ABSTRACT

5th Strategy Workshop for the Future of Jeju Tourism

Seeking Jeju's Direction for Future Strategy Through the Focus on its Tourism Brand

May 26, 2016

▌Presentation: Tourism Branding and Communication

○ Presenter: Jeong Seong-Aeh (Head of Brand Marketing Team, Korea Tourism Organization)

- A brand's intrinsic value includes ① the value a company or product is pursuing, ② the objective value on the actual business or product, ③ the value a customer may feel about the business or product while using them, and ④ the value customers expect.

- To develop Korea as an advanced country in the tourism area by attracting 20 million inbound tourists by 2020, we have been working on the renewal of our brand of tourism.

- In detail, the background keywords are construction of our brand identity and brand slogan, development of visual identity, and positioning Korea as an attractive tourist destination.

Vision: Being an advanced tourism country
Objective: Attracting 20 million inbound tourists in 2020
Mission 1: Creating added-value of Korean tourism
Mission 2: Build and improve a clear image of Korea

Build *a brand identity* of Korean tourism

Development of our *brand slogan*

Development of *a visual identity*

Building action strategies for communication

- As a result of brand marketing, the Korea Brand Asset Index (BEI) as a tourist product is 3.29, which is the third highest among the 12 Asian nations competing with Japan (3.81) and Australia (3.35).
- To renew, launch, and promote the Korean tourism brand, we have set up five strategies listed below.
  ① Brand should be built after defining our brand identity
  ② With brand partnerships, we need to cooperate with stakeholders
  ③ We need to build our brand by utilizing hidden, but differentiated content on Korea
  ④ We need to actively communicate with customers within and outside our region.
  ⑤ Continued management and evaluation is needed.

▌DISCUSSION

○ Master: Lee Jae-Hong (Director General of Jeju Tourism Organization)

- The global tourism market is continuously growing and we expect Jeju will follow this trend.
- As Jeju's tourism industry fluctuates according to the market environment such as policy changes on tourism in Jeju, or modified marketing strategies, we hosted this seminar to get opinions of experts under the theme of tourism branding.

○ Go Gyung-Sil (Lecturer of Tourism Development Department, Jeju National University)

- The feeling tourists are sensing on Jeju and Jeju's brand image should be similar. In other words, to make our brand marketing successful, we need to align actual tour experiences of tourists and our brand image.
- Jeju needs its unique brand to contain its natural and original culture which should maintain the characteristics of the island. So, the brand should be able to deliver the actual image of Jeju.

○ Kim Jin-Woo (Director of Media Solution Department, CJ&EM)

- Nowadays customers play an important role as a deliverer of images.
- On SNS channels, the keywords on Jeju are healing, cafes, and food. It means that there is a lack of specific content on travel in Jeju and we need to create tourism demand by providing tour products with a direct approach.

○ Lim Jae-Young (Vice Chief of Social Department of Editing Desk, Dong-a Ilbo Newspaper)

- If we apply the Korean tourism brand to each region in a tailored way, the cost and efforts invested in the regional brand development could be reduced.
- If we can share our national and regional brands, it will create various usecases.
- In the case of Jeju, it is also necessary to differentiate the brand and can reflect the region's uniqueness.

○ Jo Ik-Joon (CEO of Youngjin Company)

- Planned brand marketing tailored to Jeju's capacity is a necessity. Jeju's brand needs to be able to embrace Jeju's uniqueness.
- Story-telling would be a good way to effectively express such characteristics. Such methods need to be considered for Jeju's brand marketing in the future.

○ Moon Gyong-Ho (Head of Overseas Marketing Department, Jeju Tourism Organization)

- Only when we have the capability to promote the brand, and share consensus on the brand, can our brand marketing can be successful.
- If we consider the development of Jeju, the brand of Jeju and its tourism should be developed separately.
- With the characteristics of the region, the tourism industry takes up a large portion of the regional economy. In this regard, if we only focus on the tourism brand, it can be overlooked by the urban development perspective.

○ Park Sang-Gon (Deputy Researcher of Tourism Policy Lab, Korean Culture, and Tourism Research Institute)

- For brand marketing, driving power is more important than theory or knowledge. In the case of New Zealand, for its brand marketing, the government communicated with various stakeholders in diverse fields which include the tourism industry. In the course of such communication, the nation's brand was created.
- Before building its tourism brand, there needs to be consideration on what is actually required by tourists and how the tourism industry insiders may meet such requests.

○ Yang Phil-Soo (Head of Tourism Industry Department, Jeju Tourism Organization)

- I appreciate the attention of the panel members of today's discussion. I expect that all these opinions from various perspectives such as the importance and reality of tourism brands will contribute to the development of tourism in Jeju.

▪ Jeju Tourism Organization is proactively suggesting various policy solutions to provide measures to solve pending issues in this regional society.

▪ We would like to come up with more reasonable and forward-looking alternative solutions that can be made based on the results of this workshop in order to contribute to the increased quality of life for Jeju residents and to the region's development.