



**Asia-Pacific
Economic Cooperation**

2016/TWG49/009

Agenda Item: 22

Korea: Report on Tourism

Purpose: Information

Submitted by: Korea



**49th Tourism Working Group Meeting
Kokopo, Papua New Guinea
31 August – 1 September 2016**

Report on Tourism: Republic of Korea



International Tourism Planning Division
Ministry of Culture, Sports and Tourism

49th APEC Tourism Working Group Meeting (TWG)
Aug. 31 - Sept.01, 2016

National Tourism Administration and Organizations



Ministry of Culture, Sports
and Tourism

- Responsible for the development and pursuance of national policies in the culture, arts, sports and tourism sector



KOREA
TOURISM
ORGANIZATION
한국관광공사

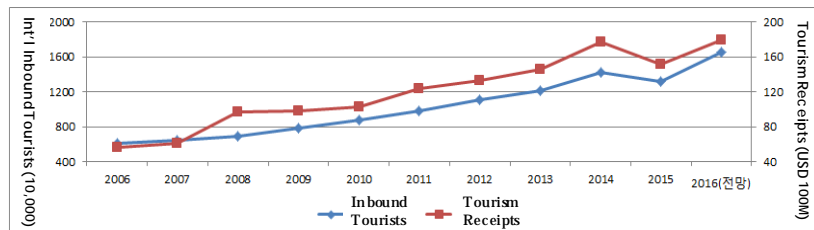
- Responsible for the promotion and marketing of Korea to attract international tourists

**Korea Culture & Tourism
Institute (KCTI)**

- National research institute that focuses on culture and tourism policies development

Quantitative growth in the past 10 yrs

- Reached 1.3M international visitors (+11.4%) & 18B USD tourism receipts (+166%)



Tourism in Numbers

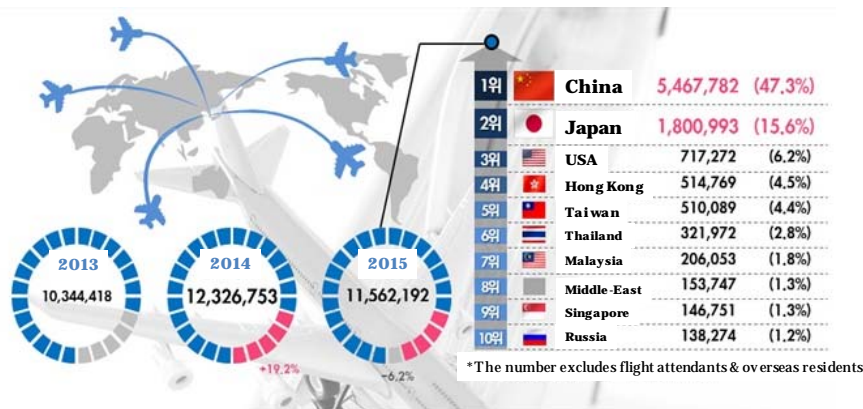
- Visitor satisfaction (93.5%)
- Return visit rate (46.1%)
- Visitor per capita spending (1,713 USD)
- Domestic tourism expenditure (25T KRW)
- Travel & Tourism Competitiveness Index Ranking (29th)
- GDP impact (5.8%)

