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
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1. Korea's Smart Tourism – SWOT Analysis

- **Advanced IT & fast Wi-Fi**

- **Volume of international FIT arrivals**

- **Tourism infrastructure is concentrated in big cities**

- **Lack of translation/interpretation from the Korean language**

S W O T

- **Attractive to mobile-friendly & young tourists**

- **Smart/state of the art facility**

- **Disruption caused by weak companies**

- **Regulatory conflicts (e.g. privacy infringement, use of personal information)**

2. Stakeholder Responsibilities

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

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:
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