

Big Data and Smart Tourism in Korea



Korea Tourism Big Data Lab

Smart Tourism City

October 26, 2023

Haesook Ma
(Deputy Director of Tourism Big Data Strategy Team)

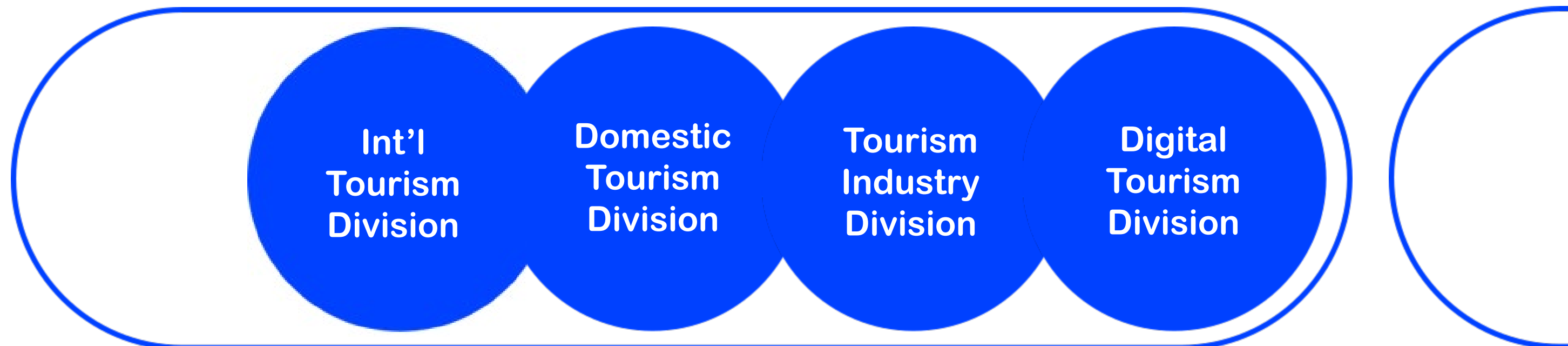
Contents →

1. Changes in Tourism Market
2. Consumer Demand Changes
3. Digital Marketing Strategy
4. Korea Tourism Big Data Lab
5. Smart Tourism City





To advance tourism as a key driver for national economic growth and enhancement of national welfare



1. Changes in Tourism Market

2. Consumer Demand Changes

3. Digital Tourism Marketing Strategy

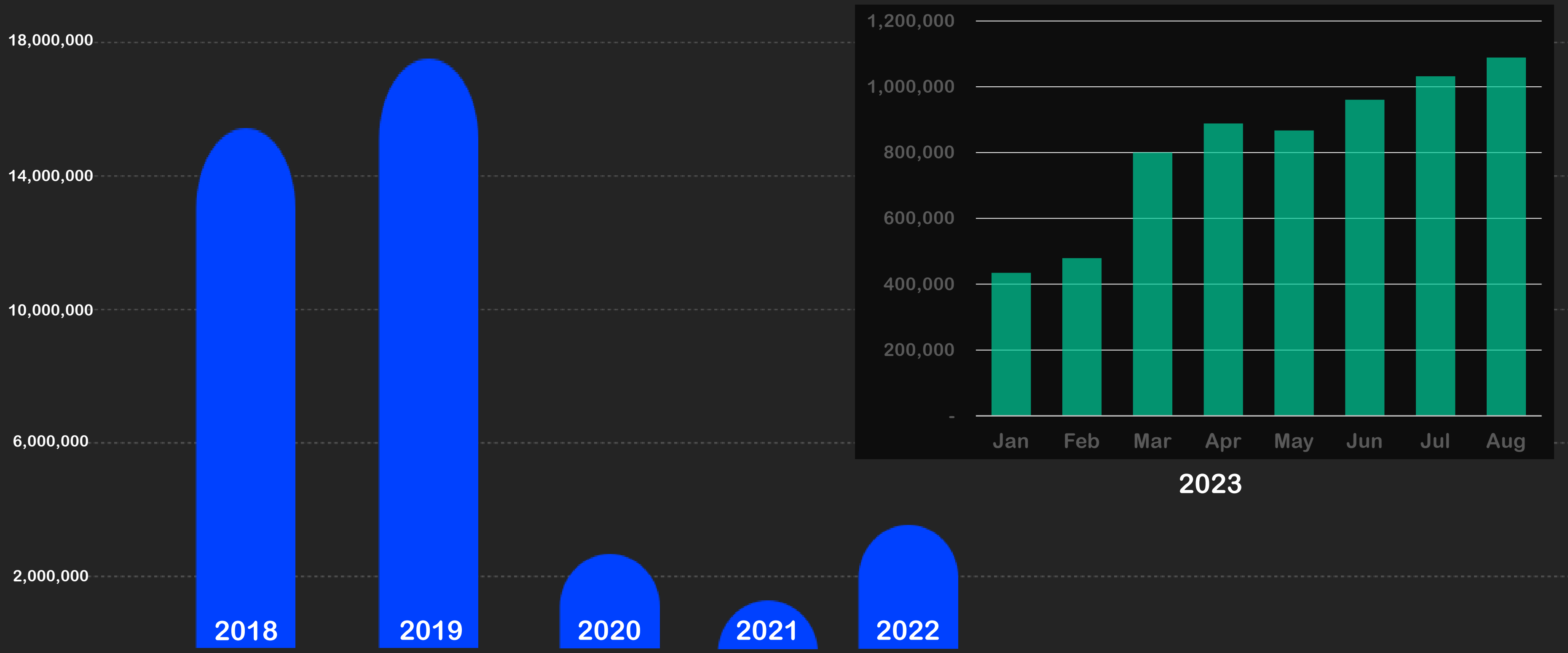
4. Korea Tourism Big Data Lab

5. Smart Tourism City

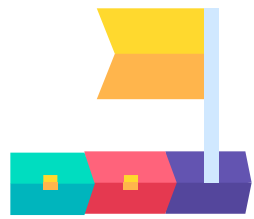


1. Changes in Tourism Market

The number of Inbound Tourists to Korea has changed before and after the Pandemic.



1. Changes in Tourism Market



Subdivision of Tourism Market



Customized Tour



Individualized Tour



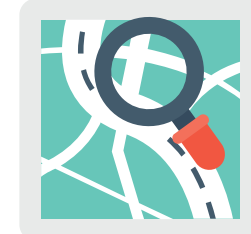
Increase in Online Market



Diversified Tourism Platforms
(App, web)



Increase of OTA Market share



Pursuit of Local Tourism



Extension of Travel Distance



Local Tourism

1. Changes in Tourism Market

2. **Consumer Demand Changes**

3. Digital Tourism Marketing Strategy

4. Korea Tourism Data Lab

5. Smart Tourism City



2. Consumer Demand Changes



Tourist

Change in tourism trends such as small-scale tourist destination, local tour, convenience, & pursuit of new experience, etc.

Response to new tourism forms
In periodic trend era of infectious diseases(endemic)

Design of individual-customized tourism experience



Enhancement of satisfaction with local tourism through provision of digital convenience & customized information, provision of opportunities for tourism experience



Tourism Business

Global OTA enterprises expanded enormously with weakening of traditional tourism enterprises

Reinforcement of tourism enterprises' competitiveness

Reinforcement of linked cooperation among enterprises, between enterprise & area



Enhancement of industrial competitiveness through digitalization of tourism enterprises and convergence of database technology & local tourism resources



Local Government

Accelerated phenomenon of local extinction resulting from reduced population to face the limit on the development of local tourism

Response to population reduction & local extinction through influx of tourists

Reinforced competitiveness of local tourism through activation of participation by enterprises & local residents



Enhancement of competitiveness for local Tourism by overcoming limitation of physical infrastructure and discovering diversified & differentiated attraction

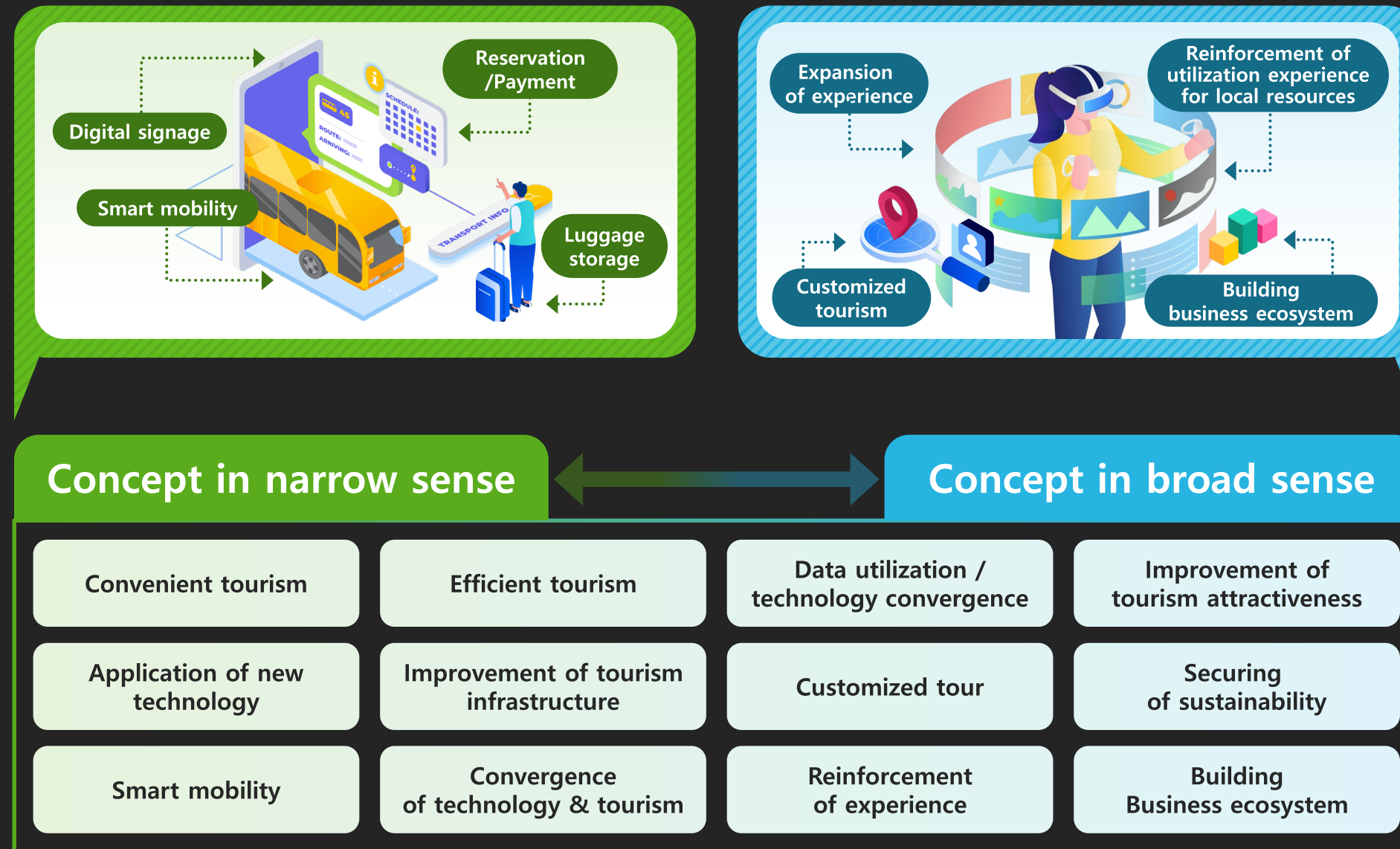
- 1. Changes in Tourism Market
- 2. Consumer Demand Changes

3. Digital Tourism Marketing Strategy

- 4. Korea Tourism Big Data Lab
- 5. Smart Tourism City



3. Digital Marketing Strategy



Aims to support the Tourism Industry for a data-driven and sustainable decision-making.

3. Digital Marketing Strategy

Korea Tourism Big Data Lab

한국관광 데이터랩

검색어를 입력해 주세요.

