



KOREAN TELEVISION DRAMA-INDUCED TOURISM : A PERSPECTIVE
OF THAI TOURISM

by
PATTARIN THANADUMRONGSAK

A Thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

July 2008

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

Examination Committee :

1. Dr. Adarsh Batra

(Advisor)



2. Asst.Prof.Dr.Jutamas Wisansing

(Member)



3. Dr. Apichart Intravisit

(Member)



4. Dr.Thongdee Kijboonchoo

(Member)



5. Assoc.Prof. Wirat Sanguanwongwan

(MOE Representative)



Examined on : Wednesday July 23, 2008

ABSTRACT

Television drama today serves as an important media in enhancing the destination image as well as creating desire to visit the places seen on the screen. It is now a growing phenomenon globally that has become a niche market that offers an opportunity for alternative tourism. While there is literature about film tourism, little has been written about television drama induced tourism. This research aims to study the perspective of Thai tourists on Korean Television drama-induced tourism and the level of the importance of television drama-induced tourism specific to destination marketing activities.

The data was collected by a set of questionnaire distributed to 382 Thai tourists who visited South Korea in 2008 during the month of April. Descriptive statistics along with One-way Anova, independent sample t-test were performed to analyze the perception while Pearson's Correlation Coefficient was also used to test the relationship that supports the Hypothesis.

Results of Statistical analysis indicated partially significant difference in their perception of Korean Television drama-induced tourism and the level of the importance of television drama-induced tourism specific to destination marketing activities. Furthermore, the findings revealed that to some extent over consumption in viewing Korean television dramas can lessen the viewers' desire to travel to South Korea.

As found in this study, the respondents' perception of Korean television drama-induced tourism agree most with "I like Korean television dramas", "The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have

experienced/seen in Korea”, and “Korean television dramas have enhanced my knowledge about Korea as a country”.

In terms of destination marketing activities specific to television drama, the findings suggest five key factors in the drama tourists’ point of view that leverage drama tourism. They are “Inviting actors and actresses of a Korean television drama to help promote film locations”, “Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorites dramas”, “Availability of maps indicating film locations for tourists”, “Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations”, and “Conducting joint promotions with tour operators”.



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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the study

Among the popular cultural forms, television plays an important role in viewers' daily lives. Viewers do not have to leave their home to purchase books or services such as a seat for movie, knowledge and entertainment is brought to them at home via the television network. Television is an accessible and pervasive entertainment reaching a huge group of viewers providing a source of happiness and knowledge (Carey, 1988).

Watching television can be considered as one of the major activities that people do during their leisure time at home. Kim, Agrusa, Lee & Chon (2007) acknowledged that there are significant numbers of people likely to watch television upon arriving home. Television, as a view into the world, becomes a family member (Vukanovich, 2002) and people spend their time together with their real family members while viewing television. Plenty of television programs, such as dramas, news, documentary programs, sports, cartoons, television shopping, concerts, travelogues, academic programs such as foreign languages, etc. are delivered to individual homes and the viewers can select what to watch and enjoy according to their own preference. Moreover, through the evolution of technology in this age, it makes possible for viewers to enjoy live viewing of foreign programs of interest via satellite service providers. Also, the exposure to place and culture portrayed in film and drama can even be extended in the form of VCD/DVD release. According to Butler (1990) television acts not only as a provider of worldwide news and knowledge but it shares a considerable part in people's leisure time. Vukanovich (2002)

contended that things perceived via television have cognitive value since one can see and hear the events which correspond to information and news. Viewers receive substantial information in a short period of time and they are likely to evaluate the information as relatively unbiased compared to traditional advertising (Kim & Richardson, 2003). Therefore, television is one of the most persuasive tools in attracting people's attention among the diverse visual media alternatives (Kim et al., 2007).

1.1.1 Linkage between television industry and tourism development

Television industry and the tourism industry have different objectives. Television industry was initially produced for entertainment and economic objectives, not directly related to any tourism promotion or marketing. However, in the past its objectives had been informally beneficial to other industries like tourism. Today, television industry is directly involved in the tourism industry as it is used as a marketing tool for destination promotion. They share common ground in the use of television locations. Distribution of motion pictures as a promotional tool encourages tourism to the locations featured on the screen. Through the power of imagery and the fantasy of the story, this medium can enhance the awareness, appeal and profitability of locations (Butler, 1990). Many countries have obviously seen a remarkable increase in numbers of visitor to film locations (Busby & Klug, 2001). Fans of the Australian television series "Sea Change" visited Barwon Heads on the Bellarine Peninsula, Southern Australia, after the series was aired in May 1998 and became the most popular program in Australia. Obviously, the more tourists the greater the revenue and prosperity in the community since it generates job opportunities in the local community (Beeton, 2000).

The English television series “Heartbeat” was another series that induced tourists to Goathland, the town portrayed as “Aidensfield” in the series, where in the past hoteliers experienced low occupancy rates (Demetriadi, 1996; Beeton, 2000).

Numerous destination marketing organizations (DMOs) are aware of the advantage of this medium and have been attempting to use media such as movies, television dramas, media celebrities, etc. as part of their tourism marketing strategy in promoting destination image as well as enhancing tourism development. Bolan, Crossan & O'Connor (2007) pointed out that film, television programs and dramas have become fundamental to how many people now base their travel decisions. In sum, television programs can be a favorable vehicle for vicarious satisfaction for tourists without the tourist having to incur the traveling costs and time. They, as visual language, construct and transmit meaning, often of places with which people do not have first hand experience (Kim & Richardson, 2003).

In recent years, television has increasingly made use of its power to encourage tourism at the film locations, particularly those relevant to television dramas. Television dramas contain many episodes as well as nice soundtracks which build the sense of continuity to the viewers and addict them to the dramas or even the celebrities. These act as the silent forces in driving the viewers desire to visit a destination being featured in dramas which creates the growing worldwide phenomenon of the new form of cultural tourism: drama-induced tourism.

1.1.2 Hallyu/Korean Wave

South Korea has implemented exporting its cultural products such as dramas, movies, music to penetrate overseas markets since 2002 with the aim that South Korea will be positioned as one of the top three in the global cultural tourism industry (Thansettakij, 2008).

Korea has targeted and been able to catch every segment. Korea is now well-known among the youth of Thailand, China, Taiwan, Japan, Singapore, the Philippines, and Vietnam and so on through music of Tohoshingi (TVXQ), Super Junior, Rain, Seven, Shinhwa, H.O.T., BoA, etc. while movies, television dramas are recognized by young people and adults. The popularity of Korean popular culture is rising such that its success has been sweeping across Asia that it has received the nickname “Hallyu” or “Korean Wave”. Today, Korean dramas have broadened their popularity to the other parts of the world, such as Mexico, Central USA, Africa. This shows that Korean Wave has broken down the cultural barriers and stimulated viewers to visit Korea which traditionally was not a popular tourist destination.

1.1.3 Contribution of Drama-induced Tourism to the Korean Economy

Korean television dramas are popular in the countries where they have been aired. With the collaboration of the entertainment industry, the national tourism organization and government have put extensive effort, through this medium, in creating an awareness of Korea’s destination image and its cultural products globally. Rather than applying the traditional advertising tool in penetrating each market, the Korea Tourism Organization and government use Korean popular culture, in particular, television dramas in introducing and motivating viewers to travel to Korea. Today, South Korea is known as an entertainment products exporter (Lee, 2005).

Certain television dramas have become so popular that tour operators have grasped this opportunity to arrange drama tours to the film locations. Three million Asian tourists visited South Korea in 2004 (Chan, 2007) which marks a significant phenomenon in Korean tourism. The statements below show the success of Korean television dramas in Asia sparking the tourist boom in South Korea.

- China: Korean Inbound and Outbound Tourism Summary revealed that the numbers of Chinese holiday travelers to Korea displayed an amazing growth of 22.3%. Many Chinese went to Korea to make pilgrimage to Jeju Island where Daejanggeum was shot (Pajee, 2005).

- Japan: Korean Inbound and Outbound Tourism Summary revealed that Japanese tourists were a core market of Korean inbound tourism. There were nearly 2.5 million Japanese arrivals in Korea as a consequence of the Hallyu, boosted by Winter Sonata (Winter Love Song), a 20 episode romantic drama. The hard-core fans of Bae Yong-joon, the leading male star in the popular drama 'Winter Sonata', flew to Nami Island, Korea to witness the film scenes, take the photos with the monuments or posters, etc. The obsession with dramas and the film stars contributed one billion US dollars to South Korea's economy in 2004 (Sohn, 2005).

- Singapore: After Korean television dramas were introduced and broadcasted in Singapore, more than 85,000 Singaporeans visited Korea in 2004, recording a growth of 11.5% (Chan, 2007).

- Thailand: The reason for Thai travelers visiting Korea has been changed. The key purposes are not for skiing, shopping, visiting historical sites, they go for Hallyu (Pajee, 2005). Komsan Klai-mee, the manager of Marco World Tour, conceded that owing to the trend of Korean dramas, his business had increased from

70,000 customers in 2003 to more than 100,000 in 2006 (International Herald Tribune (IHT), 2005).

1.1.4 The storyline of hit Korean dramas

Many of Korean dramas have been very successful in Thailand. Not only romantic love stories or comedies but the tragic romance and historical dramas are also popular in Thailand. The hit Korean dramas for which drama tours have been arranged to visit the film locations are *Autumn in My Heart*, *Winter Love Song*, *Full House* and *Daejanggeum*.

- **Autumn in My Heart:** a tragic love story that captured viewers' hearts consisting of 18 episodes. The story is about Jun-seo (played by Song Seung-heon) and Eun-seo (played by Song Hye-kyo) who were happily growing up as brother and sister until they later on found out from blood test as a result of being injured in a car accident that Eun-seo had been switched at birth with another girl. Eun-seo went back to stay with her birth family while Jun-Seo went to the USA. Jun-Seo returned to Korea again in his early twenties and met Eun-seo. At that time Eun-seo was being courted by the son of a wealthy family, Tae-seok (played by Won Bin). The relationship between Jun-Seo and Eun-seo had been developing in a romantic way. However, due to common guilty feelings, they finally decided to separate and consider themselves brother and sister. Eun-seo returned to Tae-seok, hiding that she was suffering from cancer from her brother. However, Jun-Seo learned about this secret and spent his remaining time with Eun-seo (source: www.english.tour2korea.com).

This drama was initially broadcast on ITV on 5 October 2001 and it could be claimed that this television drama heightened the Korean Wave in Thailand. Many Korean dramas were aired following this television drama.

- **Daejangguem:** a 54 episode drama based on a real historical figure (Jang-geum) who was the first and only woman to serve as a head physician to the King in the rigidly hierarchical and male-dominated social structure of the Joseon Dynasty. Jang-geum (played by Lee Young-ae) is the daughter of Seo Cheon-su (played by Park Chan-hwan), a former judicial officer-turned butcher (the lowest social class) who lives in hiding after being expelled from the royal palace, and Madame Park (played by Kim Hye-seon), a former court lady working in the royal kitchen who narrowly escaped death following a murderous conspiracy planned by Court Lady Choi. Under the protection of Court Lady Han, Jang-geum makes every effort to become the best cook in the palace. However, she was expelled due to the jealousy of Lady Choi and her faction and relegated to the position of maidservant for the local government office on Jeju-do Island. Through her native intelligence and patient efforts, she earns her reputation as a woman doctor on the island. She returns to the palace and becomes the royal physician (source: www.english.tour2korea.com).

This drama was first broadcast on Channel Three during weekday evenings starting on 15 October 2005. Though this is historical drama, it received positive feedback from television fans. Daejangguem reached 13 percent television ratings (Chaimusik, 2006). The popularity of this drama helped promote Korean food. Viewers paid more interest in Korean food and wished to learn how to cook Korean food. This dramas can be considered as an efficient tool in promoting Korean culture. This drama picked up a new target of fans, particularly the housewives. Some of

them even would like to visit Korea to taste the authentic Korean food and visit the film locations and see kitchen utensils featured in Daejangguem.

- **Winter Love Song (Winter Sonata):** A bittersweet love story consisting of 20 episodes. The story is about the true love between Jun-Sang (played by Bae Yong Jun) and Yu-jin (played by Choi Ji Woo) since they were in high school. Unfortunately, Jun-sang supposedly died in a car accident, leaving Yu-jin depressed. Ten years later, Yu-jin is an interior designer working on a ski resort project with Lee Min-hyeong who looks exactly like Jun-Sang. She is stunned that he does not remember her. At that time, she was being courted by her high school classmate, Sang-hyeok (played by Park Yong Ha) while Min-hyeong was courting her high school rival, Oh Chae-rin (played by Park Soi Mi). Yu-jin is confused and torn between Sang-hyeok, her current boyfriend, and Jun-sang, her first love. Min-hyeong decides to separate from Chae-rin as he finds himself falling in love with Yu-jin. Chae-rin and Sang-hyeok tried every way to prevent their love. When the truth comes out that Min-hyeong and Jun-sang are the same person, there should be no obstacles to the love of Jun-sang and Yu-jin. However, things turned worse as there is suspicion that Jun-sang and Yu-jin are half-brother and sister. Eventually, Sang-hyeok shows his spirit by releasing Yu-jin to Jun-sang, wishing to see the lovers happy above all else (Source: www.english.tour2korea.com).

ITV first broadcast this drama in Thailand on weekends starting on 4 January 2003. The success of this drama introduced Bae Yong Jun, the leading male star, to the public. He became very famous and “Bae Yong Jun Fever” was sparked in Asia, especially in Japan. The Chosun Ilbo reported that his popularity was so explosive in Japan that about 5,000 female fans went to Haneda Airport to catch a

glimpse of him when he visited Japan in April 2004 (Jung, 2004). He has even been nicknamed by his Japanese fans “Yon-Sama”.

- **Full House:** a 16 episode drama that centers on romance with a comic touch and cheerful, happy ending. After returning from her vacation, aspiring author Han Ji Eun (played by Song Hye-gyo) discovers that her family home has been sold, without her consent, to famous actor Lee Young Jae (played by Rain). Young Jae has been trying to hide out from some nasty rumors about his sexuality and sees a perfect opportunity. Both of them then enter into a contractual marriage and pretend to be a real couple. In exchange, Ji Eun will do the cooking and clean the house so that she can stay in the house that her parents built. Love between them gradually develops. Even though their feelings are constantly stymied, their love story finally ends happily (Sources: www.koreacontent.org and www.english.tour2korea.com).

This drama was broadcast through Channel Seven every Saturday and Sunday morning starting on 25 June 2005. The research conducted by Nielson Media Research in 2005 revealed that this television drama showed a top program rating of 56% and 63% on 16 and 17 July 2005 respectively (source: www.koreacontent.org).

1.1.5 Korean television dramas locations

Nami Island, Jeju Island and Daejanggeum Theme Park are considered highlight places which most tour operators included their itineraries to attract tourists or even independent travellers.

- Jeju Island is the special autonomous province of Korea situated in the South area of Korea. With its beautiful scenery and clean environment, Jeju Island, the Island of Unforgettable Moments, is the backdrop for many famous Korean movies and dramas such as Full House; All-In; Taewangsasingi; Daejanggeum; My Lovely

Sam-Soon; Now and Forever; Sorry, I love you; etc. Moreover, Jeju Island is a popular holiday island and it is also the prime choice for holding weddings for many Koreans (Source: <http://english.tour2korea.com>).

- Nami Island located in Bangha-ri, Namsan-myeon, Chuncheon-si. It was not an island originally but it was made as a result of the construction of Cheongpyeong Dam. This island has a grass plain, chest-nut trees, birches, maples, etc. that make this place a must-visit place for tourists. The place is well-known as a romantic place for young people, lovers, family and tourists. In addition, different beauty of Nami Island in each season may result in tourists paying re-visits at different periods. This island is very well-known to television drama viewers as it was used for many dramas, such as Winter Love Song, Autumn in My Heart, Spring Waltz and Summer Scent and many others (Source: <http://www.lifeinkorea.com>).

- Daejanggeum Theme Park, the main location where most of the television drama “Daejanggeum” was filmed is located within the Yangjoo Culture Valley, Mansong-dong, Yangjoo city, Gyunggi Province. The compound spans 6,600 square meters (2,000 pyong square). Besides the drama “Daejuanggeum”, many Korean films and entertainment programs were produced there. The popularity and success of Daejanggeum television drama has attracted tourists to visit this film location and as a result the place was transformed into a museum (Source: SMRT TV webzine, 2005). The government promotes this venue as a tourist attraction. Some movie statues have been kept for the tourists to visit (Source: MBC Business Development Department).

According to the Korean Inbound and Outbound Tourism Summary provided by Korea Tourism Organization, the average length of stay in Korea as of 2004 was 6.1 nights.

1.1.6 Korean television dramas and their popularity in Thai society

Among Asian television dramas, Korean television dramas have performed outstandingly in the recent years. The Korean dramas are the topic of discussion during leisure time among friends and family. Korean television dramas have been exported to the United States, Mexico and a number of African countries as well as countries in Asia such as Japan, China, Taiwan, Vietnam, Thailand and Mongolia (Kim et al., 2007). The popularity and continuity of the Korean television dramas being aired have led to a notable growth in Korean culture.

Korean dramas have become popular throughout Asia, including Thailand. Korean television dramas penetrated the Thai market and remain popular. Channel Five of Thai television was the first television station that aired the Korean drama "All About Eve" starring Jang Dong Gun, Chae Rim and Kim So Yun in December 2000. However, this television drama did not gain much popularity compared to the next Korean television drama aired through ITV Thai television "Autumn in My Heart" on 5 October 2001 (Thansettakij, 2008). "Autumn in My Heart" captured the attention of Thai viewers and they showed more interest in Korean dramas. A number of Korean television dramas have been imported into Thailand and broadcast through many television channels, e.g. Channel Three and Channel Seven, following "Autumn in My Heart". "Winter Love Song", "Stairway to Heaven", "Full House", "Daejanggeum", "My Girl", "Princess Hours", "Jumong", "Sang Do", "Coffee Prince" and so on have received remarkable success in Thailand. In addition, the repetitive showing of the television dramas can stir up the Korean Wave from time to time.

