

Monitor Activity Report Form

Name	Janet Hilts
Subject	Tourist Kiosks
Present Status and Problems	
<p>Since I am not a tourist and do not use these kiosks, it is difficult to notice what's not good about them. That said, I went to the one near Gwangwhamun to ask a few questions. I asked about traditional markets since these seem to be being promoted quite a bit in media (TV, bus or subway ads, etc). I was directed to some and shown their location (Namdaemun, Dongdaemun wholesale, the traditional medicine market, and Gwangjang market) on the tourist map. I was glad they did not just tell me about Namdaemun and Dongdaemun. However, I wish I had been told about more than just four markets, and about a walking tour of traditional markets (http://m.visitseoul.net/en/article/article.do?_method=view&m=0004004004001&p=04&art_id=50034&lang=en), or at least how to find out more about such a tour. Also, I wish I had been given a guide of markets, or at least a map of some markets.</p>	
Proposal for Improvement	
<p>Better organized information on traditional markets with corresponding guides and guide maps would be beneficial. Also, including some history of the markets, rather than just what one can buy there, would help tourists interested in history and not just shopping, become more interested in going to such markets. Also, better promotion of walking guides that include traditional markets would be helpful.</p> <p>That said, I thought the placement of the kiosk was excellent and the fact that it was brightly lit and inviting was great. Being open late (up to 10pm) is also good since often tourists like to prepare for their next day at night, but often tourist kiosks in other parts of the country are not open late. As well, at the kiosk there was a long desk where tourists sit and ask for information. However, there was no table where tourists could sit together to talk to each other or to plan out their day after having gotten information from the worker. Perhaps having such a table outside (as there is no space inside) could be helpful to tourists who want to sit and plan. This could help in creating a better environment for different groups of tourists to share information in a friendly manner.</p>	