TOWARD THE BEST DATA WORKOUT FOR DESTINATION MARKETING

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Dr. Han Woo Park was a pioneer in network science of open and big data in the early 2000s (often called *Webometrics*) when he used to work for Royal Netherlands Academy and lead the World Class University project. He has published more than 100 articles in *SSCI* Journals.

Birth of Internet and Web 1.0

소련 스푸트니크 발사와 미국의 충격 1957

"All the News That's Fit to Print"

The New York Times.

LATE CITY EDITION

SOVIET FIRES EARTH SATELLITE INTO SPACE; IT IS CIRCLING THE GLOBE AT 18,000 M. P. H.; SPHERE TRACKED IN 4 CROSSINGS OVER U. S.

HOFFA IS ELECTED TEAMSTERS' HEAD; WARNS OF BATTLE

COURSE RECORDED

Navy Picks Up Radio Signals—4 Report Sighting Device

560 MILES HIGH

Visible With Simple Binoculars, Moscow Statement Says

Device Is 8 Times Heavier Than One Planned by U.S.

FAUBUS COMPARES HIS STAND TO LEE'S

Flu Widens in City; 15% Rate Predicted; 200,000 Pupils Out

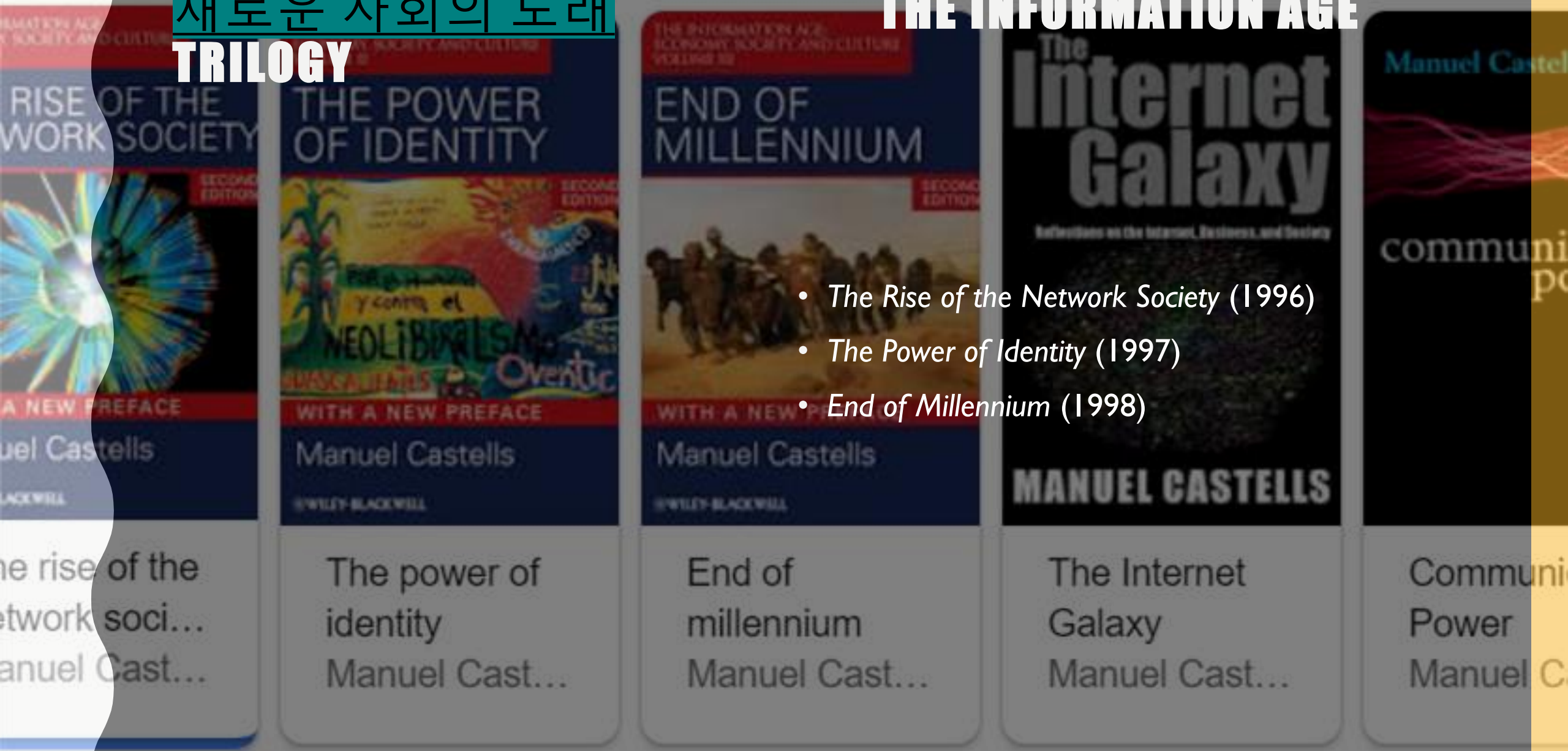
ARGENTINA TAKES EMERGENCY STEPS

SATELLITE SIGNAL BROADCAST HERE

새로운 사회의 도래

TRILOGY

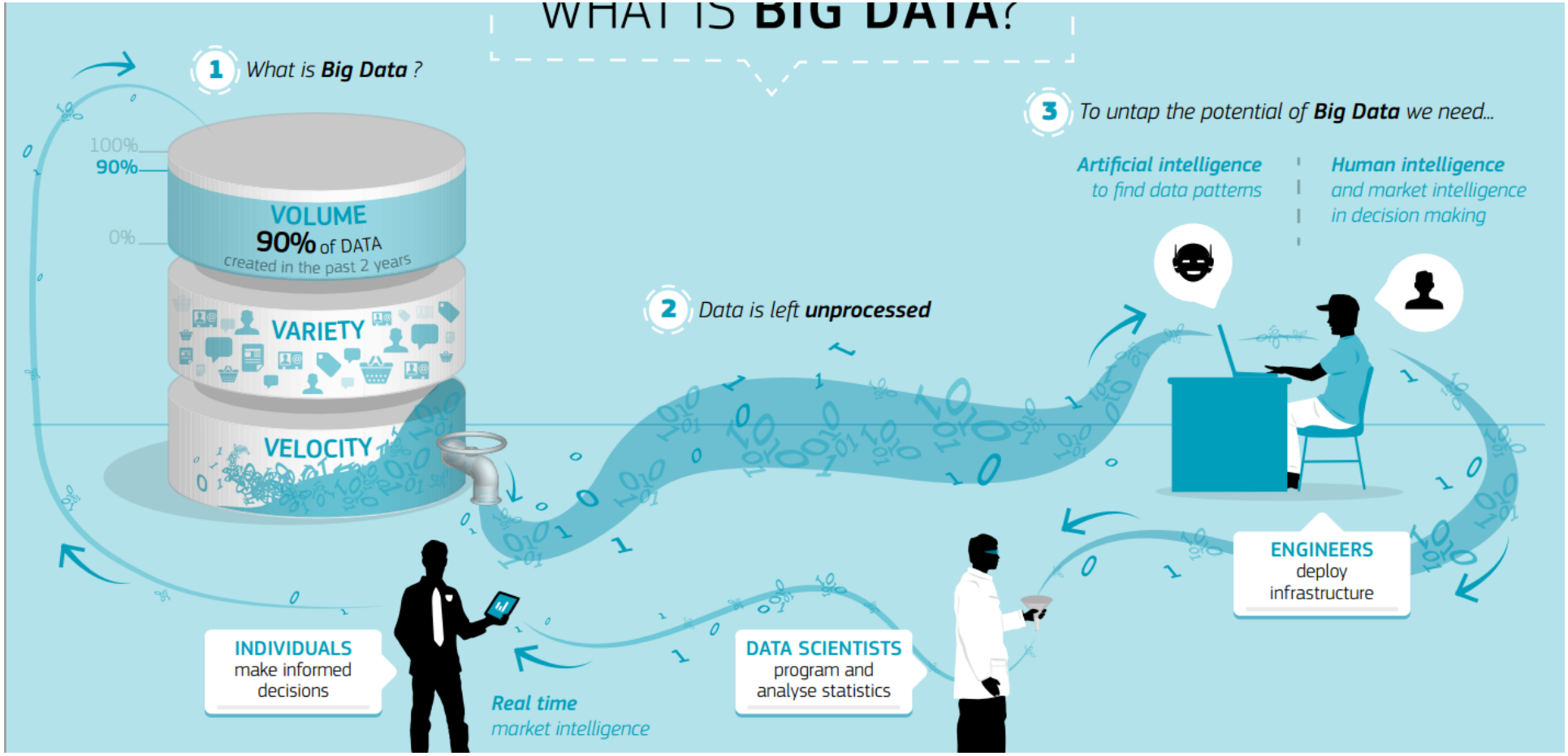
THE INFORMATION AGE



- *The Rise of the Network Society* (1996)
- *The Power of Identity* (1997)
- *End of Millennium* (1998)

Web 2.0 and Big Data

빅데이터의 개념과 이해 – 시기별 흐름



http://ec.europa.eu/enterprise/policies/innovation/policy/business-innovation-observatory/files/infographics/big-data_en.pdf

