

Developing plans to attract U.S. residents

to consider Korea as a

tourist destination

by

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ABSTRACT

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The purpose of this study was to determine factors that influence U.S. residents' decisions to travel to Asia and to use this information to develop plans to attract U.S. travelers to Korea. To gather the desired information, this study surveyed students and personnel at UW-Stout.

There were several objectives for this study. The first was to analyze the issues and trends concerning the Asian tourism industry. Secondly, this study compared Korean

travel attractions to other Asian countries, specifically China, Hong Kong, Japan, Taiwan, and Thailand. The third objective was to identify the perceived image of Korea as a tourist destination by U.S. resident college students and university personnel at UW-Stout. Fourthly, the study analyzed what reasons people may have for visiting Korea. The fifth and final objective was to develop marketing strategies to attract travelers to Korea.

This survey that was developed to help meet the objectives of this study is entitled, "Have you thought about travel to Asia?". It was conducted from November 8 to 15, 2005 via the internet. The survey was created to provide information that would help us better understand the attitudes and perceptions of UW-Stout students and personnel regarding Korea. The instrument consisted of thirty-one questions concerning their opinion on Korea's image and travel to Asia.

This study attempted to use the information gathered to develop plans to attract U.S. travelers to Korea. The findings from this study should benefit the Korean tourism industry as well as future study related to this topic. Recommendations have been made both for current practice and for future study.

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CHAPTER I: INTRODUCTION

The tourism industry is the world's leading industry with the most diversity (Gee, 1997). Many countries depend on this industry as a primary source of their income, employment and infrastructure development. Competition among countries to occupy a high position in world tourism markets is intensifying through the improvement of their destination image. For potential travelers who do not have previous travel experience with a destination, their choice tends to be most influenced by destination image. Due to the return of consumer confidence and a desire to travel, consumers who have been putting off vacations are starting to travel again. Since the U.S. resident travel rate has begun to increase again after 9/11, now is the time to develop a plan to attract these travelers to Korea. In order to do this, it is necessary for the destination marketer to understand the importance of destination image. This understanding will help those who promote travel to develop appropriate images for their destination products.

This study begins from the potential possibility to effect the existing preferences of the tourist destination choice in Asia tourism industry by securing a superiority of competitiveness. Tourism destination choice is influenced not only by one factor such as the superstructure of tourism market but also considerably by factors such as general national image, product brand image and relationship with other competing countries. Competitiveness is increasingly being seen as a critical influence on the performance of tourism destinations in competitive world markets. This study compares and analyzes successful cases of Asian tourism and issues of competitiveness among of Asian countries, specifically China, Japan, Hong Kong, Taiwan and Thailand.

Specifically, in chapter II of Literature review, the first objective, Analyze the

issue and trends of the tourism industry in Asia, and second, Compare Korean travel attraction to other Asia countries (China, Hong Kong, Japan, Taiwan, Thailand), of the five objectives are analyzed and compared. In chapter IV: Study Results, the third and fourth of five objectives are addressed and compared with the results of the survey. In chapter V: Discussion, the five hypotheses of the study are verified.

Eventually, this study suggests development plans for the Korean travel industry through the analysis of existing plans of other neighboring countries in Asia.

In this study, two things are noted: This study classified countries by tourist destinations and not by sovereign nations. As a result Hong Kong is stated as a separate country from China in spite of the fact that it became part of China's territory after July, 1997. Taiwan is also stated as a different country from China without consideration of historical or social issues. Korea refers to Republic of Korea in this study.

Statement of the Problem

From the report of the World Tourism Organization, the number of travelers from U.S.A. to other Asian countries is likely to significantly increase by years compared to Korea. Several Asian countries like China, Hong Kong, Japan, Taiwan, and Thailand are developing plans to attract travelers from the U.S.A. While, the report indicates U.S.A. tourists seem like not attracted to Korea compared to other Asian countries. This study will analyze the reasons why Korea is not as attractive as a tourist destination in comparison to other Asian countries to U.S. Residents and provide new marketing plans for Korea to attract more travelers.

Purpose of the Study

The purpose of this study is to determine factors that influence U.S. residents' decisions to travel to one or more of the surrounding countries of Korea. The purpose is also to develop plans to attract U.S. residents to Korea. The survey involved in this study will be distributed via the web to students and personnel at UW-Stout.

Objectives of the Study

1. Analyze the issues and trends of the tourism industry in Asia.
2. Compare Korean travel attraction to other Asia countries (China, Hong Kong, Japan, Taiwan, Thailand).
3. Identify the perceived image of Korea as a tourist destination by U.S. resident college students and university personnel at UW-Stout.
4. Analyze what reasons people may have for visiting Korea
5. Develop marketing strategies to attract travelers to Korea.

Hypothesis of the Study

1. There are significant differences in selecting items like type of arrangements, main purpose of visit, length of stay, expenditure of travel, type of accommodation, information sources of travel and influenced factors of travel decision between other countries in Asia and Korea.
2. In the tourism market, the destination choice is influenced by not only one factor such as superstructure but also considerably by factors such as national general image, product brand image and relationship with other competing countries.
3. There is an existing preference to choose other Asian countries rather than Korea as a tourism destination.

4. There is a perceived view that UW-Stout students, faculty and staff in the Midwest do not regard Korea as a tourist destination.

Definition of Terms

Tourist: Defined by the World Tourism Organization, a tourist is a temporary visitor staying at least 24 hours in a country visited for the purpose of leisure or business.

Most generally, a tourist is a person who has traveled away from home, is visiting other locations, and does not plan to relocate or stay away from home permanently (Metelka, 1990, p. 156).

Traveler: "Anyone who travels. While every tourist is a traveler, not every traveler is a tourist" (Metelka, 1990, p. 162).

Visitor: " Usually used interchangeably with tourist but stressing the temporary nature of the stay at one or more destinations with no designation of the reasons for traveling" (Metelka, 1990, p. 171).

Business travel: Travel that is the result of one's occupation. In the case of conventions or where a side trip is added to what would otherwise be strictly business, pleasure may also be involved. Business travel involves a special market requiring some special services (typists, meeting rooms) and expectations that differ from those of the purely-for-pleasure tourist (Metelka, 1990, p. 23).

Health tourism: Tourism associated with travel to health spa or resort destinations where the primary purpose is to improve the traveler's physical well being through a regimen of physical exercise and therapy, dietary control, and medical services relevant to health maintenance (Gee, 1997, p.381).

FIT: Foreign independent tour, International prepared trip with the itinerary planned

to the traveler's specifications (Metelka, 1990, p. 60).

Tourist attractions: " Normally refers to man-made attractions such as theme parks and sightseeing" (Beaver, 2002, p. 293).

Tourism superstructure: Hotels and other visitor facilities, such as restaurants, entertainment facilities, shops. A destination area's facilities most clearly observable by the tourist.(Metelka, 1990, p. 154).

TDA: Tourist or tourism destination area. As area that is a substantial receiver of incoming tourism from abroad, as distinct from a tourism-generating area, from where a large number of tourists emanate (Beaver, 2002, p. 268)

Blue ocean: "blue oceans" represent "untapped market space" and the "opportunity for highly profitable growth, unlike "red oceans," which are well explored and crowded with competitors. " (Kim and Mauborgne, 2005)

Niche Marketing: Creation of a narrow product/service line highly desired by a relatively small segment of the population. (Metelka, 1990, p. 106).

International Competitiveness refers to the degree to which a nation can produce goods and services that meet the test of international markets while simultaneously maintaining or expanding the real incomes of its citizens. (Waheeduzzman, A.N.M., and J. K. R. Jr.1996, p.10)

Destination image: "The sum of beliefs, ideas, and impressions that an individual has of a destination" (Crompton 1979, p. 18),

Hallyu: This refers to the phenomenon describing the popularity and interest of Korean culture, entertainment and things spreading throughout other countries (Korean Inbound and Outbound Tourism Summary, 2004).

North-East Asia: it refers to China, Hong Kong, Japan, South Korea, Macao, Mongolia, and Taiwan. (World Tourism Organization, 2000)

South-East Asia: it refers to Brunei Darussalam, Cambodia, Indonesia, Lao P. Dem. R., Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam. (World Tourism Organization, 2000)

WTO: The World Tourism Organization (WTO), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how. The WTO's membership is comprised of 144 countries, seven territories and more than 300 affiliate Members representing the private sectors, educational, institutions, tourism associations and local tourism authorities (WTO, 2005)

SARS: Severe acute respiratory syndrome (SARS) is a viral respiratory illness that was recognized as a global threat in March 2003, after first appearing in Southern China in November 2002 (WHO, 2005).

A. I.: Avian influenza, or "bird flu", is a contagious disease of animals caused by viruses that normally infect only birds and, less commonly, pigs. Avian influenza viruses are highly species-specific, but have, on rare occasions, crossed the species barrier to infect humans. In domestic poultry, infection with avian influenza viruses causes two main forms of disease, distinguished by low and high extremes of virulence. The so-called "low pathogenic" form commonly causes only mild symptoms (ruffled feathers, a drop in egg production) and may easily go undetected. The highly pathogenic form is far more dramatic. It spreads very rapidly through

poultry flocks, causes disease affecting multiple internal organs, and has a mortality that can approach 100%, often within 48 hours (World Health Organization, 2005).

CHAPTER II: LITERATURE REVIEW

This literature review examines tourist destination images and tourism competitiveness, which are attributes of destination. Specifically, the first section deals with understanding tourism destination image, its importance to the destination marketer, and how more generally applicable information may assist destination promoters in developing appropriate images for their destination products. The body of literature deals with applied case studies of Asia countries through the analysis of articles relating to the issues and trends of the tourism industry of Asian countries as the first objective. Furthermore, analysis of the existing literature describing the past, present and future of Korea tourism is introduced with a view to explain the main image that U.S. residents have about Korea as a tourist destination. At the final part, as the second objective, comparisons of Korean travel attraction to other Asia countries (China, Hong Kong, Japan, Taiwan, Thailand) are verified. Major plans are developed by the Korean National Tourism Organization and the World Tourism Organization.

Destination Images.

Among the tourism literature, much attention has been devoted to understanding the dynamic structure of destination image. As current destinations have become more competitive with other destination markets, a clearer understanding of destination image becomes fundamental to enhancing destination attractiveness and market competitiveness. Accordingly, destination image has been considered a critical concept in examining tourists' perceptions and behavior. Thus, an understanding of destination image is important in developing appropriate destination images and marketing strategies so that more competitive destination products are delivered to current and potential tourists.

According to Baloglu, many tourism scholars have worked to conceptualize or define destination image, as well as to demonstrate the influencing factors and their relationships with other behavior variables such as motives, destination choices, and social/psychological characteristics (Baloglu 1999). Baloglu stated that, in general, image could be referred to as the sum of beliefs, ideas, and impressions that people have of a place or destination (Baloglu&Brinberg, 1997). Gartner described destination image as a function of brand, and the tourists` and sellers` perceptions of the attributes of activities or attractions available within a destination area (1989). Image contains the ideas or conceptions held individually or collectively about a tourism destination (Alhemoud & Armstrong, 1996) and has both evaluative and cognitive components (Embacher & Buttle, 1989).

Destination image has been conceptualized in various ways. For example, Gunn (1972) categorized destination image into two different dimensions such as (1) organic image (Which refers to tourists` impressions of a destination without physically visiting the place) and (2) induced image (which is formed from actual visitation). Fakeye and Crompton (1991) expanded these into three dimensions such as (1) organic image (a comparatively large awareness set of potential destination), (2) indeed image(personnel contacts, beliefs and image portrayed by marketers) and (3) complex image (image resulting from actual contact with the area). In addition, Dann (1996) and Garter (1993), in their socio-linguistic model of destination image formation, delineated three components of images such as (1) affective (internal sources or stimuli), (2) cognitive (external sources or stimuli), and (3) conative image, which was distinguished on the basis of its sources of stimuli and motives.

According to Baloulu (1999), it has been said that image has two distinct but interrelated components-affective (feelings) and cognitive (beliefs). Affective image deals with the emotional response of individuals to a place or product. On the other hand, cognitive image represents knowledge of place or product features (O'Neill & Jasper, 1992)

Based on their study, affective image components have more impact on developing destination image than do cognitive image components. Those items associated with internal sources of feelings about travel such as exotic atmospheres, relaxation, scenic beauty, good climate, and recommendations are primary components of developing destination image. Also, cognitive image components such as personal safety, availability of good restaurants, suitable accommodations, friendly people and unique architecture are good destination attributes to develop destination image. As a result, from the practitioner's standpoint, this information could be of interest for destination marketers and developers so that the appropriate services and products can be developed in order to create more competitive destination image. Particularly, as suggested by Gartner (1993), image is an effective tool in advertising, promotions, or similar marketing activities. The image of destination products that is appropriately combined from both affective and cognitive images should be communicated to potential tourists. This is due to the fact that understanding how tourist images are formed may help tourism destination marketers in developing appropriate destination images in a given market (Kim S.H & Yoon. S. K, 2003).

For example, in the subjective point of view of the general image of each country (Figure No.18), China has become one of the most influential tourist destinations in the

global tourism industry. According to The Bureau of Consular Affairs, U.S. Department of State, even though the Chinese government restricted entry visas to China to U.S residents as a retaliatory measure, the number of arriving U.S residents has significantly increased because China has the image of representing Asia with historical heritages and a enormous geographical territory. As a second country that has dramatically gone up 51% in 2004, Hong Kong is famous for a splendid night view and the image of shopping paradise. Besides, being influenced by England for a long time, the convenience of feasible English conversation is also a positive factor for U.S. residents visiting Hong Kong. Historically within Asia, Japan has maintained its place as the most popular destination for U.S. residents with the image of a developed and familiar country from Mass media with promoted information resources. Natural and cultural attractions, the unique cuisine are also essential factors of visiting Japan. Comparatively, a low upward growth in the Korean tourist market might have been negatively influenced by North Korea because of worry about security or unfriendly images from the mass media. Taiwan shows preferred destination by U.S travelers compared to inbound travelers from other world countries. It is may be due to convenience getting to Taiwan and the connection to China with historical background. Thailand, which has a steady rate of inbound travelers, is a popular tourist destination with year around warm climate, various natural attractions and friendly service with a comparatively low price.

Tourism Competitiveness

Competitiveness is being seen a significant influence on the performance of tourist destinations in competitive world markets. Therefore, various studies have analyzed ideas by generating sets of both attributes, developing plans for assessing relative importance and analyzing the factors to which their relative importance varies across destinations as follows.

Crouch and Ritchie incorporated concepts of generic models and derived a model that postulates that tourism destination competitiveness is determined by four major components (1) core resources and attractors, (2) supporting factors and resources, (3) destination management and (4) qualifying determinants (1999, p.146).

As Ritchie and Crouch comment, the model is constantly evolving. To the earlier iteration, a fifth element, (5) destination policy, planning, and development, was added. Common to all iterations is the element of core resources and attractors, which includes the primary elements of destination appeal. It is these “ that are the fundamental reasons that prospective visitors choose one destination over another” (Crouch and Ritchie 1999, p.146).

These core resources and attractors constitute the primary elements of destination appeal and include physiography, culture and history, market ties, activities, special events, and the tourism superstructure. Other Embrace factors landscape and climate, market ties includes linkages with the residents of tourism originating regions, and the tourism superstructure is comprised primarily of accommodation facilities, food services, transportation facilities, and major attractions. With the exception of market ties

therefore, these factors are consistent with mainstream destination attractiveness studies (Kim 1998).

The past, present and future of the tourism market in Asia

According to the World Tourism Organization (2000), Northeast Asia continues to be the subregion that attracts the most tourists. In 1999 it recorded 55.2 million arrivals, 10.1 percent more than in 1998, the year in which it began to recover from the effects of the economic crisis that affected a great many Asian countries. Its growth rate was double the world average. Of the almost 10 million additional arrivals in the region in 1999, 5 million went to the Northeast. In spite of the increase in arrivals in absolute terms, its share in the regional total of 56.7 percent declined by almost one percentage point because of the relatively strong growth recorded in Southeast Asia.

In the past ten years the number of arrivals in North-East Asia has almost doubled and its market share has risen by 5.5 percent over the 1990 figure of 51.2 percent. Given the volume of demand, growth rates like those recorded at the beginning of the 1990s, with a high of 17.6 percent in 1992 when there were fewer than 37million arrivals, are now seldom achieved. Perhaps the most noteworthy achievement of tourism in the subregion is its resilience in the face of external factors, as reflected clearly in its swift recovery after the one point decline in 1998 (WTO, 2000).

World Tourism Organization (2000) also indicates that, of the countries in the subregion, China is the one that recorded the highest number of international tourist arrivals in 1999. The 27 million tourists it received, who spent 65million nights in hotels and similar establishments, accounted for almost a third of the total. This was an increase of some 8 percent over the previous year. China received a total of 72.8 million visitors,

a figure that includes both international tourists and same-day visitors. China has strengthened its institutions considerably in order to develop tourism in accordance with provincial and local plans to adapt its reception capacity to the growth in the international and domestic tourism. Equally positive has been the formation of an inter ministerial commission to coordinate more effectively the projects of various ministerial departments, which may have an impact on tourism development. Because of this connection, travel by Chinese nationals within their own economic territory is growing rapidly. Hong Kong, taken as an individual destination, achieved the subregion's second highest figure with 11.3 million arrivals and the highest growth rate in Northeast Asia with 18.3 percent. Next in importance in the subregion come two destinations with similar numbers of arrivals, Republic of Korea with 4.7 millions(+9.6%), Japan with 4.4 millions (+8.1%) (Table 1). World Tourism Organization (2000) also indicates that, Taiwan received almost 5 percent more tourist than in 1998 with total arrivals amounting to some 2.4 million. It is estimated that Northeast Asia's receipts from international tourism rose to some 38 million, 3.5 percent up from 1998. More than one-third of this income corresponds to China whose earnings from tourism increased by almost 12 percent, more than any other country in the region. The share of Hong Kong in the total for Northeast Asia was some 20 percent. By contrast, the Republic of Korea has doubled its income since 1990 and recorded a growth rate of 5 percent in the 1990s, making it one of the top earners from international tourism. Cheaper goods and services for visitors, owing to the devaluation of the local currency undoubtedly influenced the 1999 results. As a part of Southeast Asia, Thailand received 8.7 million arrivals, more than 10 percent up on 1998, a major contributing factor was the number of intra regional

tourists, especially from Northeast Asia. The number of arrivals from the Republic of Korea rose by 57 percent, from China by 35 percent and from Taiwan by 25 percent (Table 1 & Figure 1) (WTO, 2000).

Table 1: International Tourist Arrivals by Country of Destination

	China	Hong Kong	Japan	Korea	Taiwan	Thailand
1995	20,034	10,200	3,345	3,753	2,332	6,952
1997	23,770	10,406	4,218	3,908	2,372	7,294
1998	25,073	9,575	4,106	4,250	2,299	7,843
1999	27,047	11,328	4,438	4,660	2,411	8,651
2000	31,229	13,059	4,757	5,322	2,624	9,579
2002	36,803	16,566	5,239	5,347	2,978	10,873
2003	32,970	15,537	5,212	4,753	2,248	10,004
2004	41,761	21,811	6,138	5,818	2,950	11,651

(Unit: thousand)

Source: World Tourism Organization (WTO)(November 2005)

* From the data by WTO, 2001 was excluded.

Recently, The Bangkok Post indicated travel to and within Asia-Pacific up 10.4% in 2005. Figures compiled by the Pacific Asia Travel Association (PATA) show that tourism to the 36 Asia Pacific countries and cities gained 10.4% percent in the first quarter of the year to 76.6 million, 12.5million more visitors than in the same period last year. Each subregion was measured by the most recent PATA figures collected. Northeast Asia had the top percentage gain of 13.3 percent. The others were the Americas, up 7.1percent, Southeast Asia (+7.0 percent), the Pacific (6.6percent) and South Asia (+5.5percent). (Bangkok Post, August 13, 2005)

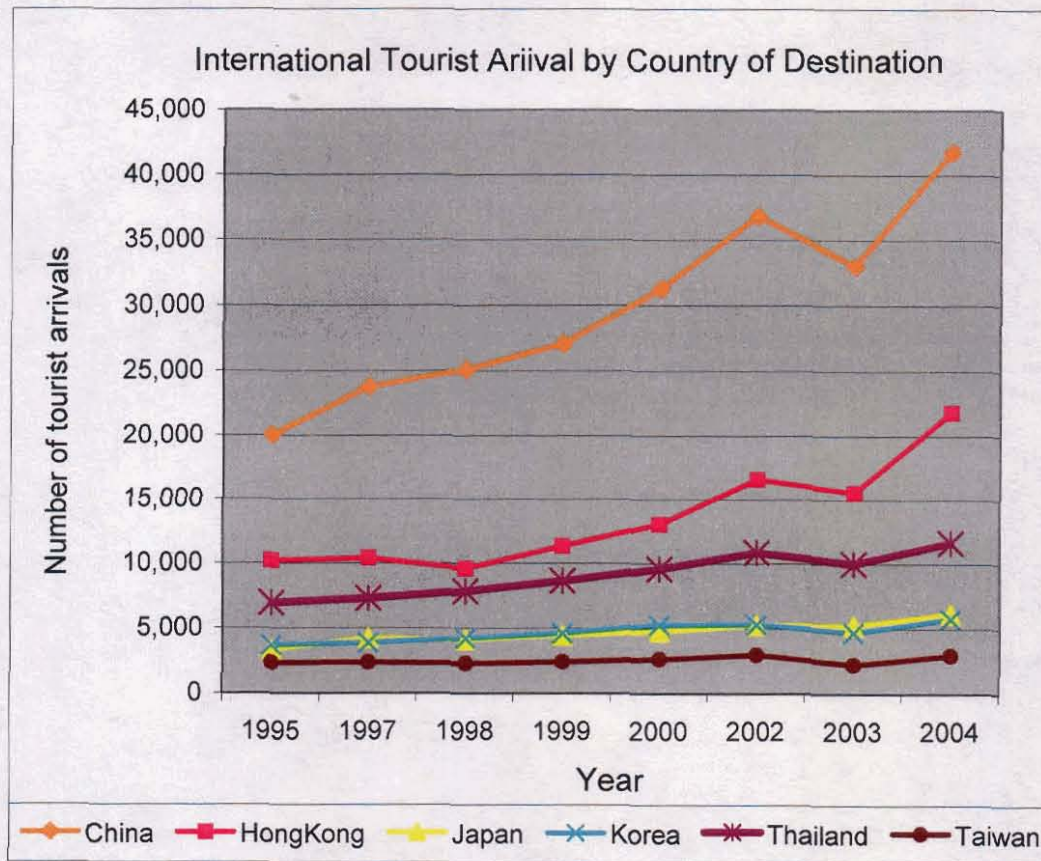


Figure 1: International Tourist Arrivals by Country of Destination

Source: World Tourism Organization (WTO)(November 2005)

* From the data by WTO, 2001 was excluded.

Besides the increase appeared partly driven by the growth of low-cost in parts of Asia, and the deals on offer as regions began to recover from the December 26 tsunami. Also contributing to the increase was the continuing fare wars among airlines on popular routes, the opening of new city pairs, the growing financial ability of Asians to travel, especially intra-regionally and the growing desire to experience international travel generally, noted John Koldowski, director for the Strategic Intelligence Centre at Bangkok-based PATA. (Koditchotethana, August 13, 2005)

The present status of the Korea inbound tourism market

Recently the Korean National Tourism Organization reported that the Korean Inbound and Outbound Tourism Summary (2004). The number of international tourist arrivals to Korea in 2004 increased remarkably by 22.4% over the previous year to a total of 5,818,138, showing a record increase of over one million visitors. Some 72% (4.2 million) of total visits to Korea were for leisure purposes, an increase of 30% over the previous year. Consequently, the growth in leisure travel led the overall growth of tourist arrivals in 2004. In 2004 the Korean tourism industry began to feel the results of *Hallyu* (*Hallyu* is the phenomenon describing the popularity and interest of Korean culture, entertainment and things spreading throughout other countries: Korean Wave) sweeping across Asia as well as the numerous *Hallyu*-related projects that helped boost Korea's inbound market to nearly 6 million tourists. Although *Hallyu* is showing positive signs in places throughout the world, it has had the most success in Japan, Taiwan, China, and Southeast Asian countries, and all efforts to promote Korean tourism were made by capitalizing on its prosperity in these regions. Other factors that affected an increase in visits to Korea were the result of economic recovery in East Asia, the resumption of regular flights between Korea and Taiwan, and the launch of a high-speed train (KTX) in Korea (KNTTO, 2004).

Conversely, the report by the Korea National Tourism Organization also explains that the negative factors affecting inbound tourism for Korea were policies for low-cost tourism products by neighboring countries including Japan; easing of immigration control in Japan, visa fee exemption for Chinese and Korean school excursions to Japan (March), no visa requirements for Hong Kong travelers to Japan (April), visa fee exemption for

Taiwanese school excursions to Japan (September); recurrence of SARS in China (January); outbreak of avian flu in Southeast Asia; and the strong value of the Korean won. (KNTTO, 2004)

In terms of the present of U.S. visitor in Korean inbound market, the existing circumstances correspond with the present of U.S. outbound market as follow.

The present of U.S. outbound market

For U.S. outbound market, especially destination choice has been strongly influenced not only by internal factors such as availability of package, price, and the image of the destinations but also external events such as terrorist threats, natural or health disasters.

Table 2: Select Destinations of U.S. Residents Traveling Abroad
2002-2004 (outbound) Includes percent change

	2002 Travelers	2003 Travelers	2004 Travelers	2003/2002 Percent Change	2004/2003 Percent Change
China	725	562	1,067	-22%	90%
Japan	1,287	1,051	1,067	-18%	1%
Hong Kong	749	489	738	-35%	51%
Korea	608	513	574	-16%	12%
Taiwan	632	489	629	-23%	29%
Thailand	398	342	410	-14%	20%

(Unit: thousand)

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries, May 2005, July 2005.

Just like the world tourism market trend, the onset of the SARS epidemic in Asia in the first half of 2003 severely negated the development for U.S. market. Following on from the war in Iraq and high profile terrorist attacks in North America and the Middle

East, 2003 is already proving extremely challenging for the tourist industry. Although Japan and Korea have remained free of SARS, the 16 % drop in U.S travelers' arrivals to Korea and the 18 % drop in Japan in April 2003 illustrate the repercussions of all of this for the tourist trade. This represents one of the largest drop in visitor numbers for ten years. The worst hit areas also happen to be three of the most popular travel places in Asia: the 22% drop in U.S travelers' arrivals to China (where the disease is thought to have originated), the 23 % drop in U.S travelers' arrivals to Taiwan and the 35% drop in U.S travelers' arrivals to Hong Kong. Many holidaymakers are ruling out travel to Asia altogether at present as a reaction to the reams of publicity surrounding the epidemic (Table 2 and Figure 2) (ITA 2005).

