

# Yeosu Web Contents

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## The Yeosu Night Ocean is Even More Beautiful as a Global Smart Tourist City

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**Yeosu City and the Korea Tourism Organization sign an MOU for the building of a smart tourist city on November 5, 2021**

**Introducing smart tourism based on ICT technology... A romantic trip to Yeosu through the combination of the night ocean and technology**

Yeosu City (Mayor Kwon Oh-bong) revealed on the 5th that an MOU was signed with the Korea Tourism Organization (CEO Ahn Young-bae) to carry out the 'construction of a smart tourist city' together.

A smart tourist city is a city that provides a differentiated experience and convenient services through the fusion of tourism and technology as well as one that continually improves and develops its tourism content and infrastructure.

Last December, Jeollanam Province was selected as the final choice for the Korea Total Tour Package (KTTP), so Yeosu, in charge of the key business for the smart tourist city, has finished establishing the detailed action plans of each service along with the implementation plans for 5 months. And, starting in October, the plans have now begun to be carried out.

The construction of this smart tourist city will cost a total of 7,000,000,000 won (3.5 billion from the national government, 0.7 billion from the province, and 2.8 billion from the city) and will realize the 5 main elements of smart tourism, smart experiences, smart convenience, smart service, smart mobility, and smart integrated platform, through next May.

All you need to be able to access various types of information regarding transportation, food, accommodations, tourism, etc. through the integrated platform is a smartphone, and you can enjoy your trip with exceptional convenience as there will be a reservation and payment service, multilingual services for Korean-English-Chinese, and a travel course recommendation based off of AI. You can also easily find information regarding baggage delivery and storage, baby strollers, pets, wheelchairs, and public bikes (Yeosulang).

Also, under the theme of a 'Bam.Di.Bul Yeosu trip, where the night ocean and digital technology fuse together for you to experience it like fireflies,' the Jongpo Marine Park, which stretches 1.5km from Yi Sun Sin Square to Nangmanpocha, will provide a new smart experience by installing a 'Media Wall, Drone Light Show, Interactive Busking, and Metaverse.'

Kwon Oh-bong, the mayor of Yeosu City, said, "During this pandemic, the proportion of" (<http://www.yeosu.go.kr>)



When Oh Dong-ho, the mayor of Yeosu City, said, "During the pandemic, the proportion of individual tourists and the demand for a contact-free tourism service have increased, so we expect the Bam.Di.Bul Yeosu Trip Project to renew vigor to stagnant regional tourism." He also revealed, "By providing a high-quality customized tourism service, we want to make Yeosu City a marine tourist and resort city that people want to come back to."



Attached File

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1. 글로벌 스마트 관광도시로 더욱 아름다운 여수밤바다가 온다.jpg (85 hit/ 336.1 KB) ↓

미리보기

1-1. 글로벌 스마트 관광도시로 더욱 아름다운 여수밤바다가 온다.jpg (88 hit/ 446.5 KB) ↓

미리보기

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