

Tips for Travellers

SEOUL

Accommodation

Note: Double occupancy rates in US\$ for one night, not including taxes

Amiga

248-7 Nonhyun-dong
Kangnam-ku
Seoul
Tel: 0082 2 3440 8000
Fax: 0082 2 3440 8200
Email: webmaster@amiga.co.kr
Website: <http://www.amiga.co.kr>
Rate: From US\$160.00

COEX Inter-Continental

159-8 Samsung-dong
Kangnam-ku
Seoul
Tel: 0082 2 3452 2500
Fax: 0082 2 3430 8000
Email: coexseoul@seoul.interconti.com
Website: <http://seoul.interconti.com>
Rate: From US\$167.00

Grand Hyatt

747-7 Hannam-dong, Yongsan-ku, Seoul
Tel: 0082 2 797 1234
Fax: 0082 2 798 6953
Email: businessctr@grandhyattseoul.com
Website: <http://www.hyatt.com>
Rate: From US\$175.00

Lotte

1 Sogong-dong
Choong-ku
Seoul
Tel: 0082 2 771 1000
Fax: 0082 2 752 3758
Email: Info@hotel.lotte.co.kr
Website: www.hotel.lotte.co.kr
Rate: Old building from US\$166
New building from US\$196.00

Lotte World

40-1 Chamsil-dong

Songpa-ku

Seoul

Tel: 0082 2 419 7000

Fax: 0082 2 417 3655

Email: info@hotel.lotte.co.kr

Website: www.hotel.lotte.co.kr

Rate: From US\$158.00

Transport

Airports

The three international airports are:

- Incheon International Airport (Seoul)
- Kimhae International Airport (Pusan)
- Jeju International Airport.

IIA lies 52 kilometres west of the heart of Seoul and approximately 15 kilometres off the coast of Incheon. It began operation on 29 March 2001 and is the new gateway to Korea replacing the existing airport located at Kimpo. Kimpo Airport is now a domestic airport but has passenger-and-luggage check-in facilities for international flights at IIA.

Korea City Air Terminal

The Korea City Air Terminal (KCAT), located at the World Trade Center Seoul (WTCS) complex, provides check-in service and passport inspection for passengers departing from Incheon International Airport who are flying Asiana Airlines, Korean Air or any of 10 foreign airlines including Northwest, Lufthansa, Singapore, American, Cathay Pacific, etc. A limousine bus service operates between KCAT and Incheon Airport. For further information, contact KCAT.

Location: 159-6, Samsung-dong, Kangnam-ku, Seoul

Tel: 551-6102

Fax: 551-3740

Airport Limousine Buses

The non-stop limousine bus service to the Korea City Air Terminal (KCAT) is the most convenient transportation for travellers to southern Seoul. Travellers with heavy baggage can use these buses, which run every 30 minutes between the hours of 05:00 and 19:00 from the airport and from 07:30 to 19:00 from KCAT. The fare is 10,000 won one way, to be paid in advance at the ticket counters located on the first floor of the airport and on the second floor of KCAT.

Tel: 551-0753

Domestic Flights

Domestic flights arrive and depart from the domestic airport Kimpo. It takes about one hour to get there from the centre of the city. Korean Air and Asiana Airlines provide a domestic flight network linking Seoul to Korea's major cities. Flight time to any of these destinations is approximately one hour.

Taking a Taxi

Taxis are a popular form of transportation in Korea. There are many taxi stands in most busy city areas and taxis may also be hailed on the streets. Certain taxis (Tel: 352-1601) can be requested by phone, and the fare for these special call taxis (Tel: 557-5041) is somewhat higher. Available taxis are identified by a red light just inside the passenger-side windshield. An increasing number of taxi drivers speak English and certain taxis offer a free interpretation service for English, Japanese, and Chinese via mobile telephone.



Taxi Charges

Regular Taxis

- The fare is calculated by both the distance travelled and the time taken.
- KRW 1,600 for the first 2 kilometres
- KRW 100 for each 200 metres
- An additional KRW 100 per 60 seconds when the taxi is running less than 15 kilometres per hour due to traffic congestion.
- Fares increase 20% between midnight and 4am.
- Between Incheon International Airport and Seoul, the fare is usually around KRW 80,000, including a highway toll fee.

Deluxe Taxis

- Deluxe taxis offering higher standard of service are black with a yellow sign on the top and the words "Deluxe Taxi" written on the side.
- KRW 4,000 for the first 3 kilometres.
- KRW 200 for each 250 meters.
- An additional KRW 250 per 60 seconds when the taxi is running less than 15 kilometres per hour due to traffic congestion.
- Fares increase 20% between midnight and 4am.

Call Taxis

Within Seoul, you can call a deluxe taxi wherever you are. The operators can speak English and will arrange the nearest vehicle passing by.

Tel: 3431-5100

Buses

City buses and city express buses cover almost everywhere in Seoul. Since the bus signs are written only in Korean, it can be quite confusing to find the right bus.

City buses run frequently and fares for city buses are KRW 700 for cash.

City express buses run less frequently, but can be faster in congested areas.

