

From K-Culture to K-Tourism

Korea's National Digital Branding Strategy & Vision

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Republic of Korea / Ministry of Culture, Sports, and Tourism

Korea’s Tourism Brand Is Changing

K-Culture

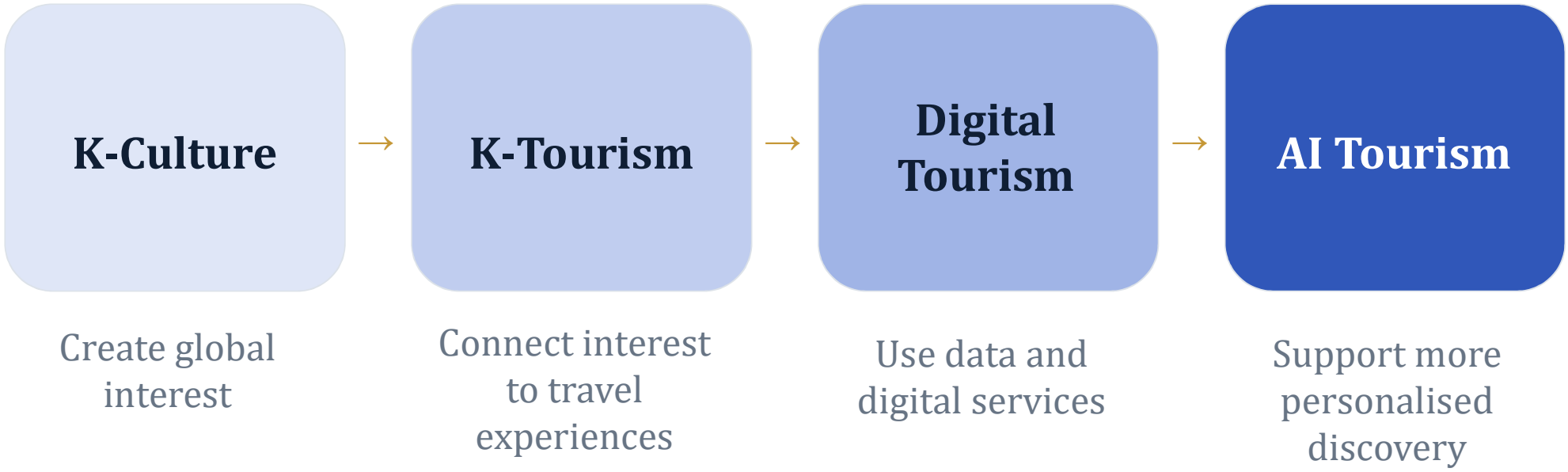
K-pop, K-content, food, beauty and lifestyle

K-Tourism

Digital / AI

How can Korea turn global interest in Korean culture into broader, more diverse and more sustainable tourism experiences?

Policy Direction: From K-Culture to K-Tourism



Korea's Digital Innovation Policy for Tourism

- Culture Digital Innovation Basic Plan
- Korea Tourism Data Lab
- Data-based and AI-enabled tourism services

Expanding the Tourism Brand - Beyond Seoul



Gyeongbokgung Palace | Seoul · Heritage



Bukchon Hanok Village | Seoul · Living heritage

Gwangalli Beach | Busan · Coastal city

Seongsan Ilchulbong | Jeju · Nature

The Digital Shift - How Travelers Discover Destinations

SEARCH
Need / intent

→

SOCIAL
Inspiration

→

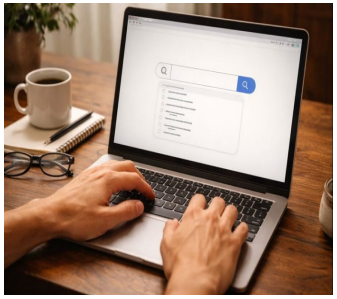
VIDEO
Immersion

→

AI
Conversation

→

BOOKING











No longer enough to produce a Good Message
> Making their places, stories and experiences DISCOVERABLE through the Digital Ecosystem.

Digital Tourism Policy - From Data to AI

1. Korea Tourism Data Lab

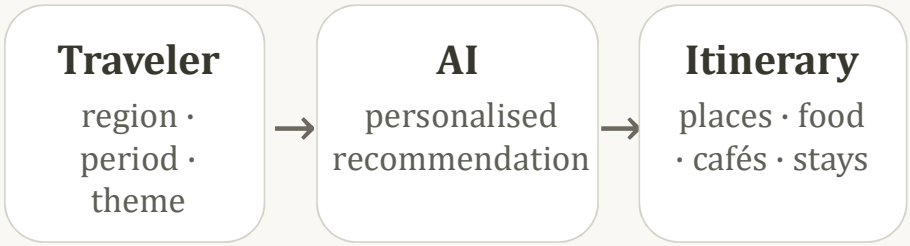
An integrated tourism-data foundation

Mobile data	movement & visitor patterns
Card data	tourism spending
Navigation data	mobility & destination flows
Tourism statistics	official tourism indicators

→ Foundation for more targeted tourism policy and marketing.