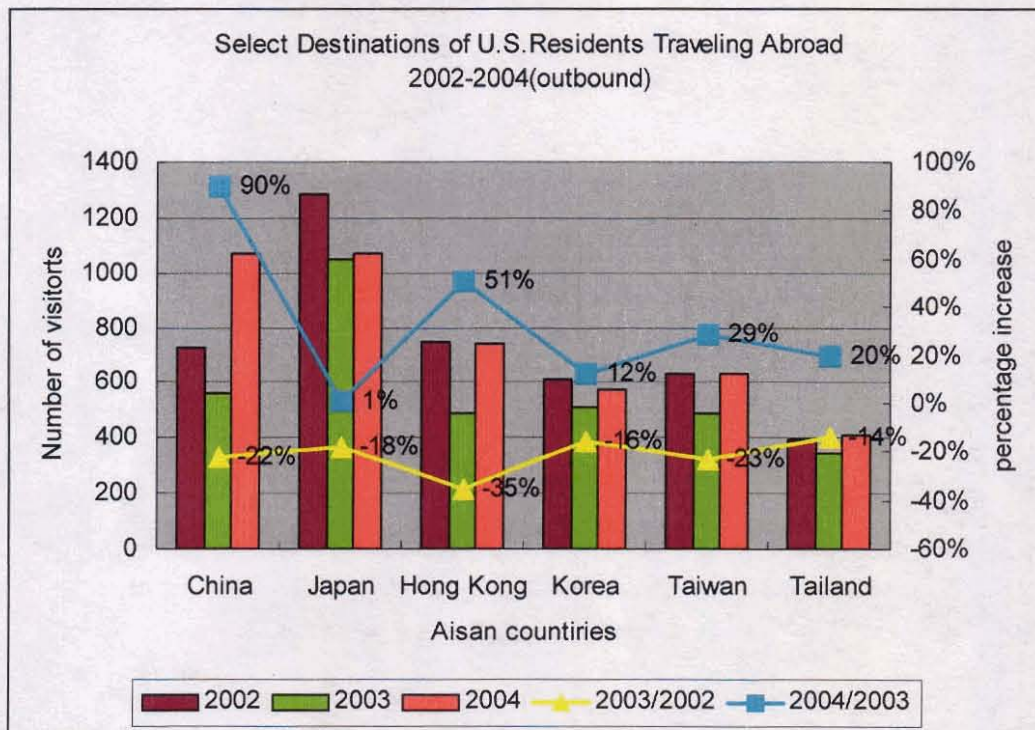


Figure 2: Select Destinations of U.S. Residents Traveling Abroad
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Source: U. S. Department of Commerce, ITA, Office of Travel and Tourism Industries, May 2005, July 2005.

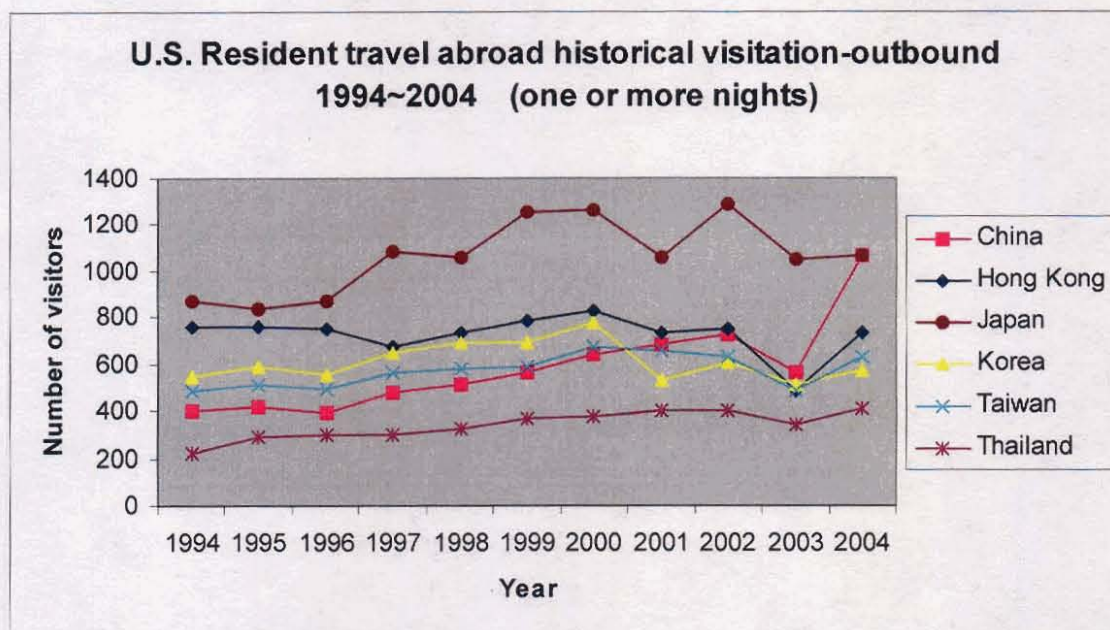


Figure 3: U.S. residents travel abroad historical visitation-outbound 1994~2004

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries, July 2005.

However, after a sharp decline in the percent of visitation in 2003 compared to that of 2002, the percent of travelers increased in 2004 in all countries listed. Particularly, the destination that experienced the highest growth in visitation in 2004 was China, up 90%. Spending by U.S. travelers to all overseas countries in 2004 totaled \$71.5 billion, up 14 percent over 2003 (Figure 2 & Figure 3) (U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries, July 2005).

According to Koditchotethana, much of this growth is due to the return of consumer confidence and a desire to travel. Consumers who have been putting off vacations are starting to travel again. Other factors include cheaper prices, especially for air travel, as more low-cost carriers start up. While soaring oil prices, high interest rates and terrorism were hindrances to the industry, the idea that the greatest threat to a country's tourist industry is an unexpected catastrophe was dismissed. Factors such as

lack of infrastructure and loss of appeal have a greater impact in leading to a destination's demise. The tourism industry is an unusual one. On one hand, it is extremely vulnerable to external events such as terrorist threats, natural or health disasters. Yet, at the same time, it is also highly resilient, and increasingly its recoveries from setbacks are swift as recent events have shown (Figure 3) (Koditchotethana, September 8, 2005).

Within Asia, Japan has historically maintained its place as the most popular destination for U.S. residents. Recently, however, China has become one of the most influential countries in the global tourism industry. In 2004, the U.S. residents visitors arrivals totaled 1067 million the same as Japan. And other destinations in Asia such as Hong Kong, Korea and Thailand have been battling for market share. (Table 3) (ITA 2005).

Table 3: U.S. residents travel abroad historical visitation-outbound 1994~2004

	China	Hong Kong	Japan	Korea	Taiwan	Thailand
1994	399	762	871	544	490	218
1995	419	762	839	591	515	286
1996	396	752	871	554	495	297
1997	476	671	1082	649	562	303
1998	508	738	1061	692	577	323
1999	565	787	1254	688	590	369
2000	644	832	1262	779	671	376
2001	682	732	1060	530	656	404
2002	725	749	1287	608	632	398
2003	562	489	1051	513	489	342
2004	1067	738	1067	574	629	410

(Unit: thousand)

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries, July 2005.

According to the Korea National Tourism Organization (2004), Arrivals from the US numbered 574,000 in 2004—an increase of 12 % from the previous year — and accounted for an 8.8% share of the inbound market. The US held onto its No. 3 position for the fourth year in a row since 2001, when it lost its second place position to China. After the US reached the 600,000 mark in 1997, it took six years for the number of visitors to get back 600,000. The reason why the volume of American visitors returned at such a slow pace was mainly due to the US economic recession and the threat of terrorist attacks, which dwindled Americans' drive for overseas trips, especially those that required long-haul travel. With regard to arrivals by month, June received the most visitors, and as in the case of other markets, the months of March through July recorded relatively higher growth rates that varied from 20% to 60% increases from the same months of 2003 when there were concerns about the Iraq war and SARS (Table 3) (KNTO, 2004).

The study by Neil Barrie shows that for the Japan tourism market, the USA is by far the most important of Japan's western markets, accounting for 14% of trade in 2002 compared to 12.8% for the whole of Europe. The country is the second most important source of business arrivals to Japan after Korea, accounting for 19.6% of trade in 2002. The growth in arrivals from the USA lagged behind the overall average between 1998 and 2002 under the impact of increased worries over the threat of terrorism following September 11th, combined with a slowing economy. Business tourism accounts for over 34% arrivals from the USA and the recent strengthening of relations between President Bush and Prime Minister Koizumi over the threat of North Korea may help boost future growth. (Neil Barrie, 2003)

Characteristics of U.S. travelers

World Tourism Organization assessed the salient features of the United States as following: the country's economic growth has translated into a strong increase in domestic and outbound tourism. Based on the annual data by the U.S. Department of Commerce in 2005, In terms of the purpose of U.S. travelers visiting overseas destinations in Asia, the percentage of travelers to visit Asian countries was up a total of 3% of all U.S. travelers (2% in purpose for Leisure related and 5% in purpose for Business related). Specifically, the percentage of those traveling for Business & Conventions increased from 4% to 7% in the Chinese tourism market, which were the same proportions as Japan. This is significant because Japan has historically maintained the highest proportion of all U.S. travelers. Korea and Taiwan show that these were the same proportions as those in 2003 (Table 4).

Table 4: Profile of changing of U.S. Leisure travelers vs. Business travelers visiting overseas destinations between 2003 and 2004.

Total number of travelers**	All U.S. travelers		For Leisure & VFR		For Business & Conv.	
	2003	2004	2003	2004	2003	2004
	24,452,000	27,351,000	19,782,000	22,373,000	7,018,000	7,713,000
Asia	16%	19%	15%	17%	23%	28%
China	2%	4%	2%	3%	4%	7%
Hong Kong	2%	3%	2%	2%	3%	5%
Japan	4%	4%	4%	3%	7%	7%
Korea	2%	2%	2%	2%	4%	4%
Taiwan	2%	2%	2%	2%	4%	4%
Thailand	N/A	2%	N/A	2%	N/A	2%

Source: U.S Department of Commerce, ITA, Office of Travel & Tourism Industries,

“In-Flight Survey,” May 2005. From: <http://tinet.ita.doc.gov>

*Multiple response.

**Note: Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 27,351,000 (total U.S. Residents visiting overseas destinations), 22,373,000 (81.8% Leisure/Visit Friends/Relatives) and 7,713,000 (28.2% Business/Convention).

Specifically, according to the data by the U.S. Department of Commerce, as a population of the data 57% of U.S. travelers who are male and 43% female adults in their 40's gave opinions about their travel habits as follows. First of all, as information sources, U.S. resident travelers preferred 'Travel agency', followed by 'Personal computer', 'Airline' and 'Friends or Relatives'. Generally, the respondents who were only below 15% preferred using pre-packaged programs and they choose traveling alone. As their multi-purpose travel, 56% of all U.S. travelers selected the 'Leisure / Recreation/ Holidays' and 46% of all U.S. travelers selected the Business & Convention. For preferred accommodations, 58% of Leisure travelers and 82% of Business travelers chose 'Hotel and Motel' for an average of 9 nights. While 50% of Leisure travelers and 25 % of Business travelers gave the response of 'Private Home' for an average of 17 nights. Specifically, U.S. travelers preferred to stay for an average of 16 nights outside the U.S. In regard to their frequency of travel, U.S travelers gave an average of 2.2 times for Leisure travelers and 4.8 times for Business travelers (overall 2.8 times a year) for the last year. People gave the response of 8.5 times for Leisure travelers and 19.9 times for Business travelers for the last 5 years (overall 11 times in five years). It might be

concluded that people tend to travel 2.2 times a year. Therefore, it shows the frequency of travel is increasing by years as expected. This data indicated U.S travelers preferred travel to one country per their journey (81%). As their popular international destination, Europe was number one obviously (43%) and Asian countries were a total of 19% of all responses. In terms of preference among Asian countries for their travel, Japan and China were the same, followed by Hong Kong, Korea and Taiwan in 2004. For their Leisure / Recreational Activities, they preferred 'Dining in Restaurants' (It can be considered Cuisine), 'Shopping', 'Visit Historical Places', 'Visit Small Towns/ Villages', 'Sightseeing in Cities', 'Touring the Countryside' etc. They spent generally total average \$2,916 and \$1,317 outside the U.S (Table 5).

Table 5: U.S. resident traveler characteristics

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
<i>Information Sources*:</i>			
Travel Agency	40%	39%	41%
Personal Computer	33%	36%	26%
Airline	24%	25%	23%
Friends, Relatives	16%	18%	7%
Company Travel Dept.	8%	4%	26%
Travel Guides/Timetables	5%	6%	3%
Tour Company	5%	6%	2%
Newspapers/Magazines	2%	2%	1%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
State/City Travel Office	2%	2%	1%
<i>Use of Prepaid Package:</i>			
Yes	12%	14%	3%
No	88%	86%	97%
<i>Travel Companions*:</i>			
Traveling Alone	41%	36%	61%
Spouse	29%	34%	14%
Family/Relatives	25%	29%	9%
Friends	11%	13%	4%
Business Associates	5%	2%	17%
Tour Group	2%	3%	1%
<i>Purpose of Trip*:</i>			
Leisure/Recreation/Holidays	56%	68%	28%
Visit Friends/Relatives	46%	56%	22%
Business	26%	14%	94%
Study/Teaching	5%	4%	3%
Convention/Conference	3%	2%	12%
Religion/Pilgrimages	2%	2%	1%
<i>Type of Accommodations*:</i>			
Hotel, Motel	63%	58%	82%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
Average Number of Nights	9.1	9.2	8.3
Median Number of Nights	7.0	7.0	6.0
Private Home	44%	50%	25%
Average Number of Nights	17.2	16.6	18.4
Median Number of Nights	11.0	11.0	9.0
Other	6%	6%	5%
Mean Number of Nights	16.0	13.0	15.2
Median Number of Nights	7.0	7.0	7.0
<i>Nights Outside the U.S.:</i>			
Average Number of Nights	16.2	16.5	14.0
Median Number of Nights	10.0	11.0	8.0
<i>Number of International Trips in Past 12 Months:</i>			
Mean Number of Trips	2.8	2.2	4.8
Median Number of Trips	2.0	1.0	3.0
<i>Number of International Trips in Past 5 Years:</i>			
Mean Number of Trips	11.0	8.5	19.9
Median Number of Trips	5.0	5.0	12.0
<i>Number of Countries Visited*:</i>			
One Country	81%	81%	75%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
Two Countries	13%	13%	16%
Three or More Countries	6%	7%	8%
Average (Countries)	1.3	1.3	1.4
Median (Countries)	1.0	1.0	1.0
<i>International Destinations Visited*:</i>			
<i>Europe</i>	43%	43%	47%
<i>Western Europe</i>	40%	40%	45%
<i>Eastern Europe</i>	4%	4%	4%
<i>Caribbean</i>	18%	20%	9%
<i>South America</i>	9%	9%	7%
<i>Central America</i>	7%	7%	3%
<i>Africa</i>	2%	2%	3%
<i>Middle East</i>	4%	4%	5%
<i>Asia</i>	19%	17%	28%
Japan	4%	3%	7%
P.R. of China	4%	3%	7%
Republic of Korea (South)	2%	2%	4%
Hong Kong	3%	2%	5%
Republic of China (Taiwan)	2%	2%	4%
India	2%	2%	3%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
Philippines	2%	2%	2%
Thailand	2%	2%	2%
<i>Oceania</i>	3%	3%	4%
<i>Leisure/Recreational Activities*:</i>			
Dining in Restaurants	84%	84%	89%
Shopping	75%	78%	67%
Visit Historical Places	51%	56%	38%
Visit Small Towns/Villages	43%	49%	24%
Sightseeing in Cities	43%	47%	32%
Touring the Countryside	35%	40%	20%
Cultural Heritage Sights	31%	35%	20%
Art Gallery, Museum	28%	31%	21%
Water Sports/Sunbathing	22%	26%	12%
Nightclub/ Dancing	22%	25%	16%
Guided Tours	17%	20%	8%
Concert, Play, Musical	14%	16%	10%
Ethnic Heritage Sites	12%	13%	8%
Amusement/Theme Parks	10%	12%	5%
Visit National Parks	10%	11%	5%
Casinos/Gambling	8%	9%	4%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
Golf/Tennis	6%	6%	6%
Cruises, 1 or More Nights	6%	7%	2%
Camping, Hiking	5%	6%	3%
Environmental/Ecological Sights	5%	6%	3%
Attend Sporting Events	4%	4%	3%
Hunting/Fishing	3%	3%	2%
Ranch Vacations	2%	2%	1%
<i>Average Total Trip Expenditures:</i>			
Per Visitor	\$2,916	\$2,529	\$4,170
<i>Average Expenditures Outside the U.S.:</i>			
Per Visitor	\$1,317	\$1,238	\$1,694
Per Visitor Per Day	\$81	\$75	\$121
<i>Sex and Age of Traveler:</i>			
Male Adults	57%	52%	77%
Female Adults	43%	48%	23%
Average Age of Male (years)	46.3	46.3	46.4
Average Age of Female (years)	43.3	43.6	43.3
<i>Occupation:</i>			
Professional/Technical	37%	37%	38%
Manager/Executive	29%	24%	51%

U.S. RESIDENT TRAVELER CHARACTERISTICS: Total Number of Travelers**	All U.S. Travelers 27,351,000	For Leisure & VFR 22,373,000	For Business & Conv. 7,713,000
Retired	11%	13%	2%
Student	8%	8%	2%
Homemaker	5%	6%	1%
Clerical/Sales	4%	5%	2%
Craftsman/Factory Worker	3%	3%	1%
Government/Military	2%	2%	2%

* Multiple Response.

** NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 27,351,000 (total U.S. Residents visiting overseas destinations), 22,373,000 (81.8% Leisure/Visit Friends/Relatives) and 7,713,000 (28.2% Business/Convention).

SOURCE: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, "In-Flight Survey," May 2005. <http://tinet.ita.doc.gov>

In addition, transoceanic travelers from the United States-with the possible exception of ethnic travelers to Asia –are generally relatively well-off and have a high cultural level: two-thirds of them have an intermediate study level and 4 out of 10 are post-graduates. Particularly, 75 million US visitors practiced sports activities during their trips. In the winter season (December, January, February), tourism tends to fall 2 percent with respect to the same period every year compare to other months. This has been ascribed to New Year celebrations and the implications for many families who had to postpone their trips for work reasons (WTO, 2001).

Tourism Trends and the existence developing plans of Asian countries

China

China's tourism industry has become a new growth point of the national economy and an advantageous industry in the service industry. With strong growth momentum, especially in the recent decade, China has become one of the most influential countries in the global tourism industry. In 2004, the inbound visitor arrivals totaled 109 million; the overnight tourist arrivals reached 41.76 million, the tourism receipts in foreign exchanges reached USD 25.7 billion. China was ranked 4th in the world in terms of overnight tourist arrivals and ranked 5th in terms of receipts in foreign exchanges according to WTO figures. In its outbound market, China has become a new fast-growing tourist generating country. The trips of outbound travel in China numbered 28.85 million in 2004. By May 1st 2005, outbound group travel by Chinese nationals is allowed to operate to 66 approved destination countries and regions. In response to the Phuket Action Plan to assist tsunami affected countries, China introduced the 'China-ASEAN' tourism workshop hosted by the China National Tourism Administration, which serves as a platform for the ASEAN countries to introduce their own markets to China's tourism industry along with other activities such as study tours to Thailand and Indonesia (WTO, 2005).

According to the information contributed by China National Tourism Administration (CNTA), tourism product development has 6 positive factors. First, in a recent national economic working conference held by the central government, it was agreed upon unanimously that the travel and tourism industry has become one of the new growth points in national economic development. And this greatly promoted the development of

China's travel and tourism industry. Second, the strategic decision for grand development in China's western regions has already been made by the central government, and will surely enhance the development of the travel and tourism industry in those regions. Third, the State Council has enacted the Travel Guide Management Regulation. The State Quality & Technique Supervision Bureau has enacted the Tourist Sites Quality Registration Classification & Estimation. Fourth, the establishments of China's Top Tourist Cities as well as of China's Best Tourist Scenery Areas have further perfected both tourist facilities and favorable circumstances for the development of travel and tourism industry. Fifth, Series of festival activities to celebrate the fiftieth anniversary of the founding of the P.R China, the return of Macao, and the grand welcome to the year 2000, greatly diversified travel programs in China. Sixes, Economic recovery in Asia and the strong rebounds in tourist arrivals from neighboring countries and regions also produced positive effects. And as marketing and promotion activities, positive factor is the yearly tourism promotion theme for 1999 was China Eco-tour'99, of which the successful launching of Kunming Expo'99 constitutes an essential part, and at meanwhile greatly increase travel promotion effects. While, a disadvantageous factor is still the lack of funds used for tourism marketing and promotion both at home and abroad (CNTA, 2005).

Hong Kong

WTO reported, total visitor arrivals to Hong Kong in 2004 achieved the best ever figures of 21.8 million. Overall growth of arrivals for the year was 40.4% compared with 2003. The record-breaking arrivals generated an all-time high visitor expenditure of US\$

11.8 billion for Hong Kong. The strong performance of the tourism industry in 2004 was mainly attributable to the spectacular 45% of growth of the Mainland visitor arrivals, which accounted for 56% of the total visitor arrivals in the year. The strong growth of Mainland visitor arrivals has been boosted by a new visit scheme implemented since July 2003 by the Mainland authority: the Individual Visit Scheme. The government of Hong Kong introduced multi-faceted strategies to promote tourism development. First of all, to enhance tourist attractions and facilities, three flagship projects will be completed in the coming year. The Hong Kong Disneyland complex opened on 12 September 2005 and is expected to attract 5.6 million visitors per year. Ngong Ping 360, the cable car system, is another ongoing project, and the Hong Kong wetland Park will be completed in early 2006 to develop green tourism. To sustain the growth of visitor arrivals and prepare for the opening of various new attractions, the year 2006 has been designated as 'Discover Hong Kong year' and the Tourism Board will launch a targeted booster program to stimulate more family and business visitors. Hong Kong expects visitor arrivals to set a new record again in 2005, reaching 23.4 million, up 7.3 % year-on-year (WTO, 2005).

According to information contributed by Hong Kong Tourist Association, in terms of tourism product development, it is positive factor that total number of hotels increase from 88 in 1998 to 92 in 1999, providing 2,799 additional rooms. As positive factors in transport development, the second runway of Chek Lap Kok Airport came into operation in mid-1999. Moreover, increased flight frequencies between Hong Kong and Frankfurt from 7 to 10 flights per week effective as from September 1999. Launching of new campaign "Exploring Hong Kong's Countryside" is positive factor of marketing and promotion activities. (HKTA, 2004).

Japan

According to WTO, Japan launched the “Visit Japan Campaign” in 2003 with a target of doubling the number of foreign tourists to Japan to 10 million by 2010. Various plans and strategies have been set up to achieve this goal. 12 countries and regions have been designated as “major focused markets” and the budget has reached 31 million US dollars in 2005 for intensive promotion. “Yokoso! Japan Week” was phased in February 2004 as a part of implementation of Visit Japan Campaign. The number of charter flights between East Asian countries and Japan more than doubled during this campaign. Additional activities have included setting up a numbering system in metropolitan subways and improving gateway airports so as to provide tourists with a friendly environment. Currently, Japan is in the process of expanding Narita and Haneda Airports in Tokyo, and Kansai Airport in Osaka, in addition, a new international airport called Centrair in Nagoya, opened in February 2005. Furthermore, “Expo 2005 Aichi Japan” and the improvement of landscape to contribute to sustainable tourism were some of the other ongoing efforts for the betterment of its inbound tourism. In 2004, the number of foreign visitors increased by 17.8 % compared to 2003. The Japanese travel industry has also formulated the “20 million Action Plan” that is aimed at increasing the number of Japanese outbound travelers to 20 million by 2007. The government highlighted the importance of the expansion of two-way tourism exchanges and urged the Commission to support these efforts to encourage outbound tourism. A recently held symposium in Tashkent is a good example of increasing the number of Japanese tourists to Central Asia. The most striking announcement by the Government of Japan in 2004 was that Japan is determined to build its nation on tourism development. (WTO, 2005)

According to information contributed by Japan National Tourist Organization (JNTO), there are four positive factors in Tourism Product Development. First, opening of “ Club Med Kabia”, the Club’s second vacation village in Japan. Second, Opening of Amusement –Shopping Complexes such as Palette Town, Venus Fort in Tokyo. Third, continued increase of chartered package tours to Hokkaido from Taiwan. Fourth, development and sale of “Odakyu Q Tour” a FIT package product for foreign tourists.

In terms of Transport Developments, there are 6 positive factors. First, opening of the Northern Wing in Terminal 1 of Narita Airport. Second, inauguration of air routes from Fukushima to Seoul and Shanghai. Third, opening of new international passenger terminal building of Nagoya Airport. Fourth, opening of new international passenger terminal building of Fukuoka Airport. Fifth, permission of ordinary chartered flights from Kansai Airport. Sixes, opening of Setouchi Shimanami Kaido Bridges, which connected the major islands of Honshu and Shikoku. Moreover, there are three positive factors in marketing and promotion activities. First, implementation of advertising campaign targeting senior market on the west coast of the USA, executed by JNTO from February to March 1999. Second, designation of Japan as a tourist destination by the Government of the People’s Republic of China. Third, opening of JNTO Beijing office. As other areas of influence, Pacific Asia Travel Association (PATA) Annual Conference held in Nagoya, Pokemon fad in USA (Pokemon is a Japanese cartoon charter) and relaxation of visa conditions for Taiwanese, Hong Kong and Korean visitors to Okinawa prefecture, effective as from 1 September 1999. After 2001, Japan is expected to enjoy a continuous increase of tourists with opening of large-scale theme parks such as Tokyo Disney Sea and Universal Studios Japan (JNTO, 2005).

