

SMS MEDI&BEAUTY HEALING TOUR

Seomyeon Medical Street Medical Tourism

GUIDE BOOK

MEDI-BEAUTY

- Introduction of Seomyeon Medical Street (SMS) & Guide map

- SMS Medical institutions, Beauty guide
- Seomyeon Medical Street festival

HEALING (TOUR)

- Introduction of Seomyeon / Busan tourist destinations
- Checklist for traveling around Seomyeon
- Best 10 of Busan food

www.busanjin.go.kr/meditour



SMS MEDI-BEAUTY HEALING TOUR

Seomyeon Medical Street(SMS)

+ MEDI **+** BEAUTY **+** HEALING

Seomyeon Medical Street(SMS), which is located in Seomyeon, Busan, has 370 diverse medical institutions including ones for cosmetic surgery, dermatology, dental, and optometry, etc., which are at an international medical level. It's the best place for enjoying medical services and tourism at the same time since it's full of beauty care places, shopping areas, as well as famous restaurants, accommodation, and popular SNS spots around the center of SMS.

Welcome to Seomyeon Medical Street(SMS) where you can experience the best medical services and trends. Start your healthy, beautiful trip now!

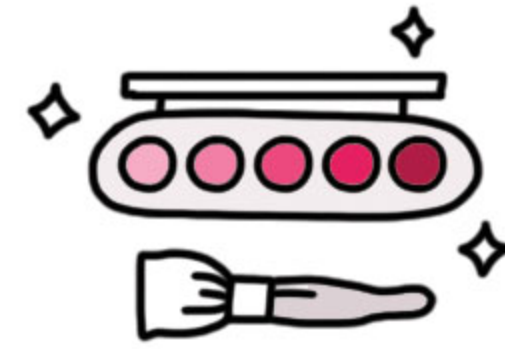
MEDI

370 diverse medical institutions including ones for cosmetic surgery, dermatology, dental, and optometry, etc., which are at an international medical level, are concentrated around the area.



BEAUTY

Approximately 400 different types of beauty businesses including hair, nail, makeup, skin care, and cosmetic road shops will take care of all your beauty needs.



HEALING

① Tourism

There is a lot to see since there are tons of different tourist destinations including Jeonpo Café Street, Busan Citizens Park, Hocheon Village, the Korean-wave drama filming location, and more concentrated around Seomyeon Medical Street(SMS).

② Shopping

Seomyeon, the street of shopping and youth! There are a lot of trendy products at Lotte Department Store, NC Department Store, Lotte duty free shops, Seomyeon Underground Shopping Mall, and Art Free Market, etc.

③ Food

There are a number of areas to explore for foodies, including Gourmand Alleys (pork and rice soup, Bunsik-street food, etc.), Food Stall Street, Gomjangeo Street in front of Bujeon Station, and Bujeon Market, so you can enjoy your fill of good food according to your own personal taste.



④ Accommodation

There are approximately 140 accommodation option with varying prices and concepts including Hotel, guesthouses, and motels.



⑤ Experiences


There are so many things to love! You can make memories and enjoy unique experiences including but not limited to: “Running Man,” animal cafes, escape rooms, board games, and much more!



-  **Medical institutions**
-  **Cosmetic surgery, Dermatology**
-  **Theme street**
-  **Shopping**
-  **Accommodation**
-  **Busan medical tourism information center**
+82-51-818-1320,1330

To Seongjigok Reservoir  To Busan Citizens Park



 **Monument Dedicated to Swedish Armed Forces**

The Swedish Field Hospital, which was established here in September 1950, conducted medical relief activities for all UN forces, Korean troops, prisoners, and civilians during the Korean War. In commemoration of this, a monument was erected for friendship with Sweden.

This is now Seomyeon Medical Street.

Where should I go and what should I do today?

Seomyeon tourist destinations you can eat, play, see, and enjoy!

Refer to the guide map to check the locations of Seomyeon tourist destinations!

