


# Focusing on cultural content, the Korean tourism industry takes corresponding measures for Chinese tourists

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**Abstract:** *Background:* COVID-19 impacted international and domestic tourism in South Korea. The China Tourism Academy analyzed Chinese tourists' post-COVID-19 behavior from July 14th to July 26th, 2021. The survey results showed a shift from offline to online tourism. *Purpose:* In 2022, the number of people entering and exiting South Korea increased by 326% to 19,414,228 with an increase in the recovery momentum. South Korea is one of the first countries to construct smart cities, guided by the "ubiquitous everywhere" concept. Open policies and smart tourism attract foreign tourists. After the epidemic, the tourism industry's development accelerated, and local governments introduced various policies. For Chinese tourists, this study analyzed the travel trends, considerations, and Korean tourism policies in the post-epidemic era. It took Incheon as a case of a smart tourism city. It analyzed the measures the Korean tourism industry took to attract Chinese tourists through interviews and surveys. *Methods:* Qualitative methods and literature demonstrate the tourism industry's post-pandemic impact on the South Korean economy. This highlights the importance and value of this study. The case study method focuses on Incheon Metropolitan City, analyzing the rise of smart tourism and new media technologies in South Korea. Finally, research interviews were conducted with professionals in related industries to understand their views and attitudes toward the transformation of the smart tourism industry in South Korea. *Results:* Post-pandemic measures for Chinese tourists entering South Korea have diversified, encompassing online and offline platforms with corresponding tourism policies. The transformation process towards smart tourism has accelerated. *Contribution:* This study analyzes the simplification measures for Chinese tourists entering South Korea from individual, government, and platform perspectives. It aims to attract more Chinese tourists and stimulate smart tourism development in South Korea.

**Keywords:** Post-epidemic era, Korean tourism, Digital tourism platform, Tourism industry, Smart tourism city

## 1. Introduction

### 1.1 Research Background

From July 14th to July 26th, 2021, the China Tourism Academy conducted an online survey. Its objective was to gain in-depth insights into the changes in travel patterns, outbound travel intentions, travel demands to South Korea, and considerations for Chinese tourists visiting South Korea after the novel coronavirus infection(X. (Robert) Li et al., 2013) . The survey results revealed significant changes in people's travel patterns, shifting from traditional offline tourism to online tourism. New tourism industry chains have emerged. The governments issued tourism promotional materials at various locations. The policies stimulated the tourism industry's development in different regions, indicating the research value and significance of upgrading and transforming smart tourism destinations.

## 1.2 Research purpose

In recent years, the Chinese outbound tourism market has experienced rapid growth. In 2014, the number of Chinese citizens traveling abroad exceeded 100 million, reaching 109 million. The top six countries Chinese citizens visit are South Korea, Thailand, Japan, the United States, Vietnam, and Singapore, with over a million visits annually. This list excludes Hong Kong, Macau, and Taiwan. South Korea is the most popular overseas destination among Chinese tourists and the largest outbound tourism market for China. According to data from the Korean Tourism Organization, in 2014, the number of Chinese tourists visiting South Korea reached 5.71 million, representing a 40.9% annual growth (Timothy & Kim, 2015)

## 1.3 Research Subject

Chinese tourists are the subjects of this research. It investigates their attitudes toward South Korea after the pandemic. It studies the shift in travel methods from online to offline. It interviews Chinese Korean travel bloggers to understand their perspectives on the transformation of South Korea as a smart tourism city and promotional measures.

## 1.4 Research Methods

The qualitative research method is used to demonstrate the importance of the South Korean tourism industry to the national economy, the development and correlation of related cultural content industries, and the impact of underground tourism on other industries, highlighting the social significance of this research. The literature review analyzes the 2020 tourism report published by the Korean Tourism Organization to examine the changes in tourism patterns and the impact on tourism in South Korea in the post-pandemic era. It lays the foundation for data analysis.

The case study method analyzes local governments' specific measures to revive the tourism industry. Incheon Metropolitan City is taken as a case study to analyze the revival and revitalization of the South Korean tourism industry by integrating smart tourism, new media technologies, and tourism city platforms. The interview method is employed to conduct surveys with South Korean travel bloggers and international students majoring in tourism management in South Korea. These interviews investigate the current status of tourism development in South Korea.

## 2. Literature Review

Chinese outbound visitors rose to 166 million in 2019, and the expenditure grew to almost 277\$ billion in 2018(Hu & Zhu, 2023) .This increasing growth demonstrates that China is a significant outbound tourism market. This phenomenon has drawn researchers' attention worldwide(Chiu et al., 2016). Following the policy reformation, mass tourism has become essential to Chinese people's lives (Liu & Ma, 2019).

