

Republic of Korea's

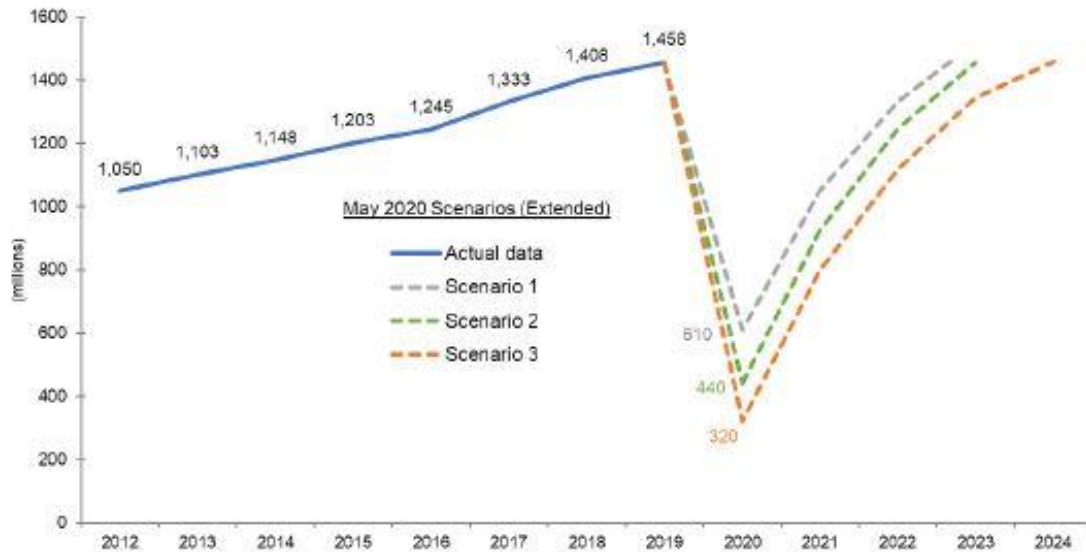
Efforts to Restart International Tourism In the era of the New Normal

The 14th UNTWO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
17 December 2020

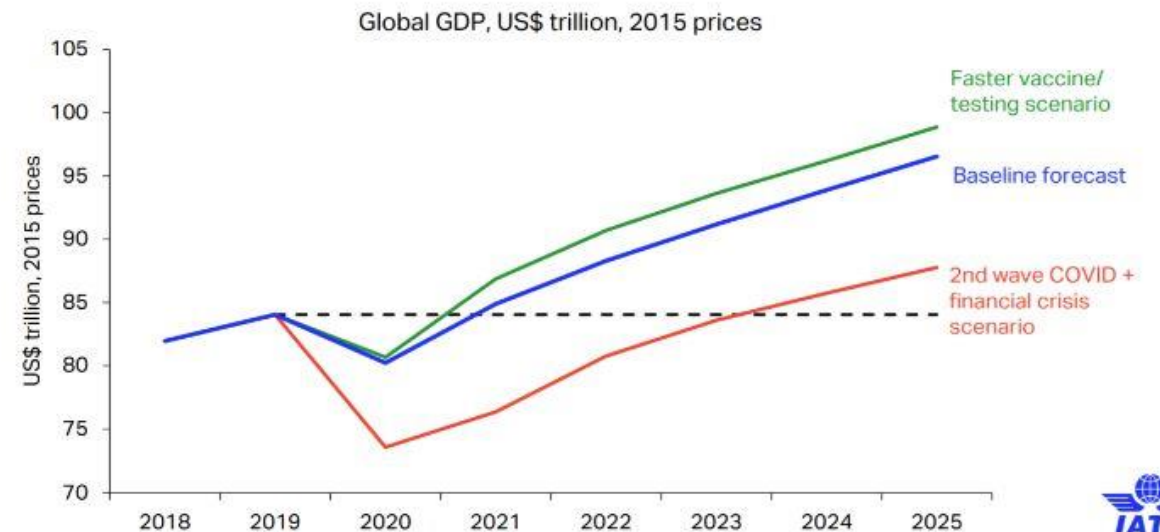


“Travel won’t return to 2019 levels until 2024”

International tourist arrivals: Future scenarios (millions) The outlook for global GDP could take different paths
We’ve explored optimistic and a pessimistic scenarios for the economy



Source: UNWTO

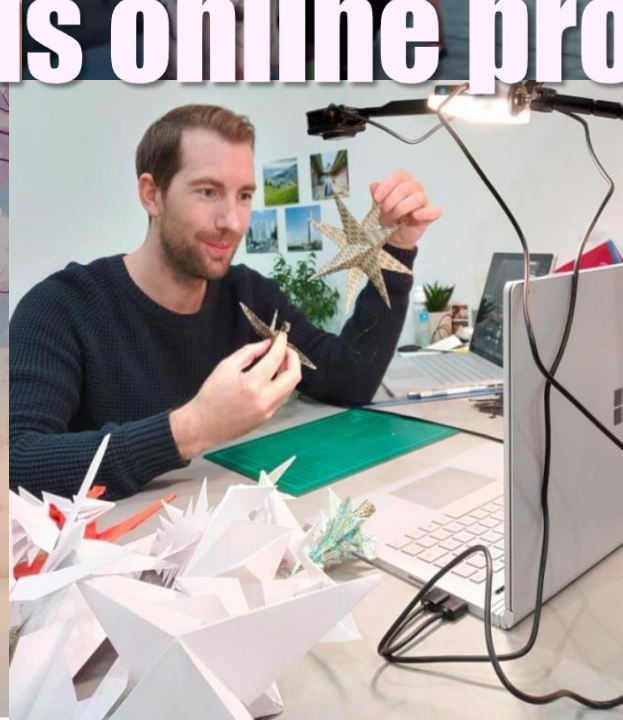


Source: IATA Economics using data from Oxford Economics Q2 Global Scenarios Service





