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## Enjoy Suwon's Unique Culture with Local 100

- On Feb 7, Minister YU In Chon visits Suwon, "Local 100" site with, Italian chef Fabrizio Ferrari and Korea Tourism Organization Global SNS Reporters
- Starting from Suwon, a series of "K- Region Name" will be released to attract travelers visiting Korea

Minister YU In Chon of the Ministry of Culture, Sports and Tourism (MCST) is set to visit the site of the third part of the "Local 100" campaign titled "Enjoying K-Suwon with Local 100" on February 7 (Wed). Made in collaboration with Fabrizio Ferrari (Chef Fabri), the Rwandan broadcaster living in Suwon "Moses," Suwon-born foreign media specialist PARK Se Jung, and Global SNS Reporters<sup>1</sup> from the Korea Tourism Organization, this event involves about 30 individuals.

Since December last year, Minister YU has personally visited Local 100 sites monthly such as "Local 100 Train Trip - Miryang" and "Local 100, Walk Around Gangneung" in last January to promote regional visits by both domestic and international tourists. The February visit to Suwon, organized in collaboration with Suwon City and the Regional Culture Promotion Agency, marks the launch of the Suwon trial product, which connects the "Suwon Hwaseong Cultural Festival" and "Fortress Hwaseong, Modern Haenggung Palace" experiences. This initiative is part of the MCST's broader plan to introduce "K-[Region Name], Enjoy with Local 100" in partnership with local governments and cultural promotion agencies, starting with Suwon.

### *Local Culture Experience Featuring Suwon Hwaseong and Haenggung Palace*

The "Suwon Hwaseong Cultural Festival" in Suwon's Local 100 is a traditional reenactment and historical cultural festival involving the citizens of Suwon, centered around Suwon Hwaseong and embodying King Jeongjo's philosophy of loving his people. Furthermore, "Latest Fortress Hwaseong, Modern Haenggung Palace" is a tourism brand developed by the Suwon Cultural Foundation,

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<sup>1</sup> The KTO operates "Global SNS Reporters" to introduce Korean tourism to foreigners residing in Korea in each market (Greater China, Japan, Europe and America, and Asia and the Middle East), and in the Suwon Campaign, foreigners from five countries, such as Japan, China, Brazil, and France, as well as India, participated.

themed around Suwon's iconic "Suwon Hwaseong" and the "Haenggung Palace District." This festival visually represents the traditional beauty of Suwon Hwaseong and the experiential culture of the city, including wall paintings and food culture in the Haenggung Palace District's *Gongbang* (artisan) street. Meanwhile, in the Suwon episode, foreigners are introduced to various experiences in Suwon Hwaseong, Haenggung Palace, and the Suwon Cultural Tourism Special Zone.

*Italian Chef Fabri, who loves Korean dish, Experiences Traditional Korean Cuisine at Motgol Market*

*Minister YU to Appear on "Visible Radio," Hosted by Merchant DJs, for the First Time in 15 Years to Promote Local 100*

The Suwon episode of "Enjoying K-Suwon Local 100" begins at Motgol Market, located within the Suwon Hwaseong Tourism Special Zone. Minister YU, along with Italian Chef Fabrizio Ferrari, known as Chef Fabri, who appeared on tvN's "The Genius Paik Season 2," will visit the market, as they plan to introduce the charm of traditional Korean cuisine available at traditional Korean markets.

Also, Minister YU will visit the radio station from 11:30am and appear on live "Visible Radio", hosted by Merchants DJ to promote Local 100 and discuss ways to revitalize traditional markets in relation to the promotion of Local 100. This is, in particular, special in that it has been 15 years since Minister YU last appeared live on the "Visible Radio" show, where Suwon was selected as the pilot project city to revitalize traditional market through culture. "Motgol On Air," a radio program run by market merchants, has expanded to "Visible Radio," broadcasting across nine traditional markets within the Suwon Cultural Tourism Special Zone.

*Experience Royal Procession with XR Bus 1795 for the Journey to King Jeongjo's Eulmyowon*

Suwon Hwaseong's historical narrative and cultural heritage value can still be enjoyed in 2024 through smart tourism technologies. As part of the MCST's Smart Tourism City Project (2021–2024), Suwon City offers the smart tourism platform "Touch Suwon," providing information, reservation, and payment services for major tourist spots in Suwon. The Suwon episode includes an Extended Reality (XR) Bus to the year of 1795 experience, offering multilingual services (English, Japanese, and Chinese). Equipped with transparent displays, the bus will utilize augmented reality (AR) and virtual reality (VR) to recreate King Jeongjo's royal procession. This innovative approach allows visitors to explore Suwon Hwaseong in a unique and immersive way.

*Gathering Feedback on K-Suwon Local 100 Experience from all Participants*

Minister YU has always been emphasizing the importance of on-site experiences. After experiencing

the Suwon episode, Minister YU plans to gather impressions from Chef Fabri, broadcaster Moses, and the Korea Tourism Organization (KTO)'s Global SNS Reporters about the experience of "Enjoying K-Suwon with Local 100" at the Suwon Museum of Art and reflect the feedback into policy.

