



NO.G.A.D.A

Exploring Tourism

USER GUIDE V1.0

Visualising Korean Tourism (NOGADA)

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1.Front Page



Fig 1. Front Page

This is the web front page of the Nogada website as can be seen at www.nogada.ml .By clicking Take me there, the user can move on to the Visualisation page.


Problem



Over the years, the tourism sector has been an essential part of South Korea's growth, with over 17 million of foreign tourists having reached Korea in 2016. By 2022, some of the goals that KTO aims to reach is to receive earnings of USD\$ 25 billion to boost its national economy, attract over 350 thousands of tourism industry employees, and become the best public enterprise.

With in this mind, KTO is currently working to improve the quality of tourism experience of international visitors and maximize the economic contribution in the long term

Objectives



The objectives we hope to address through this project are as follows:

1. Gain overall insight on the monthly visitor arrivals and seasonal trend to South Korea over the last 10 years.
2. Identify popular tourism destinations in different regions of Korea and the yearly trend of the tourism destinations.
3. Gain insights on the purpose of visit and other demographic information of the international visitors.

Fig 2. Problem and Objectives on the screen

From this page the user can read about the current problem that is faced by Korea Tourism Organisation. Currently, Tourism is taking essential part of economic growth in Korea. Thus, it is significant for KTO to improve the tourism to attract more people in the future. The objectives of this visualization app are displayed on the front page as well.

2. Seasonal Trend in Visitor Arrivals (Dashboard 1)



Fig 3. Seasonal Trend in Korean Tourism industry (Visitor Arrival)

Firstly, the user will be able to see the first dashboard as shown in Fig3. The dashboard shows line graph of visitor arrivals to South Korea from 2008 to 2018. Its Yearly trend, top 10 countries visiting Korea and map of visitor arrivals by country.



Fig 4. Seasonal Trend in Korean Tourism Filtering

The user will be able to filter the visualization by the country and nationality to see the trend of visitors' arrivals to Korea from 2008 to 2018.

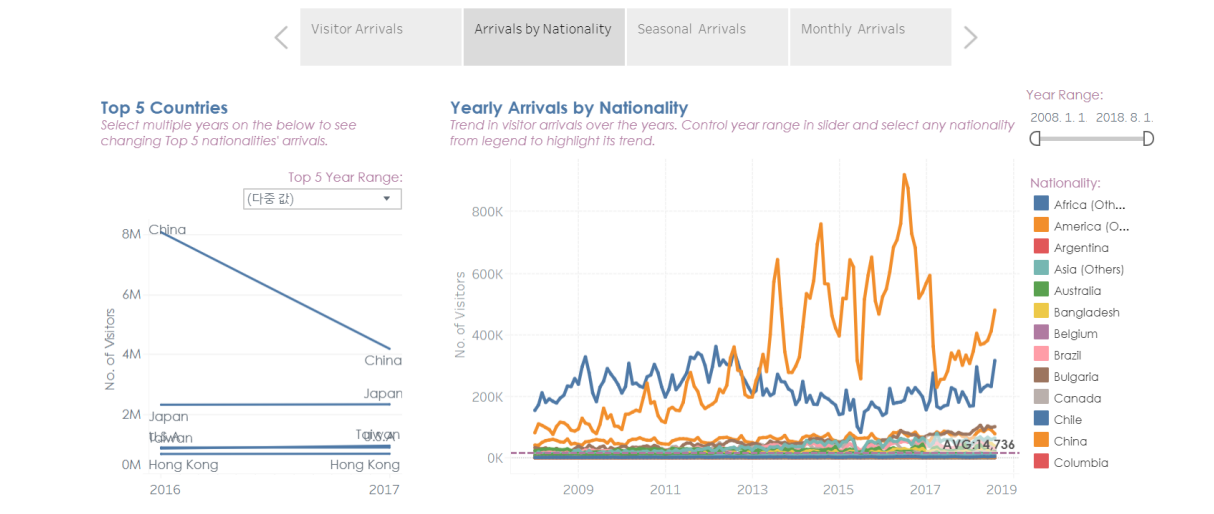


Fig 5. Arrivals by Nationality

Then User can click on to the next dashboard “Arrivals by Nationality” from the same page. Users will be able to see the Top 5 countries visiting Korea and Yearly Arrivals by Nationality.