The popularity of the Korean television dramas is creating a higher level of interest in a wide range of fields such as music, food, film, fashion and other

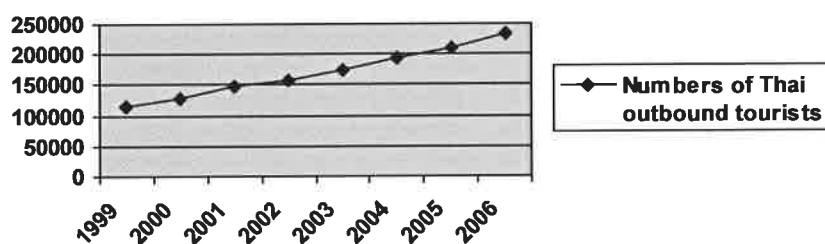
culturally inspired products shown on the television programs. Hairstyles, fashion, and even the lifestyles of the movie stars are being imitated (Kim et al., 2007). Some start to learn more about Korea and its history as well as culture. Some are captivated by Korean culture, e.g. Korean food, Korean language. The extensive interest in Korean culture and food resulted in a new town in Thailand, "Korean Town". Many Korean restaurants, tour agencies, shops selling Korean products directly imported from Korea, such as Korean instant noodle; food ingredients; sauces; beer; etc., karaoke and VDO shops are available for both Koreans and the Korean wave fans at Korean Town, Sukhumvit Plaza, top of Sukhumvit Soi 12. The atmosphere and life style of Korea can be experienced at this small Korean Town.

Furthermore, His Excellency Han Tae-kyu, Korean Ambassador to Thailand, 2007, gave an interview that the interest in Korean culture is having an effect, with many Thai students interested in studying in Korea. This shows a further step of Korean tourism development and it is another tourism product opportunity, educational tourism, that Korea is promoting (Hall, 2007). This demonstrates that Korean television dramas contribute greatly to the tourism development of South Korea.

1.1.7 Thailand outbound tourism to Korea

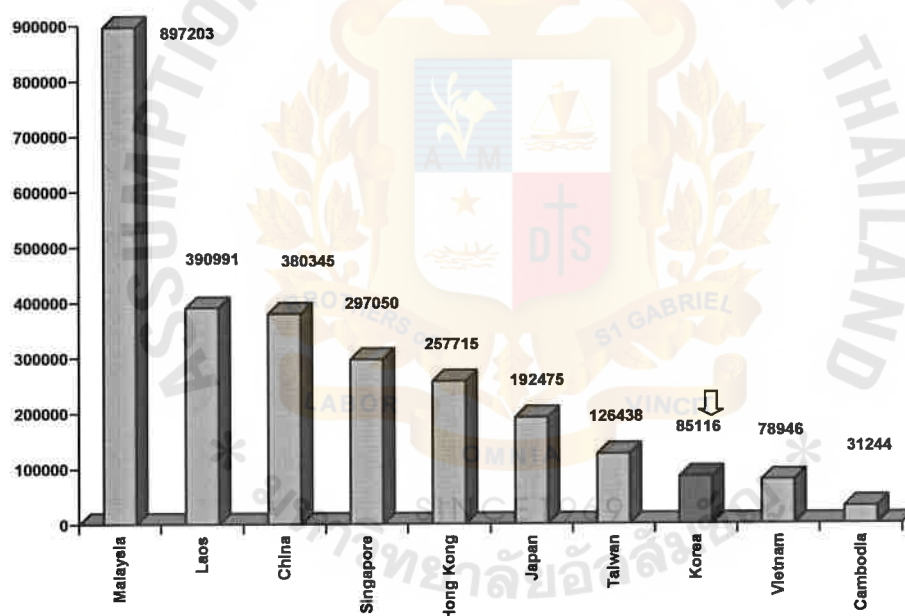
The numbers of Thai outbound tourists has been increasing from year 1999 – 2006 (See Figure 1.1). In 2006, Korea was listed as one of the top ten countries in Asia Thai tourists had selected as their destination (See Figure 1.2).

Figure 1.1: Thai Outbound tourists from 1999 to 2006



Source: Immigration Bureau, Police Department, 2007

Figure 1.2: Top ten countries in Asia Thai outbound tourists selected as their destination choice in 2006



Source: Immigration Bureau, Police Department, 2007

Table 1.1: Thai Outbound tourists to Korea

Country of destination	1999	2000	2001	2002	2003	2004	2005	2006
Korea	35,605	61,465	44,964	54,027	55,075	68,402	84,804	85,116

Source: Immigration Bureau, Police Department, 2007

The numbers of Thai travellers to South Korea have been increasing conspicuously from 1999 to 2006 (See Table 1.1). Punmate Na Ranong, the manager of the Korean Tourism Organization in the year 2005 revealed that business travellers provided a major market contribution to Korean tourism development in the past (approximately 60% of Thai travellers), but in 2004, the proportion changed; only 40% were the business travellers (International Herald Tribune (IHT), 2005).

The increasing numbers of leisure travellers can be claimed a consequence of Korean wave. This could be exemplified by the following:

'Lomnua' (2006), a pseudonym of the author of a pocketbook called "Saranghaeyo Korea – 9 days I love you" – a Korean drama fan, conceded that the Korean dramas encouraged her to learn more about Korea and as a result she decided to travel to Korea. She spent 9 days in Korea, as an independent traveller, visiting many tourist attractions, in particular the film locations such as Nami Island where "Winter Love Song" was featured, Si-do Island featuring "Full House", Lotte World Amusement Park which features Stairway to Heaven and Changdokgung where Daejanggeum was shot.

Kitt Pooncharoen, a 31 year old woman, not only enjoyed the television dramas but she became a Korean television dramas fan. She wanted to visit Korea to see the locations where her favourite television dramas were shot (International Herald Tribune (IHT), 2005).

Panchalee Chomsart, a 25-year-old customer service officer, claimed that she wanted to visit the film locations, including Daejangguem Park (The Nation, 2006).

In addition, many tour operators have grasped this opportunity and developed smart 5-day tour programs that include the film locations appearing in the dramas to stimulate and meet the demand of Thai drama tourists (See Table 1.2).

Table 1.2: Drama tour programs launched by tour operators

Tour Operators	Programs
Asian Plus Travel Co., Ltd.	<p>a 5 days - 4 nights tour program which includes visiting the film locations like Juju Island</p> <p>Visiting Juju Teddy Bear Museum which was featured in “Princess Hours/Goong’s”; Orange orchard in Seoul which was featured in “My Girl” and Four Seasons House in Nami Island which was featured in Winter Love Song, Spring Waltz, Summer Scent and Autumn in My Heart.</p>
Marco World Tours Co., Ltd.	<p>Drama I Program: The second day’s itinerary reads: Wolmido - Jayu Park – Daejanggeum Theme Park MBC Studio – Nami Island: Winter Love Song</p> <p>Drama II Program: April Snow – Daejanggeum – Winter Love Song – Daejanggeum MBC studio – Nami Island – Sumsuk Province.</p>

(Source: Flyers of Asian Plus Travel Co., Ltd. and Marco World Tours Co., Ltd.)

According to the aforementioned, it can be said that television dramas are the powerful vehicle for stimulation of the tourist flow to Korea.

1.2 Statement of the Problem

It is apparent that television dramas play a significant role in encouraging tourists to travel to the film locations. Despite numerous studies on whether in regard to the benefits of movies or television drama on tourism or the positive and negative impact of film tourism or motivation for film tourism, there has been little research in regard to Asia. The present study hopes to fill this gap through a case study of

Korean television dramas and tourism, from the perspective of Thai tourists who visit South Korea, particularly the film locations of the Korean television dramas.

Moreover, noting to Grangsjø's (2003) suggestion that tourist destination marketing is an essential part of the tourism industry, as it is the motivating factor behind the tourist's decisions, hence, this study also examines as to which marketing means can increase tourists by using television dramas as an attraction/springboard and what kind of marketing activities/campaigns should be initiated to attract this niche market, drama tourists, in order to make this type of tourism product fruitful and sustainable. Accordingly, the research questions are as follows:

1. How Thai tourists experience Korea may be influenced by Korean television dramas?
2. How marketing activities could attract television dramas-induced tourists?

1.3 Research Objectives

The objective of this research is as follows:

1. To examine the difference of perception in socio-demographic characteristics of Thai tourist perceptions of television drama-induced tourism.
2. To investigate the importance of marketing activities specific to television drama from Thai tourists' perspective on the basis of socio-demographic characteristics.
3. To study the relationship between the level of exposure to Korean culture with the respondents' future desire to visit Korea.

1.4 Scope of the Research

To meet the objectives of this research which are to examine the perception of Thai tourists toward Korean television drama-induced tourism and appropriate destination marketing activities to attract drama-induced tourists to Korea, a set of 382 questionnaires were distributed to Thai individuals, male and female, who have been watching Korean television dramas for over 4 months. The research was conducted by distributing the self-administered questionnaire to Thai outbound tourists, at the Suvarnabhumi Airport, who were travelling to South Korea through the assistance of tour operators who cater to group tours to film locations in South Korea. Questionnaires were also handed out at the selected film locations in South Korea, particularly, Nami Island, Jeju Island and Daejanggeum Theme Park.

1.5 Limitation of the study

A group of Thai outbound tourists whose visit was primarily confined to television drama film locations were approached to fill out the questionnaires. As a consequence, the findings cannot be generalized to all international tourists visiting Korea. Also, the researcher noted that the period of conducting the survey was a long holiday in Thailand and the passengers of the tour operators, assisting me in distributing the questionnaire, were mostly female. As such the equality of distribution of each gender could not be controlled.

Television drama-induced tourism can feature a destination in a television drama, provide publicity and create an identity for the location, but it may be a temporary or flickering phenomenon which can easily evaporate with the ending of a drama broadcast.

Furthermore, the Korean dramas selected and mentioned in the questionnaire included those that are not being shown in Thailand these days, except “Coffee Prince” which started airing through Channel Seven in April 2008. The researcher did not set simulated drama picturization to revive the respondents’ memory about each drama, hence time lapse might affect the response of the selected sample.

1.6 Significance of the study

South Korea has achieved great success in using movies as a media tool to lure the tourists to its destinations. Given the fact that Thailand owns various resources which benefit the growth of tourism, for example, natural resources, ancient historical sites, renowned service delivery, a friendly atmosphere, traditions and customs, handicrafts, sports and recreation, Thai food, etc., the findings of this research would help make the Tourism Authority of Thailand aware of the great impact of television dramas in stimulating tourism demand to locations seen on the screen. Television dramas do not simply serve as a means of either entertainment or an economic tool but can obviously serve as a pulling strategy to attract the tourists. In this connection, Thailand can use Korea as a case study in order to improve and create new tourism products to attract tourists to Thailand which will definitely boost the economy. Moreover, key destination marketing activities can be learned from this research, giving ideas as to how to catch the attention of these drama-induced tourists.

Further, Thai television drama producers can get ideas how to develop their dramas in order to catch the attention of the global viewers.

On the part of outbound travel, tour operators based in Thailand and the agencies specializing in television drama production can acquire the ideas of

consumers and apply marketing activities to them in order to attract them to travel to the film locations.

Interestingly, GMM Grammy Public Company Limited is attempting to build a “Thai Wave” – through cross cultural exchange, by sending and supporting their singers, such as Golf-Mike, James and Ice, to South Korea as the first stage. This is a good opportunity for the relevant parties, like The Tourism Authority of Thailand, the entertainment industry and tour operators to work closely in order to enhance the image of Thailand abroad and induce more international tourists to Thailand. This research is considered to be a study about the popular culture as well. Thus, the researcher hopes that the findings of this research can bring new ideas to effective marketing activities for the stakeholders to capture the foreign fans’ interest and lure them to visit Thailand.

1.7 Definition of terms

Destinations: Places with some form of actual or perceived boundary, such as the physical boundary of an island, political boundaries, or even market-created boundaries (Kotler, Bowen & Makens, 2006).

Destination image: an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination (Hosany, Ekinci & Uysal, 2006; Crompton, 1979).

Film location: A place where some or all of a film or television series is produced, in addition to or instead of using sets constructed on a studio backlot or sound stage (www.wikipedia.org).

Film memorabilia: Consists of anything related to cinema that one considers valuable, whether sentimentally or financially. Items may include original autographs, original theatre posters used to advertise the film, film props, photo stills, original costumes, original film scripts and presskits, and more (www.wikipedia.org).

Hallyu: or known as the Korean wave is the growing aspiration to know more about Korean culture portrayed through the television and movie stars (Korea Tourism Organization, 2007).

Independent traveller: A person who travels on his or her own rather than as a member of a group (Tanpipat, 1997).

Motivation: those factors which make tourists want to purchase a particular product or service (Swarbrooke & Horner, 1999).

Perception: a process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (Schiffman & Kanuk, 2004).

Popular Culture: media such as television, films and books that offer emotional representations (Iwashita, 2006).

Product Placement: the planned entries of products into movies or television shows that may influence viewers' product beliefs and/or behaviour favourably (Balasubramanian, 1994).

Television drama: a programme that is about an hour long and is shown in a series, with usually one or two episodes broadcast per week (www.videojug.com/interview/a-better-understanding-of-tv-dramas-2).

Television drama-induced Tourism: Tourists visits to a destination or attraction as a result of the destination being featured as part of television drama, documentary, video clip, etc. (Busby & Klug, 2001).

Tourism: The activities of a person travelling outside his or her usual environment for a specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited (WTO, 1991).

Tourist: Anyone who travels to a place outside his/her own normal home area (Grangsjø, 2003). Visitor staying at least one night in the place visited (not necessarily in paid accommodation) (WTO, 1991). In this study, Thai tourists are the ones who hold a Thai passport and travel to South Korea for leisure, specially induced by watching Korean drama series.

Tour Operator: A company that contracts with hotels, restaurants, attractions, airlines, motorcoach operators, and other transportation companies to create a multi-day tour package (Tanpipat, 1997).

Visitor: any person travelling to a place other than that of his/her usual environment for up to 12 months and whose main purpose of the trip is leisure, business, pilgrimage, health, etc. other than the exercise of an activity remunerated from within the place visited or migration (WTO, 1991).



CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews the relevant literature and studies and has the following content and topics:- Television and Tourism, Film-induced tourism, Film tourism motivation, Product Placement, Tourist Decision making, Destination Marketing, Destination Marketing Activities, Discussion on the independent variable: Socio-Demographic Information and Empirical research.

2.1 Television and Tourism

Lots of television programs at the present time bring beautiful scenery of each destination into play as a backdrop to draw attention and communicate with the viewers in order to acquire high television ratings and meet their economic purpose. The viewers not only get pleasure from the programs offered but they may also be fascinated by the backdrops. They stimulate the desire to experience and share the same shot/locations with what they have seen in the screen. And as television enters more houses and reaches more viewers worldwide, television can encourage a variety of tourist sources, both domestic and international.

Jeffers (1997) mentioned that viewing a single movie or exposure to a specific media message may be sufficient to produce effects on people's beliefs. Butler (1990) asserted that what is shown in video formats (television, movies and recorded media) will become even more important than print media in shaping images and visitation to places in the future (Warnick, Bojanic & Sirianguk, 2005).

Busby & Klug (2001) suggested that media-related tourism involves visits to places celebrated for associations with books, authors, television programs and films.

According to Tetley (1997), movie-induced tourism, as the form related to films and television has become known, is a lucrative and rapidly growing sector of the tourism industry with increasing economic importance; filming not only provides short-term employment and publicity for the chosen location but also long-term tourism opportunity.

2.2 Film-induced Tourism

Macionis (2004) stated that there is a variety of ways to refer to this Film-Induced Tourism, they are Media Induced Tourism, Movie Induced Tourism, Film-induced Tourism, The Cinematographic Tourist and the Media Pilgrim on a Media Pilgrimage.

Evans (1997) suggested that movie-induced tourism comprises 'tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen'. Tooke & Baker (1996) pointed out that the media has become a major vehicle of awareness and style leadership, bringing the wonders of the world and the excitement of various remote natural environments to millions of people. Similarly, Butler (1990) stated that the influence of the media and the ways in which people derive images, information and awareness of destinations which, in turn, form the basis upon which they make choices about where to stay and what to visit: 'motion pictures and television films have had a powerful influence on people's tastes and ideas' (Busby & Klug, 2001).

Beeton (2004a) mentioned that one of the major economic benefits and factors of film tourism is that viewing film locations can often be an all-year, all-weather attraction, thus alleviating problems of seasonality. One of the interesting aspects of

film tourism is that it can be enduring. A film can continue to draw visitors year after year.

2.3 Film Tourist motivations

Crompton (1979) suggested nine specific motives which outline push and pull framework of motivation. They are: 1) Escape from a perceived mundane environment; 2) Exploration and evaluation of self; 3) Relaxation; 4) Prestige; 5) Regression (to adolescent or child-like behaviour); 6) Enhancement of kinship relations; 7) Social interaction; 8) Novelty; and 9) Education. The first seven motivations are classified as socio-psychological and the last two fall under the cultural category.

Busby & Klug (2001) stated that tourists' main reasons for visiting literary places and movie locations are 1) to follow in the footsteps of their favourite actresses/actors, 2) to position themselves in the location of the film, 3) to visit properties purely for their historic significance after seeing a film, and 4) visiting locations included in adaptations of literary classics.

Hudson & Ritchie (2006) presented the framework of push and pull factors. Push factors are internal drivers such as the need for socialization, the need for escape, or simply the desire for a suntan. Other film tourists may be motivated by the extremely driven pull factors derived from the screen.

Iwashita (2006) stated that films, television programs, and literature have an excellent ability to lead people to have a strong interest in a destination by providing them with such imagery, memories, myths, icons, and emotions. Films and television series can induce people to travel not only by the attractive physical properties (spectacular scenery or landscape and so on) portrayed but also by their associated

themes, story-lines, events and characters, shaping audiences feelings, emotions, and attitudes towards places.

Macionis (2006) measured 3 Ps (Place, Personality and Performance) as pull factors and internal drive as push factors of film tourism (See Table 2.1).

Table 2.1: Push and Pull Motivation in Film Induced Tourism

<i>Pull Factors (Film)</i>			<i>Push Factors (Internal Drive)</i>
Place	Personality	Performance	
Location	Cast	Plot	Ego enhancement
Scenery	Characters	Theme	Status/Prestige
Landscapes	Celebrity (Stars)	Genre	Fantasy/Escape
Weather			Vicarious Experience
Cultural origin			Search for self identity
Social origin			
Activity origin			

Source: Macionis (2006)

2.4 Product Placement

The concept of place relates to an area that has a distinctive internal structure, to which meaning is attributed and evokes certain responses from individuals (Busby & Klug, 2001). It is through film that such place meaning can be created, altered and reinforced. Santos (2004) advanced this saying that the messages and representations created by movies, magazines, televisions and books cross over to provide an ongoing socio-cultural discussion of destinations that serve to construct a dominant frame.

Balasubramanian (1994) stated that product placement is an emerging phenomenon and has been defined as the planned entries of products into movies or television shows that may influence viewers' product beliefs and/or behaviour favourably. Kaikati & Kaikati (2004) added that its growth has been spurred by the diminishing effectiveness of traditional advertising techniques and the marketers are

realizing that communications via product placement can be more sophisticated, more targeted, and more widely seen than traditional advertising methods. Many studies confirm that product placement can have greater impact with program audiences than is typically found with comparable advertising exposure (Karrh, Mckee & Pardun, 2003).

