2021 Korea-Vietnam Tourism Seminar

The cases of contactless tourism services and policy directions

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Ⅱ. Use cases and impact of contactless tourism services

Ⅲ. Tourism industry responses and challenges

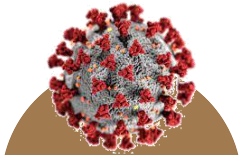
* This presentation is based on the research publication, "The cases of contactless tourism services and policy directions", by Jiyun Yu and Heejeong Han(2021).

Ⅰ. Contactless tourism services and safety of tourists

1. Background

2. Concept

1. Back-ground



Covid-19

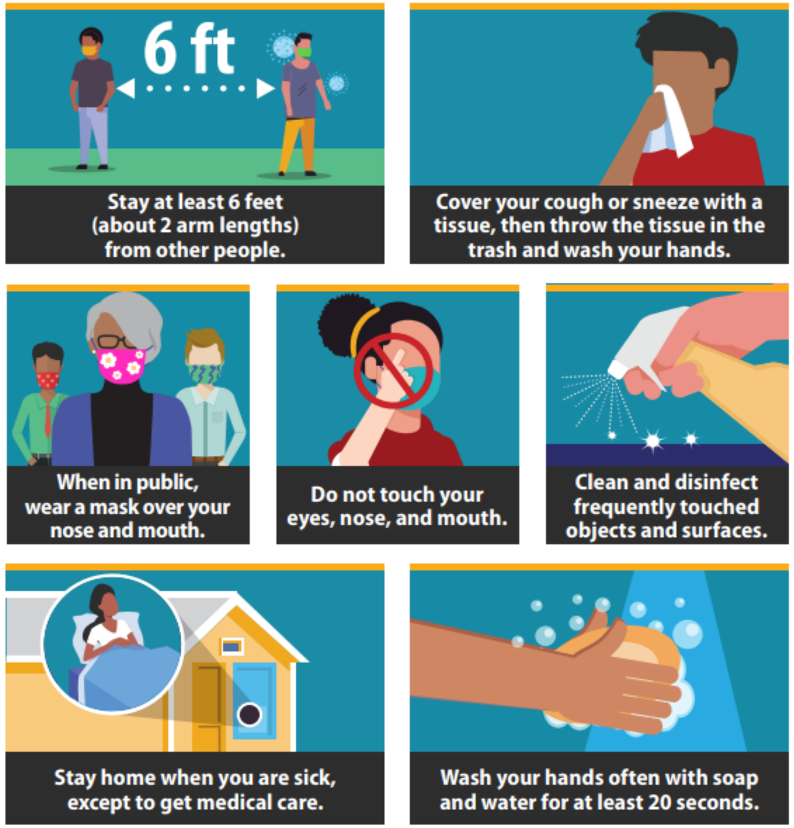
Pandemic

Minimize face-to-face contact

Spread of social distancing

Changes in service delivery method

Transmitted through respiratory droplets or direct contact with infected people



Stay at least 6 feet (about 2 arm lengths) from other people.

Cover your cough or sneeze with a tissue, then throw the tissue in the trash and wash your hands.

When in public, wear a mask over your nose and mouth.

Do not touch your eyes, nose, and mouth.

Clean and disinfect frequently touched objects and surfaces.

Stay home when you are sick, except to get medical care.

Wash your hands often with soap and water for at least 20 seconds.

※ Source: CDC website (cdc.gov/coronavirus)

Remote delivery, Online shopping, Unmanned stores

Distance education, Remote work

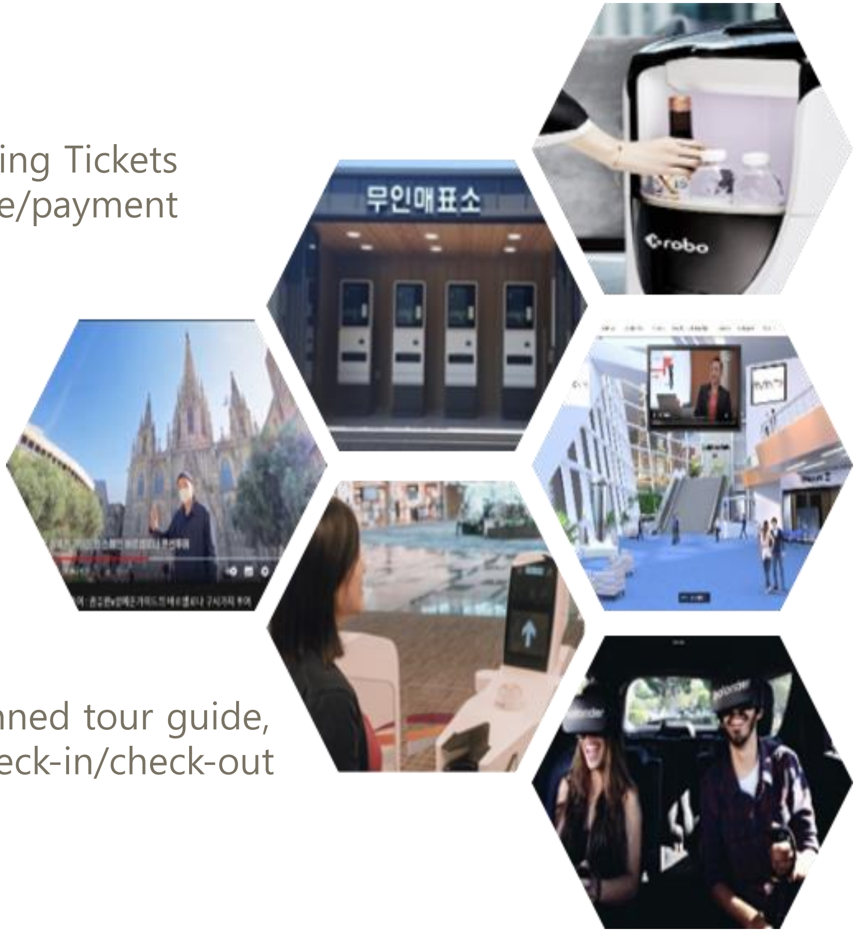
Remote performance

Contactless Service

※ Source: Hankook Ilbo (www.hankookilbo.com/News/Read/A2020112711510003010)

