

# Hanatour Service Inc in Travel and Tourism (South Korea)

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## Abstracts

Hanatour Service reorganised its organisation structure, in order to strengthen its inbound and hotel businesses as future targets. In order to strengthen its inbound business, overseas branches will play more aggressive roles in attracting more tourists, and close cooperation with local travel retailers will be another key tool for further growth. In order to offer accommodation to inbound travellers, the company has opened and will continue to open business hotels with competitive room rates...

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