이용 가이드북 | 마이 데이터랩 | 로그인 | 회원가입

VISIT ONE YEAR

지역별 분석 | 국가별 분석 | 관광산업 분석 | 빅데이터 | 관광통계/실태조사 | 데이터랩 소개

한국관광 데이터랩 3차 모의고사 이벤트

23년 10월 13일 (금) ~ 10월 25일 (수)

이벤트 바로가기

공지사항 | 데이터 업데이트 주기

지역별 관광 현황 메뉴 개편(AI관광분석 메뉴 통합) 안내	-	23.10.20
2023 한국관광 데이터랩 모의고사 이벤트(3차) 개최 알림	-	23.10.11
한국관광 데이터랩 공모전 소문내기 이벤트 당첨자 발표	-	23.09.22
[지자체-RTO-DMO 대상] 23년 3분기 한국관광 데이터얼라이언스...	-	23.09.08
[완료]강원특별자치도 및 하위 행정구역 6월, 7월 유입-유출 관련 ...	-	23.08.25

이슈리포트·발간보고서 | 국내외 시장동향

[현장탐방] 제9회 집코노미 박람회 2023 방문기	PDF	23.10.18
2022 글로벌 관광트렌드 дай제스트 (1-5호) 보고서	PDF	23.10.18
근로자 휴가지원사업 운영실태 및 성과분석 연구	PDF	23.10.17
[현장탐방] 경남 남해군 관광투자유치 우수사례 방문기	PDF	23.10.11
글로벌소셜데이터기반 K-Culture의 영향력 및 한국여행 간 관계 ...	PDF	23.10.11

Smart Tourism City



1. Changes in Tourism Market
2. Consumer Demand Changes
3. Digital Tourism Marketing Strategy

4. Korea Tourism Big Data Lab

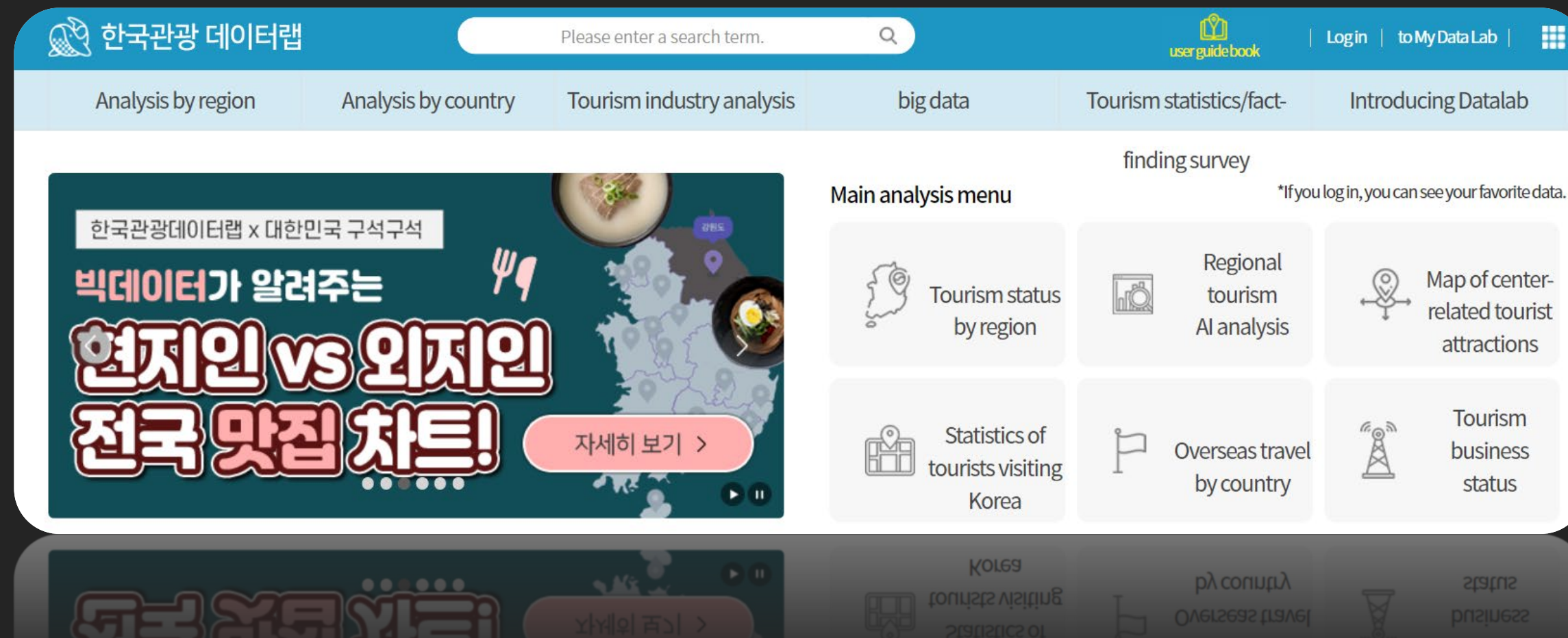
5. Smart Tourism City



4. Korea Tourism Big Data Lab

Korea Tourism Big Data Lab (since Feb 21, 2021)

- **(What it is)** Tourism-specialized big data platform that provides tourism data and integrated analysis services
- **(Target Users)** Central and local governments, RTOs, tourism business sectors, academia and etc.
- **(Goal)** Supporting data-based scientific tourism policy establishment and tourism businesses



4. Korea Tourism Big Data Lab

Korea Tourism Big Data Lab

Statistics¹⁾

Monthly/yearly

One-time analysis report

Limitations to sample data of customer characteristics



Timeliness

Sustainability

Characteristics of actual customers

Big Data²⁾

Daily

Permanent platform

Customer characteristics based on actual data

- Big Data is a supplementary tool for statistics.
- Help making a better decision for policy-makers and business sectors.

1) Tourism Statistics: Statistics of foreign tourists visiting Korea, foreign visitor survey, a survey on traveling Koreans, statistics of visitors to major tourist attractions, tourism market research by country/theme

2) Big Data: Mobile Network Operators, credit card expenditure, navigation, social media, company information

4. Korea Tourism Big Data Lab

Big Data

Mobile Network Operators

Navigation

Credit Card Expenditure

Social Media

Company Information

BIG DATA

TOURISM MARKET
TREND RESEARCH



4. Korea Tourism Big Data Lab

Mobile Network Operators (Koreans & Foreigners)

- **Data from 2 operators – KT and SKT (60% of the market)**
(* There are 3 mobile network operators; we only collect data from 2 operators.)
- **Big Data Guideline made in 2019**
 - Raw data not suitable for tourism analysis.
 - Defining terms for analysis such as visitors or foreigners

VISITORS (define a visitor not a tourist)

: A person who stayed in a Specific Area or Location for a certain period or longer

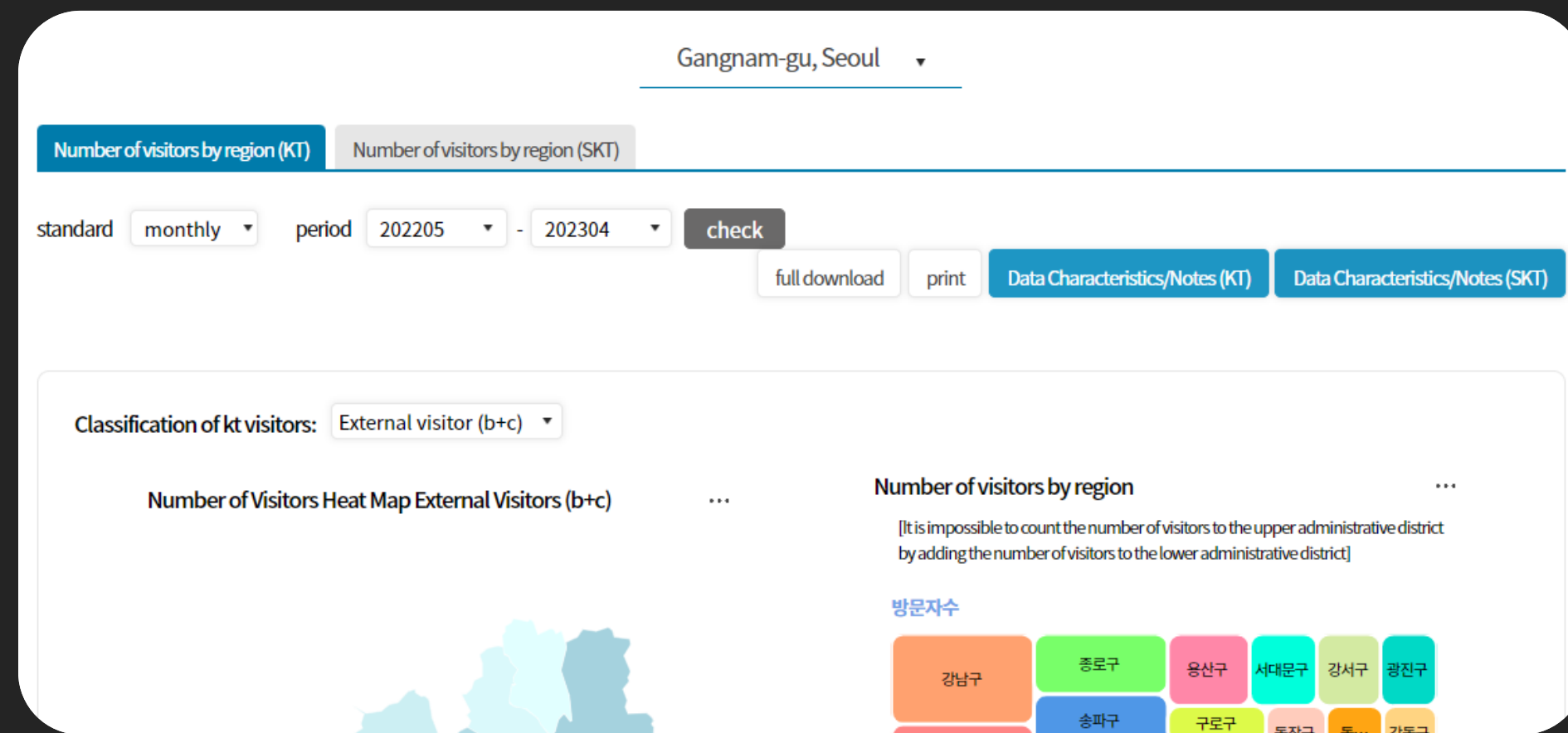
FOREIGNERS

: Roaming data of foreigners who stayed less than 15 days in 60 days

4. Korea Tourism Big Data Lab

Mobile Network Operators (Koreans & Foreigners)

- Customer characteristics – gender, age, place of residence, nationality, length of stay can be defined
- Parameter estimation
 - KT using the market share ratio / SKT using age range comparison
 - cannot add the number of visitors from two operators



4. Korea Tourism Big Data Lab

Navigation (Koreans)

- Data from travel by individual vehicle (excluding travelers on foot)
- Destination Search : Traveling more than 100m for longer than 1 min (may not arrive the destination)
- Departure-Arrival data : Traveling more than 1km after entering the destination
- Destination Revisit : verifying what types of visitors visited each destination often
- Can be used for tourist-targeted services such as tourist destination recommendations

4. Korea Tourism Big Data Lab

Credit Card Expenditure (Koreans & Foreigners)

- **Data Source : BC card and Shinhan card**
 - BC card : an alliance group – many credit cards joined the group
 - Shinhan Card : Korean company – the 1st credit card company in Korea
- **(Basic Info) Date of expenditure, amount, location, gender, age group, etc.**
- **(Tourism-related Category) Accommodation, transportation, airline, leisure, duty free, online, casino, etc.**
- **(Life Cycle Info) Single, newly married or family with infants or toddler, family with children, elderly**
- **No parameter estimated (cannot estimate the whole amount of expenditure in each category)**

4. Korea Tourism Big Data Lab

Main services

The screenshot shows the Korea Tourism Big Data Lab website. At the top, there is a search bar and navigation links for 'user guide book', 'Login', and 'to My Data Lab'. Below the search bar are several menu items: 'Analysis by region', 'Analysis by country', 'Tourism industry analysis', 'big data', 'Tourism statistics/fact-', and 'Introducing Datalab'. The 'big data' and 'Tourism statistics/fact-' items are highlighted with blue boxes. Below the navigation is a large banner with the text 'Tourism Data Analysis Service' and 'Tourism Big Data'. The main content area is divided into two columns. The left column features a 'Main analysis menu' with six items: 'Tourism status by region', 'Regional tourism AI analysis', 'Map of center-related tourist attractions', 'Statistics of tourists visiting Korea', 'Overseas travel by country', and 'Tourism business status'. Below this is a section for 'announcement' and 'Data update cycle' with a list of recent updates. The right column features a section for 'Issue Report Publication Report' and 'Domestic and international market trends' with a list of reports. At the bottom, there is a 'Domestic tourism status' section with a map of Korea showing regional data for Gyeonggi, Gangwon, and Seoul, and a 'Seoul Regional Tourism Diagnosis' section with five metrics: 'influx of visitors' (12.8%), 'Accommodation visitor rate' (0.1%), 'stay time' (11.8%), 'destination search volume' (44.7%), and 'tourism consumption' (18.5%).

