

ASSUMED-ROLE



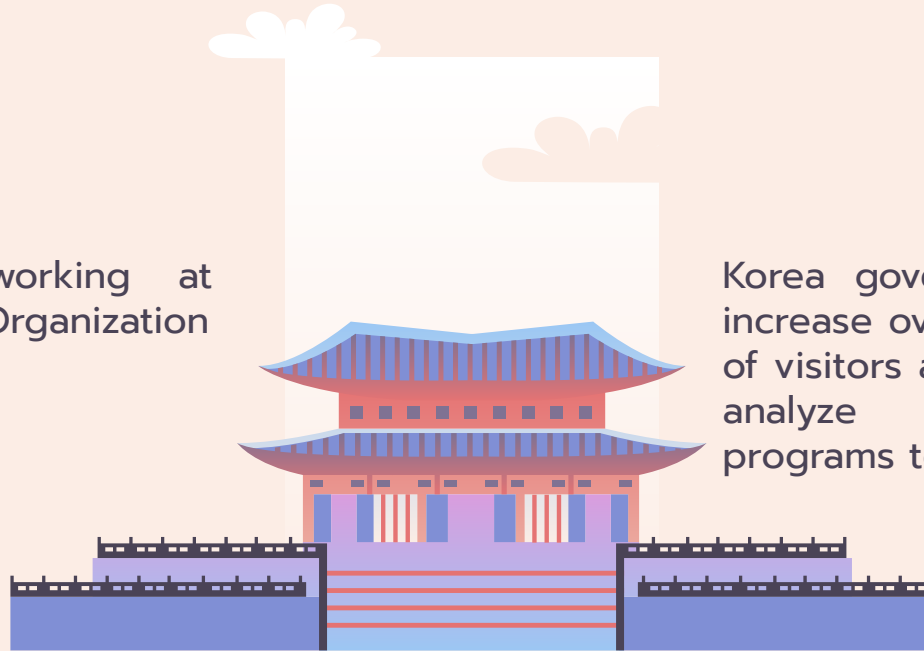
ROLE

Data Analyst working at
Korea Tourism Organization
(KTO).



BACKGROUND

Korea government want to
increase overall total number
of visitors and assign KTO to
analyze and provide
programs to achieve goal.



SOUTH KOREA VISITORS

Analysis and Recommendations



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01

SMART FRAMEWORK

SMART FRAMEWORK



SPECIFIC

Improving total visitors with promotion, branding and improving facilities for every purpose based on visitor criteria.



MEASUREABLE

Achieve 20% increase in total number of visitors.



ACHIEVABLE

Increasing facilities on tourism spot, increasing access to public transportation, increasing scholarships



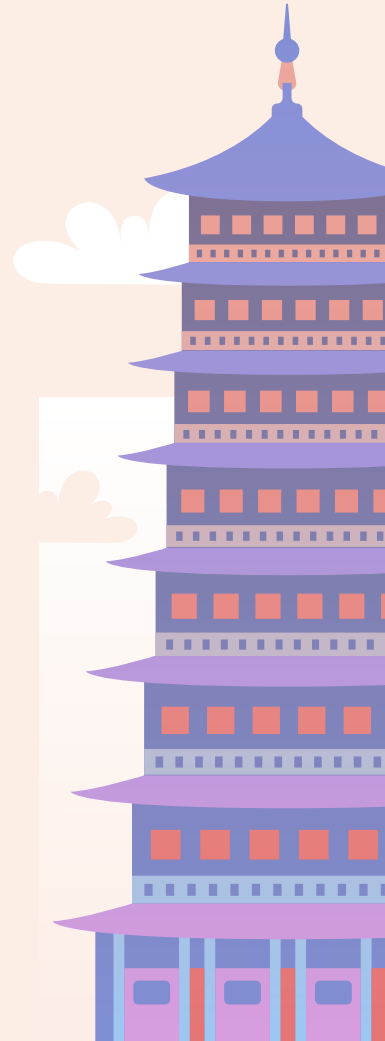
RELEVANT

Increasing facilities, access to public transport, and scholarship given can lead to achieve increase in total number of visitors.



TIME-BOUND

Achieve within 3 years.