Various online promotional activities





Non-landing International flights



Basic Limit

Under 600 USD



Separate Limit



**Liquor 1 bottle
(1L, under 400 USD)**



Cigarettes 200 pieces



Perfume 60ml



Policy Response to Digital Transformation

“Smart Tourism City Project”

Presents the leading model of Korea’s smart tourism plan which effectively addresses the five components of smart tourism (experience, convenience, service, mobility, platform) in cooperation with local governments and private companies

Travel Forecast Service

As-Is

To-Be

Where to?

추천 여행지



Food?

부산 맛집



Weather?

주말 날씨



Crowded?

부산 바다



So

Inconvenient!

I have to search numerous times for the all the info I need for this one trip...

Suspicious!

What if is wrong info and was falsely written for PR purposes?

Worried...!

What if the place is overcrowded? I want to visit somewhere quiet...

At once!

How could it find a place so perfect for my taste!

Reliable!

Recommend based on big data that I can trust!

통신, 교통, 날씨 등 관광빅데이터를 기반으로 객관적이고 믿을 수 있는 정보를 한꺼번에 얻을 수 있어요!



"7.27(토) 김수지님을 위한 맞춤형 추천여행지는 강릉 커피거리 입니다"



혼잡도	한산	보통	혼잡
아이동반 적합도	적합	보통	불합
강릉 날씨	15°C 비온 뒤 맑음		

강원도 여행예보 (7.27(토) 기준)

- 인기 관광지 > 경포대, 소금산 출렁다리
- 떠오르는 핫플레이스 > 흥천 수타사, 양떼목장
- map 추천 맛집 > 머구리찜집, 솔담돌

Get all necessary information for your domestic travel at once from a reliable source!

Your recommended travel destination for July 27th (Sat.) is **Gangneung Coffee Street**

To provide the **Right Information**

to the **Right Person**

at the **Right Time**

3R

Ms. Kim Soo-ji,
A mother of two in
her 30s (Gangwon)

대한민국 구석구석 오늘은 어디로 떠날까요?

빅데이터로 알려주는 맞춤형 여행지 정보 '여행예보'

출발지: 대전 서울

예정일자: 2020-12-16

방문목적: ☒ 자연/경치 ☒ 체험/학습 ☐ 휴식/힐링 ☐ 후식/쇼핑

☒ 미식 ☐ 레저 ☐ 드라이브

☐ 사진/영상 ☐ 역사/문화 ☐ 전통시장

상세검색

검색 검색조건 초기화

SAFETY
FIRST

Wise choice in the era of COVID-19

SAFETY
Travel

S hort
distance



수도권·대도시 주변
'근거리' 관광수요 증가

A ctivity



아웃도어 '레저·캠핑'
수요 증가

F amily



'가족' 과 함께하는
일상관광 확대

E co area



코로나를 피해 '청정지역'
관광수요 증가

T ourist site

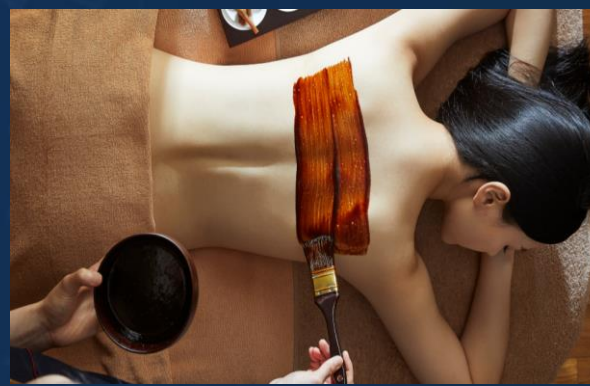
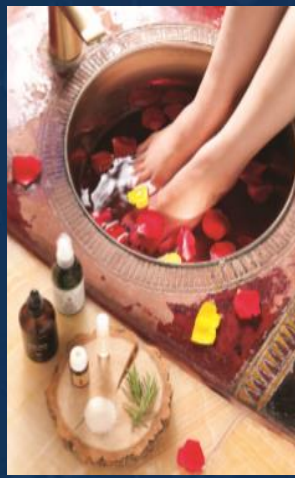


여전히 '인기 관광지'
중심 관광수요 변동

Y et...




관광 '욕구' 여전히 존재
관광 '수요' 회복은 아직



COVID-19
Distancing in
everyday life

**A Guide
to Safe
Travel**
(by type of travel)



**Building back traveler trust
through securing safety**



Thank You



Ministry of Culture, Sports and Tourism
Republic of Korea