

Lotte Duty Free bolsters tourism in Korea with tour guide training program



Lotte Duty Free brought tour guides to various attractions in Korea to get them to develop recommended tourist itineraries

Lotte Duty Free is training tour guides in Korea to bolster the tourism industry in the country.

As part of the training, the duty-free retailer brought 36 tour guides to various tourist attractions such as Haeundae Beach in Busan and the Songdo Cable Car. After the training, the guides have to develop recommended itineraries for tourists.

Lotte Duty Free's CEO Lee Kap shared that the company will continue its efforts to revitalize the tourism industry.

"Lotte Duty Free will greatly contribute to the revitalization of Busan tourism through various community contribution activities," he said.

Last October, Lotte signed an agreement with the Korea Tourism Association to develop courses and foreign language programs for tour guides.