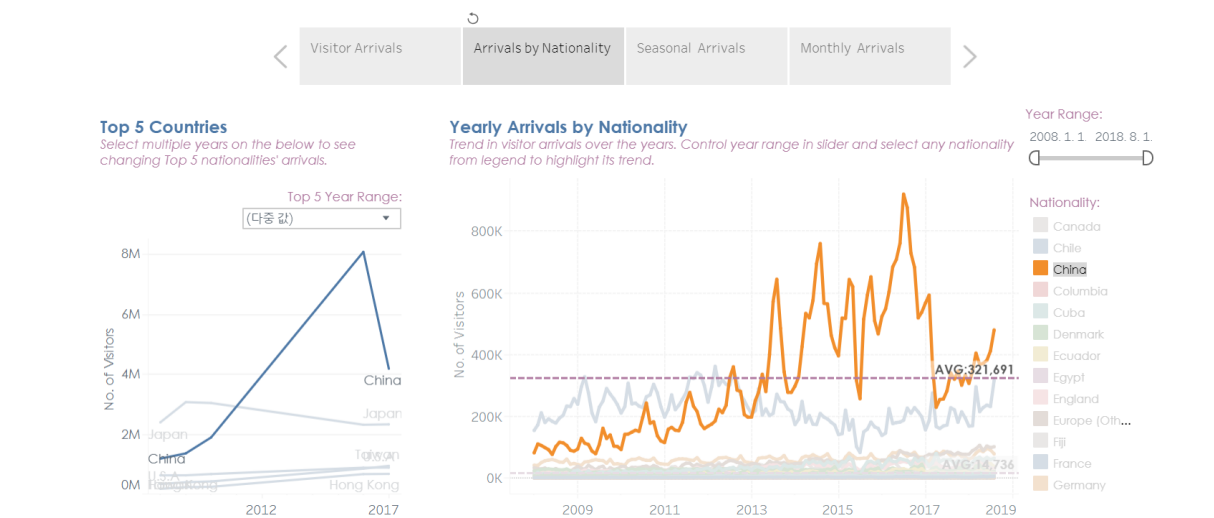


Fig 6. Arrivals by Nationality Filtering

As seen from Fig 6, the Top 5 Countries line graph can be filtered by year. Yearly Arrivals by Nationality graph can be filtered by year (slider) and clicking on the country. The respective line graph of the country will be highlighted.