(Lin & C.J, 2014) stated that many Chinese tourists like to visit popular tourist attractions in local or adjacent Asian areas because of the cultural and historical commonalities. As the global tourism industry is becoming fierce, tourism destinations must take valid measures to improve their competitiveness(Hwang et al., 2020)

South Korea attracts numerous Chinese tourists owing to its traditions, distinctive culture, and tourist attractions(Jo & Cha, 2019) . China turned out to be the biggest market for South Korea since Jeju implemented the visa-free policy in 2013. Many researchers have explored Chinese travelers' motivation factors toward Korea as a tourism destination. Crompton established the push and pull motivation. It provides the foundation framework and direction for future studies. investigated the relationship between destination image, satisfaction, and loyalty. The causal relationship among the Chinese tourists' motivation factors, satisfaction levels, and post-patronage behavior was explored. (Qiao et al., 2008)

### 3. Travel industry falters after COVID-19

#### 3.1 Impact and Challenges of the Pandemic on International Tourism

According to data from the World Travel and Tourism Council (WTTC), as of June 10th, 2020, COVID-19 has caused the loss of 177 million jobs. This is an extremely severe situation. It represents a loss of approximately 78 million jobs compared to the estimated 108 million on the 24th of the same month. Even in the GDP loss forecast for the travel and tourism sector in April, under the basic scenario, the global travel and tourism industry lost 121.1 million jobs, with an expected global GDP loss of \$3.44 trillion.

**TRAVEL & TOURISM JOB AND GDP LOSS PREDICTIONS BY REGION**

TOTAL T&T JOB LOSS PROJECTIONS FOR 2020, BY REGION, IN MILLIONS				TOTAL T&T GDP LOSS PROJECTIONS FOR 2020, BY REGION, IN US\$BN			
Job Losses	Upside	Baseline	Downside	GDP Losses	Upside	Baseline	Downside
Asia Pacific	-59.7	-69.3	-115.0	Asia Pacific	-980	-1137	-1888
Europe	-14.2	-18.4	-29.5	Europe	-771	-1,000	-1,608
EU	-8.8	-11.4	-18.3	EU	-568	-739	-1187
Africa	-7.6	-10.9	-17.4	Africa	-53	-75	-120
Americas	-14.0	-19.2	-30.7	Americas	-781	-1,098	-1,750
North America	-8.1	-11.4	-18.2	North America	-673	-955	-1,520
Latin America	-4.7	-6.1	-10.4	Latin America	-84	-109	-185
Caribbean	-1.2	-1.6	-2.0	Caribbean	-27	-34	-44
Middle East	-2.7	-3.4	-4.9	Middle East	-99	-125	-179
<b>World</b>	<b>-98.2</b>	<b>-121.1</b>	<b>-197.5</b>	<b>World</b>	<b>-2,686</b>	<b>-3,435</b>	<b>-5,543</b>

Figure 1. Source: World Tourism Association (WTTC)

#### 3.2 Changes in the South Korean Tourism Market After the Pandemic

Tourism is a truly global economic activity, and its development is part of globalization. This process involves markets, trade, labor relations, culture, and other elements integrated into the world. The tourism industry has been playing a role in civil society, transitioning from being a passive diplomatic tool to actively serving the political and service needs of the country.(Jo & Cha, 2019) Tourism is no longer just an economic phenomenon but has risen to serve the nation’s political interests(Leung et al., 2013). The diagram below illustrates some important milestones that have impacted the South Korean tourism industry. It can be observed that the SARS outbreak in 2003 and the THAAD missile defense system issue in 2015 had significant impacts on South Korea's tourism industry. The effects of COVID-19 on the tourism industry have been even more profound, reaching an unprecedented low (Kim, 2021).

#### 3.3. Analysis of domestic (Chinese tourists) tourism trends in South Korea under the epidemic

##### 3.3.1 Survey object

From July 14 to July 26, 2021, the China Tourism Academy conducted an online questionnaire survey with local Chinese consumers to deeply analyze travel patterns changes, overseas travel intentions, and travel needs for visiting Korea after the novel coronavirus. The survey objects are 1,000 Chinese aged 19-69, and the survey method is online (Chen, 2022). This survey includes overseas travel intentions for 2022 and relevant precautions for visiting Korea(R. Li et al., 2021).

Table 1. The result of the investigation of about 1000 Chinese.

Objective	Content
Subject of investigation	Chinese over 19 years old and under 69 years old
Sample number	1,000 people

Sample Extraction	Achievement of the Trigger Using Online Panel List
Research method	Online
Time of investigation	2021.07.14-07.26

Source : 2019 China statistical Yearbook 「2-9 Population by age and sex」 Residing in the Townships, Town, and street communities with Permanent Household Registration There.