한국관광 데이터랩

Please enter a search term.

user guide book | Login | to My Data Lab

Analysis by region | Analysis by country | Tourism industry analysis | big data | Tourism statistics/fact- | Introducing Datalab

Tourism Data Analysis Service

Tourism Big Data

announcement | Data update cycle | View all >

announcement	Data update cycle	View all >
Domestic social data change information	-	23.05.11
2023 Korea Tourism Data Lab mock test event (1st round) wi...	-	23.05.18
Announcement of 2023 Korea Tourism Data Lab Mock Test E...	-	23.04.28
Information on Korea Tourism Data Lab System Maintenance	-	23.04.25
Notification of upcoming changes to navigation destination s...	-	23.04.24

Issue Report Publication Report | Domestic and international market trends | View all >

Issue Report Publication Report	Domestic and international market trends	View all >
Final report on research on the actual conditions of the privat...	23.05.17	
2022 Tourism Resource Development and Tourism Investme...	23.05.16	
Statistics of major destinations for overseas tourists as of Mar...	23.05.03	
Korea Tourism Data Lab Brief - April 2023 (vol.107)	23.05.02	
「Traffic Data Analysis to Improve Regional Vitality」 Report	23.04.27	

Domestic tourism status | Status of outbound tourism to Korea | National tourism status View details >

January 2023 ~ April 2023

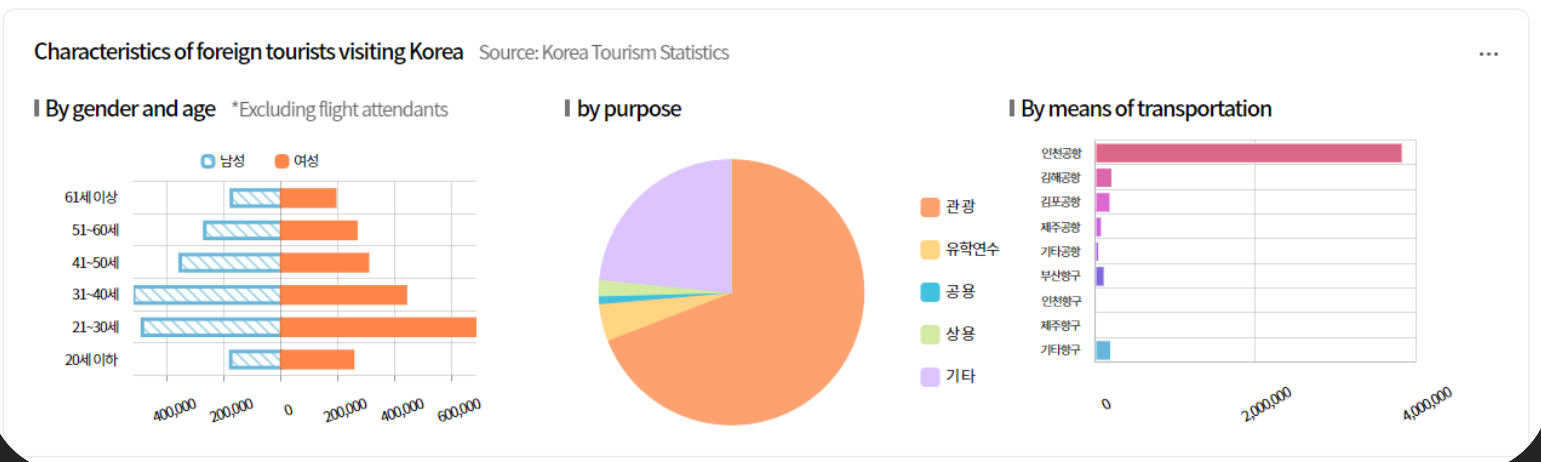
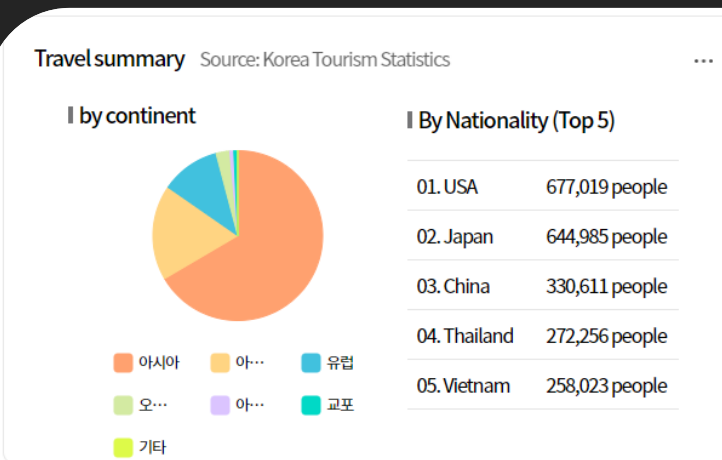
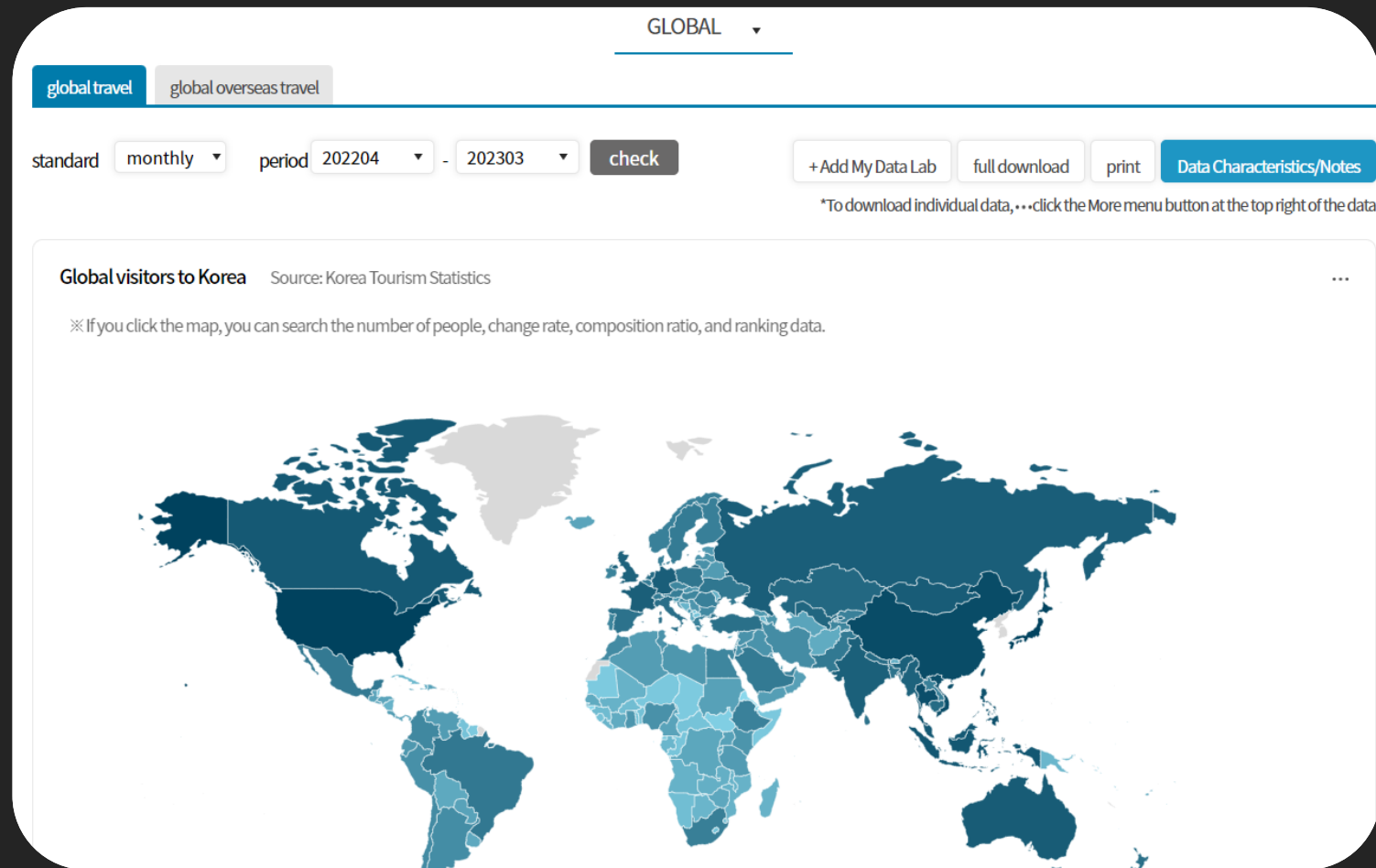
Seoul Regional Tourism Diagnosis

influx of visitors	Accommodation visitor rate	stay time	destination search volume	tourism consumption
12.8%	0.1%	11.8%	44.7%	18.5%

4. Korea Tourism Big Data Lab

Tourism Data Analysis – Inbound Tourism Market Analysis

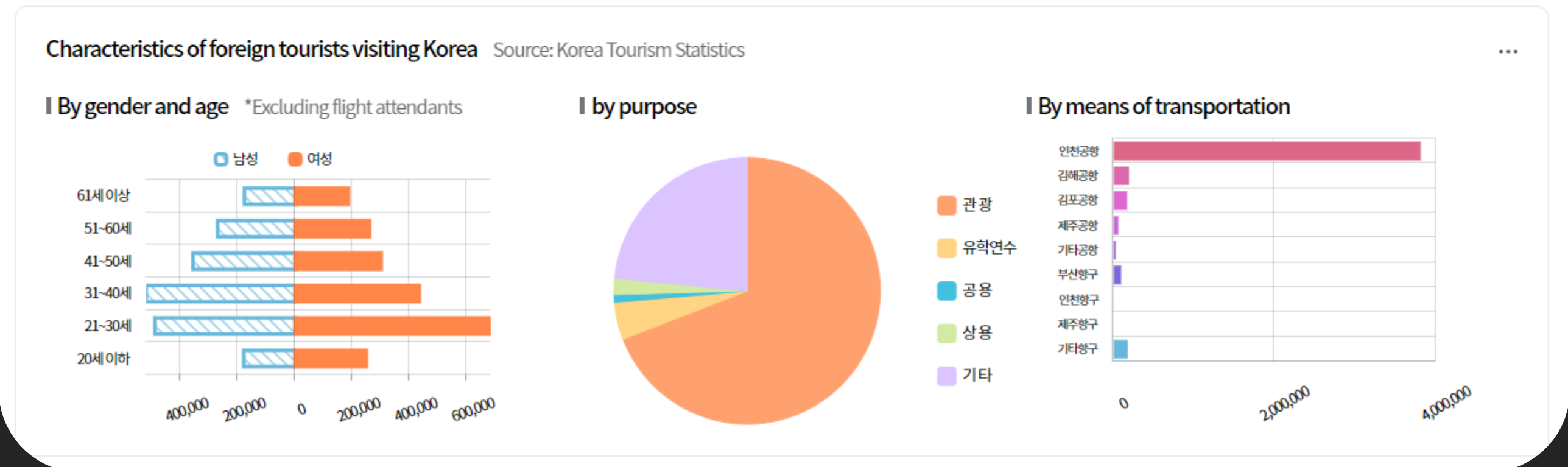
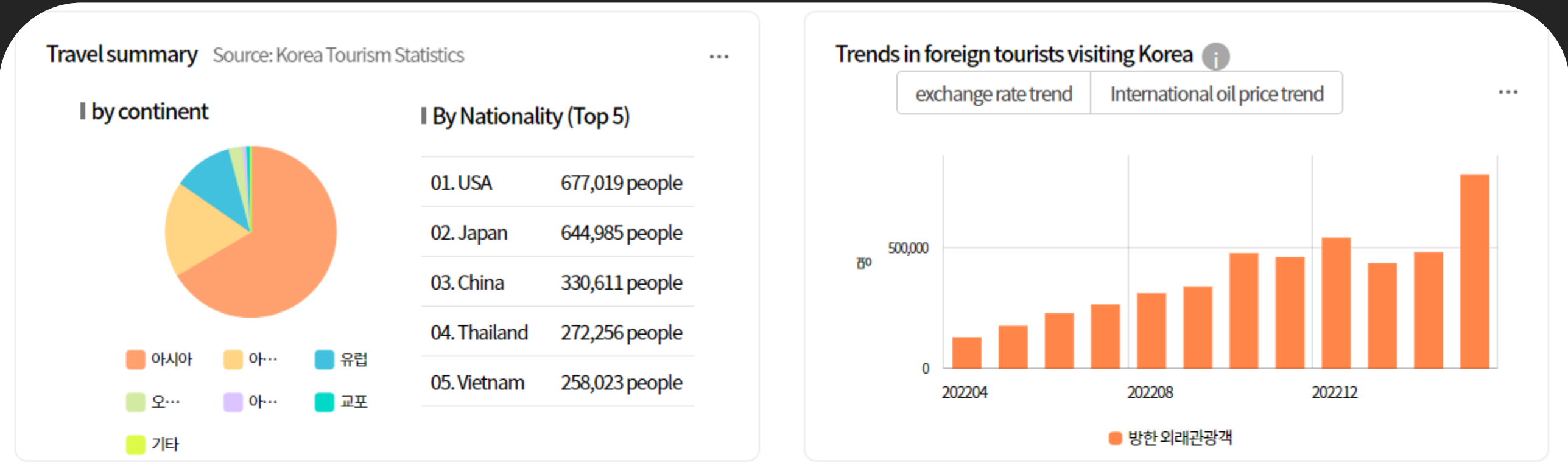
Analysis by country / global status / global travel



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Inbound Tourism Market Analysis