According to Barrie, Neil, Visitor numbers to Japan totaled 5.24million in 2002, placing it 35th in the world, behind other Asian countries such as Thailand, China, Indonesia and South Korea. The lowly place is the result of an ambivalent government attitude to encouraging foreign tourism for decades and an entrenched perception of a visit to Japan as a very expensive option. At the same time other Asian nations such as Thailand have worked hard to promote a welcoming message to international tourists whilst also offering good value for money to visitors from North America and Europe. In 2003 there have been a number of announcements from Prime Minister Koizumi's government on the need to address the tourism deficit and develop it into one Japan's leading industries. Basic but fundamental issues are being addressed such as improving communications-for example translating signs on major roads, railway stations and at tourist attractions into foreign languages to make traveling within the country less daunting for non-fluent visitors. So far ¥2 billion (approximately, \$17million) has been ploughed into the "Visit Japan" campaign focusing on the key markets of China, Taiwan, Hong Kong and the USA and an extremely ambitious target of 10 million international tourists (more than triple current numbers) has been set for 2010. (Neil Barrie, July 2003)

Taiwan

According to Taiwan Visitors Association, Taiwan government have campaigning to attract U.S. travelers. Taiwan is spending \$2.6 million this year to push its U.S.visitor numbers from 373,000 in 2004 to 600,000 by 2008. The government is trying to shift Taiwan's economy from its manufacturing base to tourism. But is more than just a catchy pitch and it has a basis in history. Two historical events in particular

conspired to make Taiwan a repository of Chinese culture: the Communist Revolution of 1949 and the Cultural Revolution of 1966-1976. The National Place Museum is now undergoing its first restoration since its founding in 1965, with a new front, a new entrance and parking underneath. Taiwan will open a new southern branch of the museum in Chiayi in 2008. The museum will feature pan-Asian art, including Indian, Indonesian and Thai works. Besides, as a tourist attraction, Taiwan have Taipei 101, the world `s tallest building, opened in Taipei, Taiwan, In January 2005. Taiwan has also preserved China`s culture of cuisine. Taiwan advertise that To experience Chinese culture, people may choose between the Republic of China, Hong Kong or Taiwan. However the Taiwan Visitors Association indicate that Taiwan as a single destination now is weak and Taiwan always combine travel with Hong Kong, China, Bangkok or Tokyo. Eventually Taiwan promotes the campaign “a week in Taiwan”.

Thailand

According to WTO, since the devastating tsunami on December 26 2004, the government has introduced an early warning system and has allocated a budget for the sustainable redevelopment of two pilot beach projects in Phuket. Measures are to include the planting of trees in particular areas and the rebuilding of sand dunes destroyed by the tsunami. The government has also allocated funds for the continuing promotion of affected areas as safe and viable tourism destinations. Thailand announced that drafting a crisis management master plan is now in the process to be placed in the national tourism plan. The implementation of this plan will be very effective in providing long-term solutions, initially to the six affected provinces. As part of a mission to diversify tourism

in Thailand, the Tourism Authority of Thailand (TAT) and the World Tourism Organization (WTO) organized a '10 day White Water Rafting training course from 24th October - 3rd November 2002 on the Kheg River in Thailand'. Having organized a successful rafting training course on behalf of TAT, the WTO aim to help increase the development of more diverse tourism products in Thailand, particularly in the northern region of the country. The successful training framework will serve as a guideline for future rafting projects in the country (WTO, 2004). According to Wajirakachorn (2004), since the economic recession in Thailand during the years 1997-1999, the Tourism Authority of Thailand (TAT) has launched the new strategy to attract foreign tourists by promoting Thai traditional health care including massage, herbs and authentic Thai food. At the beginning, the purpose of health tourism was to create another way of foreign income to help the hospitality business such as hotels, private hospitals, and golf courses from the recession. Health tourism then became the new trend of Thailand's tourism industry (Wajirakachorn, 2004). According to information contributed by Tourism Authority of Thailand (1999), opening of new 15 hotels is positive factor in tourism product development. The construction of a new Bangkok International Airport and a new service of rapid Bangkok mass transport: BTS are positive factors in transport development. As positive factors in marketing and promotion activities, presentation of "Amazing Products" in 9 categories: Amazing Shopping Paradise, Amazing Taste of Thailand, Amazing Culture Heritage, Amazing Natural Heritage, Amazing World Heritage, Amazing Arts & Lifestyle, Amazing Sports and Entertainment and Amazing Gateway (TAT, 1999).

Korea

According to WTO, The Republic of Korea has briefed that after a setback of 11.2% in foreign tourist arrivals in 2003, 2004 set a new record of 5.8 million international arrivals that is an increase of 22.4% over the previous year. The number of Korean outbound tourists reached a record high 8.2 million with 24.5 % increase over 2003. International tourism receipts in 2004 was US\$ 5.7 billions and expenditures US\$ 9.5 billion, resulting in the international tourism of US\$ 3.8 billion. The Commission noted several international events and domestic developments that took place in Korea in 2004, including the PATA Annual Conference in Jeju in April 2004, Tourism Working Group meeting of APEC in Jinju in May 2004. WTO's ST-EP Foundation was established in Seoul on September 24, 2004 with the goal to help eliminate poverty in developing countries through promoting sustainable tourism. The Foundation will be fully functional after the WTO General Assembly endorses its missions and organizational matters. The KTX, an express railway, started its operation in April 2004. The introduction of the Five Working Days becomes a sensational facilitator of both domestic and international tourism. The impact of Korea's co-hosting of the World cup in 2002 cannot be underestimated in terms of either the exposure and infrastructure improvements it brought or the belief it instilled in the value of a successful national tourism industry. As well as the construction of new stadiums and roads, the additional tourists at the World Cup created 44.000 new jobs and a revenue increase of \$2 hundred million (₩200 billion). In the words of Korean National Tourism Organization (KNTO), this inspired Korea to become 'a world contender' on the tourism stage. (WTO, 2005).

According to information contributed by Ministry of Culture and Tourism in

Korea, there are three positive factors in tourism product development. First, as an emerging Chinese market, there were a total of 316,639 visitors from China, for a strong increase over 1998(210,662). The main purpose of visit was pleasure with 137,816 (business travelers were 35,623). This was a 153.8 percent increase in pleasure travel, attributed to the May 1998 designation by the PRC government of Korea as a free country for Chinese citizens to travel overseas. Second, as a shopping destination, the Korean currency is relatively weaker than before the economic crisis, so more and more tourists are arriving to shop. Prices are competitive and product quality is higher than in neighboring tourist destinations. Third, new convention and exhibition centers are set to open. Construction of convention facilities is booming in Korea, due to large international events such as the ASEM in 2000 and FIFA World Cup in 2002. Ten convention centers are under construction or in the planning stage. The ASEM Convention Center opened with 6,000-seat convention hall, a 1,600-seat ballroom plus 30 meeting rooms and exhibition space of 28,000 sq. meters. On the resort island of Jeju, the international Convention center Jeju opened in 2003. While, as negative factors first, lack of supply in hotel space and flights. Second, tour operator's financial difficulties and high competition. Financial difficulties of most Koreans inbound travel agencies places a limit on development of new tour products and promotion in the overseas market. Also, the market is currently limited mostly to Japan, which makes it greatly dependent on Japanese financial conditions. As a positive factor in transport developments Incheon International Airport opened. While, decreased flight connections and discomfort of traffic condition are negative factors. As a marketing and promotion activities there were major mega-event such as Asia-Europe Meeting 2000, Visit Korea Year 2001 and

2002 FIFA World Cup Korea/Japan in the new millennium (MCT, 2004).

Summary

In the first part of the literature review, this study found that destination image can be described as a function of brand, and the tourists' and sellers' perceptions of the attributes of activities or attractions available within a destination area. Therefore, image is an effective tool in advertising, promotions, or similar marketing activities.

Second, for the competitiveness in the Tourism industry, this study showed that competitiveness is being seen as having a significant influence on the performance of tourist destinations in competitive world markets from the reviewing of literature.

As the third part, there are both, positive and negative views in the part of the past, present and future of the tourism market in Asia. As a positive view: Consumers who have been putting off vacations are again starting to travel with consumer confidence and a desire to travel. Besides, the country's economic growth has translated into a strong increase in tourism. It also includes the reason that the growth in arrivals from the USA lagged behind the overall average between 1998 and 2002 under the impact of increased worries over the threat of terrorism following September 11th, combined with a slowing economy. As a world tourism market trend, negative factors were the onset of the SARS epidemic in Asia and Bird flu in world wide in the 2003 severely negated the development for U.S market. Following the war in Iraq and high profile terrorist attacks in North America and the Middle East, 2003 is already proving extremely challenging for the tourist industry.

For the fourth part, specifically in 2004 the Korean tourism industry began to feel the results of Hallyu. Although Hallyu is showing positive signs in places throughout the world, it has had the most success in Japan, Taiwan, China, and Southeast Asian countries, and all efforts to promote Korean tourism were made by capitalizing on its prosperity in these regions. While, as negative factors: the onset of the SARS epidemic in Asia. Although Korea has remained free of SARS, the 11.2 % drop in foreign arrivals to Korea. Influenced negative image by North Korea will discussed chapter 4 & 5.

Fifth part, For U.S outbound market, especially destination choice has been strongly influenced not only by internal factors such as availability of package, price, and the image of the destinations but also external events such as terrorist threats, natural or health disasters. Just like the world tourism market trend, the onset of the SARS epidemic in Asia in the first half of 2003 severely negated the development for U.S market. Following on from the war in Iraq and high profile terrorist attacks in North America and the Middle East, 2003 is already proving extremely challenging for the tourist industry.

Sixth, Characteristics of U.S. resident travelers are as follows: First of all, as information sources U.S. resident traveler preferred 'Travel agency' rather than 'Personal computer', 'Airline', 'Friends or Relatives' etc. Generally, only the respondents who were below 15% preferred the use of pre-packaged programs and they chose traveling alone. As their multi-purpose travel, 56% of all U.S. travelers selected the 'Leisure / Recreation/ Holidays' and 46% of all U.S. travelers selected the Business & Convention. For preferred accommodations, 58% of Leisure travelers and 82% of Business travelers chose 'Hotel and Motel' for an average of 9 nights. While 50% of Leisure travelers and

25 % of Business travelers gave the response of 'Private Home' for an average of 17 nights. Specifically, U.S. travelers preferred to stay for an average of 16 nights outside the U.S. As to their frequency of travel, they reported an average of 2.2 times for Leisure travelers and 4.8 times for Business travelers (overall 2.8 times a year) for the last year. People reported traveling 8.5 times for Leisure travelers and 19.9 times for Business travelers during the last 5 years (overall 11 times in five years). It might be concluded that people tend to travel 2.2 times a year. Therefore, it shows the frequency of travel is increasing by years as expected. This data indicated U.S travelers preferred to travel to one country per journey (81%). As their popular international destination, Europe was number one obviously (43%) and Asian countries were a total of 19% of all responses. In terms of preference among Asian countries for their travel, Japan and China were equal, followed by Hong Kong, Korea and Taiwan in 2004. For their Leisure / Recreational Activities, they preferred 'Dining in Restaurants' (It can be considered a Cuisine), 'Shopping', 'Visit Historical Places', 'Visit Small Towns/ Villages', 'Sightseeing in Cities' and 'Touring the Countryside'. Generally they spent a total average of \$2,916 and \$1,317 outside the U.S (Table 5).

As a last part: Seventh, study showed that the Tourism Trends and the existence developing plans of Asian countries

China: With strong growth momentum, especially in the recent decade, China has become one of the most influential countries in the global tourism industry. As a developing plan, the establishments of China's Top Tourist Cities as well as of China's Best Tourist Scenery Areas have further perfected both tourist facilities and favorable circumstances for the development of travel and tourism industry. Moreover, Series of

festival activities to celebrate the 50th anniversary of the founding of the P.R China, the return of Macao, and the grand welcome to the year 2000, greatly diversified travel programs in China. While, a disadvantageous factor is still the lack of funds used for tourism marketing and promotion both at home and abroad

Hong Kong: Total visitor arrivals to Hong Kong in 2004 achieved the best ever figures of 21.8 million. The strong growth of Mainland visitor arrivals has been boosted by a new visit scheme implemented since July 2003 by the Mainland authority. The government of Hong Kong introduced multi-faceted strategies to promote tourism development. First of all, to enhance tourist attractions and facilities, three flagship projects will be completed in the coming year. In terms of tourism product development, it is positive factor that total number of hotels increase. In transport development, the second runway of Chek Lap Kok Airport came into operation in mid-1999. Launching of new campaign “Exploring Hong Kong`s Countryside” is positive factor of marketing and promotion activities.

Japan: Japan launched the “Visit Japan Campaign” in 2003 with a target of doubling the number of foreign tourists to Japan to 10 million by 2010. Various plans and strategies have been set up to achieve this goal. Twelve countries and regions have been designated as “major focused markets” and the budget has reached 31 million US dollars in 2005 for intensive promotion.), there are four positive factors in Tourism Product Development. First, opening of “ Club Med Kabia”, the Club’s second vacation village in Japan. Second, Opening of Amusement –Shopping Complexes such as Palette Town, Venus Fort in Tokyo. Third, continued increase of chartered package tours to Hokkaido from Taiwan. Fourth, development and sale of “Odakyu Q Tour” a FIT package product for foreign

tourists. and one more is that implementation of advertising campaign targeting senior market on the west coast of the USA.

Taiwan: government have campaigning to attract U.S. travelers. Taiwan is spending \$2.6 million this year to push its U.S.visitor numbers from 373,000 in 2004 to 600,000 by 2008. The National Place Museum is now undergoing its first restoration since its founding in 1965, with a new front, a new entrance and parking underneath. Taiwan will open a new southern branch of the museum in Chiayi in 2008. Taiwan advertise that To experience Chinese culture, people may choose between the Republic of China, Hong Kong or Taiwan. Eventually Taiwan promotes the campaign “a week in Taiwan during Asia travel”.

Thailand: The government has allocated funds for the continuing promotion of affected areas by the tsunami as safe and viable tourism destinations. Thailand announced that drafting a crisis management master plan is now in the process to be placed in the national tourism plan and it has launched the new strategy to attract foreign tourists by promoting Thai traditional health care including massage, herbs and authentic Thai food. Health tourism then became the new trend of Thailand’s tourism industry. As positive factors in marketing and promotion activities, presentation of “ Amazing Products” in 9 categories: Amazing Shopping Paradise, Amazing Taste of Thailand, Amazing Culture Heritage, Amazing Natural Heritage, Amazing World Heritage, Amazing Arts & Lifestyle, Amazing Sports and Entertainment and Amazing Gateway

Korea: For the present of Korea tourism market, as positive factors, there are four positive factors in tourism product development. First, as an emerging Chinese market, there were a total of 316,639 visitors from China. Second, as a shopping destination, the

Korean currency is relatively weaker than before the economic crisis, so more and more tourists are arriving to shop. Prices are competitive and product quality is higher than in neighboring tourist destinations. Third, new convention and exhibition centers are set to open. Construction of convention facilities is booming in Korea, due to large international events such as the ASEM in 2000 and FIFA World Cup in 2002. Ten convention centers are under construction or in the planning stage.

CHAPTER III: METHODOLOGY

This survey was conducted to better understand the attitudes and perceptions of the UW-Stout people regarding Korea during November 8 to 15, 2005. "Have you thought about travel to Asia?" was based on web survey by checking the items corresponding to their responses. The instrument consisted of 31 questions relating to their opinion about Korea image and Asia travel. A sample of six destinations, China, Hong Kong, Japan, Korea, Taiwan and Thailand in the Asia region was chosen for this survey. Sections addressed include subject selection and description, instrumentation, data collection procedures, data analysis, and limitations.

Subject Selection and Description

The population for this study was students (including graduate students), Faculty and staff (Academic or Classified) at the University of Wisconsin-Stout. The sample was equivalent to the population ($n=N$) since all UW-Stout people were surveyed. The sample size was 7883 students (including graduate students), 263 Faculty and 716 staff members (333 Academic +383 Classified). In total, 662 surveys were collected by web which is 13.4% of the total 8,862 surveys administered. For data analysis, the gender distribution was 263 males (40%) and 399 females (60%). The survey was taken by all student enrolment 2005 fall in included freshmen, sophomore, junior, senior, graduate students and alumni. Besides, 263 Faculty and 716 staff (333 Academic and 383 Classified) were asked to participate on this survey as well. As the biggest population group, 82.96% of total respondents were students including graduate students. As respondents, 555 in total 7883 students, 32 in 263 Faculty and 58 in 716 Staff, Approximately 7.04% of the students, 4.78% of the faculty and 8.67% of staff at UW-

Stout responded to the survey to comprise total 13.4 % of the total 8862 samples.

Instrumentation

The “Have you thought about travel to Asia?” is based on web survey by checking the box corresponding to their responses. Each instrument also has enough space to express their other opinion on the “Others” box. The instrument does not ask for any personal information thereby complying with anonymity as well as confidentiality.

The instrument is consisted of 31 questions relating to their opinion about travel to countries in Asia or Korea Specifically. The instrument is divided into three different parts of questions invisibly: (1) Opinion about travel to Asia. (Question #1 to #16), (2) Opinion about travel to Korea (Question #17 to #28), (3) Demographic profile (Question#29 to #31). After question #1 and #2 about travel experiences in Asia, respondents are asked to check all that apply on the a listing of items from question #3 to question #16 about specific factors of travel to Asia. Then respondents are asked to answer on following question #17 until #28 focused on national, tourist and general image of Korea. Finally, question # 29~#31 are all about demographic profiles.

Demographic data are used to describe a population in terms of its size, structure and distribution (Hawkins, Best, & Coney, 1983). The number of individuals in a population explains its size while its structure describes the population in terms of gender, status in UW-Stout and age. The questions asked on the instrument regarding demographic data were:

1. Gender: Male or Female
2. Status in UW-Stout: (1) Student, (2) Faculty, (3) Staff, (4) Visitor, (5) Other

3. Age: (1) Below 20, (2) 21-30, (3) 31-40, (4) 41-50, (5) 51-60, (6) 61 and more,
(7) Other

Except for some questions about experiences of travel and demographic profiles, most questions recommended those surveyed to check all that apply in order to gather more possibility and opinions of result. Most questions were intended to be answered with opinions based on both their travel experience or otherwise the possibility of their future travel because there is assumption, especially for students, not many respondents might have a chance to travel not only Korea but also countries in Asia.

Data Collection Procedures

The survey was carried out during November 8 to 15. On Nov. 8, all students, faculty and staff in an e-mail to complete the survey which was available on the UW-Stout website. Responses were accepted for a period of one week. E-mail addresses available for all graduate and undergraduate program 7883 students that enrolled in 2005 fall were obtained from the Registration and Records Office. And authority to access e-mail address list of 263 Faculty and 716 staffs was obtained from the ASK5000. Each student, faculty and staffs were given a web address where they could fill out the survey instead of using the paper copy from e-mail.

Data Analysis

A total 662 responses were used in this study. Of the total 8862 UW-Stout people included Students, faculty and staffs, 662 responded to the web-only survey for a response rate of 7.47%. In particular, 555 of 7883 student (7.04%), 32 of 263 faculty (12.16%), and 58 of 716 staff (8.10%) responded to the survey.

Graphs and tables through the Excel program were used to organize the data.

Limitations

In terms of the contents of the survey, by implementing the research in more than one choice, this study has some limitations. For example, each question may have duplicated results. This study also may address the issues of whether or not the same determinants have the same relative importance in a different choice. In other words, the questions of whether or not what is important for one destination are not important for another destination. One thing that was a limitation was the number of misunderstood answers. Particularly, in spite of the all questions were intended to include the case of future possibility by using the future tense “will”, there were many responses showed that these were only based on their past experience or their intention. Therefore, the responses such as “did not go yet” and “I do not have plan to go” were categorized into the item “N/A”. In addition, when respondents were asked about their preference about kind of arrangements, # 5 and #20, there were various misunderstood answers connected to the question # 6 and #21 about purpose of travel. Respondents seemed to be confused about the connection between “kind of arrangements” and “Purpose of travel” without enough explanation of meaning of “kind of arrangements”. Answers to these questions were very similar.

When it comes to samples, the limitations include the fact that international Students from other countries (including object six countries: China, Hong Kong, Japan, Korea, Taiwan and Thailand), 1.2% of total UW-Stout students, were included in the sample of US residents. Therefore, the results of the survey might have somewhat biased opinions that would indicate the preference of a tourist destination in Asia.

Secondly, when it comes to their visit experience, only 17% of respondents in the

case of Asia and 5% of respondents in the case of Korea have experience traveling to these countries so this rate might not indicate enough objective information of present travel situation against their bias prejudice.

Thirdly, sample group is limited to UW-Stout students and personnel. It may not be appropriate to generalize the results as nation wide opinions of residents.

CHAPTER IV: STUDY RESULTS

Results of the data analysis have been reported in this chapter with tables and figures. The data indicated the patterns of travel in Asia and Korea respectively. The survey shows that, in general, Korea enjoys a good impression and Korean people are viewed favorably among 555 students, 32 faculty and 58 staffs studied. However as a tourist destination preference of decision tend to be lower than other five countries in Asia. The preferences and image of tourist destination decision identified with 8 tables and 27 figures. The survey is divided into three different parts of questions invisibly (1) Opinion about travel to Asia. (Question #1 to #16). (2) Opinion about travel to Korea. (Question #17 to #28). (3) Demographic profile. (Question #29 to #31). To compare and analyze the data with hypotheses, the three parts of survey were categorized again 15 sections as following: 1. Demographic Profiles, 2. Visit experience (Other countries in Asia vs. Korea), 3. Frequency of visiting (Other countries in Asia vs. Korea), 4. Purpose of visit (Other countries in Asia vs. Korea), 5. Length of stay (Other countries in Asia vs. Korea), 6. The type of arrangements (Other countries in Asia vs. Korea), 7. Expenditure of travel (Other countries in Asia vs. Korea), 8. Information sources of travel (Other countries in Asia vs. Korea), 9. Preference of tourist destination (in the case of one destination vs. in the case of multi-destination), 10. Accommodations of stay, 11. Influenced factors of travel decision to countries in Asia, 11. Influenced factors of travel decision to Korea, 13. Preference of travel program in Korea, 14. Perception of Korean companies, 15. Perceived image of Korea.

Item analysis

The survey's findings on Korea's national image and its image as a tourist destination, influenced factors of destination decision, and other topics follow.

1. Demographic profiles

The population for this study was students (including graduate students), Faculty and staffs (Academic or Classified) at the University of Wisconsin-Stout. The sample was equivalent to the population ($n=N$) since all UW-Stout people were surveyed. The sample size was 7883 students (including graduate students), 263 Faculty and 716 staffs (333 Academic + 383 Classified). In total, 662 surveys were collected by web that is 13.4% of total 8862 surveys administered. The first section of the survey consisted of three demographic questions, which were gender (Figure 4), status in UW-Stout (Table 6 & Figure 5) and age (Figure 6).

<What is your gender? >

The gender distribution was 263 males (40%) and 399 females (60%). The survey was taken by all student enrolment 2005 fall in included freshmen, sophomore, junior, senior, graduate students and alumni. Besides, 263 Faculty and 716 staffs (333 Academic and 383 Classified) were suggested to participate on this survey as well. The female share of survey is 20 percentage points higher at 40%.



Figure 4: Demographic Profiles-Gender

<What is your status in UW-Stout? >

7883 students (including graduate students), 263 Faculty and 716 staffs (333 Academic and 383 Classified) were suggested to participate on this survey. As the biggest population group, 82.96% of total respondents were students including graduate students. As respondents, 555 in total 7883 students, 32 in 263 Faculty and 58 in 716 Staffs, Approximately 7.04% of the students, 4.78% of the faculty and 8.67% of staff at UW-Stout responded to the survey to comprise total 13.4 % of the total 8862 samples. Besides, 15 number of Alumni, 2 number of visitors, 2 number of retired faculty, 2 number of Used to be exchanged student, a Graduate assistant, a professional survey taker and a graduate student & staff member were participated on survey as well. The answer of “Professional-Post Master multiple degrees, Temporary grad. Student ” was included the category “Student”.

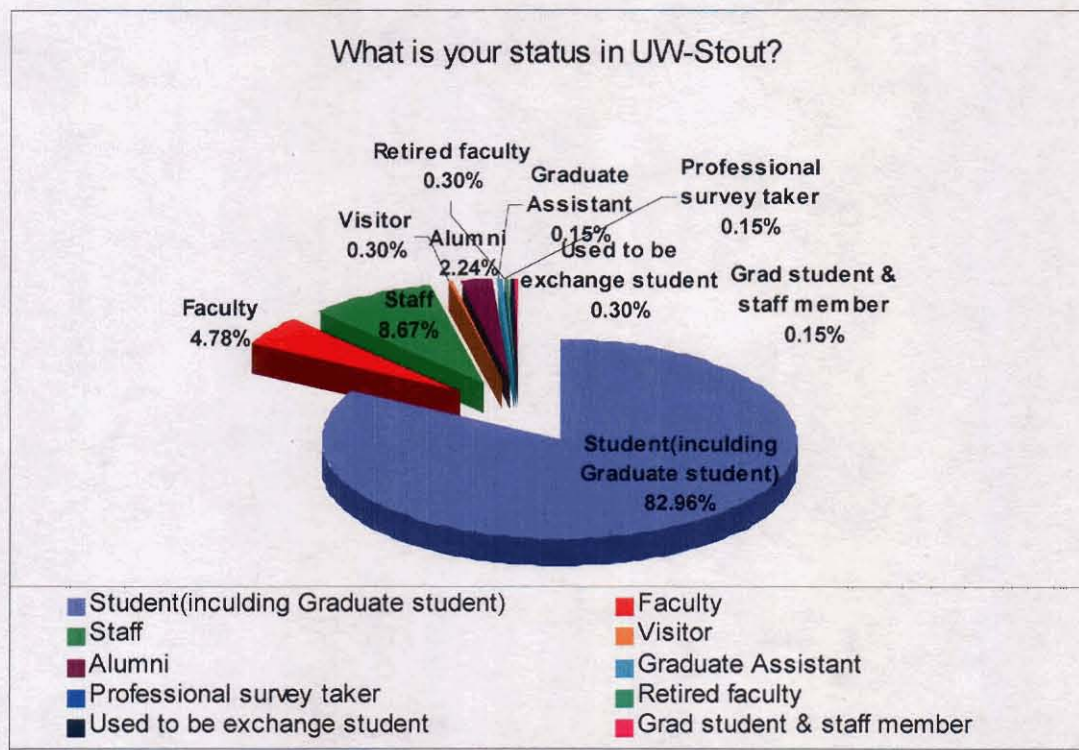


Figure 5: Demographic Profiles-Status in UW-Stout

Table 6: Demographic Profiles-Status in UW-Stout

Status in UW-Stout	Respondents	Status in UW-Stout	Respondents
Student (including graduate student)	555	Graduate Assistant	1
Faculty	32	Professional Survey taker	1
Staff	58	Retired faculty	2
Visitor	2	Used to be exchange student	2
Alumni	15	Graduate student & staff member	1

<What is your age? >

The demographic groups with the most significant share are students in their 20s who account for 51.2% of survey because of sample population. Next, “Below 20” group was 25.2% of all respondents.