VOLUME

the sheer size of data in terms of storage and access

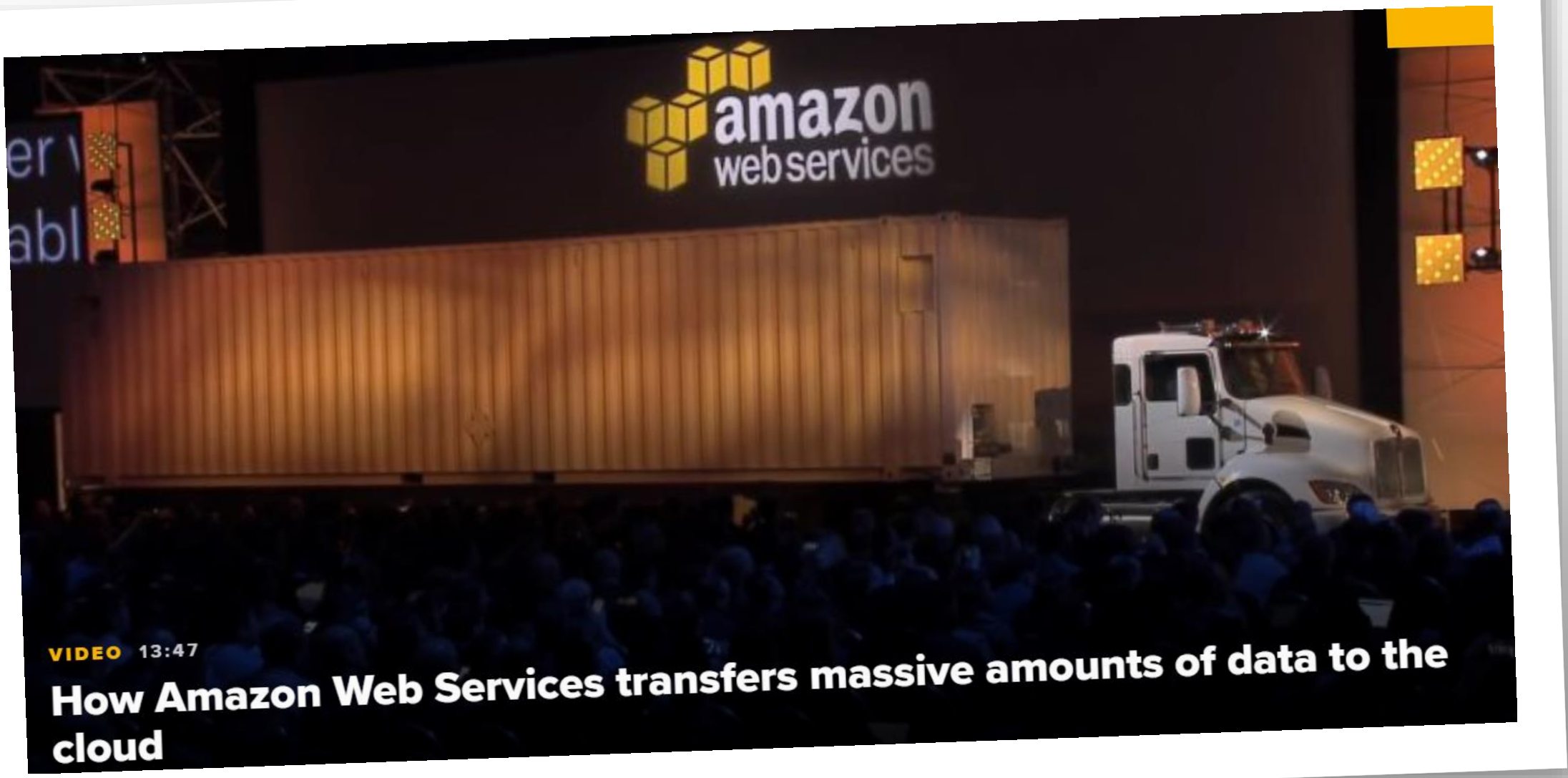
VELOCITY

the speed of incoming data and the time it takes to process.

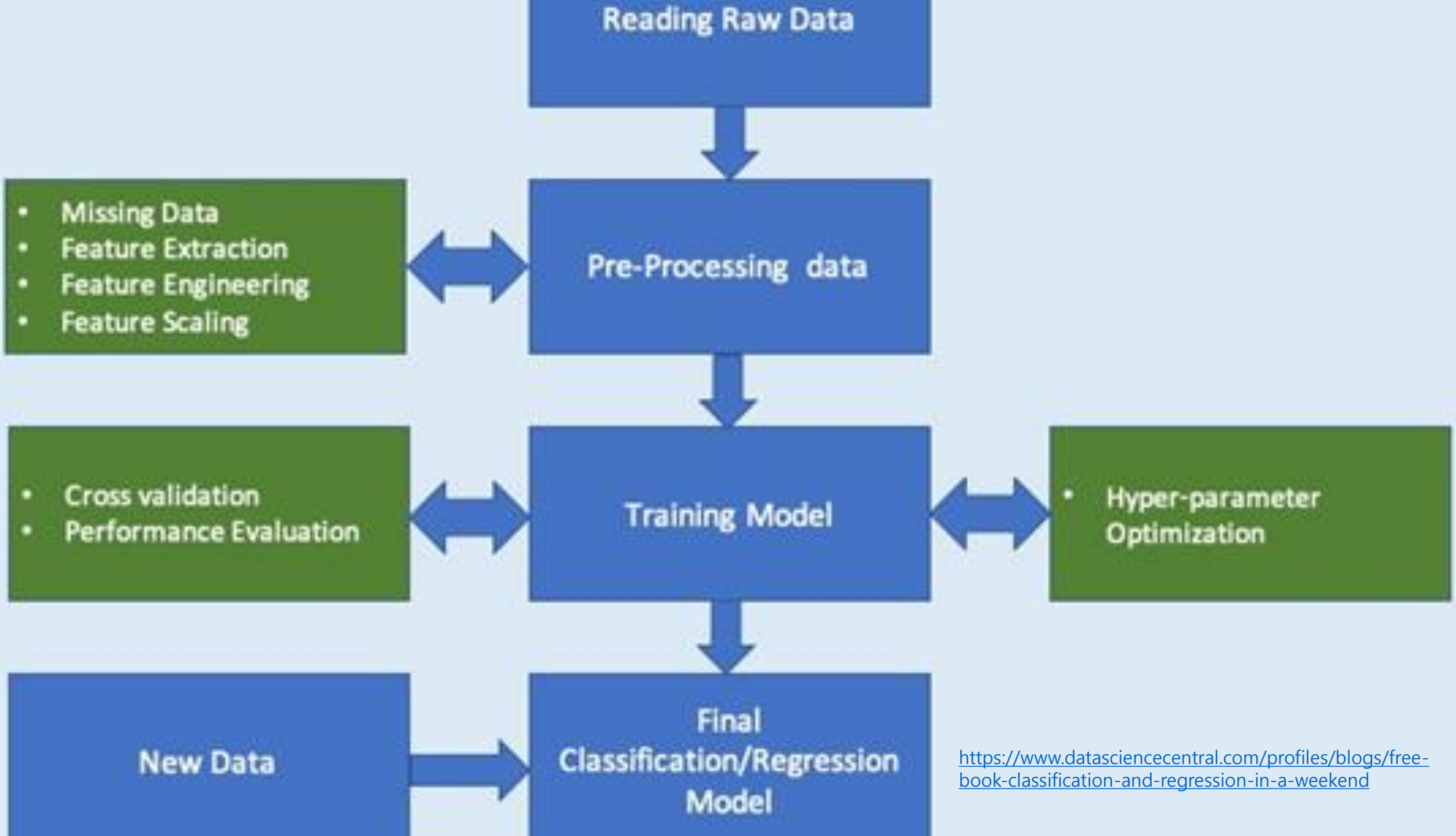
VARIETY

the types of files and formats of data as well as sources.

http://www.kensvalley.com/volume-velocity-variety/



https://www.cnbc.com/2019/07/19/how-amazon-uses-snowmobile-trucks-snowball-devices-for-data-transfer.html



https://www.datasciencecentral.com/profiles/blogs/free-book-classification-and-regression-in-a-weekend

Understanding Human Behavior and the Social Environment

How "Big Data" Can Predict Your Divorce
HEADED FOR DIVORCE
PURCHASES:
TEETH WHITENER
GYM MEMBERSHIP
HOTEL ROOMS
0:19 / 4:32
https://www.youtube.com/watch?v=DS310JMdu2s

Extraneous factors in judicial decisions

"You are anywhere between two and six times as likely to be released if you're one of the first three prisoners considered versus the last three prisoners considered."

The authors of the peer-reviewed paper looked at more than 1,000 rulings made in 2009 by eight judges. They found that the likelihood of a favourable ruling peaked at the beginning of the day, steadily declining over time from a probability of about 65% to nearly zero, before spiking back up to about 65% after a break for a meal or snack.

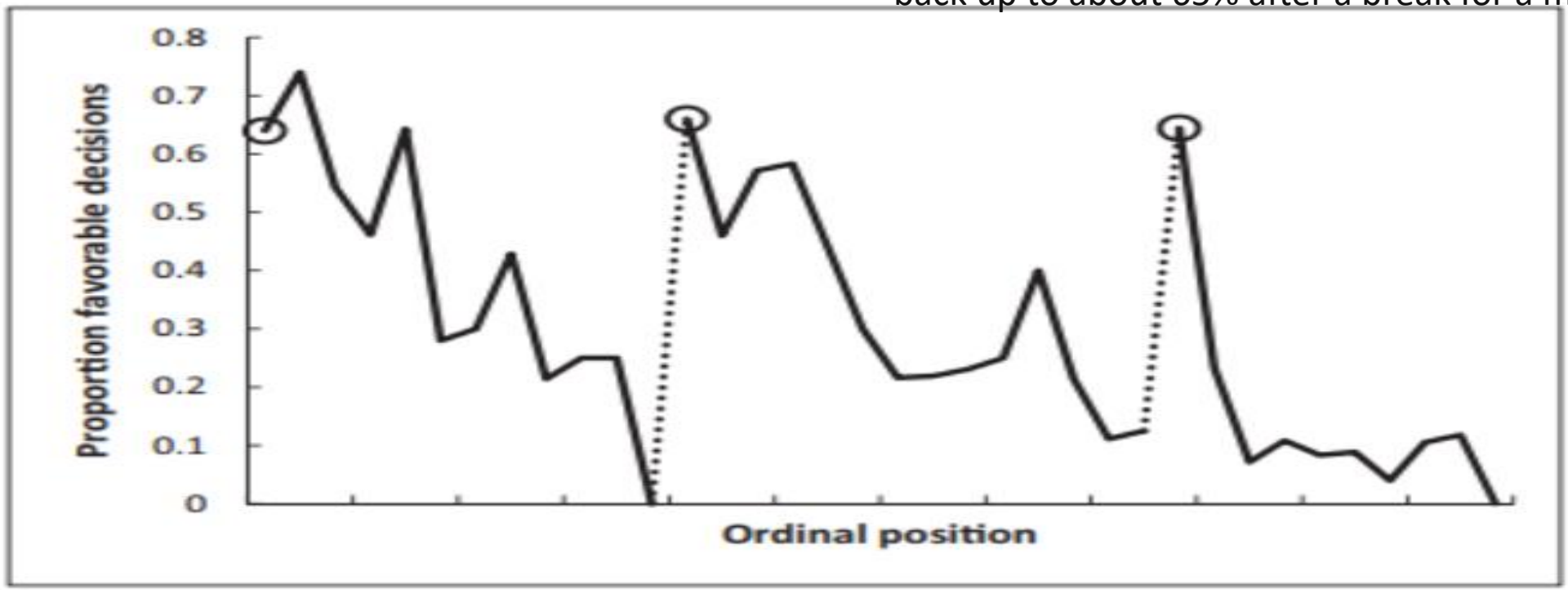


Fig. 1. Proportion of rulings in favor of the prisoners by ordinal position. Circled points indicate the first decision in each of the three decision sessions; tick marks on *x* axis denote every third case; dotted line denotes food break. Because unequal session lengths resulted in a low number of cases for some of the later ordinal positions, the graph is based on the first 95% of the data from each session.