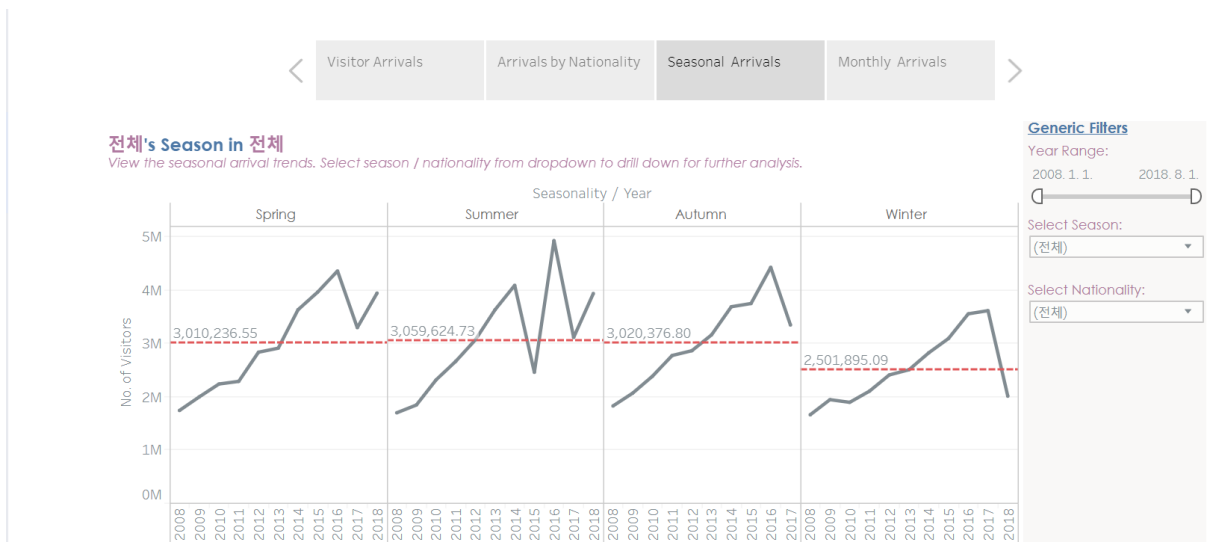


Fig 6. Seasonality Arrivals

User can move on to next dash board by clicking “Seasonal Arrivals” Section. Here, the user can visualize the Visitors by seasons(Spring, Summer, Autumn and Winter).

Generic Filters

Year Range:
2008. 1. 1. 2018. 8. 1.

Select Season:
(전체)

Select Nationality:
(전체)

Fig 7. Seasonality Arrivals Filter

The Seasonal arrivals can be filtered by Year, Season and Nationality. The Year filter was done by slider. Season and Nationality is done by drop down list.

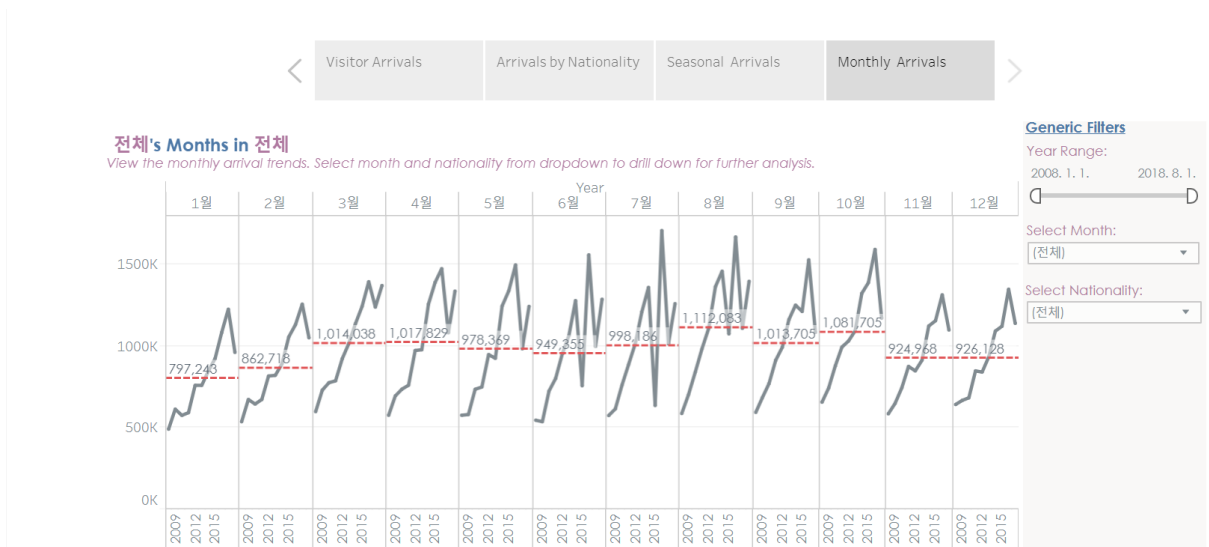


Fig 8. Monthly Arrivals

Lastly, the user can move on to the Monthly arrivals form the same page. This dashboard shows monthly deviation of incoming tourists to Korea. Users can see the general trend of visitors by months.

Generic Filters

Year Range:
2008. 1. 1. - 2018. 8. 1.

Select Month:
(전체)

Select Nationality:
(전체)

Fig 9. Monthly Arrivals Filter

Similarly to Fig 7, the Monthly Arrivals dash board can be filtered by Year (slider), month (Dropdown) and Nationality (Dropdown).