Theme Alley

- Cute and small Jeonlidan-gil Street
- Food Stall Street at the back entrance of Lotte Department Store
- Gomjangeo Street in front of Bujeon Station
- Gourmand Alley (Pork and Rice Soup Street, spicy rice cakes, noodle soup, etc.)
- Manchwi-gil (bars) of the Street of Youth
- Seomyeon Special Street full of youth and liveliness

Shopping

- Lotte Department Store, Duty free shop, NC Department Store
- Seomyeon Underground Shopping Mall and cosmetic road shops
- Korean traditional market, Bujeon Market & Ginseng market.
- Jeonpo Cafe Street item shops

Experiences

- Running man experience (Samjeong Tower)
- Fashion Hanbok Experience (The Hue Lab)
- Jeonlidan-gil craft experience (pottery, candle, leather craft, etc.)
- Healing experience : Massage chair experience cafe
- Temple stay : Samgwangsa Temple, Seonamsa Temple
- Unique photo studios such as black and white photos and Hanbok photos

Nature

- Busan Citizens Park, where BTS V has also visited, and which is great for a walk
- Seongjigok Reservoir, which is a beautiful reservoir that is nearby a cypress forest.

Accommodation

- More than 140 accommodations with various prices and concepts, including Busan Lotte Hotel, TT Hotel, KT&G Sangsangmadang, and Solaria Nishitetsu Hotel Busan

Night view

- Hocheon Village with a beautiful night view, and the filming location of the Korean-wave drama "Fight for My Way"
- Busan from Beacon Fire Station in Hwangryeong Mountain seen at a glance

Complex culture space

- **KT&G Sangsang madang**
 - **Shopping**
Props made by designers in Busan, custom shoes made and sold
 - **Culture**
Performance, art exhibition, one-day class
 - **Accommodation**
An accommodation with unique characteristics of Busan

Checklist for traveling around Seomyeon



A bowl of pork and rice soup at the Seomyeon Market Pork and Rice Soup Street!



Enjoy late-night snacks on the Food Stall Street at the back entrance of Lotte Department Store



A cup of coffee on Jeonpo Cafe Street Jeonlidan-gil Street



Eat spicy rice cakes and fish cakes at Gourmand Alleys



Tour cosmetic road shops and shop



Eat Gomjangeo on the Gomjangeo Street in front of Bujeon Station



Browse cute, small items in the shops on the Jeonpo Cafe Street



Enjoy the night view of Hocheon Village in Beomcheon-dong, the filming location of a Korean-wave drama



Go for a morning walk to Seongjigok Reservoir and Busan Citizens Park, and listen to birds chirping

If you are wondering what to eat!

BEST 5 food of Seomyeon



Pork and Rice Soup



Gomjangeo



Korean table d'hote



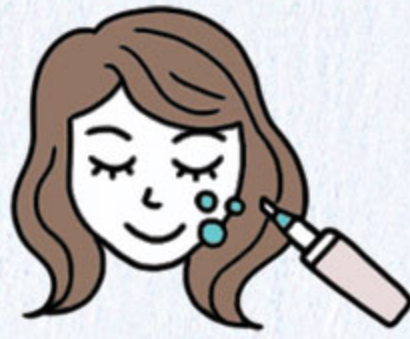
Spicy rice cakes



Coffee (cafe street)

📍 Recommendation for SMS Medi-Beauty Healing traveling courses

Day-1 Course



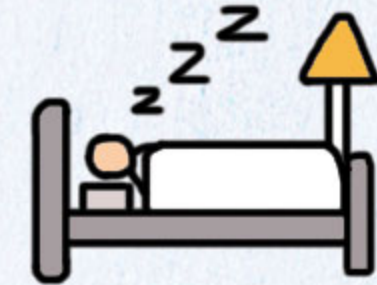
SMS Medi-Beauty experience



Seomyeon Art Museum



Tea therapy

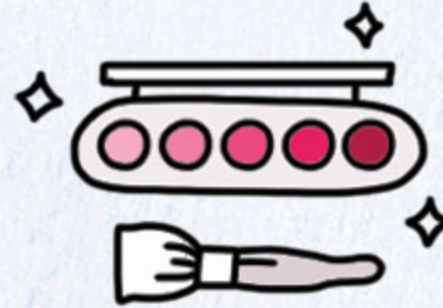


Unique stay (Sangsang stay)