https://www.pnas.org/content/108/17/6889

출처: TVN 60일 지정생존자

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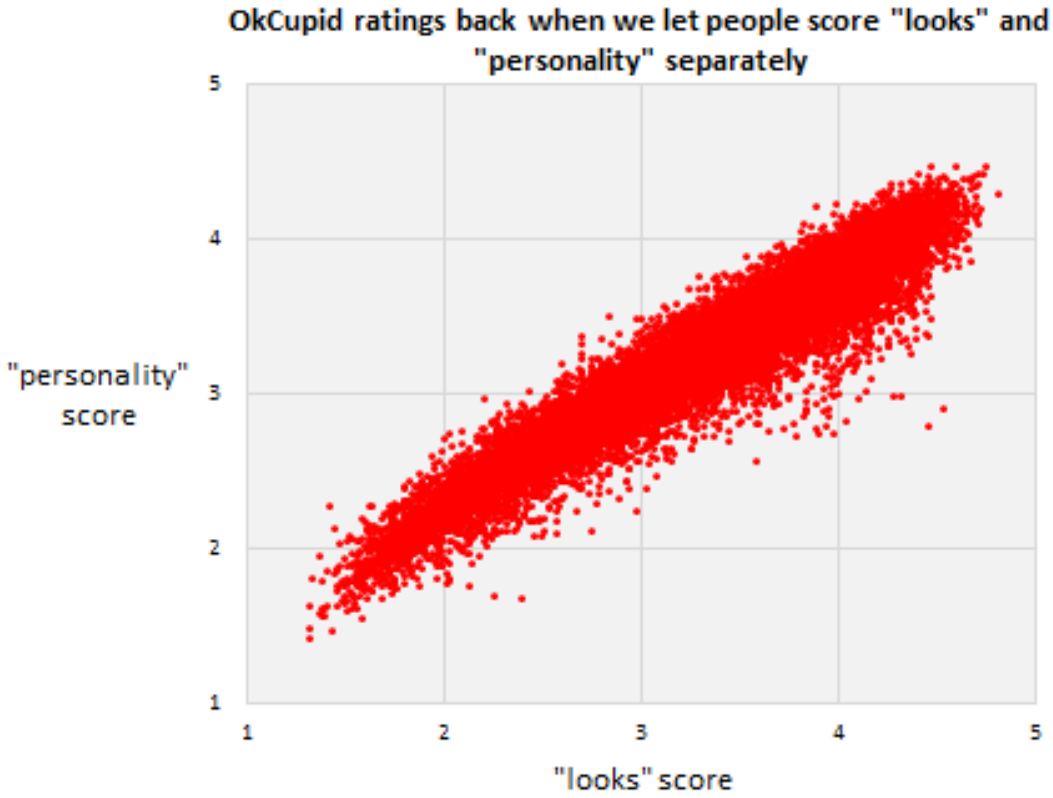
I am a | Straight | Woman | Continue

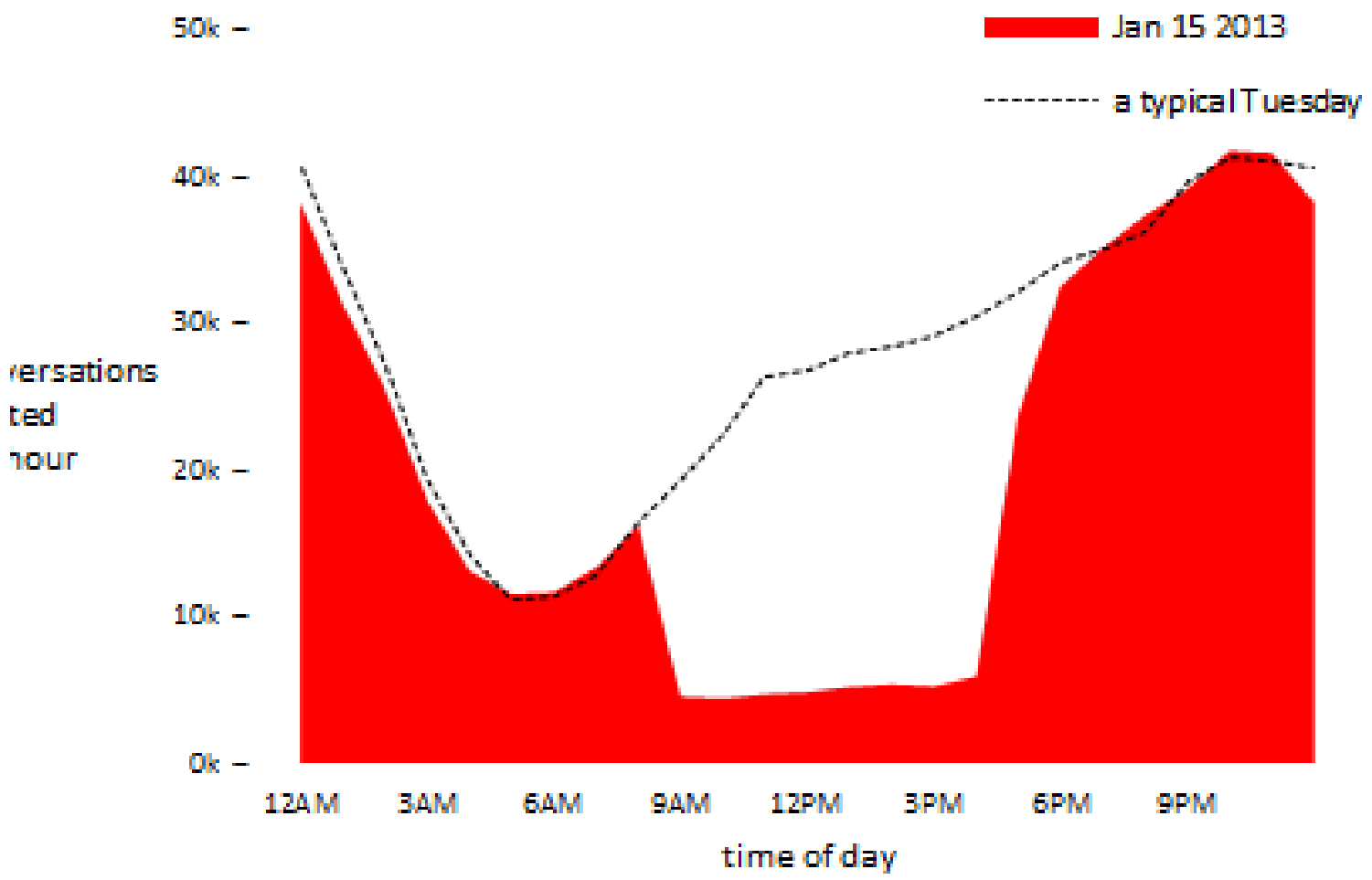
Straight
Gay
Bisexual
More options...

Signing up takes two minutes and is totally free.

Our matching algorithm helps you find the right people.

iOS or Android? You can take us to go.

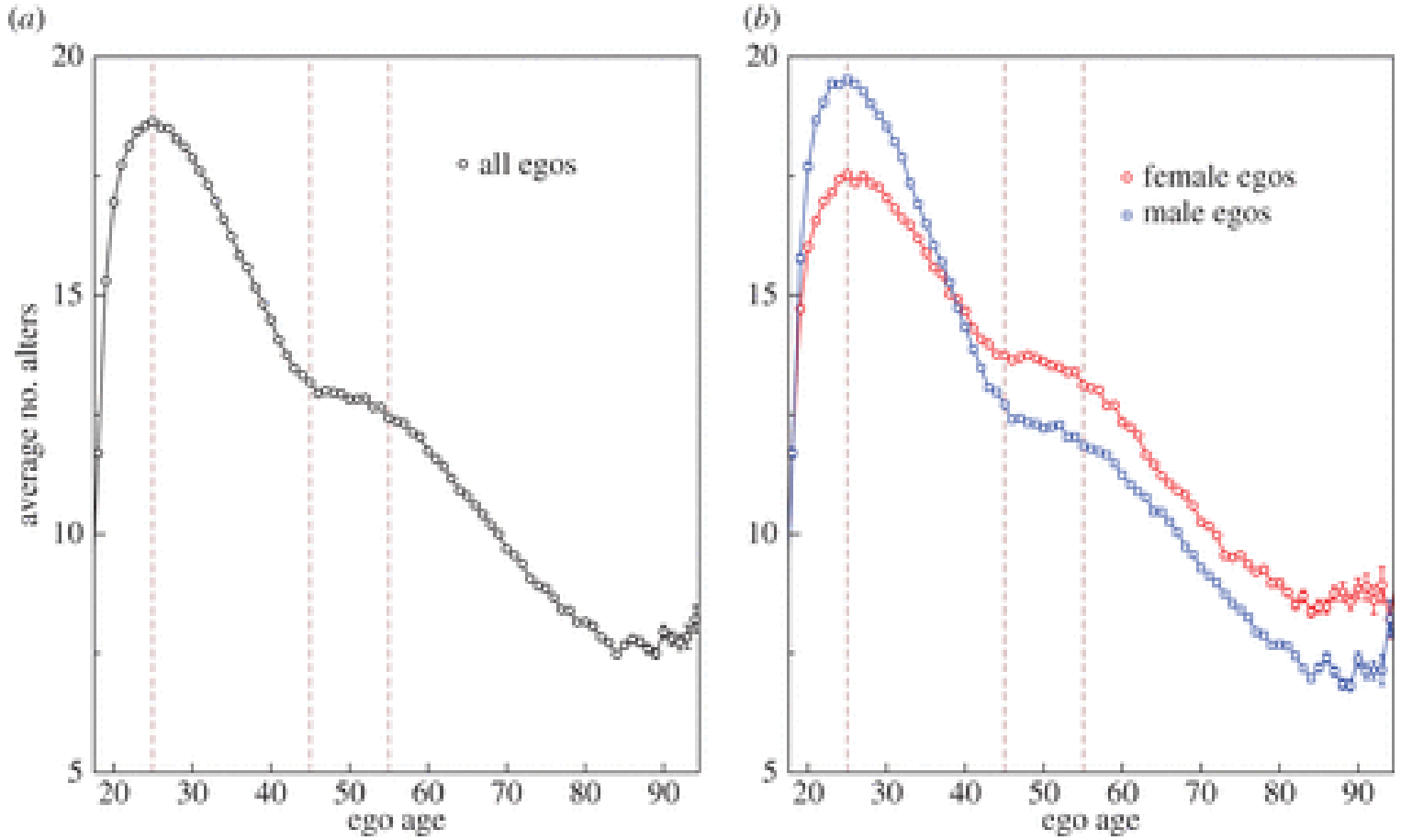




we chose to celebrate the app's release by removing all the pictures from OkCupid on launch day. "Love Is Blind Day" on OkCupid — January 15, 2013.

https://theblog.okcupid.com/we-experiment-on-human-beings-5dd9fe280cd5#.35q9jxzgk

Enjoy Your Friends Before You Lose Them All at Age 25



http://rsos.royalsocietypublishing.org/content/3/4/160097.full?ijkey=xtX37zRENRaOonz&keytype=ref#F1

Where are we going?