1. Background

Spread of contactless tourism services to minimize contact due to COVID-19



Sightseeing Tickets
Unattended purchase/payment

Hotel
delivery robots

Real-time online
tourism content

Online
international conference

Unmanned tour guide,
Self check-in/check-out

Use of VR technology
for tourism experience content

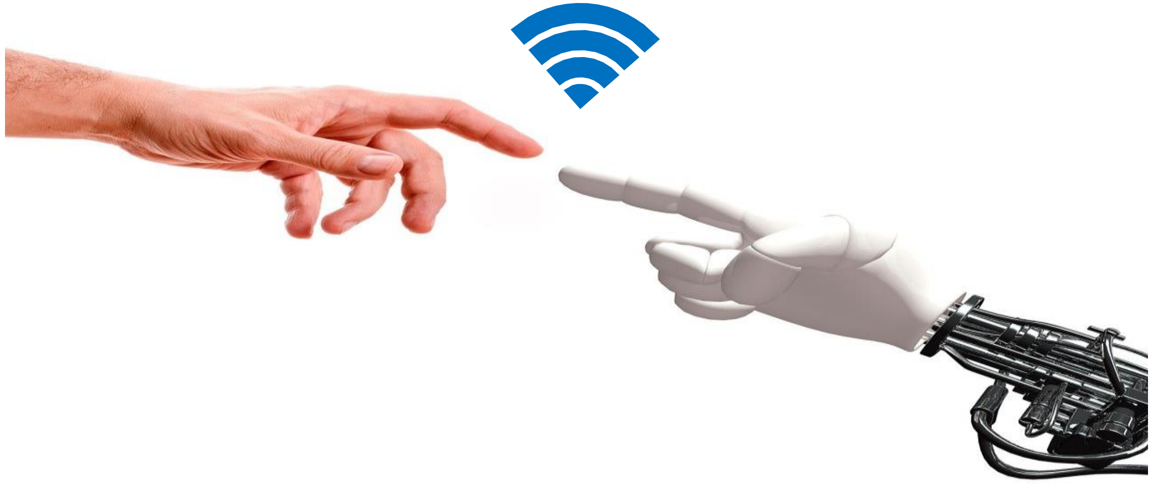
2. Concept

What is a contactless tourism service?

Contact-less, contact-free, low touch, unctact, uncontact, ontact, non-contact...

Concept

A tourism service that minimizes contact and maintains a connection with the tourism service or provider based on digital technology while providing enhanced safety and convenience to tourists



Tourists

Tourism services

Ⅱ. Use cases and impact of contactless tourism services

1. Use cases
2. Policies
3. Impact and features

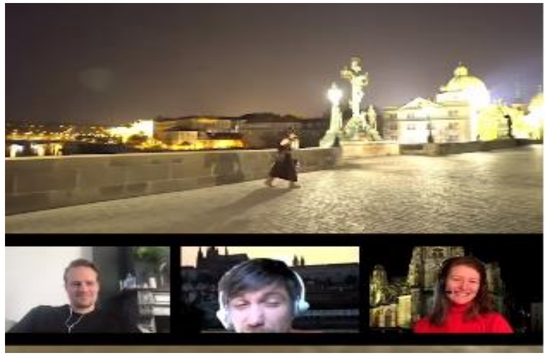
1. Use cases

Contactless tourism services in the tourism market

Travel industry

- Online-based travel recommendations, booking, and payments
- Real-time virtual travel content (Online tour)

※ Source: My Real Trip website (https://www.myrealtrip.com/)



※ Source: Airbnb website (https://www.airbnb.co.kr/)

Tourism and lodging

- Check-in/out using Self-service Technology (SST)

Welcome to Paradise Hotel

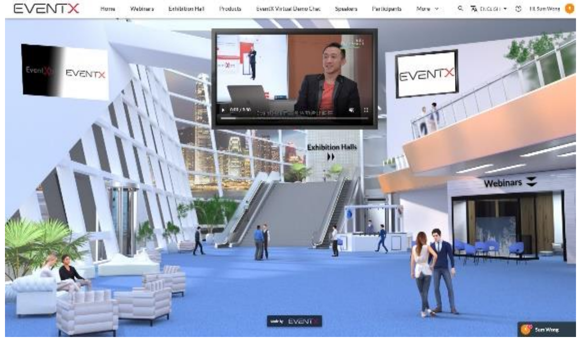
※ Source: Paradise Hotel Busan website (www.busanparadisehotel.co.kr)

- Delivery of services using delivery robots

※ Source: Lotte Hotel Magazine website (https://www.lottehotelmagazine.com/)

International conference

- Hybrid conferences, exhibitions and webinars


EVENTX
Exhibition Halls
Webinars

※ Source: EventX website (https://eventx.io/)