Minister YU stated, "2024 is the year to Visit Korea Campaign. Our unique local culture is the driving force that encourages foreigners to explore our region. The "Enjoying K-Suwon Local 100" campaign is designed to make "Suwon, Korea," a destination beyond simply visiting the country. Starting with the Suwon episode, we will actively promote our attractive local culture to foreigners through Local 100."



### □ Suwon Hwaseong Cultural Festival: Selection of festivals and events

- **(Overview)** Started as “Hwahong Cultural Festival” in October 1964, changed the name to “Suwon Hwaseong Cultural Festival” in October 1999, and held every October / 60th anniversary in 2023

- **(Features)** Centered around the World Cultural Heritage

“Suwon Hwaseong Fortress,” it is a traditional reenactment that showcases King Jeongjo’s thoughts of love for his people and a representative historical and cultural festival in which Suwon citizens participate.



2023 Suwon Hwaseong Fortress Cultural Festival

### □ Latest Fortress Hwaseong, Modern Haenggung Palace: Selected in the local brand category

- **(Overview)** “Tourism brand” developed by **Suwon Cultural Foundation** with the theme of “**Suwon Hwaseong Fortress**” and “**Haenggung-dong**,” which are tourist resources representing Suwon City
- **(Latest Hwaseong Fortress)** With its characteristics as a fortress, the terms “*latest* (yosae)” and “*fortress* (yosae),” which sound the same but have different meanings, act as a double entendre.
- **(Modern Haenggung Palace)** The theme of Haenggung-dong (Haengridan-gil, Workshop Street, etc.), which is becoming an issue mainly among the MZ generation, is expressed with a focus on “spaces” frequently visited these days.
- **(Features)** Complex expression of the history and traditional beauty of Suwon Hwaseong Fortress and implicit display of Haenggung dong’s workshops, murals, cuisine (chicken, etc.), experiences, and culture in the brand



Name (Nationality)		Affiliation and major history
	<b>Fabrizio Ferrari (Italy)</b>	<input type="checkbox"/> Appearance in The Genius Paik Season 2, Korean Food Battle, etc. <input type="checkbox"/> Operation of the “Italy Fabri” channel on YouTube (223,000 subscribers) <input type="checkbox"/> Former owner-chef of Al Porticciolo 84 <input type="checkbox"/> Former visiting professor, Department of Restaurant Management, Sejong University
	<b>PARK Se Jung (Korea)</b>	<input type="checkbox"/> KBS foreign newscaster <input type="checkbox"/> Former announcer at Korea Economic Daily TV <input type="checkbox"/> Master’s degree holder from Yonsei University Graduate School of International Studies
	<b>Moses (Rwanda)</b>	<input type="checkbox"/> (Nationality) Rwandan / Currently living in Suwon <input type="checkbox"/> Currently attending the University of Suwon under the Department of Information Security <input type="checkbox"/> With experience working at the Rwandan Embassy in Korea / external cooperation <input type="checkbox"/> Appearance on MBC every1’s “Welcome, First Time in Korea?,” etc.
<b>Korea Tourism Organizati on Global SNS Reporters (5 people)</b>	<b>周影 (Jooyoung) (China)</b>	<input type="checkbox"/> <b>Member of the Chinese team of SNS reporters “Han Yu-gi”</b> <input type="checkbox"/> (Interests) K-food, K-beauty
	<b>Oomomo Ayane (Japan)</b>	<input type="checkbox"/> <b>Member of the Japanese team SNS reporters “Kandavi Supporters”</b> <input type="checkbox"/> (Interests) K-beauty, restaurants
	<b>Abdulwaham Abdul Samid (India)</b>	<input type="checkbox"/> <b>Member of the Asia-Middle East team of SNS reporters “Wow Korea”</b> <input type="checkbox"/> <b>Student at Korea Advanced Institute of Science and Technology (KAIST)’s College of Business Administration</b> <input type="checkbox"/> (Interests) K-pop, Korean life / YouTube subscribers: about 50,000
	<b>Somi (Elisa Marie Celine Beaugiard) (France)</b>	<input type="checkbox"/> <b>Member of the Gumi Oceania team, belonging to the SNS reporter group “Adventure Korea”</b> <input type="checkbox"/> <b>Graduate student of Tourism at Kyung Hee University</b> <input type="checkbox"/> (Interests) Traveling in Korea, finding hidden travel destinations



	<p><b>Lia</b> (Julia Maurer Morelli) <b>(Brazil)</b></p>	<p><input type="checkbox"/> <b>Member of the Gumi Oceania team, belonging to the SNS reporter group “Adventure Korea”</b></p> <p><input type="checkbox"/> <b>Student of Korea National University of Arts under the Department of Photography / artistic photographer</b></p> <p><input type="checkbox"/> (Interests) Korean art, Korea travel</p>
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