Han Woo Park`s

4th People Revolution

Han Woo Park`s

4th People Revolution

Steam engine
Homogeneous Humans

Pre-Channel
Viralization

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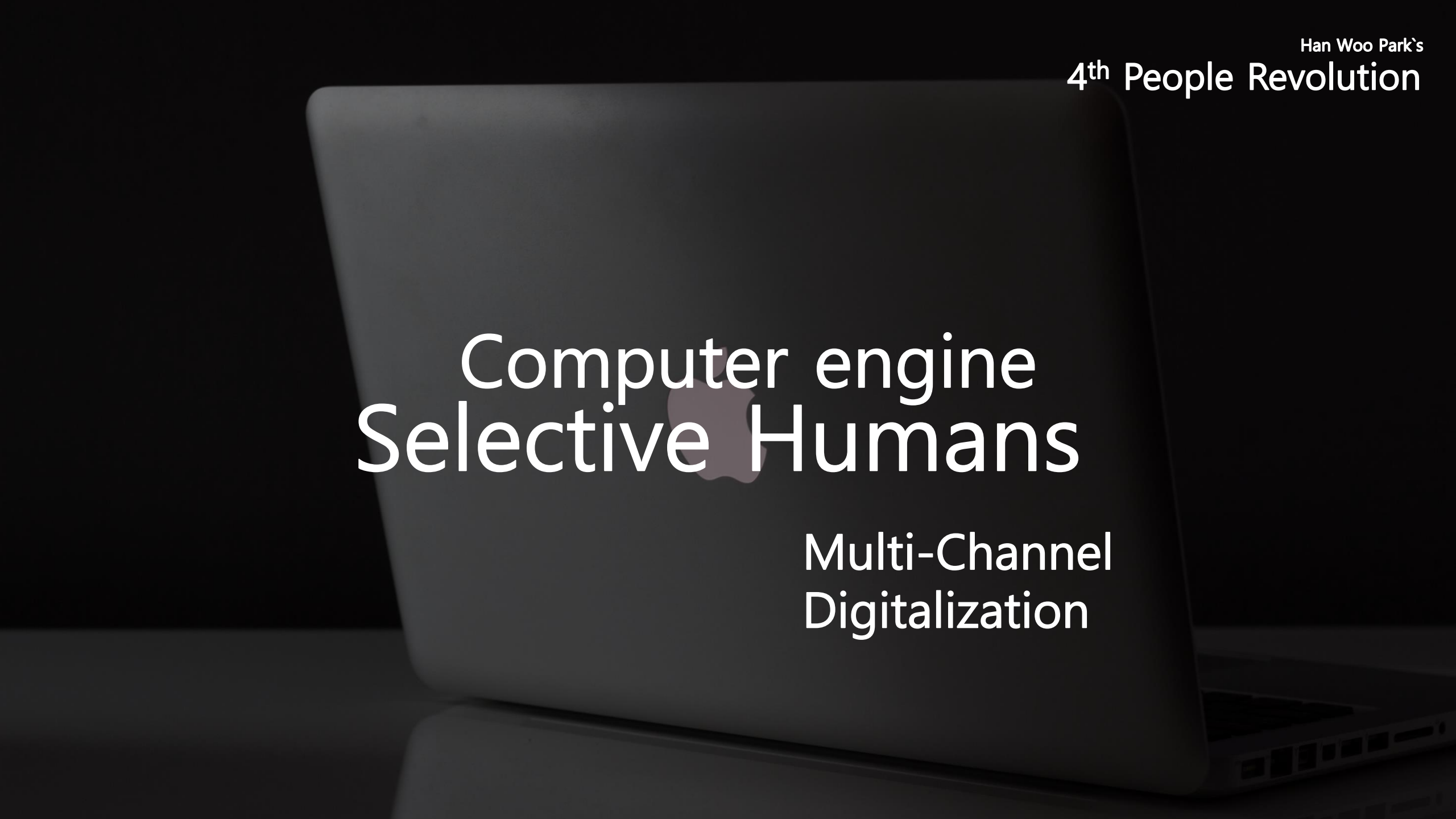
4th People Revolution
Electronic engine
Heterogeneous Humans
Single Channel
Mass Mediazation

Han Woo Park`s

4th People Revolution

Computer engine Selective Humans

Multi-Channel Digitalization



The VCR (1975-2016)

BlackBerry Phones (1999-2016)

9:41 AM
Tame Impala
Let It Happen
Currents
iPod
iPod
iPod
iPod

Han Woo Park`s

4th People Revolution

Data engine
Fragmented Humans

Omni-Channel
Datafication

세상을 바꾸는 인공지능 로봇들

Facebook Tries to Snuff Out Class Action Brought Under Illinois Biometric Law

In a case involving Facebook's "tag suggestions" feature, the Ninth Circuit heard arguments Wednesday over collection of an individual's biometric data in violation of the Illinois Biometric Information Privacy Act is sufficie establish standing in federal court.

By **Ross Todd** | 6월 13, 2019 at 02:00 오전

Trending Storie

1 Black Law Stud Columbia Call Central Park 5

NEW YORK LAW JO

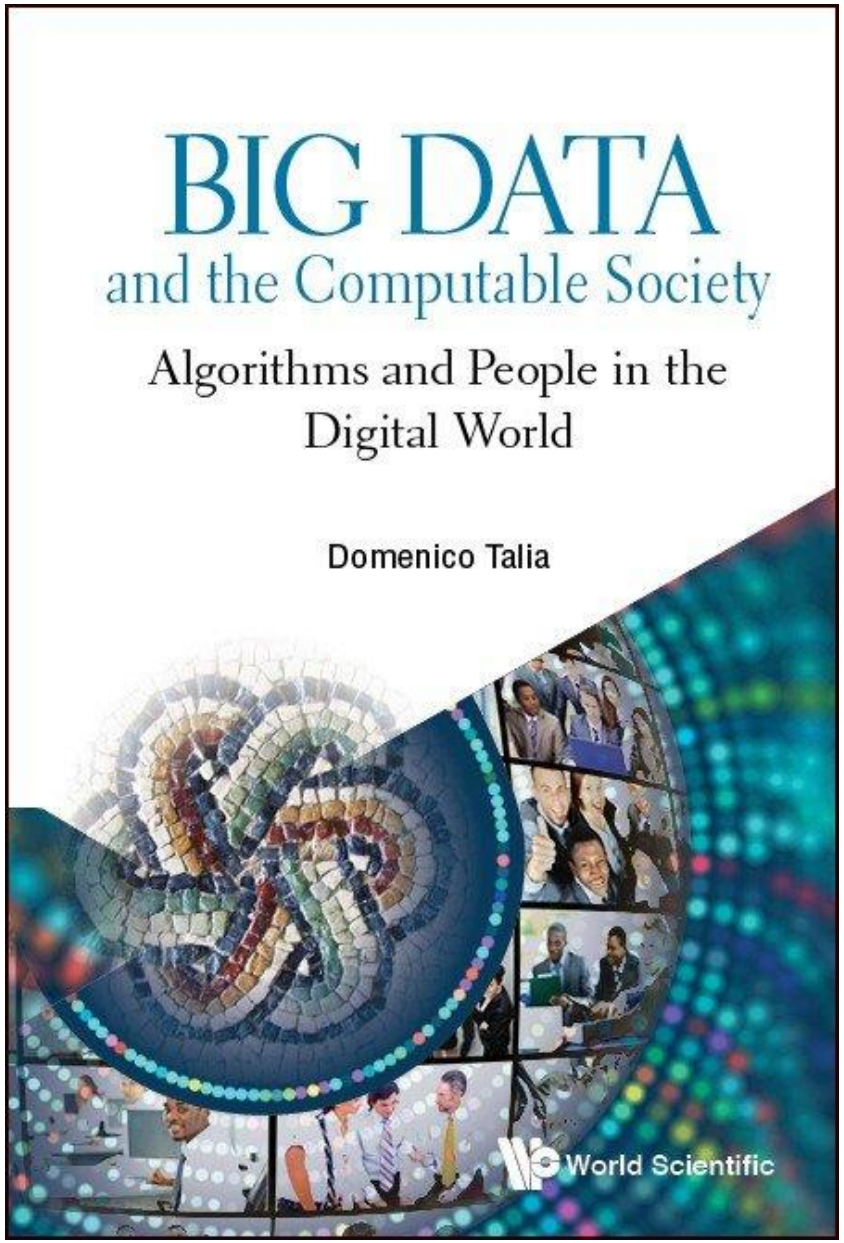
2 Kirkland Secur Fees for Toys R

THE AMERICAN LA

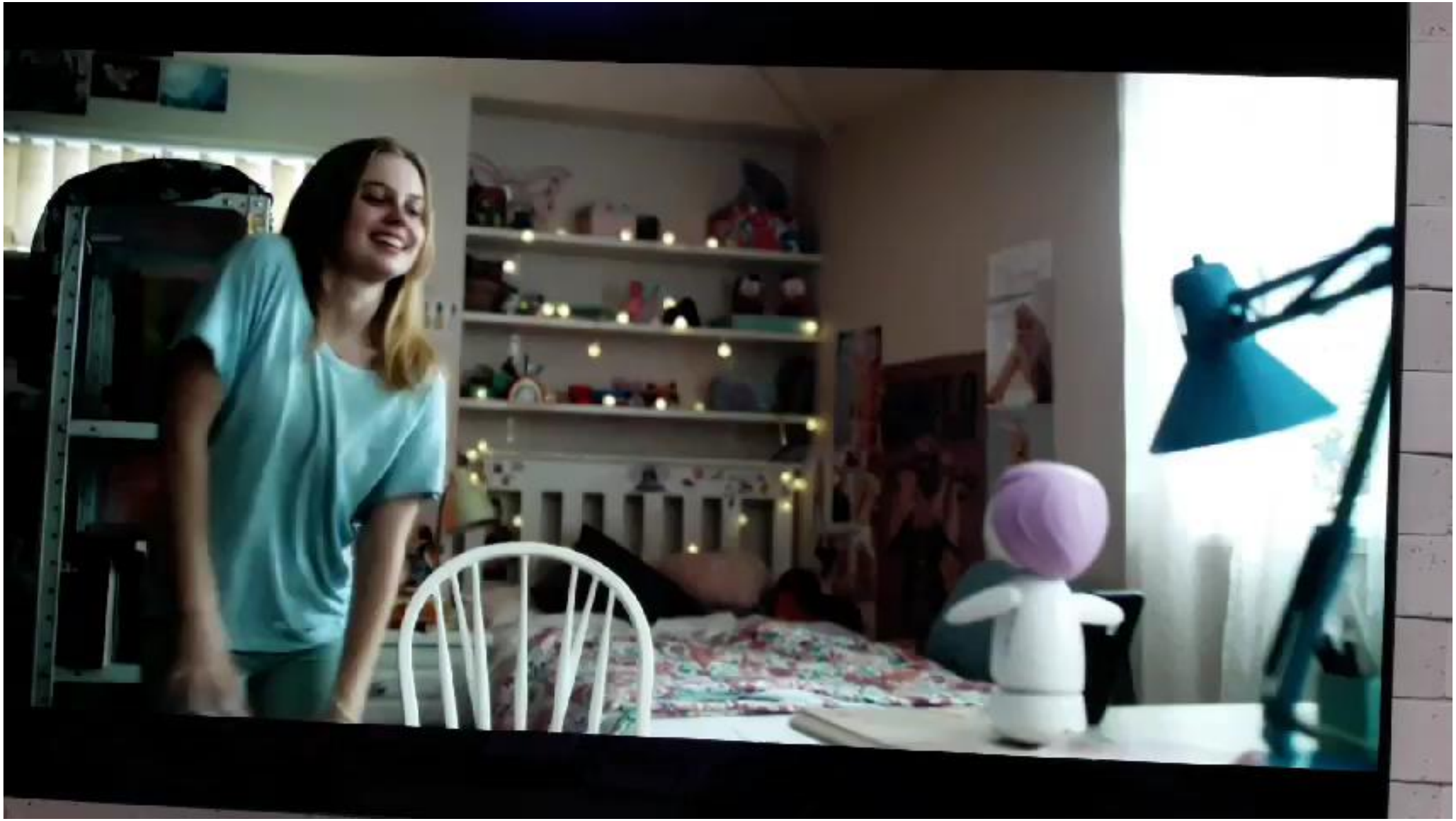
Forgetting is More Difficult than Remembering