3. Analysis of Visitors' demographics(Dashboard 2)

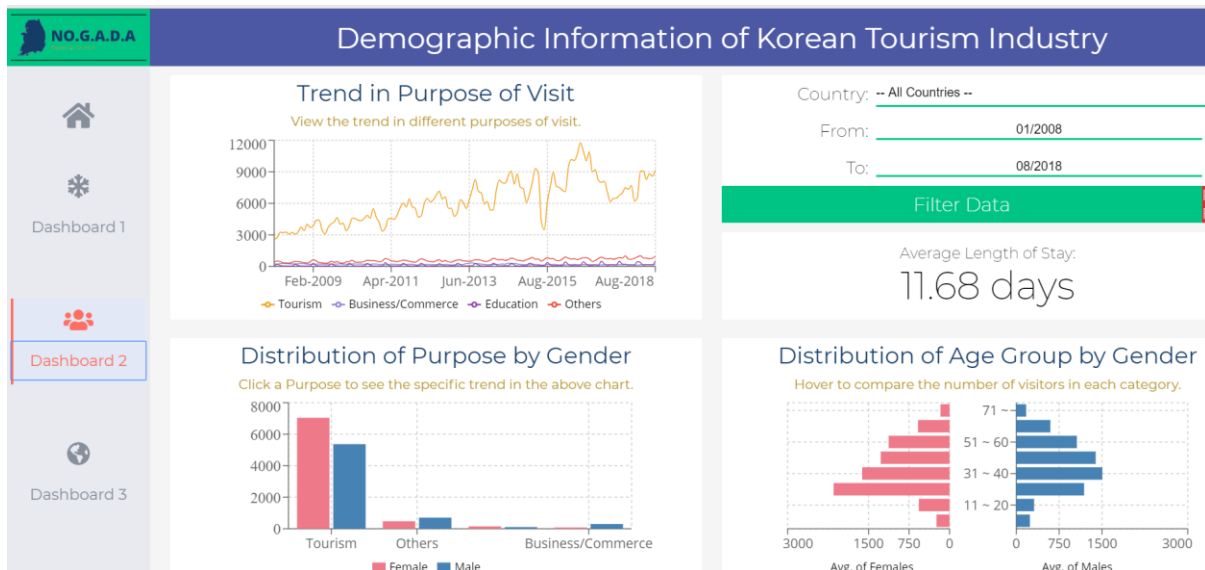


Fig 10. Demographic Information of Korean Tourism(Dash board 2)

Next, the user can explore another dashboard by clicking on the side bar “Dash board2”. This dashboard displays a demographic information of Korean tourism in various ways. They deliver the information in terms of

- I) Trend purpose of visit
- II) Distribution of Purpose by gender
- III) Distribution of Age group by gender
- IV) Average Length of stay

Distribution of Purpose by Gender

Click a Purpose to see the specific trend in the above chart.

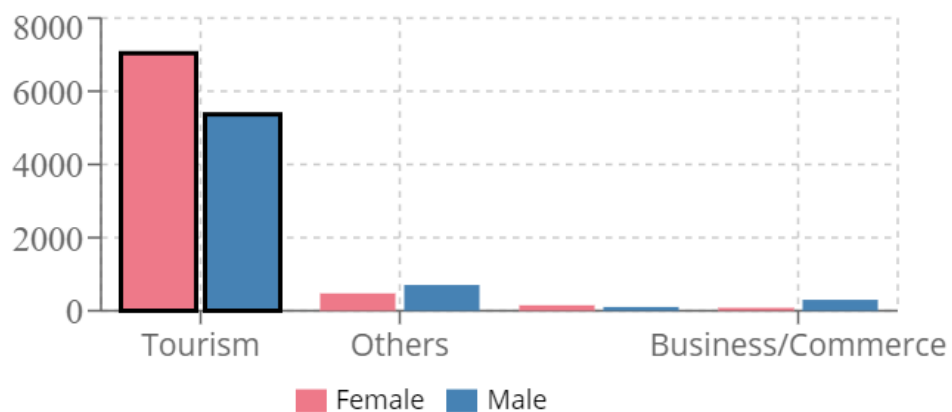


Fig 11. Distribution of Purpose by gender

From this graph, the user can select the industry to visualize the trend in purpose of visit more specifically.