### 3.3.2 Overseas travel Intention

When asked about their intention of overseas travel in 2022, 40.3% answered "intent", and 31.0% answered "no intention". According to the survey, the answer is "general" Half" of people accounted for 28.9%. The intention to travel overseas for people in their 30s is 53.8%, in white-collar workers, it is 47.7%, and in professional workers, it is 49.4%. The higher the family income, the higher the intention. On the contrary, Men (38.2%), those in their 60s (38.9%), and unemployed/retired (78.3%) have a higher rate of no intention(Kupi & Szemerédi, 2021) .

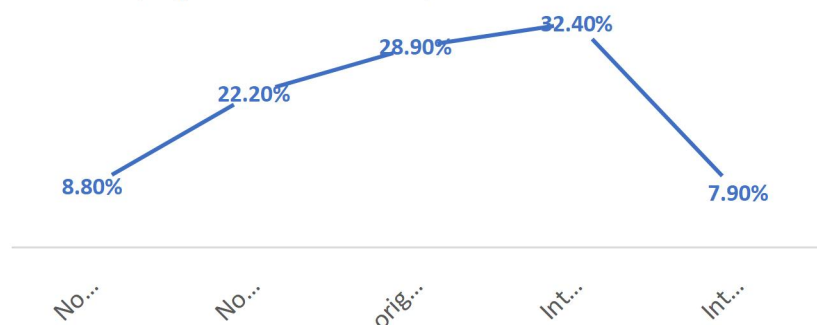


Figure 2. Overseas travel intention.

Taking the 2022 overseas travel intentions as the target, the country that 23.8% of Chinese tourists want to visit South Korea, 22.9% want to visit Japan, and 11.1% want to visit the United States.

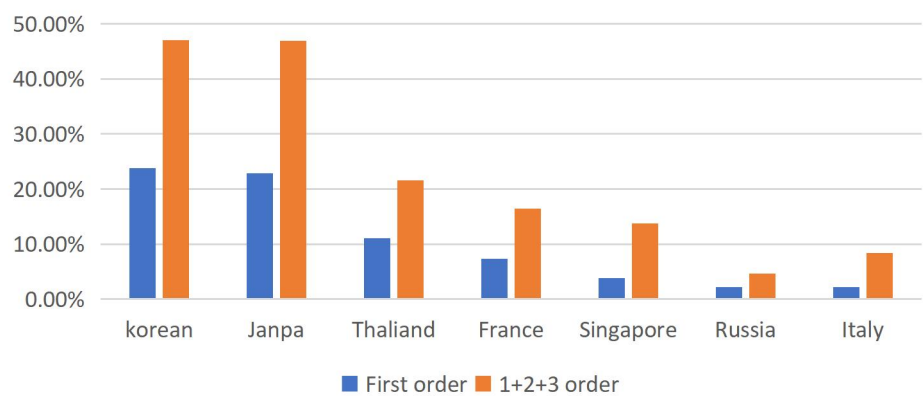


Figure 3. A national survey of overseas travel intention.

Among the reasons for wanting to visit, the first reason for visiting South Korea is "attractive attractions/fun" at 33.8%, followed by "convenient shopping" at 26.0%, "close distance from China" at 11.8%, and "The risk of contracting new coronary pneumonia is small epidemic prevention/proliferation tax, etc.)" is at 11.6%) (Li, 2008).

### 3.3.3 Survey on Precautions for Visiting Korea

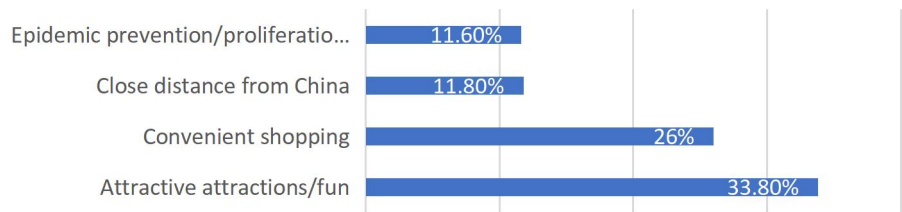


Figure 4. The reason to visit Korea is to travel.

When asked About the changes in Korea's image before and after the novel coronavirus, 40.6% answered "better," 36.6% said "no change," and 15.2% answered "worse". Compared with the negative image, the positive image changes greatly.

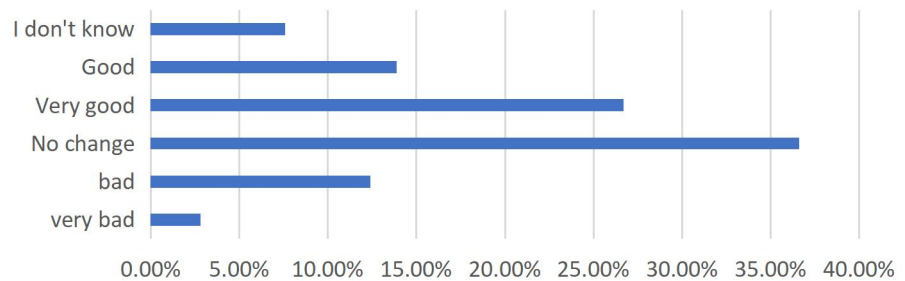


Figure 5. Changes in South Korea's image.