The Hypermnesia of the Network

Data Brokers Know Us Without Being Our Friends



NEW YORKER



aster morning 1900: 5th Ave, New York City.
he automobile.

ource: US National Archives.

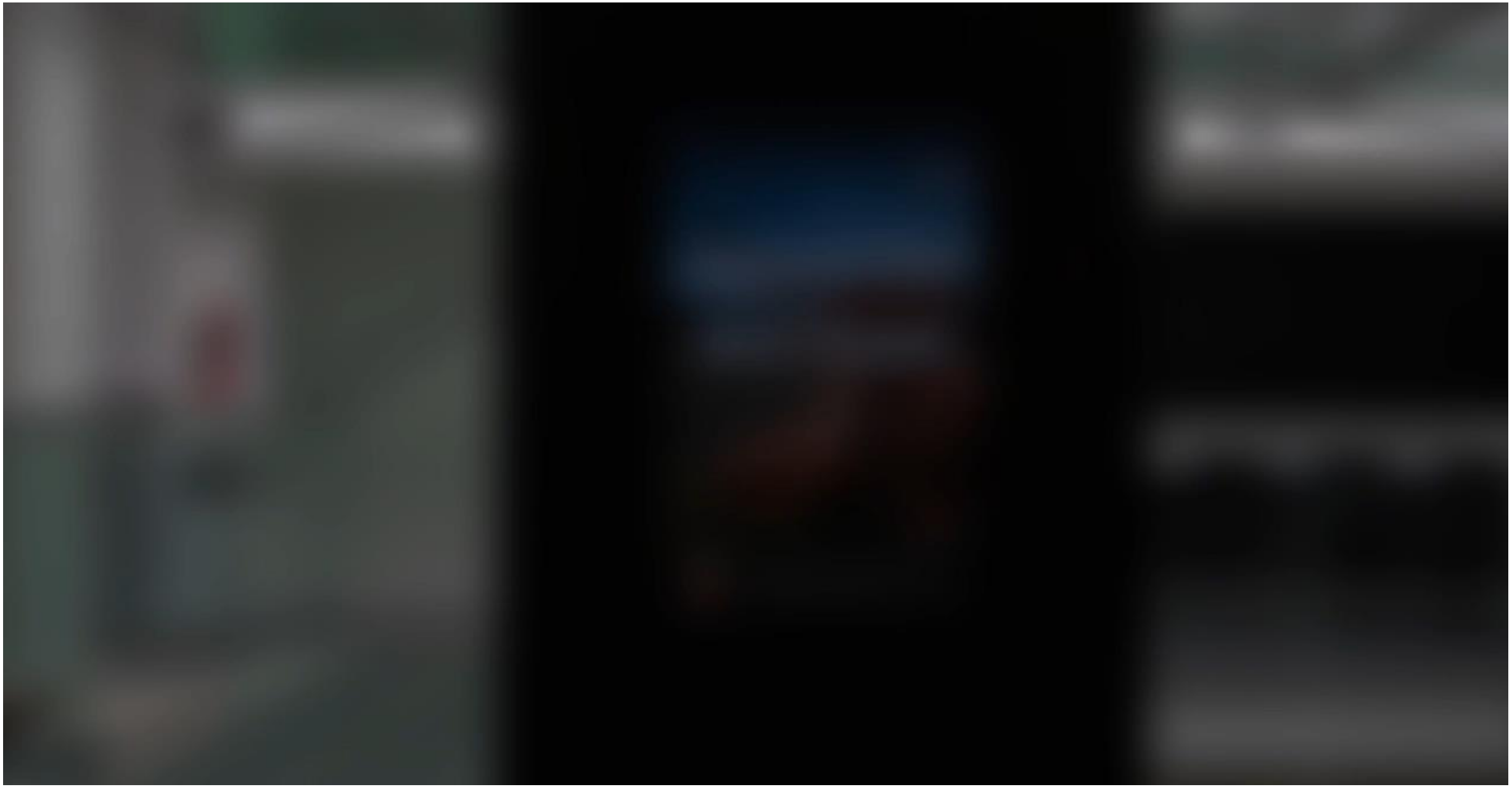
5TH. AVE. EASTER '13

Strategy for Data Workout

M&C Saatchi Experiments With Artificial Intelligence in Outdoor

Published On Jul 23, 2015

https://adage.com/creativity/work/artificial-intelligence-poster-ad-video/42818?



Different Strategy per Your Level

THE DESTINATION MARKETING STRATEGY IS SHIFTING

- DM has been focused on a visitor's tourism activities and shopping behaviors
- From nature tourism to cultural tourism: Japan's gastrodiplomacy as soft power http://www.gastrodiplomacy.net/gd-explanation
- Related to cultural tourism, international communication theories (e.g. cultural proximity, cultural hybridism, comparative culture, etc.) should be discussed more.
- DM agencies now require a transition from tourism resources to improve their use of data
- about online information seeking and
- life & business-related activity
- in order to properly respond to the reduction of outdoor activities due to environmental factors
- Data-based behavioral economics perspective is necessary

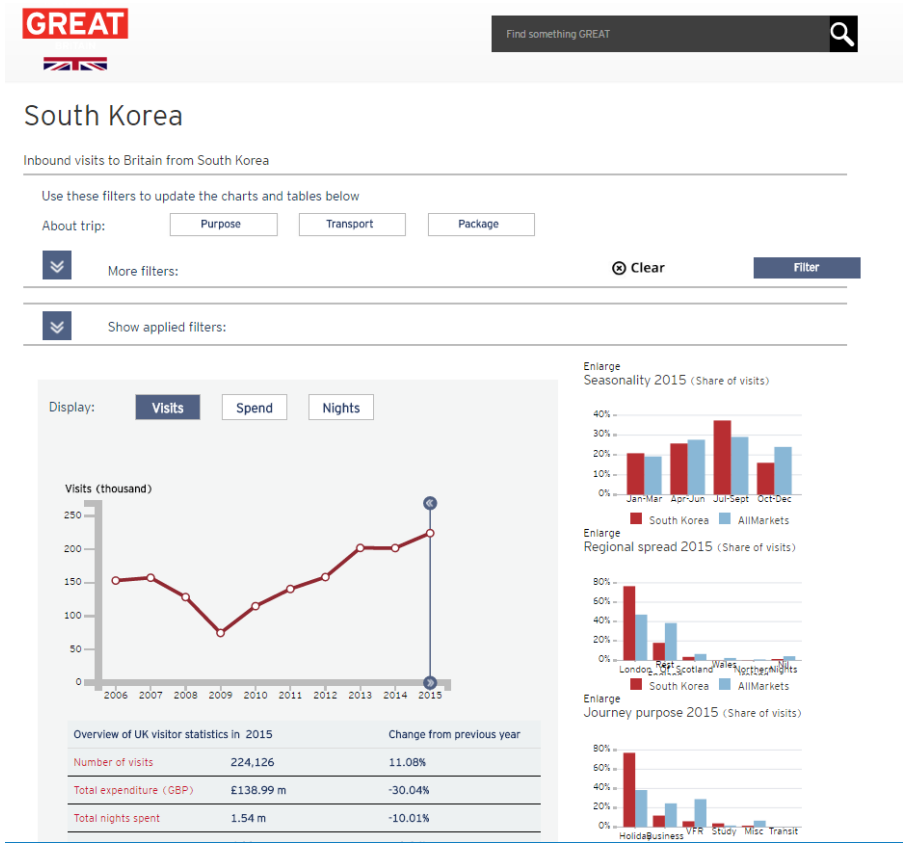
You position yourself

Table 1. Big data business model typology

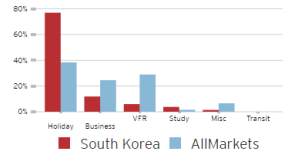
Type	Example functions	Dependencies
Data *users*	Using data to inform strategic decisions; building data into products	Depend on *suppliers* for raw data, and on *facilitators* for infrastructure and skills
Data *suppliers*	Gathering primary data; aggregating and packaging data for sale	Depend on *facilitators* for infrastructure and skills, and on *users* both as customers and as sources of data
Data *facilitators*	Supplying infrastructure; consultancy; outsourced analysis	Depend on *users* and on *suppliers* as customers

Schroeder, R. (2016) "Big Data Business Models: Challenges and Opportunities", Cogent Social Sciences.

https://www.visitbritain.com/hk/en/markets/south-korea



Number of visits	224,126	11.08%
Total expenditure (GBP)	£138.99 m	-30.04%
Total nights spent	1.54 m	-10.01%
Average length of stay (Nights)	6.89	-18.96%
Average spend per visit (GBP)	£620	-37.03%