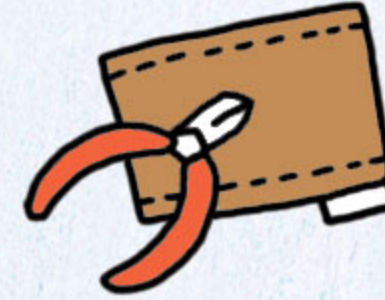
Day-2 Course



SMS Medi-Beauty experience



Make-up experience & Hanbok Photo Studio



Cafe street craft experience



Stretching, Singing bowl meditation experience

Day-3 Course



Going on a picnic to the Citizens Park



Foot therapy



Medicinal herbs cooking



Promotional video

See, Listen, Enjoy, and Experience!

Seomyeon Medical Street Festival

Seomyeon Medical Street Festival takes place around October every year and is a medical tourism festival that introduces Seomyeon Medical Street(SMS), where many medical institutions are concentrated, to the nation and the world. It is a festival held to allow people to experience and enjoy the tourism facilities around Seomyeon.



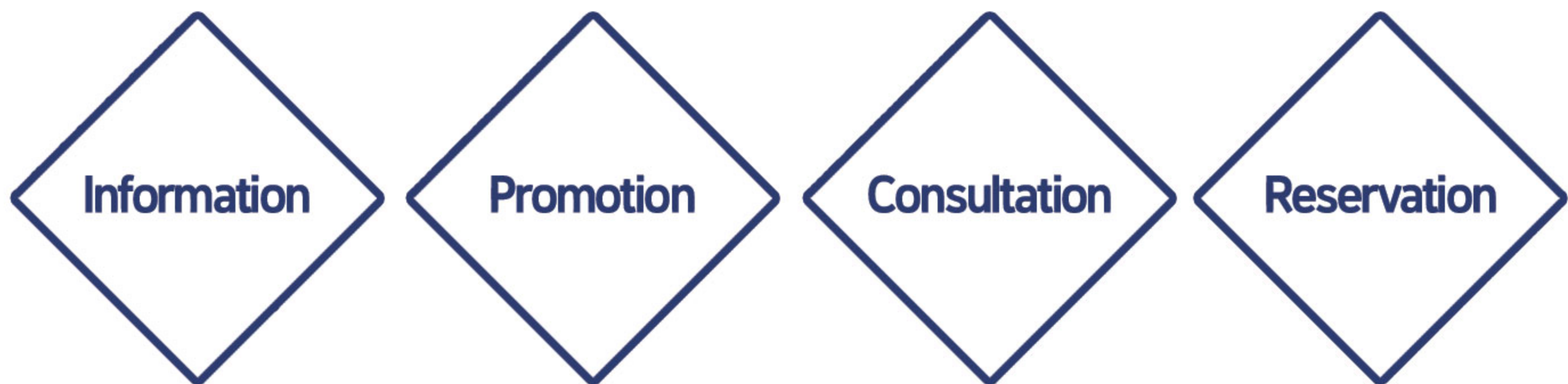
It's a festival where SMS's premium medical institutions can show off their cutting-edge medical skills, and you can experience professional consultations including virtual cosmetic surgery, skin and scalp diagnosis, eye pressure test, vision correction and old sightedness treatment, consultation for dental implants and braces, check-up for blood vessels, obesity check-up, etc.

Also, there are various beauty-wellness experiences and events such as stretching, singing bowl meditation experience, forest experience, and makeup experience.

