If necessary to compile the statistics of tourism, the Mayor may investigate actual conditions or request cooperation from any public institution, research institute, corporation, organization, private enterprise, individual, and the like.
(3) The Mayor may disclose the compiled statistics of tourism to citizens by such means as posting the statistics on the website of the Seoul Government. <Amended by Ordinance No. 7222, Jul. 18, 2019>
[Moved from Article 11; previous Article 14 moved to Article 17 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 15 (Financial Assistance)

(1) The Mayor may grant subsidies within the budget to tourism business operators, tourism business operators' associations, and

tourism promotion institutions that conduct any of the following business or projects in the City, under Article 76 (2) of the Act and Article 20 (1) of the Act on the Operation of Local Government-Invested or –Funded Institutions: <Amended by Ordinance No. 7081, Mar. 28, 2019>
1. Training of exemplary tourism business operators;
2. Provision of support in public relations activities, such as participation in tourism exhibitions, and presentation meetings to attract tourists;
3. Designation and development of exemplary accommodation facilities;
4. Development of tourism resources and provision of support therefor;
5. Development of excellent tourist souvenirs;
6. Development of city tour business;
7. Development of tourism products;
8. Training of tourism specialists and education of tourism workers;
9. Alleviation of inconvenience for tourists and creation of a hospitable atmosphere;
10. Tourism business utilizing traditional resources and natural resources;
11. Online support for tourism;
12. Invigoration of specialized tourism, such as medical tourism and Hanryu tourism;
13. Other business necessary for promoting tourism.
(2) Matters not prescribed in this Ordinance regarding, among other things, the application for, and payment of, and settlement of accounts of, subsidies shall be governed by the Seoul Metropolitan Government Ordinance on the Management of Local Subsidies. <Amended by Ordinance No. 7081, Mar. 28, 2019>
(3) Notwithstanding the Seoul Metropolitan Government Ordinance on Public Property and Commodity Management, the Mayor may reduce rent for a public property for project executors of tourist destinations by an amount not exceeding 30/100 of the rent, under Article 76 (3) of the Act and Article 64-2 of the Enforcement Decree of the same Act.
(4) Any project executor of tourist destinations who intends to receive a reduction in rent for a public property under paragraph (3) shall file an application for the reduction with the Mayor.
[Moved from Article 12; previous Article 15 moved to Article 18 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 16 (Facilitation of Private Participation)

The Mayor shall endeavor to increase the participation of volunteer citizens to promote tourism and tour guide in a seamless way and to facilitate the private sector's participation, for instance by securing spaces for tourism services through public-private cooperation.
[Moved from Article 13; previous Article 16 moved to Article 19 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 16-2 (Establishment of Seoul Tourism Council)

(1) The Mayor may grant approval for the establishment of the Seoul Tourism Council (hereinafter referred to as the “Tourism Council”) under Article 48-9 of the Act.
(2) The Tourism Council shall perform the following business affairs:
1. Business affairs under Article 48-9 (4) of the Act;
2. Cooperation with tourism councils of autonomous Gus;
3. Cooperation with other tourism-related institutions and organizations of the City;
4. Consultation and suggestions about the tourism business of the City, in general.
(3) The Mayor may grant a subsidy to assist with part of the expenses for promotion of the projects of the Tourism Council and operation thereof, within budgetary limits.
(4) Details regarding approval for the establishment of the Tourism Council and support therefor shall be prescribed by rule of the Seoul Government.
[This Article Newly Inserted by Ordinance No. 7474, Jan. 9, 2020]

### Article 17 (Entrustment of Affairs)

(1) The Mayor may entrust all or part of the affairs related to tourism under this Ordinance to a corporation, organization, or an individual that has expertise or may have it perform such affairs on his or her behalf.
(2) In any of the following cases, the Mayor may give preference to a tourism promotion institution over other corporations, groups, or individuals in entrusting affairs or appointing agents:
1. Where there is any provision in any other statute, regulation, or Ordinance of the Seoul Government based on which the duties of the Seoul Government may be entrusted to or performed by an agent;
2. Where the nature of the affairs conforms to the purpose of the establishment of the tourism promotion institution and it is

necessary to secure the public good;
3. Where it is deemed inefficient to award a contract by competition, in light of factors such as the purpose and nature of the contract.
[Moved from Article 14; previous Article 17 moved to Article 20 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 18 (Supervision)

The Mayor may request any person who has received a subsidy or financial assistance under this Ordinance to report on the business for which such support is provided or take measures necessary for the supervision thereof, including inspection.
[Moved from Article 15 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 19 (Official Commendation)

The Mayor may grant an official commendation to any individual or organization that has made an outstanding contribution to the promotion of tourism, in accordance with the Seoul Metropolitan Government Ordinance on Official Commendation. <Amended by Ordinance No. 7222, Jul. 18, 2019>
[Moved from Article 16 <by Ordinance No. 7222, Jul. 18, 2019>]

### Article 20 (Enforcement Rule)

Matters necessary for enforcing this Ordinance shall be prescribed by rule of the Seoul Government.
[Moved from Article 17 <by Ordinance No. 7222, Jul. 18, 2019>]