Projects of Tourism
Big Data in the Repulic of Korea

Dr. Sangwon Park
Associate Professor
The Hong Kong Polytechnic University
Issue about Tourism Income Inequality

Cities where travelers visit while traveling South Korea

<table>
<thead>
<tr>
<th></th>
<th>Seoul</th>
<th>Gyeongsang Province</th>
<th>Jeju Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>International travelers</td>
<td>78.8%</td>
<td>18.1%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>
About 200,000 travelers

- Mobile roaming big data
Community Detection algorithm

- Enhancing efficiency of *Transportation System*
- Suggesting formations of *Destination Collaboration*
Travel Mobility in Island Destination
Flow-based clustering method

- Car navigation data: over 12 million records
**Summary**

1. Car / Rental Car User Movement Pattern Analysis Result

- 8 clusters derived from movement pattern analysis

- 1. Jeju airport: 84%, 16% (Cluster2: 4%)
- 2. Hamdeok Beach: 54%, 46% (Cluster1: 31%)
- 3. Seongsan Ilchulbong Sunrise Peak - Seopjikoji Cape: 78%, 22% (Cluster1: 8%)
- 4. Pyoseon Beach: 58%, 42% (Cluster3: 17%)
- 5. Seogwipo Downtown: 72%, 28% (Cluster6: 14%)
- 6. Jungmun Resort: 70%, 30% (Cluster5: 15%)
- 7. Hyeopjae-Gumrung Beach: 65%, 35% (Cluster1: 14%)
- 8. Gwakji-Handam Beach: 51%, 49% (Cluster1: 26%)

**Legend:**
- Cluster No. Name
- Move within a cluster
- Inflow outside the cluster
  (Maximum inflow cluster: percent)
Implications to the Pandemic Issue

• Developing strategy to protect COVID-19

Best efforts to protect Jeju against COVID-19

Jeju

has taken strong quarantine measures from the initial stage of COVID-19 pandemic preemptively, which is proven to be effective.

Jeju-styled Pandemic Prevention Strategy

Implementation of Distancing in Daily Life through Selection and Concentration

May 2020
Current state of establishing Smart Tourism City
2019 Yeongdong-gun Training for Balanced Development Innovation Capacity Building

Big data portal

Transportation  Tourism  Waste

Basic statistics  Water management  Citrus
Jeju Tourism Recommendation System
Thank you for your attentions!