

11th Strategy Workshop for the Future of Jeju Tourism

Smart Tourism City Jeju's Present and Future

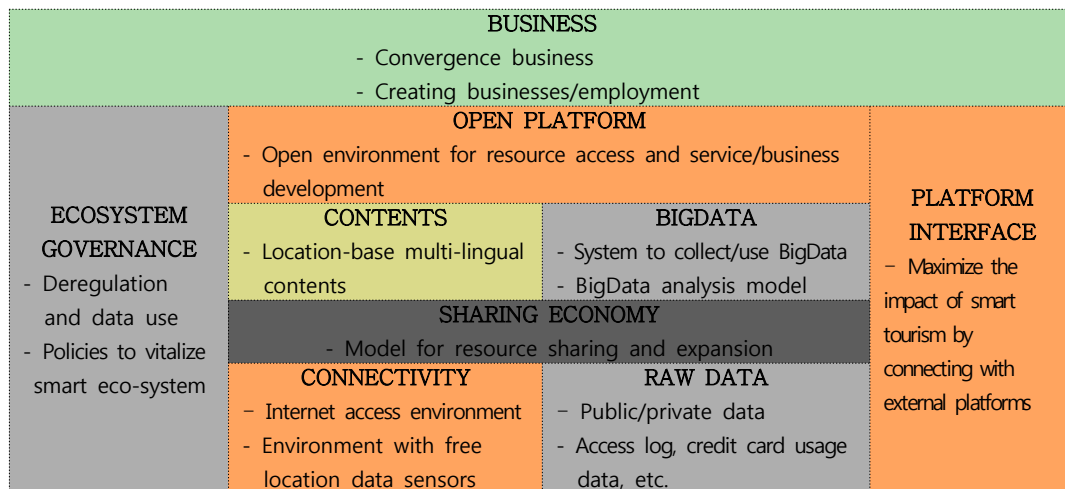
February 28, 2017

■ Presentation: Current progress of smart tourism in Jeju and Jeju's actions

- Presenter: Noh Hee-Seup (Information Convergence Officer, Planning and Coordination Office of Jeju Special Self-Governing Province.)
 - Smart Tourism provides location data based on tailored tourism information and services in real-time to foreign travelers. This can be realized in combination with the Information Communication Technologies (ICT) and smart devices e.g. the Internet, smart phones, or tablet PCs. Jeju defines smart tourism as “tourism + Internet (wifi infrastructure) + location data (by using beacons) + content distribution + big data + idea + businesses”.
 - Jeju's approach to smart tourism is taking place by nurturing the related industries (related on and off-line businesses and the tourism industry), carrying out scientific and data-driven policies, and securing marketing channels focused on online and mobile areas.
 - In this regard, Jeju's approach is not just about a service. It's focused more on an eco-system. Providing more accessibility to the private and public sectors is the administrative goal of Jeju. The governments have established the region's system necessary to provide an eco-system for businesses by building a free Internet access environment, sharing and expanding private and public data based resources, and opening location-based multi-lingual content and big data analysis models through open platforms.



fig 1. Smart tourism ecosystem



- Project to be proceeded in 2016: Wifi available Jeju without any additional certification (①build and open public wifi network, ②build a comprehensive certification system) , ③construction of a big data collection system with 180TB capacity (④build a system to store/analyze big data), analysis on the spending patterns of tourists by examining credit card usage data (⑤build a model to analyze travelers spending patterns in response to the increasing F.I.T. travelers, build a data production system for open data supply), and the systemization to visualize data by establishing an open platform for smart tourism.