Exhibit Hall
Auditorium
Lounge
e-Poster Hall
Networking Lounge

※ Source: Indoor Air 2020 website (http://www.indoorair2020.org)

1. Use cases

Contactless tourism services in the tourism market

Casino

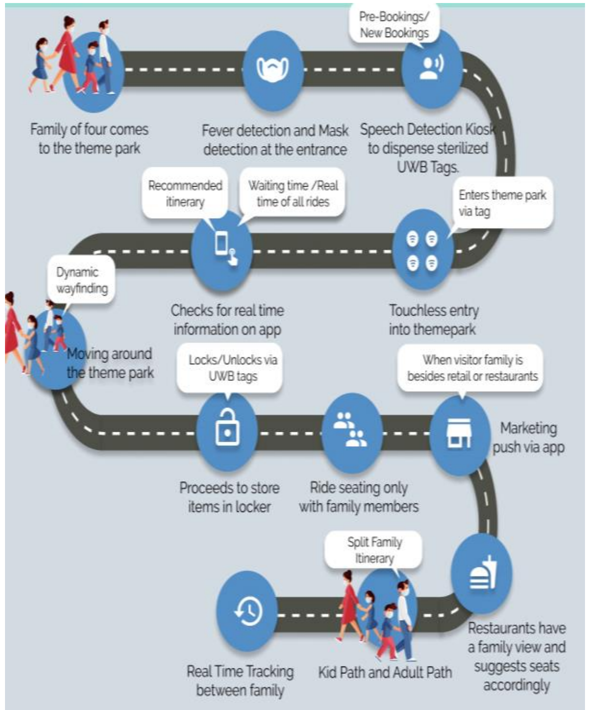
- Offering unmanned services (via chip/voucher/event kiosk)
- Contactless (online) casino

※Source: Seven Luck Casino website (www.7luck.com/)

※Source: asmag.com (Apr. 17, 2014)

Recreational Facilities

- Attractions using VR
- Provides information, marketing activities, and make payments with robots, kiosks, and wearable devices

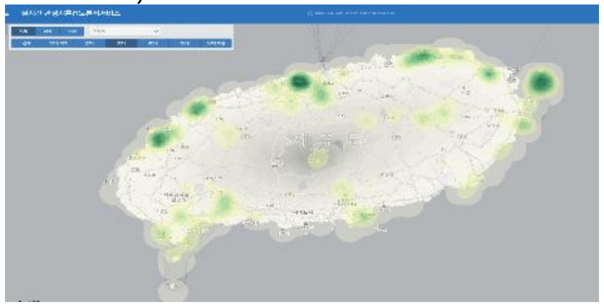


Pre-Bookings/ New Bookings
Family of four comes to the theme park
Fever detection and Mask detection at the entrance
Speech Detection Kiosk to dispense sterilized UWB Tags.
Recommended itinerary
Waiting time /Real time of all rides
Enters theme park via tag
Dynamic wayfinding
Checks for real time information on app
Touchless entry into themepark
Moving around the theme park
Locks/Unlocks via UWB tags
When visitor family is besides retail or restaurants
Marketing push via app
Proceeds to store items in locker
Ride seating only with family members
Split Family Itinerary
Real Time Tracking between family
Kid Path and Adult Path
Restaurants have a family view and suggests seats accordingly

※Source: CDO Trends (Mar. 5, 2021)

Tourist entertainment facilities and Tourist convenience facilities

- Congestion information, unmanned control service (Destinations and tourist facilities)



※Source: Visit Jeju website (https://www.visitjeju.net/kr/bigdatamap/)

- Unmanned stores, unmanned kiosks

MONEY EXCHANGE
KOREA MEDICAL INFORMATION
MEDICAL
1577-7129
MONEY EXCHANGE
$ 元 ¥ €
Max 90% OFF
30 Sec
PASSPORT Required
WOW Exchange

※Source: Money Today (May 9, 2020)

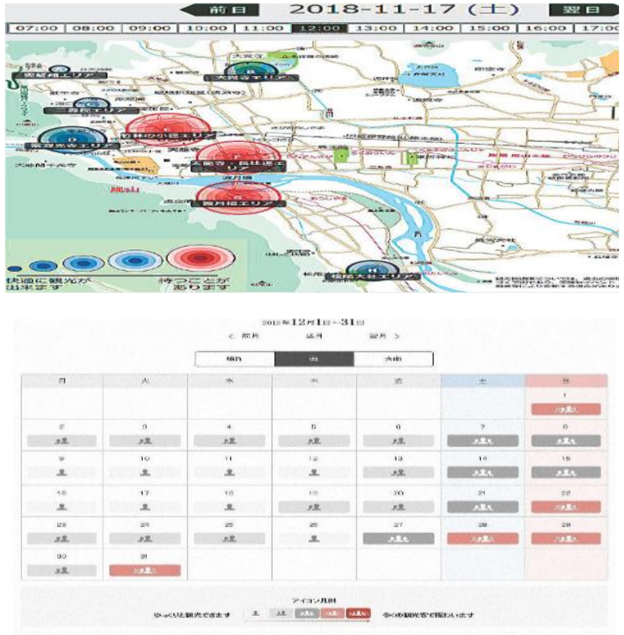
1. Use cases

Overseas contactless public tourism services:

Maintain and expand existing services

Before Trip → During Trip → After Trip

Real-time tourist information (congestion)


前日
2018-11-17 (土)
翌日
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
2018年12月1日～31日

