

The Shilla Duty Free kicks off overseas Chinese students' volunteer program to boost Korean tourism

By **Jas Ryat** on February, 6 2018 | Retailers



The launching ceremony for The Shilla Duty Free's Chinese students volunteer program

The Shilla Duty Free has launched a Chinese student volunteer program in a bid to promote tourism in Seoul.

Fifty enthusiastic Chinese university students studying in Seoul assembled at a launch ceremony to discover and promote interesting travel spots unknown to Chinese travelers.

Shilla, together with the volunteers, aim to generate online buzz for tourism in Seoul among Chinese social media users for next six months.

The volunteers will seek to promote merchants in traditional marketplaces and travel spots in the surrounding area.

The launching ceremony for the volunteer program took place on February 2 in The Shilla Duty Free's office in Seoul. Fifty Chinese students attending eight local universities in the city assembled for the event.

To tackle the lack of marketing for traditional Korean marketplaces, the

Chinese student volunteers will collect information about them and post their viral comments.

Their content will be released on various channels, such as The Shilla's Internet Duty Free China mall, Shilla's official Weibo account and the volunteers' personal social media accounts.

"Chinese to-be-travelers will be able to get vivid and practical information of travel spots they couldn't [normally] expect," said The Shilla Duty Free.

In addition, the Chinese student volunteers will take action to lower the communication barrier between the marketplace merchants and Chinese travelers. The volunteers and Shilla will define the barriers and provide better insight into Chinese travelers. They will also share The Shilla Duty Free's know-how on Chinese travelers that has been accumulated over three decades.

A Shilla official commented: "The Shilla Duty Free is looking forward to witnessing a 'spill-over' by generating duty free visitors' traffic to travel spots in the local community, such as traditional marketplaces and hidden, unknown places.

"Furthermore, by introducing various attractive travel spots with our Chinese student volunteers, Shilla is willing to create more online buzz for travel in South Korea among travel-loving Chinese people to, ultimately, invite more of them to the nation. The Shilla Duty Free will continue presenting our corporate commitment to the local community by doing what we do best."

The Chinese student volunteer representative, Liu Ke (Graduate school of Mass Communication, Sogang University), said: "Being a Chinese student who is studying and living in South Korea, I've always been looking forward to getting an opportunity to help the local community I belong to. I hope the volunteer program will be a great chance to introduce hidden attractive places in South Korea to my fellow Chinese friends."