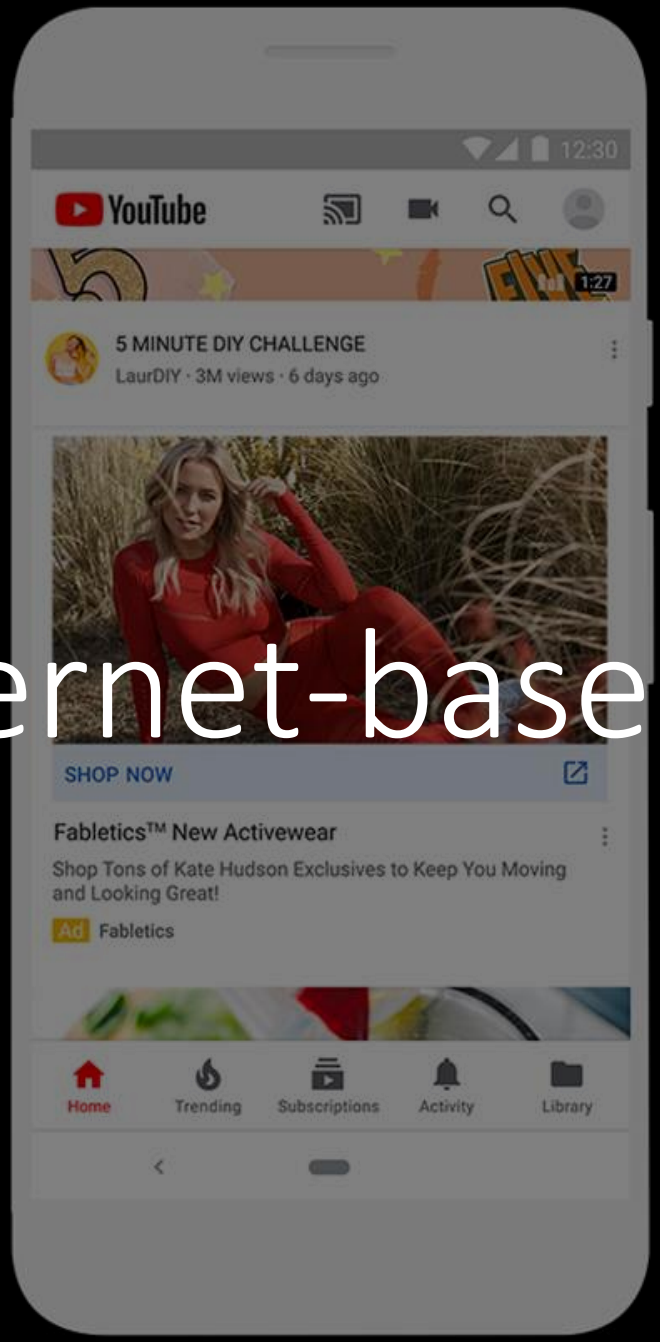
Download a CSV file containing data for South Korea

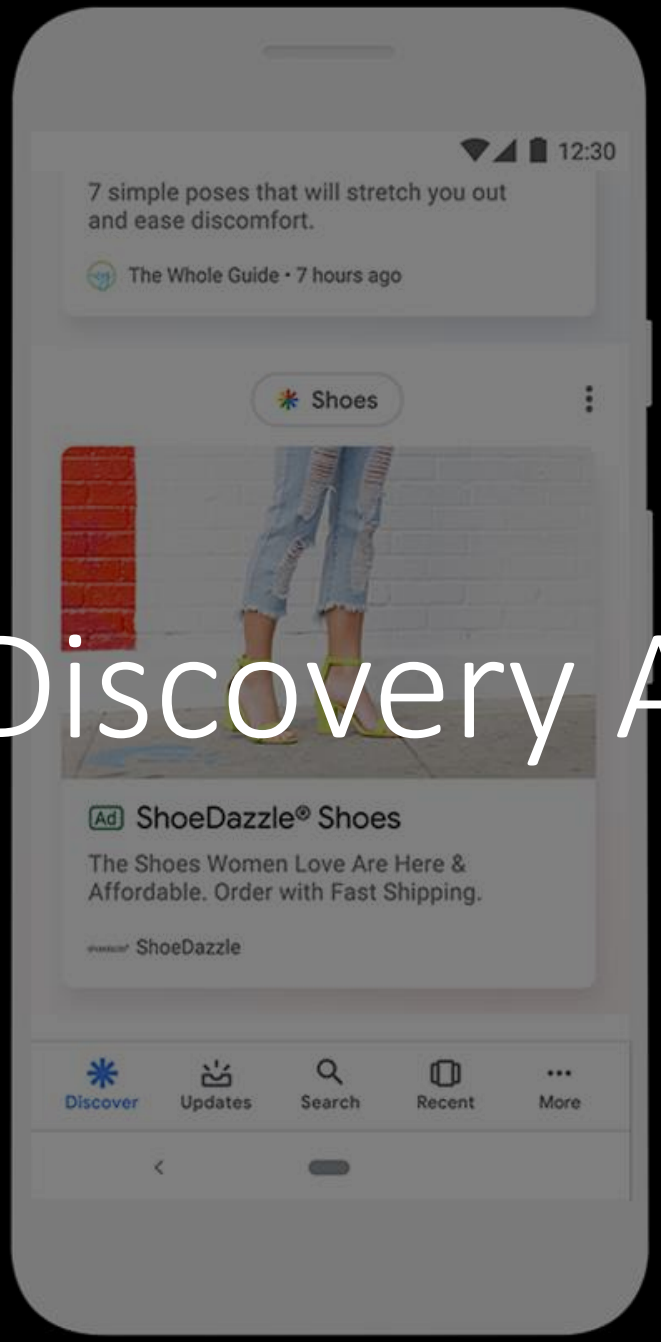
Global context

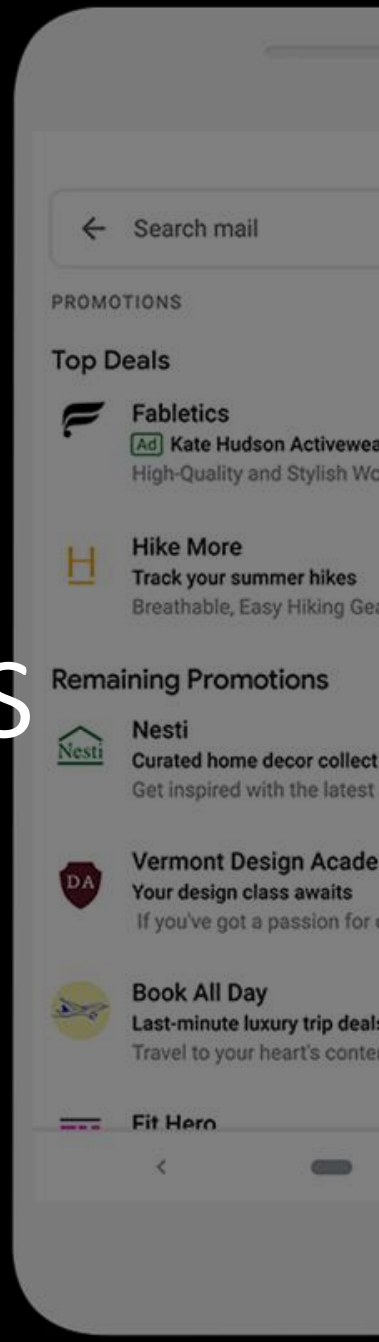
Measure	2015
International tourism expenditure (US$bn)	25
Global rank for international tourism expenditure	8
Number of outbound visits (m)	21.5
Most visited destination	China
Most visited destination in Western Europe	France

Know Your Customer using Big Data

Internet-based Discovery Ads







Culturing new atmosphere for Googlers

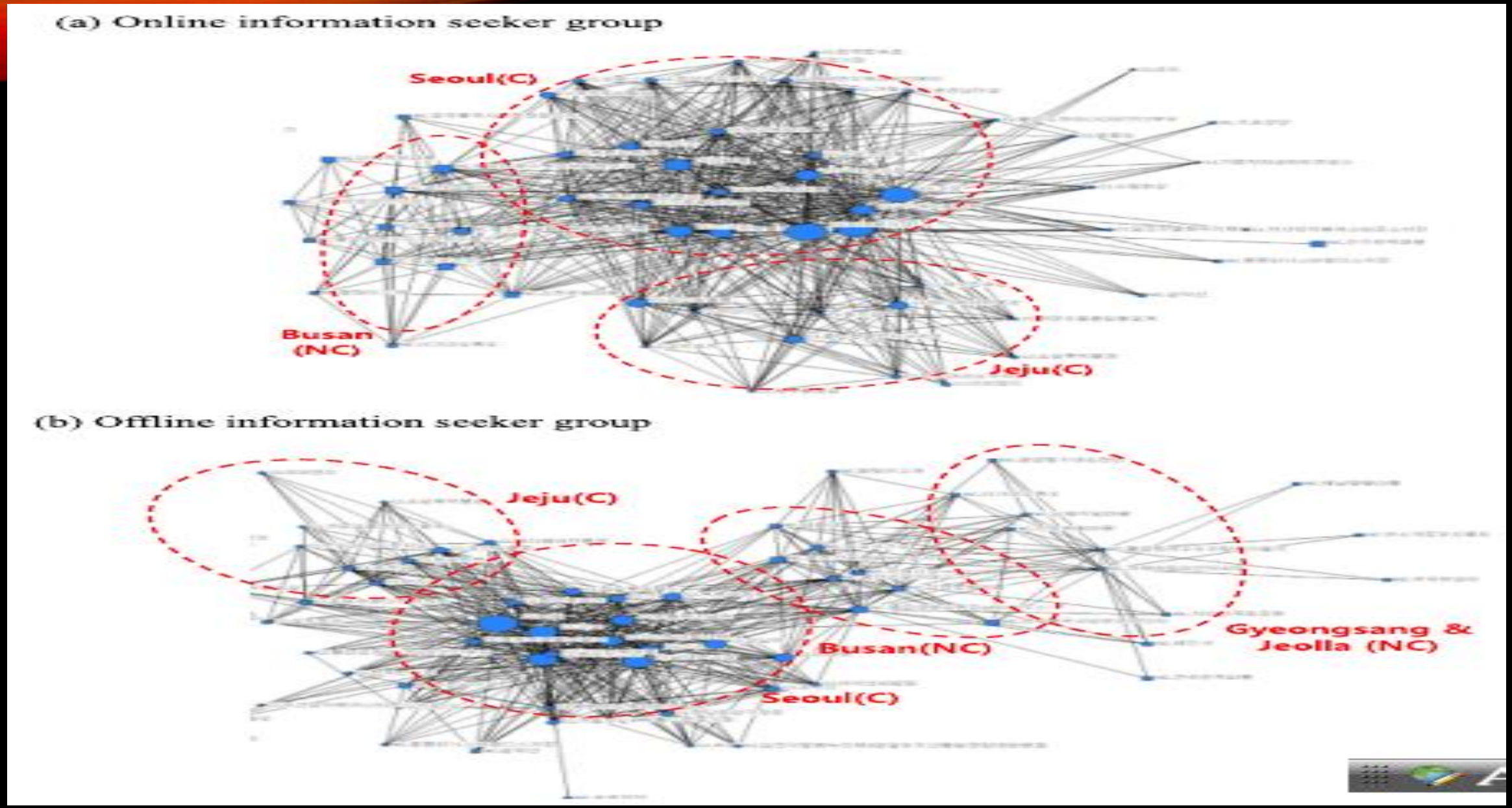
Discovery Tourism

- Visitors are very interested in coming across new place without active effort

Gallery Tourism

- Visitors find things to explore when making a query

I coined this typology based on the following piece “Google launches two new types of ads: intent-based Discovery ads and query-based Gallery ads”