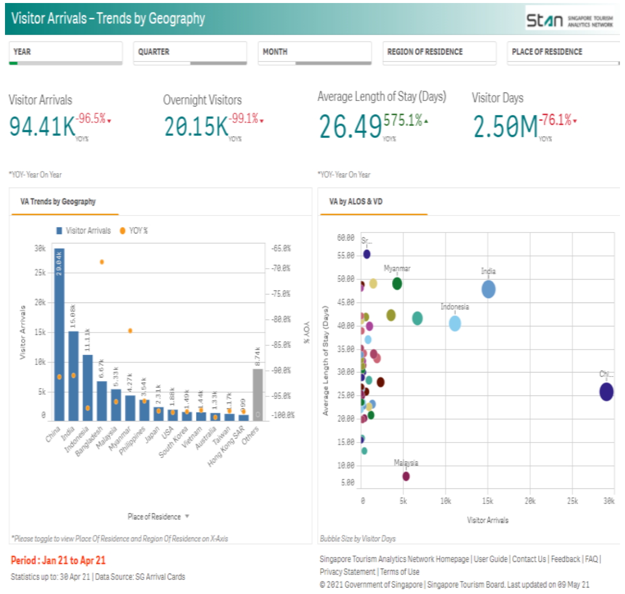
※Source: Mainich (2018, 2019)

Unmanned tour guide service

HELLO!
the Amsterdam Beacon Mile
www.ibeaconlivinglab.com
Amsterdam iBeacon Living Lab
the gateway to an IoT economy

※Source: Newark City (www.newarknj.gov), LiveAmsterdam YouTube Channel

Tourist Behavior Analysis


Stan
YEAR
QUARTER
MONTH
REGION OF RESIDENCE
PLACE OF RESIDENCE
VA Trends by Geography
Visitor Arrivals
YOY %
VA by ALOS & VD
Place of Residence
Visitor Arrivals
Average Length of Stay (Days)
Myanmar
India
Indonesia
Malaysia

Visitor Arrivals – Trends by Geography

Visitor Arrivals 94.41K 96.5%

Overnight Visitors 20.15K 99.1%

Average Length of Stay (Days) 26.49 575.1%

Visitor Days 2.50M 76.1%

Period: Jan 21 to Apr 21

※Source: Singapore Tourism Analytics Network (stan.stb.gov.sg)

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1. Use cases

Overseas contactless public tourism services:

New type of service

During Trip

Immobile Tourism Service

Touchless technology at airport

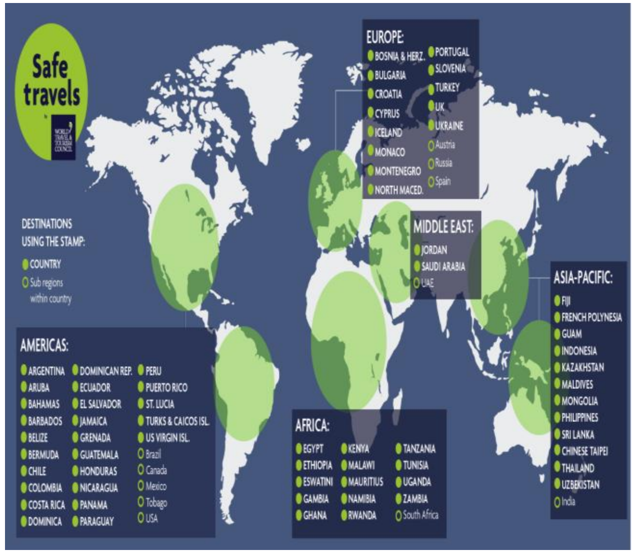
※ Source: Changi Airport (www.changiairport.com)

Vaccine passport

International certificate of Vaccination
Status: Immune

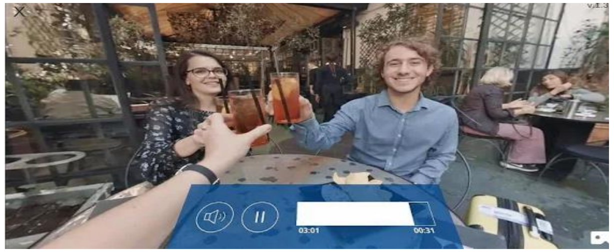
※ Source: https://www.bbc.com/news/newsbeat-58488489

Safety and quarantine: Congestion and quarantine management, Contactless access control


Safe travels
by
WORLD TRAVEL & TOURISM COUNCIL
DESTINATIONS USING THE STAMP:
● COUNTRY
○ Sub regions within country
EUROPE:
● BOSNIA & HERZ.
● BULGARIA
● CROATIA
● CYPRUS
● ICELAND
● MONACO
● MONTENEGRO
● NORTH MACED.
● PORTUGAL
● SLOVENIA
● TURKEY
● UK
● UKRAINE
○ Austria
○ Russia
○ Spain
MIDDLE EAST:
● JORDAN
● SAUDI ARABIA
○ UAE
ASIA-PACIFIC:
● FIJI
● FRENCH POLYNESIA
● GUAM
● INDONESIA
● KAZAKHSTAN
● MALDIVES
● MONGOLIA
● PHILIPPINES
● SRI LANKA
● CHINESE TAIPEI
● THAILAND
● UZBEKISTAN
○ India
AMERICAS:
● ARGENTINA
● ARUBA
● BAHAMAS
● BARBADOS
● BELIZE
● BERMUDA
● CHILE
● COLOMBIA
● COSTA RICA
● DOMINICA
● DOMINICAN REP.
● ECUADOR
● EL SALVADOR
● JAMAICA
● GRENADA
● GUATEMALA
● HONDURAS
● NICARAGUA
● PANAMA
● PARAGUAY
● PERU
● PUERTO RICO
● ST. LUCIA
● TURKS & CAICOS ISL.
● US VIRGIN ISL.
○ Brazil
○ Canada
○ Mexico
○ Tobago
○ USA
AFRICA:
● EGYPT
● ETHIOPIA
● ESWATINI
● GAMBIA
● GHANA
● KENYA
● MALAWI
● MAURITIUS
● NAMIBIA
● RWANDA
● TANZANIA
● TUNISIA
● UGANDA
● ZAMBIA
○ South Africa

