

# Projects of Tourism Big Data in the Republic of Korea

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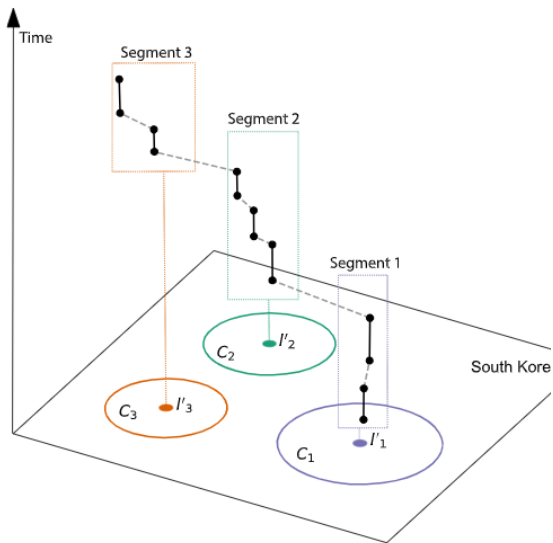
# Issue about Tourism Income Inequality



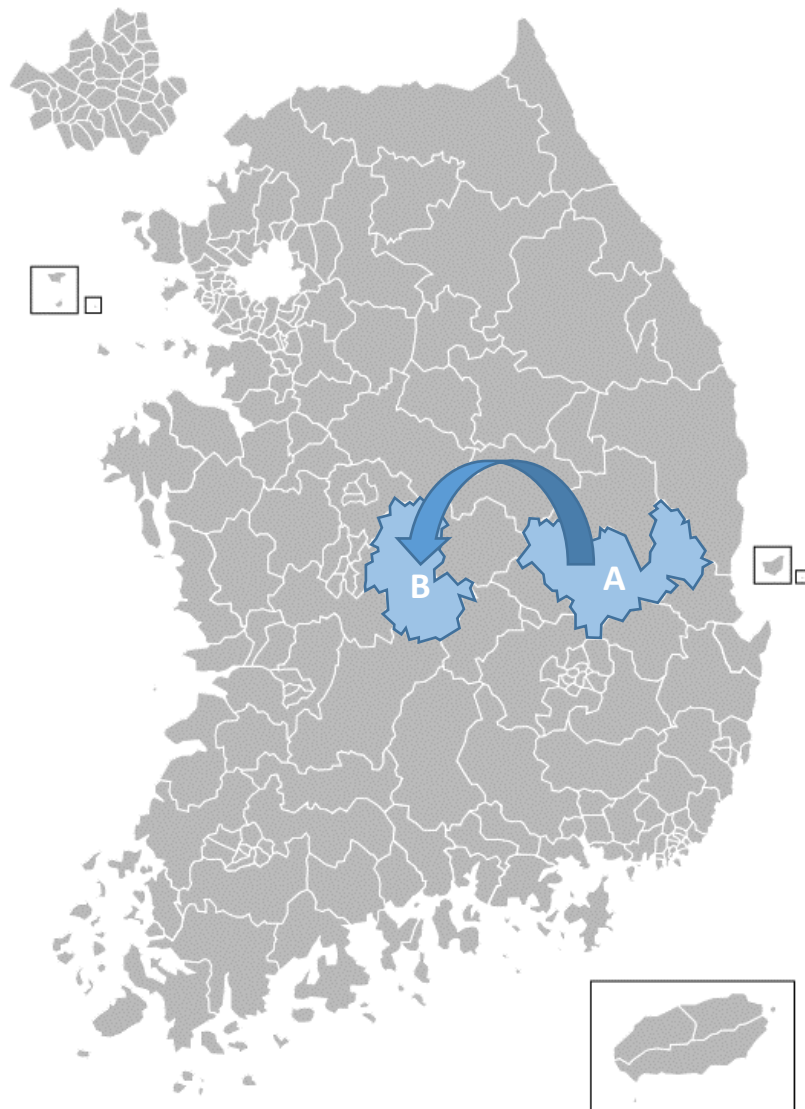
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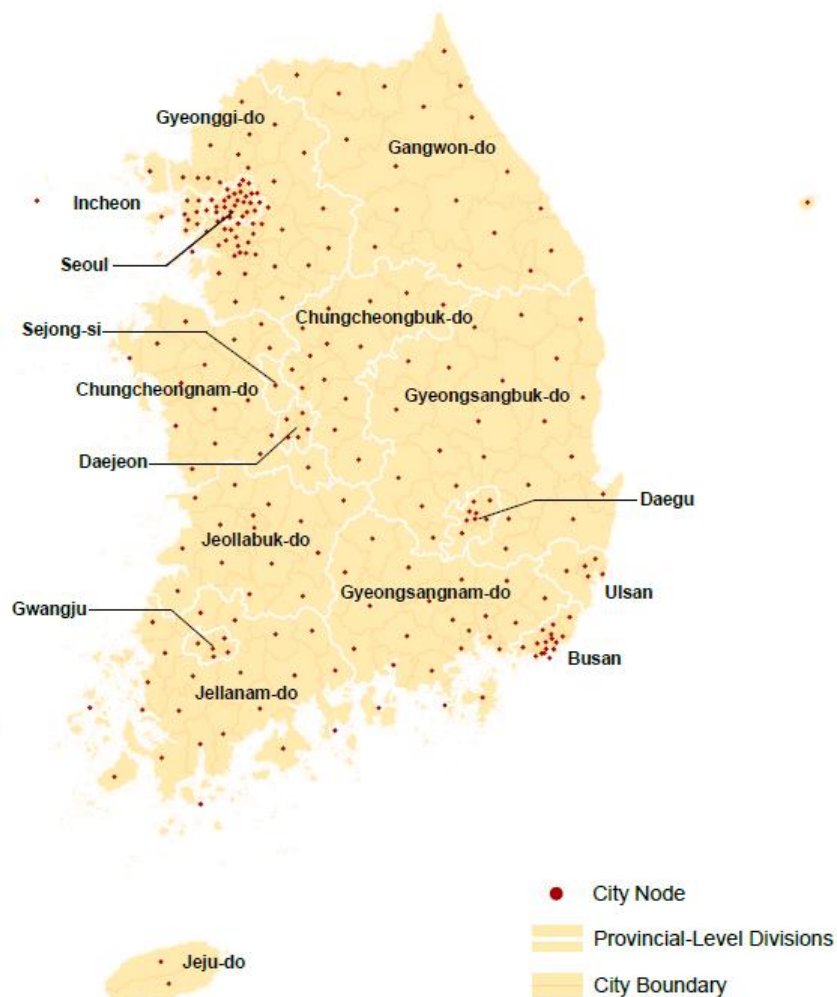
Cities where travelers visit while traveling South Korea

