

# Imagine your **Korea** Smart Tourism Strategy of **Korea**

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KOREA  
TOURISM  
ORGANIZATION

ICT

Smart tourism  
Strategy  
establishment

Tourism

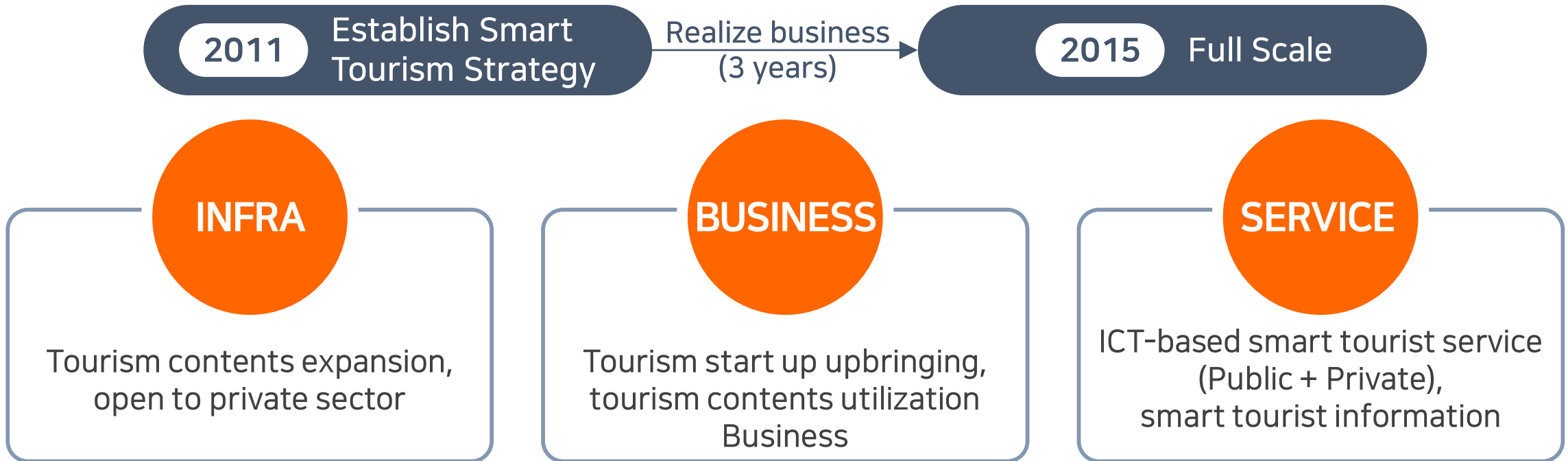


- S** tandard — Standards-based interoperability
- M**ulti Function — Diversity through fusion·convergence
- A** ccessibility — Quick accessibility without time·space constraints
- R** eliability — Reliability from market, customers
- T** ime Saving — Tourist convenience

## 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



## Success factors

Shared  
economy

01

High quality  
tourism contents

02

ICT technology  
Various private  
services

03

Participation,  
communication  
(EX : Platform)