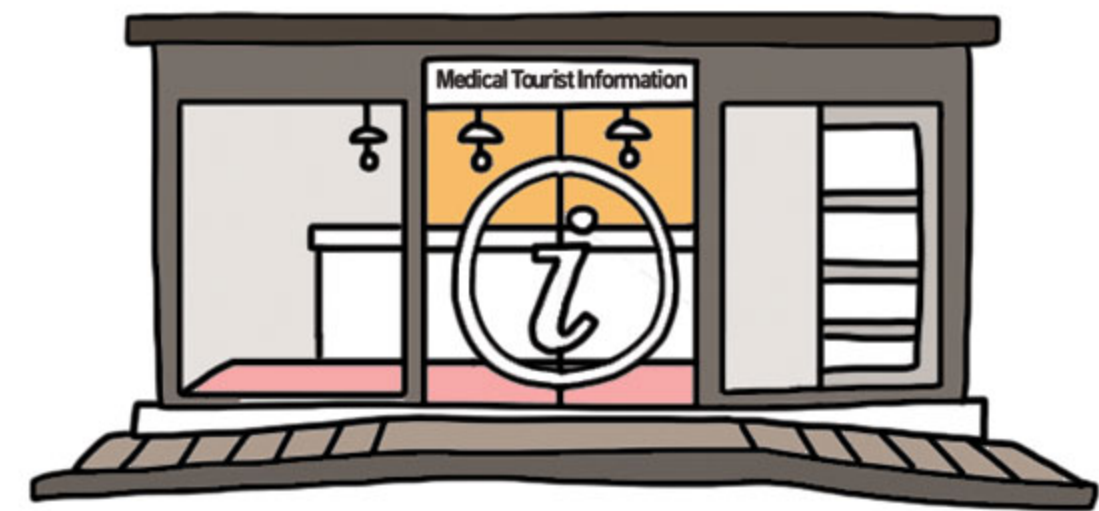
Introduction of general information about medical tourism

i Busan medical tourism information center

We provide general information about medical institutions and tourism including promotion, consultation, reservation, etc. for foreign medical tourists visiting Busan as well as Korean people. We have guides who are fluent in 3 languages (English, Japanese, and Chinese) who are ready and willing to answer any question you may have, so visit anytime if you have questions about the Medical Street!



- **Working hours** 09:00~18:00(No holidays)
- **Supported languages** English, Chinese, Japanese
- **Call** +82-51-818-1320, 1330
- **Location** 787 gayadaero busan Jin-gu, Busan
(Across from Lotte Department Store - Refer to map)



🏠 www.visitmedicalkorea.com

✉ medicaltourism@knto.or.kr

※ Free medical consultation in 6 languages

(Korean/English/Chinese/Japanese/Russian/Arabic)

