**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.

**But why did we decide to make this project about South Korea and not another country or region?** The reason is that Kai is half Korean and has visited Korea multiple times with his family, which gives him some insights from a local perspective. For Maurin it’s a bit different: he loves the food and the gaming culture. Through traveling in other countries, South Korea also came up as a destination of interest. Since both of us have already been there, we can share our experiences in this project.

## 2. Text Types and Their Characteristics

### 2.1 The Travel Guide

A travel guide is a text type that focuses on providing practical, neutral, factual, 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**. A blog is **subjective and emotional** and focused on the personal experiences. 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. It conveys what and how the writer experienced whatever it was they were doing and sends a personal message. It could almost be compared to a diary. 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.

Some examples that could come up in our Project are terminologies like Kimchi, King Sejong, Hanbok and other Korean native terms.

## 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**: features overall infromation
* **Navigation bar**: features the Travel Guide, Blog, Glossary
* **Subpages**: organized into “Food,” “Places,” and “Culture.”
* **Build:** links in the Pages to subpages

We will have a navigation with 4 points, Home, Travel guide, Blog, Glossary. The Blog navigation has a dropdown for 2-4 Weeks blog. The pages have hyperlinks to the Glossary. The pages are structured into genres “Food”, “Places” & “Culture”.

## 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. It is written from a neutral perspective and provides facts, not opinions.
* The **blog** is **subjective**, focusing on emotions and personal experience. It is written from an I-perspective and focuses on personal opinions and interests.
* The **glossary** is **neutral**, designed to clarify terminology. In contrary to the other two text types it is not a flowing body of text and rather an accumulation of terms which need a simpler and clearer explanation.

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. There is also a rise in popularity of traveling the east amongst young adults. But this should not mean that the website is strictly designed for this exact age group, just more focused on them.

### 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, slang and other slightly complex words will add authenticity, but they should always be explained in the **glossary**. The language should be kept at a simple level nonetheless so that it is comfortable to read without having to put much effort into deciphering complex sentences.

### 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.

🡪 Tools to build the website

### 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. It’s also important to not make the text blocks too big without supporting or interrupting it with some form of visual help or otherwise interactive media to not overwhelm the reader with a ginormous amount of text. It is important to the reader that the text that they are reading is comfortable to them and that they don’t have to force themselves to keep reading and overwhelming amount of text.

## 6. Conclusion

The guiding research question of this task 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.

Difficulties that have to be considered are:

* Text types clearly defined
* Consistent tense
* (Both can change, but the changes has to be explained)

**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>
3. 6 Ways Travel guide: 6-ways-to-navigate-a-travel-story  
   <https://shorthand.com/the-craft/6-ways-to-navigate-a-travel-story/index.html>
4. Example: sunsetsabroad

<https://www.sunsetsabroad.com/seoul-travel-guide-for-first-time-visitors/>