

# IBM's Smarter Cities Challenge

# Jeju

## Summary report

### Introduction

In 2013 IBM selected Jeju Special Self-Governing Province, South Korea, to receive a Smarter Cities Challenge® grant as part of IBM's citizenship efforts to build a Smarter Planet®.

Governor Woo Keun-min and his senior leadership team challenged IBM to:

*“Help develop a vision and set of recommendations for the future success of Jeju that capitalizes on the province's distinctive culture and natural beauty while achieving its economic potential.”*

### The challenge

Faced with a rapidly changing global economy, the Jeju Special Self-Governing Province recognizes the need for cohesive, forward-looking economic development. Provincial leaders applied for an IBM grant in order to gain an outside-in perspective on the province's challenges and opportunities to fuel long-term prosperity.

In response, during a three-week period in May and June 2013, a team of six IBM experts worked in Jeju to investigate and deliver actionable recommendations. The recommendations focus on enhancing the impact of tourism and expanding Jeju's economic base.

### Findings and recommendations

Jeju has achieved much in recent years thanks to wider recognition of its natural assets and accompanying tourism growth. However the province's future holds many serious challenges, including the following:

- Low global brand awareness
- Slow reaction to new opportunities in tourism
- Constrained growth in sectors outside of tourism due to lack of scale and foreign investment
- Diverging visions of Jeju's future

### Highlights:

- A vision and set of recommendations for the future success of Jeju
- Position Jeju as an premium global travel destination
- Develop a more balanced economy
- Collaborate for citizen engagement

The team developed five strategic recommendations that could be implemented with a combined total of 16 key actions. The recommendations are as follows:

1. **Position and target for value:** Position Jeju as a premium tourist destination and a source of high-value products. Target special interest tourism and premium products.
2. **Digitize the Jeju experience:** Match the physical experience for special interest travelers with an exciting digital experience.
3. **Collaborate for impact:** Collaborate for citizen engagement to achieve a consistent set of citizen-centric services and move away from siloed activities in government, business and community organizations.
4. **Aggregate for scale and impact:** Create greater scale and provide support services to leverage best practices and maximize economic development.
5. **Create a shared vision of preservation:** Balance development and preservation priorities to ensure the ongoing prosperity of Jeju.

## Conclusion

Implementing these recommendations will help Jeju achieve its key objectives: positioning the province as a top global tourist destination, diversifying Jeju's economy through growth in industries beyond tourism, and balancing economic development with the preservation of the island's natural beauty.

## For more information

To learn more, send an email to [ccca@us.ibm.com](mailto:ccca@us.ibm.com) or visit [smartercitieschallenge.org](http://smartercitieschallenge.org)

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