While consumers are getting saturated with traditional media advertising, product placement in movies and in television are methods of advertising that reaches consumers in a seemingly indirect fashion. This can be an inexpensive way to build national recognition for product and service. This can be an asset in enhancing the corporate image as well as provide several different promotional opportunities in some of the most successful movies and television programs today (source: <http://www.nexusproductions.com/productplacement.htm>, as of 26 May 2008).

Echtner & Ritchie (1991) mentioned that when places become marketed as tourist destinations, the philosophy of marketing dictates that the social and physical production of place, will therefore, be tourist oriented and because destination images influence tourist behaviour, a destination must be favourably different from its competition and positively positioned in the minds of consumers.

Hudson & Ritchie (2006) identified that product placement will influence a viewers' attitude toward a brand, so too will films have an impact on destination image if the location plays a part in a film. The exposure a film gives a city, province or country is an advertisement viewed by potentially millions of people, an audience that could not be reached through specifically targeted tourism promotions. Film images persist for decades, provide publicity and create identities. Hart (2003) further acknowledged that respondents have a positive view toward product placement and it seems to increase brand loyalty by validating the purchase decision of the consumer.

2.5 Tourist Decision-making

A distinctive and emotionally attractive destination personality is shown to leverage the perceived image of a place and influence tourist choice behaviour (Ekinci & Hosany, 2006). Destination image plays a significant role on the tourism decision-making process. Many researchers have clearly illustrated that perceptions of destination and purchase decisions are positively correlated (Mayo & Jarvis, 1981).

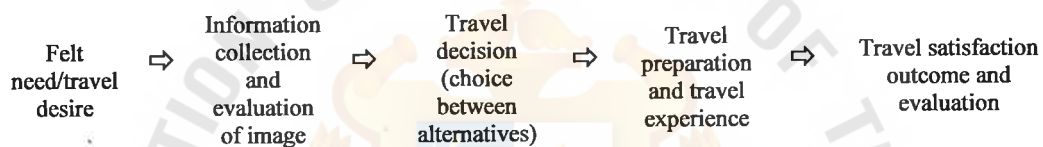
Mayo & Jarvis (1981) conceptualized a model of the tourism decision-making process with special emphasis on attitudes or images toward destinations. Tourists form their feelings as a function of beliefs and opinions. Mayo (1973) recommended that the image of a destination may be more important than the reality in the decision making process of where to visit.

Gartner, Uysal & Fesenmaier (1993) proposed that when relating image formation to the destination selection process, its cognitive component and its affective component are distinct but hierarchically related.

Brew, Hesketh & Taylor (2001) brought up that there are different decision making style classifications in different fields. For instance, in intercultural relations, the commonly used classification of decision-making styles is: avoidance, complacency, hyper vigilance, and vigilance. But in psychology, the decision-making styles can be classified as rational, a-rational, and irrational (Clark & Marshall, 2002). Based on either deductive logic or inductive logic, the rational decision makers chose among the options. A-rational decision makers chose and act based on what has been rewarded (reinforced) or punished (negative) in the past. By irrational decisions, decision-making is linked to strong emotion and can be labelled to verge on the arbitrary.

The theory constructed by Mathison & Wall (1982) suggested a five-staged process of travel-buying behaviour. The framework offered by Mathison & Wall is influenced by four interrelated factors: tourist profile (age, education, income, attitudes, previous experience and motivation), travel awareness (image of a destination's facilities and services, which is based upon the credibility of the source), destination resources and characteristic (attractions and features of a destination), and trip features (distance, trip duration and perceived risk of the area visited).

Figure 2.1: The Mathison & Wall travel-buying behaviour model



Source: Mathison & Wall, 1982

Hudson & Ritchie (2006) suggested that film viewing influences travel decisions. Macionis (2004) asserted that the cinematic images may influence consumer decision making processes in terms of motivating visits to film locations.

2.6 Destination Marketing

Kotler, Haider & Rein (1993) defined Destination Marketing as ... places increasingly compete with other places to attract their share of tourists, businesses, and investment. The marketing of places has become a leading economic activity and, in some cases, the dominant generator of local wealth (Nielsen, 2001).

Goodall & Ashworth (1990) stated that images of tourist destinations, in particular of a whole nation as a destination, are more often created as a result of the

tourists' general media exposure including popular culture than by the promotional activities of the tourism industry itself.

Hudson & Ritchie (2006) presented a model that suggested five key influences on film tourism: 1) destination marketing activities 2) destination attributes 3) film-specific factors 4) film commission and government efforts and 5) location feasibility. The model suggested that destination marketing organizations (DMOs) can engage in a variety of marketing activities both before and after the release of a film.

2.7 Destination Marketing Activities

Croy & Weaver (2003) pointed out that most destinations have a short-term focus that facilitates film production, concentrating on the associated economic impacts, but some are becoming active in encouraging producers to make films in their region in order to benefit from the long-term tourism impacts.

Hudson & Ritchie (2006) suggested various marketing activities that can leverage film tourism which include the following:

a) *Appointment of public relations specialists to place their region in the film.*

Canada and the Bahamas have identified film tourism as a marketing opportunity, and employ Weber Shandwick, one of the biggest PR firms in the world, to get them maximum exposure for their destinations in television and film (Shandwick, n.d.).

b) *Encouraging producers to make films in the region* to benefit from the long-term tourism impacts. VisitBritain and The Swiss Tourist Board are actively targeting Indian film producers in the belief that the film producers can be persuaded to use their locations for "Bollywood" films in order to target the Indian Market. (Kanasawasdi, n.d.).

c) *Creating collaborative campaigns with the film industry.* Grihault (2003) stated that this is a powerful way to induce film tourists. Destination Marketing Organizations are beginning to forge relations with film commissions in order to track productions and film release so they are in a position to act as soon as they see the signs of film tourism. The Australian Tourism Commission (ATTC) collaborated with Disney on “Finding Nemo” being the first destination marketing organization to try promotion through animated film.

d) *Producing a movie map* as it is found to be successful as part of a film tourism marketing campaign. VisitBritain produced its first movie map campaign in 1996 featuring 200 film and television locations around Britain.

e) *Having guided tours and film walks* – A recent travel magazine listed 25 film tourism destinations with detailed information about tour packages developed just for film tourists.

f) *Developing tour packages for film tourists prior to and after the film was released.* A local tour company in California capitalized on the success of the movie “Sideways” by creating a popular “Sideways” tour.

g) *Developing website relevant to the film for potential tourists as self-guided tour, etc.* – The Washington DC tourism website was advertising “National Treasure Tours” – a self-guided tour that followed in the footsteps of the actor.

Talking about Korean television dramas, the Korea Tourism Organization has used integrated marketing communication and destination marketing activities, namely inviting actors and actresses to promote the films/dramas overseas; producing movie maps; conducting joint promotions with appointed tour operators; developing dedicated websites for interested tourists which provide details of dramas as well as suggested film locations to be visited; organizing exhibitions of souvenirs or

memorabilia of Korean dramas, creating web links to film locations from websites of Korean television drama producers; maintaining drama sets used in popular television dramas; etc. to promote drama-induced tourism (Source: Korea Tourism Organization, Bangkok Office).

2.8 Socio-Demographic Information

2.8.1 Age

Age is one of the most important variables because age has been found to be the most differentiating indicator in preference reason. Mansfeld (1992) and Vogt (1978) asserted that the research in travel and tourism has identified “age” as an important factor that affects tourists’ choices of destinations and activities.

Sirgy & Su (2000) suggested that children and younger people are much more preoccupied with impression management than older people. Children and young people in general have a stronger sense of public self than private self. Mature people are likely to have a consolidated sense of private self, not different from that of the public self. Children’s decisions and actions are more likely to be influenced by the private self (which in one sense incorporates and is consistent with the public self). Young tourists place more importance on activities that are prestige worthy or symbolize their novelty and diversity, whereas mature tourists tend to be more practical and emphasize the facilities of a destination site – all of which suggests a moderation of age on the relationship between type of self-congruity and travel behaviour. Specially, young tourists place more important on prestige, novelty and diversity of destination sites because doing so satisfies their need for social consistency and social approval. Mature tourists, on the other hand, emphasize the

facilities of destination sites because they tend to be concerned with satisfying needs for self-consistency and self-esteem rather than social consistency and social approval.

Burke & Resnick (2000) stated that people of different ages generally have different needs for comfort, economy, excitement, safety and so on. Age usually has a major influence on buying behaviours. Kotler, Bowen & Makens (2006) states that the types of goods and services people buy change during their lifetimes. Preference for leisure activities, travel destination, food and entertainment are often age related.

Xiong & Li (2007) suggested that Korean popular culture effects on different age groups mainly depend on the spirit, stories and performances in movies and plays. It has the biggest attraction for young people aged 20-30 and the appeal declines in those under 20 and aged 30-40, and it is significantly weakened to people over the age of 40. 20-30 year-old people are vulnerable to the seductive attractiveness of the performers, the pure love story, the natural performance, the fashionable dress and props, exciting circumstances and novel scenes while an excellent impression of South Korea is being built. But people over 30 sharply point out the inadequacy of South Korea movies: stacked stories, identical contents, and the gaps between the reality and movies.

2.8.2 Gender

The reason for selecting “gender” as a variable is that gender indicates a different level of interest and categories of the popular culture products particularly movies and dramas.

Dittmar (1989, 1991) found some gender difference in choices. Women listed more objects of sentimental value, while men chose more items relating

to leisure and finances. Women saw their possessions as important because of the emotional comfort they provide and the relationship with others that they symbolize. While men referred more to use-related activities related and self-expressive features of possession.

Weaver & Lawton (2000) identified that gender can be biological or sociocultural. Women are also becoming more dominant in sectors such as nature-based and business travel, prompting the tourism industry to identify and respond to the specific needs, preferences and behaviour of female tourists. Male and female tourists might have different needs, attitudes, and perception towards various tourism products and services.

Xiong & Li (2007) revealed that there are obvious differences existing between genders. Compared with females, men's overall assessment of popular culture is slightly lower. They share the same idea on the man-made beauty and impression of historical culture. However, men seem to be slightly more interested in history and culture than women. The variance between men and women on artificial beauty are very large.

2.8.3 Frequency of Visit

The reason for considering "frequency of visit" as a variable is that the issue that the researcher is studying is pertinent to the emotional perception and decision of the viewers to which the details in each television drama may be a factor in inducing them to travel to Korea or even pay a revisit to Korea.

Oppermann (1997a) mentioned that first timers visit more attractions, which may not be only the primary attractions. This is because repeaters normally seek relaxation and therefore choose a familiar place. Lehto, O'Leary & Morrison

(2004) further asserted that tourists tend to specialize and narrow down their choices of places and activities when they gain more experience. Revisits may involve further exploration of the destination or seeking relaxation at places with emotional attachments (Gitelson & Crompton, 1984).

Swarbrooke & Horner (2007) stated that in the UK, as elsewhere, for most people, visits to actual visitor attractions are an 'out of the ordinary' activity, and such visits will rarely take place more than once a month. While some people do visit particular types of attractions – such as craft centres and museums, reasonably frequently – visiting is not a very frequent activity for most people. For many types of attraction, such as theme parks, one visit a year is the norm for most people. Participation levels and frequency of visits, however, does vary between countries and cultures.

2.9 Empirical studies

Beeton (2004): The More Things Change...A Legacy of Film-Induced Tourism

This study determined the physical changes to the town, the seaside village of Barwon Heads in Australia where the series was shot, and the socio-cultural impacts from the popularity of television series 'Sea Change'. The researcher completed the study by primarily adopting a participant-observation based approach. He further undertook a series of interviews and surveys at a time when the series 'Sea Change' still had viewers in order to ensure the perceived effects of the physical and attitudinal changes of regular visitors and local residents. In addition, a self-completion survey, which focused on the impact of Sea Change on the town, authenticity between the actual town and what was depicted in the series, was mailed to 23 random residents

and 56 regular visitors. Both the positive and negative impacts on the village were noted. In terms of the physical changes, many shops and services had been closing down, but this series had wooed tourists to this area, making the area lively. Shops and services such as cafes and restaurants, bookshops, gift shops, etc. were opened, boosting the local economy. Real estate prices increased. However, the intensity of tourists generated negative impact on the local community as well because it produced tension in the local community. This was as a result of unplanned tourism. Further, the study revealed that there was a high denial degree from the local community on the issue of the authenticity between the actual town and what was depicted in the series. In addition, the study showed that it is important to proactively approach the community during planning and development.

Macionis (2004): Understanding the Film-Induced Tourist

This study introduced three main concepts, namely Place (location attributes, landscapes, scenery), Personality (cast characters, celebrity) and Performance (plot, theme, genre) to understand the potential and actual motivations of the film-induced tourist. This study is further proposed to determine whether there is any difference in motivation among these three pull factors in inducing the travel behaviour of the serendipitous film tourist (those who just happen to be in a destination portrayed in a film), the general film tourist (those who are not specially drawn to a film location but who participate in film tourism activities while at a destination) and the specific film tourist (those who actively seek out places that they have seen on film).

Warnick, Bojanic & Siriangkul (2005): Movie effects on the image of Thailand among college student travellers

The study examined the effect of the movie, 'The Beach' – the Hollywood movie, on the student travellers' perception, distinguishing between the ones who had seen the movie and the ones who had not seen the movie in determining whether there was any different perception about the image of Thailand where this movie was featured. A group of 160 undergraduate and graduate students in the Northeast United States were the sample for this research. They were grouped into two and completed the open-ended questionnaires. Group 1 were those who had seen the movie and Group 2 were those who had not seen the movie. Data collection was collected into two phases, namely a) an initial survey to learn their perception of Thailand before viewing the movie and b) a controlled study to check the change in their perception after viewing the movie. The findings illustrated that prior to viewing the movie 'The Beach', some of them did not know much about Thailand. But after viewing this movie, they had positive perceptions about Thailand's image, except for safety attributes. However, despite of the positive perceptions, the movie in this case could not be considered an efficient marketing tool in encouraging the student travellers to decide to visit Thailand. This study hinted that movie was one of the media that created an awareness of destination image to the viewers. However, a movie alone cannot contribute to a long-term impact on the viewers. However, if it is used together with other promotional tools and strategies and targets the right segments, then tourism in that destination can be developed.

Hudson & Ritchie (2006): Film tourism and destination marketing: The case of Captain Corelli's Mandolin

The research discussed the conceptual framework for understanding the film tourism phenomenon using Captain Corelli's Mandolin, which was based on the island of Cephalonia in Greece, as a case study. The outcome from in-depth interviews with Cephalonian tourist officials and business owners, and with tour operators from the United Kingdom conducted in 2004 were used as primary data. Additionally, datum pertinent to the film and its impacts was collected to support this research. The research revealed that film tourism neither depends on the success of the film nor the marketing activities of Destination Marketing Organization. In this case, though this film was not very successful, the island of Cephalonia was still packed with tourists, particularly from the UK. Moreover, some of them even bought a piece of land in Greece. This was as a consequence of the publicity of film stars (personality) during the making of the film and marketing strategies of tour companies, particularly UK tour operators, using cinematic images (place) as a medium in stirring up the tourists desire to visit the destination and the storyline (performance) that left an emotional impression leading them to buy a piece of land out there. However, film tourism was unsustainable and the numbers of tourists dropped later. The reason was the lack of creation of destination marketing activities with the film industry. Since the film set and props were mostly destroyed and removed after the shooting, it left no movie icons for the tourists to explore. Another factor was that the officials did not want to encourage mass tourism at that destination so they were not unhappy to pass on this opportunity. Furthermore, the virtue of the destination was also one of the points that decreased the numbers of tourists since the

discrepancies with what they saw in the film and the actual place lead to disappointment.

Hudson & Ritchie (2006): Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives

This study proposed a model for exploiting film tourism marketing opportunities and identified critical marketing factors that help attract film tourists to destinations. The researcher approached the 490 DMOs worldwide that had attracted film tourists in the past as their respondents. The researcher developed an online survey to achieve the research objectives. The findings revealed that there was an increase in visitor numbers from their promotional efforts for film tourism with the collaboration of film offices. Four types of marketing activities that can be engaged in to promote film tourism are 1) proactive efforts to encourage producers and studios to film at the location 2) efforts to generate media publicity around the film and its location both during filming 3) marketing activities that promote the film location after production, and 4) peripheral marketing activities that leverage film tourism potential. The respondents shared the idea that film commission efforts and destination-specific factors were the most important contribution to film tourism success. The study indicated that in attracting film tourists, some marketing activities are significantly more successful than others. Groups of marketing activities promoting the film locations themselves can contribute the success of film tourism. Further, practically targeting filmmakers is clearly important at the preproduction stage and, thus, the DMOs should collaborate more with film commissions as it can lead to the success of film tourism.

Kim, Agrusa, Lee & Chon (2007): Effects of Korean television dramas on the flow of Japanese tourists

This study examined the effect that the Korean television drama “Winter Sonata”, had on Japanese society, in particular, Japanese tourist behavior, attitudes and deciding to travel to Korea. The assessment of change of perceived image after viewing Korean TV dramas and the relationship between reasons of preference for Korean TV dramas and profitable Hallyu tourism products were also investigated. 320 Questionnaires were collected on-site by distributing them to Japanese inbound tourists who were visiting Nami Island for which the researcher had been granted permission from the tour guides before approaching the respondents. Additionally, a review of articles in newspapers, magazines and reports also supported the study. The findings of this study asserted that the drama “Winter Sonata” could act as a bridge gluing the diplomatic relationship between Japan and Korea. The image of Korea in the Japanese’s perception has changed after viewing the drama. The key reason in selection of the Korean drama is the empathy of the leading stars. This illustrates that celebrities can act as positive push factors for tourism. Comparing between the older Japanese and the younger Japanese tourist behavior, the younger prefer to participate in activities related to the celebrities such as joining fan clubs, attending concerts while the older tourist is interested in the products or simulacra copying of the television program’s characteristics.

Xiong & Li (2007): Effect of South Korean Pop Culture on the Potential Tourists from Chinese Mainland

The research identified that Chinese people absorbed Korean popular culture through movies and television. It further suggested marketing tactics that would help

woo the Chinese tourists to Korea. Data collection was carried out through distributed questionnaires. The finding summarized that the viewers' points of view about Korea, as a result of South Korean popular culture, had changed. According to the survey, Chinese women are fascinated with Korean movies, dramas, stars, artificial beauty while the Chinese men's interest focuses on Korean history and culture. Moreover, the age group reflects the level of receivable impact. The segment of 20-30 years old people and people who are from low and mid-income and with low levels of education are the most attracted by South Korean popular culture. However, the impact of popular culture gave viewers, in this research, an awareness of Korea as a tourist destination even though they did not actually visit Korea. This may be as a result of lack of novelty pursuit. The more a tourist knows about Korean history and culture, the less motivation he has to travel to South Korea. Potential tourists to Korea can be classified into two groups, namely an immediate buyer and a future buyer. The characteristics of an immediate buyer are: either male or female; range of age is between 30 and 50 of mid to high income and education. Rational motivation should be undertaken in order to encourage the purchase of tours. The majority of females between the age of 20-30 years old with low income and of various educational levels are the future buyers and positioned as core potential tourists. This group of people relies on emotional motivation and impressive pop culture influence. Though this group has shown great interest in traveling to South Korea, they have insufficient of purchasing power. Nevertheless, the conflict between the spending ability and tourism prices can be overcome through a combination of "4S" marketing strategy, namely: style, star, song and store.

