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## **ADVANTAGES OF JEJU ISLAND AS A TOURIST DESTINATION**

Jeju Island, also known as the «Island of the Gods», lies off the southern coast of South Korea [7]. This volcanic island boasts a unique and beautiful landscape, earning its place as a triple-crown winner: a Biosphere Reserve, World Natural Heritage Site, and Global Geopark. It was even voted one of the New Seven Wonders of Nature [4; 5]. As a result of such accolades, Jeju Island is a highly sought-after tourism destination, both domestically and internationally [2].

It is no exaggeration to say that the entire Jeju Island is a huge tourist resource. Jeju Island's natural beauty is undeniable. With a mild climate and stunning beaches, waterfalls, cliffs, and caves, it is a paradise for nature lovers [6; 7]. The island offers a variety of experiences throughout the year, from swimming and sunbathing in the summer to enjoying the pleasant fall weather and vibrant spring season [7]. Its unique ecosystem is home to fascinating wildlife, making it a haven for nature enthusiasts.

Beyond its natural beauty, Jeju Island offers a rich cultural heritage. It is home to many cultural heritage sites that provide an insight into the region's past [1]. Visitors can witness traditional performances like Jeju Chilmeoridang Yeongdeunggut inscribed in 2009 on the UNESCO Intangible Cultural Heritage List. A ritual is held in the second lunar month to pray for calm seas, abundant harvests, and a plentiful sea catch. Shamans lead the rituals, calling upon the wind goddess (Grandmother Yeondeung), the Dragon King (Yongwang), and the mountain gods. Villagers even perform a special play for their ancestors. This festival is impossible without the support of Jeju's famed female divers and ship owners, who prepare food and offer sacrifices. More than just a seasonal event, the ritual is a vibrant expression of Jeju's unique identity. It is a testament to the deep respect the islanders have for the sea, the source of their livelihood and prosperity [3].

The local culture is unique, with a matriarchal society where women play a prominent role, exemplified by the «Haenyeo» female divers [7]. Among the island's most notable attractions are volcanic caves, ancient rock formations, and Hallasan Mountain, a UNESCO World Heritage Site with an extinct volcano and crater lake [6].

Jeju Island caters to all types of travelers. Adventure seekers can enjoy horseback riding, paragliding, and scuba diving [1]. Hikers can explore the scenic trail to Seongsan Ilchulbong Tuff Cone or the Olle Trail, one of the top ten walking routes in the world. Visitors can also explore Yakcheonsa Temple, home to 80,000 gilded Buddha statues and a giant Buddhist temple bell, weighing 18 tons [6].

The island also offers a vibrant culinary scene with local specialties, various museums and parks, festivals throughout the year, and unique attractions like the Hareubang lava sculptures [1; 7].

As far as transportation is concerned, Jeju Island is well connected by both air and sea. Jeju International Airport is a major gateway, with flights from various domestic and international locations. Ferries are also available for those who prefer sea travel or want to explore nearby smaller islands.

The island is heavily oriented towards tourism, with 80% of Jeju Island's population employed in this sector. Over the past few years, this South Korean resort has experienced increased demand, as evidenced by the arrival of over 4 million tourists annually [1].

Jeju Island has earned a reputation for its commitment to sustainable tourism practices. The island has implemented several initiatives to protect its natural beauty and cultural heritage, making it a great choice for eco-conscious travelers [2].

*Table 1*

**Key advantages and disadvantages of Jeju Island as a destination**

<b>Advantages</b>	<b>Disadvantages</b>
Year-round appeal	Proximity to North Korea
Abundance of essential tourist resources for tourism	Long distance from Europe
Opportunities for many types of tourism	Long and costly flights to the country
The wide array of entertainment options	Unfamiliar culture for Europeans
Developed infrastructure	
Affordable accommodation and catering	

Source: compiled by the author based on [1].

An analysis of Jeju Island's strengths and weaknesses as a tourist destination reveals that the advantages outweigh the disadvantages (Table 1). The island offers year-round appeal, diverse tourist resources, and a well-developed infrastructure [1]. Jeju Island's unique offerings can attract a global audience.

Jeju Island is a truly exceptional destination. The island of Jeju offers a variety of activities for everyone, including relaxation, adventure, cultural immersion, and simple natural escapes. With its enchanting blend of natural wonders, rich culture, and focus on sustainability, Jeju Island stands out as a must-visit location for worldwide travelers.

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### **МОДНИЙ ТУРИЗМ:**

### **МЕЙНСТРИМИ РОЗВИТКУ В УКРАЇНІ ТА СВІТІ**

У часи оговтання світу від пандемії COVID-19, у людей з'являється більше бажання подорожувати та відвідати місця своєї мрії. Наприклад, найбільш відвідуваний Париж вже знов стоїть на порозі до своїх передпандемічних показників (у 2024 році очікується побиття власного рекорду). Відповідно, 2023 рік показав, що люди готові відкривати для себе нові горизонти та знов отримувати від цього задоволення. Бо важливою складовою мети поїздок є відвідування значної кількості захоплюючих місць і атракцій, щоб повністю відчувати насолоду від відпочинку.

Такі мотиви сформували нові, більш різноманітні види туризму, які в сучасних реаліях набирають все більшої публіки. Проте, дещо в цьому світі