스마트 관광: 제주특별자치도의 접근 방식

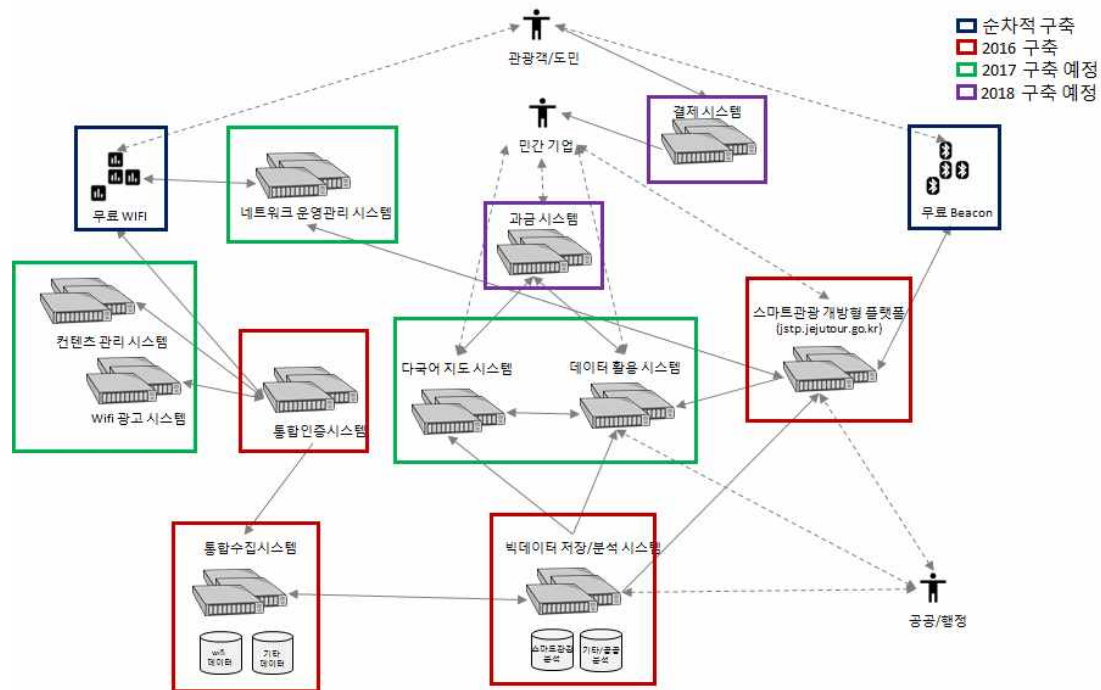


fig 2. approach of smart tourism in jeju special governing province

스마트관광: 제주특별자치도의 접근방식 Smart Tourism: Approach of Jeju Special Self-Governing Province

순차적구축 Consecutive Establishment

2016 구축 Being built in 2016

2017 구축예정 To be built in 2017

2018 구축예정 To be built in 2018

관광객/도민 Tourists/Residents

무료 Free wifi

무료Beacon Free Beacon

민간기업 Private businesses

네트워크 운영관리 시스템 Network Ops/Mgmt. system

과금시스템 Charging system

결제시스템 Payment system

컨텐츠 관리 시스템 Contents Mgmt. system

wifi 광고 시스템 Wifi advertisement system

통합 인증 시스템 Comprehensive certification system

다국어 지도 시스템 Multilingual system

데이터 활용 시스템 Data usage system

스마트 관광 개방형 플랫폼 (jstp.jejutour.go.kr)

Open platform for smart tourism (jstp.jejutour.go.kr)

통합수집시스템 Comprehensive collection system

wifi 데이터 Wifi data

기타 데이터 Other data

빅데이터 저장/분석 시스템 Big data storage/analysis system

스마트관광 분석 Smart tourism analysis

기타/공공 분석 Other/public analysis

공공/행정 Public/Administration

- Connectivity: There should be efforts made to secure connectivity between the Internet and people, and human and human. The reason why various governments across the world are distributing free-wifi is to let people share various experiences. As an example, there was a case that if someone promotes the region via channels like Facebook Live, the data usage fee spent for the activity was exempted. (Jeju installed 748 public wifi zones in 2016 and 5,000 more free wifi zones will be added.)
- Big Data: This is the area foreign tourism industries consider quite significant, still its scope of use in Korea is limited. In Jeju, big data is used in the basic analysis of travelers' moving route based on the wifi login data (areas Koreans/Chinese mostly chose to stay, comparison of transportation route, etc.), tourists' behavior analysis based on Beacon/app use date (analysis on travelers who are currently staying in Jeju, patterns of their destinations, patterns of consumption using apps), and pattern analysis of F.I.T. travelers (type of products, duration of stay, frequency of visits, and spending amount at each business) whose results are used to respond to the increasing F.I.T. travelers.
- Open Platform: The size of smart tourism related businesses in Jeju are limited. So, strategies to highlight strong points of such businesses while helping them to improve on their weakness and bring it up to a standard level. (Raising the size of the pie, standardization) The government has been building a standardized connection system between platforms through the comprehensive management of Beacon contents data (Seeking efficient management and reducing costs).

■ DISCUSSION

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

- There seems to be a prejudice and misunderstanding of smart tourism. It was an opportunity to clearly understand what smart tourism means. It was a presentation which raised our expectations on how the Fourth Revolution would proceed in the area of smart tourism.
- In reality, Korea Tourism Organization's smart tourism is mostly limited to smart phone tourism. So, we need to think about the future of smart tourism in Jeju. There should be discussions which cover diverse dimensions in the linkage between smart phones as our daily device, government policies, and the business arena. We need to discuss the area of policy development, support for businesses, and business development.