Chan (2007): Film-induced tourism in Asia: a case study of Korean television drama and female viewers' motivation to visit Korea

The study examined how the emotions and experiences in watching Korean television drama persuaded female viewers visit Korea for leisure and investigated how their trip was relevant to subsequent consumption of Korean television drama after visiting Korea. 48 Singaporean women of 18 years old or above who had been watching Korean television dramas for more than a year were the respondents of this study. They were classified into seven groups and focus group discussions were carried out. The research reveals that the Korean dramas are not a factor leading tourists to visit Korea. Furthermore, the demand to consume Korean television drama, after returning from Korea, is increasing just for the positive tour experience tourists.

Table 2.2: Summary of Empirical studies

Name of the researchers (year)	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Beeton (2004)	The More Things Change...A legacy of Film-Induced Tourism	To determine the physical changes to the town, the seaside village of Barwon Heads in Australia, where the series was shot, and the socio-cultural impacts received from the popularity of TV series 'Sea Change'	Participant-observation and a series of interviews and surveys	Both positive and negative impacts were found. Positive Impacts: the featured site became lively due to the numbers of tourists visiting the place. Many shops and services were opened. This could boost the local economy. Negative Impacts: Due to the intensity of tourists, it created tension in the local community.

Name of the researchers (year)	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Macionis (2004)	Understanding the Film-Induced Tourist	To identify the possible and actual motivations of the film tourists and see if there is any different motivation in inducing travel behaviour of the serendipitous film tourist, the general film tourist and the specific film tourist	(Conceptual Approach)	Three main concepts which are Place, Personality and Performance were introduced.
Warnick, Bojanic & Sirianguk (2005)	Movie effects on the image of Thailand among college student travellers	To examine the effect of the movie, 'The Beach' on the student travellers' perception to see if there is any different perception between the ones who had seen the movie and the ones who had not seen the movie.	Survey and controlled study	<p>Prior to viewing the movie, some of the respondents did not know much about Thailand but it created a destination image after viewing.</p> <p>The movie, in this case, could not act as an efficient marketing tool in encouraging the viewers to visit Thailand.</p>
Hudson & Ritchie (2006)	Film tourism and destination marketing: The case of Captain Corelli's Mandolin	To study on the conceptual framework for understanding the film tourism phenomenon	In-depth interview	<p>The publicity helps create an awareness of destination no matter whether the film is a success or not. However, the film-induced tourism was not sustainable in this case due to lack of creating destination marketing, leaving no film set or movie icons for the tourists to see, officials did not want to encourage mass tourism, also the discrepancy between the actual place and what was depicted in the film.</p>

Name of the researchers (year)	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Hudson & Ritchie (2006)	Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives	To identify the critical marketing factors that help attract film tourists to the destinations	On-line survey with 490 DMOs worldwide	Four types of marketing activities that can be engaged in to promote film tourism are 1) proactive efforts to encourage producers and studios to film at the location, 2) efforts to generate media publicity around the film and its location during filming, 3) marketing activities that promote the film location after production, and 4) peripheral marketing activities that leverage film tourism potential.
Kim, Agrusa, Lee & Chon (2007)	Effects of Korean television dramas on the flow of Japanese tourists	To examine the effect of the Korean wave on the Japanese society, and assess change of perceived image after viewing Korean TV dramas, relationship between reasons of preference for Korean TV dramas and profitable Hallyu tourism products	Questionnaires	The image about Korea in the Japanese's perception has been changed after viewing the drama. The key reason in selection of the Korean drama is the empathy in the leading stars.
Xiong & Li (2007)	Effect of South Korean Pop Culture on Potential Tourists from Chinese Mainland	To identify the impact of South Korean popular culture on the Chinese people and suggested marketing tactics to woo the Chinese tourist to Korea	Questionnaires	Viewers' points of view about Korea had been changed. To overcome the conflict between the spending ability and tourism prices, a combination of "4S" marketing strategy, namely: style, star, song and store should be applied.

Name of the researchers (year)	Research Topic	Objectives of the Research	Research Methodology	Research Findings
Chan (2007)	Film-induced tourism in Asia: a case study of Korean television drama and female viewers' motivation to visit Korea	To explore how emotions and experiences in watching Korean television drama persuade female Singaporean viewers to visit Korea and see their consumption of Korean TV dramas after visiting Korea	Group Discussion	Some participants visited Korea as an impact of viewing Korean TV drama but some with some other reasons. Further, visiting Korea did not lead to interest to viewing Korean television dramas. Only the participants who had a positive tour experience were likely to be interested in Korean television dramas upon returning home.

Summary of literature reviewed

Based on the foregoing literature, the researcher noted from previous studies that film/television acts as one of the pull factors which draws tourists to particular destinations. In terms of film tourism destination marketing, most of the studies focused on the perspective of national destination organizations and service providers, not the tourists themselves. They should focus on the tourists' point of view as to what they want. If the tourists' demand is reached, it will improve the efficiency of the marketing strategy as well as increase destination awareness which leads to profitability of the relevant organizations. The proposed framework in the next chapter includes the tourist aspect.

CHAPTER III

RESEARCH FRAMEWORK

This chapter contains the theoretical framework, concept, research hypotheses and operationalisation of the independent and dependent variables. Initially, theoretical framework is described that supports the conceptual framework. The next part is conceptual framework which shows the relationship between independent and dependent variables and formulates the research hypotheses tested in this research. The last part of this chapter demonstrates the operationalisation of the independent and dependent variables.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorized the relationship among the several factors that have been identified as important to the problems. It clarified the questions and it summarised the overall concepts being investigated (McDaniel & Gates, 1998).

The study of Kim et al. (2007) stated that movies or television programs provide intangible benefits to a local community of country such as image enhancement or an increase in the level of awareness of the host city. The study of Kim & Richardson (2003) revealed that those exposed to a destination's image in a movie or film, reported more favorably on the destination image of the featured location city than those not exposed to it.

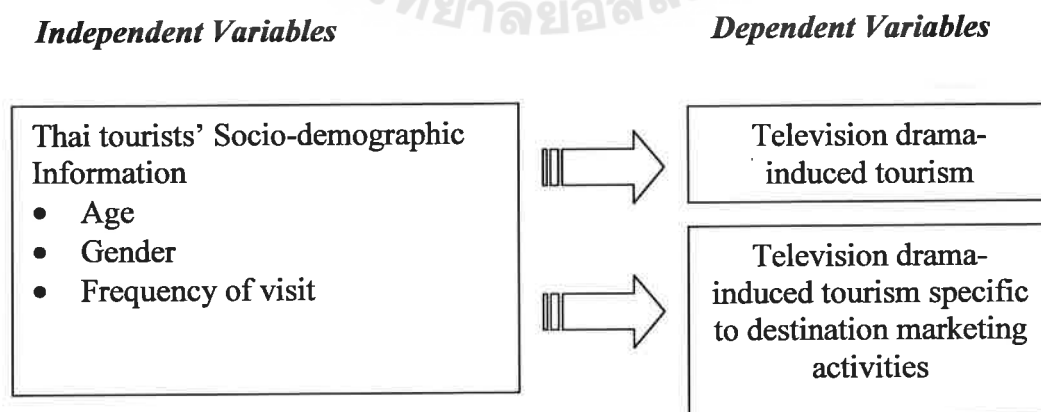
Other research studied by Hudson & Ritchie (2006) suggested that there is an opportunity to encourage film tourists to visit the film locations by exploiting marketing activities related to a film/television drama either prior to releasing the film or following a film release. Destination marketing activities play a critical role in film tourism.

Leading from the above, the researcher selected and combined certain aspects in the form of variables such as television drama-induced tourism and television drama-induced tourism specific destination marketing activities as per research objectives and proposed the following conceptual framework.

3.2 Conceptual Framework

In this research, Thai tourists' socio-demographic information, such as age, gender and frequency of visit, are represented as independent variables while television drama-induced tourism and television drama-induced tourism specific destination marketing activities are the dependent variables as illustrated in Figure 3.1.

Figure 3.1: Conceptual Framework of the research study



Source: Adopted from Kim et al. (2007) and Hudson & Ritchie (2006)

Independent Variables

The independent variable is a variable that is expected to influence the dependent variable. Its value may be changed or altered independently of any other variable. In an experimental design, the variable that can be manipulated to be whatever the experimenter wishes (Zikmund, 2003). In this research, Thai tourists' Socio-demographic characteristics (age, gender and frequency of visit) are the independent variables.

Dependent Variables

The dependent variable is a criterion or a variable that is to be predicted or explained. The criterion or standard by which the results of an experiment are judged. It is so named because it is expected to be dependent on the experimenter's manipulation of the independent variable (Zikmund, 2003). Television drama-induced tourism and television drama-induced tourism specific destination marketing activities are the dependent variables in this research.

Television drama-Induced tourism

Film tourism is a complex and dynamic concept, and success depends on a number of factors outside the control of a destination. It would be extremely beneficial to construct an operation model to estimate the effects of deciding to use a particular location for a film or television (Hudson & Ritchie, 2006).

Television drama-Induced tourism specific destination marketing activities

Destination marketing activities is one of the key factors that breeds the success of drama tourism. If the marketing activities created meet drama-induced tourists' interests and desires, then their desire to travel to the film locations may be stronger and validate the decisions to visit Korea, in particular the film locations.

3.3 Research Hypotheses

Zikmund (2003) defines hypotheses as an unproven proposition or supposition that tentatively explains certain facts or phenomena; a proposition that is empirically testable.

The researcher yearns to examine as to whether there are differences in the perception of television drama-induced tourism and television drama-induced tourism specific destination marketing activities based on socio-demographic information as variables. Furthermore, the relationship between the level of exposure to Korean popular culture and the future desire to visit the location is investigated. For this reason, the following hypothesis statements have been constructed.

- H₀₁: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is not significant.
- H_{a1}: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is significant.
- H₀₂: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is not significant.
- H_{a2}: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is significant.
- H₀₃: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is not significant.
- H_{a3}: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is significant.

- H₀₄: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is not significant.
- H_{a4}: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is significant.
- H₀₅: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is not significant.
- H_{a5}: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is significant.
- H₀₆: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is not significant.
- H_{a6}: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is significant.
- H₀₇: Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is not related.
- H_{a7}: Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is related.

3.4 Operationalisation of the Independent and Dependent Variables

The operational definition given by Zikmund (2003) is a definition that gives meaning to a concept by specifying the activities or operations necessary in order to measure it. The operational definition specifies what must be done to measure the concept under investigation.

Two major forms of operationalisation of variables, namely Operationalisation of independent variables and Operationalisation of dependent variables will be mentioned in this part.

Table 3.1: Operationalisation of Dependent Variables

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Television drama-induced tourism	The viewers' perception after viewing Korean television dramas subsequently travelling to Korean drama film locations	Like Korean television dramas Korean television dramas have an impact on viewpoints of Korean food, fashion and beauty Fond of Korean history and culture Like Korean stars, actors and actresses Scenes in Korean television dramas show the place is safe and friendly. The beauty of Korean nature, customs and lifestyle matches/corresponds to what one has experienced/seen in Korea.	Interval Scale	8 - 16

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
		<p>Korean television dramas have enhanced knowledge about Korea as a country.</p> <p>Like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)</p> <p>Korean television dramas make me decide to go to Korea.</p>		
Television dramas-induced tourism specific destination marketing activities	Destination marketing activities/ campaigns designed to attract drama-induced tourists	<p>Availability of tour guides to provide information at film locations of popular Korean television dramas</p> <p>Promotion of hotels/guest houses used in the shooting of Korean television dramas</p> <p>Availability of maps indicating film locations for tourists</p> <p>Conducting joint promotions with tours operators</p> <p>Developing a dedicated website for interested tourists</p> <p>Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas</p> <p>Creating publicity through media while a drama is being shot</p> <p>Providing photos/images to members of the press or tour operators</p> <p>Inviting travel agencies to visit film/shoot locations</p>	Interval Scale	17 - 29

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
		<p>Creating a web link to film locations from websites of Korean television dramas producers</p> <p>Keeping or maintaining drama sets used in Korean television drama for tourists to see and remind themselves of memorable scenes in their favourite dramas</p> <p>Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations</p> <p>Inviting actors and actresses of Korean television dramas to help promote film locations</p>		

Table 3.2: Operationalisation of Independent Variables

Independent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
<i>Socio-demographics</i> Age	The length of time that one has existed; duration of life	<p>Below 25 years old</p> <p>25 – 44 years old</p> <p>45 – 64 years old</p> <p>More than 65 years old</p>	Ordinal Scale	30
Gender	Classification of sex	Male/Female	Nominal Scale	31
Frequency of visit	Number of visits the person paid to destination	<p>First Visit</p> <p>Second or third visit</p> <p>Fourth or more</p>	Nominal Scale	32

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents the methodology to be used in the research study. Method of research used is in the introductory section, followed by Respondents and Sampling Procedures, Research Instrument/Questionnaire and Collection of Data/Gathering Procedures. The last section presents pretest and reliability and Statistical Treatment of Data.

4.1 Methods of Research Used

Descriptive Research is used as the method of research in this study. Descriptive Research describes characteristics of a population or phenomenon. It seeks to determine the answers to who, what, when, where, and how questions. It often helps segment and target markets. It will attempt to determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups (Zikmund, 2003).

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

Thai individual males or females who have been watching Korean television dramas for over 4 months and subsequently travel to South Korea were the target respondents of this study.

4.2.2 Sample Size

The researcher applies Theoretical Sample Sizes for Different Sizes of Population and a 95 percent level of certainty to determine the sample size for this study. As the numbers of Thai tourists who visited Korea in 2006, was 85,116, the sample size for this study was 382 (see Table 4.1).

Table 4.1: Theoretical Sample Sizes for Different Sizes of Population and a 95 percent level of certainty

Population (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. *Fundamentals of Educational Research*, 1996 p. 202.

4.2.3 Sampling Procedures

As this research studies the perception of Thai tourists on Korean television drama-induced tourism, therefore, the target respondents for this study were obviously Thai people who had been watching Korean television dramas and subsequently visited Korea as a result of Hallyu. A set of 382 questionnaires were distributed to the target respondents using Non-probability Sampling Method: Purposive Sampling. Screening questions were asked to include people as

respondents of this study: “If you have watched Korean dramas for over four (4) months and subsequently travelled to Korea, otherwise stop here!” And “Were Korean television dramas a reason for you to travel to Korea?”

Purposive Sampling involves collecting information from specific targets. That is, specific types of people who will be able to provide the desired information, either because they are the only ones who can give the needed information, or because they conform to some criteria set by the researcher (Sekaran, 1992).

Purposive Sampling is a popular sampling technique whereby the research participants are handpicked for a particular purpose. Purposive sampling tends to be used when the population under study tends to be unusual. The researcher tries to pick research participants who are typical of persons in the population that is being investigated (Source: <http://www.csuchico.edu/lcmt/morgan/Module%20Six.htm>, 2 February 2008). The researcher used Purposive Sampling because the respondents of this research include Thais who watched Korean television drama and also paid a visit to South Korea, particularly film locations, afterwards.

4.3 Research Instruments/Questionnaire

In this research, the researcher used a self-administered questionnaire to investigate the perception of Thai tourists on Korean television drama-induced tourism and appropriate destination marketing activities to help attract film tourists to selected destinations in Korea.

The questionnaire was developed from the studies of Hudson & Ritchie (2006) and Xiong & Li (2007) to identify key marketing factors that help attract tourists to destination and to examine the perception of Korean television drama-induced

tourism on their visit to Korea. Furthermore, demographic variables such as age, gender and frequency of visit were examined.

The closed-ended questionnaire has four parts:

Part I: Travel and television dramas profile

The first part of the questionnaire asked the travel characteristics and Korean television dramas viewing habits of the respondents. A total of seven multiple-choice questions were formulated in this part.

Part II: Television drama-Induced Tourism

This part consists of nine questions which asked the respondents about their perception of the effect of Television drama-induced tourism on a 5-point Likert Scale, where 5 – strongly agree, 4 – agree, 3 – neutral, 2 – disagree and 1 – strongly disagree.

Zikmund (2003) suggested that ‘With the Likert scale, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative toward the attitudinal object’.

Part III: Destination Marketing Activities

In this part, the respondents were asked about their perception of the level of importance of specific destination marketing activities for drama tourism success. 5-point Importance scale will be used to study 13 questions, where 5 = very important, 4 = fairly important, 3 = neutral, 2 = not so important, 1 = not at all important.

Part IV: Socio-demographic information

Respondent's personal datum such as age, gender, frequency of visit, income and occupation were examined in the last part of questionnaire (five questions) which was formulated as multiple-choice questions.

4.4 Collection of Data/Gathering Procedures

4.4.1 Secondary Data

The researcher obtained informative datum to support this research from many sources such as textbooks, newspaper articles, academic tourism research journals, e-news, statistics from The Tourism Authority of Thailand's website, computerized databases, on-line research, etc.

4.4.2 Primary Data

In this research, the researcher collected the primary data. A survey method was used to collect the primary data. The researcher sought the assistance of tour operators who catered South Korea bound Thai tour group. Self-administered questionnaires were distributed to 382 respondents in Korea whose main reason for travelling was to visit film locations. Most of the participant respondents were intercepted while they were free from their group tour or while they were taking a rest. The respondents spent about 5 - 7 minutes filling out the questionnaire. The process was carried out from 10th to 18th April 2008. The questionnaires were assessed using Statistical Package of Social Science (SPSS) program to analyze and interpret the output data.

4.5 Pre-test and reliability test

Saunders, Lewis and Thornhill (2003) stated that 'a pilot test is small-scale study to test a questionnaire or interview checklist, to minimize the likelihood of respondents having problems in answering the questions and of data recording problems as well as to allow some assessment of the questions' validity and the reliability of the data that will be collected'.

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how the items measuring a concept hang well together as a set. Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of the average intercorellations among the items measuring the concept. Reliabilities less than .60 are generally considered to be poor, those in the .7 range, to be acceptable and those over .8 to be good. Hence, the closer the reliability coefficient gets to 1.0, the better (Sekaran, 1992).

