

Building Smart Tourism Ecosystems : The Incheon Smart tourism City Model

A case study on creating sustainable tourism through technology, collaboration, and community engagement.

Why Smart Tourism Now?



The changes in everyday life and tourism industry by COVID-19



Post-COVID Recovery

The pandemic forced destinations to reimagine tourism with safety and resilience at the forefront.



Global Sustainability Goals Alignment

Global pressure to meet Sustainable Development Goals pushed destinations to rethink their approach.



Rapid Digital Transformation

Incheon took the initiative to create a digital testbed for tourism innovation, preparing for a future where technology and sustainability converge.

“Government-led Smart Tourism City Initiative” launched as a form of bidding

Incheon as Korea's Smart Tourism Pioneer



Aims to transform *Gaehangjang* into an Ideal Smart Tourism testbed Model



Project Period

October 2020 – July 2021

Project Area

Around Incheon Open Port Area in Jung-gu (Bukseong-dong, Sinpo-dong), 537,000m2

Project Budget

KRW 7 billion (national budget: KRW 3.5 billion, regional budget: KRW 3.5 billion)

Project Details

Provision of smart tourism experience integrating the whole course of a trip

What We Built – Three Core Components

Tourist



Incheoneasy App.

Enhance the attraction
as a tourist destination

Business



Tourism Data Platform

Encourage participation of
innovative companies

Local



Smart Infrastructures

Promote participation of
local residents

Online Platform

On · Offline Platform



INCHEON SMART
TOURISM PLATFORM

Incheon-easy Application

With 4 Pillars of
Korean Smart Tourism Model



- AR/VR Time Travel
- Gamified Audio Guide



- Smart Order / Coupon
- Chatbot (Inquiry)