2. AI KokKok: AI-powered travel planning

Turning tourism data into a personalised public service



→ Recommend travel courses based on the user's destination, travel period and theme

Personalized Tourism - From Mass Marketing to Individual Journeys

DATA
Visitor / mobility / spending

→

INSIGHT
Who / where / when

→

TARGET
Market / segment

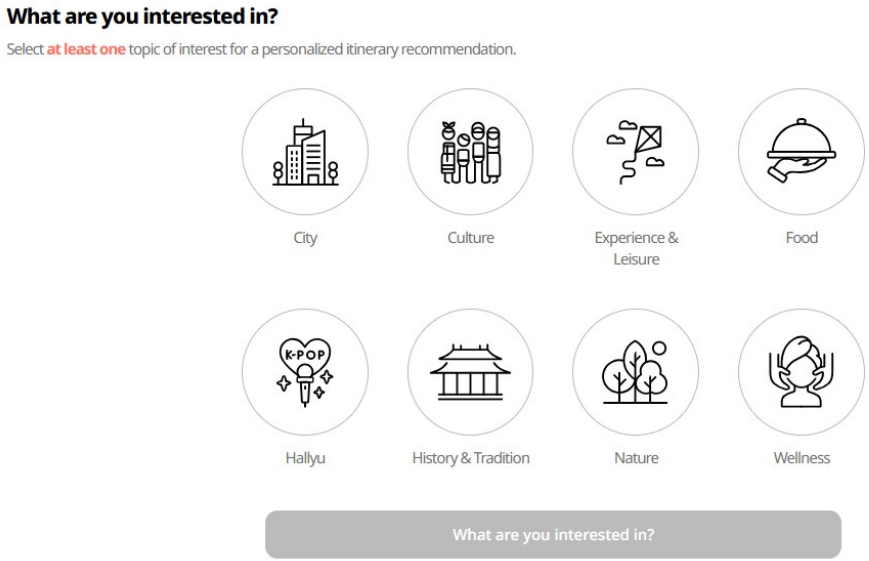
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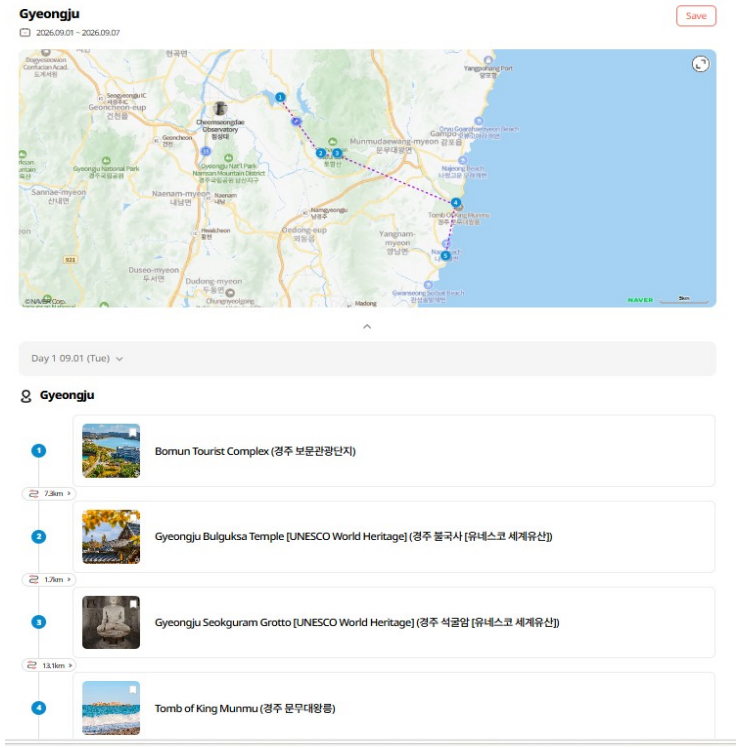
EXPERIENCE
Content / service

→

FEEDBACK
Measure / refine

< Example of 'AI KokKok' Planning >





Global Digital Marketing

OVERSEAS PROMOTION
Roadshows / events

+

CULTURAL TOUCHPOINTS
K-Culture experiences

+

INSPIRATIONS by DIGITAL CHANNELS
Social / video / platforms

+

TRAVEL CONVERSION
Search / booking / stay









“Countinuous Journey”

New Challenge - Tourism Branding in the AI Era

Risk

- A few famous images can dominate algorithmic discovery
- Less-visible regional and local stories may be harder to surface

Policy response

- Richer digital content
- Strengthen regional storytelling
- Make diverse experiences to discover

More discoverable diversity — without losing Authenticity.