※ Source: WTTC (www.wttc.org)

Virtual reality content



※ Source: Italian Tourism Official Website (www.italia.it)

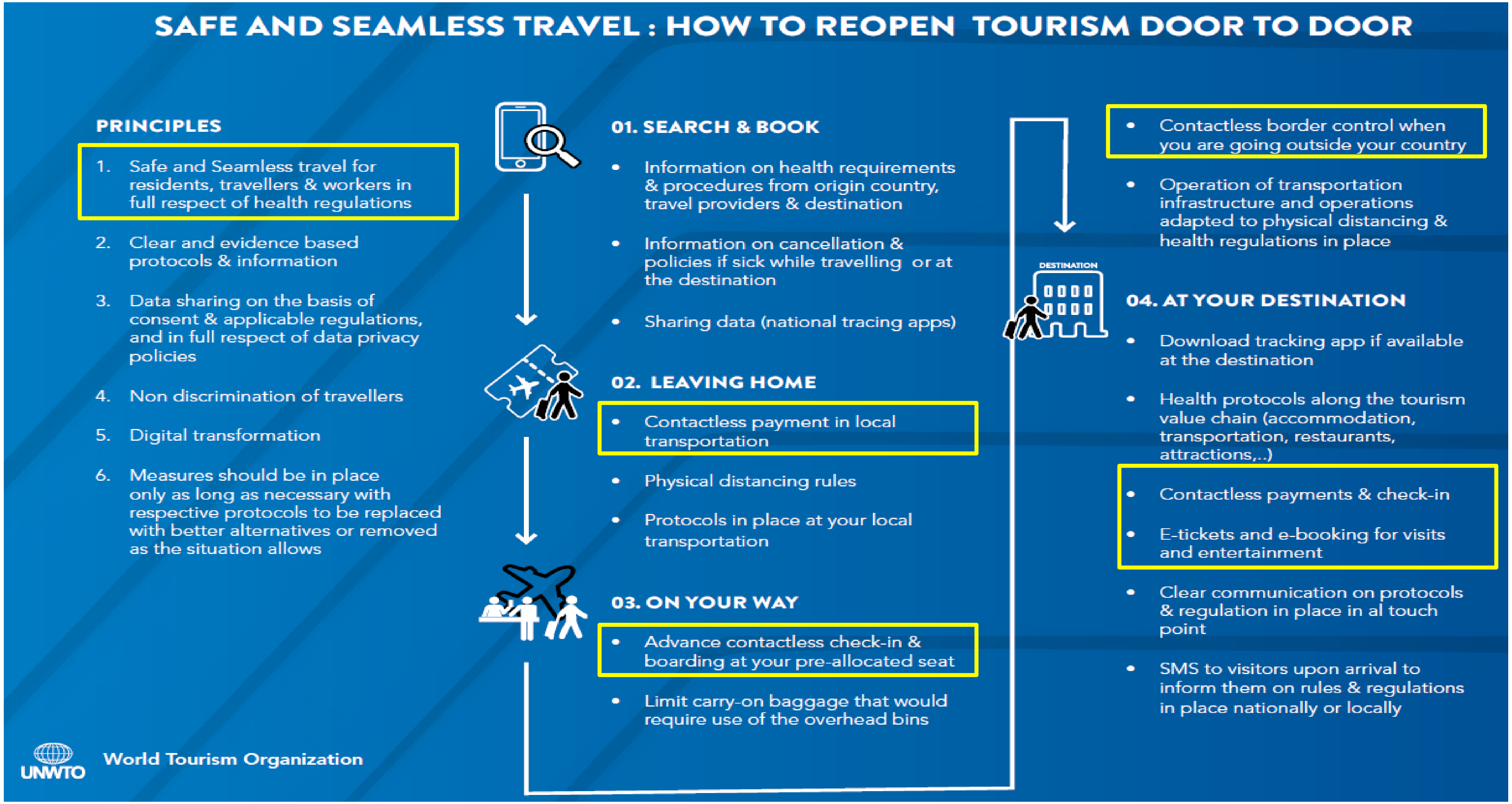
Online contactless events

Virtual GTM 2021
LUFTHANSA GROUP

※ Source: Singapore Tourism Analytics Network (stan.stb.gov.sg)

Prioritize securing safety while maintaining the convenience of tourists

2. Policies



SAFE AND SEAMLESS TRAVEL : HOW TO REOPEN TOURISM DOOR TO DOOR

PRINCIPLES

1. Safe and Seamless travel for residents, travellers & workers in full respect of health regulations
2. Clear and evidence based protocols & information
3. Data sharing on the basis of consent & applicable regulations, and in full respect of data privacy policies
4. Non discrimination of travellers
5. Digital transformation
6. Measures should be in place only as long as necessary with respective protocols to be replaced with better alternatives or removed as the situation allows