The researcher conducted a pre-test by distributing 30 sets of questionnaire to Thai outbound tourists at Suvarnabhumi International Airport, Thailand on their return from South Korea to assess the reliability of the questionnaire. Raw data obtained from the pre-test study were decoded and processed by the Statistical Package of Social Science (SPSS) programme, to find validity and reliability level.

Reliability assessment was carried out by using the Cronbach's Coefficient Alpha Scale. The outcome of reliability analysis-scale or alpha of 22 items were .877 which is greater than 0.6. Hence, it could be concluded that the questionnaire was reliable and met the research objective.

Table 4.2: Reliability analysis-scale (alpha) of Pre-test Result

Items	Numbers of Items	Reliability Coefficients (ALPHA)
Television drama-induced tourism	9	.772
Television drama-induced tourism specific destination marketing activities	13	.863
Average Reliability Coefficients	22	.877

4.6 Statistical Treatment of Data

4.6.1 Descriptive Statistics

Descriptive Statistics is used for Exploratory Data Analysis to describe and compare variables numerically. The aspects of frequency distribution, Central Tendency (Arithmetic Mean, Median and Mode), Dispersion (Range, Mean Deviation and Standard Deviation) and correlation are measured.

4.6.2 Inferential Statistics

Inferential Statistics are used for Confirmatory Data Analysis to investigate questions, models and hypotheses measuring Independent Sample t-test, ANOVA, Chi-square Test of Independent.

In this research, the researcher applied three statistical treatments of data as below:

Independent Sample t-test

T-test is a technique used to test a hypothesis stating that the mean scores on some variables will be significantly different for two independent samples or groups. It is used when the number of observations (sample size) is small and the population standard deviation is unknown. T-value is a ratio with the information

about the difference between means (provided by the sample) in the numerator and the random error in the denominator (Zikmund, 2003).

Figure 4.1: Formula of calculation of t value

$$t = \frac{\bar{X}_1 - \bar{X}_2}{S_{\bar{X}_1 - \bar{X}_2}}$$

where

\bar{X}_1 = mean for group 1

\bar{X}_2 = mean for group 2

$$S_{\bar{X}_1 - \bar{X}_2} = \sqrt{\left(\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \right) \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}$$

Source: Zikmund (2003)

ANOVA (Analysis of Variance) is a technique to determine if statistically significant differences in means occur between two or more groups.

One-way ANOVA performs a comparison of the means of more than two groups or populations to determine if their differences are statistically significant. The technique is one-way because it deals with only one independent variable although several levels of that variable may be used. The F-distribution is a measure used to determine whether the variability of two samples differs significantly. It is the ratio of the two sources of variances. If the observed statistic is greater than the test value for some level of significance, the hypothesis that there is no significant difference in the means of the sample groups may be rejected (Zikmund, 2003).

Figure 4.2: Formula of calculation of F-Ratio

$$F = \frac{MS_{\text{between}}}{MS_{\text{within}}}$$

Where MS between = variance between groups

MS within = variance within groups

Pearson's Correlation Coefficient is the most common measure of correlation. It is designated by the letter (r). A correlation is a number between -1 and +1 that measures the degree of association between two variables (call them X and Y). A positive value for the correlation implies a positive association (large values of X tend to be associated with large values of Y and small values of X tend to be associated with small values of Y). A negative value for the correlation implies a negative or inverse association (large values of X tend to be associated with small values of Y and vice versa).

Figure 4.3: Formula of the Pearson Correlation

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{(n-1)S_X S_Y}$$

Source: Simon (2005)

The correlation coefficient measures the strength of a linear relationship between two variables. Here is how the correlations can be interpreted:

- -1.0 to -0.7 strong negative association.
- -0.7 to -0.3 weak negative association.
- -0.3 to +0.3 little or no association.

- +0.3 to +0.7 weak positive association.
- +0.7 to +1.0 strong positive association.

4.7 Statistical Tests Used

Table 4.3: Summary of statistical tests used

Hypothesis	Statement	Statistical Test
Hypothesis 1	The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is significant.	One-way ANOVA
Hypothesis 2	The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is significant.	Independent Sample t-test
Hypothesis 3	The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is significant.	One-way ANOVA
Hypothesis 4	The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is significant.	One-way ANOVA
Hypothesis 5	The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is significant.	Independent Sample t-test
Hypothesis 6	The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is significant.	One-way ANOVA
Hypothesis 7	Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is related.	Pearson's Correlation Coefficient

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter focuses on the data analysis and findings of this research study. It consists of two sections. The first section presents the data analysis which summarizes the findings from the data collection of 382 questionnaires. The second section illustrates the hypothesis testing results by use of independent and dependent variables.

5.1 Data Processing and Analysis

Data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) version 16 was utilized to summarize the data.

Descriptive analysis was acted upon to derive the frequency tables and percentage in order to observe the distribution of variables within the populations classified by age, gender and frequency of visit among the dependent variables, namely 1) television drama-induced tourism and 2) television drama-induced tourism specific to destination marketing activities.

5.1.1 Frequency Distribution of Independent Variables: Respondent's Demographic characteristics

5.1.1.1 Age

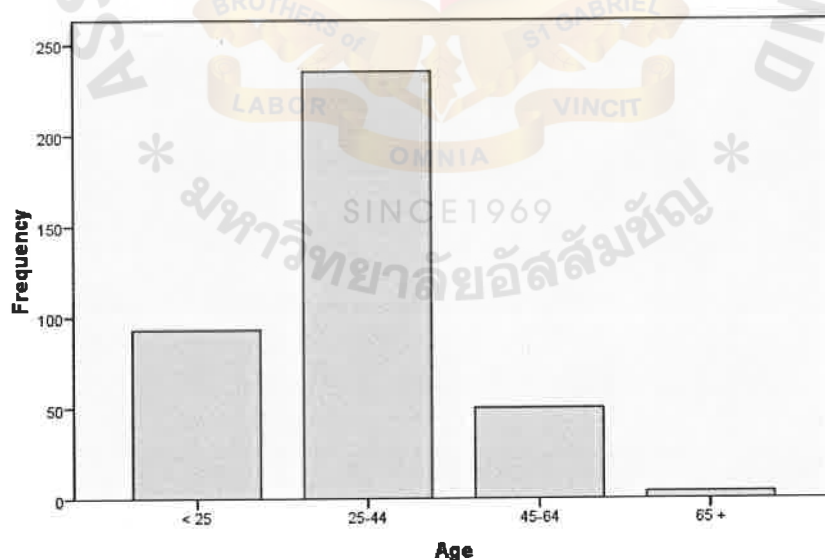
Table 5.1 and Figure 5.1 demonstrate that the majority of the respondents' ages in this research study is in the range of 25-44 year old group (235 respondents - 61.5%), followed by the less than 25 year old group (93 respondents -

24.3%), 45-64 year old group (50 respondents - 13.1%) and over 65 year old group (4 respondents - 1%) respectively.

Table 5.1 Age distribution of the respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25	93	24.3	24.3	24.3
	25-44	235	61.5	61.5	85.9
	45-64	50	13.1	13.1	99.0
	65 +	4	1.0	1.0	100.0
	Total	382	100.0	100.0	

Figure 5.1 Frequency of respondents' characteristics distributed by Age



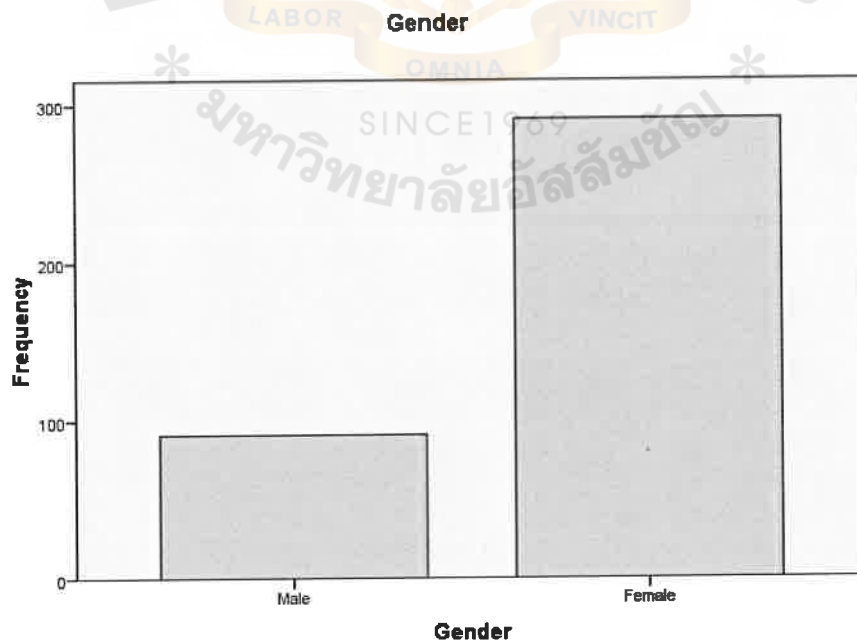
5.1.1.2 Gender

Table 5.2 and Figure 5.2 demonstrate that out of 382 respondents, the largest proportion of the respondents was female (291 respondents - 76.2%). The remaining of 91 respondents, accounting for 23.8%, were male.

Table 5.2 Gender distribution of the respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	91	23.8	23.8	23.8
	Female	291	76.2	76.2	100.0
	Total	382	100.0	100.0	

Figure 5.2 Frequency of respondents' characteristics distributed by Gender



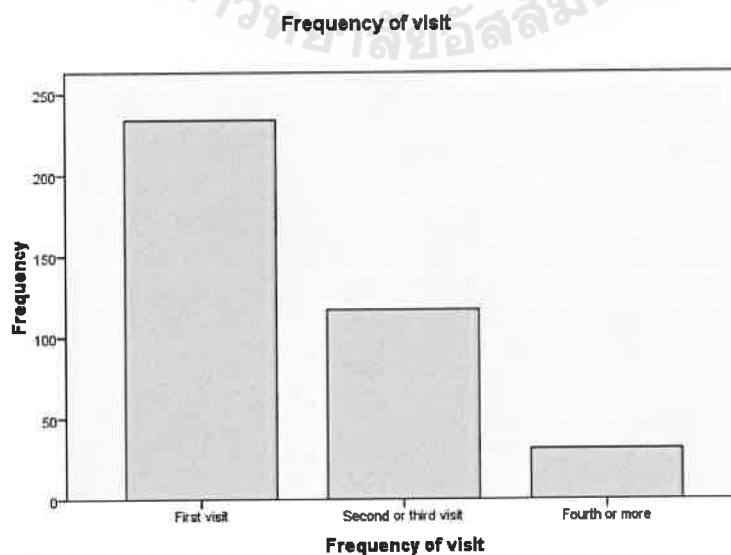
5.1.1.3 Frequency of Visit

Table 5.3 and Figure 5.3 demonstrate that out of 382 respondents, 234 respondents (61.3%) paid their first visit to South Korea, 117 respondents (30.6%) paid their second or third visit and the remaining 31 respondents (8.1%) had visited South Korea for the fourth time or more.

Table 5.3 Frequency of visit distribution of the respondents

		Frequency of visit			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	First visit	234	61.3	61.3	61.3
	Second or third visit	117	30.6	30.6	91.9
	Fourth or more	31	8.1	8.1	100.0
	Total	382	100.0	100.0	

Figure 5.3 Frequency of respondents' characteristics distributed by Frequency of Visit



5.1.2 Dependent Variable Frequency

5.1.2.1 Television drama-induced tourism

According to the outcome shown in Table 5.4, Korean television dramas have an effect on Thai viewers. Their perception about Korean popular culture and product placement is positive. Their mean score is greater than the neutral point which is 2.5 as indicated below.

Table 5.4 Respondents' perception of Korean Television drama-induced tourism

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I like Korean television dramas.	382	1	5	3.89	.905
Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty.	382	1	5	3.60	.947
I am fond of Korean history and culture.	382	1	5	3.62	.870
I like Korean stars, actors and actresses	382	1	5	3.68	.949
Scene in Korean television dramas show the place is safe and friendly	382	1	5	3.64	.807
The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea	382	1	5	3.85	.880
Korean television dramas have enhanced my knowledge about Korea as a country	382	1	5	3.80	.809
I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs, etc.)	382	1	5	3.66	.901
Korean television dramas make me decide to go to Korea	382	1	5	3.73	.940
Valid N (listwise)	382				

The perception of "I like Korean television dramas" got the highest mean score, that is 3.89, followed by their perception of the "The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea" (3.85), "Korean television dramas have enhanced my knowledge about Korea as a country" (3.80), "Korean television dramas make me decide to go to Korea"

(3.73), “I like Korean stars, actors and actresses” (3.68), “I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.) (3.66), “Scenes in Korean television dramas show the place is safe and friendly” (3.64), “I am fond of Korean history and culture” (3.62) and “Korean television dramas have an impact on my viewpoint of Korean food, clothing, and beauty” (3.60).

5.1.2.2 Television drama-induced tourism specific to destination marketing activities

In accordance with the outcome in Table 5.5, the top five television drama-induced tourism destination marketing activities are “Inviting actors and actresses of a Korean television drama to help promote film locations” (4.04), followed by “Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorites dramas” (3.99), “Availability of maps indicating film locations for tourists” (3.96), “Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations” (3.94), and “Conducting joint promotions with tour operators” (3.93).

Table 5.5 Respondents’ perception of the importance of Television drama-induced tourism specific to destination marketing activities

Descriptive Statistics					
Marketing activities	N	Minimum	Maximum	Mean	Std. Deviation
Availability of tour guides to provide information at film locations of popular Korean television dramas	382	1	5	3.92	.852
Promotion of hotels/guest houses used in the shooting of Korean television dramas	382	1	33	3.89	1.704
Availability of maps indicating film locations for tourists	382	1	5	3.96	.873

Descriptive Statistics

Marketing activities	N	Minimum	Maximum	Mean	Std. Deviation
Conducting joint promotions with tour operators	382	1	5	3.93	.814
Developing a dedicated website for interested tourists	382	1	5	3.91	.861
Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas	382	1	5	3.77	.868
Creating publicity through the media while a drama is being shot	382	1	5	3.84	.832
Providing photos/images to members of the press or tour operators	382	1	5	3.78	.796
Inviting travel agencies to visit film/shoot locations	382	1	5	3.83	.809
Creating a web link to film locations from websites of Korean television drama producers	382	1	5	3.77	.852
Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorite dramas	382	1	5	3.99	.797
Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	382	1	5	3.94	.822
Inviting actors and actresses of a Korean television drama to help promote film locations	382	1	5	4.04	.876
Valid N (listwise)	382				

The remaining television drama-induced tourism specific destination marketing activities also reveal a positive mean score. Their mean score is greater than the neutral point, which is 2.5, starting from “Availability of tour guides to provide information at film locations of popular Korean television dramas” (3.92), “Developing a dedicated website for interested tourists” (3.91), “Promotion of hotels/guest houses used in the shooting of Korean television dramas” (3.89), “Creating publicity through the media while a drama is being shot” (3.84), “Inviting travel agencies to visit film/shoot locations” (3.83), “Providing photos/images to members of the press or tour operators” (3.78), “Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas” and “Creating a web link to film

locations from websites of Korean television dramas producers” which have the same mean score of 3.77.

5.2 Hypothesis Testing

Hypothesis is a statement about a population parameter developed for the purpose of testing (Lind, Marchal & Wathen, 2005).

Hypothesis Testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement. The hypothesis which is developed for the purpose of testing is called the *null hypothesis*, designated H_0 . The *alternate hypothesis* is the statement that is accepted if the sample data provide sufficient evidence that the null hypothesis is false. It is designated H_1 (Lind, Marchal & Wathen, 2005).

Level of Significance or sometimes called the level of risk is the probability of rejecting the null hypothesis when it is true. It is designated α (Lind, Marchal & Wathen, 2005). The significance level determines the probability level 0.05 or 0.01 – that is to be considered too low to warrant support of the null hypothesis. If the probability of occurrence of the observed data is *smaller than* the level of significance, then the data suggest the null hypothesis should be rejected (Zikmund, 2003).

This research study consists of seven (7) tested hypotheses. One-way ANOVA, Independent sample t-test, and Pearson’s Correlation Coefficient were used to test the hypotheses. The significance level used in this research study is 0.05 or 95% level of confidence.

5.2.1 Hypothesis 1

- H₀1: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is not significant.
- H_a1: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is significant.

The One-Way ANOVA analysis in Table 5.6 reveals the only item “The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea” has a significance value of 0.63 which is more than 0.05. Therefore, the null hypothesis failed to reject for this item. This means that the difference in Thai tourists perception in “The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea” when classified on the basis of age is not significant.

However, the other eight items reveal a significance value less than 0.05. They are “I like Korean television dramas” ($p = 0.000$); “Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty” ($p = 0.000$); “I am fond of Korean history and culture” ($p = 0.009$); “I like Korean stars, actors and actresses” ($p = 0.000$); “Scenes in Korean television dramas show the place is safe and friendly” ($p = 0.009$); “Korean television dramas have enhanced my knowledge about Korea as a country” ($p = 0.005$); “I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)” ($p = 0.000$); and “Korean television dramas make me decide to go to Korea” ($p = 0.000$). Therefore, the null hypothesis is rejected for these eight items. This means that there are

significant differences in these items in Thai tourists perception when classified on the basis of age.

Table 5.6 One-way ANOVA Test for Hypothesis 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
I like Korean television dramas	Between Groups	19.167	3	6.389	8.243	.000
	Within Groups	292.993	378	.775		
	Total	312.160	381			
Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty	Between Groups	29.733	3	9.911	12.016	.000
	Within Groups	311.785	378	.825		
	Total	341.518	381			
I am fond of Korean history and culture	Between Groups	8.757	3	2.919	3.945	.009
	Within Groups	279.675	378	.740		
	Total	288.432	381			
I like Korean stars, actors and actresses	Between Groups	50.354	3	16.785	21.651	.000
	Within Groups	293.042	378	.775		
	Total	343.395	381			
Scenes in Korean television dramas show the place is safe and friendly	Between Groups	7.456	3	2.485	3.903	.009
	Within Groups	240.690	378	.637		
	Total	248.147	381			
The beauty of Korean nature, customs and lifestyle matches/ corresponds to what I have experienced/seen in Korea	Between Groups	5.626	3	1.875	2.448	.063
	Within Groups	289.568	378	.766		
	Total	295.194	381			
Korean television dramas have enhanced my knowledge about Korea as a country	Between Groups	8.303	3	2.768	4.338	.005
	Within Groups	241.177	378	.638		
	Total	249.479	381			
I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)	Between Groups	15.380	3	5.127	6.597	.000
	Within Groups	293.730	378	.777		
	Total	309.110	381			
Korean television dramas make me decide to go to Korea	Between Groups	26.859	3	8.953	10.920	.000
	Within Groups	309.905	378	.820		
	Total	336.764	381			

5.2.2 Hypothesis 2

H₀2: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is not significant.

