**Theory Paper: A Digital Tour Guide and Blog on South Korea**

**1. Introduction**

In recent years, South Korea has become one of the most fascinating destinations for young travelers. Its unique combination of traditional culture, modern technology, pop culture phenomena such as K-pop and K-dramas, and a diverse food scene has attracted increasing global attention. Our school project aims to create a website that combines a travel guide, blog, and glossary about South Korea.

The guiding research question for this paper is: **Which text types are best suited for a digital platform that introduces places, food, and culture of South Korea?**

The following chapters will analyze three selected text types—**travel guide, blog, and glossary**—and compare their features. We will also justify the structure of our planned website, define the target group and language level, and explain how these text types work together to form a coherent digital project.

👉 **[Insert your own input here: Why did you personally choose South Korea? What motivated you to focus on this country? Write a short paragraph about your own interest in Korea, food, culture, or travel.]**

## 2. Text Types and Their Characteristics

### 2.1 The Travel Guide

A travel guide is a text type that focuses on providing practical, reliable, and structured information for travelers. Its main goal is to **inform and orient readers** by giving them facts about locations, sights, and activities. Typical characteristics of travel guides include:

* **Clear structure** with sections such as “Places,” “Transportation,” “Accommodation,” and “Food.”
* **Concise language** that avoids unnecessary details but provides essential facts.
* **Objectivity**: a travel guide is not about the writer’s feelings but about trustworthy advice.
* **Use of lists, addresses, and maps** to help travelers organize their trips.

Travel guides are especially useful for readers who want to plan their trip efficiently and need **reliable data and recommendations**.

### 2.2 The Blog

A blog is a digital text type that focuses on **personal experience and storytelling**. Unlike the travel guide, which is objective, a blog is **subjective and emotional**. Typical characteristics include:

* **Narrative style**: often written in the first person (“I experienced…”).
* **Lively language**: adjectives, emotions, humor, and personal opinions.
* **Interaction**: blogs often invite comments or contain social media links.
* **Visual content**: images, videos, and personal photography are central.

A blog inspires readers, shows authentic experiences, and allows them to connect with the author. In the context of our project, blogs provide the **human and emotional dimension** of Korean culture.

### 2.3 The Glossary

A glossary is a **collection of terms and definitions** that explains important or unfamiliar vocabulary. Its purpose is to make content accessible to readers who are not familiar with the language or culture. Characteristics of glossaries include:

* **Alphabetical order** of entries.
* **Brief and precise definitions**.
* **Neutral and explanatory language**.
* **Focus on terminology** that might otherwise create barriers for readers.

For a website about South Korea, a glossary is particularly useful for cultural concepts (e.g., *Hanbok*, *Bibimbap*, *Kimchi*), which may be unfamiliar to international readers.

👉 **[Insert your own input here: List some of the Korean terms you want to include in your glossary, and explain why they are important.]**

## 3. Website Structure and Justification

Our website combines the three text types—travel guide, blog, and glossary—to create a balanced digital product. Each text type plays a specific role:

* The **travel guide** provides factual orientation.
* The **blog** offers personal impressions and authenticity.
* The **glossary** ensures understanding of cultural terms.

The combination makes the website **multi-layered**: readers can both plan their trip and engage with cultural stories.

A possible structure could look like this:

* **Homepage**: featuring blog posts as the entry point.
* **Subpages**: organized into “Food,” “Places,” and “Culture.”
* **Glossary**: accessible via the main menu and hyperlinked within the blog and guide texts.

👉 **[Insert your own input here: Describe your specific menu structure. Which categories do you want? Will you also include photos, videos, or maps?]**

## 4. Differences and Comparison of the Text Types

Although the three text types overlap in certain areas, they differ in their **style, purpose, and effect**:

* The **travel guide** is **objective**, aiming for clarity and practicality.
* The **blog** is **subjective**, focusing on emotions and personal experience.
* The **glossary** is **neutral**, designed to clarify terminology.

When compared, it becomes clear that no single text type can fulfill all the needs of readers. Instead, their **combination creates a comprehensive resource**: the travel guide delivers facts, the blog adds inspiration, and the glossary supports cultural understanding.

## 5. Direction of the Work and Implementation

### 5.1 Target Group

The website is designed for **young adults aged 20–30**. This audience is typically internet-savvy, open to new cultural experiences, and often looking for travel inspiration.

### 5.2 Language Level and Tone

The language should be **informative but modern**, combining factual accuracy with a friendly, approachable style. Occasional use of Korean terms will add authenticity, but they should always be explained in the glossary.

### 5.3 Technical Implementation

To make the website user-friendly, the following features are planned:

* **Simple navigation** with a clear menu.
* **Strong visual design** using photos and videos.
* **Interactive elements** such as embedded maps or links to external resources.
* **Hyperlinks** from blog or guide entries directly to glossary terms.

👉 **[Insert your own input here: Which tools will you use to build the website—WordPress, Wix, Squarespace, or coding from scratch? Mention your technical choices and why you chose them.]**

### 5.4 Theoretical Context

Digital texts differ from print texts because they allow **multimodality (text, image, video, audio)** and **interactivity (comments, hyperlinks, user engagement)**. For this reason, it is important to consider not only the text types themselves, but also how they are adapted for an online environment.

## 6. Conclusion

The guiding research question of this project was: **Which text types are best suited for a digital platform that introduces places, food, and culture of South Korea?**

The analysis shows that **a combination of travel guide, blog, and glossary is most effective**. A travel guide alone would be too dry and factual, while a blog alone might lack structure and reliability. A glossary alone would not provide enough depth. By combining these three text types, the website can:

* Provide **reliable information** (travel guide),
* Offer **authentic and inspiring stories** (blog),
* Ensure **cultural understanding** (glossary).

This combination creates an engaging, informative, and accessible platform for young readers aged 20–30 who want to learn about South Korean culture, food, and travel opportunities.

👉 **[Insert your own input here: End with a personal outlook. For example: How would you expand the website in the future? More destinations, interviews, recipes, or multimedia content?]  
  
Footnotes**

1. Smart-Guide: *Write an Engaging Digital Travel Guide – Best Writing Style Tips for Content Authors*. 2024. <https://blog.smart-guide.org/en/write-an-engaging-digital-travel-guide-best-writing-style-tips-for-content-authors>
2. Masterclass: *Travel Writing Guide*. 2024. <https://www.masterclass.com/articles/traevl-writing-guide>