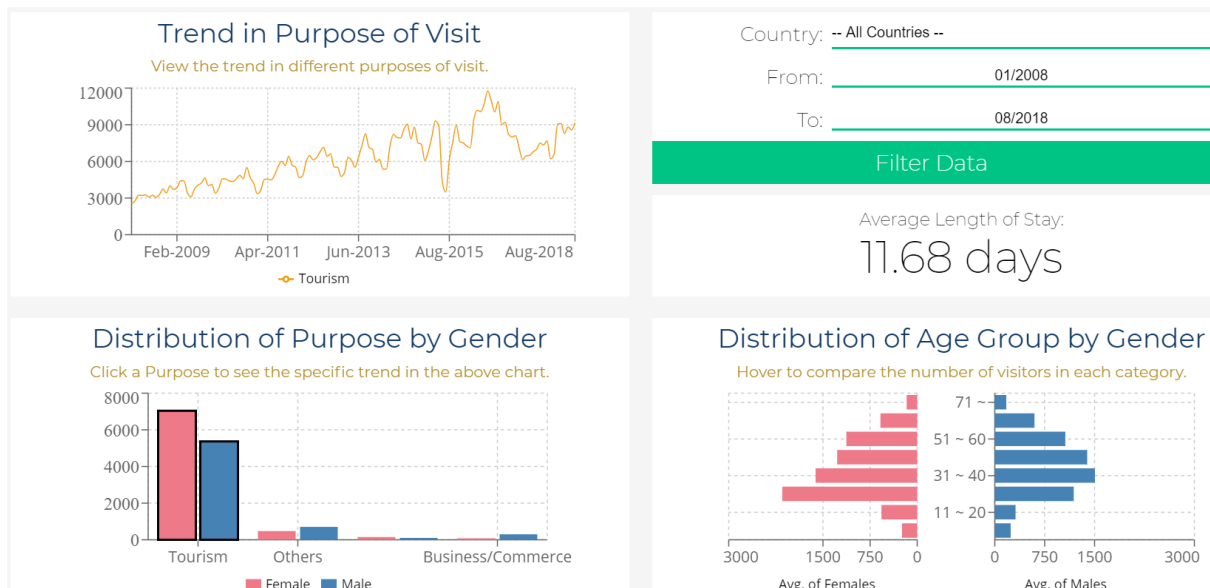


Fig 12. Demographic Information of Korean Tourism filter by purpose

After clicking onto one purpose, only one graph will be shown at the trend in purpose of visit.