Do online information sources really make tourists visit more diverse places?: Based on the social networking analysis,

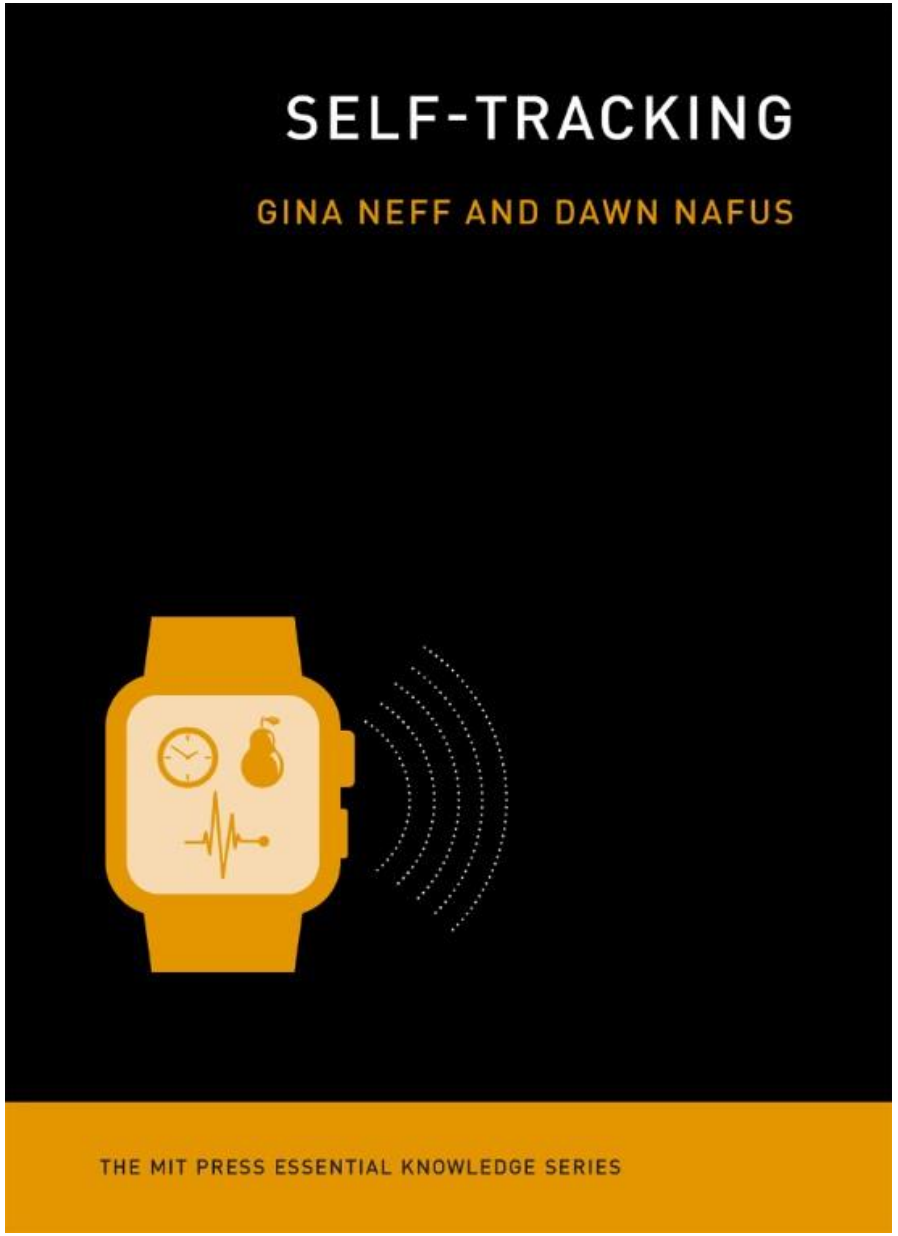
Online Info Search → Offline Visit → Post-visit Activity

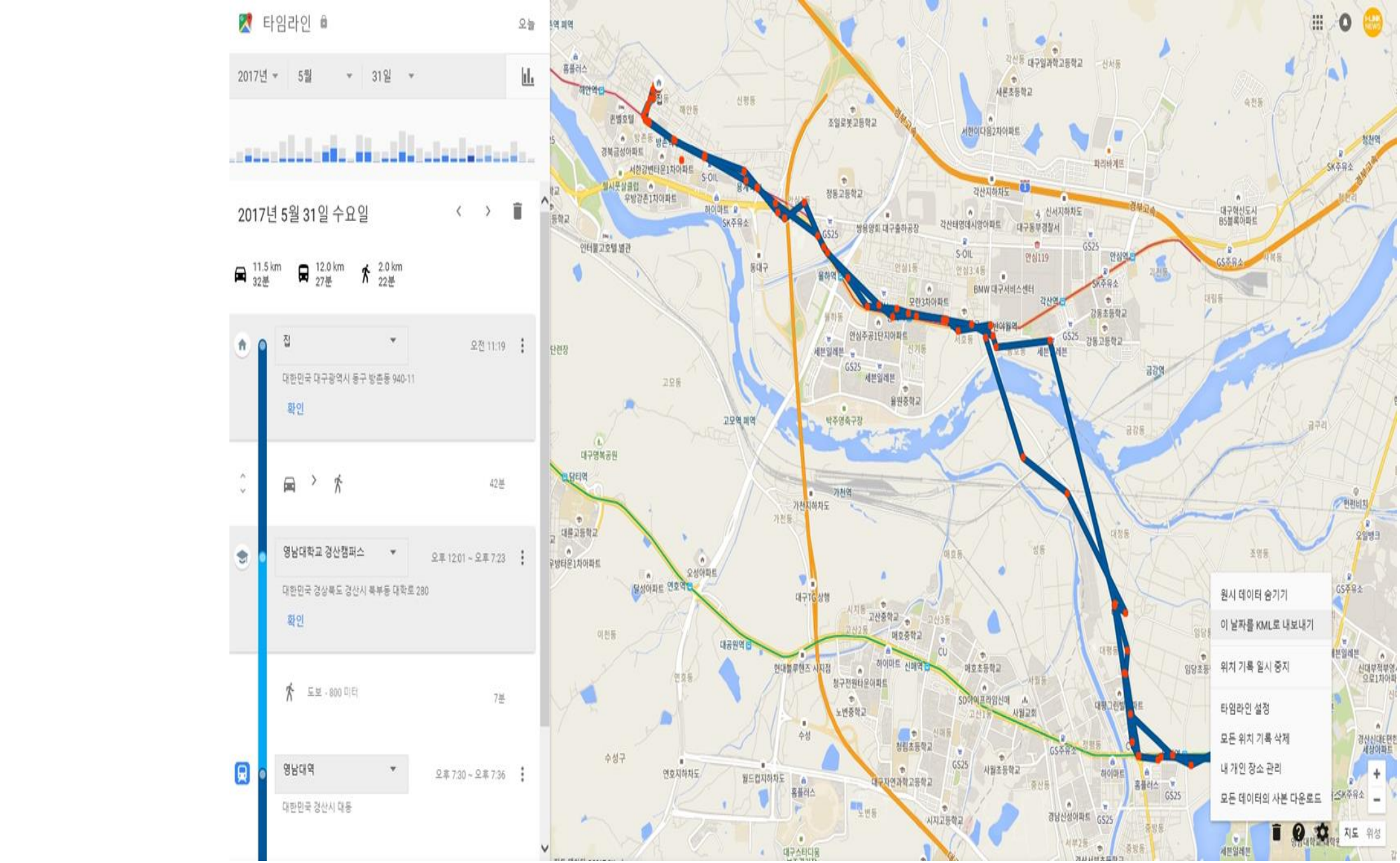
- In addition, tourism, which combines online and offline, is a new concept. The motivation of offline tourists is influenced by the search and use of online media.
- Of course, online and offline channels have reciprocal effects. In this process, cultural factors are the intermediary factor.
- Therefore, it is necessary to discuss it in the context of search engines and social media cultural tourism.

Self-Tracking

What happens when people turn their everyday experience into data: an introduction to the essential ideas and key challenges of self-tracking.

Ending your summer with a vacation? "For a Relaxing Vacation, Look to the Data"

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5월
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원시 데이터 숨기기
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위치 기록 일시 중지
타임라인 설정
모든 위치 기록 삭제
내 개인 장소 관리
모든 데이터의 사본 다운로드
지도
위성

KT 71% 오후 5:24

Your June in review

받은편지함

Google Maps Timeline
받는사람: 나
오후 12:17 세부정보 보기

Google

Your June in review

Your timeline in Google Maps helps you curate the places you've been. Look back on the past month and reminisce about recent trips and past places.

EXPLORE YOUR TIMELINE

2 new cities visited this month

KT 71% 오후 5:25

2 new cities visited this month

Cheongsong-gun

NEW

Gyeongsan-si

NEW

15 new places visited this month

뜰안

NEW

+14 more

Your activity in timeline

Your activity in timeline

16 mi (26 km) walked this month

46 hours spent in a vehicle this month

All-time stats from your timeline

2

cities visited in total

15

places visited in total

From Mobilization To Micro-Action

FIT(Free Independent Tour)