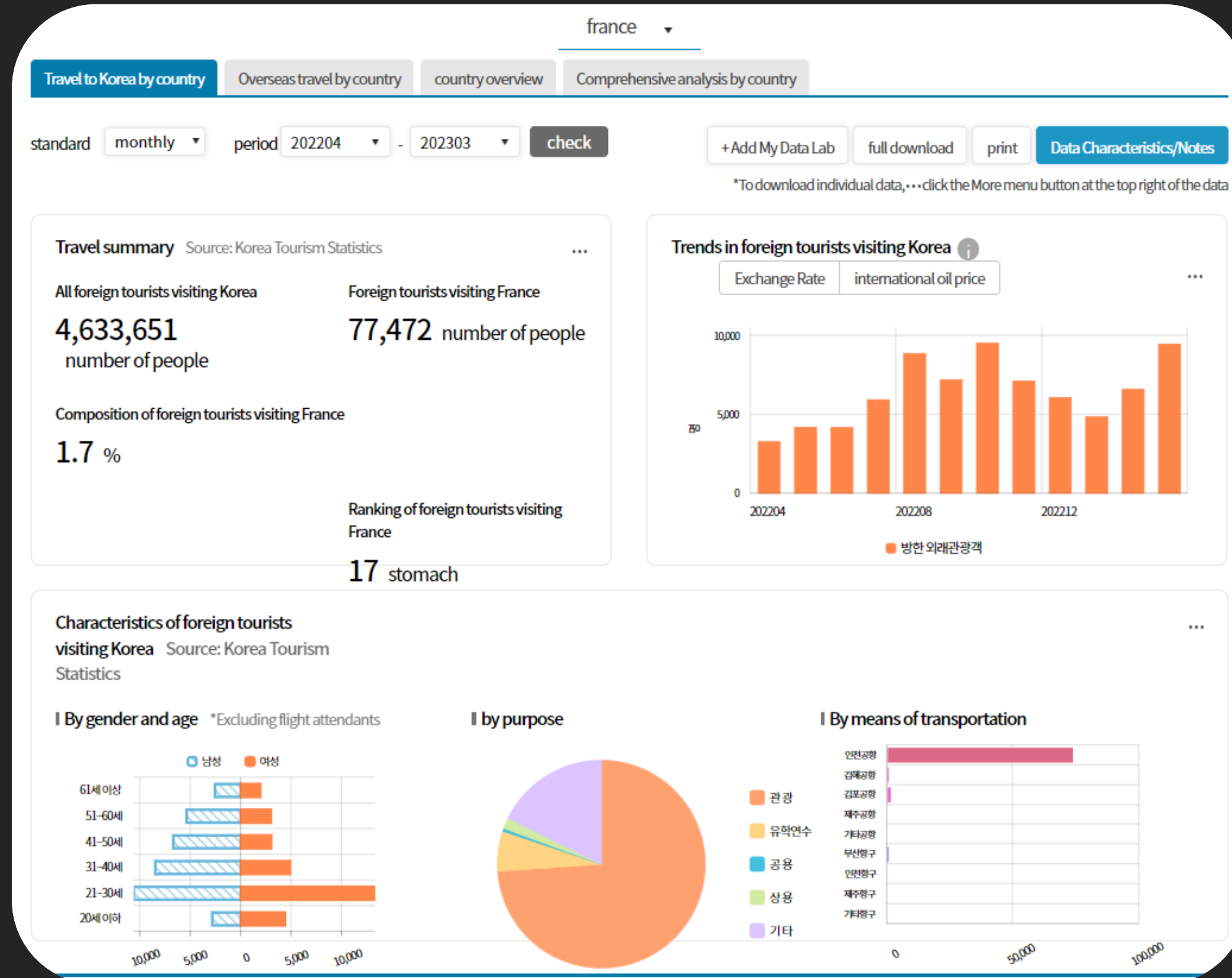
Analysis by country / global status / global travel



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Inbound Tourism Market Analysis

Analysis by country / status by country > Travel to Korea by country



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Inbound Tourism Market Analysis

Analysis by country / global social media > Travel trends in Korea

Global (20 countries) ▾

base year month 202205 ▾ - 202304 ▾ check

full download print Data Characteristics/Notes

*To download individual data,...click the More menu button at the top right of the data

Total table of mentions, engagement, and potential exposure by country related to Korea tourism

nation	Mentioned amount	engagement	potential dosage
Global (20 countries)	6,340,864	91,561,691	278,522,992,446
japan	1,856,074	23,148,138	31,225,881,413
china	840,302	25,171,130	178,427,504,637
thailand	828,048	4,690,602	10,961,755,772

Amount of mentions related to tourism in Korea, trends in engagement

Mentioned amount
change rate

Korea tourism-related reference positioning map by country

- 일본
- 태국
- 미국
- 중국
- 인도네시아
- 필리핀
- 영국
- 인도
- 튀르키예
- 프랑스
- 대만
- 캐나다
- 홍콩
- 오스트레일리아
- 싱가포르
- 말레이시아
- 러시아
- 베트남
- 독일
- 아랍에미리트

Trend of positive negative market share related to Korean tourism

4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

Analysis by region > Status by region > Tourism by region > Comprehensive analysis

Analysis by region > Status by region > Tourism status by region finding survey

Wonju City, Gangwon Province

Comprehensive analysis | visitant | Accommodation/stay time | tourism consumption | social media | popular tourist destination | area congestion

standard | monthly | period 202204 - 202303 | check

Comparison area setting | + Add My Data Lab | full download | print | Data Characteristics/Notes

*To download individual data, click the More menu button at the top right of the data

AI tourism analytics Choose a topic to see relevant data analysis.

- visitant** The number of visitors to Gangwon-do increased by 14.9% compared to the same period last year, and the number of visitors to Wonju-si, Gangwon-do incre...
- Accommodati** Compared to the same period of the previous year, the proportion of overnight visitors in Wonju-si, Gangwon-do increased by 2.6%, while the length of stay de...
- tourism consu** During the inquiry period, total tourism consumption in Wonju-si, Gangwon-do increased by 16.1% compared to the same period last year, and the national ...
- Associated are** Search period The main inflow areas are Hoengseong-gun, Gangwon-do, Yeosu-si, Gyeonggi-do, and Yangpyeong-gun, Gyeonggi-do / The main outflow area...
- similar area** Chuncheon-si, Gangwon-do, Gumi-si, Gyeongsangbuk-do, and Gunsan-si, Jeollabuk-do are similar to Wonju-si, Gangwon-do in terms of tourism diagnosis in...

Regional tourism diagnosis Data trend and major change information for each key indicator in the region.

influx of visitors **15.6%** ↑

Accommodation visitor rate **2.6%** ↑

stay time **6.9%** ↓

destination search volume **33.8%** ↑

tourism consumption **16.1%** ↑

※compare to last year

number of visitors Visitor analytics in detail >

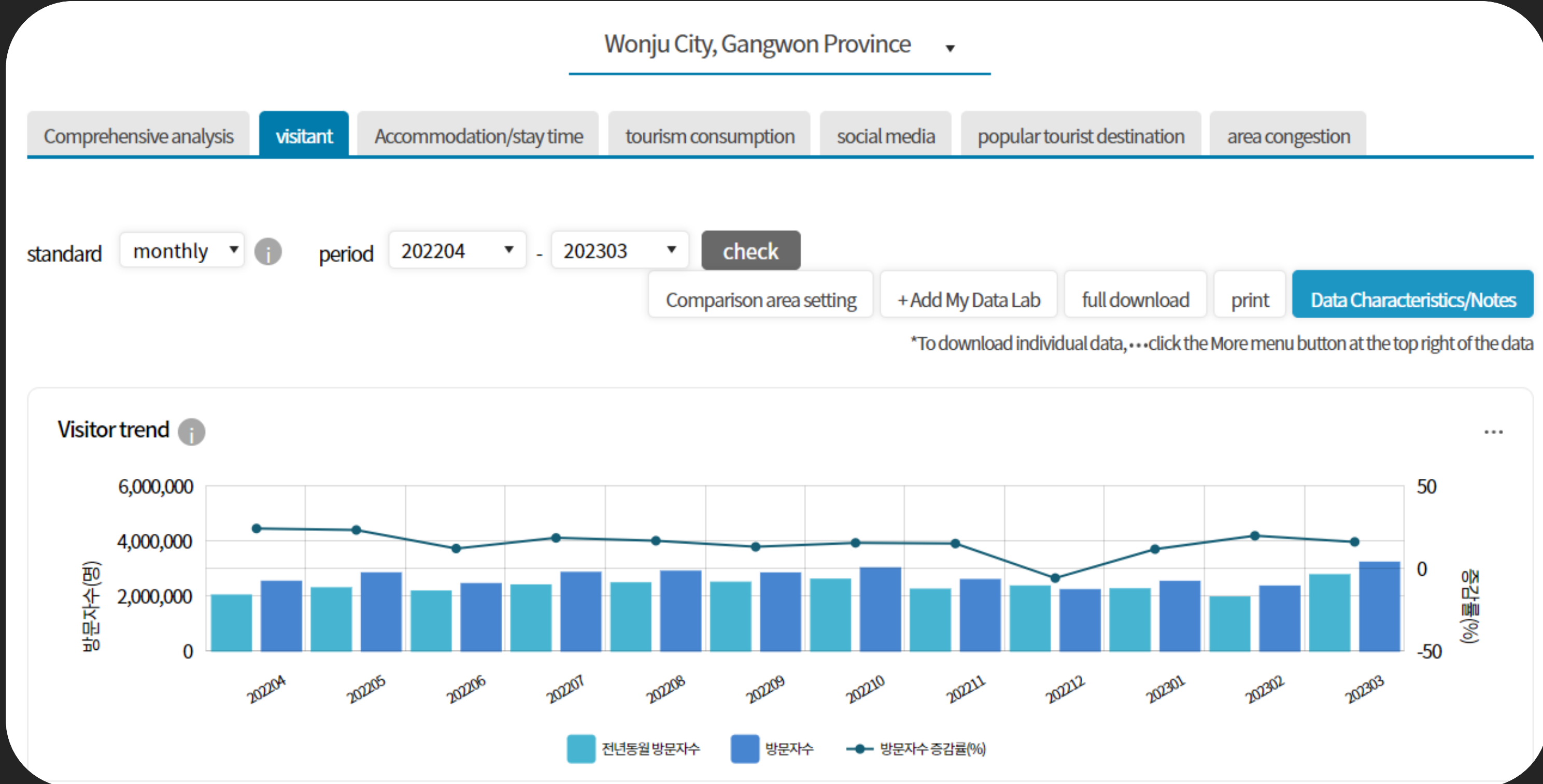
Trends in tourism consumption local | foreigner

숙박업 | 여행업 | 운송업 | 쇼핑업 | 여가서비스업

4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

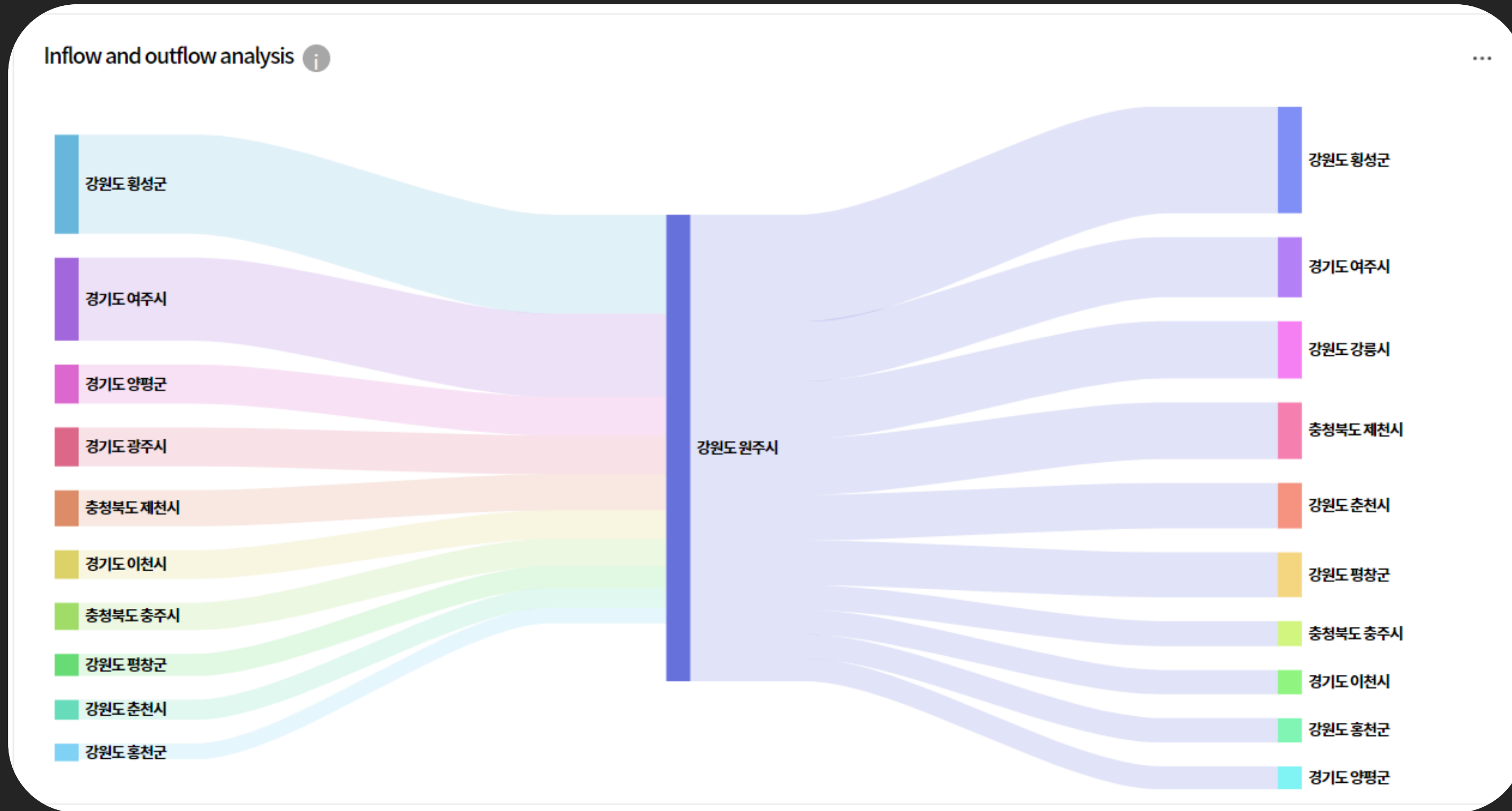
Analysis by region > Status by region > Tourism by region > Visitor