	Seoul	Gyeongsang Province	Jeju Island
International travelers	78.8%	18.1%	10.8%



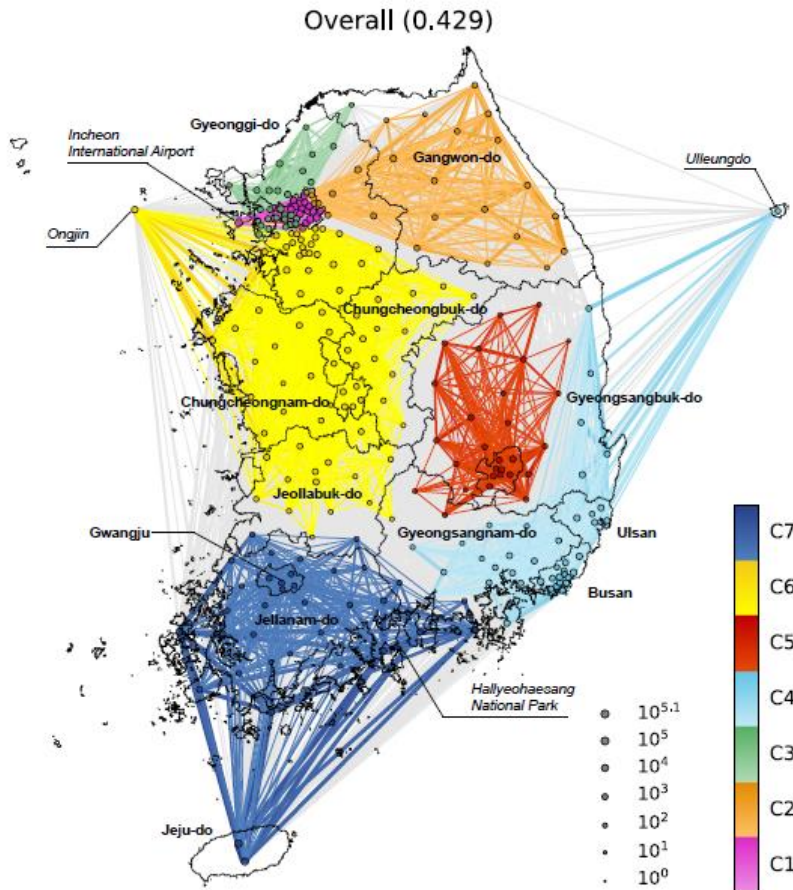
- **Mobile roaming big data**







# Community Detection algorithm

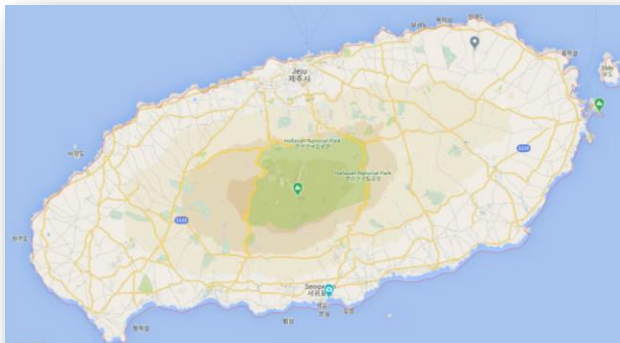


- Enhancing efficiency of Transportation System
- Suggesting formations of Destination Collaboration