When asked about the necessary information when planning a trip to Korea in the future, "The situation of the new crown pneumonia in Korea" with 39.8% is at the highest. Based on the 1+2+3 place, "The safety and sanitation level of accommodation facilities" with 71.2% is the highest. Based on the age group, 81.1% of the people in their 20s answered "Korean entry procedures and quarantine", and "The situation of the new coronavirus in Korea" (62.2%), and people in their 50s answered "Restaurant safety and hygiene". Level" (44.1%), people in their 60s answered, "safety and sanitation level of accommodation facilities" (87.0%) and "operation status of tourist attractions and experience activities" (84.8%) were higher.

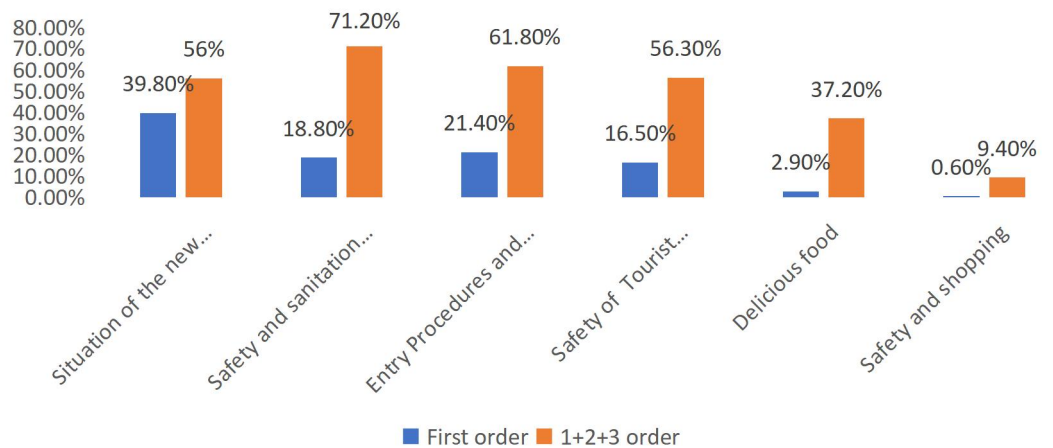


Figure 6. on required for Korean travel plan figure.

The Internet services and the non-face-to-face services required when visiting Korea have the highest number of "immigration procedures" (22.3%), and 1+2+3 "Sightseeing spot reservation/ticket sale" (55.0%) is the highest. Looking at each age group, people in their 20s answered "tourist attraction reservation/ticket sales" (70.3%) and "immigration procedures" (59.5%). The people in their 40s answered, "Hotel check-in/check-out" (59.6%). The people in their 60s answered "tourist attraction experience/visit content" (76.1%), and "public transport reservation/ticket sales" (78.3%).

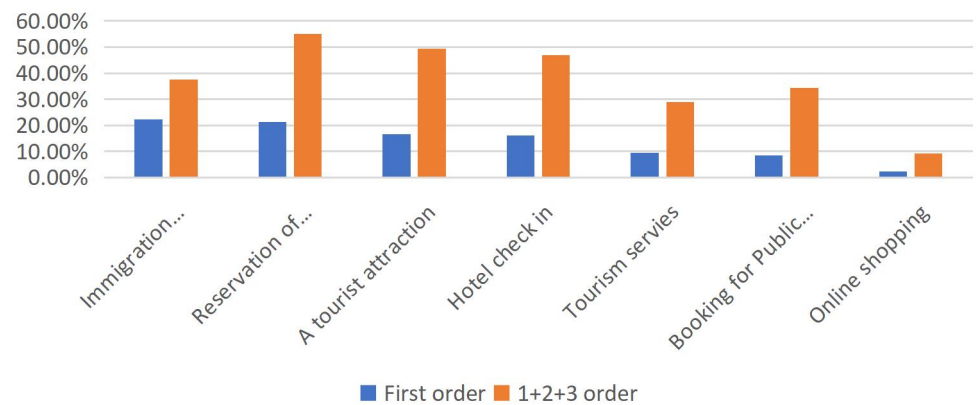


Figure 7. Online Services Required to Visit Korea.