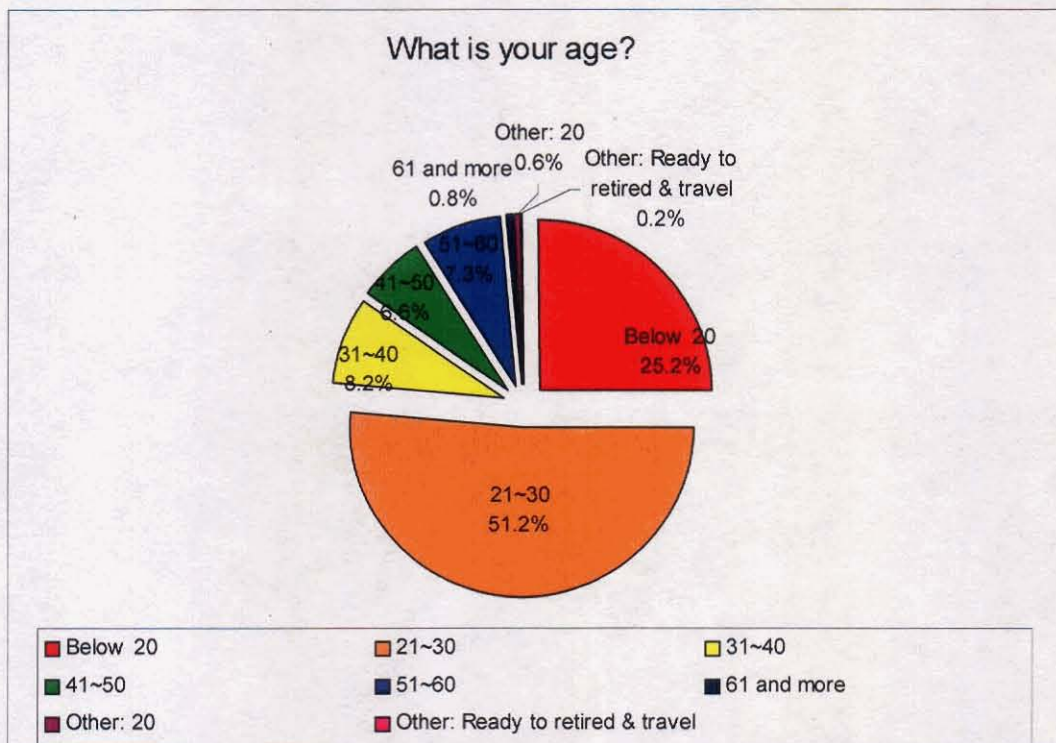


Figure 6: Demographic Profiles-Age

2. Visit experience (Other countries in Asia vs. Korea)

The second section of the survey consisted of two visit experience questions, which were “Q1 Have you visited Asia? Vs. Q17 Have you visited Korea? (Figure 7)” on the survey. For question #1: “Have you visited Asia?”, of the total 662 UW-Stout people, 111 responded to “Yes” of question about their experience of travel Asia for a response rate of 17% and 555 responded to “No” of the question for a response rate of 83%. For question #17: “Have you visited Korea?”, 36 respondents have experiences to visit Korea before. This number means only 5 % of total 662 respondents. Compare to 111 respondents who has been to Asia of question #1 “ Have you visited countries in Asia?” 36 respondents mean that the number of people who has experiences to visit Korea is 12 % less than the number of people who has experiences to visit Asia.

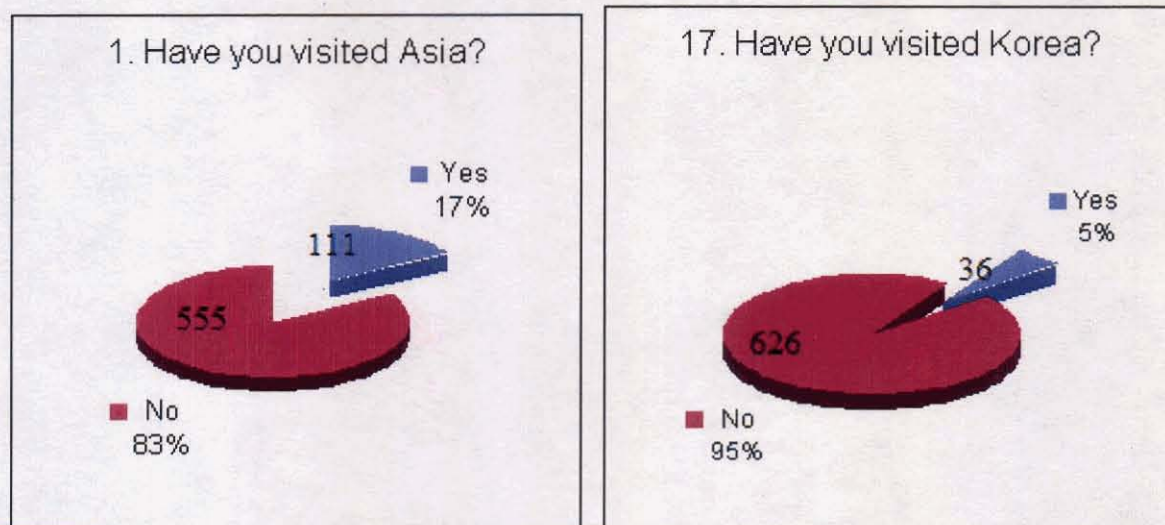


Figure 7: Visit experience (Other countries in Asia vs. Korea)

Therefore, this result indicates that this data might have gap between real facts or present situation and their opinions. Because this figure indicates high percent of response rate on this survey might have possibility of preconception from effect of multi media such as newspapers, television, magazines, etc.

3. Frequency of visiting

The third section of the survey consisted of two frequency of visiting questions, which were “Q2 How many times have you visited Asia? vs. Q18 How many times have you visited Korea? (Figure 8)” on the survey.

For UW-Stout people, average number of visits Asia total of respondents was 2.1 times. While average number of visits Korea total of Respondents was 1.5 times. This is 0.6% less than the number of answers of the question #2 “How many times have you visited Asia?”

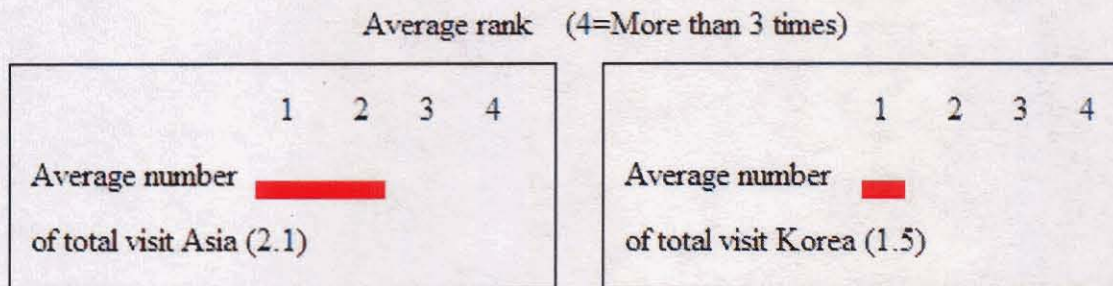


Figure 8: Frequency of visiting (Other countries in Asia vs. Korea)

This figure indicates relatively that the percentage of revisiting Korea is lower than other Asian countries.

4. Purpose of visit

The fourth section of the survey consisted of two questions about frequency of visit, which were “Q6 What was (will be) the main purpose of visit Asia? vs. Q21 What was(will be) the main purpose of visit Korea? (Please check ALL that apply.)(Figure 9)” on the survey. Breaking the market share down by purpose of visit was recommended to check all that apply so categories have some overlap between the divisions.

In common with two questions, “1) Leisure, recreation, or holiday” as their main purpose of travel was significantly higher than other purposes. Approximately 65% of respondents in both the case of Asia and that of Korea (Figure 9). Compare to result of survey by Korea National Tourism Organization (2004) on chapter II: literature review, 72% of U.S. traveler came to Korea for purpose of leisure and 11% was for business.

Therefore the purpose of business travel is expecting to get increase in Korea tourism market from the figure 9.

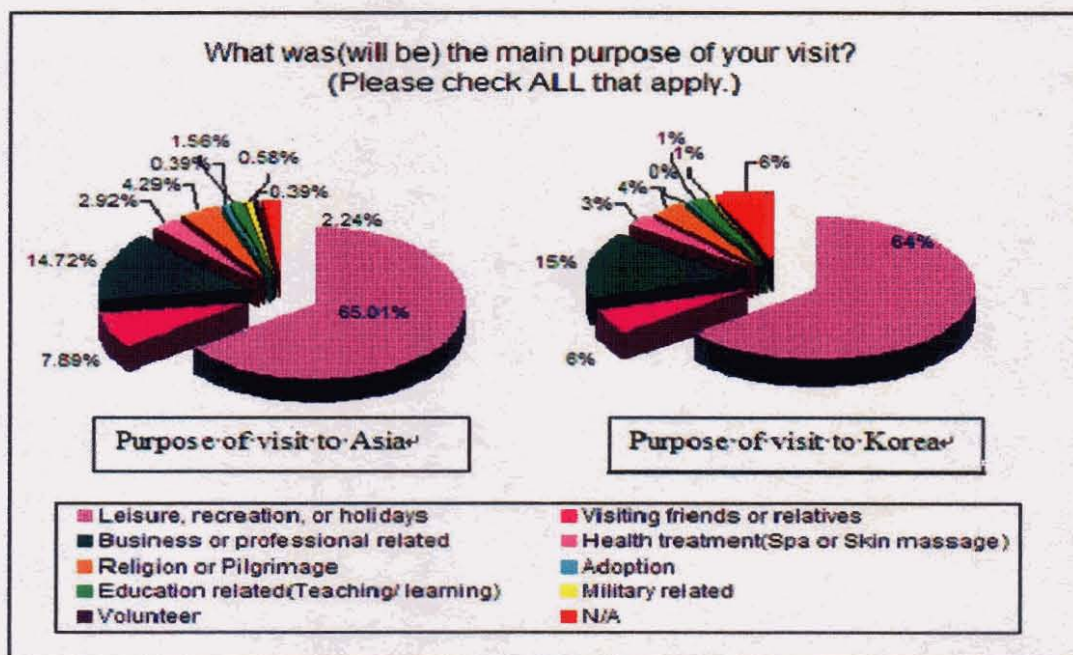


Figure 9: Purpose of visit (Other countries in Asia vs. Korea)

Particularly, for the case of Asia, 667 respondents chose “1) Leisure, recreation, or holiday” as their main purpose of travel to Asia. The number of “2) business and professional purpose” is second with 145 respondents, followed by the purpose of “3) Visiting friends or relatives”, “4) Religion or pilgrimage” and “5) Health treatment (Spa or Skin massage)”. As “Others” opinions there are “6) Education related (Teaching/ learning)”, “7) Military related”, “8) Adoption” and “9) Volunteer”. Respondents checked “Cultural Awareness” and “Knowledge” as a not “1) Leisure, recreation, or holiday” but “others” separately. Besides, some opinions which have the word “study” such as “cultural study” were grouped into “6) Education related (Teaching/ learning)” and some words which do not have the word “study” were grouped into “1) Leisure, recreation or holiday”. For other opinion, besides “sports”, “discovering her roots” and “Martial art (Hobby)” were grouped into “1) Leisure, recreation or holiday”. “Theater production” was included in “3) Business related”. Specially, “Tsunami relief” was mentioned as a “9) Volunteer related”. The answer “Viet Nam War” was included in “7) Military related”. And the answers like “It was my home.”, “I do not know”, “no” and “always wanted to go to Thailand” were classified into “N/A”(Table 7).

While, for Question #21:What was (will be) the main purpose of visit Korea?, 527 respondents chose “1) Leisure, recreation, or holiday” as their main purpose of travel to Korea. The number of “2) business and professional purpose” is second with 124 respondents, followed by the purpose of “3) Visiting friends or relatives”, “4) Religion or pilgrimage” and “5) Health treatment (Spa or Skin massage)”. As “Others” opinions there are “6) Education related (Teaching/ learning)” and “7) Military related”, “8)Adoption”. In terms of “Military related”, compare to the case of Asia, the rate of respondents in

Korea was significantly higher than that in Asia.

In addition, similar to result of Asia, Respondents checked the purpose of “Cultural Awareness” and “Knowledge” as a not an item “1) Leisure, recreation, or holiday” but an item “others” separately. For the other opinions, “cultural study” and “Learn another culture” were categorized into the item “6) Education related (Teaching/ learning)” and “ seeing where my great-grandma grew up ” was categorized into “1) Leisure, recreation or holiday”. And the answers like “Uncertain.”, “ I do not know”, “None” , “ Lay over” and “ Father’s work” were categorized into “ N/A”(Table 7).

Table 7: Purpose of visit (Other countries in Asia vs. Korea)

The main purpose of visit	Respondents		The main purpose of visit	Respondents	
	Asia	Korea		Asia	Korea
1) Leisure, recreation, or holidays	667	527	6) Education related (Teaching/ learning)	16	5
2) Business or professional related	145	124	7) Military related	6	11
3) Visiting friends/ relatives	80	49	8) Adoption	4	4
4) Religion or Pilgrimage	44	29	9) Volunteer	4	0
5) Health treatment (Spa or Skin massage)	30	23	N/A	23	47

Generally, the result shows similarity of ranking of main purpose chosen between Asia and Korea.

5. Length of stay

The fifth section of the survey consisted of two questions about length of stay, which were “Q7 How many nights did/will you stay on your trips to Asia? vs. Q19 How many nights did/will you spend on your trips to Korea? (Please check ALL that apply.)(Figure 11)” on the survey.

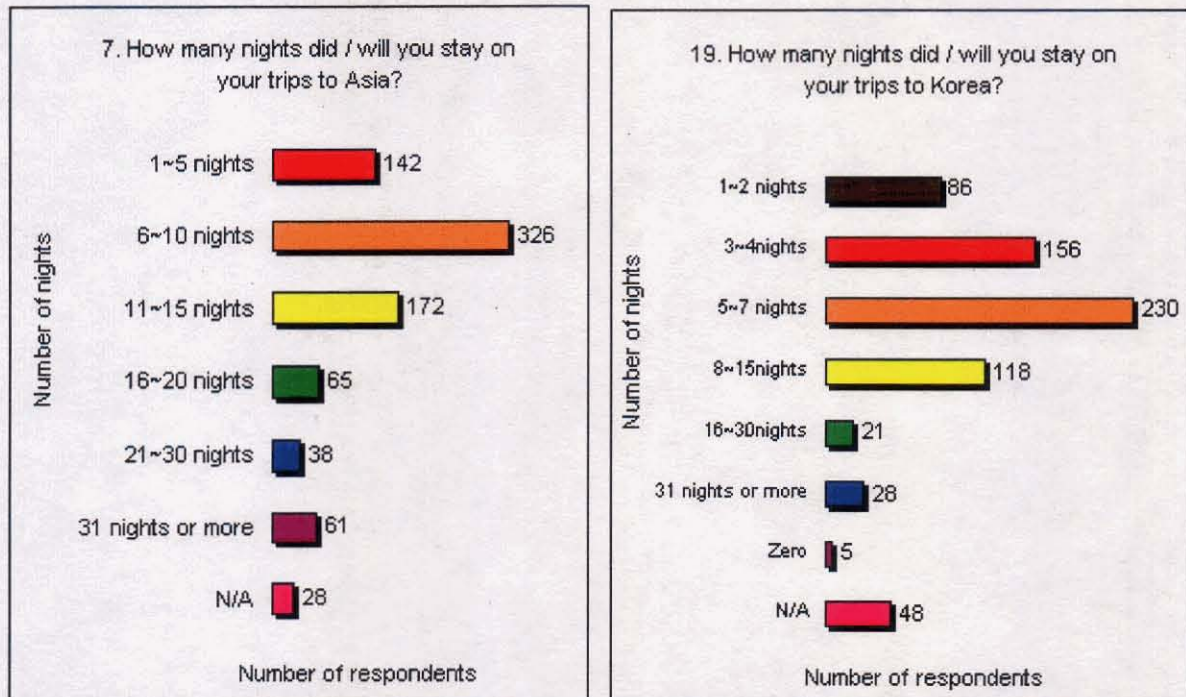


Figure 10: Length of stay (Other countries in Asia vs. Korea)

326 respondents preferred “6~10 nights stay” while their Asia travel. Next was “11~15” by 172 respondents and “1~5” was the third by 142 respondents. Some responses explained their opinions on the “Others” box separately such as “ More than one year”, “Three months by two respondents”, “Five months by one respondent”, “A year by five respondents”, and “Two years by three respondents”. All of these responses were grouped into the item “31nights or more”. In addition, the item “N/A” include “unsure”, “zero”, “that depends on how much the trip would cost”, “None”,

“Live”, “As long as possible” and “???” (Figure 10).

While, 230 respondents preferred “5~7 nights stay” while their Korea travel. Compare to the result of the question # 3 and the length of their stay in Korea was average 1~3days less than that in Asia. It might mean staying in Asia include more than one country. Next is “3~4 nights” by 156 respondents and “8~15” was the third by 118 respondents. The item “31nights or more” included the answers such as “2~3months”, “1year”, “2years”, “month to year” and “Assignment to Pohang for 2.5 months”. The item “N/A” included the answers such as “?”, “Depends on the circumstances”, “I do not know”, “lived”, “month to year”, “never been there”, “None” and “That would all depend on how much the trip would cost”. The item “Zero” was included into “Just airport lay over”(Table 8).

Table 8: Length of stay (Other countries in Asia vs. Korea)

Asia		Korea	
Number of Nights	Respondents	Number of Nights	Respondents
1~5 nights	142	1~2 nights	86
6~10 nights	326	3~4 nights	156
11~15 nights	172	5~7 nights	230
16~20 nights	65	8~15 nights	118
21~30 nights	38	16~30 nights	21
31 nights or more	61	31 nights or more	28
N/A	28	Zero	5
		N/A	28

6. The type of arrangements

The sixth section of the survey consisted of two questions about the type of arrangements, which were “Q5 What kind of arrangements did you make/ will you prefer for your trip in Asia? vs. Q20 What kind of arrangements did you make/ will you prefer for your trip in Korea? (Please check ALL that apply.)(Figure 11 & 12)” on the survey.

In terms of the preferred kind of arrangements in Asia travel, as a result 292 respondents preferred to go “Independent travel” and next choice was “Air-hotel package or semi-package tour” by 238 respondents, followed by “Full package tour organized by travel agency”, “Student group such as campus club or religious activities”, “Professional membership”, “Military with some sight seeing”, “Family & Relatives travel”, “Volunteer based” and “Business travel”. “Cruise” was ranked next with “Church missions” and “Teach/Study abroad”. There were many other preferred types of arrangements for their travel such as “Friends”, “ A retired faculty member arranged the trip”, “Government travel”, “ Abroad class through American intercontinental Univ.”, “Sports group” and “Korean-Ties program”(Table 9 & Figure 11)

While, For travel to Korea, similarly, the result of question # 5 which asked their preference type of arrangements in Asia travel, 267 respondents prefer to go “Independent travel” and next choice was “Air-hotel package or semi-package tour” by 236 respondents, followed by “Full package tour organized by travel agency”, “Student group such as campus club or religious activities”, “Professional membership”, “Military related” and “Family, Relatives and friends”. “Volunteer group” is ranked next same as with “work related” and “Government travel” orderly (Table 9 & Figure 12).

Table 9: The type of arrangements (Other countries in Asia vs. Korea)

The type of arrangements	Respondents		The type of arrangements	Respondents	
	Asia	Korea		Asia	Korea
Independent travel	292	267	Government travel	1	1
Air-hotel package/ semi-package tour	238	236	Cruise	2	0
Full-package tour organized By travel agency	220	230	Church missions	2	0
Student group (Campus club/ religious activities)	144	98	Teach/study abroad	2	0
Professional membership	44	42	A retired faculty member arranged the trip	1	0
Military related	17	11	Abroad class through American Intercontinental Univ.	1	0
Family/Relatives/Friends	6	3	Sport group	1	0
Volunteer based	4	1	Korean ties program	1	0
Work related	3	1	N/A	24	50

One thing indicated as a limitation, there were many misunderstood answers. Particularly, in spite of the all questions were intended to include the case of future possibility with using the future tense “will”, there were many responses showed these were only based on their past experience or their intention. There fore, the responses such as “ did not go yet” and “ I do not have plan to go” were categorized into the item “N/A”. In addition, when respondents were asked about their preference about kind of arrangements, there was various misunderstood answers seem like appropriately answers in the case of the question about purpose of travel. Respondents seemed to get confused this question about concept between “kind of arrangements” and “Purpose of travel”

without enough explanation of meaning of “kind of arrangements”.

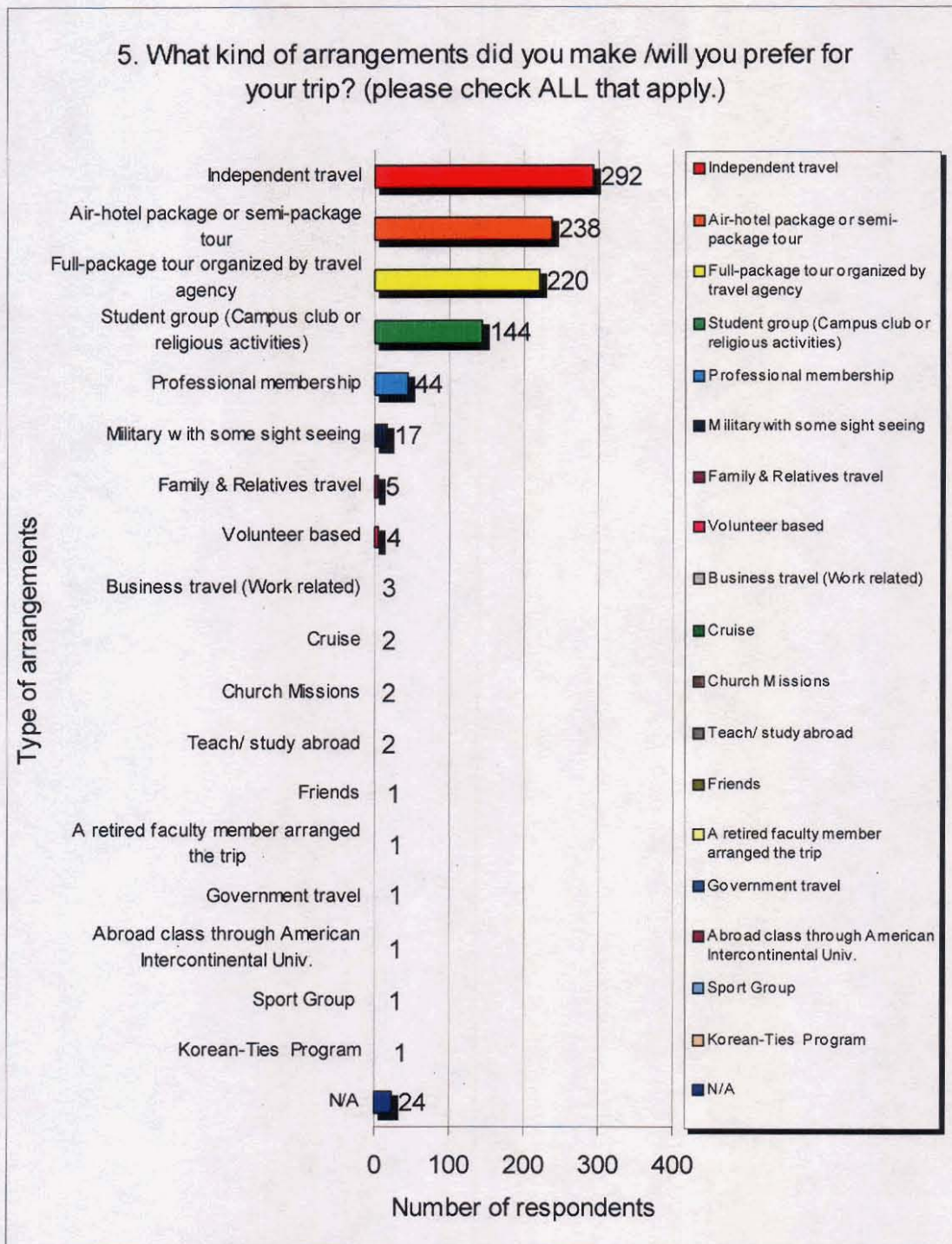


Figure11: The type of arrangements to visit countries in Asia

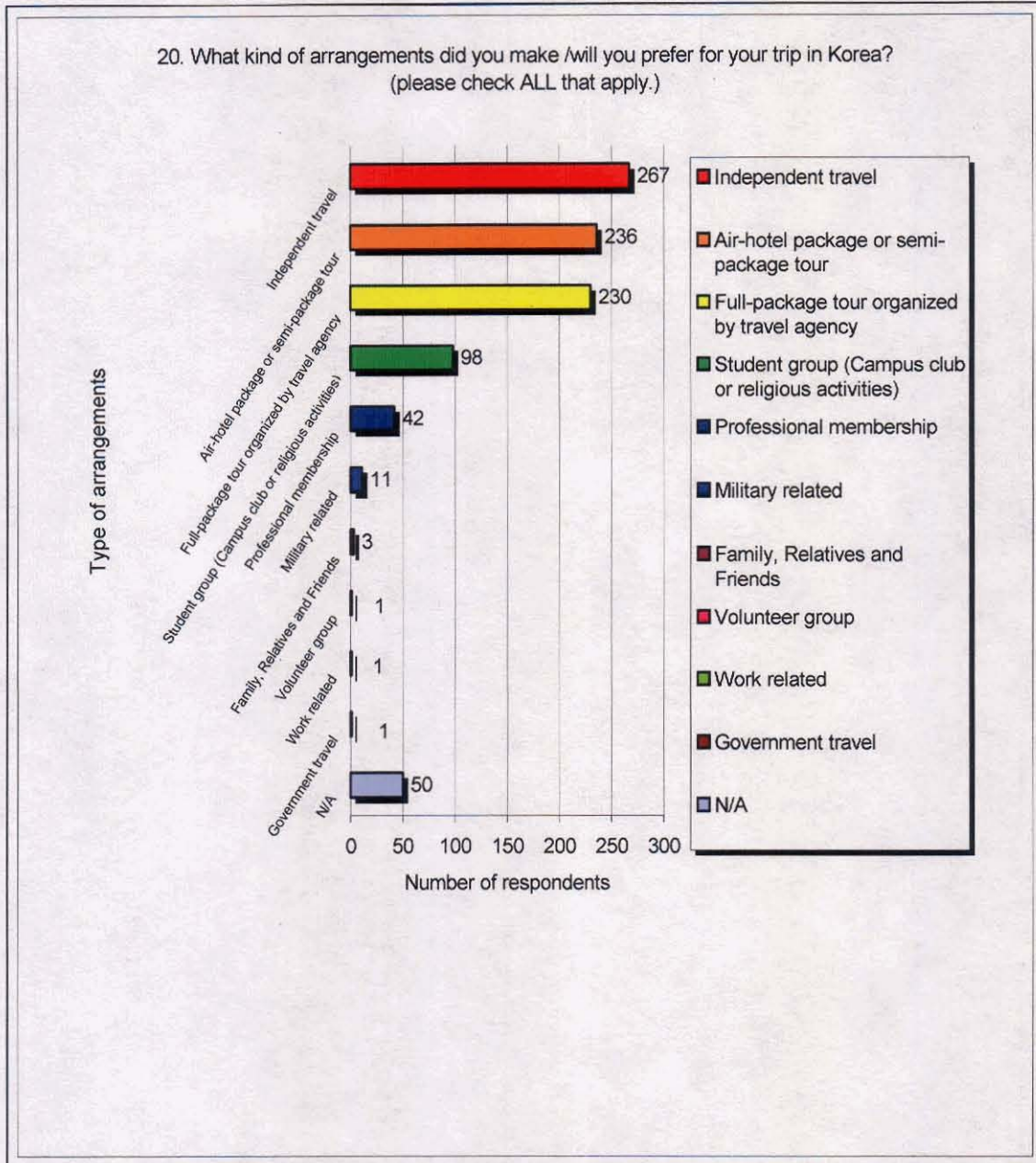


Figure12: The type of arrangements to visit Korea

7. Expenditure of travel

The seventh section of the survey consisted of two questions about the expenditure of travel, which were “Q8 Please estimate your total (future) per person expenditures excluding international airfare for your trip in Asia? vs. Q22 How much did (will)you spend per person in Korea for your trip? (Shopping, transportation, food, administration tickets, others but NOT INCLUDING FLIGHT FARE)” (Figure 13 & 14) on the survey.