# Travel Mobility in Island Destination

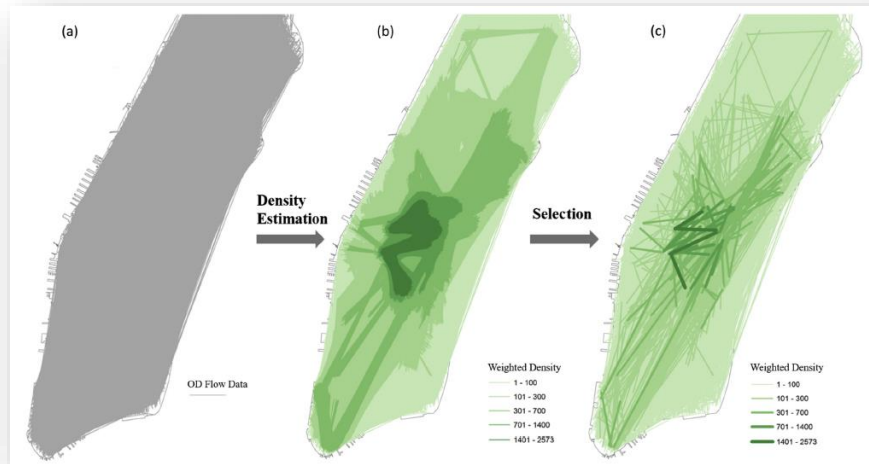


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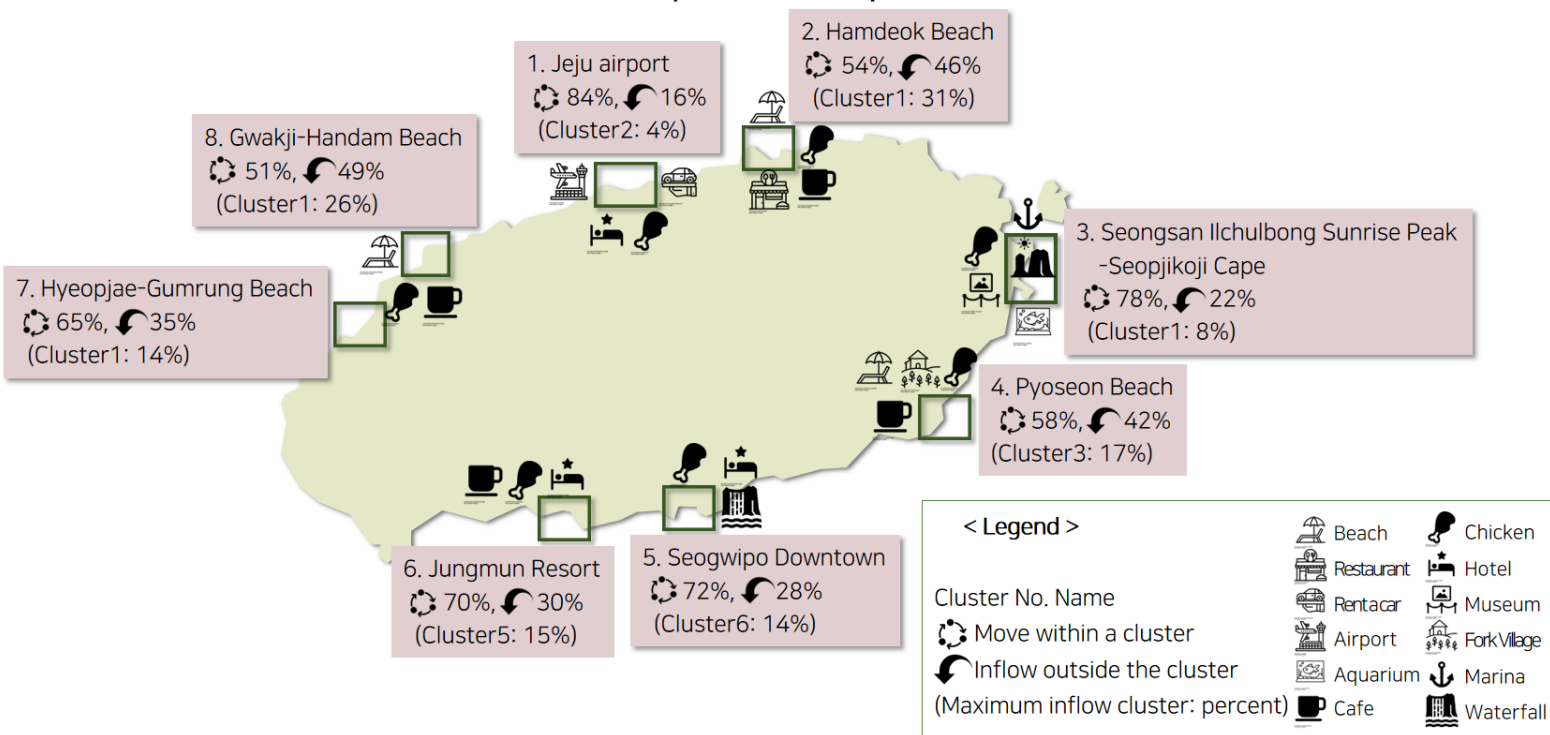
# Flow-based clustering method

- Car navigation data: over 12 million records



## (Summary) 1. Car / Rental Car User Movement Pattern Analysis Result

◦ 8 clusters derived from movement pattern analysis





# Implications to the Pandemic Issue

- Developing strategy to protect COVID-19

사람과 자연이  
공존하는  