Smart
Experience

Smart
Convenience



Smart
Accessibility

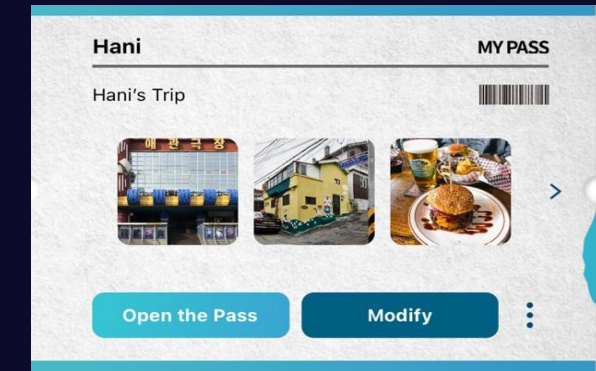
Smart
Platform



- Mobility Reservation
- Real-time Navigation



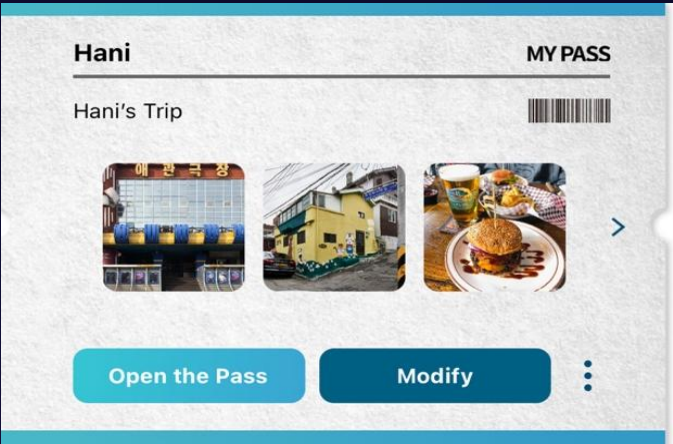
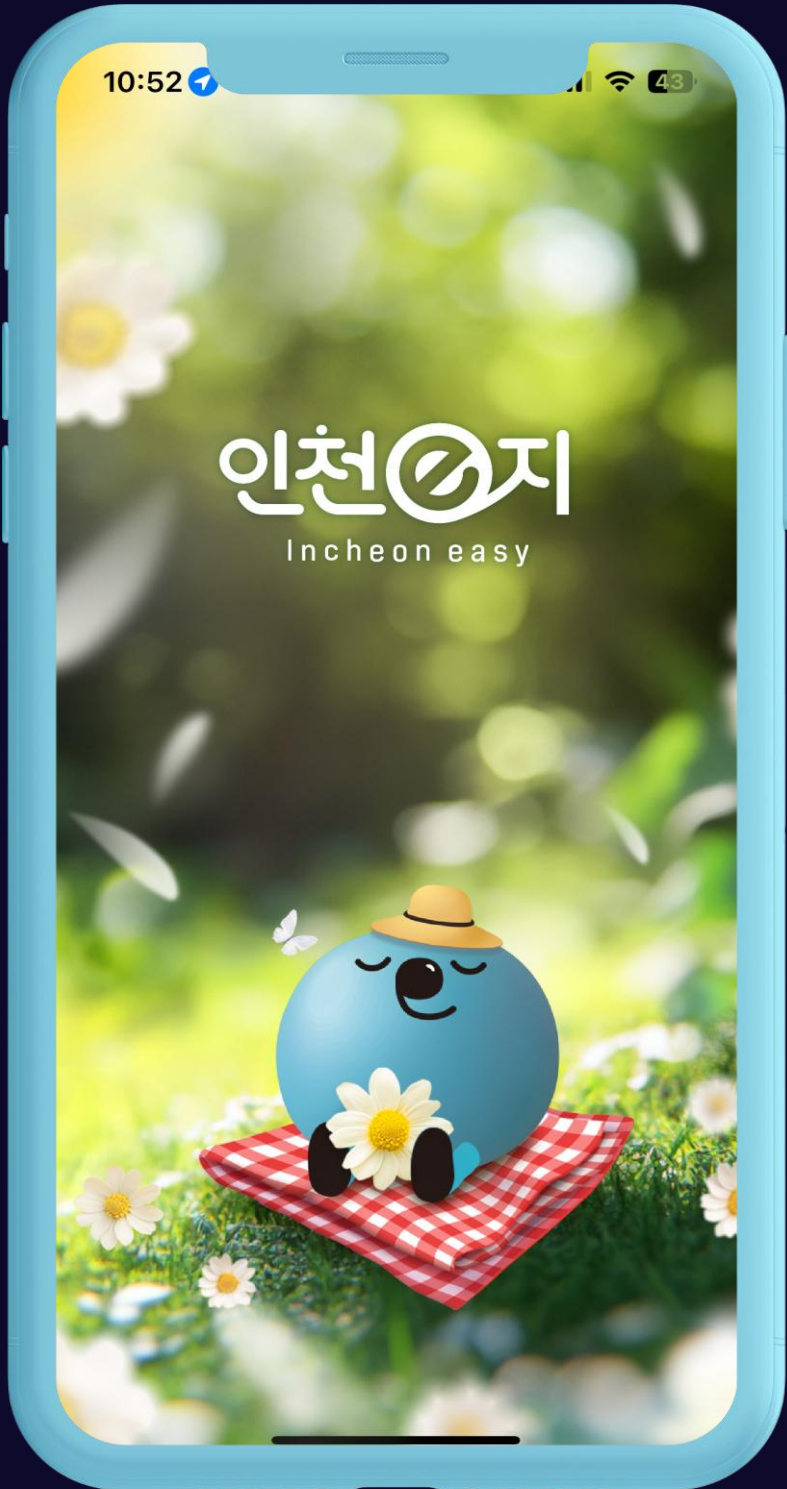
- Integrated Platform
- WIFI Infrastructure



