

# Chat JEJU

Global AI Week | AI Hackathon  
Git Push Gang

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# PROBLEMS

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- **Delay in updating** latest information on accommodation booking websites.
- Hosts in small accommodations **cannot respond** to guests' inquiries **24/7**
- **Limited information** about Jeju written **in English**.

# SOLUTIONS

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- **Google Docs** for easy updating & management
- **24/7 LLM-based Chatbot**
- **Multi-Language Support**

# ABOUT PRODUCT

**Chat JEJU** is designed to be more than just an information provider; it's a digital concierge that can **offer personalized recommendations** based on individual preferences, facilitating seamless **communication between tourists and local businesses**. Available **24/7**, it ensures that assistance is always at hand, significantly boosting customer satisfaction. By offering **support in multiple languages**, Chat JEJU aims to break down language barriers, making Jeju more accessible to international visitors and enhancing their overall experience.

**Chat JEJU** is designed to meet the high customer service demands of tourism brands like **Kareumstay**, which emphasize customer experiences centered on rest, relaxation, and warmth.

## **Kareumstay:**

A new type of tourism brand in Jeju, offering immersive local cultural experiences in small villages, promoting a leisurely travel experience.

## FEATURES

**Location  
Recommendation**



**Translation and  
Multilingual Support**



**Real-Time  
Information  
Provision**

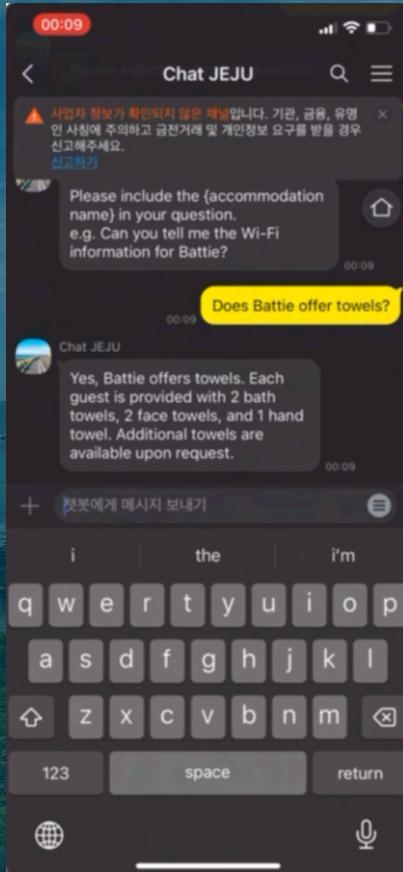


**Flexible Data  
Management**

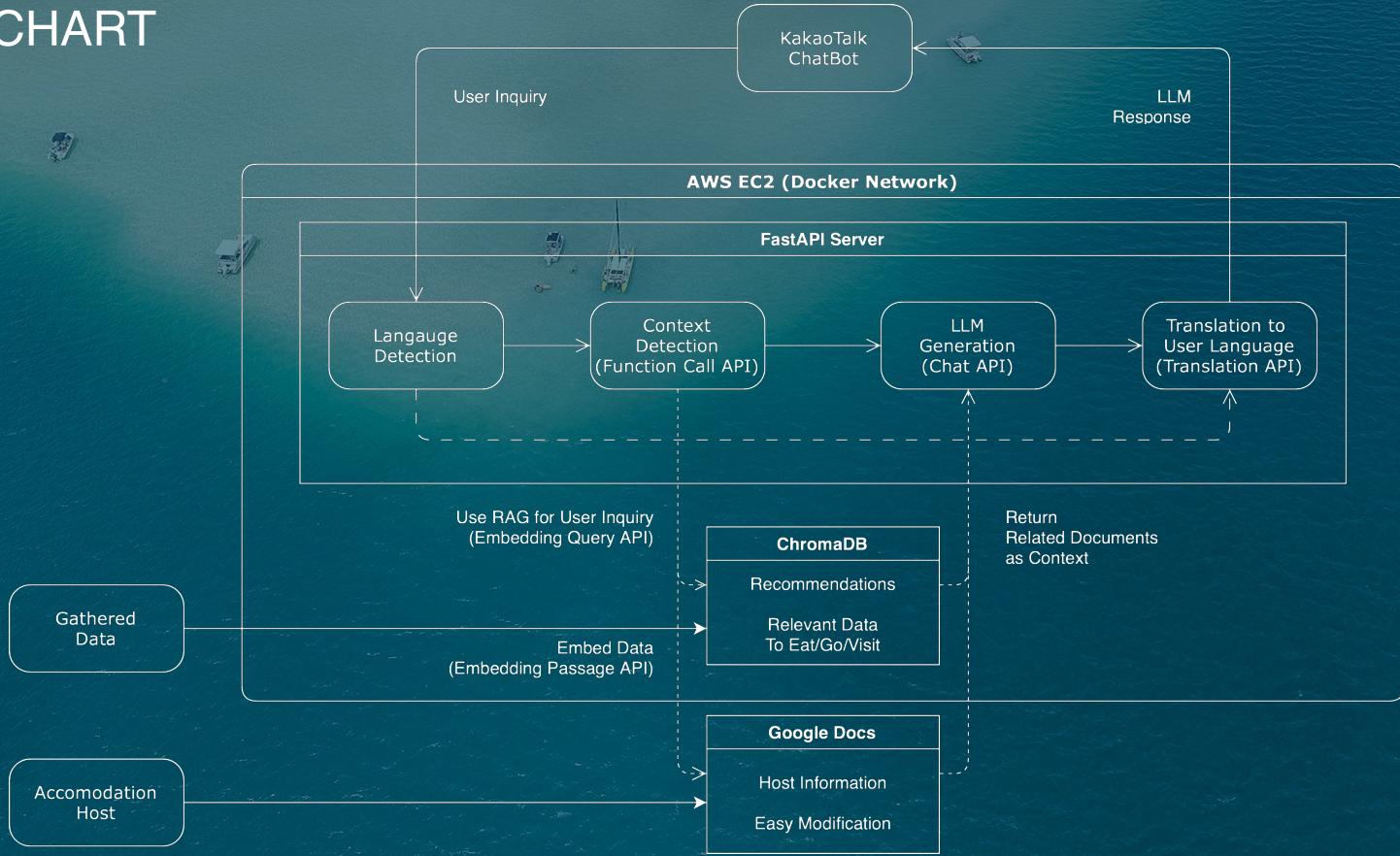


# DEMO

KakaoTalk  
ChatBot



# FLOWCHART



# UPSTAGE API

## Chat

Generate the final responses based on the query and the retrieved context, ensuring high relevance and precision

## Translation

Used to support multiple languages, making the chatbot accessible to international tourists

## Function Calling

Employed to distinguish the context of user question to generate appropriate responses

## Embeddings

Used to embed stationary information and support RAG for producing highly relevant and accurate answers

## INNOVATION & SOCIAL IMPACT



AI

AI-powered accurate answers



MULTILINGUAL

Enhancing accessibility for international users



TRAVEL EXPERIENCE

Leading to a better overall travel experience in Jeju



TIMELINESS

Providing real-time, up-to-date information to customers



TOURISM PROMOTION

Contributing to the region's tourism development



SIMPLICITY

Simplified Data Upload

# PLANS

## Short-term

- Develop Chatting Page
- Reduce Response Time
- Improve flexibility in user query formats (currently, non-standard formats may lead to longer response times)

## Mid-term

- Support Customer Requests (Room Cleaning, Room Service)
- Integrate Session Management and Database
- Provide Visual Information (Room, Landscape)

## Long-term

- **Fine-tune LLM as a Jeju Expert**



# THANKS!

**Team Leader | Jinho Heo**  
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**Team Member | Seokhwan Kim**