206 respondents for the over 31% of all respondents answered “\$1,001~2,000” as their expenditures excluding international airfare for their trip in Asia. In next, 170 respondents preferred their budget to “\$2,001~3,000”, followed by “3,001~4,000” by 116 respondents, “1,000 or less than” by 102 respondents, “ 4,001~5,000” by 56 respondents and “more than \$5,000” by 51 respondents. Responses answered as a “ \$0” were “military related” or “ US government paid for trip.”. In addition, “N/A” include the answers such as “?”, “ I don not know”, “Depends on where in Asia”, “I do not remember” and “ None” (Figure 13).

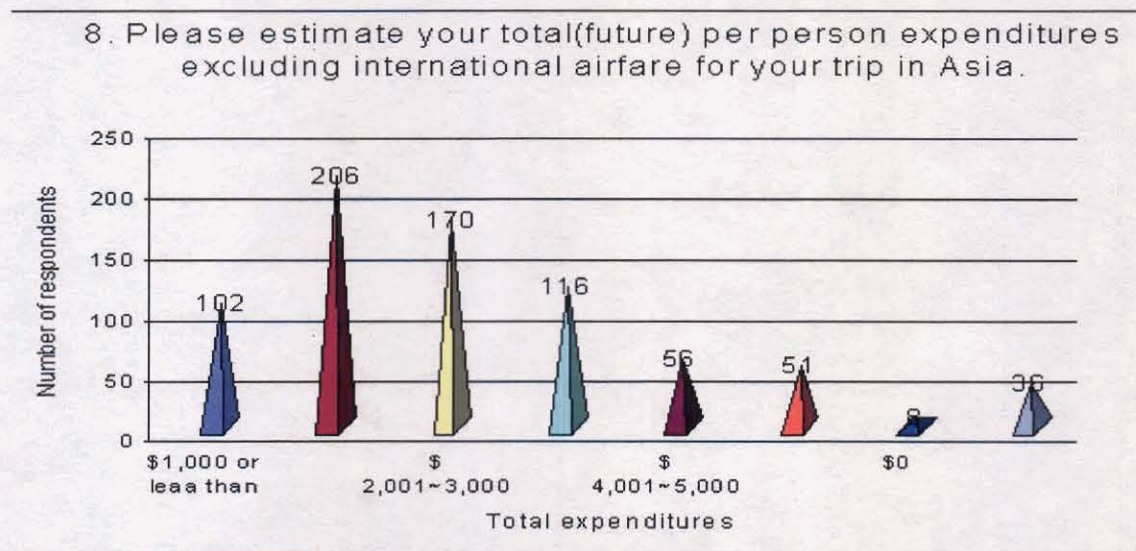


Figure 13: Expenditure of travel to countries in Asia

For travel to Korea, while, 144 respondents answered “\$1,001~1,500” as a their expenditures excluding international airfare for their trip in Korea. Next was “\$501~1,000” by 139 respondents, followed by “\$1,501~2,000” by 119 respondents, “\$2,001 ~2,500” by 98 respondents, “\$500 or less than” by 73 respondents, “ \$3,001~3,500” by 55 respondents and “\$3.501 or more than” by 26 respondents. Particularly, there was specific expenditure “\$5,929.67” by 1 respondent. As similar to the case of Asia, there was the response answered as “\$0” which means “paid for by US government such as Military”. N/A included “?”, “ I can not speculate at this time”, “Depends on my point in life”, “I do not want to go” and “ None”. There was one mistake to omit the range “\$2,501~3,000” of the items on list (Figure 14).

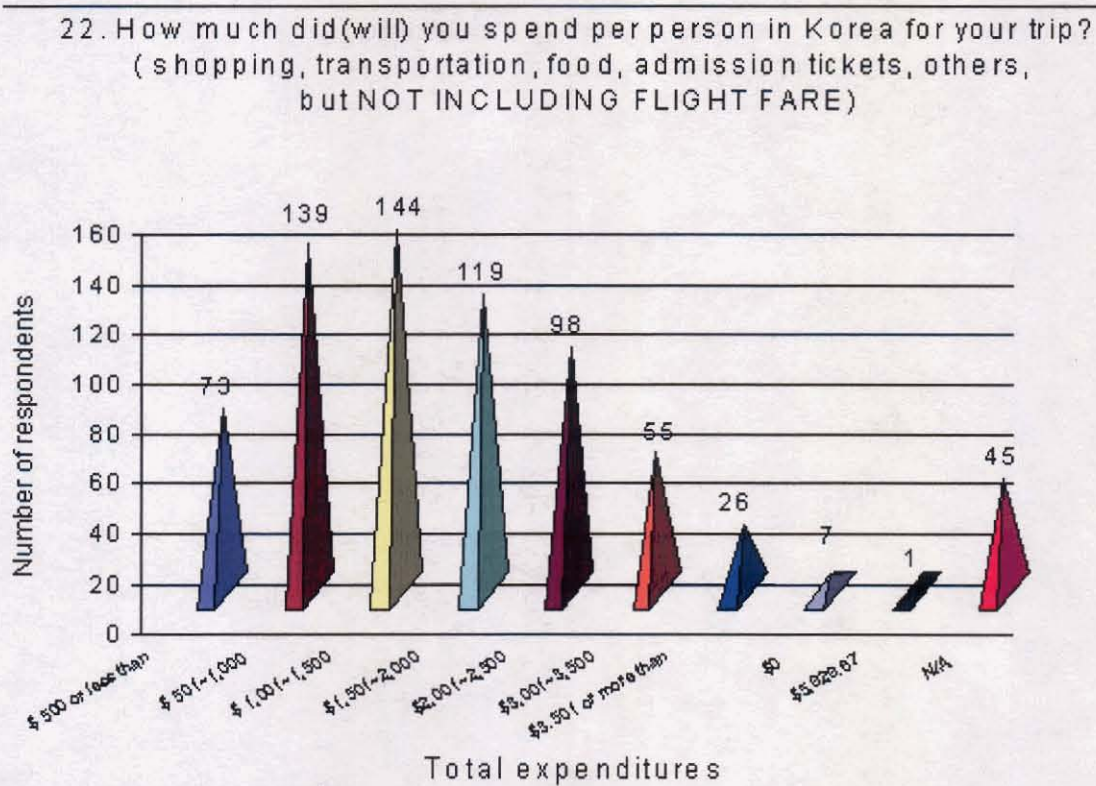


Figure 14: Expenditure of travel to Korea

To consider multi-destination travel in Asia, the range of expenditures for Korea travel was set \$500 lower than that for Asia travel. For example, the ranges of expenditures were started from “\$1,000 or less than” and increased \$1,000 by \$1,000 in Asia travel while those were started from “\$500 or less than” and increased \$500 by \$500 in Korea travel (Table 10).

Table 10: Expenditure of travel to countries in Asia vs. Korea

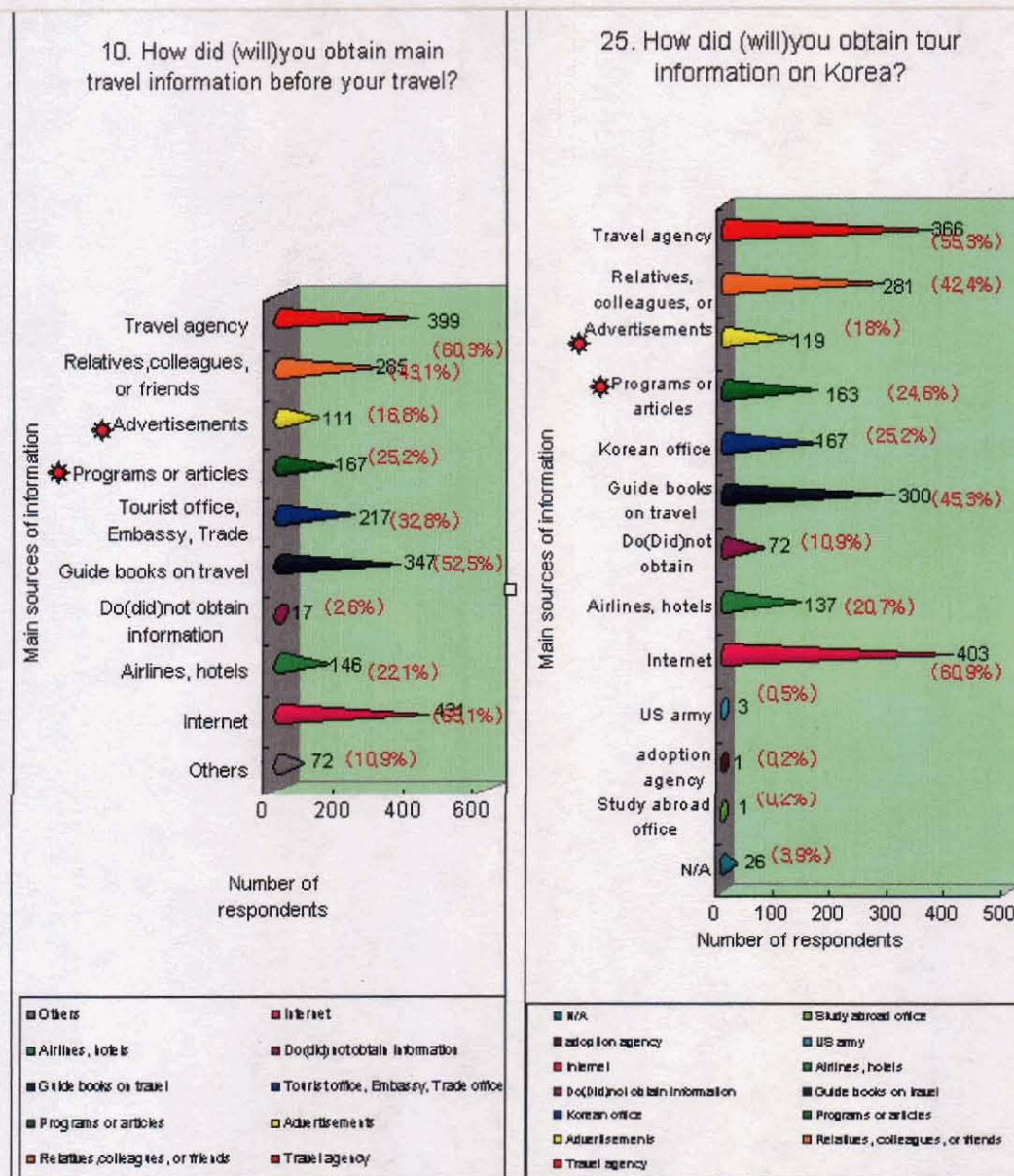
Asia		Korea	
Total expenditures	Number of respondents	Total expenditures	Number of respondents
		\$500 or less than	73
\$1,000 or less than	102	\$501 ~1,000	139
\$1,001~2,000	206	\$1,001~1,500	144
\$2,001~3,000	170	\$1,501~2,000	119
\$3,001~4,000	116	\$2,001~2,500	98
\$4,001~5,000	56	\$3,001~3,500	55
More than \$5,000	51	\$3,501 or more than	26
		\$5,929.67	1
\$ 0	8	\$ 0	7
N/A	36	N/A	45

8. Information sources of travel

The eighth section of the survey consisted of two questions about the information sources of travel, which were “Q10 How did (will) you obtain main travel information before your travel? vs. Q25 How did (will) you obtain main travel information on Korea?(Please check ALL that apply)” (Figure 15) on the survey.

This question was recommended to check ALL that apply so even though there was duplicated choice. Compare preferred sources of travel in Asia to those in Korea, the ranks of preferred sources of information for Asia travel were exactly same as those for Korea travel except for more various other opinions in Korea travel. Particularly, for respondents' main sources of information, Significantly, 431 respondents of question #10 about Asia travel and 403 respondents of question # 25 about Korea travel preferred to search information through the Internet. This number means over the 65% of all 662 respondents in the case of Asia travel and 60.9% of those in the case of Korea travel. In addition, 399 respondents (over 60 % of all) for Asia travel and 366 respondents (over 55% of all) for Korea travel answered they did/ will obtain main travel information from “Travel agency”. Third, 347 respondents (52.5%) for Asia travel and 300 respondents (45.3%) for Korea travel preferred to get information from “Guide books on travel”. Fourth, 285 respondents (43.1%) for Asia travel and 281 respondents (42.4%) for Korea travel answered they preferred to obtain travel information from “ Relatives, colleagues, or friends”. It shows the importance of “words of mouth -effect”. In addition, only 167 respondents (25.2%) for Asia travel and 163 respondents (24.6%) for Korea travel chose “ Articles or programs” as information sources of their travel besides, 111 respondents (16.8%) for Asia travel and 119 respondents (18%) for Korea travel

answered "Advertisement" even though these information sources included the way of obtaining of information from TV, Radio, Newspapers, Magazines, etc.



★ This mark means (Obtain information from TV, radio, newspapers, magazines, etc.)

Figure 15: Information sources of travel

Generally, for the preferences of information sources, those in case of Asia travel were very similar to the case of Korea travel.

9. Preference of tourist destination (in the case of one destination vs. in the case of multi-destination)

The ninth section of the survey consisted of two questions about the preference of tourist destination (in the case of one destination vs. in the case of multi-destination), which were “Q3. Which countries did (will) you visit in Asia? (Please check ALL that apply)” (Table 11 & Figure 16) and “Q4. If you visited more than a single destination on one trip. What are the destinations that you have visited?” (Table 11 & Figure 16) on the survey.

In terms of the ranks of the preferred tourist destination, generally, those in the case of one destination were very similar to the case of multi-destination except Taiwan. Particularly, for the both of the case of Asia travel and the case of Korea travel, among the major destinations, Japan was the number one country to visit by UW-Stout People (26.64% in the case of one destination and 17.92% in the case of multi-destination), followed by China (17.70% in the case of one destination and 13.21% in the case of multi-destination), Thailand (16.90% in the case of one destination and 9.91% in the case of multi-destination), Hong Kong (13.03% in the case of one destination and 6.60% in the case of multi-destination), Korea (11.13% in the case of one destination and 6.60% in the case of multi-destination). In next, Taiwan was the sixth destination (6.86%) in the case of one destination but the ninth destination (1.89%) in the case of multi-destination. For the one destination, Vietnam, Philippines and India were chosen by over the 10 people as an “others” item. (Figure 16 & Table 11)

Which countries did (will) you visit in Asia?

If you visited more than a single destination on one trip. What the destinations that you have visited?

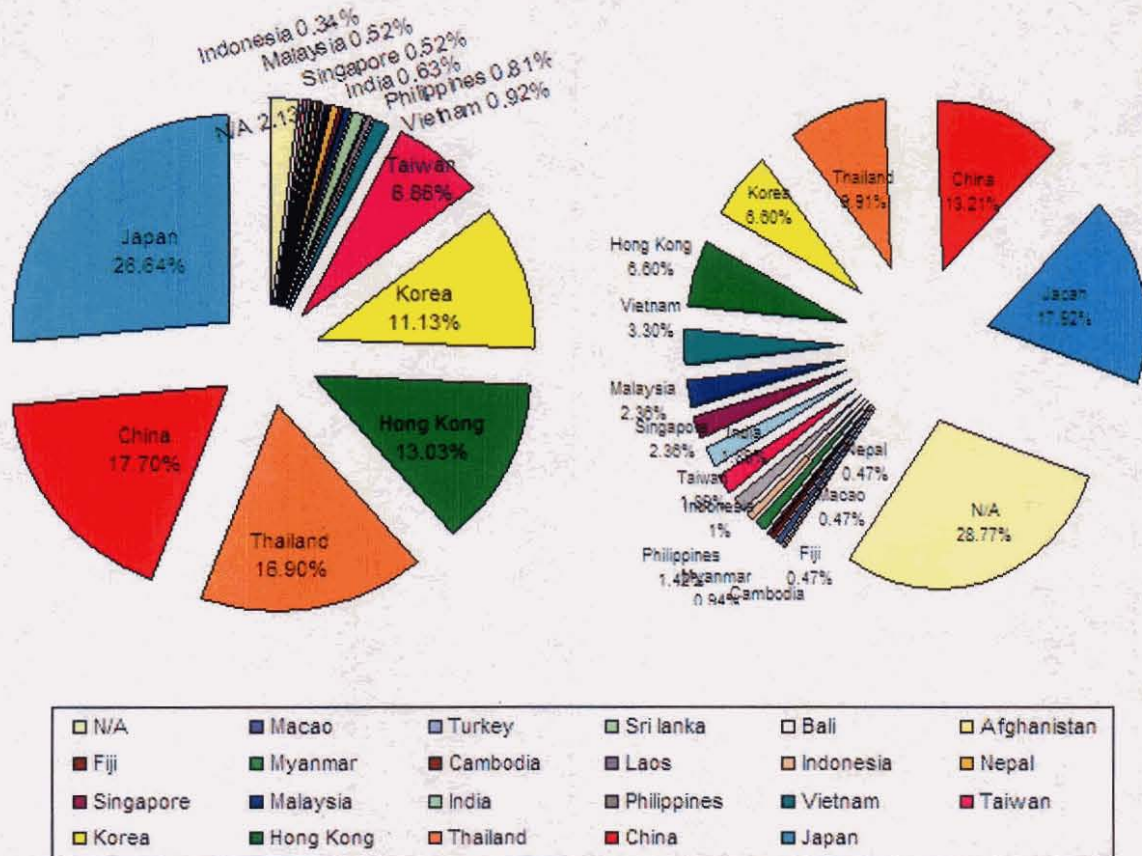


Figure 16: Preference of tourist destination (In the case of one destination vs. in the case of multi-destinations)

In addition, for the multi-destination, this question has significantly many 61 of “N/A” respondents because the answers did not mention specific name of country such as “all of them”, “A bunch, I can not recall their name.”, “I do not know.” included “N/A”.

The case of specific city or destination names such as Koh Samui, Pukhet, Ho Chi Minh, and The Great Wall of China included each country.

Table 11: Preference of tourist destination
(In the case of one destination vs. in the case of multi-destinations)

Name of Countries	Number of Respondents		Name of Countries	Number of Respondents	
	One destination	Multi-destinations		One destination	Multi-Destinations
Japan	462	38	Singapore	9	5
China	307	28	Malaysia	9	5
Thailand	293	21	Nepal	6	1
Hong Kong	226	14	Indonesia	5	2
Korea	193	14	Cambodia	4	1
Taiwan	119	4	Myanmar	2	2
Vietnam	16	7	Fiji	2	1
Philippines	14	3	Macao	1	1
India	11	4	N/A	37	61

10. Accommodations of stay

The tenth section of the survey consisted of a question about the accommodations of stay, which was “Q9. What types of main accommodations did (will) you prefer to use while in Asia?” (Table 12 & Figure 17) on the survey.

The item “Staying at the Under 3 stars-level Hotel” was preferred by 341 respondents for 36.2% of respondents. “Over 4-stars-level Hotel” was ranked next popular accommodation by 265 respondents. “Guest House or Youth hostel” was the third popular accommodation by 117 respondents followed by “Host family or Home-stay”, “Relatives’ or Friends’ house” and “ Temple/ Church”. “Military Housing” was consisted of “US Navy Ship”, “Navy base Lodge” and “Military base or naval ship”. In addition “N/A” included “None”, “Uncertain”, “ where ever I can go and get a real

culture experience”, “Japanese Bath house” and “ lived in town”.

Table 12: Accommodations of stay

Types of main accommodations	Responde nts	Types of main accommodations	Responde nts
Hotel (over 4stars-level)	265	Apartment	1
Hotel (under 3stars-level)	341	Camping	3
Relatives` or Friend`s house	69	Campus facility	3
Host family/Home-stay	90	Government housing	1
Guest house/ Youth Hostel	117	Military Housing	7
Temple/ Church	24	N/A	21

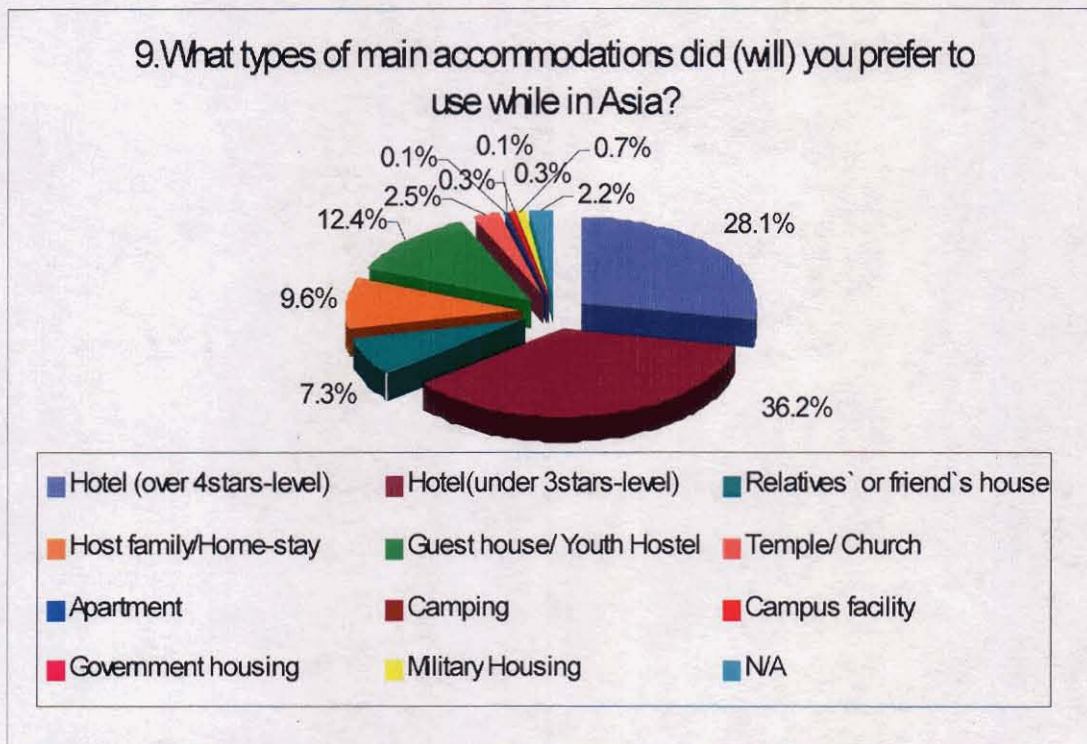


Figure 17: Accommodations of stay

11. Influenced factors of travel decision to countries in Asia

The eleventh section of the survey consisted of a question about the Influenced factors of travel decision to countries in Asia, which was “Q.11 ~ 16. Which factors (will) influence you mostly to make your visit to each countries? (Please check ALL that apply.)” (Figure 18) on the survey.