The fares for the city express buses are KRW 1,300 for cash. Bus cards in KRW 10,000 to KRW 50,000 denominations are available at booths near bus stops. The bus fare is automatically deducted from the bus card when it is passed over the card reader placed next to the driver. Empty cards can be recharged at token booths. To stop the bus at your destination, push one of the stop buttons.

Underground/Metro

Eight subway lines and a surface line of the government-run Korean National Railroad serve the transportation needs of Seoul citizens and visitors most effectively. Station names, ticket counters, and transfer signs are all clearly marked in English as well as Korean, the different lines are colour-coded, and all trains make announcements in English and Korean. The subways themselves are clean and efficient, air-conditioned, and have automatic ticket dispensers and convenient bus connections.

Tickets and fares:

Standard tickets

One zone: KRW 700

Two zones: KRW 800

Prepaid tickets

Upon purchasing prepaid tickets, students receive 20% bonus value and adults 10% bonus value.

Note: All mass transits, except for cabs, stop around midnight. If you have to meet with contacts late in the evening, it is better to choose pubs and restaurants near your hotel. Major hotels are located in the core business areas of Seoul.



Telephone numbers and codes

Pay phones

- KRW 70 for three minutes for local calls.
- KRW 70 per 43 seconds for long distance calls in Korea. Cost for international calls depends on distance.
- KRW 70 per 38 seconds for calls to a cellphone.
- For international calls, put in phone card or insert coins, and then press 001, 002, or 008 + Country code + phone number.
- For long distance calls in Korea, put in phone card or insert coins, and then press area code + phone number.

Making an International Operator Assisted Call

The customer can make a call by dialling the special number 00799, and then KT operator connects the customer with the party overseas.

Dial 00799 -> Operator answers -> places overseas call -> call connection

Mobile phones

There are two types of mobile phone service in Korea. One is the Personal Communication Service (PCS), and the other is the cellular phone service. Rental services are available at the airport.

Tips for Business

- The personal ties you form with your Korean business partners may often be far more important than the legal force of any contract or agreement. Don't neglect personal aspects of your relationship with your Korean business partners.
- Entertain or be entertained. "Going Dutch" is generally a taboo among Koreans: you should be prepared to be either host or guest.
- A face-to-face meeting is more effective than contact by telephone or a letter when you want to seriously discuss some business with Koreans.
- Scheduled appointments are important, but it is desirable to make them no more than two weeks ahead. Any longer and Korean partners seem to not pay attention to the date or more often, their schedules change.
- A suit is more appropriate than casual attire at business meetings and social gatherings.
- Koreans normally bow when they greet each other. When they bow they also welcome the opportunity to shake hands with others: foreigners, friends or strangers.
- Never be without business cards as it is common to exchange them. It is advisable to have your card handy when you expect to meet people. It is ideal to have them printed in Korean on one side.
- Koreans say their family name first and their given name last. Kim is the most popular family name, followed by Lee. At business meetings, given names are not generally used; addressing people as Mr Kim or Mrs Kim or Miss Lee is most common.
- Although many Koreans understand written English reasonably well, listening and speaking ability varies. Don't assume everything you say in English is completely understood. On some occasions, Koreans may pretend to understand, although they actually don't.
- Try to avoid jumping right into business matters. Be patient and use a gradual approach. Further, do not expect an immediate "yes" or "no".
- Koreans avoid making direct eye-to-eye contact when in conversation, as it is considered impolite.
- When Koreans buy something, they tend to ask for a discount from any price quoted originally; and when they sell something, they tend to initially quote a price higher than they actually expect to be paid. This should be considered in pricing.
- Koreans respect authority and age.
- When receiving or passing gifts, business cards or other articles, Koreans tend to use both hands as a sign of politeness.



- When receiving a gift, Koreans do not usually open it in front of the giver. It is considered more courteous to open it later.
- For smokers - it is common practice to offer cigarettes to one another, but the refusal by a non-smoker will not be any problem.
- Never write a Korean's name in red ink.
- Koreans traditionally sit, eat and sleep on the floor, so visitors to a Korean home are very often asked to take off their shoes when they go into the house.
- Do not blow your nose at the dinner table (a very discreet wipe is allowed!).

Useful phrases

Good morning	An-nyong-ha-se-yo
Good afternoon	An-nyong-ha-se-yo
Pleased to meet you	Man-na-seo Ban-kap-sum-ni-da.
Goodbye (to a goer from a stayer)	An-nyong-hi gaseyo
Goodbye (to a stayer from a goer)	An-nyong-hi geseyo
I need a taxi	Taxi-ga Piryo-ham-ni-da.
The bill please	Young-soo-jeung Joo-se-yo.
Please	Boo-tak-ham-ni-da
Thank you	Kam-sa-ham-ni-da
I do not understand	I-hae-ga Jal An-dwem-ni-da
I am unwell and need a doctor	A-pa-seo Eui-sa-ga, Piryo-ham-ni-da.

Tips from the industry

If you have any tips that you can share with your fellow industry members, please email them to educationnz@educationnz.org.nz

Information correct as at 7 September 2006.

