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**Creation and Projection of Authentic Korean Identity: South Korean Tourist Posters during the 1970s and the 1980s**

This paper deals with the development of the South Korean tourist posters during the 1970s and the 1980s. Since the Tourism Promotion Act of 1961, the Korean government has endeavoured to build and promote South Korea as a tourist destination. Tourist posters, shown through numerous competitions and exhibitions during the 1970s and 1980s, demonstrate how Korean designers participated in defining and creating the visual idioms of the unique Korean identity. Through examining Kyo-man Kim's <Variation of Korea> Exhibition in 1976, <Images of Korea> Exhibition in 1979 and cultural posters for the Seoul Asian Games in 1986 and the Seoul Olympic in 1988, this study identifies the contents and styles of authentic traditions and those of transnational/transcultural elements shown in Korean tourist posters. This paper addresses the authenticity of the selected traditional imagery and characteristics used in poster design in the context of socio-political history of the South Korea and questions whether the creation and affirmation of a particular 'Koreaness' for the Korean public as well as the foreign is to be understood in terms of Orientalism and 'self orientalising'.