H_a2: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is significant.

The Independent Sample t-test Analysis in Table 5.7 reveals that the items “I am fond of Korean history and culture” and “The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea” have a significance value of 0.001 and 0.043 respectively which are less than 0.05. Therefore the null hypothesis is rejected in this case. This means that difference in gender has significant difference in perception toward these two items.

However, the other seven items reveal the significance value is more than 0.05. They are “I like Korean television dramas” ($p = 0.050$); “Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty” ($p = 0.390$); “I like Korean stars, actors and actresses” ($p = 0.640$); “Scenes in Korean television dramas show the place is safe and friendly” ($p = 0.142$); “Korean television dramas have enhanced my knowledge about Korea as a country” ($p = 0.092$); “I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)” ($p = 0.258$); and “Korean television dramas make me decide to go to Korea” ($p = 0.549$). Therefore, the null hypothesis failed to reject for these seven items. This means that the difference in Thai tourists perception classified on the basis of gender is not significant in these items.

Table 5.7 Independent Sample t-test for Hypothesis 2

Independent Samples Test										
		Levene's Test For Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I like Korean television dramas	Equal variances assumed	.420	.517	-1.965	380	.050	-.213	.108	-.426	.000
	Equal variances not assumed			-2.121	171.827	.035	-.213	.100	-.411	-.015
Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty	Equal variances assumed	.368	.544	-.861	380	.390	-.098	.114	-.322	.126
	Equal variances not assumed			-.876	154.869	.382	-.098	.112	-.319	.123

Independent Samples Test

		Levene's Test For Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I am fond of Korean history and culture	Equal variances assumed	.021	.886	3.504	380	.001	.361	.103	.158	.563
	Equal variances not assumed			3.421	145.036	.001	.361	.105	.152	.569
I like Korean stars, actors and actresses	Equal variances assumed	1.221	.270	-.467	380	.640	-.053	.114	-.278	.171
	Equal variances not assumed			-.494	165.135	.622	-.053	.108	-.267	.160
Scenes in Korean television dramas show the place is safe and friendly	Equal variances assumed	4.252	.040	1.472	380	.142	.142	.097	-.048	.333
	Equal variances not assumed			1.559	166.008	.121	.142	.091	-.038	.323
The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea	Equal variances assumed	11.393	.001	2.030	380	.043	.214	.105	.007	.421
	Equal variances not assumed			2.190	171.726	.030	.214	.098	.021	.406
Korean television dramas have enhanced my knowledge about Korea as a country	Equal variances assumed	.014	.907	1.688	380	.092	.164	.097	-.027	.354
	Equal variances not assumed			1.651	145.497	.101	.164	.099	-.032	.359
I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TV s and etc.)	Equal variances assumed	1.108	.293	1.133	380	.258	.123	.108	-.090	.335
	Equal variances not assumed			1.180	161.070	.240	.123	.104	-.083	.328
Korean television dramas make me decide to go to Korea	Equal variances assumed	.942	.332	-.600	380	.549	-.068	.113	-.290	.154
	Equal variances not assumed			-.622	159.621	.535	-.068	.109	-.283	.148

5.2.3 Hypothesis 3

H₀₃: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is not significant.

H_{a3}: The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is significant.

The One-way ANOVA analysis in Table 5.8 reveals that only two among nine items have a significance value more than 0.05. They are “Scenes in Korean television dramas show the place is safe and friendly” and “Korean television dramas have enhanced my knowledge about Korea as a country” for which their significance values are 0.945 and 0.583 respectively. Therefore, the null hypothesis failed to reject

for these two items. This means that the difference in Thai tourists perception for these two items when classified on the basis of frequency of visit is not significant.

Table 5.8 One-way ANOVA Test for Hypothesis 3

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
I like Korean television dramas	Between Groups	7.693	2	3.847	4.788	.009
	Within Groups	304.467	379	.803		
	Total	312.160	381			
Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty	Between Groups	10.483	2	5.242	6.001	.003
	Within Groups	331.035	379	.873		
	Total	341.518	381			
I am fond of Korean history and culture	Between Groups	6.059	2	3.029	4.066	.018
	Within Groups	282.373	379	.745		
	Total	288.432	381			
I like Korean stars, actors and actresses	Between Groups	7.030	2	3.515	3.960	.020
	Within Groups	336.365	379	.888		
	Total	343.395	381			
Scenes in Korean television dramas show the place is safe and friendly	Between Groups	.074	2	.037	.056	.945
	Within Groups	248.073	379	.655		
	Total	248.147	381			
The beauty of Korean nature, customs and lifestyle matches/responds to what I have experienced/seen in Korea	Between Groups	6.990	2	3.495	4.596	.011
	Within Groups	288.203	379	.760		
	Total	295.194	381			
Korean television dramas have enhanced my knowledge about Korea as a country	Between Groups	.709	2	.355	.540	.583
	Within Groups	248.770	379	.656		
	Total	249.479	381			
I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)	Between Groups	10.064	2	5.032	6.378	.002
	Within Groups	299.045	379	.789		
	Total	309.110	381			
Korean television dramas make me decide to go to Korea	Between Groups	7.567	2	3.783	4.356	.013
	Within Groups	329.198	379	.869		
	Total	336.764	381			

For the remaining seven items, the significance value is less than 0.05. They are “I like Korean television dramas” ($p = 0.009$), “Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty” ($p = 0.003$); “I am fond of Korean history and culture” ($p = 0.018$); “I like Korean stars, actors and actresses” ($p = 0.020$); “The beauty of Korean nature, customs and lifestyle matches/responds to what I have experienced/seen in Korea” ($p = 0.011$); “I like to buy Korean-made

products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)” ($p = 0.002$); and “Korean television dramas make me decide to go to Korea” ($p = 0.013$). Therefore, the null hypothesis is rejected for these seven items. This means that the difference in Thai tourists perception for these items when classified on the basis of frequency of visit is significant.

5.2.4 Hypothesis 4

H₀₄: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is not significant.

Ha₄: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is significant.

The One-way ANOVA analysis in Table 5.9 reveals that out of 13 items, three of them have a significance value more than 0.05. They are “Promotion of hotels/guest houses used in the shooting of Korean television dramas”, “Conducting joint promotions with tours operators”, and “Providing photos/images to members of the press or tour operators” for which their significance values are 0.314, 0.074, 0.108 respectively. Therefore, the null hypothesis failed to reject for these three items. This means that the difference in the importance of these three television drama-induced tourism destination marketing activities among Thai tourists classified on the basis of age is not significant.

Due to the significance value of the following items being less than 0.05, the null hypothesis is rejected. It is concluded that the difference in the importance of the

following 10 television drama-induced tourism destination marketing activities when classified on the basis of age among Thai tourists is significant. They are “Availability of tour guides to provide information at film locations of popular Korean television dramas” ($p = 0.006$), “Availability of maps indicating film locations for tourists” ($p = 0.000$), “Developing a dedicated website for interested tourists” ($p = 0.019$), “Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas” ($p = 0.001$), “Creating publicity through the media while a drama is being shot” ($p = 0.013$), “Inviting travel agencies to visit film/shoot locations” ($p = 0.041$), “Creating a web link to film locations from websites of Korean television drama producers” ($p = 0.017$), “Keeping or maintaining drama sets used in Korean television drama for tourists to see and remind themselves of memorable scenes in their favourite dramas” ($p = 0.018$), “Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations” and “Inviting actors and actresses of a Korean television drama to help promote film locations” which have the same significance value of 0.000.

Table 5.9 One-way ANOVA Test for Hypothesis 4

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Availability of tour guides to provide information at film locations of popular Korean television dramas	Between Groups	8.851	3	2.950	4.167	.006
	Within Groups	267.633	378	.708		
	Total	276.484	381			
Promotion of hotels/guest houses used in the shooting of Korean television dramas	Between Groups	10.338	3	3.446	1.188	.314
	Within Groups	1096.262	378	2.900		
	Total	1106.599	381			
Availability of maps indicating film locations for tourists	Between Groups	14.944	3	4.981	6.839	.000
	Within Groups	275.300	378	.728		
	Total	290.243	381			
Conducting joint promotions with tours operators	Between Groups	4.570	3	1.523	2.325	.074
	Within Groups	247.661	378	.655		
	Total	252.230	381			

Developing a dedicated website for interested tourists	Between Groups	7.325	3	2.442	3.358	.019
	Within Groups	274.825	378	.727		
	Total	282.149	381			
Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas	Between Groups	12.465	3	4.155	5.717	.001
	Within Groups	274.721	378	.727		
	Total	287.186	381			
Creating publicity through the media while a drama is being shot	Between Groups	7.456	3	2.485	3.663	.013
	Within Groups	256.481	378	.679		
	Total	263.937	381			
Providing photos/images to members of the press or tour operators	Between Groups	3.847	3	1.282	2.039	.108
	Within Groups	237.682	378	.629		
	Total	241.529	381			
Inviting travel agencies to visit film/shoot locations	Between Groups	5.385	3	1.795	2.782	.041
	Within Groups	243.892	378	.645		
	Total	249.277	381			
Creating a web link to film locations from websites of Korean television drama producers	Between Groups	7.381	3	2.460	3.454	.017
	Within Groups	269.258	378	.712		
	Total	276.639	381			
Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorite dramas	Between Groups	6.342	3	2.114	3.392	.018
	Within Groups	235.616	378	.623		
	Total	241.958	381			
Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	Between Groups	13.793	3	4.598	7.128	.000
	Within Groups	243.822	378	.645		
	Total	257.615	381			
Inviting actors and actresses of a Korean television drama to help promote film locations	Between Groups	18.515	3	6.172	8.523	.000
	Within Groups	273.728	378	.724		
	Total	292.243	381			

5.2.5 Hypothesis 5

H₀5: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is not significant.

H_a5: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is significant.

The Independent Sample t-test analysis in Table 5.10 indicates the only item, “Inviting travel agencies to visit film/shoot locations”, has a significance value of

0.023 which is less than 0.05. Therefore, the null hypothesis is rejected. This means that the difference in the importance of television drama-induced tourism specific destination marketing activities for this item when classified on the basis of gender among Thai tourists is significant.

For the remaining 12 television drama-induced tourism specific destination marketing activities, the significance value is more than 0.05. They are “Availability of tour guides to provide information at film locations of popular Korean television dramas” ($p = 0.109$), “Promotion of hotels/guest houses used in the shooting of Korean television dramas” ($p = 0.820$), “Availability of maps indicating film locations for tourists” ($p = 0.333$), “Conducting joint promotions with tour operators” ($p = 0.289$), “Developing a dedicated website for interested tourists” ($p = 0.498$), “Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas” ($p = 0.105$), “Creating publicity through the media while a drama is being shot” ($p = 0.492$), “Providing photos/images to members of the press or tour operators” ($p = 0.291$), “Creating a web link to film locations from websites of Korean television drama producers” ($p = 0.140$), “Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favourite dramas” ($p = 0.295$), “Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations” ($p = 0.424$), and “Inviting actors and actresses of a Korean television drama to help promote film locations” ($p = 0.790$). Therefore, the null hypothesis failed to reject. This means that the difference in the importance of these 12 television drama-induced tourism specific destination marketing activities when classified on the basis of gender among Thai tourists is not significant.

Table 5.10 Independent Sample t-test for Hypothesis 5

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Availability of tour guides to provide information at film locations of popular Korean television dramas	Equal variances assumed	3.586	.059	1.608	380	.109	.164	.102	-.037	.365
	Equal variances not assumed			1.779	180.067	.077	.164	.092	-.018	.346
Promotion of hotels/guest houses used in the shooting of Korean television dramas	Equal variances assumed	1.180	.278	-.228	380	.820	-.047	.205	-.450	.356
	Equal variances not assumed			-.345	367.763	.731	-.047	.135	-.313	.219
Availability of maps indicating film locations for tourists	Equal variances assumed	1.919	.167	.970	380	.333	.102	.105	-.104	.308
	Equal variances not assumed			1.057	174.871	.292	.102	.096	-.088	.292
Conducting joint promotions with tour operators	Equal variances assumed	1.156	.283	1.062	380	.289	.104	.098	-.088	.296
	Equal variances not assumed			1.119	164.368	.265	.104	.093	-.079	.287
Developing a dedicated website for interested tourists	Equal variances assumed	6.267	.013	.678	380	.498	.070	.103	-.133	.273
	Equal variances not assumed			.741	176.097	.460	.070	.095	-.117	.257
Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas	Equal variances assumed	8.301	.004	1.626	380	.105	.169	.104	-.035	.374
	Equal variances not assumed			1.815	183.640	.071	.169	.093	-.015	.353
Creating publicity through the media while a drama is being shot	Equal variances assumed	4.869	.028	.688	380	.492	.069	.100	-.128	.265
	Equal variances not assumed			.755	177.722	.451	.069	.091	-.111	.249
Providing photos/images to members of the press or tour operators	Equal variances assumed	4.364	.037	1.058	380	.291	.101	.096	-.087	.289
	Equal variances not assumed			1.159	176.977	.248	.101	.087	-.071	.273
Inviting travel agencies to visit film/shoot locations	Equal variances assumed	6.271	.013	2.276	380	.023	.220	.097	.030	.410
	Equal variances not assumed			2.428	168.090	.016	.220	.091	.041	.399
Creating a web link to film locations from websites of Korean television dramas producers	Equal variances assumed	6.668	.010	1.480	380	.140	.151	.102	-.050	.352
	Equal variances not assumed			1.606	173.529	.110	.151	.094	-.035	.337
Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorite dramas	Equal variances assumed	1.006	.316	1.048	380	.295	.100	.096	-.088	.288
	Equal variances not assumed			1.114	167.013	.267	.100	.090	-.077	.278
Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	Equal variances assumed	.532	.466	.800	380	.424	.079	.099	-.115	.273
	Equal variances not assumed			.770	141.950	.443	.079	.103	-.124	.282
Inviting actors and actresses of a Korean television drama to help promote film locations	Equal variances assumed	.068	.795	.267	380	.790	.028	.105	-.179	.235
	Equal variances not assumed			.272	155.040	.786	.028	.103	-.176	.232

5.2.6 Hypothesis 6

H₀6: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is not significant.

H_a6: The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is significant.

The One-way ANOVA Analysis in Table 5.11 reveals that out of 13 items of television drama-induced tourism destination marketing activities, only “Collaborating with television producers to allow fans to attend the premier screening of that drama including visiting film locations” has a significance value of 0.016 which is less than 0.05. Therefore, the null hypothesis is rejected for this item. This means that the difference in the importance of television drama-induced tourism destination marketing activities specifically for this item when classified on the basis of frequency of visits among Thai tourists is significant.

Nevertheless, for the remaining of 12 items of television drama-induced tourism specific destination marketing activities, the significance value is more than 0.05. They are “Availability of tour guides to provide information at film locations of popular Korean television dramas” ($p = 0.104$), “Promotion of hotels/guest houses used in the shooting of Korean television dramas” ($p = 0.768$), “Availability of maps indicating film locations for tourists” ($p = 0.805$), “Conducting joint promotions with tour operators” ($p = 0.263$), “Developing a dedicated website for interested tourists” ($p = 0.296$), “Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas” ($p = 0.131$), “Creating publicity through the media while a drama is

being shot" ($p = 0.239$), "Providing photos/images to members of the press or tour operators" ($p = 0.198$), "Inviting travel agencies to visit film/shoot locations" ($p = 0.718$), "Creating a web link to film locations from websites of Korean television drama producers" ($p = 0.731$), "Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favourite dramas" ($p = 0.055$) and "Inviting actors and actresses of a Korean television drama to help promote film locations" ($p = 0.806$). Therefore, the null hypothesis failed to reject. This means that the difference in the importance of these 12 specific destination marketing activities when classified on the basis of frequency of visit among Thai tourists is not significant.

Table 5.11 One-way ANOVA Test for Hypothesis 6

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Availability of tour guides to provide information at film locations of popular Korean television dramas	Between Groups	3.281	2	1.640	2.276	.104
	Within Groups	273.204	379	.721		
	Total	276.484	381			
Promotion of hotels/guest houses used in the shooting of Korean television dramas	Between Groups	1.541	2	.771	.264	.768
	Within Groups	1105.058	379	2.916		
	Total	1106.599	381			
Availability of maps indicating film locations for tourists	Between Groups	.332	2	.166	.217	.805
	Within Groups	289.911	379	.765		
	Total	290.243	381			
Conducting joint promotions with tour operators	Between Groups	1.772	2	.886	1.341	.263
	Within Groups	250.458	379	.661		
	Total	252.230	381			
Developing a dedicated website for interested tourists	Between Groups	1.806	2	.903	1.221	.296
	Within Groups	280.343	379	.740		
	Total	282.149	381			
Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas	Between Groups	3.060	2	1.530	2.041	.131
	Within Groups	284.126	379	.750		
	Total	287.186	381			
Creating publicity through the media while a drama is being shot	Between Groups	1.987	2	.994	1.438	.239
	Within Groups	261.950	379	.691		
	Total	263.937	381			

Providing photos/images to members of the press or tour operators	Between Groups	2.058	2	1.029	1.629	.198
	Within Groups	239.471	379	.632		
	Total	241.529	381			
Inviting travel agencies to visit film/shoot locations	Between Groups	.435	2	.218	.331	.718
	Within Groups	248.842	379	.657		
	Total	249.277	381			
Creating a web link to film locations from websites of Korean television dramas producers	Between Groups	.458	2	.229	.314	.731
	Within Groups	276.181	379	.729		
	Total	276.639	381			
Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favorite dramas	Between Groups	3.672	2	1.836	2.920	.055
	Within Groups	238.287	379	.629		
	Total	241.958	381			
Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	Between Groups	5.521	2	2.760	4.150	.016
	Within Groups	252.094	379	.665		
	Total	257.615	381			
Inviting actors and actresses of a Korean television drama to help promote film locations	Between Groups	.333	2	.166	.216	.806
	Within Groups	291.911	379	.770		
	Total	292.243	381			

5.2.7 Hypothesis 7

H₀7: Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is not related.

H_a7: Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is related.

In accordance with the Pearson's Correlation Coefficient Analysis shown in Table 5.12, the significance value comes out to be 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected. This means that there is a negative correlation between Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture.

Table 5.12 Pearson's Correlation Coefficient for Hypothesis 7

Correlations			
		Korean television dramas make me decide to go to Korea.	Respondent's desire to select and visit Korea as their destination choice
Korean television dramas make me decide to go to Korea.	Pearson Correlation	1	-.433**
	Sig. (2-tailed)		.000
	N	382	382
Respondent's desire to select and visit Korea as their destination choice	Pearson Correlation	-.433**	1
	Sig. (2-tailed)	.000	
	N	382	382

** . Correlation is significant at the 0.01 level (2-tailed).

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter contains a summary of the study, conclusion of the research outcomes along with recommendations and the suggestions for further research.