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

Analysis by region > Status by region > Tourism by region > Visitor



Tourism Data Analysis – Domestic Tourism Market Analysis

Analysis by region > Status by region > Tourism by region > Visitor

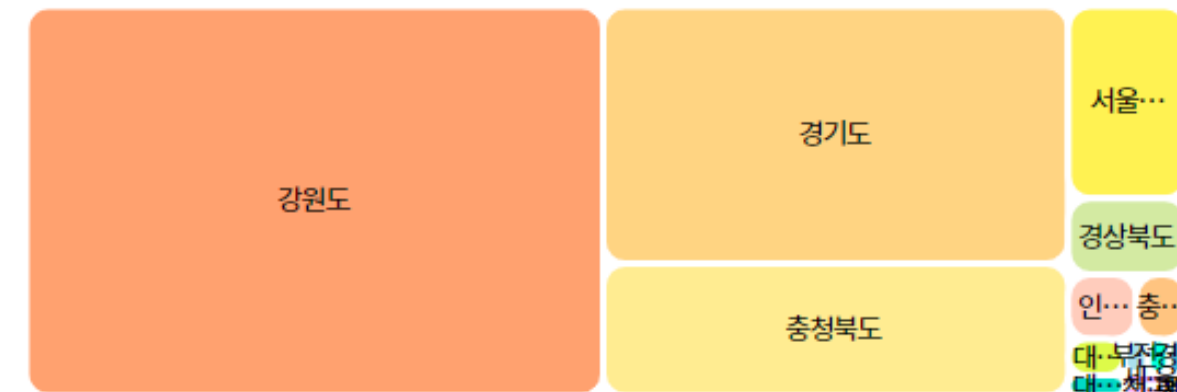
Distribution of visitor residences i ...

방문자수



Visitor outflow distribution i ...

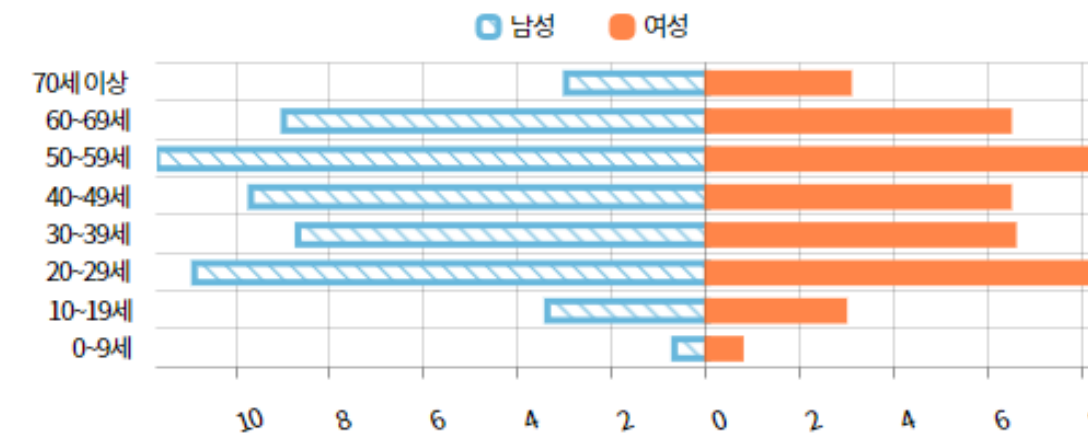
방문자수



Distribution of visitors by distance i ...



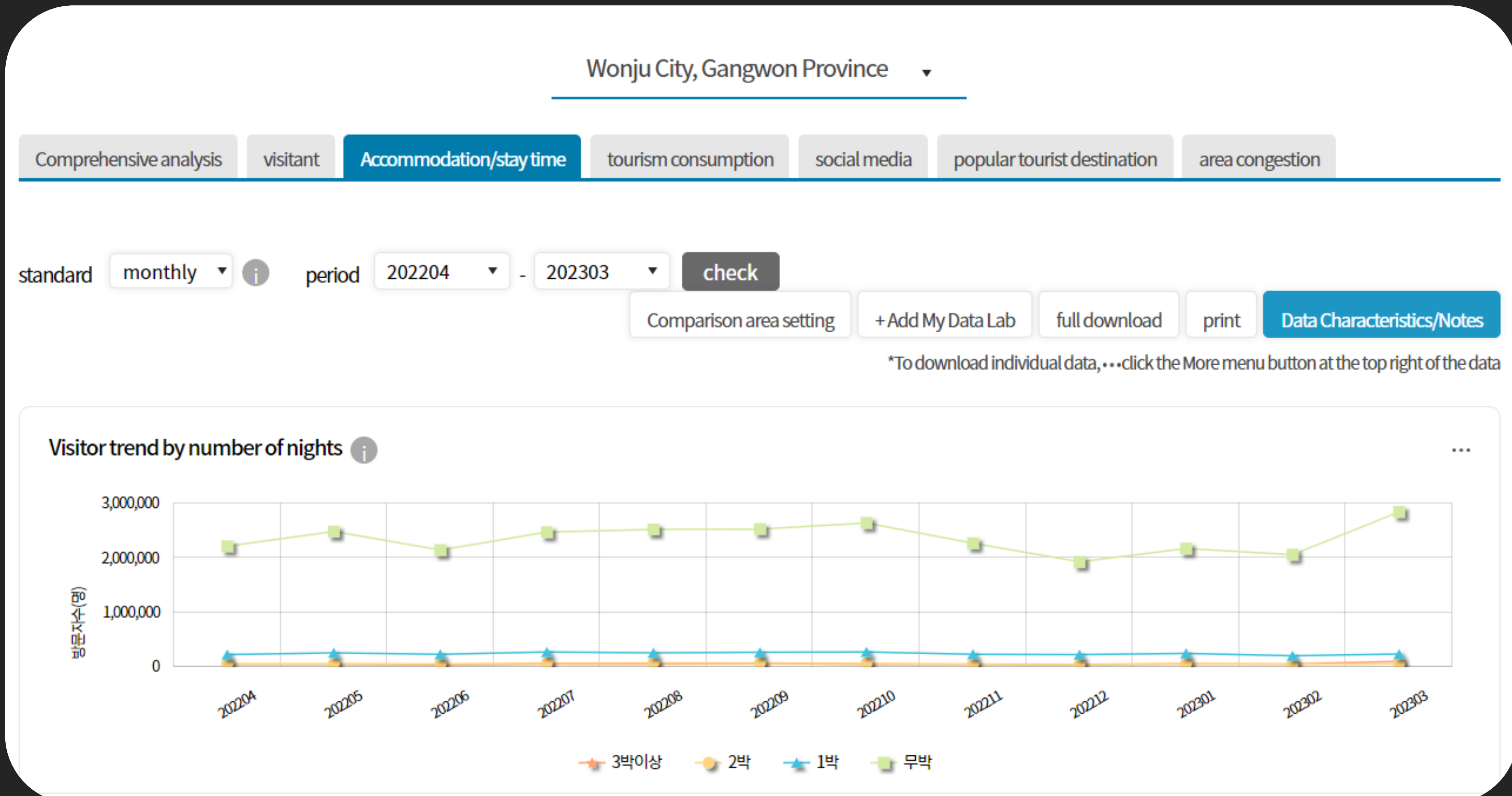
Visitor gender/age distribution i ...



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

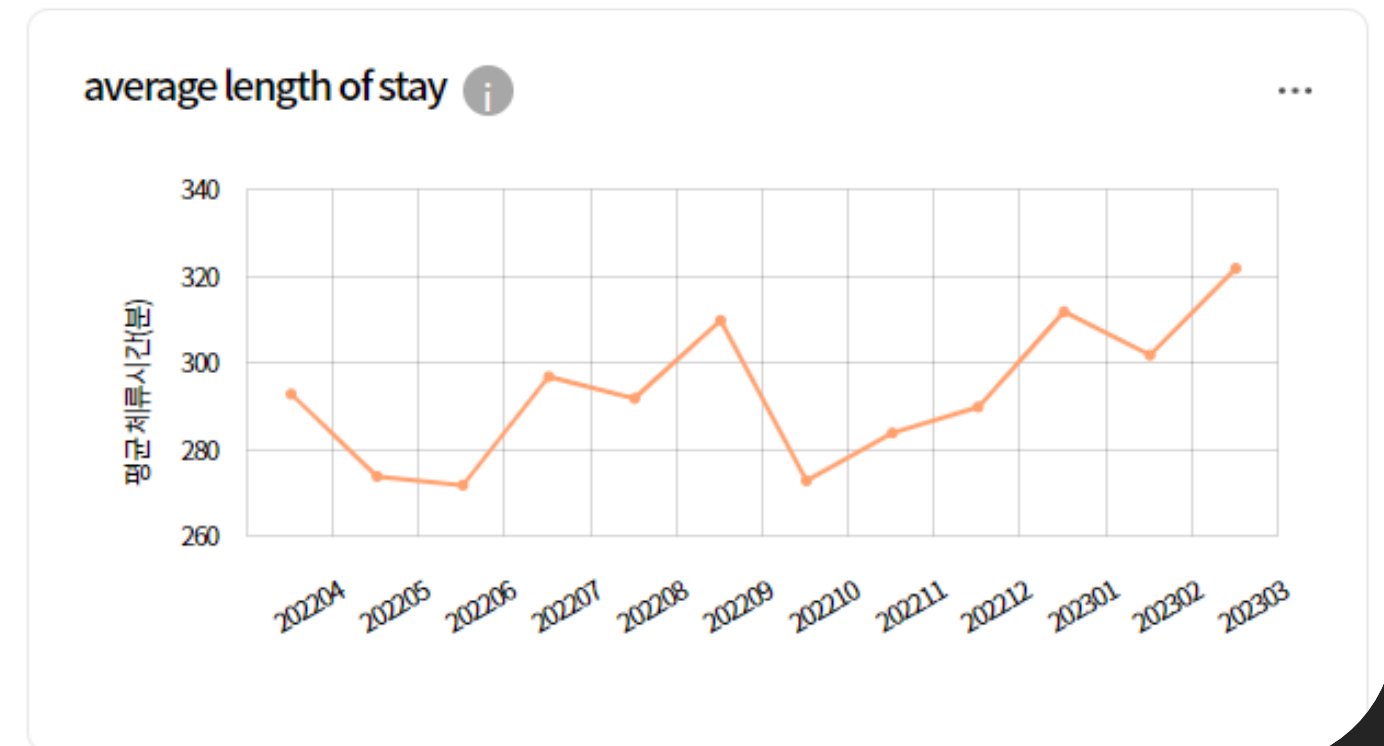
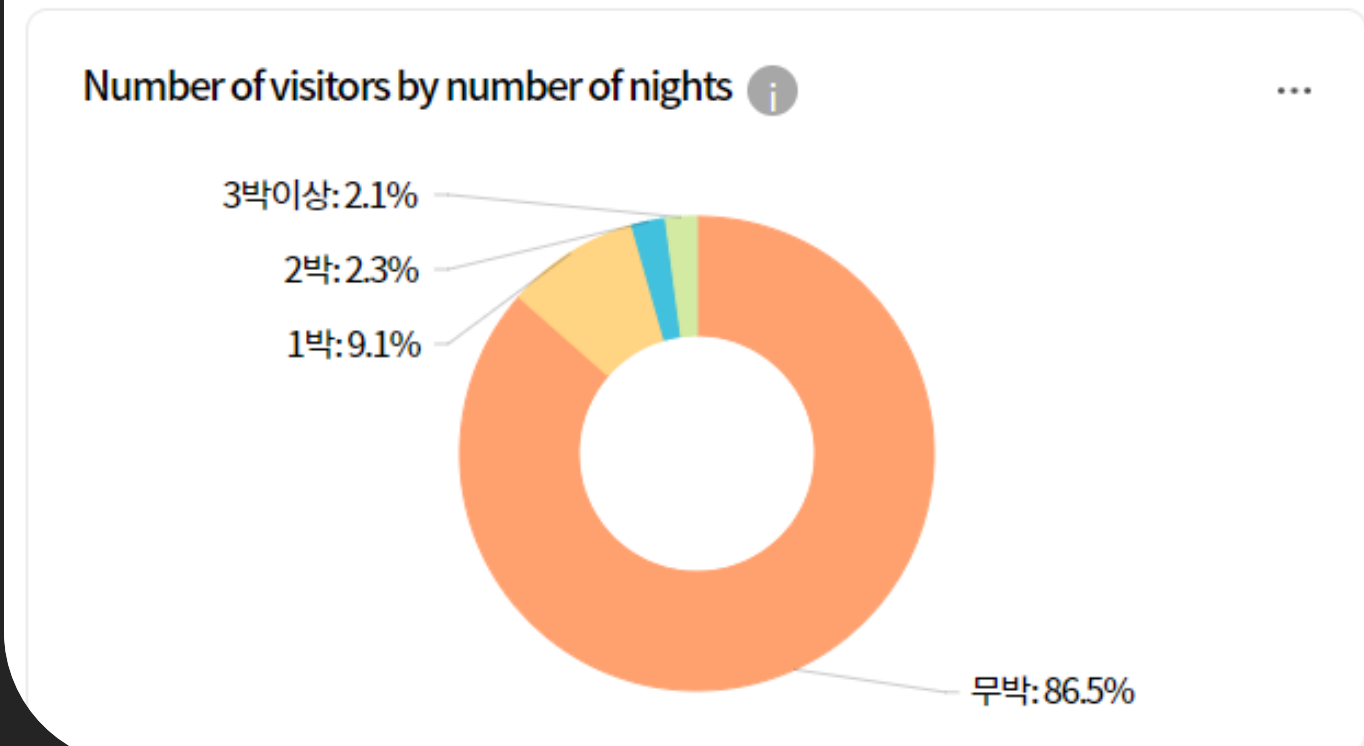
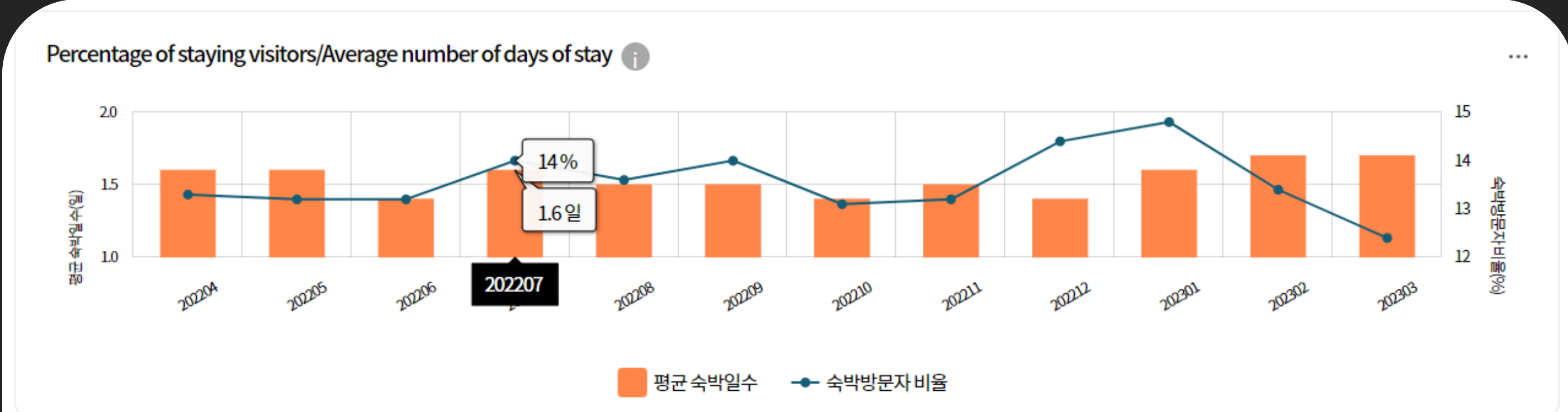
Analysis by region > Status by region > Tourism by region > Accommodation / Stay time