#### 4. The future upgrade and transformation of the tourism industry

Based on the above-mentioned facts, the trend of Chinese tourists entering South Korea is rising, and the South Korean tourism industry is gradually recovering. The South Korean government has set 2023 as the first year of the Korean Metaverse and has opened up a new type of smart tourism to attract more tourists (Han & An, 2022) (Pan & Yu, 2021) proposed five development paths for cloud tourism through statistical surveys and specific analysis methods in "Exploring the Quality Development Model and Path of Cloud Tourism in the Post-epidemic Era". There is an innovative path aimed at improving the tourism experience, a path of coordinated development of world tourism, a path of green development, an open path of opening domestic and foreign markets, and a shared path of comprehensively sharing development results. On this basis, measures to ensure the quality development of cloud tourism are proposed. At the same time, cloud, smart, virtual, and online tourism are distinguished. Cloud tourism is a tourism activity with multiple attributes that allows tourists to experience online through various cutting-edge technologies.

Lee et al. believe that "Cloud Tourism Development and Its Improvement Path under the Perspective of Smart Tourism" benefits the cultural tourism industry. It actively responds to and reverses the predicament under the crisis and benefits the cloud tourism industry. Seeking innovation and change is the attitude of wisdom and adaptability of the tourism industry. Cloud tourism can promote the intelligence and transformation of the tourism industry, the intelligence and upgrading of tourism marketing, the intelligence and improvement of the tourism experience, and positively impact the tourism industry. However, it is still necessary to actively explore the future development path.

Scholars believe that smart tourism is a fruitful attempt by the cultural tourism industry to respond to and reverse the difficulties of the epidemic actively. This search for innovation is the right attitude for a wise transformation of the tourism industry. This chapter will analyze relevant measures of the Korean government to promote smart tourism and the measures and policies adopted by local governments and tourists.

#### 4.1 Local governments have introduced corresponding policies to alleviate the tourism industry

Table 2. Ministry of Culture, Sports, and Tourism (2020).

Difference	Support measures	Support details
Financial support	Specialist in the Credit Guarantee Department of the Tourism Fund	Operating expenses of businesses (100 billion won in species)
	Expansion and early support of the tourism fund's daily loan operation	The tourism fund's daily loan operation, currently in effect (445 to 525 billion won)
	Suspension of obligation to repay tourism funds	Suspension of principal repayment obligation and extension of maturity for one year (reverse KRW 200 billion)
	Jeju Tourism Promotion Fund Special Loan and Suspension of Loan Cap	Near interest (0.75%), management stability now, and construction. Renovation now loans
	Microfinance 12 trillion won in ultra-low interest rates (1.5%) financial support package.	A total of 12 trillion won in loans was shared by three inspectors, including Sijeung Bank, Industrial Bank of Korea, and Sosa Certified Market Jinhong Industrial Complex.
	Emergency management stability now extends the maturity of new loans and suspension of the ceiling.	Interest rates within 4.5%, up to five years, only two side dishes (worth KRW 440 billion)
	Support for Microfinance Start-up Operation Now.	New employees of Ginkeum Management Security Now Suspends Repayment of Extended Maturity of Existing Loans.
	Cheer up, Korea's special punishment.	Up to 0.6% interest rate preferential increase of KRW 5 billion KRW 10 billion KRW 1 year support
High-flying support	Expansion of support for educational financing subsidies (approximately 5004 billion won)	Temporary increase in non-financial support for holiday and leave allowances (2021.1-7.31)
	Kim Yeon-jiwon, the light of the suspension of the southern part of the four major social insurance policies	Daisang Kimyeon, a private company struggling in the southern part of insurance premiums due to COVID-19
Cleaning support	Extension of the southern deadline for reporting domestic taxes. Suspension of arrears of the fixed amount of arrears.	Extension of the deadline for reporting and suspension light of Cheongsu Chennam Prison.
Cleaning support	Extension of the southern deadline for reporting domestic taxes. Suspension of arrears of the fixed amount of arrears.	Extension of the deadline for reporting and suspension light of Cheongsu Chennam Prison.
	Extension of the southern deadline for reporting local taxes, suspension of the collection of unpaid bills	Extension of the deadline for reporting and suspension light of Cheongsu Chennam Prison
	Golden Tariff Investigation Yue on the Day of Extension of Tariff Remaining	Golden Tariff Investigation Yue on the Day of Extension of Tariff Remaining.

#### 4.2 Tourism programs for foreigners launched by the Korean government.

KITP-MFT-Korea Tourism and Tourism Bureau launches free travel activities for foreigners annually. This promotes the famous tourist destinations in South Korea. It helps foreigners to deepen their understanding of South Korea. The tour covers Seoul, South Korea, local municipalities, tourism projects, and measures launched by the South Korean government to revitalize the tourism industry.