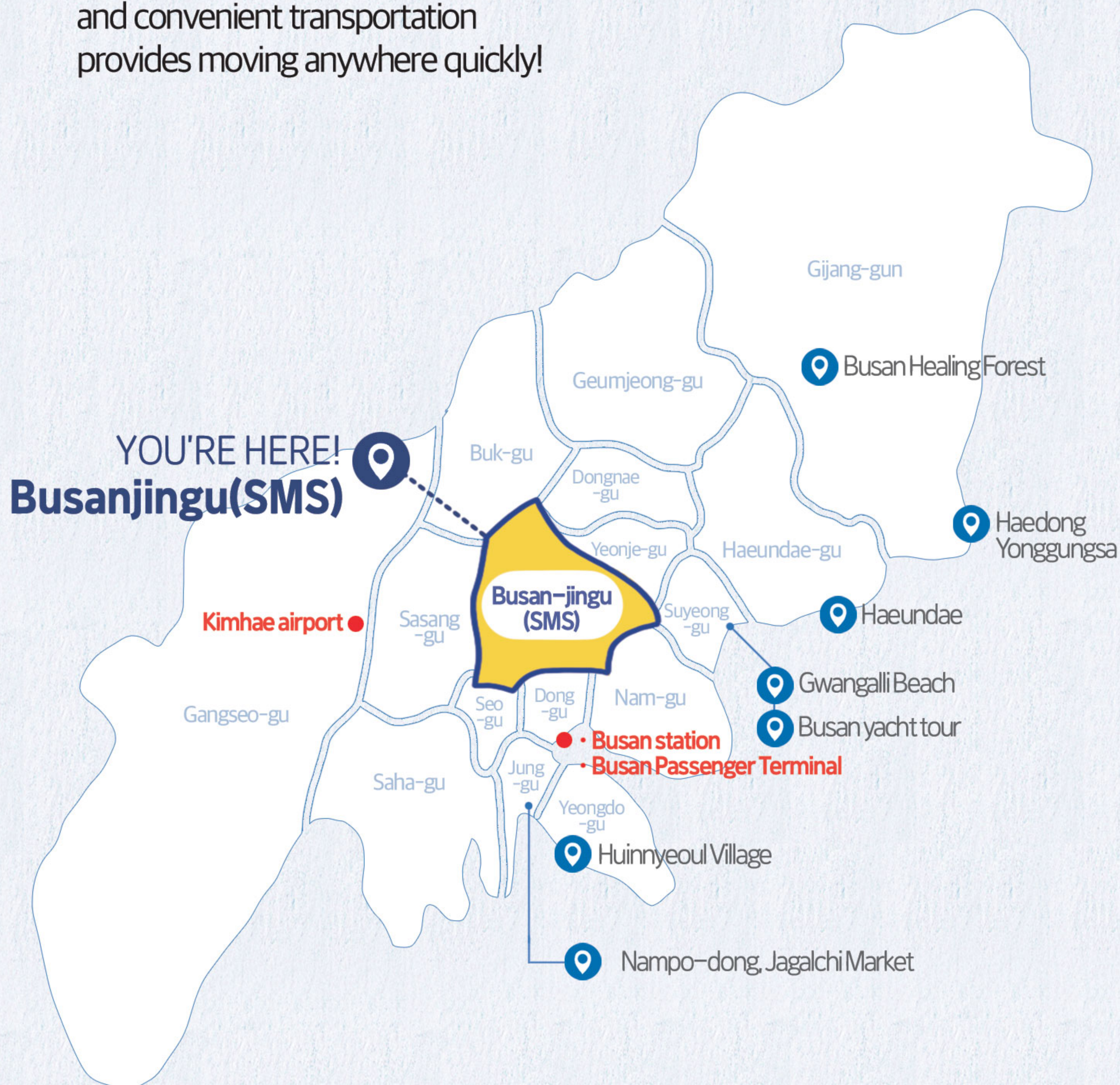
1577-7129

- **Busanjin-gu cultural tourism**
www.busanjin.go.kr/tour
- **Tourism interpreter call center** 1330
- **Consultation center for medical disputes**
1670-2545

Busan Guide map

Seomyeon Medical Street (SMS)

located in Busanjin-gu, the center of Busan,
and convenient transportation
provides moving anywhere quickly!