02

PROBLEM STATEMENT

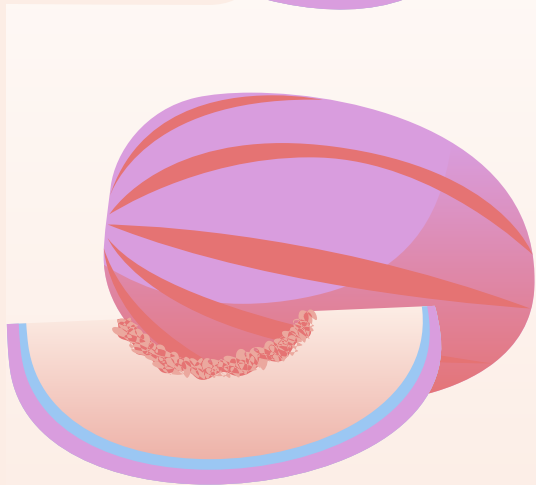
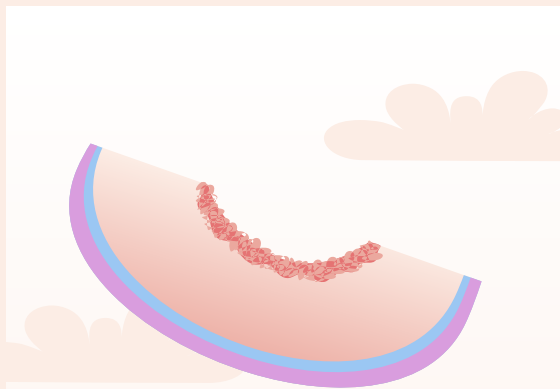


PROBLEM STATEMENT



The goal is to increase overall total number of visitors by 20% within 3 years which can be accomplished by expanding facilities, making public transportation more accessible, and offering scholarships.





PROBLEM BREAKDOWN

5W+1H METHOD



How's the visitor growth over time ?

What was the range of visitors in 2019 ?

What is the main reason of people visiting Korea ?

Which nation contributes the most visitors to Korea ?

How is the connection established between the country of origin and the reason for the visit ?

Who are the people that mostly visit Korea ?

When do the highest number of visitors come ?

Which countries send the most visitors that come for education ?

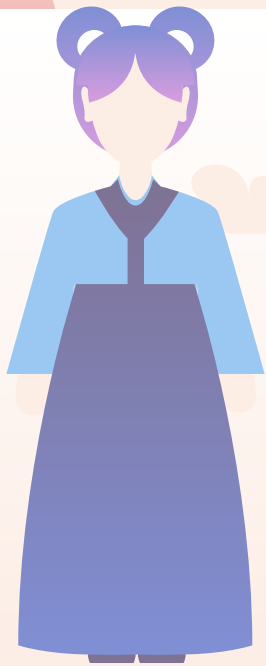
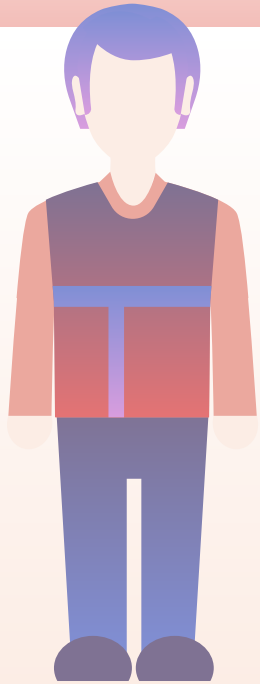


04

ANALYSIS

Tableau



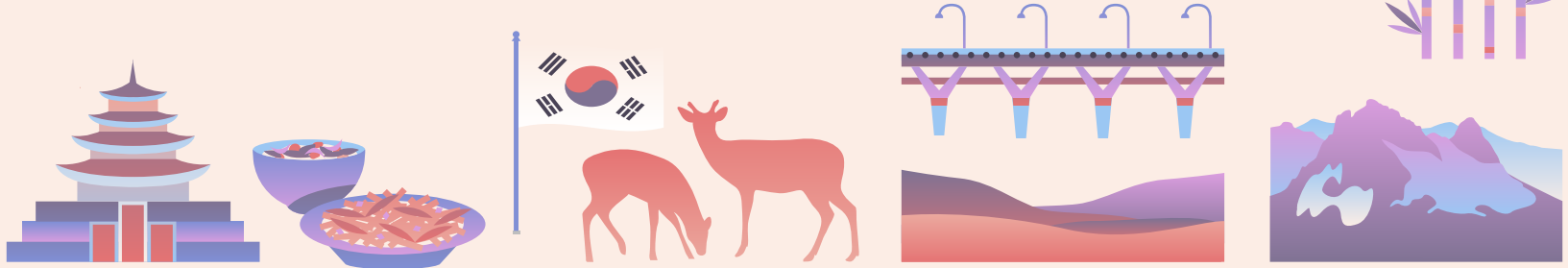


05

RECOMMEND ATIONS

RECOMMENDATIONS

- The main reason visitors come to Korea is for tourism, so we should focus on improving public facilities, public transportation, and tourist attractions to enhance their experience.
- Establishing tourism cooperation with the top 10 nations that contribute the most visitors
- Targeted promotional campaigns focusing on specific visitor demographics, such as females aged 21-30, will help increase engagement.
- Holding special events during peak months, like October, will also drive tourism.
- By strategically increasing scholarships for countries that send the most students to Korea



**THANK
YOU**