The Jeollanam-do government is also actively recruiting free travel for foreigners in Korea. It recruits promoters for short-distance trips such as two days and one night or three days and two nights. The recruiters are usually active SNS users with a certain fan base on major fan platforms. Play the role of KOL and have a certain publicity ability on major social platforms. The government has recruited such propagandists to promote tourism in various places through pictures and videos. This is why local governments want to revitalize Promotional measures launched by the tourism industry (Zargham Boroujeni & Naghavi, 2022)

#### 4.3 Digital transformation and upgrade of online travel platform OTA

After the new crown epidemic, the online technological transformation of smart tourism platforms has attracted attention. Countries are now paying attention to the construction and development of smart tourism cities (Um & Chung, 2021) They have developed online tourism platforms combining AR and VR technologies (Geng, 2022). Since coronavirus requires maintaining social distancing, non-face-to-face consumption and online tourism expenditure is also increasing. Targeted services are the center. The offline tourism industry is gradually declining, and online tourism (OTA) platforms are emerging (Drianda et al., 2021). Change and structural diagnostics will be performed. In particular, changes such as the demand and market expansion of the travel online service market centered on OAT (Online Travel Agency), settlement in the digital field, and the proliferation of online travel promotion and marketing. This improves the safety and convenience of tourists' and users' tourism experience. Thereby improving the productivity of tourism enterprises. AI, big data, and other technologies are combined and utilized in tourism (Vărzaru et al., 2021)

This digital transformation of the travel industry and non-face-to-face travel are accelerating. For example, the tourism online/mobile platform has gradually evolved from a purely intermediary function of tourism goods and services to the overall experience of tourist tourism, such as planning, survey, reservation, and review. It has gradually evolved into a business leading to the digital transformation of all value chains in the tourism industry, changing the tourism ecology. In addition, the development and supply of various individual tourism products/services using digital technology will also be accelerated. It is expected to develop new tourism products and services, such as providing tailor-made tourism information using Big Data, AI, and augmented/virtual reality (AR/VR).

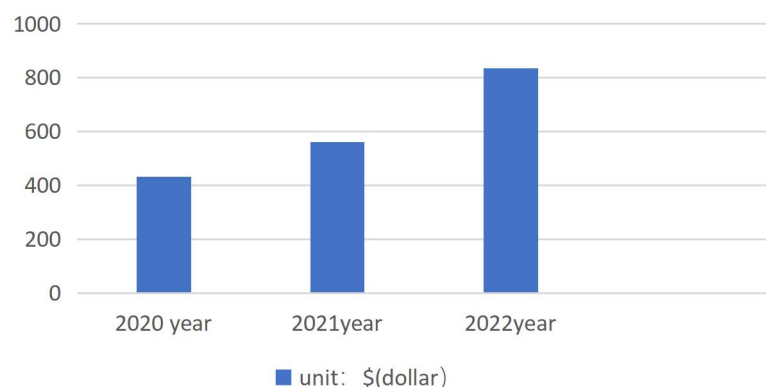


Figure 8. Online travel agent market size worldwide.

For example, Airbnb connects tourists and residents in places where they travel, sharing dormitories. Use the platform to conduct reviews and review online sites/mobile applications, recommendation algorithms, and price adjustments. Similarly, the growth of platform companies in the tourism field can collect tourist data in real time. Based on the analysis of tourist data, tourism companies can provide tailored and harmonious tourism content and services for each tourist. This will improve the quality of tourism services and tourist satisfaction. Therefore, it will also intermediary digital tourists and individual travel product and service sellers in the future. It is expected that the influence of platform companies in the tourism industry will gradually expand.

In response to the digitalization of the tourism sector, the OECD (International Organization for Economic Cooperation and Development) proposed workforce education and the digitalization of SMEs to overcome the novel coronavirus crisis. It will help acquire digital technologies during the 106th Tourism Committee in 2020. Policy examples such as promotion support and digital gap analysis emphasize promoting digital transformation and support for the tourism industry. The digital change in the



tourism industry is centered on the global OTA. The OTA market size will reach 4,321 billion US dollars in 2020. It is expected to grow to 83.352 billion by 2025 ,especially by acquiring global OTA Mergers to achieve economies of scale and strengthen competitiveness in the global tourism market (Xu, 2021).

#### **4.4 Taking Incheon as an example to analyze the construction of smart tourism cities.**

On July 30, 2021, the Korean Ministry of Culture, Sports and Tourism, the Korea Tourism Organization, and the Incheon Tourism Organization jointly held the launch ceremony of the "2021 Incheon Smart Tourism City". In September 2020, the city of Incheon was designated as Korea's first smart tourism city by the Ministry of Culture, Sports, and Tourism. Since then, the Korea Tourism Organization, Incheon Tourism Organization, Jung-gu, Incheon Smart City Co., Ltd., and private foundations have cooperated to open ports for comprehensive tourism city platforms and infrastructure construction based on information and communication technology. It can be freely downloaded from Google Play Store and Apple App Store.

