



# Templestay

The 1st UNWTO International Congress on Tourism and Pilgrimages



Jogye Order of Korean Buddhism  
**Cultural Corps of Korean Buddhism**

# HISTORY



# PROGRAM AND EFFECTS

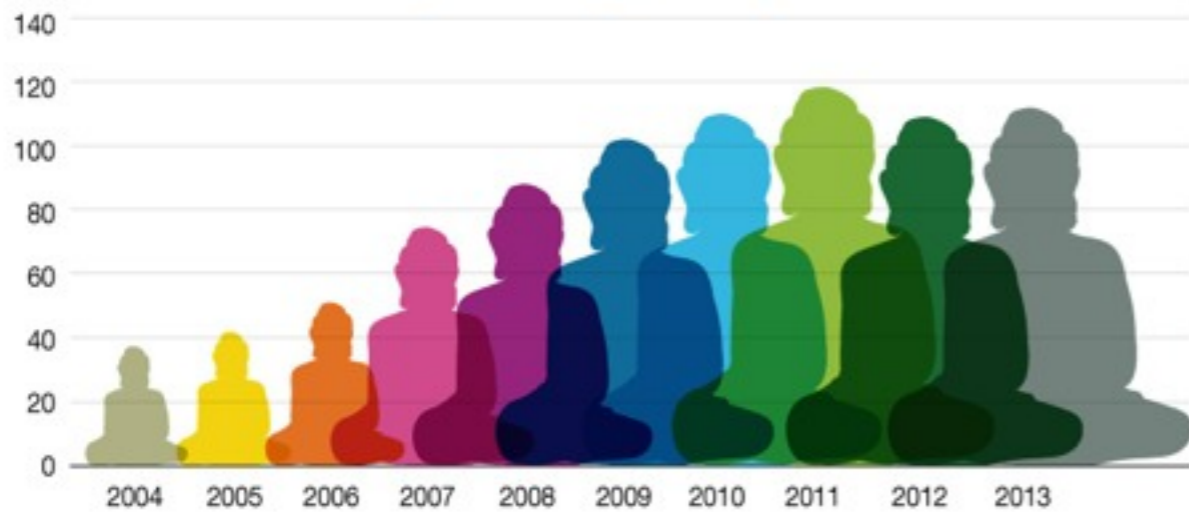


# ACHIEVEMENTS

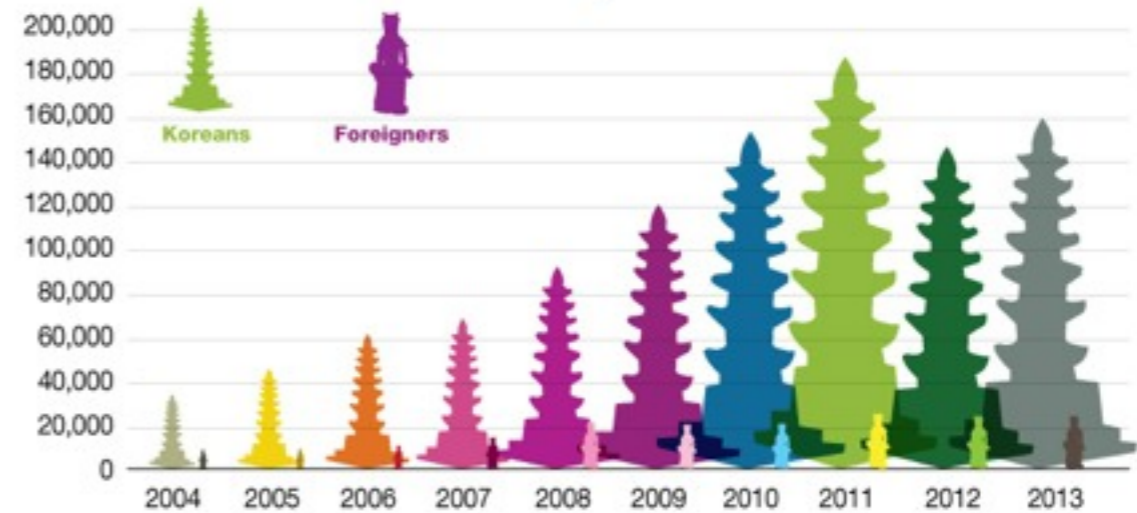
More than 1.2 million people participated in Templestay(2013)

Annual average of 166,476 Koreans and 23,000 Foreigners during last 3 years (2011~2013)

### Number of Operating Temples



### Number of Participants



### 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)

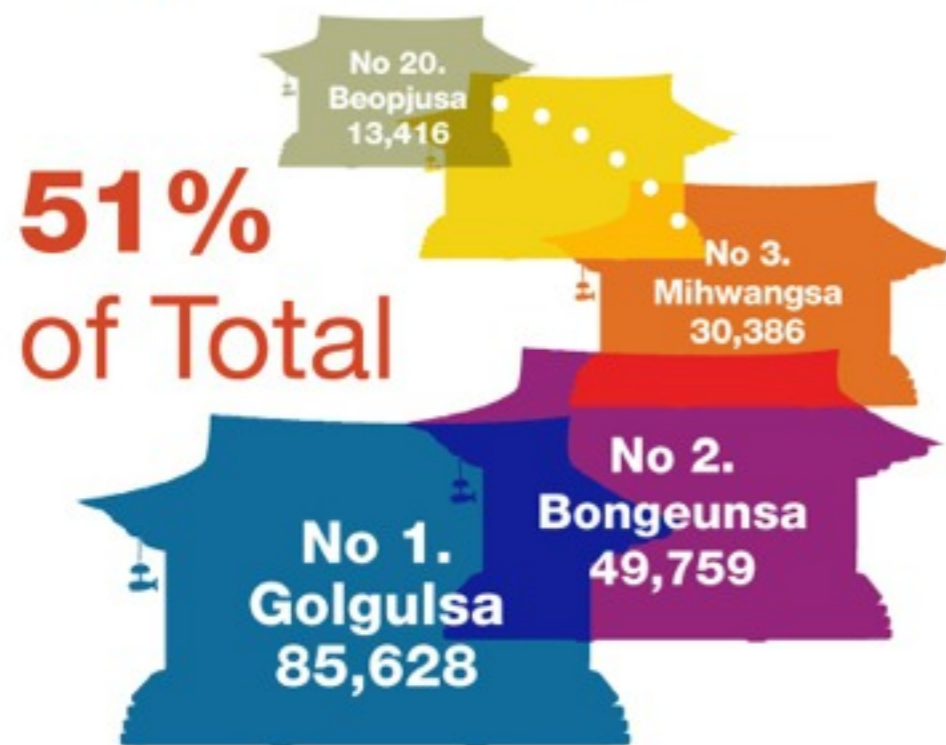
## [Program] Lack of Varied Programs



## [Manpower] Working Conditions



## [Operating Temples] Polarization



## [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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