
Abstract

A tour pass is one of the tourist products that people can visit and enjoy tourist attractions with one card at a low price. Unlike international tour passes, domestic tour passes have been operated by local government support. So far, it is estimated that there are about 100 tour passes issued by local governments, and about 60 of them are currently in use.

In particular, Gyeonggi-Do introduced “Gyeonggi Tour Pass” in 2020 and has conducted pilot projects in four regions: Goyang, Paju, Suwon, and Yongin. A total of 2,061 tickets were sold from July to December 2020, and it was found that about 3.4 places were visited per ticket. While Gyeonggi Tour Pass has contributed to increasing visitors’ length of stay, there has been difficulties in operation and marketing due to COVID-19.

In this context, this study presents a sustainable operation plan of the Gyeonggi Tour Pass project to attract more tourists to Gyeonggi-Do. It is necessary to create a structure for mutual cooperation among the Gyeonggi Tourism Organization, the commissioned operator, lower local governments, and other interested parties for the stable business operation of the Gyeonggi Tour pass in the future. In addition, Gyeonggi-Do is required to carry out the following plans: (1) Preparing an operating guideline through the constructive discussion with various stakeholders which are relevant with the Gyeonggi Tour Pass, (2) Developing effective product plans based on the big-data such as tourists’ movement pattern and the used of credit cards in the filed of tourism, (3) Providing visitors ‘fast-track’ card which allows them to quickly enter tourist facilities without waiting time, (4) Strengthen the brand competitiveness by linking the tour pass operated by the lower

level local governments with the Gyeonggi Tour Pass, and (5) Developing tour pass products involved with core business in Gyeonggi-do and products linked to a local currency.

Keyword Tour Pass, Gyeonggi Tourism, Operating System