## Smart Tour Guide



Map



Download



Scrap



Audio



Share

**Audio guide**

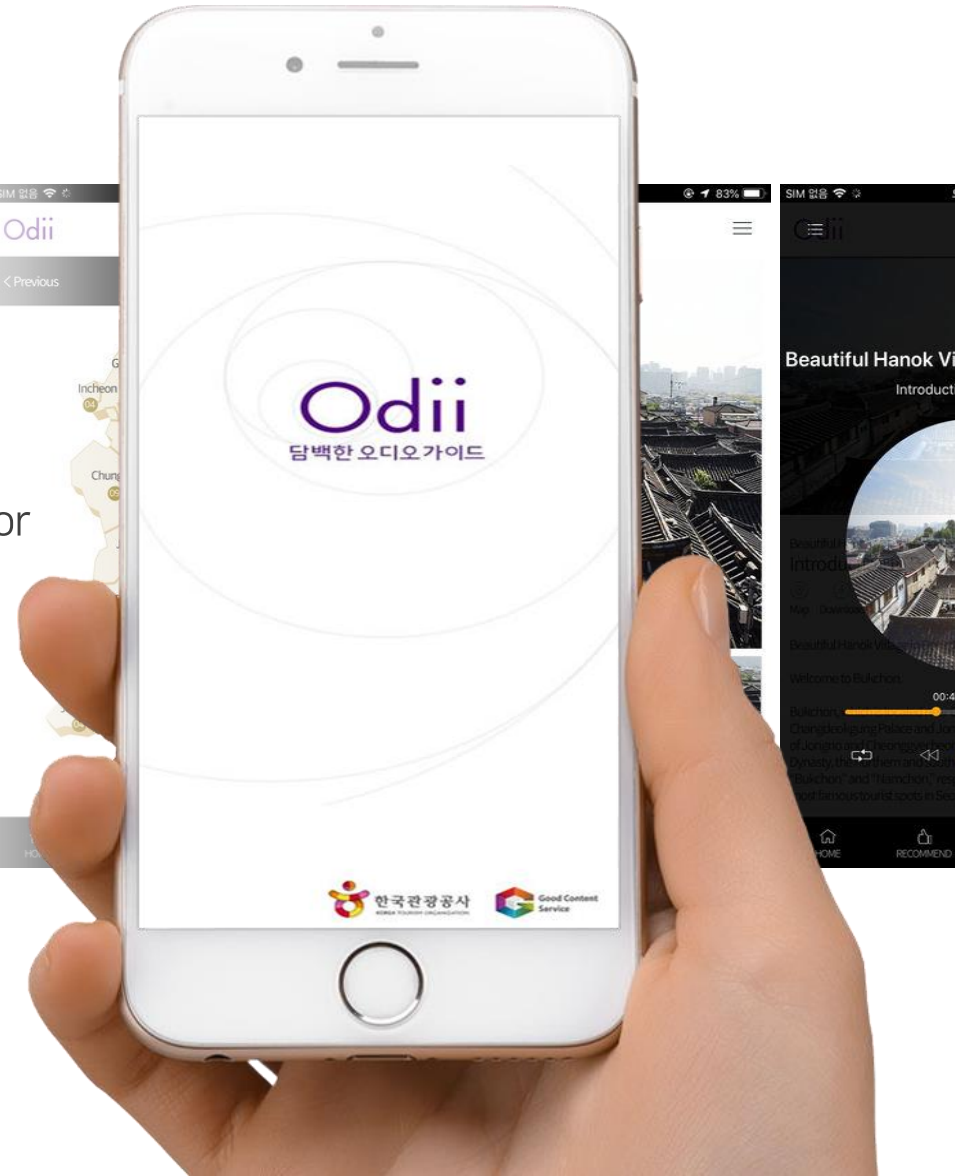
An audio guide app that introduces the history and culture of major tourist attractions in Korea (6,157 audio contents in 138 areas)

**Available languages**

Korean / English / Simplified Chinese / Japanese



- 2013 PATA Gold Award
- 2014 UNWTO Ulysess Award for Innovation in Research and Technology
- 2016 Asia Tourism Award Gold prize





## Content Sharing Platform

(Content Collaboration)