List of Member Companies of the SMS Medical Tourism Council



Cosmetic surgery&skin



Noblesse Plastic Surgery



 noblesseclinic.com
 (+82)51-806-1101



NEW LINE Plastic Surgery

뉴라인성형외과

 new-line.co.kr
 (+82)51-806-0100



THE FACE Plastic Surgery



 theface-dr.co.kr
 (+82)51-817-3806



RIO Plastic Surgery



 rio25.co.kr
 (+82)51-818-0039



JEONG SUNG HOON Plastic Surgery



 jshps.co.kr
 (+82)51-806-1115



I-know-u plastic Surgery



 iknowu.co.kr
 (+82)51-809-9922



FOUR SEASONS Plastic Surgery



 4seasonsps.com
 (+82)51-806-7979



HANEUL Plastic Surgery



 skydoctor.co.kr
 (+82)51-806-0090



ABC Plastic Surgery



 abcclinic.co.kr
 (+82)51-817-0100



BS THE BODY Plastic Surgery Clinic



 thebodyps.co.kr
 (+82)51-818-9300



GOWOONSESANG Kim Yang Che Skin Clinic



 doctorkim.com
 (+82)51-805-1004

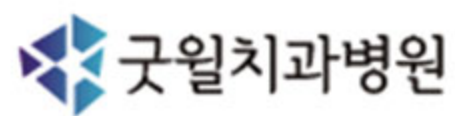
SUNG JAE YOUNG Ease Skin Clinic



 easeskin.co.kr
 (+82)51-807-6684

Dental clinics

GOODWILL Dental Hospita



🏠 sm.egoodwill.co.kr
☎ (+82)51-606-6000

DIGITAL ART Dental Clinic



🏠 digitalartdc.co.kr
☎ (+82)51-515-8267

LINE-UP Dental Clinic



🏠 lineupdent.co.kr
☎ (+82)51-802-6363

BARUN Dental Hospital



🏠 barunface.com
☎ (+82)51-1661-0280

PRETTY SMILE Dental Clinic



🏠 sm.prettymiso.com
☎ (+82)51-809-2861



Eye clinics

GOOD MORNING 102 Eye Clinic



🏠 102eye.com
☎ (+82)51-862-0102

NUNEVIT Eye Center



🏠 nunevit.com
☎ (+82)51-810-5678

HIVUE Eye Clinic



🏠 hivue.co.kr
☎ (+82)51-816-0001

List of Member Companies of the SMS Medical Tourism Council

Health check-up & Obesity management

<p>ISAM Hospital</p>  <p>  medisam.net  (+82)51-631-2110 </p>	<p>BUSAN HANGUN Hospital Bumchun Campus</p>  <p>  2nd.hangun.com  (+82)51-607-5300 </p>	<p>BUSAN 365mc Hospital</p>  <p>  busan.365mc.com  (+82)51-1577-3653 </p>
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Oriental Medicine & Thoracic Surgery

<p>Detoxifying Blood Cleansing EUNBAEK Oriental Medical Clinic</p>  <p>  eunbaek.co.kr  (+82)51-806-3588 </p>	<p>Bright Oriental Medical Clinic</p>  <p>  ohaengeye.com  (+82)51-898-1075 </p>	<p>Kim Byoung Joon LEDAS Varicose Vein Clinic</p>  <p>  kbjledas.com  (+82)51-634-8274 </p>
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Women's Clinic & Men's Clinic

<p>Eroom Woman Clinic</p>  <p>  babyerom.com  (+82)51-803-2616 </p>	<p>ZEUS Urology Clinic</p>  <p>  zeusclinic.com  (+82)51-817-8575 </p>
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Accommodation

LOTTE Hotel Busan



🏠 lottehotel.com/busan-hotel
☎ (+82)51-810-1000

Solaria Nisitetsu Hotel Busan



🏠 solariabusan.com
☎ (+82)51-802-8586

tt Hotel

tt Hotel

🏠 hoteltt.co.kr
☎ (+82)51-808-5514

Foreign patient attraction company

Goryeo Medical Tour Development Inc.



🏠 koreamtd.com
☎ (+82)51-807-8200

Busan JMJ



🏠 busanjmj.com
☎ (+82)51-909-5368

Smart Care Medical Busan



🏠 kcmedical@naver.com
☎ (+82)10-2303-8362

Etc

International Beauty Creation Association

☎ (+82)51-710-5971

MS Education Academy

☎ (+82)51-819-5522



Member
Company List

#Here now

Seomyeon Medical Street

#SMS #Busan Medical Tourism
#Beautiful and healthy travel



Seomyeon Medical Street
www.busanjin.go.kr/meditour

Busan medical tourism information center
+82-51-818-1320, 1330

Free medical consultation in 6 languages
(Korean/English/Chinese/Japanese/Russian/Arabic) 1577-7129

Tourism interpretation information call center 1330



부산진구
Busanjin-gu