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

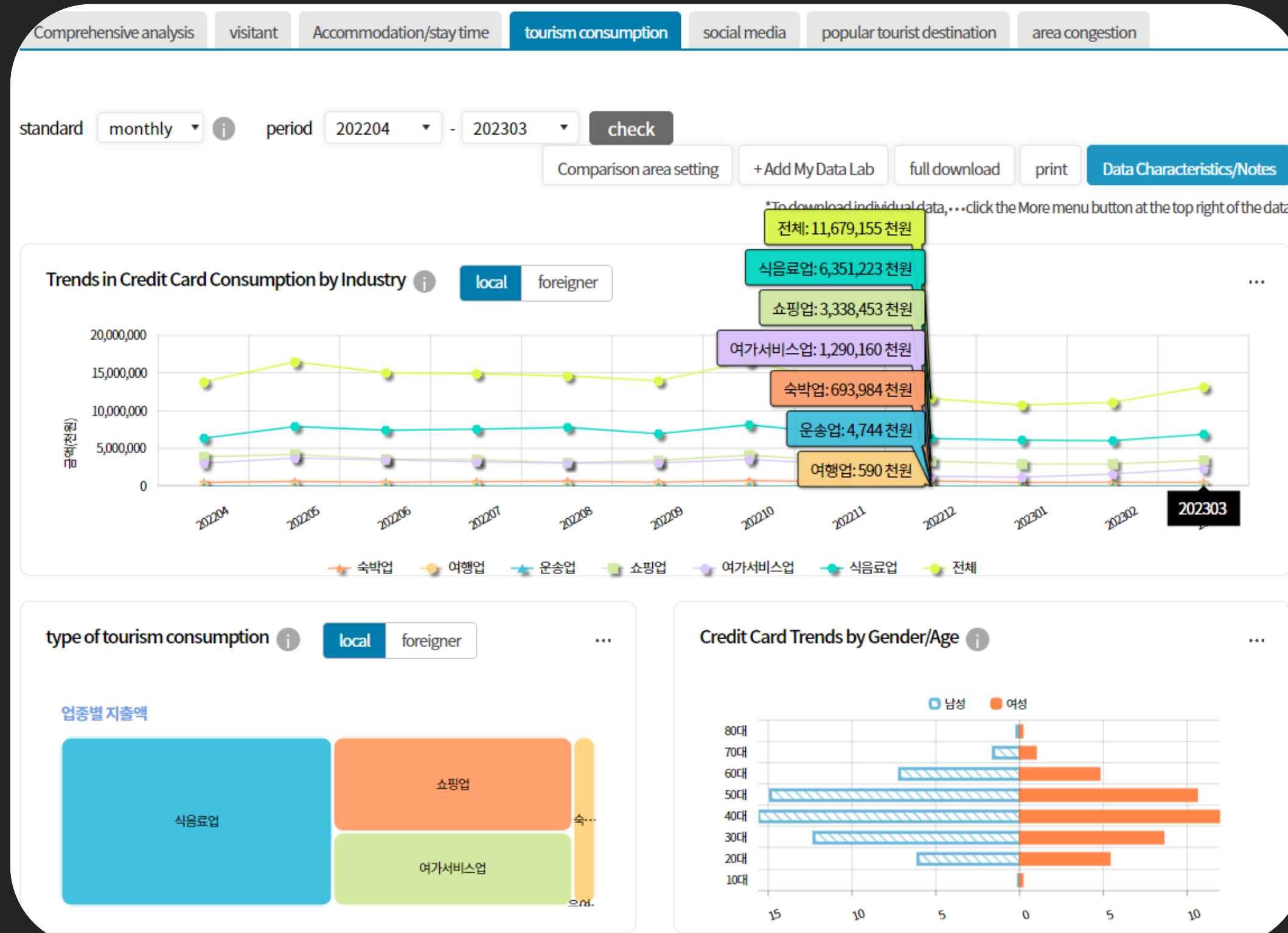
Analysis by region > Status by region > Tourism by region > Accommodation / Stay time



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

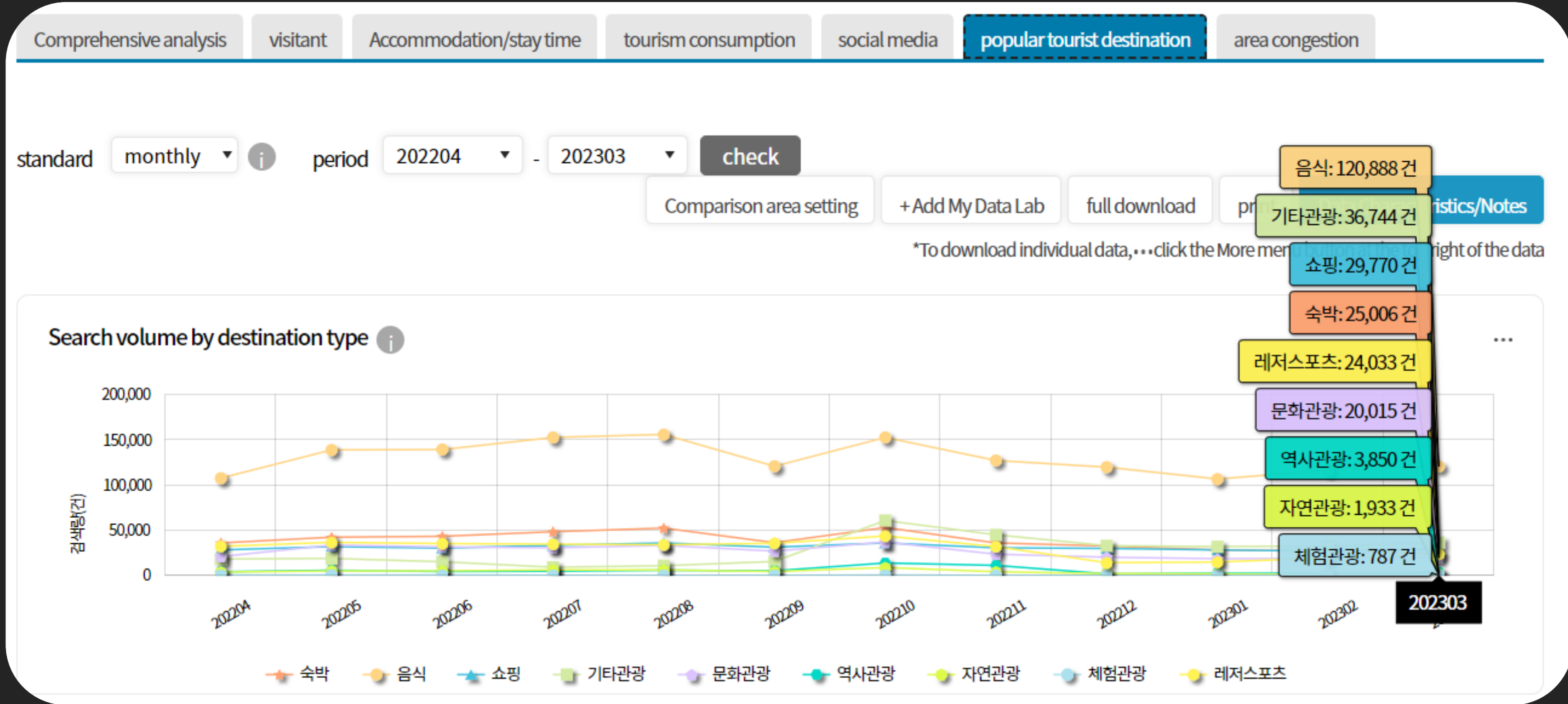
Analysis by region > Status by region > Tourism by region > Tourism Consumption



4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

Analysis by region > Status by region > Tourism by region > Popular tourist destination



숙박, 음식, 쇼핑, 기타관광, 문화관광, 역사관광, 자연관광, 체험관광, 레저스포츠

4. Korea Tourism Big Data Lab

Tourism Data Analysis – Domestic Tourism Market Analysis

Analysis by region > Status by region > Tourism by region > Popular tourist destination

Number of visitors to major paid tourist spots i

entire

local

foreigner

ranking	tourist attraction name	202208	202209	202210	202211	202212	202301	202302	202303
0	Salt Mountain Grand Valley	32,130	53,336	120,812	67,013	20,358	0	0	0
2	HDC (Golf Course)	33,369	38,330	39,890	27,864	4,098	0	0	0
3	Century 21 Golf Course	24,132	25,033	27,580	24,861	5,210	0	0	0

popular tourist destinations i

local

outsider

entire

ranking	name	address	division
1	One Wonju Gold Mountain	Wonju City, Gangwon Province	Other t
2	Oak Valley CC	950-0 Wolsongseokhwa-ro, Wo	Athletic
3	Century 21CC	193-0 Gungmal-gil, Wonju-si, G	Athletic
4	Miro Art Wonju Jungan	6-0 Jungang Market-gil, Wonju-	market

Local Food i

local

outsider

entire

name	address	division
Park Sun-rye Sonmal Gogi	148-3 Wonil-ro, Wonju-si,	Korean
magpie nest	1731-0 Chiak-ro, Wonju-si,	Korean
stone creek	1101-0 Jijeong-ro, Wonju-s	cafe/tea house
Baritgogae main store [Kor	19-0 Innovation-ro, Wonju-	Korean