In terms of the various influenced factors of travel decision to countries in Asia, generally Japan occupied the higher position all items around, followed by China, Thailand. In addition Hong Kong, Korea and Taiwan occupied lower position. This result was correspondence with the result of table 11: Table 11: Preference of tourist destination (In the case of one destination vs. in the case of multi-destinations)

Particularly, In terms of “Unique culture” as a most popular item of overall countries, Japan was the number one country by 384 respondents. The second was China by 371 respondents, followed by Thailand by 330 respondents, Hong Kong by 305 respondents, Korea by 298 respondents and Taiwan by 275 respondents. The next high ranked items were three depends on each country, “Historical facilities”, “Price” and “Natural scenery”. Japan was top in the parts of “Historical facilities by 344 respondents” and “Natural scenery by 340 respondents”, While China showed high rate in the all three part 329 respondents in “Historical facilities”, 320 respondents in “Natural scenery” and 318 respondents in “Price”. For Hong Kong, price was strong attraction by 299 respondents compare to other two conditions. Next ranked items were “ Security”, “Friendly people”, “ Cuisine”, “Shopping”, “Convenience”, “ Tourist facilities” and “Nightlife”. Significantly, For Japan, Cuisine was the best popular item of those compare to other conditions. For Hong Kong, nightlife was the popular item of those

compare to other conditions. For Korea and Taiwan, “Friendly people” was the significantly high part of others except security because security was showed highest part of all countries but Japan. For Thailand, “Security”, “Cuisine” and “Friendly people” were evenly high part of others. For last three items “ Events or Conferences”, “Others” and “ Spa & Skin Massage” were indicated comparatively lower part of all countries. Particularly, Taiwan was the lowest country in “Events or Conferences” and Korea was the lowest country in “ Spa & Skin Massage”. Hong Kong was the lowest country in “ Others”. Respondents did not mention about “Other”

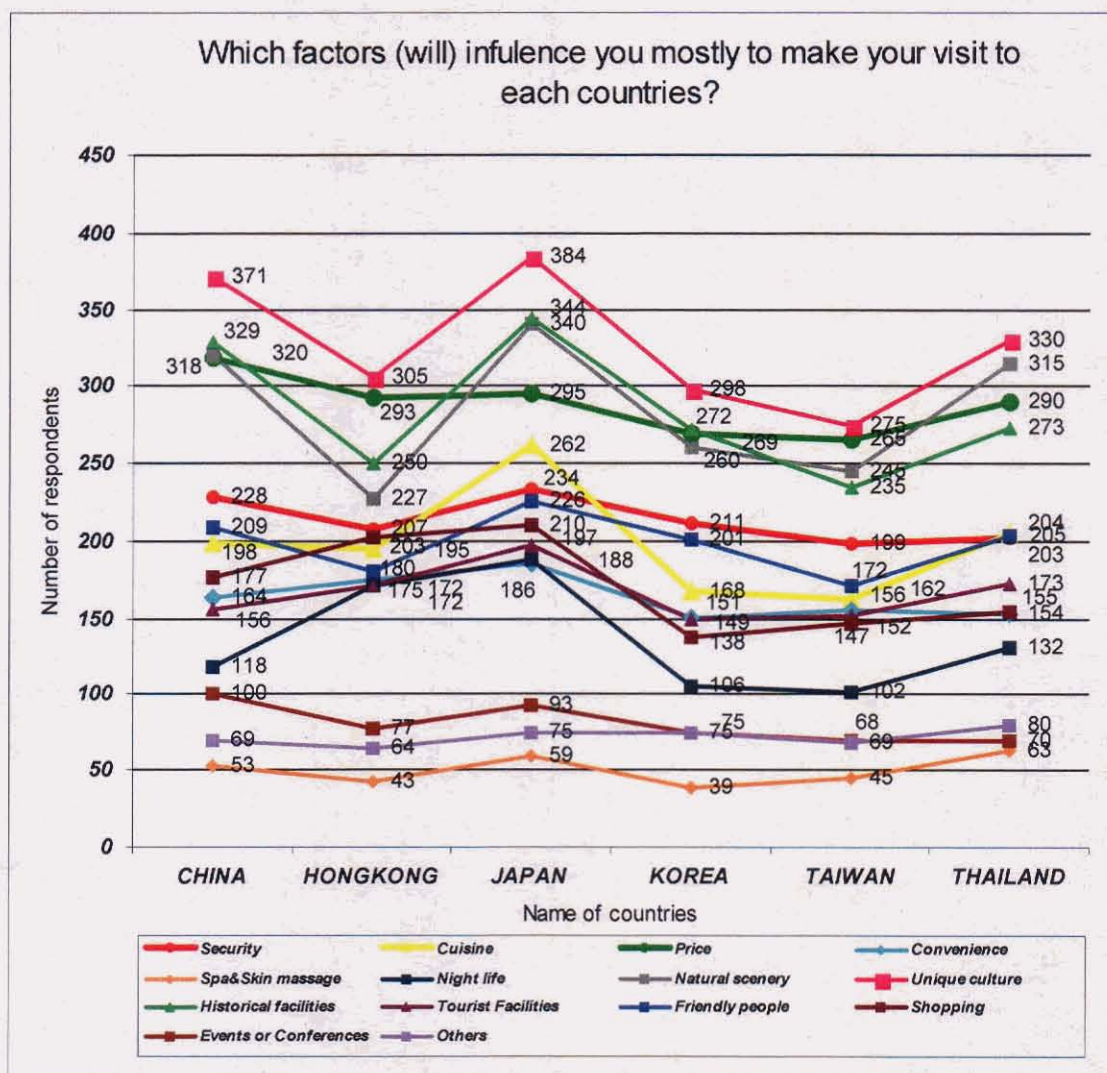


Figure 18: Influenced factors of travel decision to countries in Asia

12. Influenced factors of travel decision to Korea

The twelfth section of the survey consisted of two questions about the Influenced factors of travel decision to Korea, which were “Q 23. Which factors (will) influence you mostly to make your visit to Korea when you compare Korea to other Asian countries?”(Figure 19) and “Q 24. Which factors (will) influence you mostly NOT to make your visit to Korea?”(Figure 20) on the survey.

This question was recommended to check ALL that apply so even though there was duplicated choice. In terms of the various influenced factors of travel decision to Korea, 325 respondents chose “3) Recommendation of friends, coworkers, or relatives” as their influenced factors of travel decision. This included the other opinions such as “Expended family”, “Friends who are Korean”, “Based on Korean people I’ve met, they’re great!”, “My husband has been to Korea and does business in Korea. The people I have met that he does business with are wonderful, and we want to go see them in their country.” and “visit relatives, see where mother grew up”. It shows the importance of “words of mouth -effect”. “7) Inexpensive travel cost” was second influenced factors of their travel decision of Korea by 250 respondents. The items such as “1) Unique tour program such as visit North Korea” by 224 respondents and “2) Advice of travel agents or tour operators” by 220 respondents were ranked the third and fourth respectively. As the fifth main influenced factor, “History of Tae Kwon Do”, “Museum, culture”, “Roots”, “Korea research”, “To see the corporate Head of Samsung” and “Unique Korean historical sites” were categorized into “8) To understand Korea” by 212 respondents. In addition, as the influenced factors of travel decision to Korea, the percentage of respondents of “5) TV, Radio, Newspapers, Magazines, Book, etc.” was less than

expected. The factors “6) Host country of the event or conference” and “4) Former visit experience” were the seventh and eighth influenced factors of their Korea travel decision respectively. In addition, there were “9) Adoption”, “10) Military related” as “Other” opinions. “Beautiful country”, “Do not plan to go”, “If I believe Korea is safe and affordable I would love to go”, “KOREA!”, “Never been there”, “Safety”, “Time”, “Skiing”, “visit homeland” categorized into the item “11) N/A”.

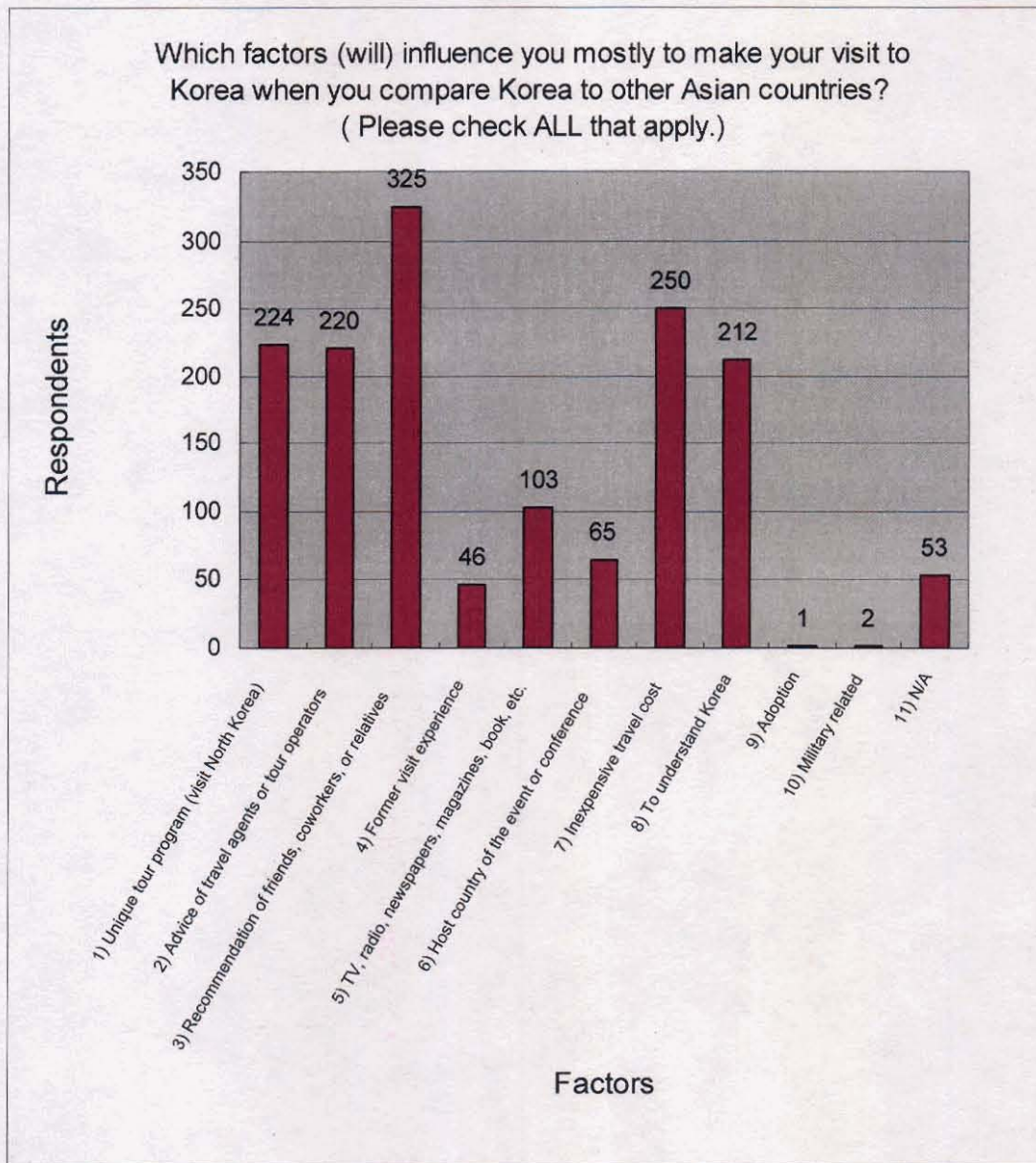


Figure 19: Influenced factors of travel positive decision to Korea

While, In terms of “Q24. Which factors (will) influence you mostly NOT to make your visit to Korea?”, 401 respondents chose “1) Security issues such as North Korea” as their main negative factors of travel decision. “2) Lack of information about Korea” by 302 respondents, “ 5) Lack of an interest in Korea” by 208 respondents, “6) Expensive travel cost compared to other countries in Asia” by 196 respondents and “4) Lack of unique attraction compared to other Asian countries” by 160 respondents were main influenced factors of NOT travel decision of Korea #2, #3, #4 and #5 respectively.

In terms of the importance of Word of mouth effect, the factors such as “ 7) Not recommended by friends, coworkers, or relatives who ALREADY visited Korea” with 147 respondents and “ 8) Not recommended by friends, coworkers, or relatives who did NOT visit Korea” with 48 respondents indicated significantly if it is combined together, 195 respondents were influenced negatively on their Korea travel decision by word of mouth factor. In addition, there were “9) Bird flu”, “10) Personal problems such as money, time or health” and “11) Language barrier’ as their “Others” opinion.

The answers like “I do not know anyone in Korea.”, “I do not plan to go.”, “I love Korea.”, “I would go again in a heartbeat.”, “I have been there, and I know it is safe.” and “Nothing.” were categorized into “12) N/A”.

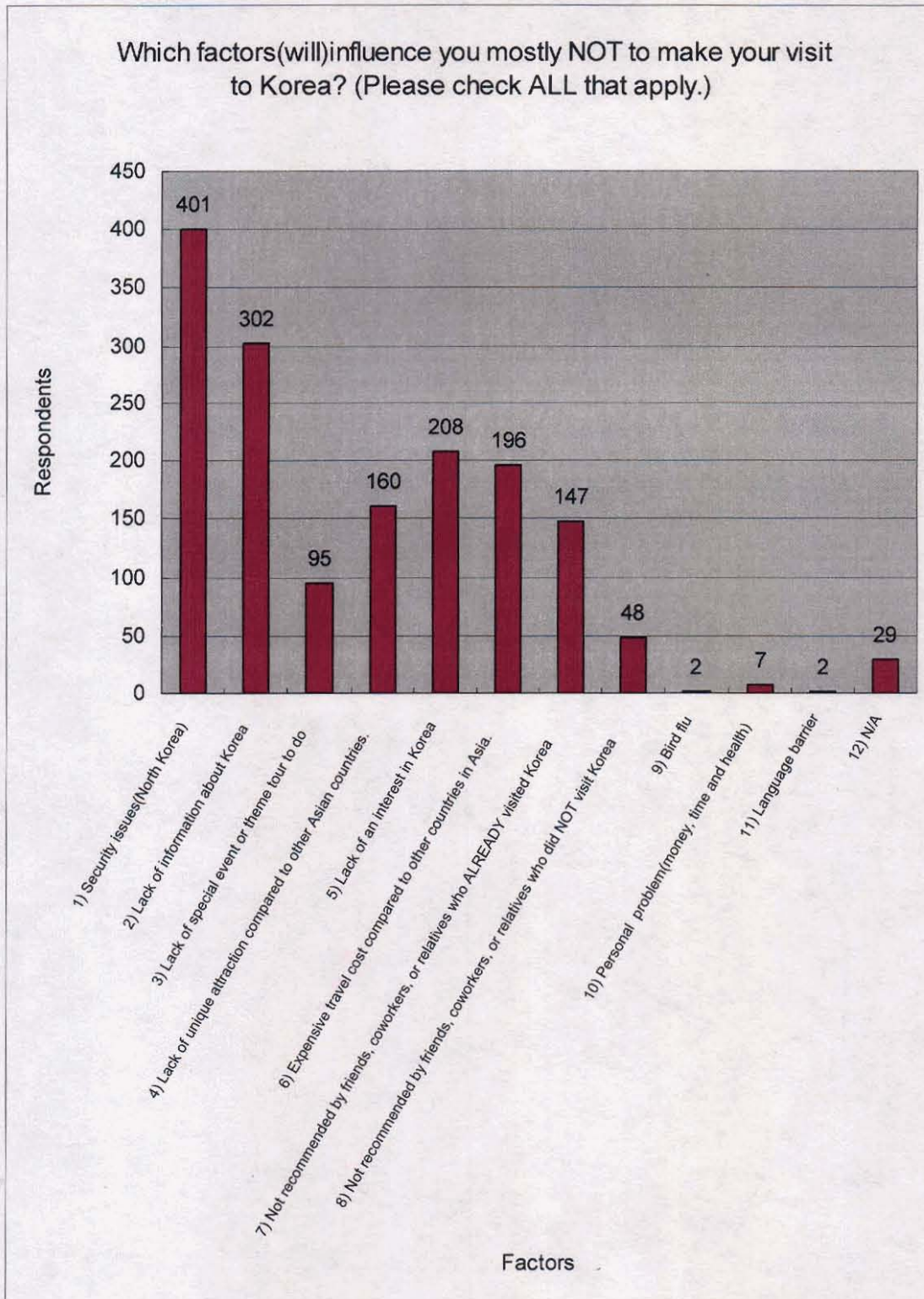


Figure 20: Influenced factors of travel negative decision to Korea

13. Preference of travel program in Korea

The thirteenth section of the survey consisted of a question about the preference of travel program in Korea, which were “Q26. What kinds of travel are you interested in Korea? (Please check ALL that apply.)”(Figure 21) on the survey.

This question is recommended to check ALL that apply so even though there is duplicated choice, significantly, 384 respondents (58% of all 662 respondents) were interested in “National Parks or Mountains tours” and 358 respondents (54% of all 662 respondents) chose “Island tour such as Jeju island, Ulleungdo, Udo, Dokdo and etc.

297(44.9%) respondents were interested in travel to visit “Historical palaces such as Deoksugung Palace, Kyeongbokgung palace in Seoul” and 237(35.8%) respondents chose “Walking tour to go popular hotspots for young generation such as University-Street surrounded by other famous schools in Seoul. 235(35.5%) respondents were interested in travel to visit “Shopping places such as Namdaemun market, Mileore, Doosan tower and etc.”. While total 992 respondents were interested in Cultural-experience program specifically there were five categories of Cultural experience programs as following. 1) Traditional Music& Dance or Wedding with 206(31.1% of all) respondents, 2) Kimchi making or Korean traditional food making tour with 204(30.8%) respondents, 3) Taekwondo 1 day culture tour with 147(22.2%) respondents, 4) Buddhist temple stay with Zen Meditation with 230(34.7%) respondents, 5) Traditional village stay with learning program of Korean traditional culture with 205(31%) respondents. It means approximately one of second of all 662 respondents chose more than one namely, two of cultural experience programs. Specially, 209(31.6%) respondents also were interested in “ North Korea tour such as Geumgangsán-diamond mountains) and “Health & Beauty

Tours such as sweat-room (Jjimjilbang and Hanjeungmak), and beauty treatments like massage, nail care and hair removal” travel item was chosen by 157(23.7%) respondents. 151(22.8%) respondents were interested in “Bus tour in downtown of each city (Seoul, Pusan, Kyoung ju, etc.)” and 128(19.3%) respondents chose DMZ [DeMilitarized Zone] as their visit course. The item“ Movie & Filming locations tour” was chosen by 108(16.3) respondents.

What kinds of travel are you interested in Korea?
(Please check ALL that apply.)

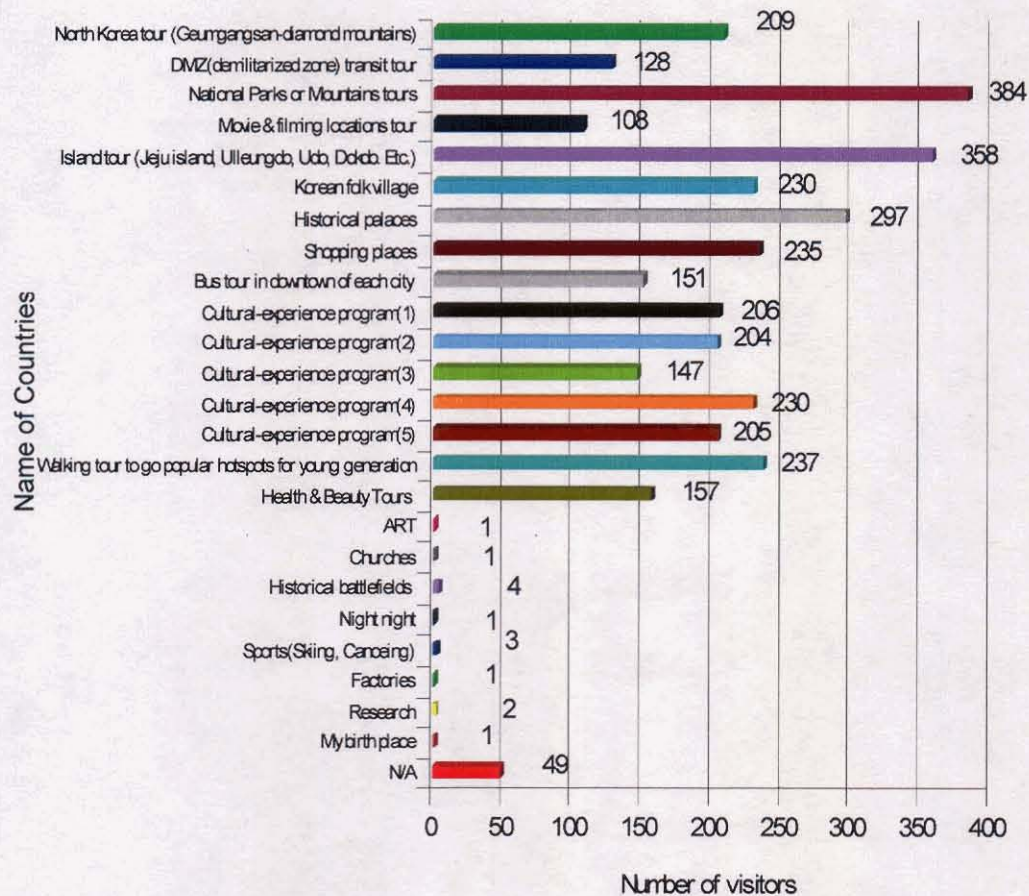


Figure 21: Preference of travel program in Korea

14. Perception of Korean companies

The fourteenth section of the survey consisted of a question about the Perception of Korean companies, which was “Q27. Select as many products (brand names) from the following items that you know made in Korea.”(Figure 22) on the survey.

Even though all of them on the list were Korean companies there were significantly gaps among some brand names whether received or not. Most well known brand name of Korea was Samsung by 497 respondents. It means 75.1% of all 662 respondents at UW-Stout people have known Samsung company. Next were representative troika car companies of Korea, Kia by 455(68.7%) respondents, Hyundai by 450 (68%) respondents and Daewoo by 392 (59.2%) respondents. L.G was chosen by 236 (35.6%), Korean Airline was known by 173(26.1%) respondents. Surprisingly, comparatively electronic company which has short history, I-river, was chosen by 82(12.4%) respondents and as a representative Korean noodle brand, Nong-Sim, was chosen by 44 (6.6%) respondents. Asiana Airline 44(6.6%) and 29(4.4%) of respondents chose Lotte. As an opinion of “Others” item, OB beer was chosen by 1 respondent. “N/A” included the answers “ I do not know”, “I do not know any”, “ None” and “ Unknown”.

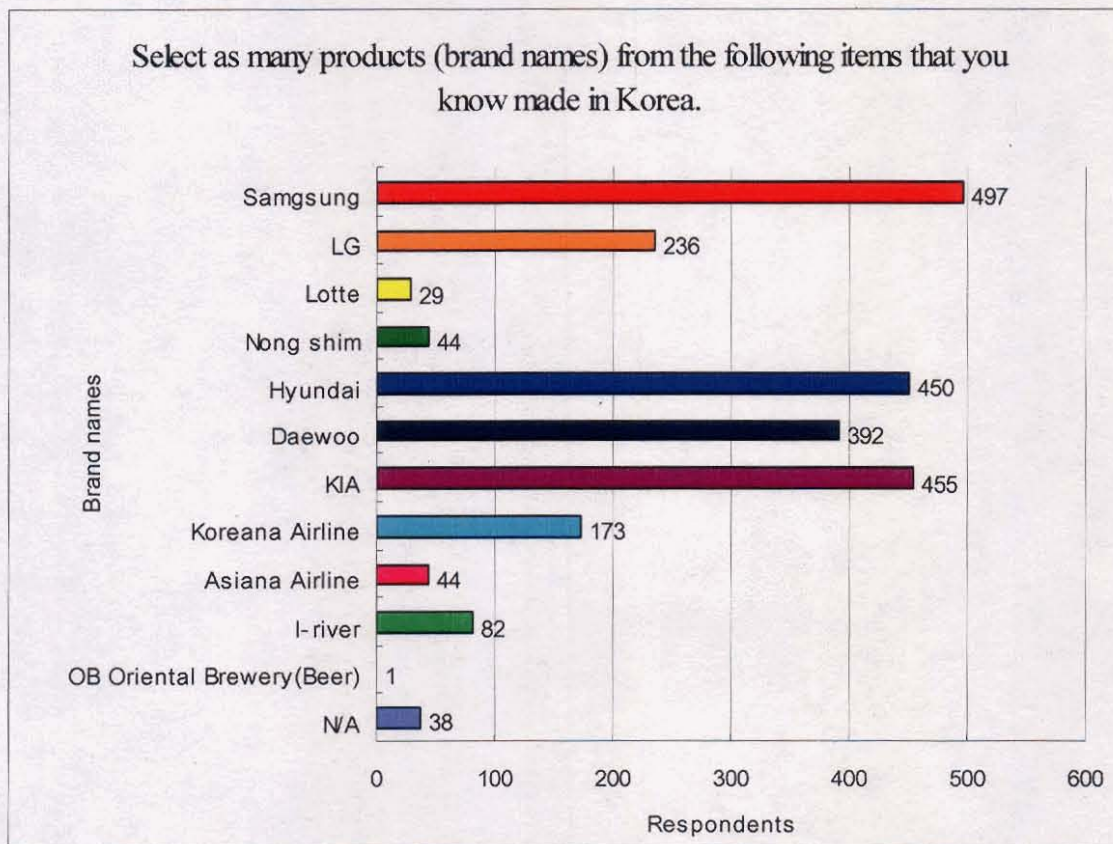


Figure 22: Perception of Korean companies

15. Perceived image of Korea

The fifteenth section of the survey consisted of seven specific parts of answers about the perceived image of Korea in spite of only one question which was “Q28. Briefly, What is your image of Korea? (Please, type 3 images.)”(Figure 23) on the survey.

Question #28 was given to respondents as a free answer type. There were various opinions. There fore, this question was categorized into seven specific groups as following. 1) About Korean, 2) Bias image of Korea, 3) National image related to North Korea, 4) Cultural image of Korea, 5) Tourist image of Korea, 6) Social & Economic image of Korea, 7) About general image of Korea

1). About Korean.

24 respondents answered the item “Asian or Asia country” as a Korea image and 8 respondents chose the item “Adoption, part of Korean, relatives”. As a under 1% of all 622 respondents, lest of respondents chose Korean is strong and hard working people, foreign, westernized, small people, unfriendly towards visitors as well and Korean do not have peace in life. There is language barrier such as communication problem with locals of Korea.

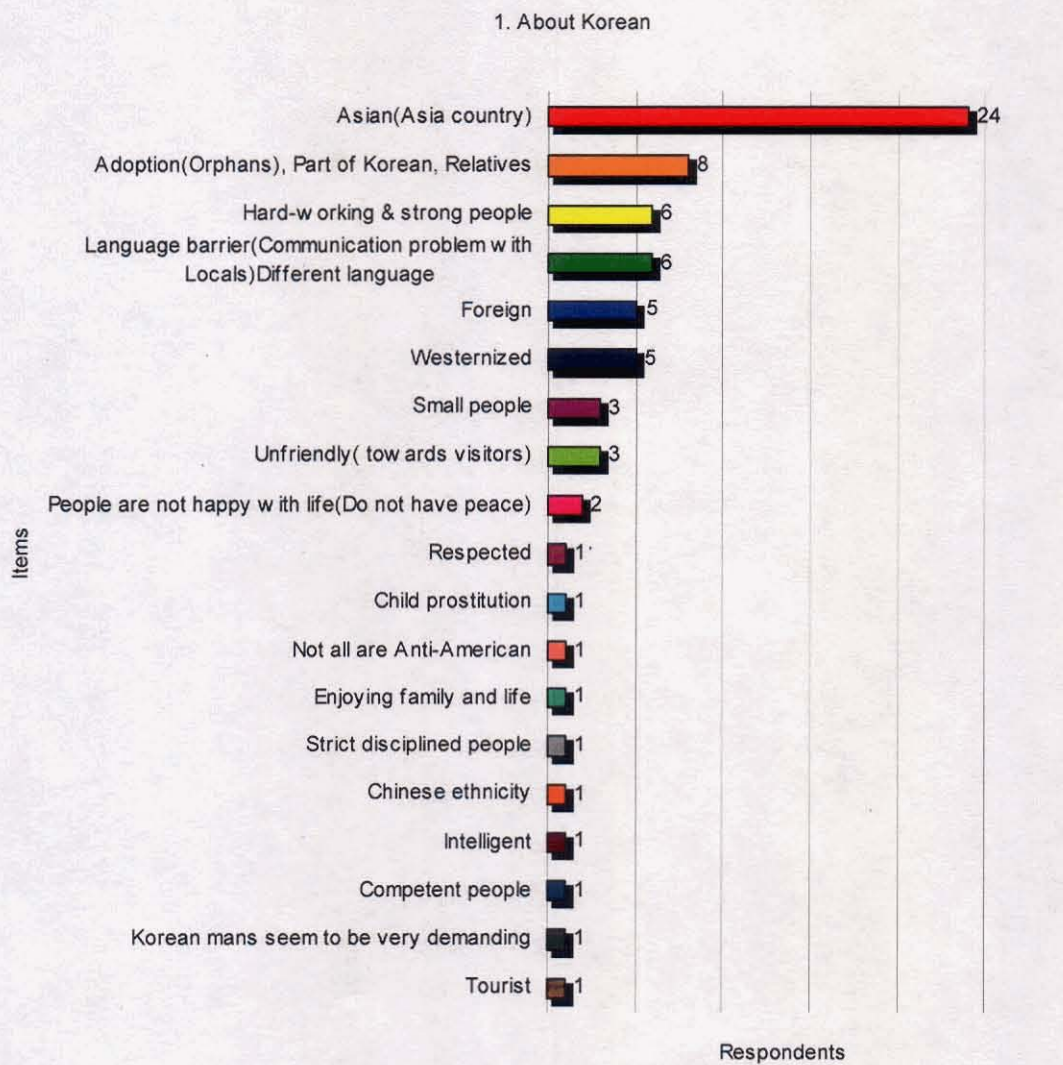


Figure 23: Perceived image of Korea -About Korean

2) Bias image of Korea

25 respondents answered Korea has Exotic image and 23 respondents answered Korea is interesting. Korea also had Green and Tropical jungle image by 21, 15 respondents respectively. 13 respondents chose “ Small country” and “ Dirty” as an image of Korea. Less than 1% of all 622 respondents chose “Mysterious & Ancient culture” , “Fun”, “Peaceful”, “Forests”, “Exciting”, “Colorful” , “ Rainy” , “ Far away”, “ Boring”, etc.

