Why is tourism optimization useful for Jeju?

Tourism is a vital part of the local economy and an important source of employment and income for the island. Jeju is known for its natural beauty, unique culture, and diverse attractions making it a popular destination for domestic and international tourists. However, tourism can also have negative impacts on the environment, local communities and infrastructure if not managed properly.

By optimizing tourism, Jeju can ensure that it maximizes the benefits of tourism while minimizing its negative impacts. Tracking visitors using time-series analysis and calculating which 오름s are most visited or least visited can provide useful insights for tourism planning and management. Knowing which places are most popular can help tourism authorities and businesses to understand the preferences and behavior of visitors and tailor their products and services accordingly. And knowing the least visited attraction gives insights to the authorities and business to identify the opportunities for diversification and development of new tourism products and experiences. For e.g., if a certain 오름s are least visited, they can promote it more effectively or develop new products or experiences that would appeal to different types of visitors. Similarly, if the attraction is overcrowded, the recommendation engine can be used to suggest to the visitor about the similar attractions which are least visited. This can provide real time information and updates to visitors to plan their itinerary more effectively, avoid crowds and make the most of their time in Jeju.

It can help Jeju to manage the impacts of tourism on the environment, local communities and infrastructures. By, spreading visitors more evenly across different attractions, tourism authorities can reduce overcrowding and congestion in popular areas, protect fragile ecosystems and cultural heritages sites, and ensure that the local communities benefit from tourism activities along with improving visitors' experience.

Articles:

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