6.1 Summary of findings

6.1.1 Sample profile

Among 382 respondents of this research study, the majority of the respondents was female between 25 and 44 years old and merely paid a 'first visit' to South Korea.

Table 6.1 Summary of Respondents' demographic characteristic

Demographic characteristics	The majority group of respondents (%)	The minority group of respondents (%)
Age	25–44 (61.5%)	65 + (1%)
Gender	Female (76.2%)	Male (23.8%)
Frequency of Visit	First Visit (61.3%)	Fourth or more visit (8.1%)

6.1.2 Hypothesis testing results

The research study on the topic of “Korean Television Drama-Induced Tourism: A perspective of Thai Tourists” obtained the primary data from 382 questionnaires from the target respondents by applying One-way ANOVA, Independent Sample t-test and Pearson's Correlation Coefficient to test the hypothesis. The outcomes are as indicated in Table 6.2.

Table 6.2 Summary of Hypothesis testing results

Description	Statistic Technique	Hypothesis testing result
Hypothesis 1		
The difference in Thai tourists perception of television drama-induced tourism classified on the basis of age is not significant.	One-way ANOVA	Reject H_{01} in eight items
Hypothesis 2		
The difference in Thai tourists perception of television drama-induced tourism classified on the basis of gender is not significant.	Independent Sample t-test	Reject H_{02} in two items
Hypothesis 3		
The difference in Thai tourists perception of television drama-induced tourism classified on the basis of frequency of visit is not significant.	One-way ANOVA	Reject H_{03} in seven items
Hypothesis 4		
The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of age is not significant.	One-way ANOVA	Reject H_{04} in 10 items
Hypothesis 5		
The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of gender is not significant.	Independent Sample t-test	Reject H_{05} in one item

Hypothesis 6		
The difference in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists classified on the basis of frequency of visit is not significant.	One-way ANOVA	Reject H_0 6 in one item
Hypothesis 7		
Thai tourist's future desire to visit Korea as an effect of exposure to Korean popular culture is not related.	Pearson's Correlation Coefficient	Reject H_0 7 (negative relationship)

6.2 Conclusion of the research study based on the objectives

In this section, the researcher wraps up the research findings to achieve the three objectives mentioned in Chapter 1.

Objective 1: To examine the difference in socio-demographic characteristics on Thai tourists perceptions of television drama-induced tourism.

Hypothesis 1 – 3 tested the difference of Thai tourists perception of television drama-induced tourism in terms of age, gender and frequency of visit.

Age

The outcome demonstrated that one among nine items failed to reject. The majority of rejected items confirmed that Thai tourists perception of television drama-induced tourism differ with the age of tourist who visits Korea.

Gender

The outcome demonstrated two among nine items are rejected. The majority of accepted items confirmed that the Thai tourists perception of television drama-induced tourism did not change with the gender of tourist who visits Korea.

Frequency of visit

The outcome demonstrated two items failed to reject. The majority of rejected items confirmed that the Thai tourists perception of television drama-induced tourism differs with frequency of tourist visit to Korea.

6.2.1 Age and Television drama-induced tourism

This research revealed that Thai tourists perception of television drama-induced tourism changes with the different age of tourist who visits Korea.

- **I like Korean television dramas**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (25-44) = .310^*$, $I (<25) - J (45-64) = .763^*$ and $I (25-44) - J (45-64) = .452^*$. This implies that Thai tourists below 25 years old have stronger perception in agreement with “I like Korean television dramas” than the ones in the ranges age 25-44 and 45-64. Thai tourists who are below 25 are young and entertainment oriented. Some of them are studying. Some are young working men/women. They have more free time than the other groups of respondents. In addition, owing to the advanced digital technology, there is a variety of sources for viewing Korean television dramas.

The research study also reveals that Thai tourists in the age range of 25-44 have stronger perception in agreement on the same issue than the ones in the age range of 45-64. Taking into consideration their range of age (25-44 years old), it can be concluded that with their working context, it offers them the opportunity to get

together and exchange their ideas and interests in their group. It is possible that they are keen on viewing the Korean dramas which their friends or colleagues have recommended. Some of them watch Korean dramas during their free time or when spending time with their family members.

- **Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (25-44) = .381^*$, $I (<25) - J (45-64) = .928^*$, $I (<25) - J (65+) = .968^*$ and $I (25-44) - J (45-64) = .547^*$. This implies that younger Thai tourists have stronger perception in agreement with “Korean television dramas impact on their viewpoint of Korean food, fashion and beauty” than the elderly. Thai tourists aged below 25 and these teenagers are the main target group of the Korean popular culture. They are likely to be easily convinced by what they have seen in Korean dramas. They may wish to express themselves that they are trendy. Fashion and hair styles are obviously adopted. In this period, women and men try to imitate Korean stars including hair style, make-up and clothing. Korean food is another aspect that receives an impact from Korean dramas. In the past, not many Korean restaurants were open in Thailand. But today, Korean restaurants are likely to mushroom.

- **I am fond of Korean history and culture**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (45-64) = .514^*$, $I (25-44) - J (45-64) = .366^*$. This implies that Thai tourists below 25 and in the age range 25-44 have stronger perception in agreement with “I am fond of Korean history and culture” than the elderly. In the past, few Thai people knew about Korean history and culture. Korean dramas are credited in this respect as they efficiently introduce Korean culture and history to the public. Thai tourists aged below 25 soak up this

cross culture and history through Korean pop culture. As for the group of people at the age between 25 and 44, they may have heard about the Korean War in the past, or Korea may never have come to mind due to the country being closed until 1958. People had their stereotype of Korean people or saw Korea in a negative light. However, their perception in this day and age has changed. Korean dramas expose viewers to new ideas and culture which creates a better impression.

- **I like Korean stars, actors and actresses**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (25-44) = .529^*$, $I (<25) - J (45-64) = 1.232^*$ and $I (25-44) - J (45-64) = .703^*$. This implies that Thai tourists aged below 25 have stronger perception in agreement with “I like Korean stars, actors and actress” than the ones in the ranges of age 25-44 and 45-64. One possible explanation lies in the fact that they are young, energetic; love to have fun in their social life, have less working/life experience and live in a fantasy world. They have no real responsibility, so they share their time with friends and fan clubs or surfing interesting stars’ profiles. As for the group of 25-44 year old, a good combination of storyline and good performances by Korean stars can be claimed as factors that lead them to like Korean stars, actors and actresses. However, the physical appearance and image presentation of the stars should not be left behind. Kim (2003) argued that “the new mixed sexual identity, in the postmodernist popular culture, increases the hallucinated imagination and satisfies a complex human (especially female) desire”, for instance Rain, Shinhwa, Tohoshingi (TVXQ), Super Junior, SS501, and so on. Jung (2006) added that Male Korean stars are the embodiment of hybridized Asian pop cultural icon. They share the images of hybridized masculinity of girl-like prettiness. When the stars come to Thailand for shooting films or advertisements, promoting movies; dramas or concerts, the airport,

their hotels and venues where functions are held are packed with Thai fans. Sense of empathy and desire to escape from the routine may be another factor that pushes them to run after the stars. They devote their time to their favourite stars. Many Thai entrepreneurs even apply the 'Korea Idol Advertising' strategy, hiring Korean male stars to advertise their products, such as Tohoshingi (TVXQ) for Yamaha motorbikes, Super Junior for Twelve Plus products, Rain for Dutch Mill Milk and Clinic shampoo in order to appeal to more potential buyers and gain more market share.

- **Scenes in Korean television dramas show the place is safe and friendly**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (45-64) = .457^*$ and $I (25-44) - J (45-64) = .274^*$. This means that Thai tourists aged below 25 have stronger perception in agreement with "Scenes in Korean television dramas show the place is safe and friendly" than the ones who are in the ages between 45 and 64. The genre of drama is one possible factor. Viewers may share emotional participation. At their age, they likely prefer watching romantic comedies rather than historical or adventure dramas. Certainly, the places used as backdrop to those romantic comedy dramas must be beautiful such that they catch viewers' attention and create a favourable impression. Thai tourists in the age range of 25-44 have a stronger perception of this statement than the ones in the age range of 45-64. It can be said that they are the secondary target of Korean popular culture and are likely to have more opportunity to watch Korean dramas than the ones in the ages between 45 and 64.

- **Korean television dramas have enhanced my knowledge about Korea as a country**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (45-64) = .495^*$ and $I (25-44) - J (45-64) = .381^*$. This implies that Korean television dramas have enhanced knowledge about Korea as a country to Thai tourists aged below 25 and in the range of age 25-44 more than the ones in the age range of 45-64. Owing to the availability of Korean dramas which are continuously broadcast through free television and pirated VCDs/V2Ds/DVDs sold through countless websites, the viewers, as a result, are intensively exposed to Korean popular culture. Moreover, the younger viewers seem to follow entertainment news much more than the elderly who focus on economic and political issues.

- **I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (25-44) = .274^*$, $I (<25) - J (45-64) = .685^*$ and $I (25-44) - J (45-64) = .411^*$. This implies that Thai tourists aged below 25, when compared with the ones in the ranges of age 25-44 and 45-64, have a stronger perception in agreement with Korean-made products. Today, plenty of products under Korean brands are available in Thailand, e.g. seaweed, cosmetics, electric appliances, etc. Commercial advertisements presented or endorsed by their favorite stars and customer relationship activities providing fans the chance to meet their favorite stars in person can urge them to spend money easier and at the same time create brand recognition with the customers. Word of mouth is another aspect. Some of them try new brand cosmetics like “Etude”, “The Face Shop”, “Skin Food”, etc. through word of mouth. Thai tourists between 25 and 44 years old have a

stronger inclination to buy Korean-made products than the ones in the age range 45-64. Owing to more chances of viewing Korean dramas where product placement is smoothly incorporated, the viewers may get acquainted with the Korean-made products. Furthermore, product information is publicly disseminated or can be acquired at any time, anywhere, at a finger-click. Once they are interested in buying products, Korean-made products may be one of their choices. They may switch brands and try a new brand if the technology, features and price serve their desire. Leventhal (1997) asserted that 'aging consumer' - who is over the age of 50, will try new products for different reasons than the younger market. They are not going to try new things just because they want to be in trend but will try something if the products can meet their specific needs.

- **Korean television dramas make me decide to go to Korea**

Appendix D – Post Hoc Tests demonstrates $I (<25) - J (25-44) = .238^*$, $I (<25) - J (45-64) = .900^*$ and $I (25-44) - J (45-64) = .662^*$. Korean dramas influence Thai tourists aged below 25 to travel to Korea more than the ones in the age ranges 25-44 and 45-64; and the ones in the age range of 25-44 more than the ones between 45 and 64. This may result from many elements which are pertinent to Korean dramas such as the place (location attributes, scenery, landscapes, weather, social origin, cultural origin, and activity origin), personality (cast, characters and celebrity), performance (plot, theme, genre) (Macionis, 2004). Appendix C - viewers' profile supports the above statement that television drama is one reason but not the main one, accounting for 50%, that inspires them to travel to Korea.

6.2.2 Gender and Television drama-induced tourism

This research portrays that the female and male perceptions of “I am fond of Korean history and culture” and “The beauty of Korean nature, custom and lifestyle matches/corresponds to what I have experienced/seen in Korea” are significantly different.

- **I am fond of Korean history and culture**

Appendix D shows means score rated by male on the statement “I am fond of Korean history and culture” 3.89 which is higher than female, 3.53. This means that males have stronger perception in agreement with this statement than females. Generally, male’s centre of attention often goes to a destination’s history and culture rather than landscape, shopping, etc.

- **The beauty of Korean nature, custom and lifestyle matches/corresponds to what I have experienced/seen in Korea**

Appendix D shows means score rated by males on the statement “The beauty of Korean nature, custom and lifestyle matches/corresponds to what I have experienced/seen in Korea” as 4.01 which is higher than 3.80 rated by females. This shows that males have stronger perception in agreement with this statement than females. One possible explanation is that females normally draw a big picture or have a high expectation of each object. Once it does not meet what lies in their expectation, their attitude towards that object declines.

6.2.3 Frequency of visit and Television drama-induced tourism

This research revealed that Thai tourists perception of television drama-induced tourism changes with number of visits to Korea.

- **I like Korean television dramas**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .282* and I (second of third visit) – J (Fourth or more) = .417*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with “I like Korean television dramas” than the ones who merely paid a first visit. One of possible explanations lies in the fact that the more they view Korean dramas, the more they are introduced to beautiful Korean scenery, climate and culture. They may be fascinated with what is depicted in the drama since Korean producers attempt to highlight a variety of angles of Korea’s landscapes in the dramas. Thus, the viewers may find something interesting and new to them which leads to an increased desire to visit Korea.

The higher numbers of visitors to Korea does not always confirm that they like the Korean television dramas. According to Appendix C, 16% of Thai tourists visited Korea for other hidden reasons, such as meetings, paid trips as a reward (incentive), part of academic fieldtrip, etc.

- **Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .363*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with “Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty” than the ones who merely paid a first visit. One of the possible explanations lie in the fact that the majority of Thai tourists visit Korea in tour groups on their first visit, for which time is a factor in controlling the schedule such that tourists have limited time to visit each tourist attraction. They may feel that they have not explored Korea enough.

Compared to the ones who revisited Korea, they may select or design the itinerary by getting ideas from Korean television dramas as well as the other sources to choose the best for them.

- **I am fond of Korean history and culture**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .278*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with “I am fond of Korean history and culture” than the ones who merely paid a first visit. One of the possible explanations lies in the fact that paying deep interest in history and culture can stimulate a person to revisit to a destination.

- **I like Korean stars, actors and actresses**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .261* and I (second of third visit) – J (fourth or more) = .420*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with “I like Korean stars, actors and actresses” than the ones who merely paid a first visit. The tourists who visited South Korea twice or a third time may join in activities held by or related to their favourite stars, for instance, participating fan club’s annual meeting, attending the autograph sessions when a new album is released; participating in the concerts; etc. The power of stars truly has an impact on hard-core fans.

- **The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea**

Appendix D – Post Hoc Tests demonstrates I (first visit) – J (fourth or more) = .337* and I (second of third visit) – J (fourth or more) = .516*. This shows that Thai tourists who paid fewer visits to South Korea have stronger perception in

agreement with “The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea” than the ones who paid more visits. One possible explanation lies in the fact that Thai tourists are excited by the novelty of the first visit. This level of excitement goes down in their subsequent visit to Korea.

- **I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .359*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with “I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)” than the ones who merely paid a first visit. One possible explanation lies in the fact that during the first visit, they will focus in visiting various tourist attractions/icons and buy some Korean food as souvenirs for friends and relatives. But for the tourists who visited Korea twice or three times, they may be fascinated with the Korean products or know the price difference between Korean-made products being sold in Thailand and sold in Korea, so they like to buy Korean-made products from the origin which is much cheaper.

- **Korean television dramas make me decide to go to Korea**

Appendix D – Post Hoc Tests demonstrates I (second of third visit) – J (First visit) = .308*. This shows that Thai tourists who paid a second or third visit to South Korea have stronger perception in agreement with this statement than the ones who merely paid a first visit. It is possible that tourists pay subsequent visits to Korea because they are stimulated by different beautiful backgrounds from television dramas which are released from time to time. Korean drama producers constantly produce

television dramas and, at the same time, promote Korean tourism. The television dramas 'Spring Waltz', 'Autumn in My Heart', 'Winter Love Song' and 'Summer Scent' are raised herein to support this statement. The tourists would like to see the wonders of Korea depicted in Korean dramas and may desire to explore more. Moreover, each tour program offers only one or two film locations per visit and sometimes those places might not really be what they want to see, so it is likely that they pay a revisit to Korea but to different film locations.

Objective 2: To investigate the importance of marketing activities from Thai tourists' perspective on the basis of socio-demographic characteristics.

Hypothesis 4 – 6 tested the difference in the importance of television drama-induced tourism specific destination marketing activities among the Thai tourists in terms of age, gender and frequency of visit.

Age

The study found differences in the importance of television drama-induced tourism specific to destination marketing activities among Thai tourists when classified by age for the reason that three out of 13 destination marketing activities failed to reject.

Gender

The study found that single destination marketing activity is rejected. The majority of accepted items confirmed that different gender does not significantly affect perceived importance of television drama-induced tourism specific destination marketing activities among Thai tourists.

Frequency of visit

The study found that only single destination marketing activity is rejected. The majority of accepted items confirmed that frequency of visit did not have an effect in the importance of television drama-induced tourism specific destination marketing activities among Thai tourists.

6.2.4 Age and importance of television drama-induced tourism specific destination marketing activities

The research shows that Thai tourists consideration of the importance of television drama-induced tourism specific destination marketing activities changes with the age of the tourist who visits Korea.

- **Availability of tour guides to provide information at film locations of popular Korean television dramas**

Appendix D – Post Hoc Test reveals that $I (<25) - J (45-64) = .483^*$ and $I (25-44) - J (45-64) = .393^*$. This means Thai tourists aged below 25 and in the range of age 25-44 consider the above item more important than the ones in the range of age 45-64. One possible explanation lies in the fact that they may want to broaden their knowledge about the place. Having tour guides walking along and explaining things can enhance their knowledge about the places as well as help them recall key scenes featured in dramas.

- **Availability of maps indicating film locations for tourists**

Appendix D – Post Hoc Test reveals that $I (<25) - J (25-44) = .270^*$, $I (<25) - J (45-64) = .655^*$ and $I (25-44) - J (45-64) = .385^*$. This means Thai tourists aged below 25 believe that availability of map indicating film locations for tourist (movie map) is quite important when compared with the ones who in

ranges age of 25-44 and 45-64. And Thai tourists in the range of age 25-44 years old deem movie map is also important when compared to the tourists of 45-64 years old. Considering that they are in the younger generation, they may challenge themselves by backpacking and visiting film locations that they prefer so that they can spend their time freely, not limiting themselves to a schedule fixed by the tour operator. They can also plan to visit film locations or any other places that are of their interest.

- **Developing a dedicated website for interested tourists and Creating a web link to film locations from websites of Korean television drama producers**

Appendix D – Post Hoc Test reveals that $I (<25) - J (45-64) = .409^*$, and $I (25-44) - J (45-64) = .382^*$ for ‘Developing a dedicated website for interested tourists’ and $I (<25) - J (45-64) = .466^*$ and $I (25-44) - J (45-64) = .294^*$ for ‘Creating a web link to film locations from websites of Korean television drama producers’. This means that Thai tourists in the age between 45 and 64 do not consider “developing dedicated website” and “creating a web link to film locations from websites of Korean television drama producers” are significantly important, while Thai tourists aged below 25 and 25-44 years old do. This may be due to their knowledge about computers or information technology that is limited since computers only became widely used and the internet became a channel for sharing/searching for information in Thailand around 1990 and 1995, respectively (Palasri, Huter & Wenzel, 1999). Furthermore, in the ages between 45 and 64, they may need well arranged tour programs for comfort in travel. So they may prefer traditional way of tour promotion such as contacting through travel operators rather than challenging themselves as independent travelers.