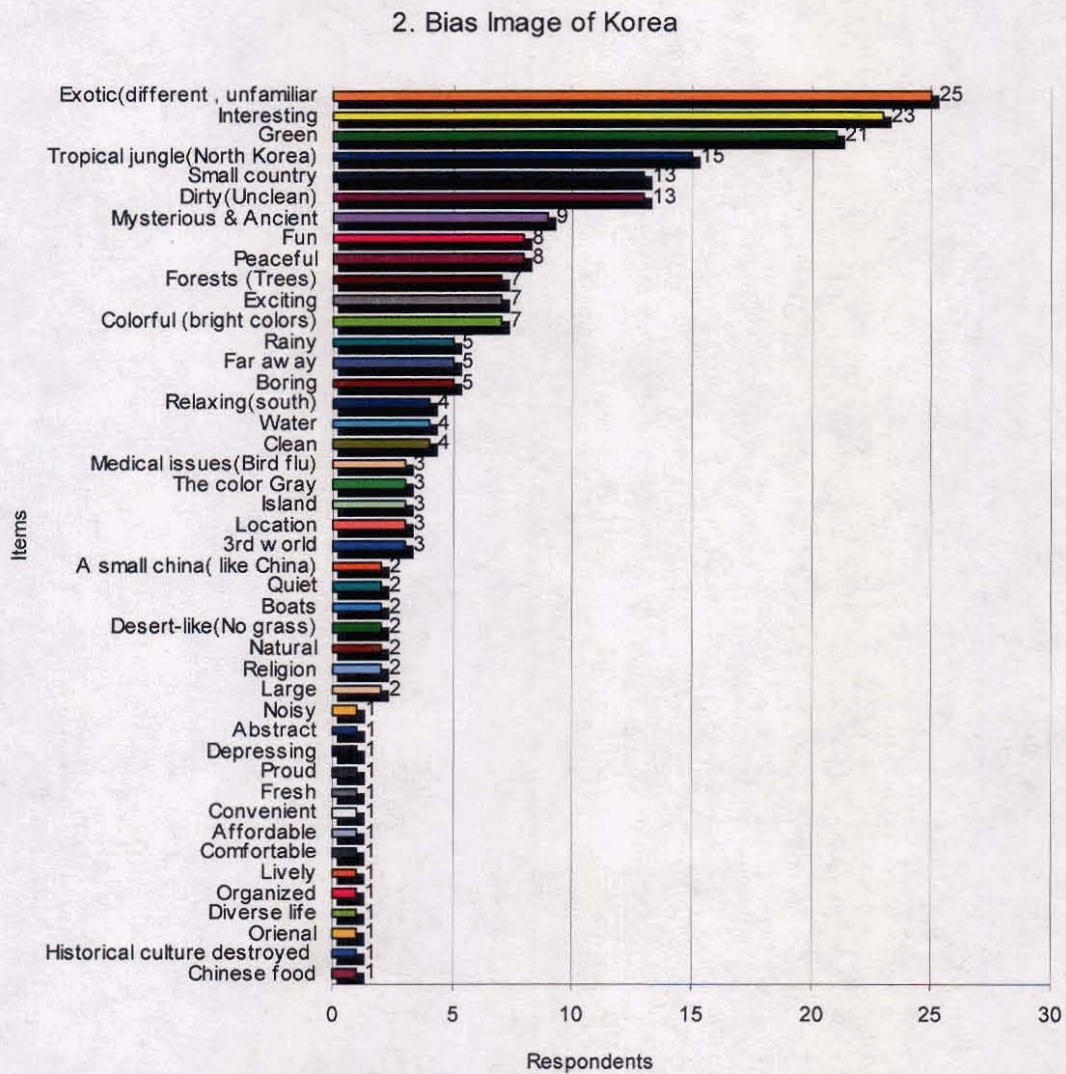
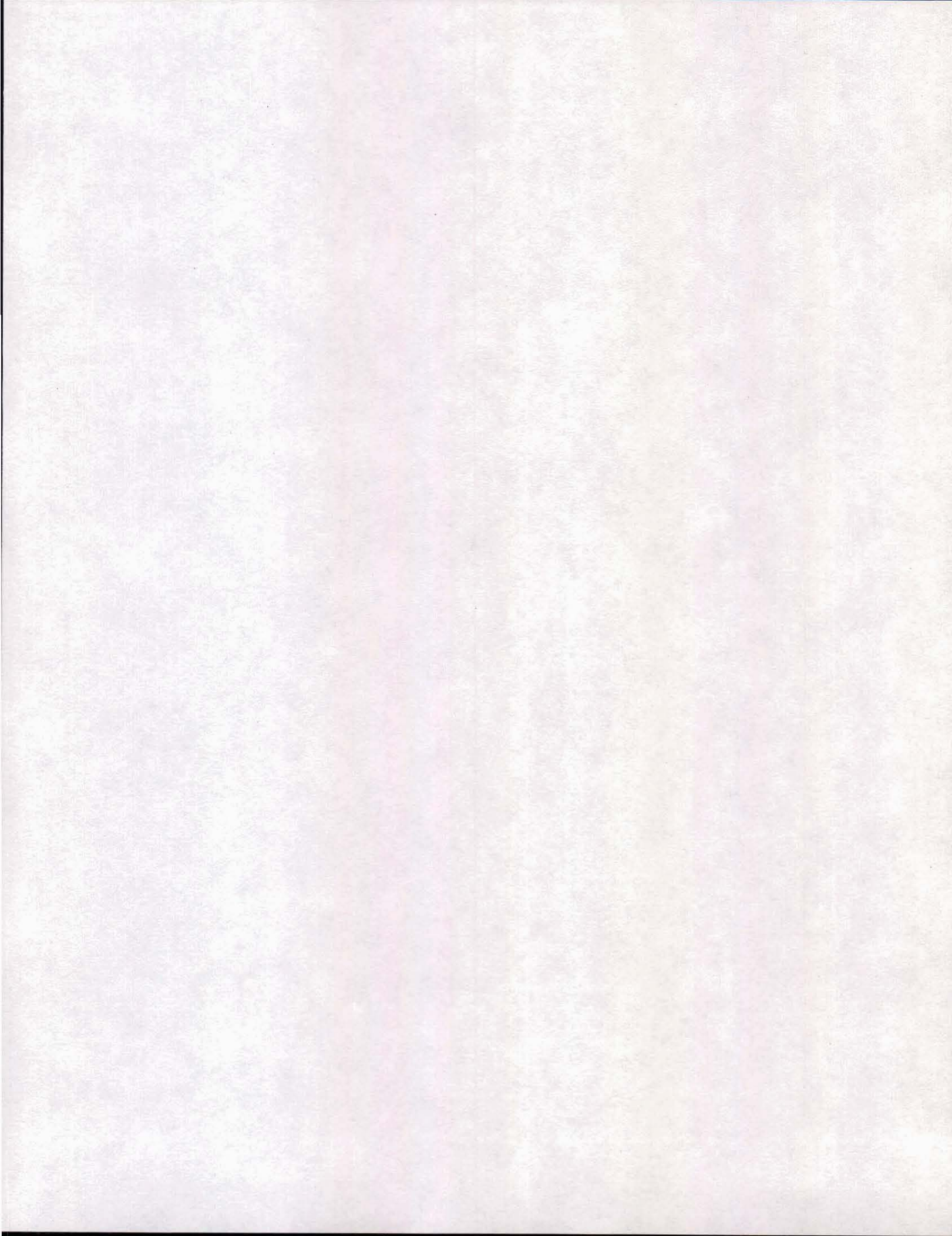


Figure 24: Perceived image of Korea -Bias image of Korea

3) National image related to North Korea

70 respondents chose the item “North vs. South (DMZ, Military, Conflict)” as a Korea national image. “Safety worries of North Korea” and 64 respondents and 54 respondents chose “War” respectively. Respondents chose the “Poverty” image and “Anti-America” image as well. “Communism or Communist”, “ Unstable government”, “Dictatorship or Jung-Il Kim” and “ Nuclear weapons” also were mentioned. 5 Respondents chose “TV situation comedy M. A. S. H. (Mobile Army Surgical Hospital)” as a Korea image. M. A. S. H. (Mobile Army Surgical Hospital) is based on Korea war situation in 1950s. “Team America: World police” is an animation movie that is influenced of North Korea.



3. National Image related to North Korea

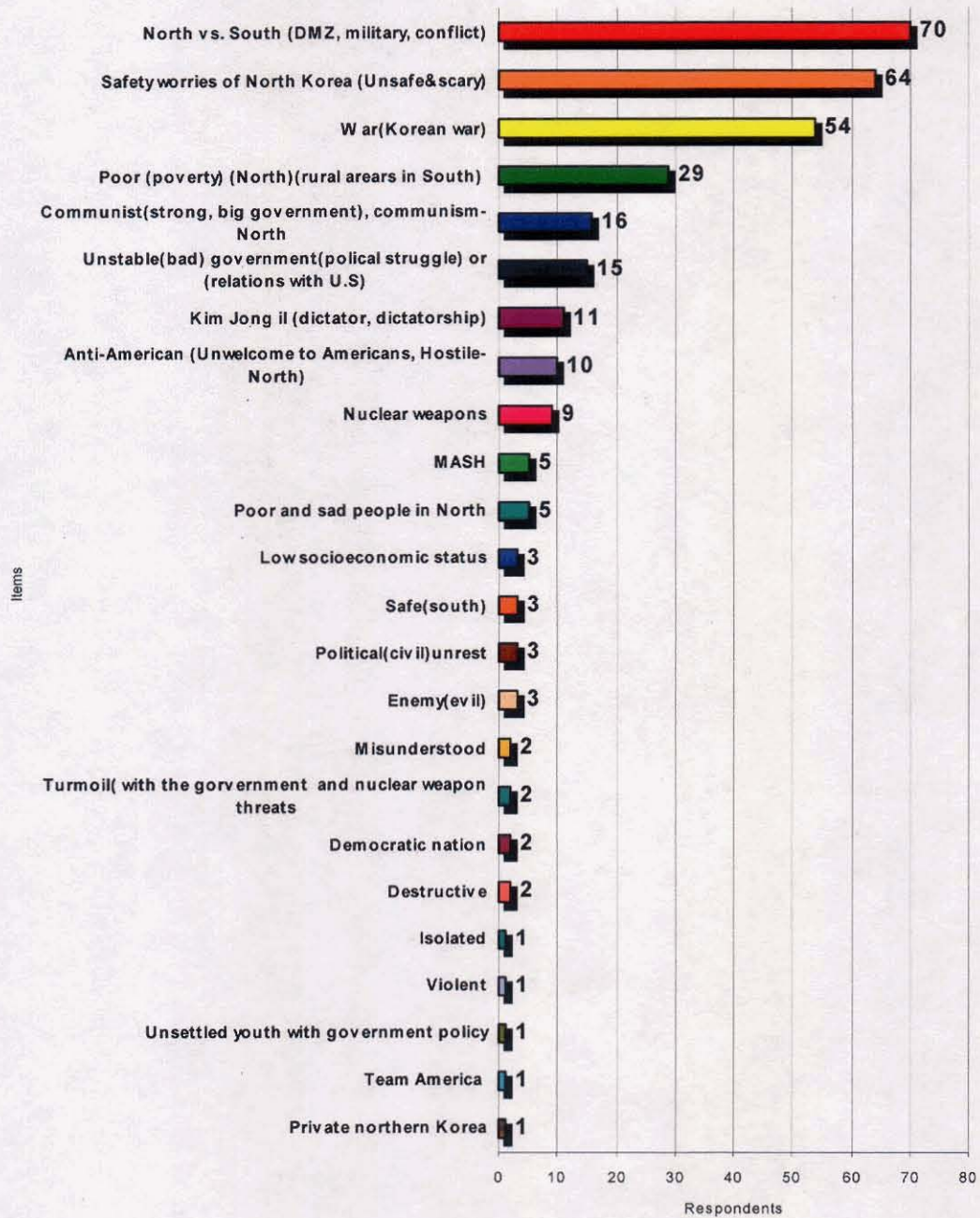


Figure 25: Perceived image of Korea - National image related to North Korea

4) Cultural image of Korea

41 respondents chose " Unique Korean food" for a cultural image of Korea. Specially, other 10 respondents mentioned exactly the name of Korean traditional fermented vegetable dish "Kim chi" and 6 respondents pointed the name of Korean traditional liquor "Soju". These numbers are excluded in the item " Unique Korean food" unless the number of respondents who chose Korean food comes to 57 for 8.6% of all 662 respondents. As another opinion, 4 respondents chose " fresh fish or fresh market". 17 respondents chose " strong tradition such as deep respect". In terms of traditional fashion, " Beautiful traditional dress, Han bok" by 11 respondents, "big hats" by 3 respondents, "Tiny shoes" and "Fun fashion" by 1 respondent respectively. "Traditional Martial Art, Taekwondo" had 11 respondents . Such as Temples or Buddhist related to Buddhism were chosen 8 respondents. Other 1 respondent chose "Meditation".

In terms of sports, "Hosted 1988 Olympics" by 3 respondents, " Soccer", " Master of ping pong", "Gymnasts" and " Baseball" by 1 respondents respectively. As another opinion, the hit ABC drama series *Lost* because of one Korean actress, Yun Jin Kim and even though Jackie chan is not Korean but 1 respondent answered "Jackie chan Movie" as a Korean Image.

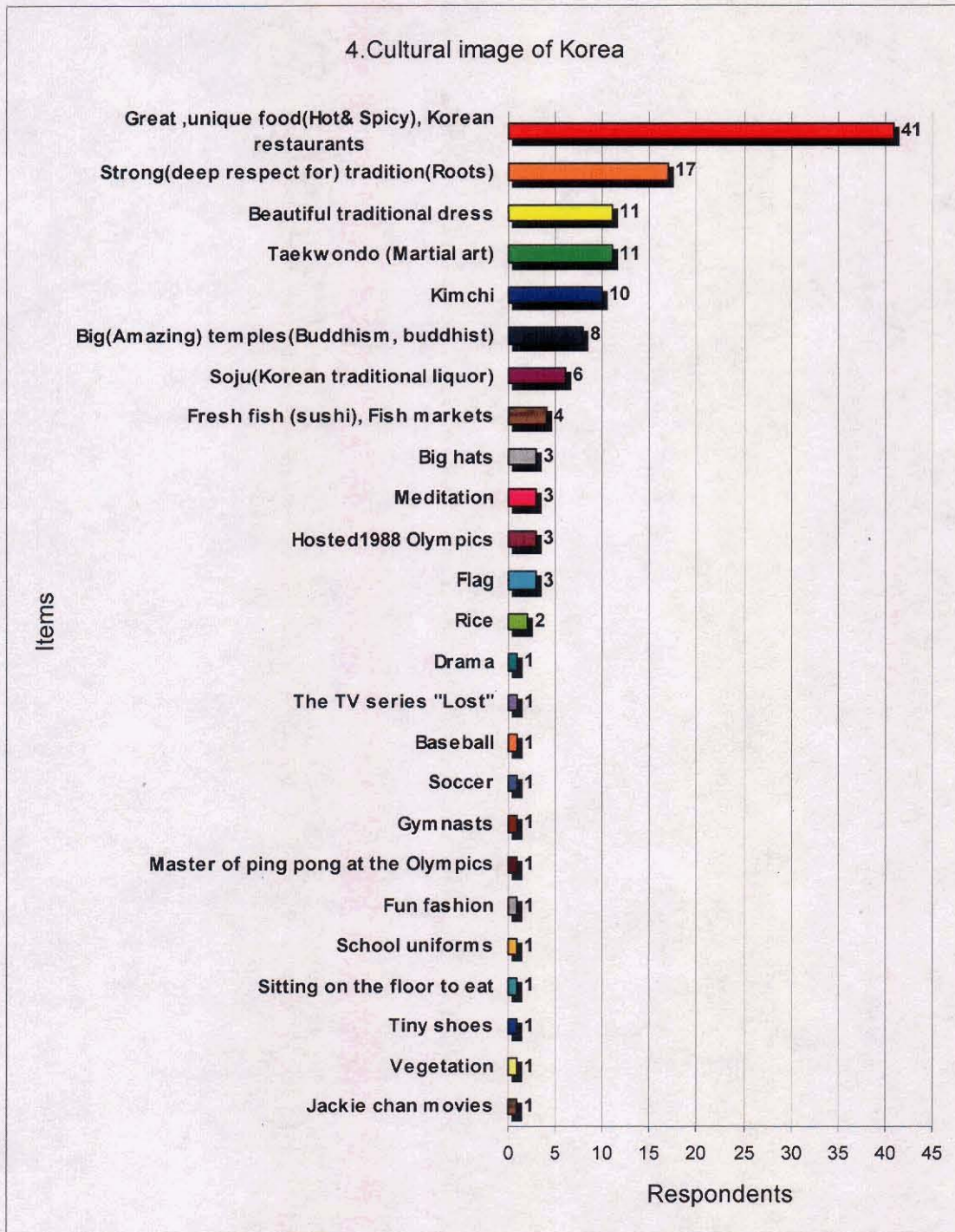


Figure 26: Perceived image of Korea -Cultural image of Korea

5). Tourist image of Korea

Most of respondents answered tourist image of Korea as expected. Especially, 180 respondents for a 27.2% chose “Beautiful & Spiritual scenery, landscapes” and 157 respondents for a 23.7% chose “ Unique & wonderful and rich Culture, History, Architecture”. 35 respondents answered Korea reminded them Crowded cities life and some of respondents answered shopping and entertaining image Korea have. There were another opinions about weather or climate in Korea, “rainy”, “ smog”, “warm”, “cold in winter” and “hot in summer”. Few people answered “Cobble Street”, “Traditional village”, “ market-clean, street”, “beach”, “filming sites” and “vacation” are Image of Korea.

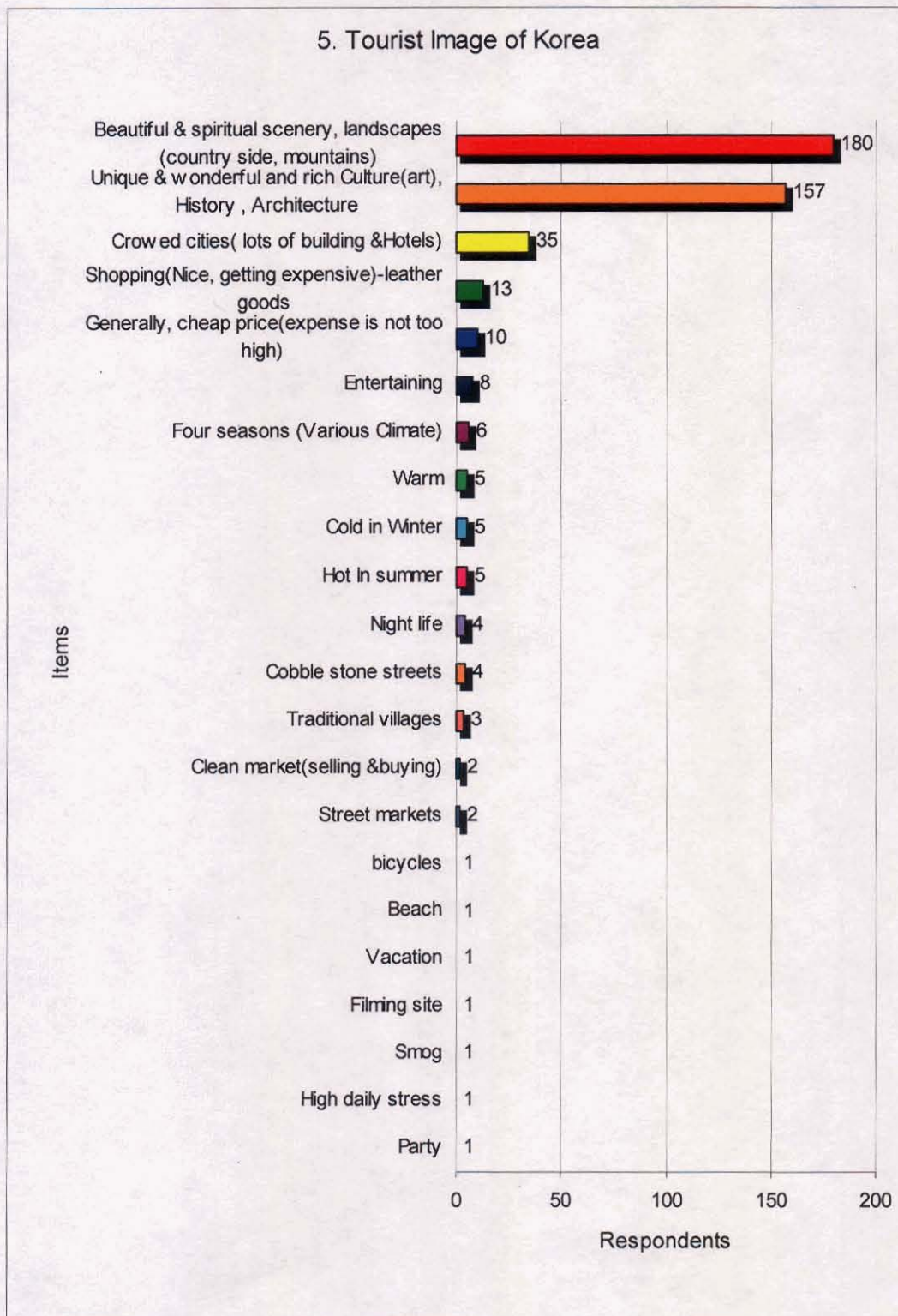


Figure 27: Perceived image of Korea -Tourist image of Korea

6) Social & Economic image of Korea

In terms of Social & Economic image, "Advance new age technology, IT industry" was image of Korea by 33 respondents and "Busy or fast paced people/life" was image of Korea by 25 respondents. Fast growing country, industrial image were image Korea have. Ironically, there were exactly opposite answers between " Less developed" by 7 respondents and " Developed country" by 6 respondents and between " Modern" by 12 respondents and " Not modern" by 2 respondents.

Especially, the peculiar thing was that " Opportunities for people who can speaking English" was noticed.

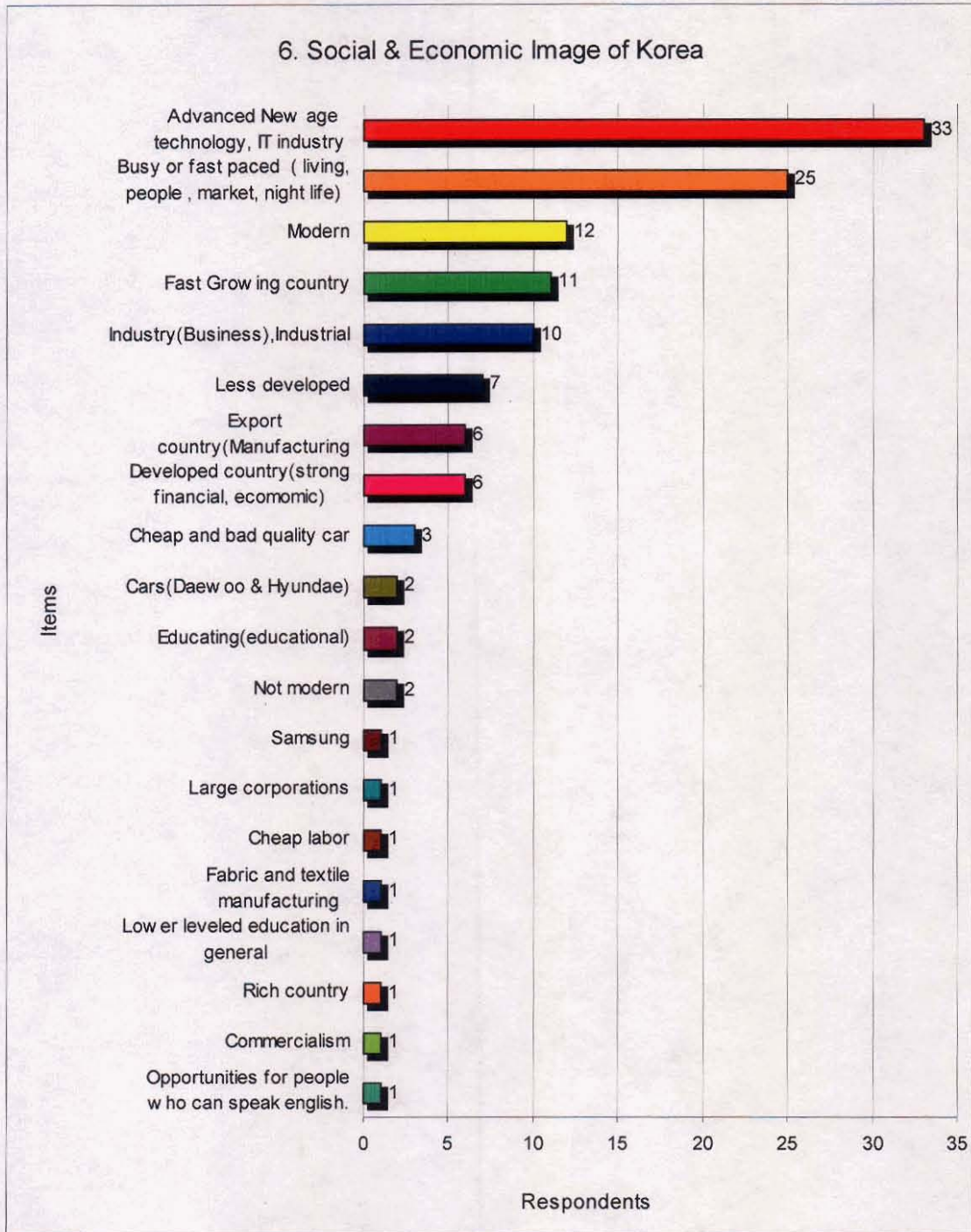


Figure 28: Perceived image of Korea -Social & Economic image of Korea

7) About general image of Korea

As an about General image of Korea, “No not Know” was 50 % of this category. Exclusively, 7 respondents answered “Not very well known by Americans”. “Nice/ Pretty/ Beautiful image” ranked second of Korea image by 36 respondents. Unattractive Place by 12 respondents and Lack of unique culture (similar to Japan, Thailand, China) by 10 respondents. As another opinion, “Positive (image, society)” by 5 respondents, “Hopeful (potential)” by 2 respondents, “Not good (bad) image” by 3 respondents and “Expensive to travel” by 5 respondents.