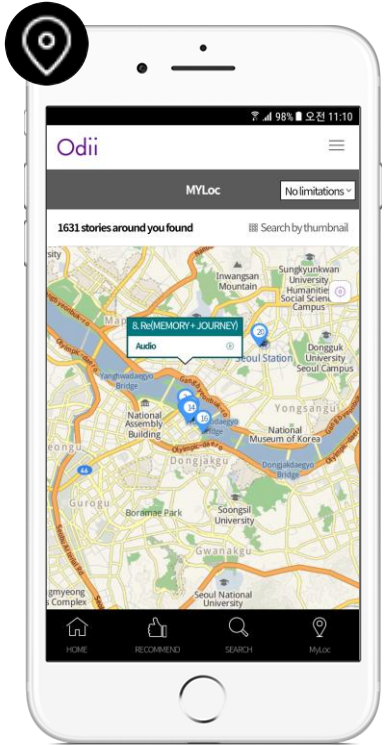


storytelling  
Audio content production  
**Securing know-how**

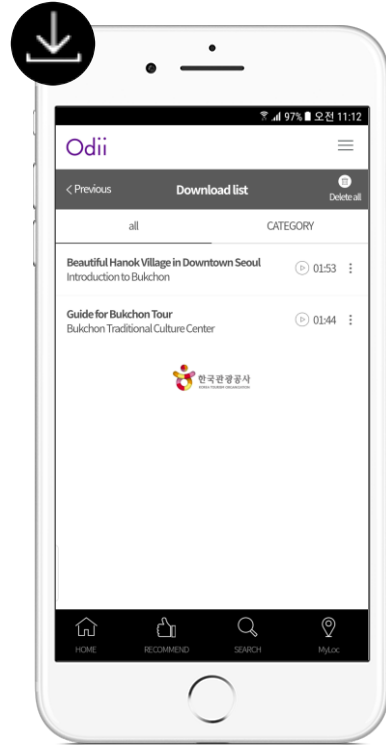


**Content creation support**  
(Municipalities, tourism management company)

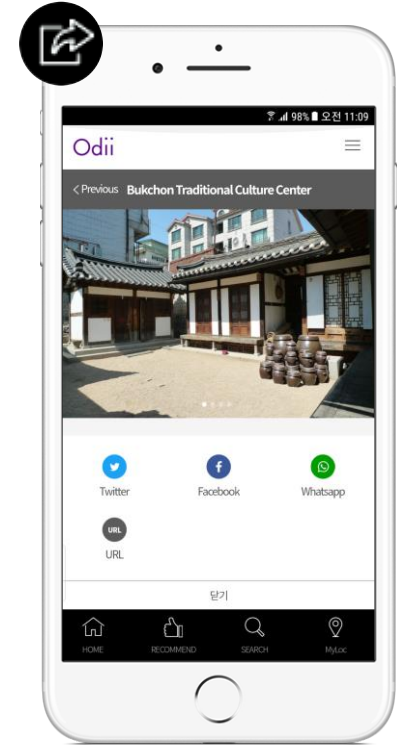
## ICT Applied



**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



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"

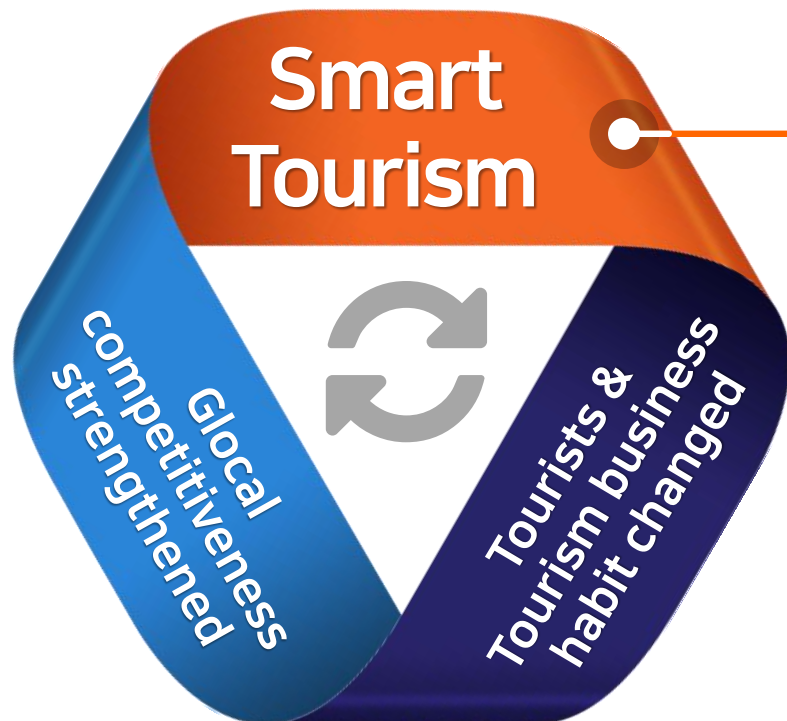


### Case.2

Connecting taxis and passengers, changing the rules of transport "UBER"



## 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**

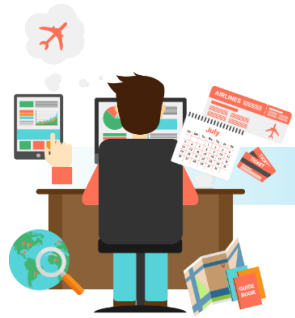


## 02 Habits of tourists → ICT convergence → Tourism ICT service

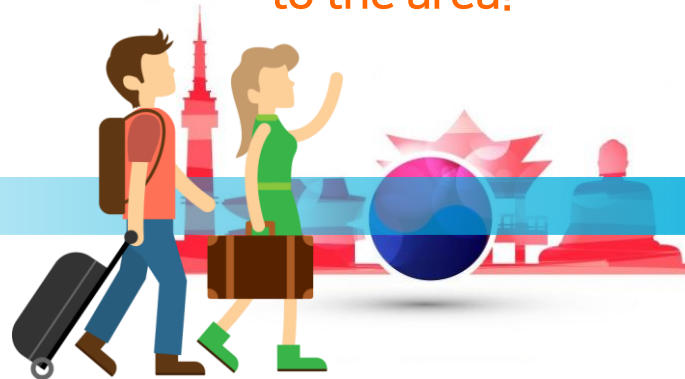
- Applied Technology : AR, VR, Geofencing, GPS, AI, etc.
- Convergence Service : Public ICT + Private ICT

### 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

## 03 All activities of tourists → Big Data

## 04 Big data analysis → Expansion of tourism policy

