

# Shilla Duty Free activates volunteers to boost tourism in Korean traditional markets

By **Elena Owyong** on March, 12 2019 | Retailers



Shilla Duty Free's volunteers posing together at the launch of its second annual 'traditional market supporters' launch event to help promote tourism in Korean traditional markets



Shilla's volunteers help merchants in Korean traditional markets such as Gwangjang market by teaching the latter basic Mandarin, cleaning the market and publicizing the market through promotional materials

The Shilla Duty Free has launched its second annual volunteerism drive to boost tourism in Korean traditional markets.

Shilla's volunteers, called 'traditional market supporters' are Chinese students fluent in the Korean language. The students participate in activities such as translating store menus, tutoring merchants in basic Mandarin and cleaning the Tongin Market. Additionally, the volunteers will also create promotional booklets to publicise Korea's traditional markets. These promotional booklets will include helpful information such as maps, market's business hours, the introduction of traditional foods, and the overview of the Gwangjang Market, in Chinese and English.

Shilla said that this year, the 100 volunteers will focus on Gwangjang Market, a popular tourist destination in Seoul. The duty-free retailer also signed a partnership agreement with the 'Gwangjang Market Merchants Association' on February 26 to promote visits by tourists.

Kim, Ki-Joon, president of the Kwangjang Market Merchants Association expressed his enthusiasm about Shilla's program.

"The Gwangjang Market consists of approximately 3,000 stores with continuous need for foreign language support, and therefore we are very grateful for the support of The Shilla Duty Free who will be giving us such large-scale assistance with 100 volunteers."

Kim Tae-ho, the Executive Vice President of The Shilla Duty Free and the director of the volunteers said: "We hope to provide helpful services to the market merchants."

"We will continue to cultivate various programs to assist the foreign tourists to enjoy traditional markets."

The Shilla Duty Free first introduced the 'traditional market supporters' program last year. Apart from this program, Shilla also has the 'Dream-Makers' corporate social responsibility program that hosts cultural exchange events to help high school students with their Chinese language education.