The construction of this tourism city includes the construction and development of the E-G App platform in Incheon.(Ma, 2020) The AR/VR reality content that reproduces historical figures and old streets provides a compact public Wi-Fi that does not need to worry about data in a smart environment and is used for data. An integrated data platform for collection and analysis.

Incheon Kaipu Alley. Since the port opened in 1883, it's where modern history and culture come alive. Modern buildings such as the Central District Office, the old Japanese Consulate, and the First Bank of Japan Incheon Branch still exist. Historical traces such as Japan's First Co., Ltd., Incheon's art platform, and Jemulpo Ancient Music Club are also visible. Many tourists visit and enjoy hiking every year. At the Jemulpo Gulakob and Jiangmen Museum, tourists can experience more immersive time travel using the on-site Incheon e-G app and VR devices. Tourists can enjoy a 360-degree panoramic view of the 19th-century open port from the Liberty Park Observatory.

Tourists can use the application (app) called "Incheon e-G" to view travel guides based on artificial intelligence (AI) and view information about nearby restaurants, cafes, tourist attractions, and accommodations. Augmented Reality (AR) and Virtual Reality (VR) allow time travel. Thanks to the ubiquitous public Wi-Fi, the tourist does not need to worry about data issues. This place has developed into an "Incheon Smart Tourism City". The city opens the port area as a tourist destination, so there are no traffic issues. Tourists can book private transportation services (MOVV), city tour buses, Wolmi sea trains, and opening story bicycles using the Incheon e-G app. The city has also prepared real-time drama content, and Jemulpo in the 19th century can be seen vividly through VR at the Jajangmyeon Museum and Jemulpo Club. In Freedom Park and Qingyi Concession Staircase, a panorama AR allows tourists to compare the present and past Jemulpo through a time loop. AR ghost experience content is available as directed by historical figures such as Jin Jiu, and Jin Lansha, and modern female singers like Sabachin and Appenzeller.

It provides convenient infrastructure and services for tourists. A luggage storage service is provided so tourists can easily and conveniently store any luggage. The scenic spot has an audio guide service called "My Travel Guide". It allows tourists to have immersive travel without a tour guide. The city has set up a Mobile Simple Payment I-PASS system for seamless payments. For Chinese tourists, WeChat Pay is also available for QR payments. In addition, overseas tourists can receive tax refunds immediately after payment through the real-time tax refund service.

In addition, Incheon City has also prepared an intelligent queuing and ordering system, allowing tourists to book their desired "smart restaurant" tour. Various smart coupons have also been prepared to increase the cost-effectiveness of going to the open port of Incheon. Tourists from various countries can use multilingual services (English,

Chinese, Japanese), non-face-to-face ordering, and text chat services. WeChat mini program "Urban Haengrang", is open to Chinese tourists for the first time in Asia.

#### 4.5 Views of Koreans on smart tourism cities

4.5.1 Xing Jiaqi (Seoul City University, master, urban society, research direction: urban tourism)

##### **Interview 1: He lived in Korea for 15 years and is the author of A Trip to Seoul, Poor Travel Seoul, and Seoul and Incheon.**

An interview survey method was adopted to investigate travel bloggers in Korea and international students majoring in tourism management in Korea. This helped investigate the development status of Korean smart tourism cities and how to promote them. Many Chinese tourists understand and pay attention to how to develop smart tourism better and combine the theory and problems of smart cities.

	Question	Answer
1	May I ask when you came to Korea?	2008
2	Seeing that you often participate in such foreign travel activities, have you experienced it? Have you tried smart tourism in Korea?	Yes
3	Have you heard of the smart tourism city in South Korea? From what channels say?	Yes, Korea Tourism Organization's official website and tourism promotion conference.
4	How many smart tourism cities do you know? What online apps do you use when traveling in Korea?	Incheon. Cheongju. Qunar, Qyer, Fliggy.
5	If the government funds and invites you to travel to a smart tourism city in South Korea, what project do you most want to experience?	The new one-stop layout of tourism related to urban planning is convenient for the country's routes for foreign tourists.
6	Do you have any good suggestions on how South Korea's smart tourism project can attract Chinese tourists?	1: Do more tourism promotion and unite with domestic tourism platforms. 2: The government has done a lot of resources with tourism departments in various regions of China.
7	What do you think are the biggest differences between smart tourism and ordinary tourism? What are some advantages?	South Korea's foreign language navigation has done a good job. Whether it's the foreign language signs on the street or the official foreign language navigation information of Korean tourism, it can make it easier for foreigners to travel in South Korea.
8	From the perspective of experiencers, what experience items do you most hope to increase? What are some good activities and suggestions to increase the repurchase rate of tourists? Proposal?	Spearheaded by the Korea Tourism Organization and various local tourism departments. Exhibition publicity activities, combined with well-known tourism platforms and network SNS platforms. Conduct tourism marketing to attract people who do not know Korea well.

