Tourism and Technology in Korea

The 12th Asia/Pacific Executive Training Program on Tourism Policy and Strategy

Ministry of Culture, Sports and Tourism

International Tourism Division
Cho Sunghak
1. Korea’s Smart Tourism
   - SWOT Analysis
2. Stakeholder Responsibilities
3. Korea’s Smart Tourism Policy
4. Expected Benefits, Lessons Learned and Recommendations
1. Korea’s Smart Tourism – SWOT Analysis

**S**
- Advanced IT & fast Wi-Fi
- Volume of international FIT arrivals
- Attractive to mobile-friendly & young tourists
- Smart/state of the art facility

**W**
- Tourism infrastructure is concentrated in big cities
- Lack of translation/interpretation from the Korean language

**O**
- Disruption caused by weak companies
- Regulatory conflicts (e.g. privacy infringement, use of personal information)
# 2. Stakeholder Responsibilities

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<th>Stakeholder</th>
<th>Roles &amp; Responsibilities</th>
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<tr>
<td><strong>Central Government</strong></td>
<td>• Policy making: Enact and amend regulatory policies</td>
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<td>• Collect and distribute big data to local governments &amp; private sector</td>
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<td>• Identify tourists’ demands by country based on big data analysis &amp; research</td>
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<td><strong>Local Government</strong></td>
<td>• Regularly update information on popular local destinations</td>
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<td>• Improve environment and expand infrastructure based on the big data results</td>
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<td><strong>Private Sector</strong></td>
<td>• Develop various tourism products and courses by linking smart technology</td>
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<td><strong>Individuals (Application developer, etc.)</strong></td>
<td>• Develop creative applications that provide convenience to tourists in compliance with regulatory policies</td>
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<td><strong>International Organizations</strong></td>
<td>• Collect and share various policy best practices</td>
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3. Korea’s Smart Tourism Policy

Digital Storytelling Service — A realization of Korea’s Smart Tourism Service

- A **mobile-based** technology (application) that provides **audio information service on popular tourist attractions** *(Currently available in Korean, English, Chinese and Japanese with additional language services to be added in due course.)*

- **Advantages**
  - Addresses the lack of interpretation services (both human resource and portable devices) in quantity
  - Maximizes visitor convenience: Easy to download and use *(Google App Store: 4.2/5.0, 2M downloads)*

- **Limitations**
  - Increased content variety is required to maintain regional balance *(Currently has approx. 5,000 content from 86 regions)*
### 4. Expected Benefits, Lessons Learned and Recommendations

| **Benefits** | • Enhanced assurance of attracting potential tourists of the future generation  
• Strong potential to link mobile-based technology with other industry sectors |
| **Lessons learned** | • The necessity to address human labor shortages (esp. skilled labor familiar with smart tourism)  
• The need to improve regulations concerning personal information protection, etc. |
| **Recommendations** | • To conduct strong communication with the private sector  
• To maintain close cooperation between related Ministries (Land development, IT, etc.) |
Thank you

Please forward any questions to:
ssyaker@korea.kr