01. SEARCH & BOOK

- Information on health requirements & procedures from origin country, travel providers & destination
- Information on cancellation & policies if sick while travelling or at the destination
- Sharing data (national tracing apps)

02. LEAVING HOME

- Contactless payment in local transportation
- Physical distancing rules
- Protocols in place at your local transportation

03. ON YOUR WAY

- Advance contactless check-in & boarding at your pre-allocated seat
- Limit carry-on baggage that would require use of the overhead bins
- Contactless border control when you are going outside your country
- Operation of transportation infrastructure and operations adapted to physical distancing & health regulations in place

04. AT YOUR DESTINATION

- Download tracking app if available at the destination
- Health protocols along the tourism value chain (accommodation, transportation, restaurants, attractions,..)
- Contactless payments & check-in
- E-tickets and e-booking for visits and entertainment
- Clear communication on protocols & regulation in place in al touch point
- SMS to visitors upon arrival to inform them on rules & regulations in place nationally or locally

UNWTO World Tourism Organization

※ Source: UNWTO (2020) Global guidelines to restart tourism

2. Policies

Implement policies to secure tourist safety, foster contactless tourism business, and support tourists

Top 100 non-face-to-face tourist destinations

여유롭고 안전한 '오늘의 여행법'
비대면(언택트) 관광지 100선

※ Source: visitkorea.or.kr

Guam Safe Certified

※ Source: visitguam.com

K-untact global Innovative Venture 100 project

- Set support system for each growth stage of contactless innovative ventures
- Create domestic demand and promote globalization
- Build an ecosystem for contactless innovative venture

Digital Inclusion Strategy

- Support the development of digital capabilities for individuals, public institutions and private companies
- Provide learning program focused on online access and Internet use, Internet use ability, understanding the value of Internet use, and resolving concerns about Internet crime

3. Impact and features

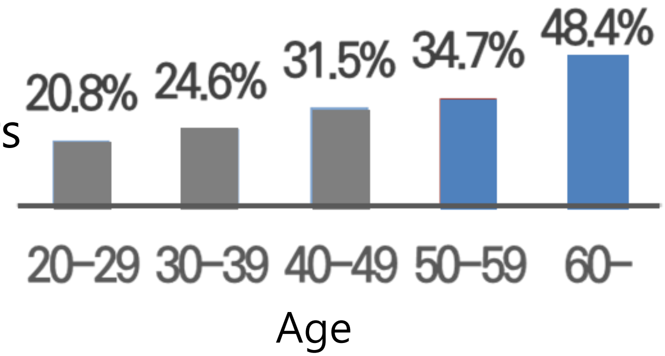
Features regarding the use of contactless tourism services

Non-users

- High proportion of the elderly
- Low awareness of contactless tourism services
- Prefer hands-on tourism

Age of Non-users

(n = 265)

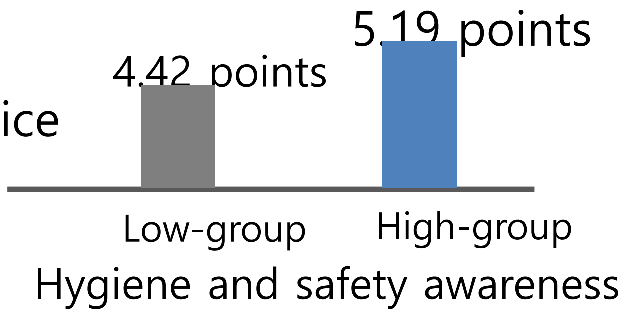


Users

- Highly used contactless tourism services for searching information , booking, payment, check-in, and using transportation
- Low positive perception of contactless tourism services among the elderly
- People with high hygiene and safety awareness perceived the benefits of contactless tourism services highly

Online tourism service satisfaction

(n = 526)



The Key is to expand the tourism experience and offer comfortable and safe tourism services

3. Impact and features

Enhancing tourist safety and convenience with digital technology

: Utilize quarantine technology, tourist dispersion technology, unmanned device, and etc.

: Utilize immersive technologies such as AR, VR, and MR

Integration based on tourism experience process (contactless + face-to-face)

: Online - distribution and transaction of tourism services,
Offline - majority of consumption

Contactless tourism service, a new catalyst for tourism development

: Create new services, expand digital use, and changes in tourist decision-making

Needs for contactless tourism services that everyone can enjoy

: Increased demand in service for the vulnerable (physically weak, weak in tourism information, etc.)