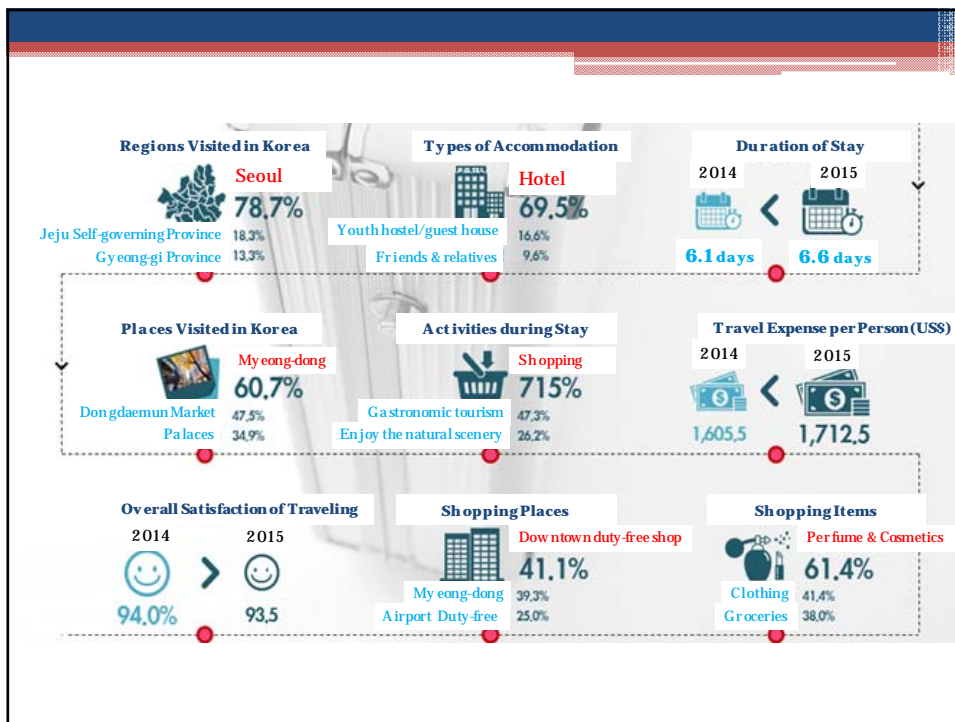
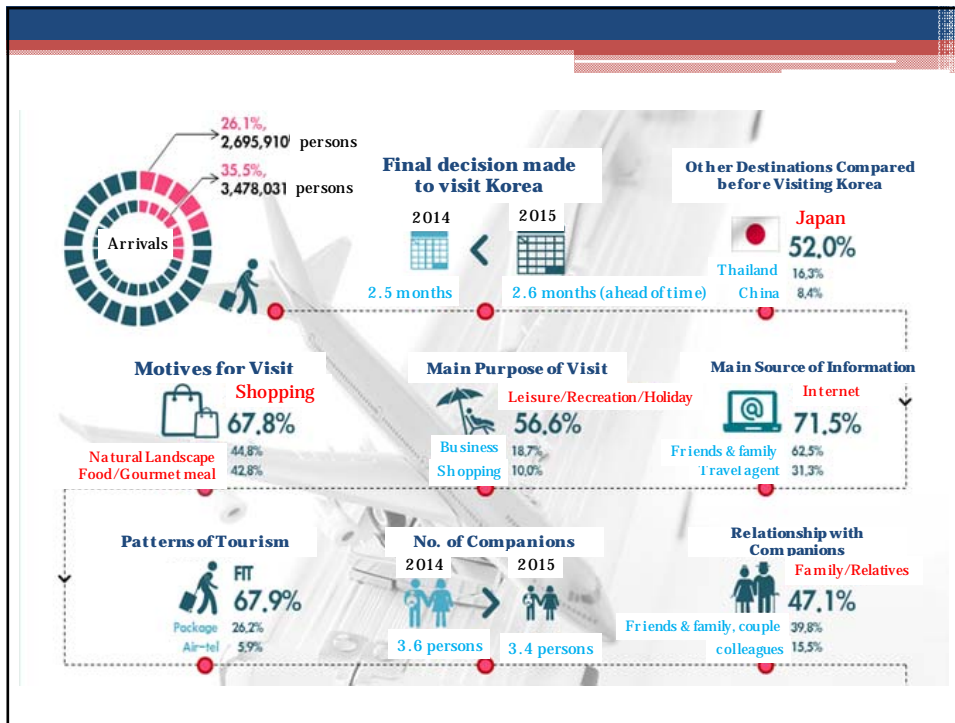
Need to improve tourism competitiveness

- Visitor concentration in traditional tourism destinations
Most inbound tourists' visit is limited to Seoul (78%) & Jeju (18%)
- Shopping-based tourist behavior
 - Purpose of the visit is mainly shopping (67%) and gastronomic tourism

2015 International Visitor Survey

• Inbound Tourists by Country





Concerns over creating a bad impression on Korea as a tourism destination

- Strict regulation in need for low-quality tourism products (GIT) & exorbitant prices charged to tourists
- Customized policy in need for the growing FIT market segment

Implementation of Quality-focused Initiatives

- The current level of quality determines the quantitative growth of the future
- Qualitative transition through the critical control of qualitative indicators

Content

Service

Workforce

1. Creating diversified content

- Promote Korea *Dulle-gil* trail as the main tourist activity/content
- Conduct various product development based on Korean wave (*Hallyu*) & cultural content such as K-culture Zone



2. Providing consumer-oriented service

- Establish a legitimate frame for home sharing
- Build a public transportation reservation system for foreigners
- Conduct quality management on tourist informative interpretation services



3. Activating domestic tourism & improving corporate fundamentals

- Promote the Winter Travel Week
- Operate an Integrated Business Support Center
- Foster creative tourism companies and support start-ups by relieving registration requirements



4. Strengthening collaboration

- Enhance cooperation among relevant industries and government authorities



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