4.5.2 Liu Lu, Dongguk University (Master of Film Production, member of Hanyouji China SNS promotion team, Xiaohongshu fans 42.5K).

##### **Interview 2 : She has lived in South Korea for 7 years and is deeply involved in the Korean tourism and beauty industry**

	Question	Answer
1	May I ask when you came to Korea?	2021
2	Seeing that you often participate in such foreign travel activities, have you experienced it? Have you tried smart tourism in Korea?	Yes, I experienced Incheon smart tourism.
3	Have you heard of the smart tourism city in South Korea? From what channels Say?	I heard from friends.
4	How many smart tourism cities do you know? What online apps do you use when traveling in Korea?	Suwon, Gyeongju, <i>Inchon eg</i> , Korea Ask Me, Struggle in Korea.
5	If the government funds and invites you to travel to a smart tourism city in South Korea What project, do you most want to experience it?	Experience time travel through VR devices.
6	Do you have any good suggestions on how South Korea's smart tourism project can attract Chinese tourists?	Recruitment of Chinese SNS presses corps for publicity.
7	What do you think are the biggest differences between smart tourism and ordinary tourism? What are some advantages?	Yes, domestic smart tourism will analyze consumption bias through Bigdata. Good and precise points of interest are recommended; Korea's VR experience is better.
8	From the perspective of experiencers, what experience items do you most hope to increase? What are some good activities and suggestions to increase the repurchase rate of tourists? Proposal?	Self-service transportation rental, which makes it easier for tourists to get around through card-sharing, discounted tickets.

#### 4.5.3 Wen Qian is a professional in Korea (Korean travel blogger Xiaohongshu fans 1w+)

**Interview 3: She is a senior travel blogger in Korea, familiar with Korean attractions, and works in a Korean travel agency.**

	Question	Answer
1	May I ask when you came to Korea?	2019
2	Seeing that you often participate in such foreign travel activities, have you experienced it? Have you tried smart tourism in Korea?	No
3	Have you heard of the smart tourism city in South Korea? From what channels Say?	Naver and Kakao map.
4	How many smart tourism cities do you know? What online apps do you use when traveling in Korea?	Cultural Experience VR Program.
5	If the government funds and invites you to travel to a smart tourism city in South Korea What project do you most want to experience?	Experience time travel through VR devices.
6	Do you have any good suggestions on how South Korea's smart tourism project can attract Chinese tourists?	Make more use of China's SNS platforms, such as Xiaohongshu, for promotional purposes.
7	What do you think are the biggest differences between smart tourism and ordinary tourism? What are some advantages?	More use of artificial intelligence could give visitors a more convenient and innovative experience.

8	From the perspective of experiencers, what experience items do you most hope to increase?	It's difficult for older people or people who don't know how to use smartphones, and they can spread technology through publicity and training.
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## 5. Conclusion

This article analyzes the changes in the South Korean tourism industry after the pandemic and the shifting attitudes of Chinese tourists toward visiting South Korea. It examines the policies local governments in South Korea implemented to support foreign tourism and the corresponding tourism projects. From a macro policy perspective, the development of the South Korean tourism market should be linked to the country's economy. The Ministry of Culture, Sports, and Tourism has introduced relevant policies to support local governments and businesses, providing targeted implementation plans and subsidies.

For transforming and upgrading online travel platforms (OTAs), measures are taken to provide convenience and services for Chinese tourists through mobile apps. This includes simplifying the tourism service process and facilitating the entry and exit of Chinese tourists. At the individual level, leveraging social media platforms and SNS (social networking services) has been emphasized. Platform promotion of tourism in South Korea aims to increase awareness and deepen understanding of South Korean tourism. Furthermore, this serves as a foundation for actively promoting smart tourism cities. The development and widespread adoption of smart cities further drive the transformation of South Korea's smart tourism industry.

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## Notes

<sup>1</sup> Smart tourism: It uses new technologies such as cloud computing and the Internet of Things to actively perceive information on tourism resources, the tourism economy, tourism activities, and tourists through the Internet. These technologies provide timely information to tourists and help them understand/comprehend it. This information can be arranged and adjusted for work and travel plans to achieve an intelligent perception effect and convenient use of various travel information.

<sup>2</sup> KITP-MFT: South Korean Government Organizes Free Two-Day One-night Tour Program for Foreigners.

<sup>3</sup> Incheon EG: Incheon e-G is the first smart travel app the Ministry of Culture, Sports, and Tourism selected as a public event.

<sup>4</sup> OTA: OTA is called Online Travel Agency, a term used in the tourism e-commerce industry. Travel consumers can reserve travel products or services using the Internet. They can pay online or offline. Travel agents can market or sell products through the Internet.

<sup>5</sup> I-PASS: A payment system in Incheon.

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