Ⅲ. Tourism Industry Responses and Challenges

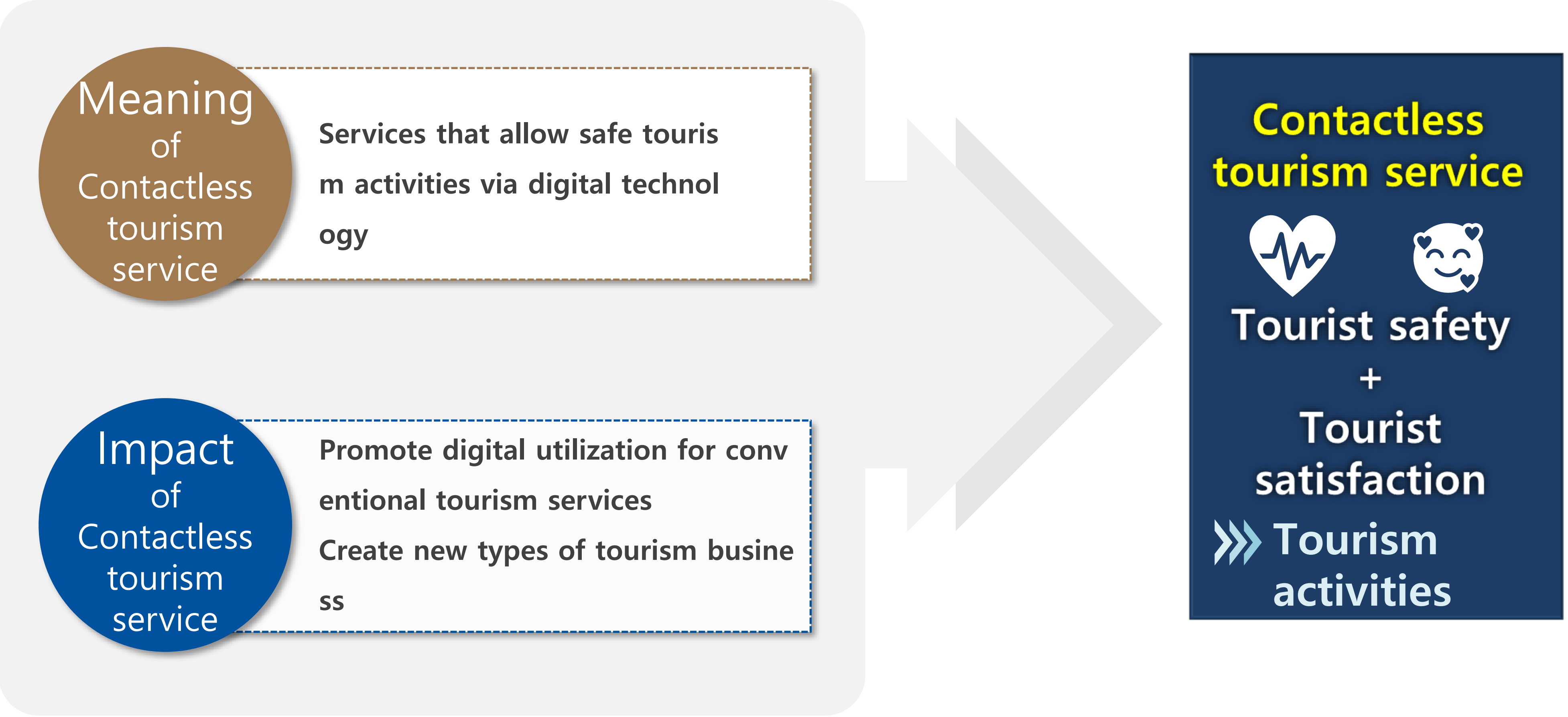
1. Response directions

2. Response tasks

1. Response directions

The role of contactless tourism services in the tourism industry

: It is necessary to reflect the technology and tourism characteristics of contactless services including safety-oriented and digital-based services.



