Imagine your Korea
Smart Tourism Strategy of Korea

November 12, 2018
Yang Gil Kim
Director of Domestic Online Marketing Team
Korea Tourism Organization
Smart tourism Strategy establishment

ICT

Tourism
Korea smart tourism strategy

Korea Smart Tourism

- **Standard**: Standards-based interoperability
- **Multi Function**: Diversity through fusion·convergence
- **Accessibility**: Quick accessibility without time·space constraints
- **Reliability**: Reliability from market, customers
- **Time Saving**: Tourist convenience

**Concept of smart tourism**

1. ICT + Tourism (Convergence)
2. Real-time, personalized service for tourists
3. Tourism content ecosystem and tourism industry structure innovation
   → High added value
Smart tourism and success factors in Korea

**2011** Establish Smart Tourism Strategy

**2015** Full Scale

**INFRA**
Tourism contents expansion, open to private sector

**BUSINESS**
Tourism start up upbringing, tourism contents utilization Business

**SERVICE**
ICT-based smart tourist service (Public + Private), smart tourist information

---

**Success factors**

01 Shared economy
02 High quality tourism contents
03 ICT technology Various private services
04 Participation, communication (EX : Platform)
Cases of Korea smart tourism service - Odii

Odii Smart Tour Guide

- Map
- Download
- Scrap
- Audio
- Share

Audio guide: An audio guide app that introduces the history and culture of major tourist attractions in Korea (6,157 audio contents in 138 areas)

Available languages: Korean / English / Simplified Chinese / Japanese

2013 PATA Gold Award
2014 UNWTO Ulyssess Award for Innovation in Research and Technology
2016 Asia Tourism Award Gold prize
Cases of Korea smart tourism service - Odii

Content Sharing Platform
(Content Collaboration)

- Storytelling
- Audio content production
- Securing know-how

+ Content creation support
(Municipalities, tourism management company)

ICT Applied

- GPS+MAP
  Identify user current location, recommend the nearest tourist destination

- WIFI download
  Audio, scrap (travel preparation + data free)

- SNS share
  Recommend and share contents
Plans to strengthen glocal competitiveness through technology and innovation

2017
28 million
People Exchange

It’s important to strengthen glocal competitiveness to expand tourism exchange

‘Local attraction UP + ICT convergence UP’ is important

WHY ICT?

Case 1
Connecting with accommodation and users, changing the rules of lodging business “airbnb”

Case 2
Connecting taxis and passengers, changing the rules of transport “UBER”
Plans to strengthen glocal competitiveness through technology and innovation

Smart Tourism Plans

01 Public contents ➞ OPENAPI ➞ Expansion of opening to the private sector
- ’15, ’17, OECD open index world No.1
- DB, POI(Point of Interest), Audio...
- Private ICT service & Business created

02 Habits of tourists ➞ ICT convergence ➞ Tourism ICT service
- Location-based, real-time, mobility

03 All activities of tourists ➞ Big Data
- Content utilization, service utilization activity

04 Big data analysis ➞ Expansion of tourism policy
02 Habits of tourists → ICT convergence → Tourism ICT service

- Applied Technology: AR, VR, Geofencing, GPS, AI, etc.
- Convergence Service: Public ICT + Private ICT

**I CREATE TRAVEL**

Minimize travel inconvenience in advance!
Easy to move to the area!
Easy to travel with creative service!

Improving the value of traveling in Korea
Plans to strengthen glocal competitiveness through technology and innovation

03 All activities of tourists → Big Data

04 Big data analysis → Expansion of tourism policy

Tourism Big Data

Utilized

Visualization, analysis

Customized service
Chatbot (Interactive service)
Inter-industry Big data linkage
Establishment of tourism policy