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Overtourism

Background

1. South Korea's tourism industry is heavily concentrated in regions like Gyeonggi, Gangwon and Jeju, causing over-tourism in the region.
2. There is a promising potential in the tourism industry of other regions due to unequal growth in the tourism on a national-scale.

Defining problem

What is happening in Jeju:

- Increase in pollution, noise and traffic
- Jeju's groundwater supply is in danger of being exhausted
- Most of the commercial activities are owned by foreigners and major companies
- The government plans to open a new international airport, and by 2035 it is estimated that the number of tourists will reach 45 million

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http://m.koreatimes.co.kr/pages/article.amp.asp?newsIdx=241832

Problem Statement

Korea needs to increase the awareness of other local tourist destinations because currently tourism industry of Korea is heavily concentrated on Jeju and the its resources will soon be exhausted.
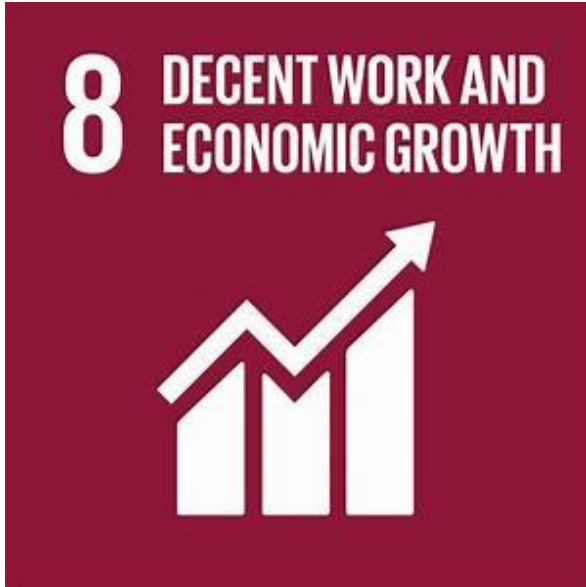
Possible solutions

1. Closure
2. Capacity policy
3. Promoting growth of the tourism industry in other regions
4. Others

Solution Statement

How?

Alternative destinations, when promoted well, can help reduce the traffic of inbound travel into Jeju Island while maintaining national GDP through tourism.

Main target

Target 8.9
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Challenges

1. Not a lot of tourists (international or domestic) spends their leisure time traveling to other regions in Korea.
2. There is a lack of information on alternative destinations.
3. Though regional and city governments has tried promoting, the engagement is very low.

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Our Users

Domestic and international youth travelers (20s-30s) with technology literacy.

Beneficiaries

1. Jeju residents
2. Target province residents

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Target Region

Jeonnam Province

South Jeolla Province

Though the province is home to many attractions, the regional income accumulated through tourism is relatively small compared to that of Jeju's or other regions.

Income from Tourism based on region

Korea	Seoul	Busan	Daegu	Incheon
25,429,075	10,930,392	1,306,974	574,578	892,246

Gwangju	Daejeon	Ulsan	Sejong
332,088	379,480	137,940	31,566

Gyeonggi-do	Gangwon-do	Chungcheongbuk-do	Chungcheongnam-do	Jeollabuk-do
2,344,211	3,513,465	236,010	472,732	426,064

Jeollanam-do	Gyeongsangbuk-do	Gyeongsangnam-do	Jeju Island
393,706	598,869	560,202	**2,298,551**

Unit: ₩ 1,000,000

Source: Korean Ministry of Culture, Sports and Tourism

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Solution Scenario: Prototype

Jeonnam Pass

- *Jeonnam Pass* is a travel initiative to discover South Jeolla Province.
- *Jeonnam Pass* will partner up with local stays, restaurants that serves local traditional foods, gift shops that sells local crafts and local attractions.
- The pass will work as a discount and point card. Points can be gathered through purchases and challenges.

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*Disclaimer: Yes, this is originally the Hyundai X Korean Air card.
No, please don't report us. Thanks :)*

JEONNAM
PASS

DESTINATION
JEONNAM

Signature

INITIAL ENTRY DATE
2020.08.19

TRAVELER'S PASS

5433
4322
5678
9433

MEM NO.
123412341239

JUNHEE LEE
CALL CENTER 1588-7300

How it works

Travelers will receive a travel pass via mail or offline store.	Travelers are to visit our website to gain access to our travel map.	The pass includes an all access train and ferry ride within Jeonnam province.
With every purchase made with the pass, travelers can receive discounts and gather points.	Mini-challenges are held where travelers can get bonus points redeemable in restaurants, cafes and gift shops.	An 인증샷 (proof photo) booth will be placed in several travel points and photos can be accessed with the pass on our website.

Travel map

- Attractions
- Restaurants
- Cafes
- Stays
- Gift shops/local craft stores
- Transport information

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Pass Challenge

- Pop quizzes (i.e in museums, palaces, etc.)
- SNS posting
- Mini volunteering (i.e picking up trash)
- Eco-points (i.e using reusable tumblrs)
- Etc.

Solution Scenario

How can our product/service be used to solve the problem?

- Reduce the overtourism in popular cities (i.e. Jeju).
- Promoting other local cultures through sustainable tourism.
- This would eventually create job opportunities and increase economic benefits in the targeted region.

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Sub targets

Target 12.b
Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products