**After 10: Overview of Korea’s tourism industry in 2013**

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| What factors have influenced tourism (positive or negative) and how? |  |
| How have the following aspects of tourism changed?AccommodationAttractions & activitiesServices and facilitiesTourist profile |  |
| What are some important areas of tourism? |  |
| How will the tourism industry continue to change to attract more tourists from a wider range of source markets |  |
| What has been the role of Government in developing the tourism industry? |  |
| Evidence and examples to illustrate the tourist industry |  |
| Other important ideas – these could be Seoul specific. |  |