제주



[Best efforts to protect Jeju against COVID-19]

## Jeju-styled Pandemic Prevention Strategy

Implementation of Distancing in Daily Life through  
Selection and Concentration



## Jeju



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

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

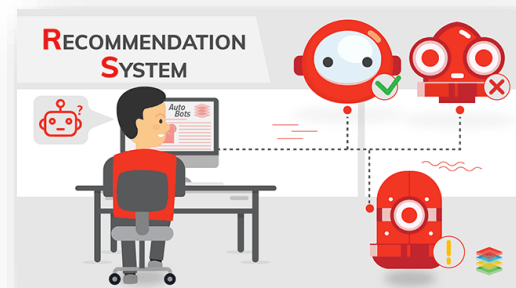
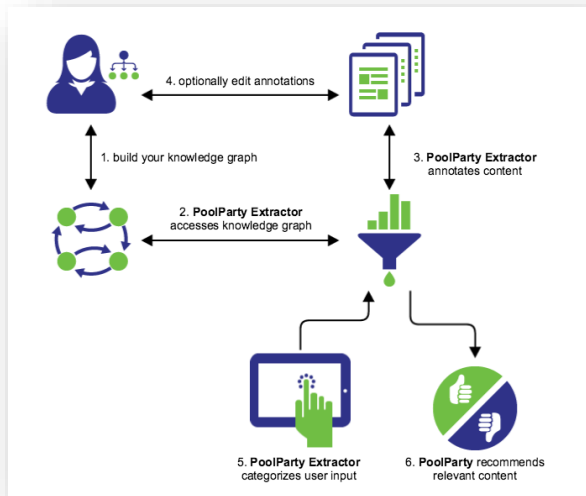


Water management



Citrus

# Jeju Tourism Recommendation System



# Thank you for your attentions!

