Templestay
The 1st UNWTO International Congress on Tourism and Pilgrimages

Jogye Order of Korean Buddhism
Cultural Corps of Korean Buddhism
Before 1960  Buddhists retreat similar to Templestay

Beginning 2002  Increased demand for accommodation and cultural tourism during Korean World Cup 2002

Developing 2009  Templestay developed as Korea's iconic tour program

Maturing 2012  Healing, social integration and solace for the underprivileged
PROGRAM AND EFFECTS

- Education
- Communication
- Mental Health
- Tourism
- Social

True Happiness
More than 1.2 million people participated in Templestay (2013)
Annual average of 166,476 Koreans and 23,000 Foreigners during last 3 years (2011~2013)

Customer Satisfaction level on Templestay (2012~2013)
Koreans: 4.37
Foreigners: 4.38 (5point scale)

Main reason for participation
Koreans: Relaxation and healing
Foreigners: Cultural experience
CHALLENGES (Phase 1: 2004~2012)

[Program] Lack of Varied Programs
- 4.2% Others
- 4.7% Green Tour
- 6.1% Experience Traditional Culture
- 16.2% Meditation/practice
- 18.7% Buddhist Experience
- 38.4% Basic Program

[Manpower] Working Conditions
- 51% Under 1 yr.
- 26% Unsatisfied
- Need to understand importance of Templestay

[Operating Temples] Polarization
- No 1. Golgulsa 85,628
- No 2. Bongeunsan 49,759
- No 3. Mihwangsa 30,386
- No 20. Beopjusa 13,416

51% of Total

[Management Strategy]
- Authenticity
- Cultural Openness
VISION AND MISSION (Phase 2: 2013~)

Benefiting Society

Develop Sustainable Products to increase customer satisfaction

Increase the Psychological and Societal Acceptance of temples

Religious Tolerance & Harmony

Convergence of Templestay and Specialization
Thank you

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