The Role of Government

DATA
Public data & analytics

INFRASTRUCTURE
Digital platforms & services

CONTENT
Distinctive local stories

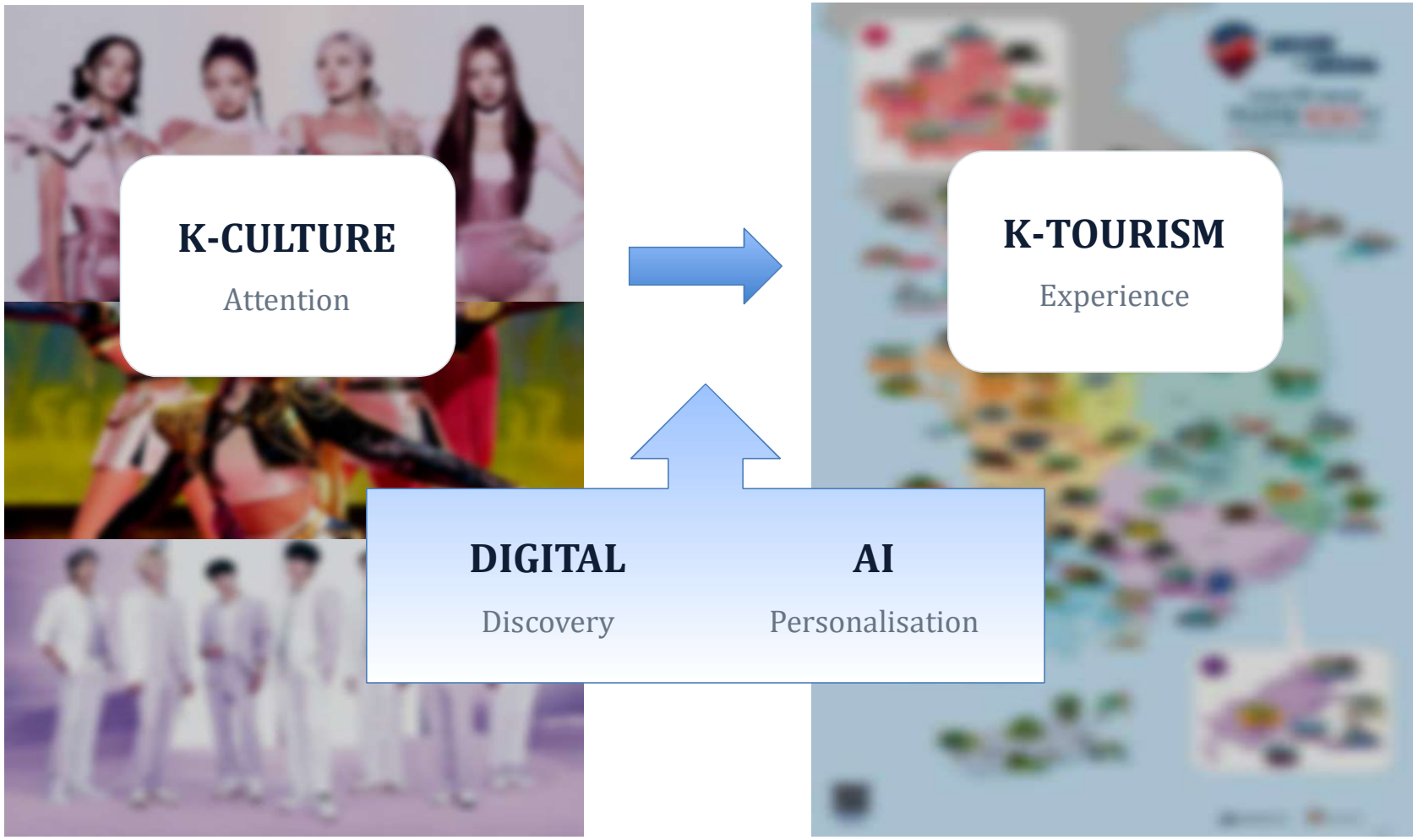
CAPABILITY
Industry AI / DX skills

TRUST
Responsible data & AI use



Build an Environment for Better Tourism Experiences

Korea's Vision



What we tell travelers about our country

↓

How travelers can discover our country

From cultural attention → to tourism experience → to intelligent discovery

THANK YOU

Q&A

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