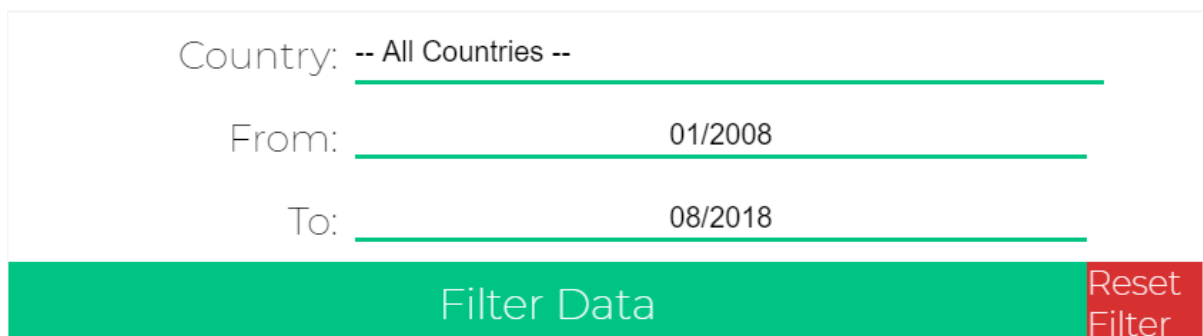


Fig 13. Demographic Information of Korean Tourism filter by date and country

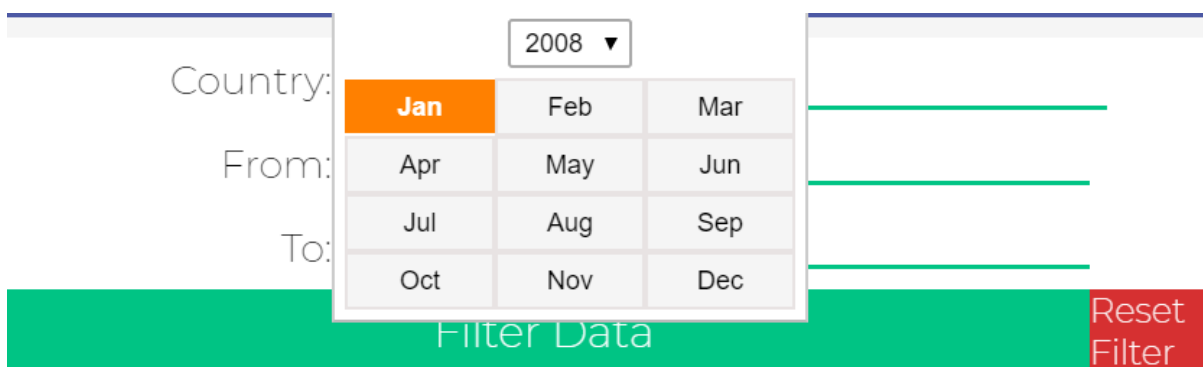


Fig 14. Demographic Information of Korean Tourism filter by date

As shown in Fig 13 and Fig 14, Dashboard 2 can be filtered by countries and the date. For the date, the user can select the start date and the month and end year and month as well to filter demographic information.

4. Popular Tourism destination over time

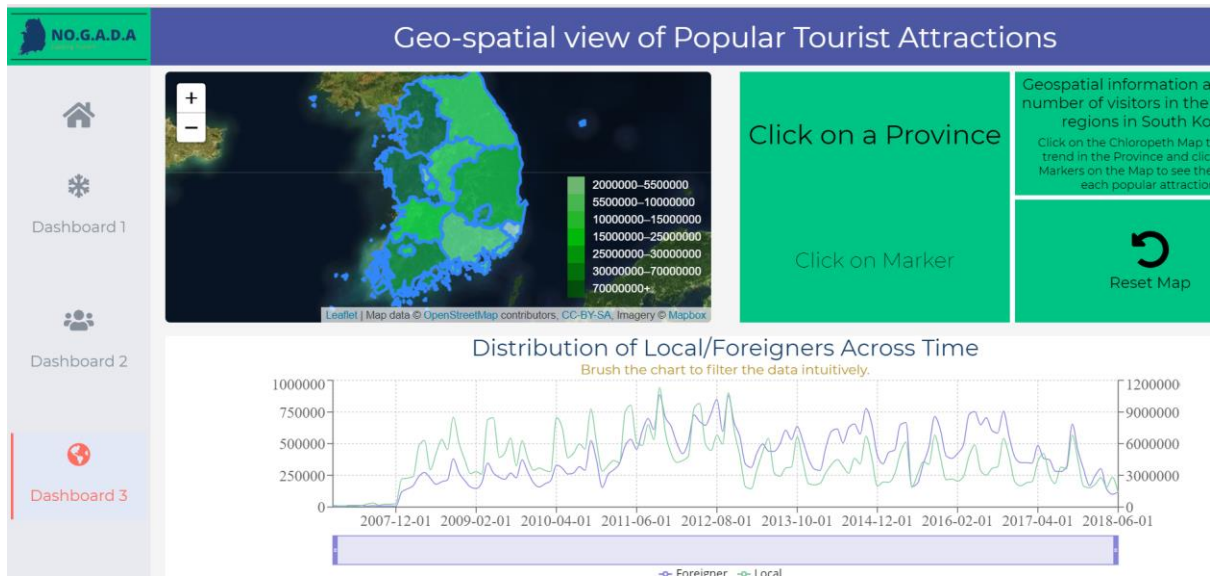


Fig 15. Geo-Spatial view of Popular Tourist Attraction

Lastly, the user can move on to the final dashboard of geo-spatial view of popular tourist attractions by clicking on the dashboard3 at the side bar. The line graph here shows an local and foreigner tourists in the province and tourists area.