○ Lee Min-Seuk (CEO of TNDN)

- Tourism is composed of various areas. So only comprehensive management can make tourism more attractive. As each sector is fragmentally managed currently, consolidation

is a necessity. The highest needs are in the inter-regional start-ups and Jeju's start-ups in the smart tourism area. For start-up businesses, the most necessary is the provision of space for business operations, and the governments' support in the course of negotiation with foreign governments or large platform companies. And the role of the public sector is to help Jeju's start-up businesses move forwards in their own areas. There should be space and discussion opportunities to help each start-up businesses coexist with each other in their own area for business projects.

○ Yoon Hyung-Jun (CEO of Jeju Pass, Jeju B&F Corporation)

- In terms of the decision on which platform we need to cooperate on, businesses find it difficult to identify what the position and role is of Jeju government's Tourism Policy Department/Jeju Tourism Organization/Jeju Tourism Association. Considerations should be made by each organization on what their role will be in cooperation with the private sector. Additionally, I would like to know if there is any precedent of public operation of platforms in other advanced countries in the tourism area, and if there is any example, whether the platform could have competitiveness. I think it is a matter we need to reconsider from the view point of a macro eco-system.

○ Gong Joo-Sam (Representative of Jeju ICT Business Association)

- As to the multi-lingual map system, there is an issue in the utilization of the National Basic Map system which is renewed every five years, and many of Jeju's locations cannot be reflected due to the problem of the investigation system. And products made by Jeju's CT businesses cannot be easily sold to public organizations. When multiple business work together in the development, businesses may reduce their costs. But sales are heavily restricted. For more active sales of content products, policy support is required.

○ Lim Jong-Ho (Head of Task Force for Jeju projects, Daum Kakao)

- As a matching company of the Creative Economy Innovation Center, Kakao is working with the government. Our job is to help boost the local economy and nurture start-up businesses. We are also constantly looking for new ways to cooperate in the area of mobile ICT-based smart businesses.
- I think the smart tourism area needs to be structured in the direction of Jeju-based smart tourism, in other words, more fortified local-based tourism services focusing on on-site based elements.

○ Kim Nam-Jin (Vice Director General of Jeju Tourism Association)

- Recently budgets are invested in building the foundation for smart tourism within Jeju island. Whenever an innovative item or system is developed, we are always looking at ways that it can be utilized.
 - The recent analysis data from BC Card was very useful. It's time for us to work together on various ways to utilize such big data and how to cooperate with the on-site players of tourism.
- Kim Geun-Hyung (Tourism Convergence Software Manpower Development Project, Jeju National University)
- In the stages of pre-tour, during-tour, and post-tour, I think the smart tourism platforms would be useful not only during tours, but also across all stages for tourists. To meet the final goal of such platforms, there needs to be a more active policy that supports start-up businesses in the field. Not only support for business creation, but also many other innovative support measures such as consultation on business management should to be considered.
- Oh Chang-Hyun (Head of Tourism Industry Department, Jeju Tourism Organization)
- Smart tourism policies are meaningful for the qualitative growth of tourism and the increase of F.I.T. travelers in Jeju in the three perspectives of infrastructure, utilization in the industry, and policy development.
 - Jeju Tourism Organization provides its public service on the connecting points of tourism services. After launching the Visit Jeju service (www.visitjeju.net), we've been making efforts to provide necessary information for each target traveler type and also to advance the services which may support tourists in each stage of pre-tour, during-tour, and post-tour. The Tourism Industry Department is moving toward the advancement of existing platforms from the perspective of the 4Cs (content, connect, communication, and customer).
 - Areas on which the public and private organizations need to focus can be different. Therefore, a desirable system would be that the public service acts as an area of public data which may be utilized by businesses and residents while good contents are generated by private businesses and can be introduced through the public service.
- Kim Nam-Jin (Head of Tourism Marketing Team, Tourism Policy Department of Jeju Special Self-Governing Province)
- Up to this point, the current standing of smart tourism is quite vague. If smart tourism can bring innovation and changes in the tourism area, the components of the tourism eco-system and their business behaviors will also have to be changed accordingly. In reality the direction of smart tourism, which does not consider its future usage and

profit model, can hardly be agreed upon by the policy makers.

- We should consider what the public sector needs to do in terms of the diagnostics and its role in the big picture of today's smart tourism. Along with the private sector, the government will work together in seeking ways for further development of smart tourism.

- 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.



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