4. Korea Tourism Big Data Lab

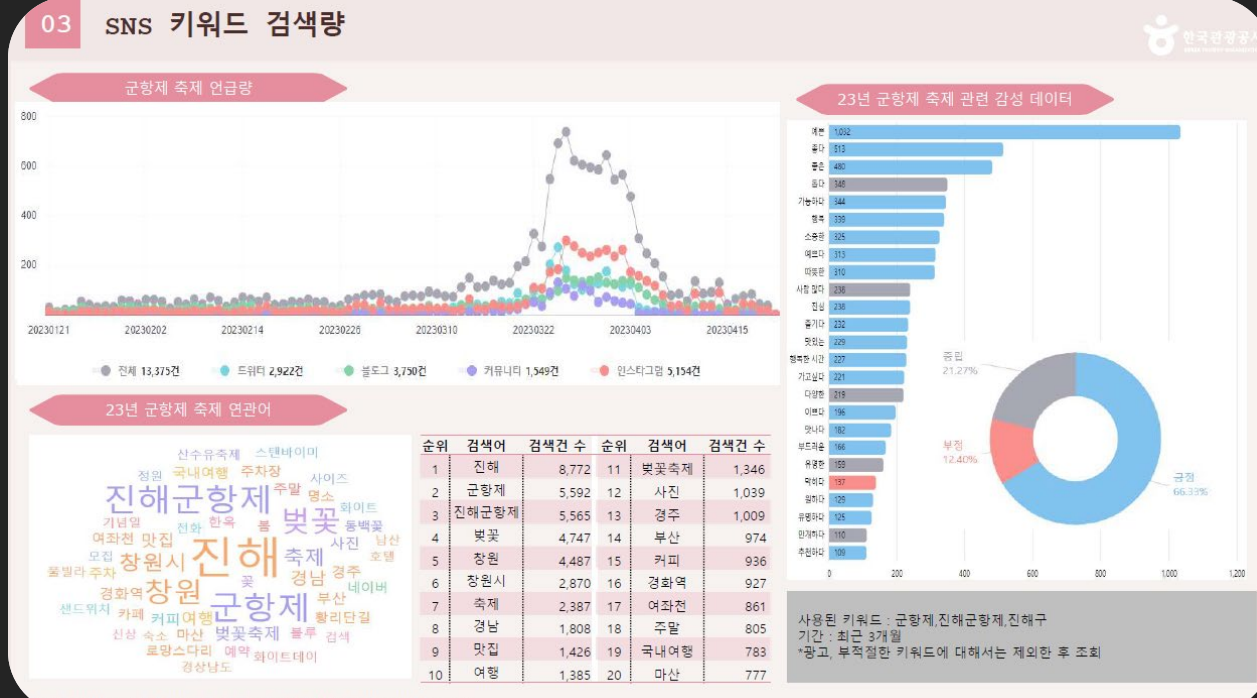
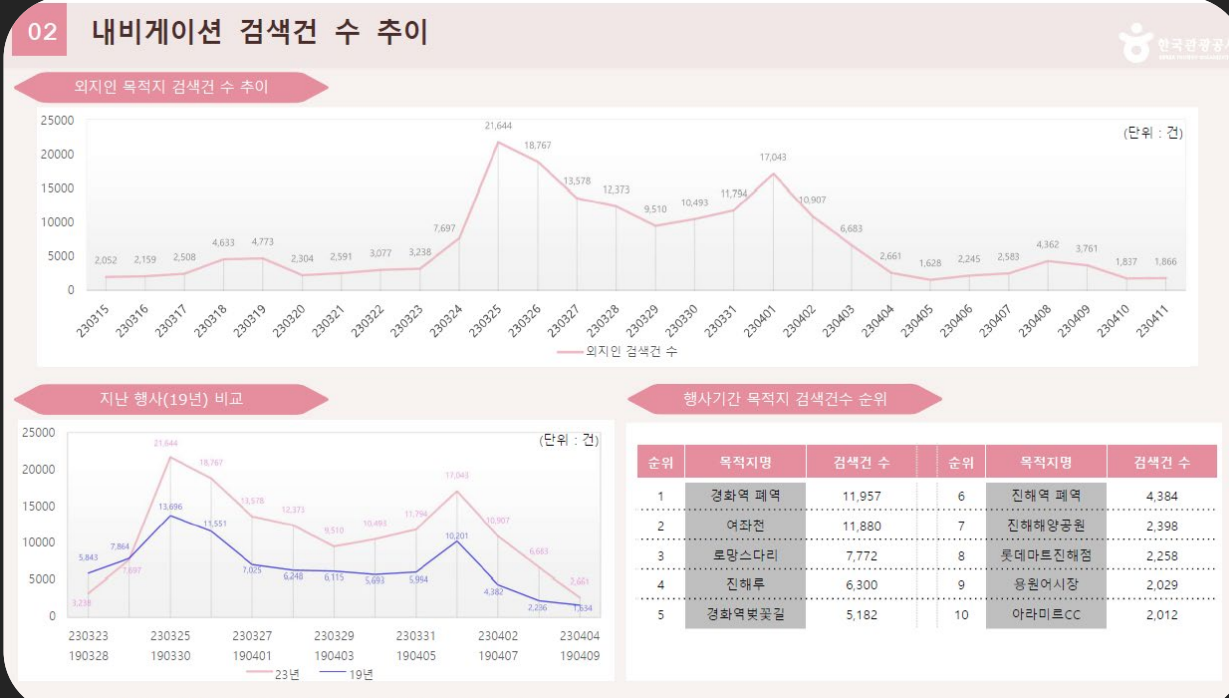
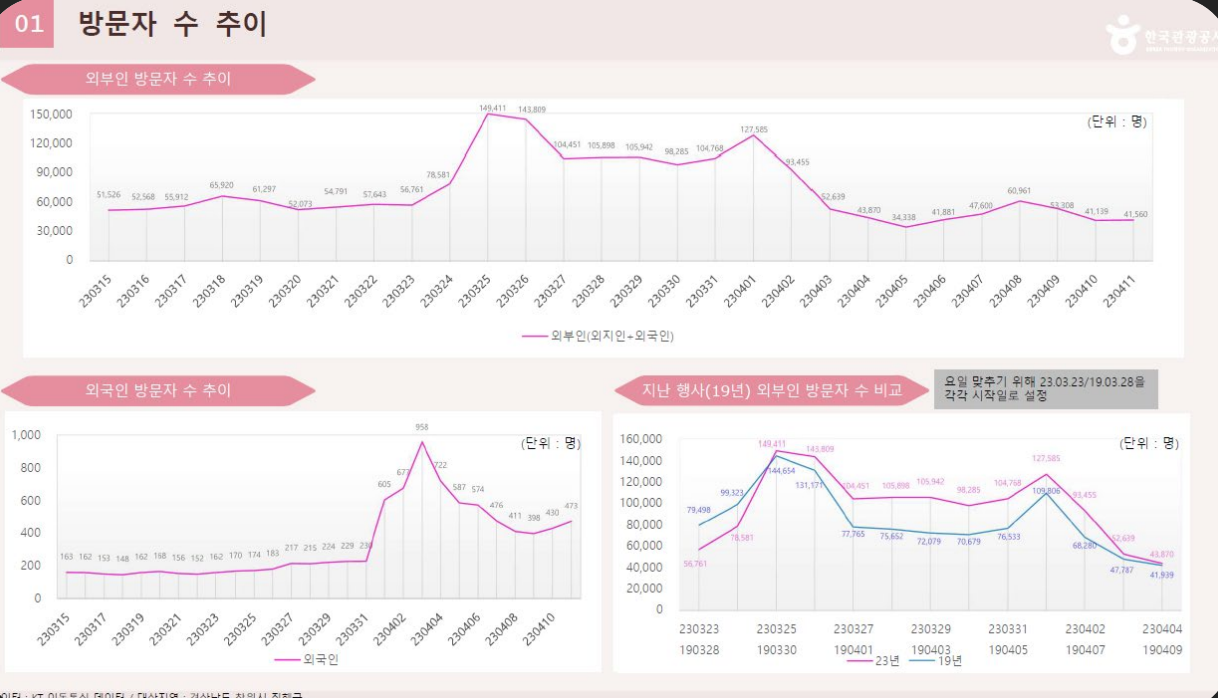
Mobile

Navigation

SNS

Festival analysis

We provide a Festival Performance Analysis Report using data from Mobile Network Operators, Navigation, and SNS when a local government or RTO requests the report.



Map of Center-related Tourist Spots

- shows the map of the center tourist spot and related tourist spots on the map.
- Useful to make a tour schedule

Wonju City, Gangwon Province

period 202205 - 202304 check full download print Data Characteristics/Notes

Wonju City, Gangwon central tourist attraction 100 total

name search check 0/0

One	Mt. Museum	Wonju City, Gangwon	cultural t...
2	Wonju Gold Mountai...	Wonju City, Gangwon	Other tour...
3	Oak Valley CC	Wonju City, Gangwon	Leisure sp...
4	Oak Valley/Golf Cond...	Wonju City, Gangwon	lodgment
5	Miro Art Wonju Junga...	Wonju City, Gangwon	shopping

Mt. Museum Related tourist attractions 50 cases in total

ranking	name	address	category
One	Wonju Gold Mountai...	Wonju City, Gangwon	Other tour...
2	stone creek	Wonju City, Gangwon	food
3	Oak Valley/Golf Cond...	Wonju City, Gangwon	lodgment
4	Kang Min-ju's Rice/O...	Wonju City, Gangwon	food
5	Home of Hanseong	Wonju City, Gangwon	food

Mt. Museum Map of related tourist attractions

TREND REPORT

M O M E N T

2023 Travel Trend “일상의 모든 순간이 여행”

M

로컬 관광

Meet the local



O

아웃도어
레저여행

Outdoor/
leisure travel



M

농촌 여행

Memorable
time in rural



E

친환경 여행

Eco-friendly
travel



N

체류형 여행

Need for
longer stay



T

취미 여행

Trip to enjoy
hobbies



Restaurant Chart

대한민국 381 421

2023 What big data tells you

Locals vs. Foreigners Restaurant Chart

Gangwon-do

Gangwon

entire

Please select a detailed search by region.

I picked the restaurant ranking like this

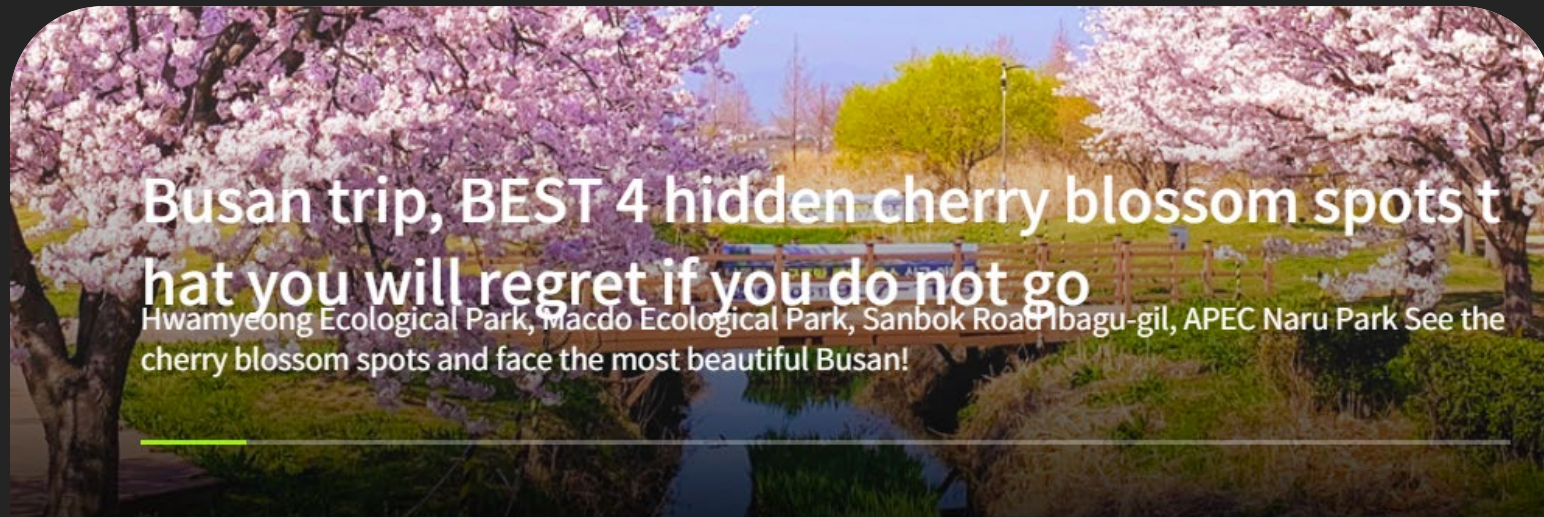
Based on the previous month's Tmap navigation data, we introduce the top 10 restaurants (restaurants/cafes/bakery shops, etc.) by region

Restaurant ranking 10

We will pick and tell you the restaurants that locals often visit and the restaurants that travelers enjoy using big data. [view on map](#)

Top 10 locals	Outsider ranking 10
1st Donghwa Garden 15-0 Chodangsundubu-gil 77beon-gil, ...	1st Donghwa Garden 15-0 Chodangsundubu-gil 77beon-gil, ...
2nd place Cheongcho Sumul Hoe S... 12-36, Expo-ro, Sokcho-si, Gangwon-do	2nd place sea garden 23-0 Beorigae-gil, Goseong-gun, Gang...
3rd place Thumbne Pojangmacha Main Store 21-0, Gyeonggang-ro 2255beon-gil, Ga...	3rd place Cheongcho Sumul Hoe S... 12-36, Expo-ro, Sokcho-si, Gangwon-do
4th place stone creek 1101-0 Jjeong-ro, Wonju-si, Gangwon...	4th place Log House Dakgalbi Main ... 763-0 Sinsaembat-ro, Chuncheon-si, G...
5th place Terra Rosa Coffee Factor... 7-0 Hyeoncheon-gil, Gangneung-si, Ga...	5th place The Ambrosia Sonofelice ... 1153-0 Misiryongyet-gil, Goseong-gu...
6th place Log House Dakgalbi Main ... 763-0 Sinsaembat-ro, Chuncheon-si, G...	6th place Manseok Chicken Gangje... 72-0 Cheongchohoban-ro, Sokcho-si, ...
7th caferium 211-0 Wonchanggogae-gil, Chuncheo...	7th Bongpo Meoguri House 223-0 Yeongnanghaean-gil, Sokcho-si, ...