Table 13: Perceived image of Korea -About general image of Korea

General image	Respondents	General image	Respondents
Unstable (for tourism)	2	Not tourist focused	1
Not good (bad) image	3	Expensive to travel	5
Nice (Pretty, beautiful)	36	Unattractive Place	12
Positive (image, society)	5	Nothing to see	1
Hopeful (potential)	2	Do not know (No idea)	95
Lack of natural beauty	1	Not very well known by Americans	7
Lack of unique culture (similar to Japan, Thailand, China)	10	N/A	8

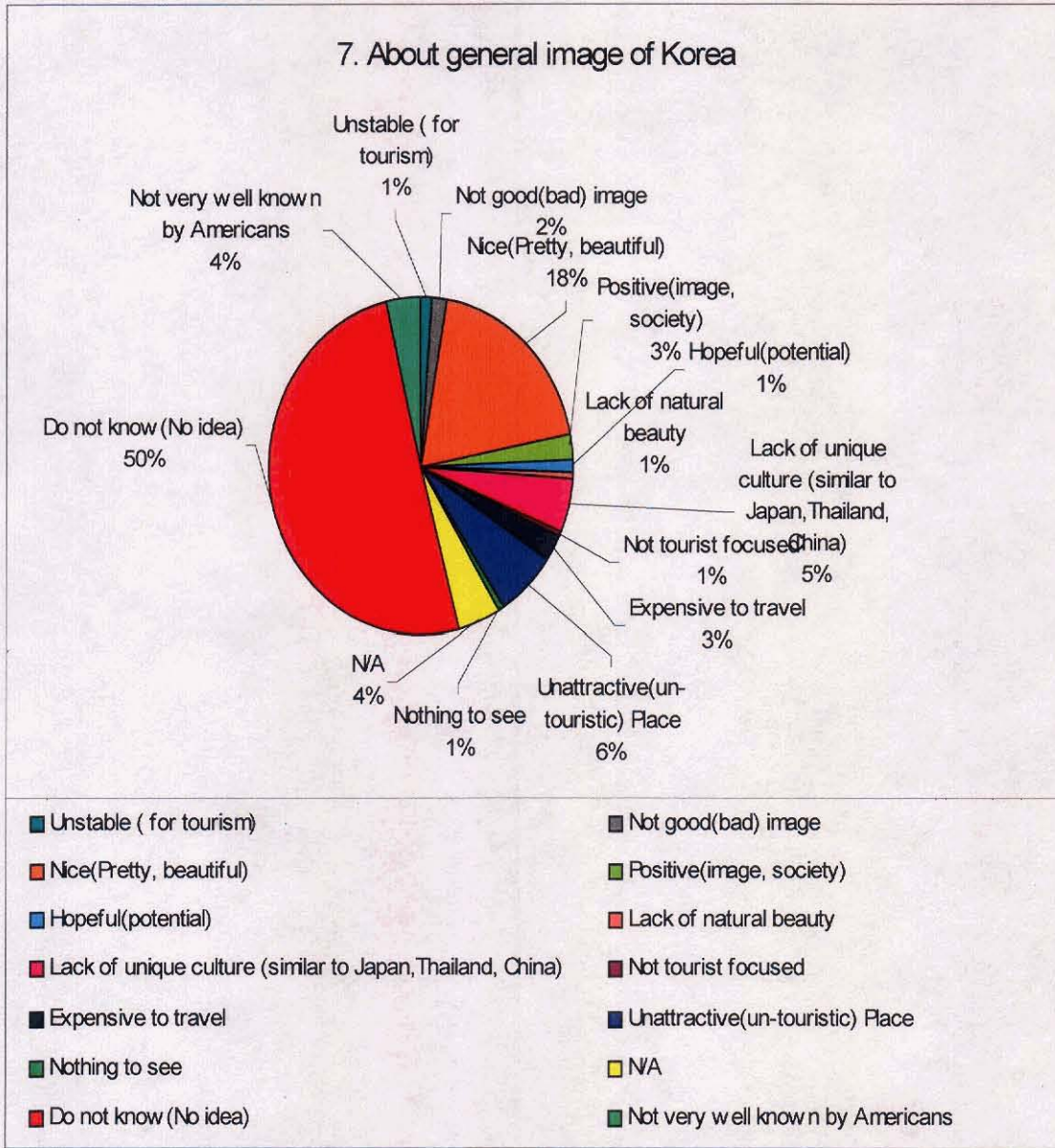


Figure 29: Perceived image of Korea -About general image of Korea

Summary

Based on the responses from those who have been to Asia (17%) or Korea (5%), the results showed that three hypotheses were supported and one was not rejected statistically by data. Specifically, the hypothesis #1 that there are significant differences in selecting each item of the questions like type of arrangements, main purpose of visit, length of stay, expenditure of travel, type of accommodation, information sources of travel and influenced factors of travel decision between other country in Asia and Korea. But the study result showed that generally the responses had similar opinions and preferences on each item between the case of other Asian countries and Korea through the Table 7: Purpose of visit (Other countries in Asia vs. Korea), Table 8: Length of stay (Other countries in Asia vs. Korea), Table 9: The type of arrangements (Other countries in Asia vs. Korea), Table 10: Expenditure of travel to countries in Asia vs. Korea. Therefore this hypothesis was rejected by data.

The hypothesis #2 that the tourism destination choice in Asia was influenced not only by one factor such as superstructure in tourism market but also considerably by factors such as general national image, product brand image and relationship with other competing countries or USA. The hypothesis was supported by the data showed with the three Figures, Figure 18: Influencing factors of travel decision to countries in Asia, Figure 19: Influencing factors of travel positive decision to Korea and Figure 20: Influencing factors of travel negative decision to Korea

The hypothesis #3, there is a preference to choose other Asia countries rather than Korea as a tourism destination. Figure 16: Preference of tourist destination in the

case of Single destination vs. in the case of multi-destination showed from the answers of question #3, #4, Japan was the number one country to visit among the major destinations in the region by UW-Stout People, followed by China, Thailand, Hong Kong, Korea and Taiwan. As destination of the more than a single destination trip, Korea ranked the fifth, followed by Taiwan, among six object countries in Asia. Therefore this hypothesis was supported by data.

In terms of last hypothesis, there is a perceived view that UW-Stout people in the Midwestern do not regard Korea as a tourist destination. The results of survey indicated that there were various negative factors of travel decision: (1) Security issues such as North Korea, (2) Lack of information about Korea, (3) Lack of an interest in Korea, (4) Expensive travel cost compared to other countries in Asia, (5) Lack of unique attraction compared to other Asian countries, (6) Word of mouth effect such as Not recommended by friends, coworkers, or relatives who ALREADY visited or did NOT visit Korea. Therefore this hypothesis was supported by data.

CHAPTER V: DISCUSSION

This study began from the potential possibility to affect the existing preferences of the tourism destination choice in the Asian tourism industry by securing a superiority of competitiveness. In order to develop a plan to increase travel to Korea, the results of the study were analyzed.

This study compared and analyzed the success of Asian tourism and issues relating to competition between Asian countries, specifically China, Japan, Hong Kong, Taiwan and Thailand. Eventually, this study suggested development plans for the Korean travel industry through the analysis of existing plans of other neighboring countries in Asia. The sections in this chapter include Limitations, Conclusions and Recommendations.

In the conclusion, the strong and weak points of the Korean travel industry based on travel decisions made by U.S. residents were summarized. These conclusions were based on the study results involving the survey and are shown in Chapter 4. The literature review verified the perception of both the strong and weak points for each country. It also addressed whether or not the countries have specific solutions to turn their weak points into strong points. Finally, the conclusion shows whether or not other Asian countries have a special strategy that is not found in the Korean market.

The results from the eleventh section of Chapter 4: Study Results and each significant factor among the six countries from literature review are as follows:

For China, 'Unique culture', 'Historical facilities', 'Price' and 'Natural scenery' were the strongest factors that attracted U.S. visitors according to the survey. While, compared to the other countries, "Friendly people" was the lowest factor for China from

U.S. travelers. Those strong points and weak points indicate that China has recognized them and created a plan to address them. Developments such as China's Top Tourist Cities as well as China's Best Tourist Scenery Areas have improved both tourist facilities and favorable circumstances for the development of travel and tourism industry for the U.S. tourism market. Namely, China focuses on making their strong points even stronger in the tourism market.

Comparatively, for Hong Kong, other 'Night life' was undoubtedly the strongest point and 'Price' and 'Tourist facilities' were other strong attractions for U.S. travelers. 'Natural scenery' and 'Historical facilities' were the lowest factors that attracted U.S. travelers based on collected data. The government of Hong Kong introduced multi-faceted strategies to promote tourism development. For example, to enhance tourist attractions and facilities, three flagship projects will be completed in the coming year.

For Japan, 'Unique culture', 'Historical facilities', 'Natural scenery', 'Cuisine' and 'Night life' were significantly noted as the strongest travel attractions. These strong points correspond exactly to noted preferences of U.S. travelers as seen in Chapter 2: Literature review. Hence, Japan enjoys a reputation as a popular destination in the U.S. travel market. 'Price' was a weak point in the Japan inbound market. The study shows that Japan has recognized this negative factor among other Asian countries in the literature review. Therefore, current plans to offset this weak point include the development and sale of "Odakyu Q Tour", a FIT package product for foreign tourists, and the implementation of an advertising campaign targeting the senior market on the west coast of the United States.

For Taiwan, 'Price' and 'Convenience' were also the preferred factors in destination choice by U.S. travelers. To offset their weak point, "Historical facilities", Taiwan advertised that people may choose between the Republic of China, Hong Kong or Taiwan to truly experience Chinese culture. Additionally, Taiwan promotes the campaign "a week in Taiwan during Asia travel".

Thailand has supported and developed focused tourist attractions through the Thai government. 'Friendly people', 'Night life' and 'Natural Scenery' were strong points of attraction for U.S travelers going to Thailand. This could be attributed to the warm weather throughout the year. Particularly, as a honeymoon tourist destination, Phuket is exotic yet accessible, has something for every visitor, and travelers receive excellent value for their money. Besides this, the survey shows American travelers select it for Health reasons, including 'Spa & Skin massage'. The Tourism Authority of Thailand (TAT) has launched the new strategy to attract foreign tourists by promoting Thai traditional health care. This includes massage, herbs, and authentic Thai food. Health tourism is a rising star for the affluent tourism market in Thailand.

For Korea, 'Cuisine' was a comparatively weak point. This can be solved through the promotion of Korean health cuisine. Namely, it is necessary that the promotions and advertisements state that Korea is safe from fatal epidemics, SARS, and AI (Avian influenzas, the influence of Kimchi, Korean traditional fermented vegetables). The BBC news on March 14, 2005 explained Korea's way of preventing epidemics: "South Korea's spicy fermented cabbage dish, Kimchi, could help to cure bird flu, according to researchers. Scientists at Seoul National University say they fed an extract of Kimchi to thirteen infected chickens - and a week later eleven of them had started recovering. The

researchers said the results were far from scientifically proven and if Kimchi did have the effects they observed, it was unclear why. But the theory is being floated by some of Korea's most eminent scientists.” This can affect the increasing number of U.S. travelers who are concerned about their health and well-being. The factor ‘Night life’ was also a lower attraction for U.S. travelers. This problem can be solved by further advertising the ‘Night city tour’ or ‘Festival related to fire works’ which are already in existence in Seoul during every summer season. Moreover, the problem of “Nothing to do” regarding the convention or events travel programs can be solved by large international events such as the ASEM (2000) or the FIFA World Cup (2002).

Limitations

In terms of the contents of the survey, by implementing the research in more than one choice, this study has some limitations. For example, each question may have duplicated results. This study also may address the issue of whether or not the same determinants have the same relative importance in a different choice. In other words, the questions of whether or not what is important for one destination is not important for another destination.

When it comes to samples, the limitations include the fact that International Students from other countries (including object 6 countries: China, Hong Kong, Japan, Korea, Taiwan and Thailand), 1.2% of UW-Stout students, were included in the sample of U.S. residents. Therefore, the results of the survey might have somewhat biased opinions that would indicate the preference of a tourist destination in Asia. Secondly, when it comes to Asia, (17%) of respondents and for Korea, (5%) of respondents have experience traveling to these locations so this rate might not indicate enough objective information

of present travel situation against their bias prejudice. Thirdly, the sample group is limited to UW-Stout students and personnel. It may not be appropriate to generalize the results as nation wide opinions of U.S. residents.

Conclusion

Mainly this study defined destination image and competitiveness through analysis of the Chapter 2: Literature review and Chapter 4: Study result. There are both positive and negative views regarding the past, present and future of the tourism market in Asia. On a positive note, consumers who have been putting off vacations are starting to travel again with consumer confidence up and an increase in the desire to travel. However, the onset of the SARS epidemic in Asia in 2003 severely negated this development for the U.S. market.

The results from the eleventh section of Chapter 4 and each significant factor among the other countries (except for Korea) from the literature review are as follows:

China focuses on making their strong points such as 'Unique culture', 'Historical facilities', 'Price' and 'Natural scenery' much stronger in the tourism market through the establishment of China's Top Tourist Cities and China's Best Tourist Scenery Areas. These have further perfected both tourist facilities and favorable circumstances for the development of the travel and tourism industry.

For Hong Kong, 'Night life' was undoubtedly the strongest point with 'Price', and 'Tourist facilities' being two other strong attractions for U.S. travelers. The government of Hong Kong introduced multi-faceted strategies to promote tourism development. First of all, to enhance tourist attractions and facilities, three flagship projects will be completed in the coming year. The launching of the new campaign

“Exploring Hong Kong’s Countryside” is also a positive factor in marketing and promotion activity to attract U.S. travelers.

For Japan, ‘Unique culture’, ‘Historical facilities’, ‘Natural scenery’, ‘Cuisine’ and ‘Night life’ were noted as the strongest points of travel to Japan. Developing plans to offset the weak point of ‘Price’ include the development and sale of “Odakyu Q Tour”, a FIT package product for foreign tourists, and the implementation of an advertising campaign targeting the senior market on the west coast of the United States. Moreover, in order to provide a friendly environment, which is noted as an essential part of travel decisions, Japan is setting up a numbering system in metropolitan subways and improving gateway airports. Japan’s plans to improve communications include translating signs on major roads, railway stations, and tourist attractions into foreign languages to make traveling within the country less daunting for non-fluent visitors.

For Taiwan, ‘Price’ and ‘Convenience’ were also the preferred factors in destination choice by U.S travelers. To offset the weak point of ‘Historical facilities’, Taiwan advertises that people may choose between the Republic of China, Hong Kong or Taiwan to experience Chinese culture. Additionally, Taiwan promotes the campaign “a week in Taiwan during Asian travel”.

Thailand has benefited from the support and development the Thai government has provided for focused tourist attractions. ‘Friendly people’, ‘Night life’ and ‘Natural Scenery’ were strong points of attraction for U.S travelers. The survey shows that it was also a selected destination by U.S travelers for Health reasons, including ‘Spa & Skin massage’. The Tourism Authority of Thailand (TAT) has launched a new strategy to

attract foreign tourists by promoting Thai traditional health care which includes massage, herbs, and authentic Thai food.

The following are specific ideas for improvement in the Korean tourism market based on an analysis of the other countries.

Recommendations

This study attempted to develop plans to attract U.S. travelers to Korea and to create a better understanding of Korea to U.S travelers in general. The findings from this study should benefit the Korean tourism industry as well as future study related to this topic. The recommendations are separated into two parts. The first part is the recommendations for practice and the second is for future study.

Recommendations for Practice

Based on the review of literature and the analysis of data results, this study makes the following recommendations for the development of the Korean travel industry.

Most of all, gathering feedback through various surveys is necessary to attract revisiting travelers and the results should be reflected in quarterly or semiannual marketing strategies and implementation.

The problems of lack of interest in Korea and biased negative image can be solved by exposing Korean culture in many countries abroad. By communicating a positive image of the country, foreigner's understanding of Korean culture can be enhanced.

Because of high competition in the Asian travel market, those who provide travel to Korea should design a theme for their products and services to make them different from other countries. From the viewpoint of business travel, Korea has a comparatively high share of trade compared to many other Asian destinations. This is due to their highly

developed economy and Seoul's status as major world IT (Information Technology) industry. Part of the increase in status was achieved through the improved image of the Korean company, Samsung, Hyundai and LG. Therefore, support from well known companies is essential to developing a positive image for Korea.

From the viewpoint of leisure travel, the Blue Ocean strategy is essential to hold a new target market such as health travel, package travel for retired seniors, or travel for film locations. The Blue Ocean strategy involves taking an opportunity for highly profitable growth in untapped market space rather than in areas that are already well explored and crowded with competitors. Improving Korea's image and developing characteristic attractions are very important issues in order to hold a competitive position in the U.S. travel market. Specifically, based on data concerning travel to Japan, the well-organized short term FIT package product intended to target the senior market of the United States is recommended for implementation in the Korean market.

The Korean tourism market has to create uniqueness in their tourist attractions or come up with special interest tourist products such as cultural travel, war memorial travel and health travel. Specifically, for the niche market of retired seniors, the strategy of a Silver travel program that focuses on traditional culture, unique cuisine, and health is suggested for the Korean travel market. Besides this, for those over the age of sixty who might have memories of either the Korean War or the Viet Nam war, the program might offer the chance to revisit and remember their experiences. To develop plans that are focused on gender, more promotion is needed about travel that involves skin and massage for females. It would be helpful to advertise the fashion and beauty industries of Korea to attract travelers who are concerned about their health and well-being. It is also

necessary that promotions state that Korea is safe from fatal epidemics, SARS and AI and that research has shown that Kimchi might help to cure bird flu. This could be helpful in attracting the increasing number of U.S. travelers who are concerned about their health and well-being.

Recommendations for further research

1. The survey of this study was conducted only in the United States of America while the main purpose is to develop a plan for the Korean tourism market. Further study may replicate this study in Korea.
2. This study focused on six Asian countries (China, Hong Kong, Japan, Korea, Taiwan, and Thailand). Further study is recommended to research and compare tourist attractions of other countries.
3. The future survey should be conducted in both the eastern part and the western part of the United States. By doing this future study might generalize the results as nationwide opinions of U.S. residents.
4. The developing plan in this study has not been applied to specific organizations yet. Further study is recommended to explore each idea in depth and apply it to each specific field.

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Appendix A: Questionnaire version of Web survey

Have you ever thought about travel to Asia?

This research is being undertaken as part of the requirements for a master's thesis of Hospitality and Tourism major. The purpose of this study is to identify the image of Korea (Republic of) as a tourist destination for Midwestern students and personnel in USA and to set development plans to attract travelers to Korea (Republic of) through the comparative analysis of travel attraction with other Asia countries.

I would appreciate a few minutes of your time (approximately 10 minutes) to complete the questionnaire. While your response to this survey is voluntary, opinions are needed from as many people as possible. Your responses to the questions are extremely important for this study. Your name will not be included on any documents. This informed consent will not be kept with any of the other documents completed with this project. All answers will be treated confidentially and the result will be used only for the purpose of completing my master's thesis. I appreciate your cooperation.

NOTE: This study has been reviewed and approved by The University of Wisconsin-Stout's Institutional Review Board (IRB). The IRB has determined that this study meets the ethical obligations required by federal law and University policies. If you have questions or concerns regarding this study please contact the Investigator or Advisor.

Question or concerns about participation in research or subsequent complaints should be addressed first to SoEon Park, the researcher, Graduate Student, UW-Stout Hospitality and Tourism Program, phone 232-3344, or, Dr. Charles Metelka, the research advisor, 232-2527. Questions about the rights of research subjects can be addressed to Susan Foxwell, Human Protections Administrator, phone 232-1126.

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- | | | |
|--|---|---|
| <input type="checkbox"/> Security | <input type="checkbox"/> Cuisine | <input type="checkbox"/> Price |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Spa & Skin massage | <input type="checkbox"/> Night life |
| <input type="checkbox"/> Natural scenery | <input type="checkbox"/> Unique culture | <input type="checkbox"/> Historical sites |
| <input type="checkbox"/> Tourist facilities | <input type="checkbox"/> Friendly people | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Events or conferences | <input type="checkbox"/> Other (|) |

13. Which factors (will) influenced you mostly to make your visit to JAPAN?
(Please check ALL that reply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Security | <input type="checkbox"/> Cuisine | <input type="checkbox"/> Price |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Spa & Skin massage | <input type="checkbox"/> Night life |
| <input type="checkbox"/> Natural scenery | <input type="checkbox"/> Unique culture | <input type="checkbox"/> Historical sites |
| <input type="checkbox"/> Tourist facilities | <input type="checkbox"/> Friendly people | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Events or conferences | <input type="checkbox"/> Other (|) |

14. Which factors (will) influenced you mostly to make your visit to KOREA?
(Please check ALL that reply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Security | <input type="checkbox"/> Cuisine | <input type="checkbox"/> Price |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Spa & Skin massage | <input type="checkbox"/> Night life |
| <input type="checkbox"/> Natural scenery | <input type="checkbox"/> Unique culture | <input type="checkbox"/> Historical sites |
| <input type="checkbox"/> Tourist facilities | <input type="checkbox"/> Friendly people | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Events or conferences | <input type="checkbox"/> Other (|) |

15. Which factors (will) influenced you mostly to make your visit to TAIWAN?
(Please check ALL that reply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Security | <input type="checkbox"/> Cuisine | <input type="checkbox"/> Price |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Spa & Skin massage | <input type="checkbox"/> Night life |
| <input type="checkbox"/> Natural scenery | <input type="checkbox"/> Unique culture | <input type="checkbox"/> Historical sites |
| <input type="checkbox"/> Tourist facilities | <input type="checkbox"/> Friendly people | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Events or conferences | <input type="checkbox"/> Other (|) |

16. Which factors (will) influenced you mostly to make your visit to THAILAND?
(Please check ALL that reply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Security | <input type="checkbox"/> Cuisine | <input type="checkbox"/> Price |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Spa & Skin massage | <input type="checkbox"/> Night life |
| <input type="checkbox"/> Natural scenery | <input type="checkbox"/> Unique culture | <input type="checkbox"/> Historical sites |

- 4. Former visit experience
- 5. TV, radio, newspapers, magazines, book, etc.
- 6. Host country of the event or conference
- 7. Inexpensive travel cost
- 8. To understand Korea
- 9. Other ()

*24. Which factors (will) influenced you mostly NOT to make your visit to Korea?
(Please check ALL that apply.)

- 1. Security issues (North Korea)
- 2. Lack of information about Korea
- 3. Lack of special event or theme tour to do.
- 4. Lack of unique attraction compared to other Asian countries.
- 5. Lack of an interest about Korea
- 6. Expensive travel cost compared to other countries in Asia.
- 7. Not recommended by friends/coworkers/relatives who ALREADY visited Korea
- 8. Not recommended by friends/coworkers/relatives who did NOT visit Korea
- 9. Other ()

*25 .How did (will) you obtain tour information on Korea?
(Please check ALL that apply.)

- 1. Travel agents or tour operators
- 2. Relatives, colleagues, or friends
- 3. Advertisements (TV, radio, newspapers, magazines, etc.)
- 4. Programs or articles (TV, radio, newspapers, magazines, etc.)
- 5. Korean office (tourist office, embassy, trade office, KNTO, etc.)
- 6. Guide books on travel
- 7. Airlines, hotels or travel agency
- 8. Internet
- 9. Did not obtain information
- 10. Other ()

*26. What kinds of travel are you interested in Korea? (Please check ALL that apply)

- 1. North Korea tour (Geumgangsan-diamond mountains)
- 2. DMZ [demilitarized zone] transit tour
- 3. National Park Tours
- 4. Movie & filming locations tour

- 5. Island tour (Jeju island, Ulleungdo, Udo, Dokdo etc.)
- 6. Korean Folk Village
- 7. Historical palace:Deoksugung Palace, Kyeongbokgung palace(in Seoul)
- 8. Shopping places: Namdaemun market, Milleore, Doosan tower etc.)
- 9. Bus tour in downtown of each City (Seoul, Pusan, Kyoung ju. etc.)
- 10. Cultural-experience program: Traditional Music & Dance or Ceremonies events
- 11. Cultural-experience program: Kimchi making or Korean traditional food making
tour
- 12. Cultural-experience program: Taekwondo 1 Day Culture Tour
- 13. Cultural-experience program: Buddhist temple stay with Zen Meditation
- 14. Cultural-experience program: Traditional village stay with learning program of
Korean traditional culture.
- 15.Walking tour to go popular hotspots for young generation (university street
surrounded by other famous schools)
- 16.Health & Beauty Tours: sweat-rooms (jjimjilbang and hanjeungmak), and beauty
treatments like massage, nail care and hair removal.
- 17. Other ()

*27. Select as many products (brand names) from the following items that you know
made in Korean.

- 1. Samsung (Amusement park, Electronics, Car, Construction)
- 2. LG (Electronics, Construction)
- 3. Lotte (Amusement park, Electronics, Construction, Food, Hotel)
- 4. Nong shim (Food-Noodle)
- 5. Hyundai(Car, Electronics, Construction)
- 6. Daewoo(Car, Electronics, Construction)
- 7. KIA(Car)
- 8. Koreana Airline
- 9. Asiana Airline
- 10. I-river(MP3)
- 11. Other()

*28. Briefly, What is your image of Korea? (please, type 3 images)

(, ,)

<Demographic information>

*29. What is your gender?

1. Male

2. Female

*30. What is your status in UW-Stout?

1. Student

2. Faculty

3. Staff

4. Other()

*31. What is your age?

Below 20

21-30

31-40

41-50

51-60

61 and more

Other()

Thank you very much for completing the questionnaire.

If you need information of Korea travel, you may visit that website as following.

<http://english.tour2korea.com/>

<http://www.korea.net/>

<http://www.visitseoul.net/>