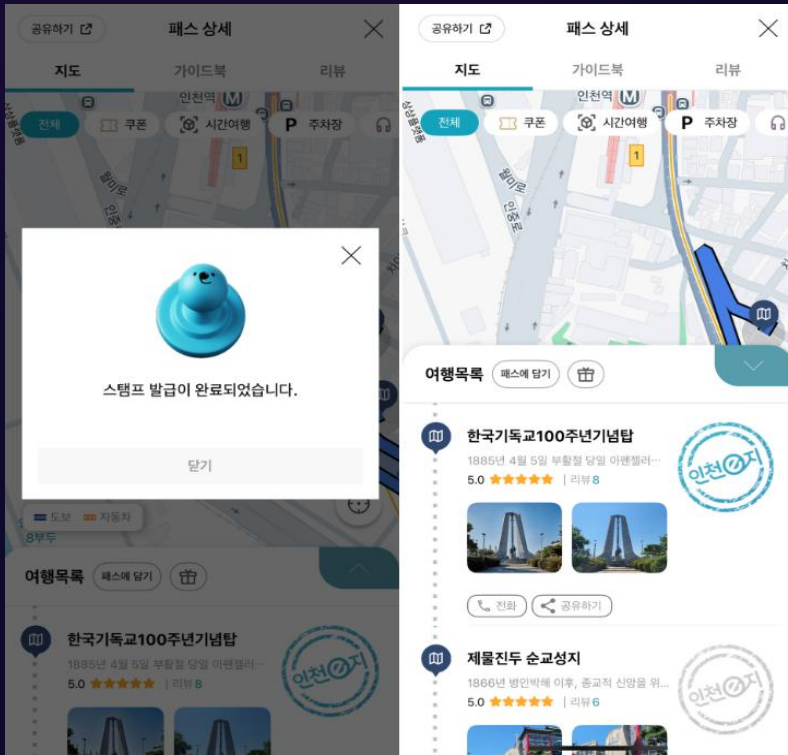
My Pass



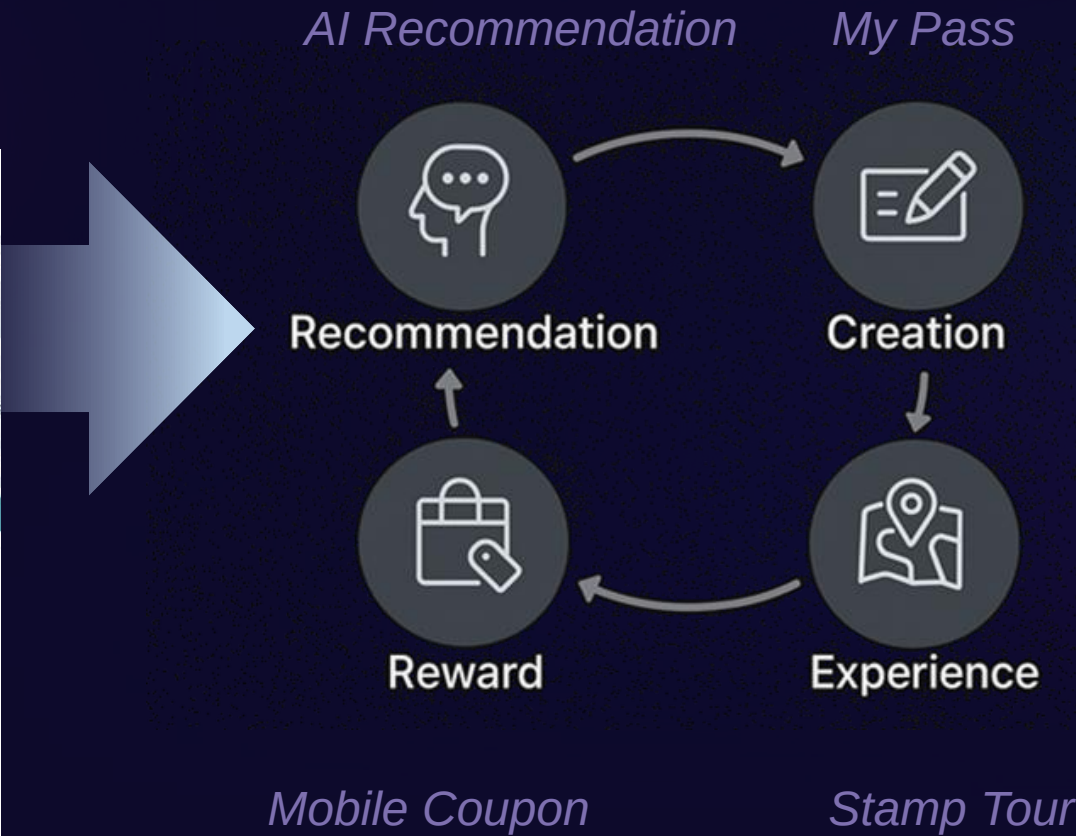
Key Features 1 - My Pass Service



Make Pass a “Real Itinerary”



A Community Benefit Model
Every Journey creates value for local communities



Key Features 2 - ARVR Time Travel



Beyond the Pilot: Creating a Sustainable Ecosystem

From Tech-first to “People-first” Evolving into Local Collaboration Platform



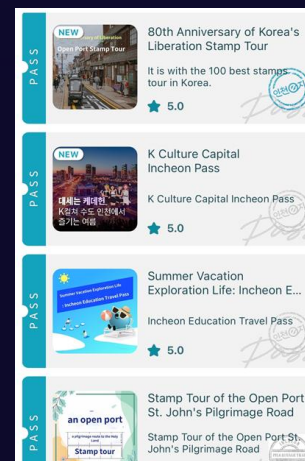
Pilot Phase (2020-2021)

Government-funded initiative testing digital tourism concepts



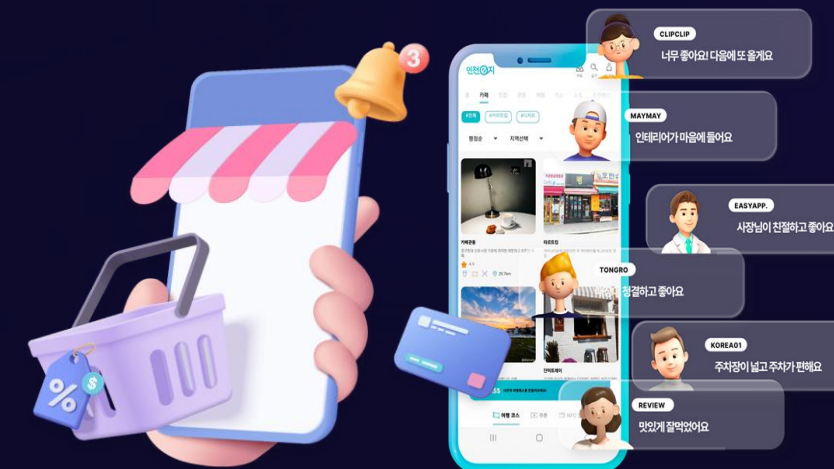
Growth Phase (2022-24)

Expansion of features, merchant adoption, and user base



Ecosystem Phase (2025+) **NEW**

Collaborative Platform, where residents, business and visitors co-create value.



Connected Platform(Local Partner's Page)

- Self-update store Info. → Reflected in the App. for updates
- Participate in campaigns/promotions → Support offline marketing efforts

Dashboards for coupon Use & Statistics

대시보드

안녕하세요, jidori84님! [파트너스 메뉴얼](#) [문의하기](#)

쿠폰 사용 현황

프로모션 쿠폰

오늘 0 건 / 누적 71596 건

가맹점 자체 발행 쿠폰

오늘 0 건 / 누적 19231 건

오늘의 프로모션 [전체보기 >](#)

진행중인 프로모션이 없습니다.