Travel Recommendation



빅데이터 기반 AI 추천 여행지 및 코스를 알려드려요.

핫플콕콕

AI콕콕 플래너

Only Customized tour courses are waiting for you! Course creation in 3 minutes!

AI콕콕



Are you thinking about your travel plans?

Automatically create a customized travel course tailored to your taste with the AI Kokcock Planner in every corner of Korea!

Start creating your own

여행콕콕 | 당신을 위한 맞춤형 여행지 콕콕! | 핫플콕콕 | AI콕콕 플래너 | AI콕콕

destinations in Seoul

seoul Incheon Daejeon daegu gwangju busan Ulsan game Gangwon Chungbuk Chungnam Gyeongbuk Gyeongnam Jeonbuk

by popularity | by distance

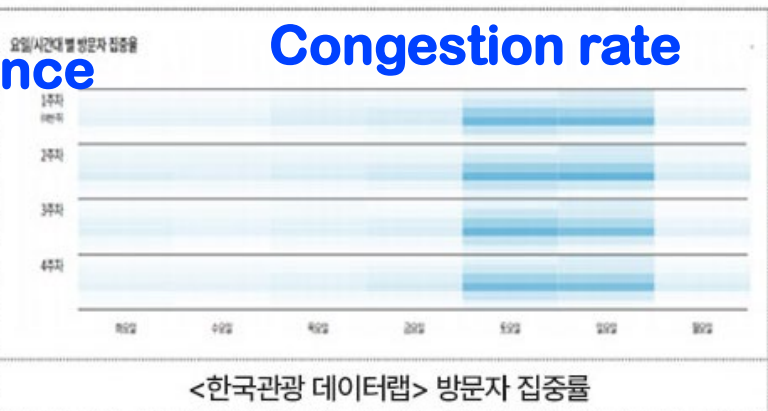
- Seoul Forest | Seongdong-gu, Seoul | 87.1 km
- Ground Seesaw Seochon | Jongno-gu, Seoul | 94.0 km
- Dongdaemun Design Pl... | Jung-gu, Seoul | 90.5 km
- Namsan Seoul Tower | Yongsan-gu, Seoul | 91.9 km
- [Bukak Skyway Skywa... | Seongbuk-gu, Seoul | 91.8 km
- Seodaemun Museum o... | Seodaemun-gu, Seoul | 96.9 km
- National Museum of Ko... | Yongsan-gu, Seoul | 91.7 km
- Gyeongbokgung | Jongno-gu, Seoul | 93.7 km

Local Government Data Lab Use Case

- Paju City Tourism Department
- Solving traffic congestion and parking problems by analyzing the concentration rate of visitors to tourist attractions and distribution by residence
- Tongil Garden Special Tourists Zone (Heyri + Provence)

Ranking of Tourist spots

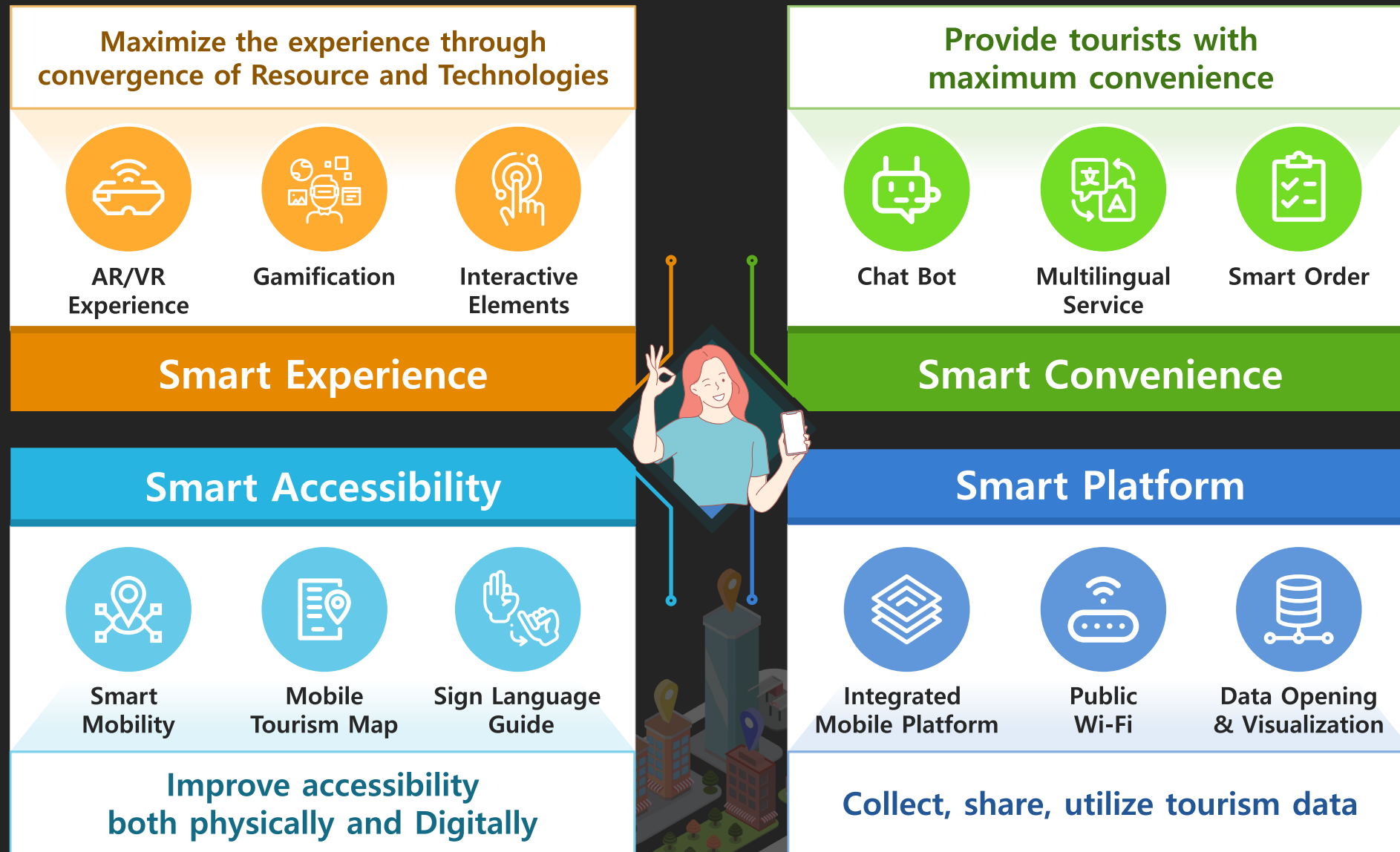
순위	관광지명	도	시	도로명주소	중분류 카테고리	소분류 카테고리	검색건수
1	헤이리예술마을	경기도	파주시	경기 파주시 헤이리마을길 59-118	기타관광	기타관광	215,612
2	마장호수출렁다리	경기도	파주시	경기 파주시	기타관광	기타관광	201,486
3	평화누리	경기도	파주시	경기 파주시	문화관광	도시공원	99,406
4	서원힐스CC	경기도	파주시	경기 파주시 서원길 333-0	레저스포츠	육상레저스포츠	96,648
5	프로방스	경기도	파주시	경기 파주시 새오리로 69-0	기타관광	기타관광	94,807



1. Changes in Tourism Market
2. Consumer Demand Changes
3. Digital Tourism Marketing Strategy
4. Korea Tourism Big Data Lab
- 5. Smart Tourism City**



5. Smart Tourism City

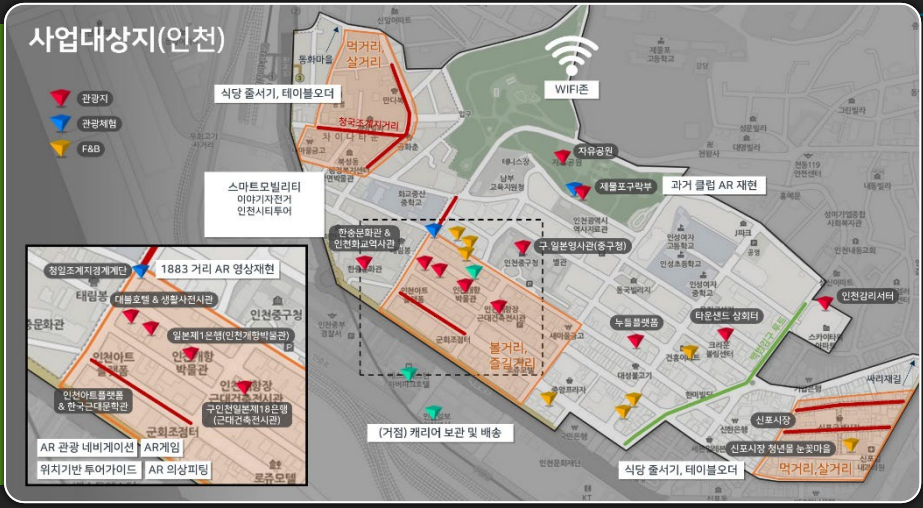


5. Smart Tourism City

Case 1 – Incheon



- Vision** Time Travel Back to 19th Century Via mobile, 'Incheon Easy'
- Area** Around Jung-gu open seaport (Approx. 537,000 m²)
- Period** Sept. 2020 ~ Jul. 2021(11 months)
- Budget** 7 billion won(3.5 billion of government expense, 3.5 billion of local expense)



VR Time Travel

Time tour to past by AR reproduction of panorama, people at time of 19th century

AR,VR 실감콘텐츠

AI Tour Recommendation

My own tour course customized for taste, preference

AI 기반 맞춤형 여행추천

Mobile Simple Payment

NFC payment (Incheon Smart Tourism City ONLY)

모바일 간편결제

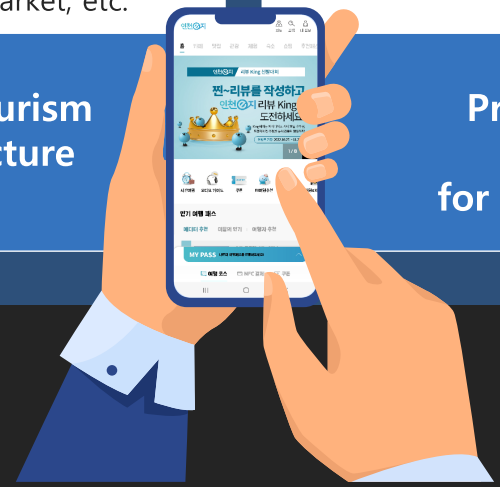
Background

Incheon's representative tourist destination, Open Port
 Adjacent to China Town, Wolmi-do, Sinpo Market, etc.

Diversified contents for history & culture
 Linkage with smart technology

4 Key Elements for Smart Tourism
 Can be applied to infrastructure Within Open Port Area

Presentation expected of leading model for smart tourism innovation



AR Docent

Diversified people revived by AR at Modern-Time Open Port to introduce history & culture

Free Wi-Fi

Free Wi-Fi service within Smart Tourism City

공공 와이파이 구축

Mobile Service

Provision of vehicles and mobile service optimized for tour schedule



5. Smart Tourism City

Case 2 – Suwon

터치수원

- Vision** Time slip with 'Touch Suwon', 1795 Suwon Hwaseong
- Area** Suwon Hwaseong Special Tourist Zone (around the palace building)
- Period** Sept. 2021 ~ Jul. 2022(11 months)
- Budget** 7 billion won(3.5 billion of government expense, 3.5 billion of local expense)



XR Bus

Mobility + history education together, Expanded reality(XR) experience

AI Tour Secretary

Customized tour schedule with AI by simple survey

Audio Guide

Realistic guide with dramatized audio guide by famous history instructor

Backgrounds for creation of Suwon Smart Tourism City

Suwon Hwaseong registered in UNESCO World Cultural Heritage

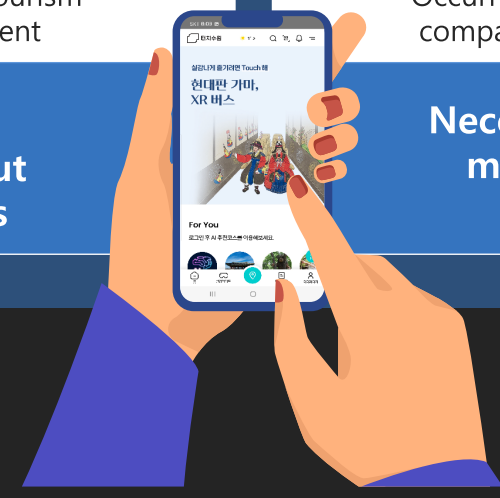
Limitation to development of physical tourism according to protection & management

Need ways to manage tourist attractions without damaging the Heritages

Strict restrictions on development activities

Occurrence of economic loss and inconvenience compared with new downtown free to develop

Necessity of new development measure & win-win model for urban growth



AR Hwaseong Palace

AR realization of appearance of major facilities & inside of unopened ruins

Smart Order

Mobile reservation and payment for Restaurant, café and crafts shop

IoT Locker

Luggage storage service utilizing IoT technology

Q&A