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Smart Tourism Research Centre (STRC)
KHU Center for Tourism Industry Research

Research Center Description

The Smart Tourism Research Centre (STRC) supports research to build theory and provide global trends regarding smart tourism in Korea, and other countries and regions. In doing so it tries to create a new field of inquiry and new global smart tourism awareness, recognition, competitiveness and potential to expand the boundaries of the current traditional tourism industry. The center aims to build a collaboration network between Korea, Europe, the USA, and Australia so that it can be globally recognized and conduct comparative research regarding smart tourism. While creating opportunities for publishing journal papers, it also seeks to advise countries, regions, local cities, and private companies practically in how to best implement smart tourism. The center therefore collaborates extensively with industry, destinations and governments and has received funding from the Korean Social Science Foundation (National Research Foundation of Korea Grant NRF-2013S1A3A2043345).

Research Center Activities

Our research center engages in several basic activities, including:

- Collaboration with stakeholders such as government, corporate partners and IT specialists to support local governments and especially cities in the building and implementation of smart tourism agendas.

- Cooperate with global research networks such as joint exchange programs with global partners.

- Educate smart tourism human resources, e.g. through sponsorships for new PhD researchers.

- Other activities related to exploiting smart tourism business opportunities.

Research Center Goal

The center studies smart tourism ecosystems characterized by complex interactions of organizations and tourists. These smart tourism ecosystems can produce valuable goods and services for tourists through new models of technology-supported interrelationships of tourists, suppliers, employees, communities, and other stakeholders. A main characteristic of the smart tourism ecosystem is a shared vision towards economic, environmental and social progress.

Research Center Focus Areas

Research is being conducted on smart tourism elements, information technologies and travel behavior, tourism competitiveness, emerging symbiotic relationships between transportation, accommodation, restaurants, cultural activities, and media influence such as social media. Smart Tourism Competitiveness Index Development & Evaluation activities have the purpose of studying smart tourism ecosystems in their entirety and seek to provide destinations at all levels (local cities, regions, countries) with valuable insights. Smart Tourism Diffusion and Globalization activities are geared at building a global research network, interact with global institutions, and generate new trends, research agendas and smart tourism development directions.

Research Center Contributions

Center members provide research on traveler attitudes and behaviors as well as traveler interactions with intelligent systems, host communities, and travel businesses. Research is also conducted on privacy and security issues, interoperability, technology adoption/acceptance, innovation diffusion, design and system integration, reference modeling, IT architectures, business model design, business process modeling, complexity and modularity, electronic marketplace and brokerage, and organizational dynamics. Training the human resources needed for smart tourism is also one of the center's contributions.

South Korea and other countries have recognized smart tourism and its potential to create new business opportunities and enhanced touristic experiences. We help the South Korean government lead in smart tourism performance while also supporting the international tourism academic community. An interdisciplinary approach to smart tourism lies at the core of the center activities.