주요 현황

가맹점 리뷰

오늘 1 건 / 누적 16687 건

패스 리뷰

오늘 4 건 / 누적 1142 건

1:1문의 (답변 대기)

0 건

인천@지 파트너스

jidori84 [로그아웃](#)

대시보드

내 정보

가맹점

가맹점 관리(등록, 수정, 조회)

가맹점 리뷰 관리

가맹점 그룹

플레이스 관리

부스 관리

패스 관리

쿠폰

프로모션

문의 관리

공지사항

가맹점 상세

가맹점 표식 및 할인정보 포스터 [↓](#)

기본 정보

가맹점명 (필수)	컴포즈커피
카테고리 선택 (필수)	카페
이미지 등록 (필수)	  
해시태그	연안부두
소재지 (필수)	인천 중구 축항대로86번길 28
경도 (필수)	126.605404676092
위도 (필수)	37.4544359772013
가게 전화번호 (필수)	0327157980
운영 시간 (필수)	07:00~22:00
홈페이지	
SNS 링크	

인천@지
쿠폰 및 스탬프 발급

인천@지
쿠폰 사용


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8000301603


컴포즈커피 연안부두점
509-33-01111

다운로드

다운로드



Data Driven Insights(Big data Platform)

- Big Data Analysis → Insights for solving Urban Challenges
- Open API Platform for Data-driven Decisions & Business Opportunities



NEW

Sustainable Collaboration (Carbon Step)

- Converts Tourists' Steps → Visualize Environmental Impact
- Promote eco-actions for driving sustainability



Facts & Figures

Impact and Contributions of the Incheon Project

280,000+

App Downloads

Active users exploring Incheon with digital tools

20%

Local Spending Growth

Increase in tourism expenditure within local economy

70%

Coupon Usage Growth

Increase in mobile coupon within local economy

220M. KRW

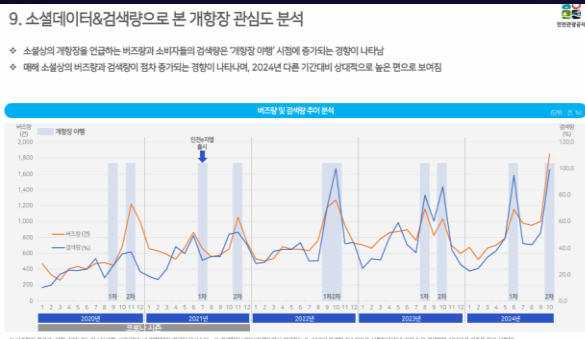
Coupon Redemptions

Direct economic impact in one year

96%

Local Business Satisfaction

Businesses reporting positive outcomes



Challenges and Lessons Learned

01. Project Coordination

- How to be successful as the first player
- How to organize the project successfully involving 12 different interest parties

► **Partnerships create shared value**



01

02

03

03. Project Sustainability

- How to make value from the project
- How to contribute to the local tourism

► **Data secures credibility and sustainability**



02. Digital Resistance by local Community

- how to involve local shops and residents
- how to bridge the digital gaps in the region

► **People must be at the center**

Future Roadmap: Sustainability & Resilience Initiatives

Geographic Expansion

Extended smart tourism service city-wide
beyond initial pilot zones for connected tourism
experiences throughout Incheon



Accessibility for All

- 197 barrier-free tourism spots mapped for accessibility
- Digital literacy programs for local seniors
- Multi-language support for international visitors



AI Enhancement

- Voice-powered conversational AI assistance(multi-language, contextual recommendations : Promotions, Pass Services, Routes etc ...)
- Personalized & Connected Experience for Users



Environmental Impact

- Paperless tourism information reducing waste
- Carbon-neutral challenges using the Carbon step functions
- Promotion of eco-friendly transportation options



"Smart tourism is not about technology.
It is about resilience, sustainability,
and collaboration."

Lessons from Incheon Smart Tourist Destination