

Chat JEJU

Global AI Week | AI Hackathon
Git Push Gang

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PROBLEMS

- **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

- **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**

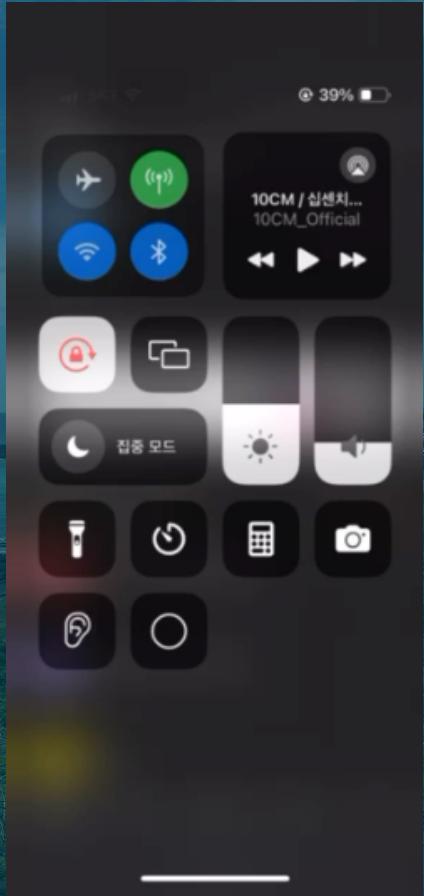


**Flexible Data
Management**

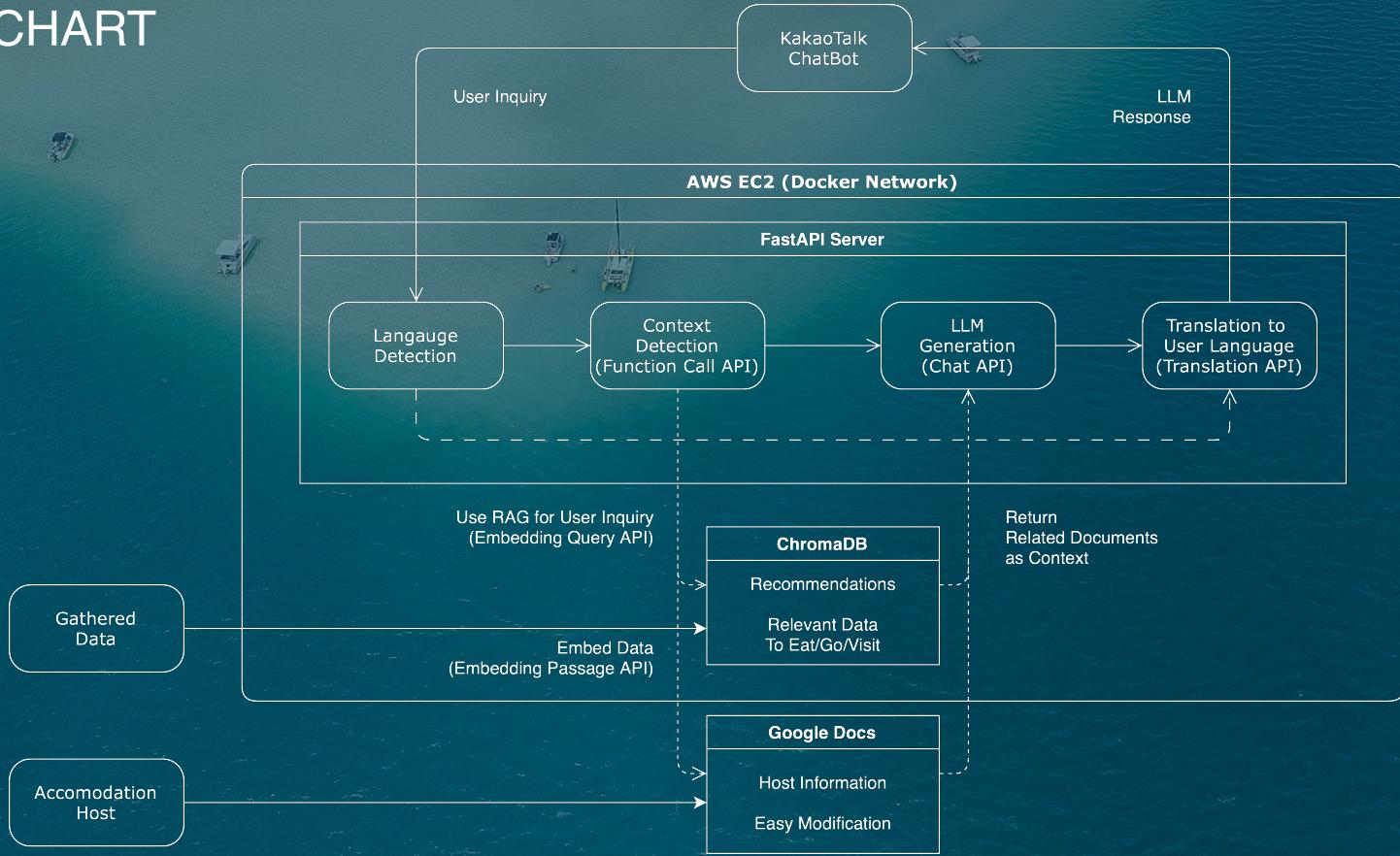


DEMO

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



TRAVEL EXPERIENCE

Leading to a better overall travel experience in Jeju



TOURISM PROMOTION

Contributing to the region's tourism development



MULTILINGUAL

Enhancing accessibility for international users



TIMELINESS

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



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!



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