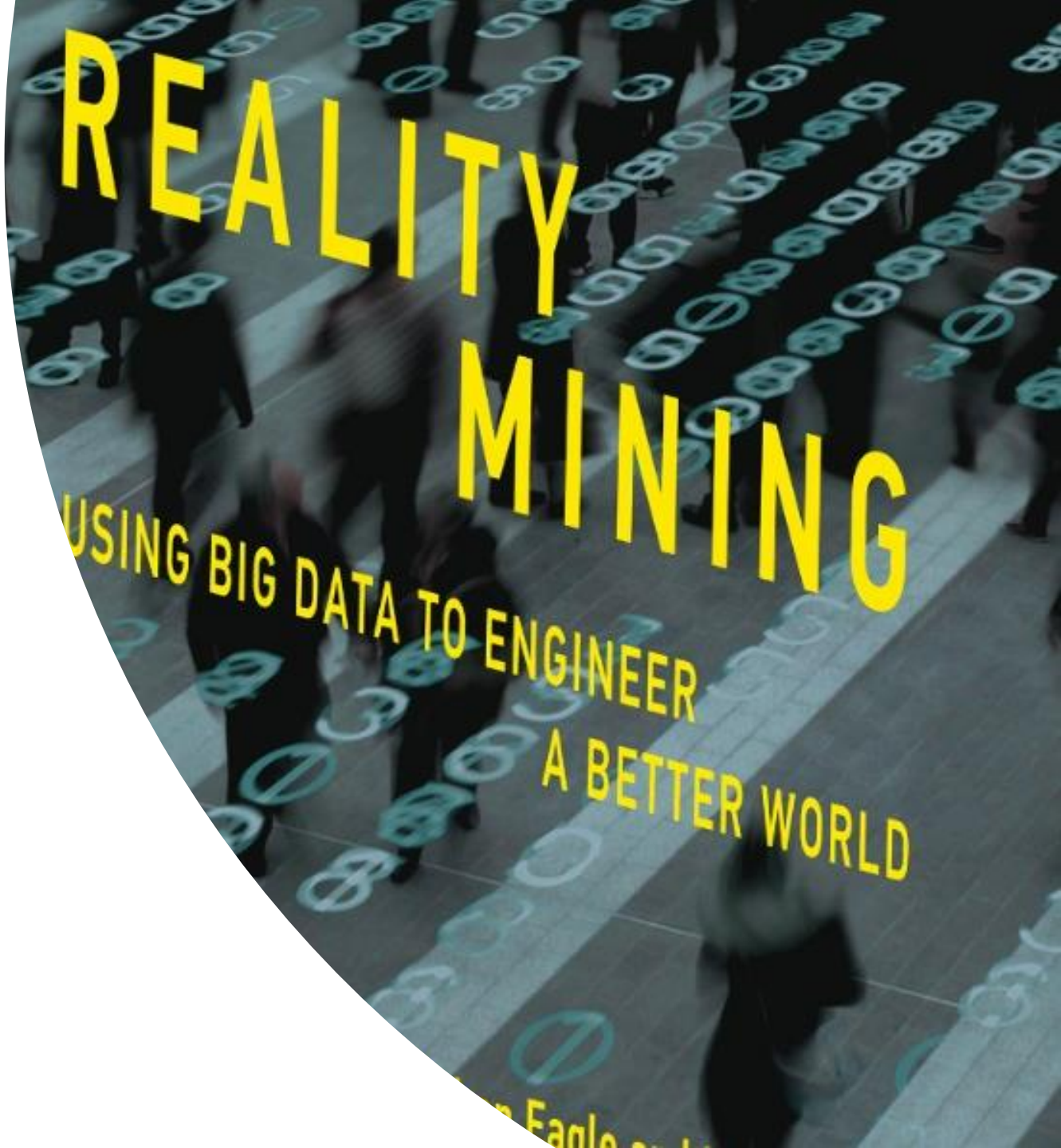
- We often make the mistake of thinking of people who travel freely as isolated beings. However, they (i.e. Z-generation) can communicate freely and easily with others through smartphones.

DWO(Do it With Others)

- FIT develops into DWO, a personal free cooperative tourism project. It is evolving into a third-generation tour where people with similar tastes and purposes temporarily form a group and enjoy meetings and trips with low cost and high efficiency.

Reality Mining

- Co-written by Nathan Eagle, voted one of "50 people who will change the world" by *Wired,* and Kate Green, an essayist, journalist, poet, and former laser physicist, *Reality Mining* looks at how Big Data can be put to positive use, from helping users break bad habits to tracking the global spread of disease



Smart Tourism Based on Internet of Things

Xiaoyan Wu

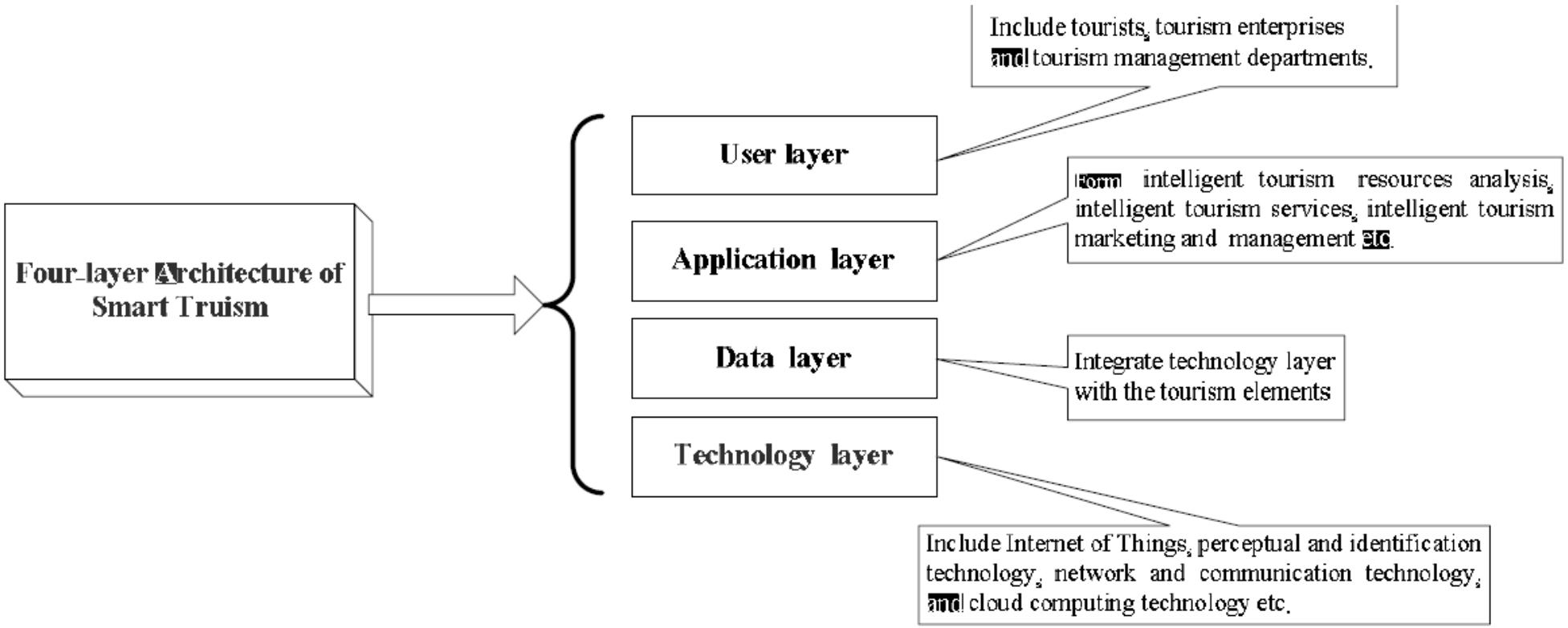


Figure 2. Four-layer architecture of Smart Tourism

Insufficient sparks to trigger related activity

- Prepare data UI/UX based on target audience

- Since visitors' tourism activities are still affected by popular places among residents, it is important to plan tourism content that they want to promote to outsiders based on the analysis of insiders' interests.

- Culturing atmosphere for spontaneous data workout

- Tourism communication leadership is crucial in developing an atmosphere for user-generating data activities and the government’s role that may facilitate data-driven innovation.

http://www.choosemyplate.gov/

데이터 호환성, 다형데이터, 크로스콜라보

OSMU

One Source Multi Use

OSMD

One Source Multi Device

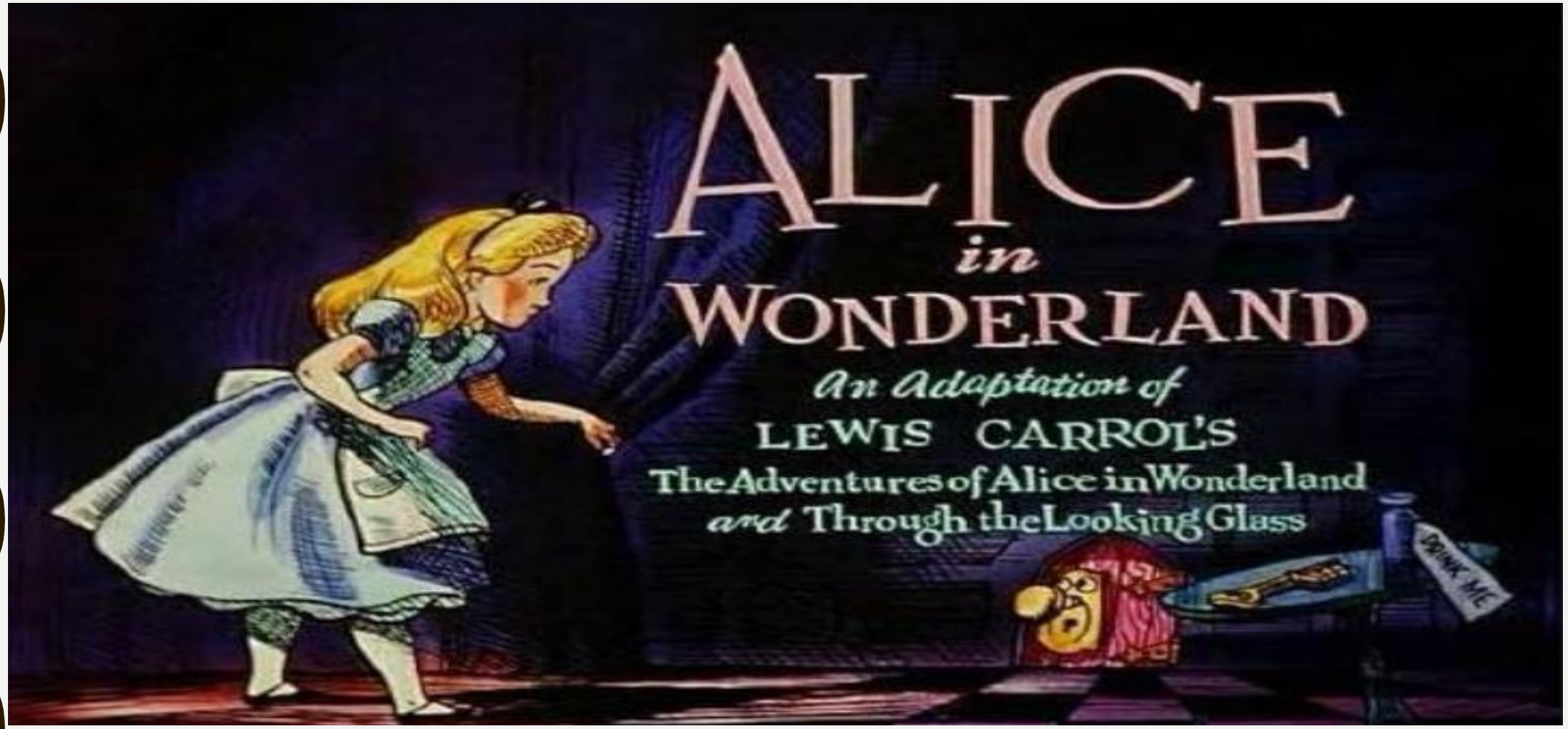
OSMU

Open Stream Multi Use

OSMD

Open Stream Multi Data

붉은 여왕 효과



http://zezecool.tistory.com/17