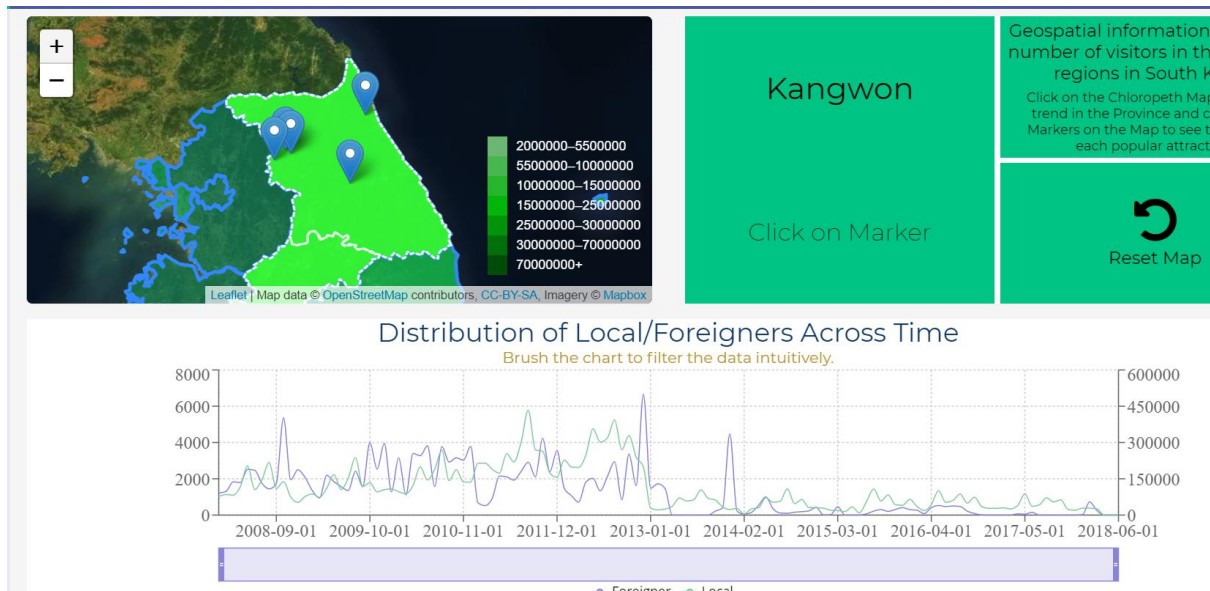


Fig 16. Geo-Spatial view of Popular Tourist Attraction filter by province

Users then can select the region from the choropleth. Then the markers will show up indicating the tourists attraction that local/ foreign tourists have visited.

Users then can click on the markers to see the name of tourists attraction and distribution of local foreigners across time as well.

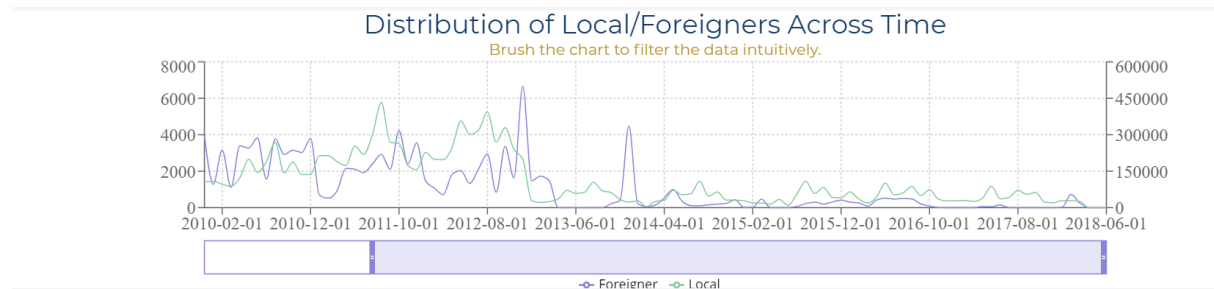


Fig 17. Slider/Brushing function in line graph

Then the user can move the slider below line graph to see the specific time line.