Meaning of Contactless tourism service

Services that allow safe tourism activities via digital technology

Impact of Contactless tourism service

Promote digital utilization for conventional tourism services

Create new types of tourism business

Contactless tourism service

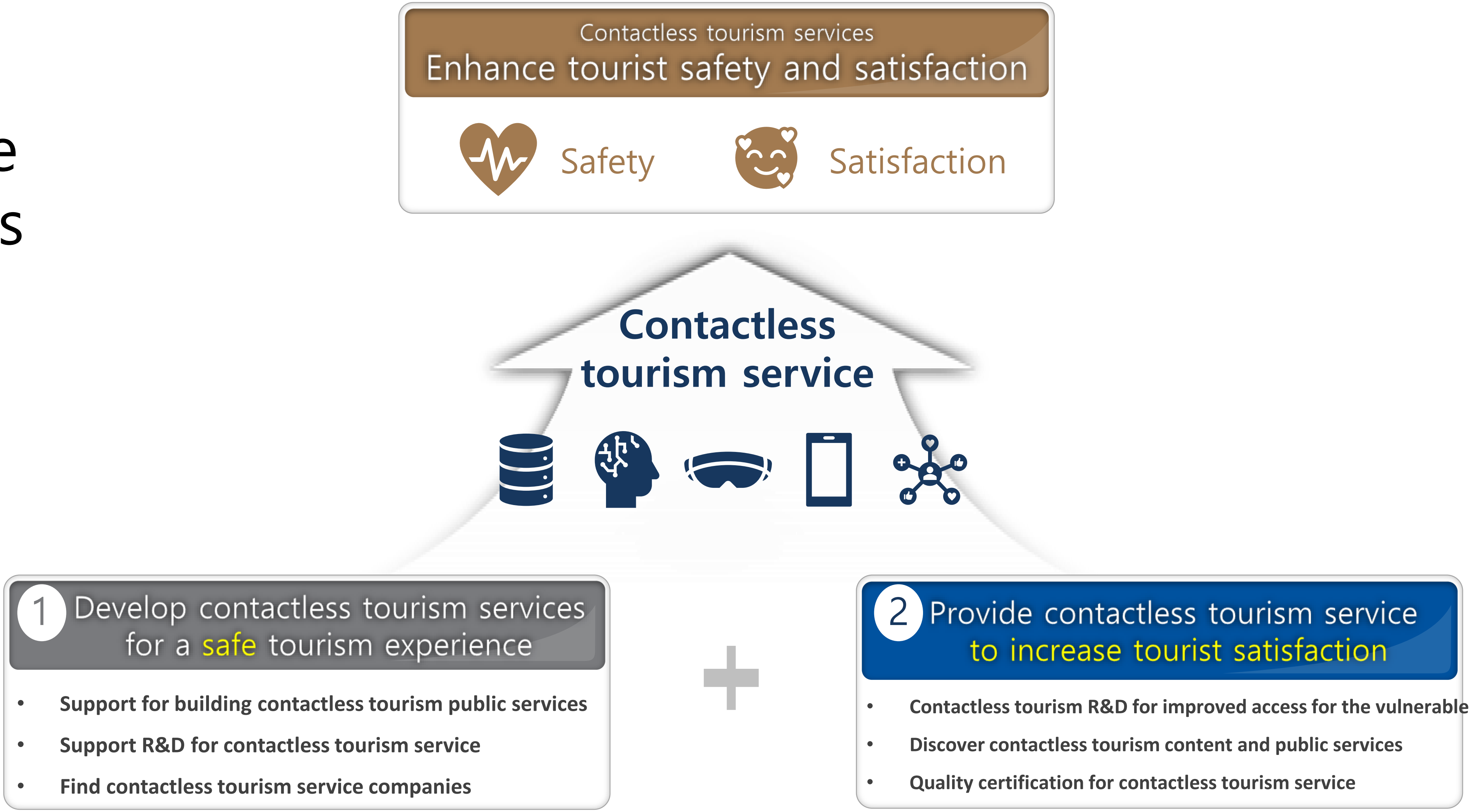
Tourist safety

+

Tourist satisfaction

»» Tourism activities

1. Response directions



Contactless tourism services

Enhance tourist safety and satisfaction

Safety

Satisfaction

Contactless tourism service

① Develop contactless tourism services for a safe tourism experience

- **Support for building contactless tourism public services**
- **Support R&D for contactless tourism service**
- **Find contactless tourism service companies**

+

② Provide contactless tourism service to increase tourist satisfaction

- **Contactless tourism R&D for improved access for the vulnerable**
- **Discover contactless tourism content and public services**
- **Quality certification for contactless tourism service**

2. Response tasks

Develop contactless tourism services for a safe tourism experience

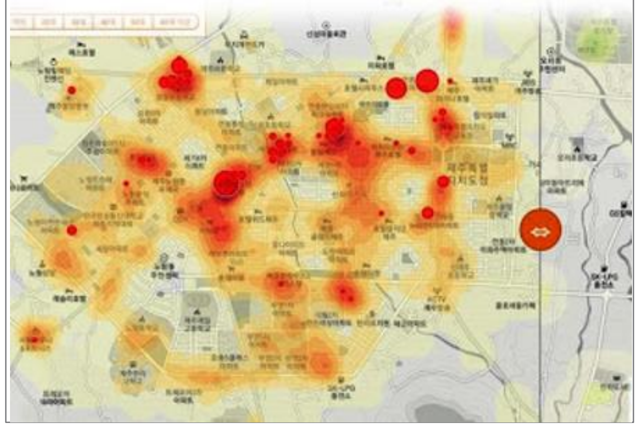
Support building contactless tourism public services

- Support for service, equipment and system construction costs for tourist destinations and tourist facilities that are having difficulties in using contactless tourism service facilities and equipment

SeRo
Welcome to Korea

Support R&D for contactless tourism services

- Create a new business model for contactless tourism services related to tourist safety and advance content
- (Example) Establish support system for tourist safety and quarantine



Discover contactless tourism service business

- Support contactless tourism service providers for the tourist safety
- (Details) Provide supports including technology development, R&D, market consulting, cooperation with other companies, research institutes, and universities, etc., public relations and market development support, etc.

2. Response tasks

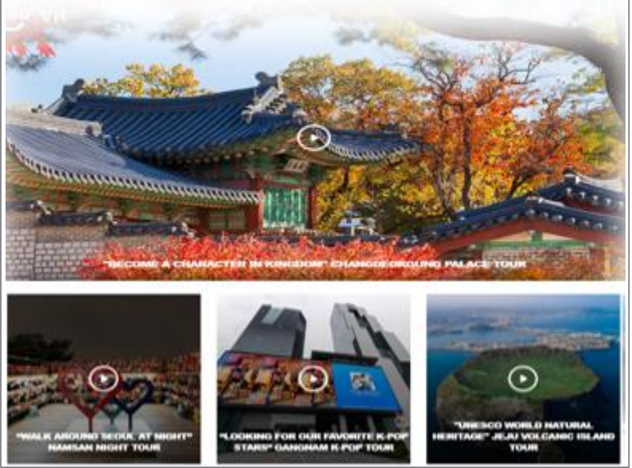
Providing contactless tourism service to enhance tourism satisfaction

Increased access for the vulnerable Contactless tourism R&D

- Develop and advance contactless tourism services and systems tailored to the vulnerable (the elderly, physically weak, etc.)
- (Support area) contactless tourism service UI/UX, voice support, etc.

Contactless tourism content and discovering public services

- Promote public content and product contests for contactless tourism services
- Reinforce support for production process to accelerate the transition of conventional tourism content to contactless services


"BECOME A CHARACTER IN KINGDOM" CHANGDEOKGUNG PALACE TOUR
"WALK AROUND SEOUL AT NIGHT" NAMSAN NIGHT TOUR
"LOOKING FOR OUR FAVORITE K-POP STARS" GANGNAM K-POP TOUR
"UNESCO WORLD NATURAL HERITAGE" JEJU VOLCANIC ISLAND TOUR

Quality certification for contactless tourism service

- Set the quality certification standards for contactless tourism service and conduct evaluation
- (Example of standards) Convenience, accessibility, safety, user protection, etc.

Thank you