- **Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas**

Appendix D – Post Hoc Test reveals that $I (<25) - J (45-64) = .618^*$ and $I (25-44) - J (45-64) = .419^*$. This means Thai tourists in the range of age 45-64 do not deem this activity as important as Thai tourists aged below 25 and 25-44 years old do. The younger groups may be fascinated by good-looking stars, actors and actresses. If they like any Korean stars, they would love to participate in any activities or exhibitions pertaining to their idols. Any souvenirs or memorabilia of their favorite stars, such as posters, maps, magnets, glasses, mobiles, magazines, key chains, accessories and little odds and ends, etc. are bought for their collection.

- **Creating publicity through the media while a drama is being shot**

Appendix D – Post Hoc Test reveals that $I (<25) - J (25-44) = .235^*$ and $I (<25) - J (45-64) = .403^*$. This means that Thai tourists aged below 25 deem that ‘creating publicity through the media while a drama is being shot’ is more important than the elderly. New generation age people feel that information technology connects the world together. They love to know what it is going on, how development of drama which their favourite star is shooting. Frequently hearing about or being provided information on places may create an interest and recognition of the places as well.

- **Inviting travel agencies to visit film/shoot locations**

Appendix D – Post Hoc Test reveals that $I (<25) - J (25-44) = .202^*$ and $I (<25) - J (45-64) = .371^*$. This implies that the younger Thai tourists, when compared to the elderly, consider ‘Inviting travel agencies to visit film/shoot locations’ more important. The possible reason is that the travel agencies can share

their experience and answer the tourists straight away about film/shoot locations if they have real experience.

- **Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favourite dramas**

Appendix D – Post Hoc Test reveals that $I (<25) - J (45-64) = .431^*$ and $I (25-44) - J (45-64) = .259^*$. This implies that Thai tourists who are in the age range of 45-64 are mature and mostly are not attached to the scenes in dramas. They may just admire the drama and go to the film locations just to fulfil their need (psychology needs). But for the younger Thai tourists, especially female, the motivation is linked with Korean television dramas they have seen. So they may want to witness the scenes featured in the dramas. Some take photos and share them with their friends upon their return to Thailand.

- **Collaborating with television producers to allow fans to attend the premiere screening of that drama including to visit film locations**

Appendix D – Post Hoc Test reveals that $I (<25) - J (25-44) = .304^*$, $I (<25) - J (45-64) = .615^*$ and $I (25-44) - J (45-64) = .311^*$. This implies that Thai tourists aged below 25 give importance to this activity more than the elderly, and 25-44 more than 45-64 years old. At their age, the concept of empathy with the stars can be used to draw their attention and participation. They love to participate in activities related to their favorite stars. Of course, on the premiere screening day, it would be a great opportunity for fans to show their support for their favorite stars. Meet and greet with their favorite stars would be another attractive function as some interactive activities with their idols may be arranged. Moreover, this kind of activity

creates significant press coverage which markedly works as free advertisement for both the drama and the film locations.

- **Inviting actors and actresses of a Korean television drama to help promote film locations**

Appendix D – Post Hoc Test reveals that $I (<25) - J (25-44) = .304^*$, $I (<25) - J (45-64) = .693^*$ and $I (25-44) - J (45-64) = .390^*$. This implies that Thai tourists aged below 25 give importance to this activity more than the elderly and the ones in the range of age 25-44 consider it more important than the ones who are in the age range of 45-64. The younger tourists seem to be more entertainment-oriented. Olsberg (2007) argued that use of celebrity to act as advocates for the film locations cannot create the association between location and film in viewers' mind but can generate significant attention.

6.2.5 Gender and importance of television drama-induced tourism specific destination marketing activities

The research shows that females and males consider the importance of “inviting travel agencies to visit film/shoot locations” in a slightly different way. Appendix D revealed that the mean score rated by males for this item is 4.00 which is higher than female for which the mean score is 3.78. This shows that males consider this specific destination marketing activity more important than females. One possible explanation for this may lie in the fact that male travels to the destination for reasons other than visiting the film locations, such as having general interest in that destination. However, if it happens that he has to visit shoot/film locations, he would love to know what interesting activities or things can be done at the locations, on the other hand, females already have some ideas on what they are going to do, for

example, going to this area to witness the scenes in the dramas, taking photos of the props that have been used in the dramas, etc.

6.2.6 Frequency of Visit and importance of television drama-induced tourism specific destination marketing activities

The research shows that Thai tourists give different importance to ‘Collaborating with television producers to allow fans to attend the premier screening of that drama including visiting film locations’ based on frequency of visit. Appendix D – Post Hoc Test reveals that I (Second or third visit) – J (First visit) = .265*. This implies that Thai tourists who paid a second or third visit to South Korea consider this destination marketing activity more important than the ones who paid only a first visit. One possible explanation is that the second or third visit tourists are perhaps hardcore fans. They go there to support their idols. Also, this specific type of destination marketing activity is mostly arranged for press but not fans. Thus, having an opportunity to join this activity, would offer them the chance to meet their idols. Tourists who paid only a first visit may be influenced by friends (word of mouth) and if they have pleasant experience during the trip, they may become loyal to the destination.

Objective 3: To study the relationship between level of exposure to Korean popular culture with the respondents’ future desire to visit Korea.

Testing of hypothesis Seven revealed that there is a negative correlation between the levels of exposure to Korean popular culture and Thai tourists’ future desire to visit Korea. One possible explanation for this may lie in the fact that the more Korean television dramas the viewers watch, the more they become

familiar with the history, culture, scenic spots, and plots of the dramas and so on. As such, the initial motivation to visit Korea drops; they may not see any novelty in Korean television dramas. Thus their response to this emotionally persuasive tool to travel to Korea is lessened. These findings match with the research of Xiong & Li (2007) which targeted Chinese males and females. The findings revealed that the more tourists know about the destination's history and culture, the less impulse they have to travel. They are likely to seek novelty in other new destinations. Similarly in research by Kim & Richardson (2003) it was found that level of exposure to movies/dramas has to be optimal as excessive familiarity can reduce the novelty of travel.

6.3 Recommendations

This research suggests South Korea has been successful in using television dramas as a media to help viewers become aware of Korea as a travel destination and shape the image of Korea in the minds of viewers. Television dramas have a powerful influence on travel decisions as they relay verbal, visual and sensory motivation. The findings imply that viewing Korean television dramas stimulated the viewers to travel to Korea in the first place. Nonetheless, if the viewers view Korean television dramas to an excessive extent, then it lessens the desire to travel to Korea. In this respect, the destination marketing office, in this case Korea Tourism Organization, should develop efficient marketing activities to drive the viewers to pay visits to film locations. Any activities held in Korea which are related to their favorite Korean celebrities can be used in this place since Korean popular culture is currently extremely popular in Thailand.

More and more destinations that wish to introduce their countries may make use of this research result to understand television drama-induced tourists from the aspect of the level of importance they place on each specific destination marketing activity in order to capture this niche market.

6.3.1 Recommendations for the Tourism Authority of Thailand

The findings reveal that many Thai tourists are aware of Korea as a country through Korean television dramas. The Tourism Authority of Thailand may take into consideration the concept of “Product Placement” through television dramas along with traditional advertising tools which the Tourism Authority of Thailand (TAT) is currently hosting Bangkok Film Festival, participating in film festivals held overseas, approaching/supporting overseas film producers to shoot their films in Thailand, etc. This can work as a good advertising tool for Thai tourism in the future. Pictures on screen can speak thousands of words to thousands of viewers at the same time. Moreover, they can be exported globally year after year. Exporting our Thai dramas by interweaving our culture, beautiful scenery would speak on our behalf better than merely letting other countries use our locations as backdrops which does not have any significant increase on tourist numbers or awareness of the locations.

In fact, the Tourism Authority of Thailand has commenced promoting film tourism for the movie “King Naresuan” but has not yet expanded as far as Thai dramas. Thailand, at this stage, can be considered as a new entrant in film tourism. Thailand may take its first steps by using Korea as a case study. The Tourism Authority of Thailand can take results from this research as a reference for marketing plans. Visitors will be attracted by unique features of the country, so drama producers as well as the Tourism Authority of Thailand and tour operators should join together to take advantage of this feature to run the marketing campaign. Moreover, socio–

demographic factors are always an important input for marketing so the Tourism Authority of Thailand should take this into consideration when making strategic marketing campaigns.

In terms of destination marketing activities, the Tourism Authority of Thailand may initiate drama-induced tourism by inviting actors and actresses of a television dramas to help promoting film locations. In this research, it reveals that 7.1% of respondents went to Korea to trace and see actors and actresses (See Appendix C). As such, celebrity here can act as a positive pull factor wooing the tourists to the destination. The Tourism Authority of Thailand may propose to the entertainment industry and tour operators the launch of attractive tour programs to lure the international tourists to Thailand. Further, availability of maps indicating film locations which facilitate tourists and collaborating with television producers to allow fans to attend the premier screenings of dramas including visiting film locations, and conducting joint promotions with tour operators can be used in order to promote drama tourism. Since the purpose of this particular tourist group is visiting film locations, so keeping or maintaining drama sets are important such that the locations leave some pertinent sets for the tourists to match with the dramas. All these mentioned destination marketing activities are found as the top five in the mindset of the drama tourists in this research.

The other activities like availability of tour guides to provide information at film locations of popular Korean television dramas, developing a dedicated website for interested tourists, promotion of hotels/guest houses used in the shooting of Korean television dramas, creating publicity through the media while a drama is being shot, inviting travel agencies to visit film/shoot locations, providing photos/images to members of the press or tour operators, organizing an exhibition or

display of souvenirs or memorabilia of dramas and creating a web link to film locations from websites of television dramas producers can be used as a reference for the marketing plans. Not surprisingly Korea Tourism Organization has implemented almost every activity mentioned above which promotes film tourism in South Korea.

6.3.2 Recommendations for the drama producers

Currently Thai television dramas attract only local viewers especially housekeepers with love stories and daily activities. With the aim of developing this new kind of cultural tourism products like in Korea, there should be an investment both in human resources as well as finance.

Genres of drama are also important. According to Macionis's study, it indicates that genres of film play an important role in film tourism. The genres of Thai dramas should be offered in a variety in order to catch the attention of the global viewers. There should be interesting film scripts covering history or heroes from the past. The scenes should be shot in beautiful locations because Thailand is blessed with many attractive natural landscapes like beaches, islands, mountains. How it can tell the Thai history, how it can illustrate the daily activities of the ancient people, or how Thailand has developed are always good topics on which to be dramas.

As for film locations, today's film locations in Thai dramas are unclear. Place names appear only once and mostly at the end of dramas. Additionally, they are quickly faded out. The viewers cum potential tourists may find it difficult to determine where the exact film locations are. Therefore, the drama producers should establish websites that link to the main film locations.

Creating publicity through media while a drama is being shot and allowing fans to attend the premier screening of dramas including visiting film

locations should also be considered. These will help promote their dramas as well as promoting the places. Another interesting benefit of implementing this; it can draw local people's attention and motivate them to travel within Thailand which meets the concept of the Tourism Authority of Thailand.

6.3.3 Recommendations for tour operators

In today's competitive marketing environment and rising cost of travel, the tour operators need to modify business plans or strategies accordingly in order for business survival. As such marketing plays an important part in the attempt to get visitors to the destination. Drama tourism is a special product in the line of tourism products so it requires a different way of marketing that not only satisfies but also delights potential tourists. Special tourism itineraries may be developed. Setting aside more time for hard core fans joining any activities that are related to their celebrities such as arranging concert participation as well as visiting film locations could be considered.

Leading on to the survey co-conducted between PATA and Visa International about the tourists' attitude recently, it revealed that 82% of tourists search for information when they do travel planning (Thansettakij, 2008). This is also supported by the findings (See Appendix C) that 25.7% traveled to Korea on their own owing to many facilities implemented by Korea Tourism Organization for the comfort of the tourists. So tour operators need to develop efficient marketing plans. From the study, the segment of drama tourists that tour operators should focus on is females aged between 25 and 44. However, the group of tourists between 45 – 64 years old should be the second segment of focus since they seem to have more free time and have enough to pay for more comfortable trips.

6.4 Suggestions for further research

This research was conducted only in Bangkok and the respondents are Thais who visited Korea, there is still room to extend the study to other nations. In addition, taking into consideration that Thais can easily accept foreign influences, thus, there is a need to compare the perception of Thai drama tourists with the other nations.

Additionally, the demographic input is very necessary in marketing. There should be a detailed research regarding to the specific demographic factors so that the Tourism Authority of Thailand can cooperate with tour operators to come up with this cultural tourism product to target visitors.



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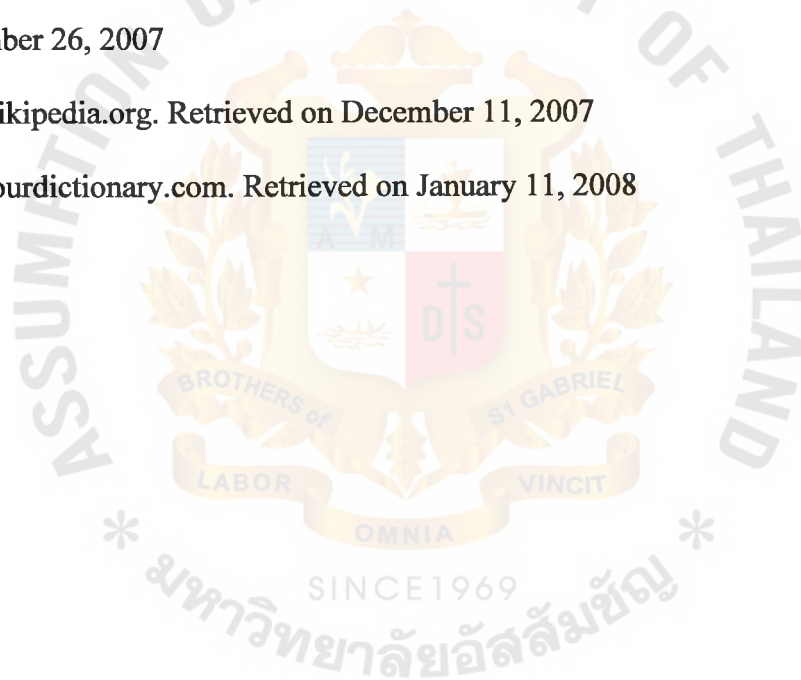
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APPENDIX A



Questionnaire



Dear Respondents:

This questionnaire is part of a Master of Business Administration (MBA)'s thesis in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to seek first-hand information for analysis purposes in a thesis entitled 'Korean Television Drama-Induced Tourism: A perspective of Thai Tourists'.

Your answers are very valuable and your information will be strictly used for educational purpose and kept confidential. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

Screening question:

Please continue if:

- a) You have watched Korean dramas for over four (4) months and subsequently travelled to Korea; otherwise stop here!
- b) Are Korean television dramas a reason for you to travel to Korea?
 - ☐ It is the ONLY reason.
 - ☐ It is the MAIN reason.
 - ☐ It is ONE but NOT MAIN reason.
 - ☐ It is NOT a reason at all.

Part I: Decision to travel vs. Korean television dramas

Instruction: Please tick (✓) one that best matches your opinion.

1. Which Korean television drama encouraged you to visit Korea?

- | | | |
|--|---|-----------------------------------|
| <input type="radio"/> Autumn in My Heart | <input type="radio"/> Winter Love Song | <input type="radio"/> Daejanggeum |
| <input type="radio"/> Ju Mong | <input type="radio"/> Full House | <input type="radio"/> My Girl |
| <input type="radio"/> Coffee Prince | <input type="radio"/> Other (Please specify)..... | <input type="radio"/> None |

2. How many Korean television dramas do you watch in a month?
- ☐ 0 - 1 ☐ 2 -3
- ☐ 4 - 5 ☐ more than five
3. When was the last time you watched Korean television drama?
- ☐ I am currently watching one. ☐ Last week ☐ One month ago
- ☐ One year ago ☐ over a year ago
4. Through which media did you watch Korean television dramas?
- ☐ DVDs/VCDs ☐ Free TV
5. What is a reason for your visit to Korea?
- ☐ To see and visit film locations ☐ For shopping
- ☐ To trace and see actors and actresses ☐ Seen Korean television dramas
- ☐ Because I am generally interested in Korea
- ☐ Because I have seen tourism promotional materials on Korea
- ☐ Because of the beautiful scenery of Korea
- ☐ Others (Please specify)
6. How do you visit film locations in Korea?
- ☐ I joined a tour group. ☐ I travelled there on my own.
7. After watching a Korean television drama, how often do you want to visit Korea or choose Korea as your next travel destination?
- ☐ Very often ☐ Often
- ☐ Sometimes ☐ Rarely ☐ Never
-

Part II: Tourism induced by Television Dramas

Instruction: Please rate your level of agreement with the following statements: 5 – strongly agree, 4 – agree, 3 – neutral, 2 – disagree and 1 – strongly disagree

Tourism induced by Television Dramas	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
8. I like Korean television dramas.	5	4	3	2	1
9. Korean television dramas have an impact on my viewpoint of Korean food, fashion and beauty.	5	4	3	2	1
10. I am fond of Korean history and culture.	5	4	3	2	1
11. I like Korean stars, actors and actresses.	5	4	3	2	1
12. Scenes in Korean television dramas show the place is safe and friendly.	5	4	3	2	1
13. The beauty of Korean nature, customs and lifestyle matches/corresponds to what I have experienced/seen in Korea.	5	4	3	2	1
14. Korean television dramas have enhanced my knowledge about Korea as a country.	5	4	3	2	1
15. I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)	5	4	3	2	1
16. Korean television dramas made me decide to go to Korea.	5	4	3	2	1

Part III: Destination Marketing Activities

Instruction: Please mark (✓) what you consider to be the level of importance for drama tourism success for each of the following activities, 5 – very important, 4 – fairly important, 3 – neutral, 2 – not so important, 1 – not at all important

<i>Destination Marketing activities</i>	Very Important	Fairly important	Neutral	Not so important	Not at all important
<u>Promoting film/shooting locations</u>					
17. Availability of tour guides to provide information at film locations of popular Korean television dramas	5	4	3	2	1
18. Promotion of hotels/guest houses used in the shooting of Korean television dramas	5	4	3	2	1
19. Availability of maps indicating film locations for tourists	5	4	3	2	1
20. Conducting joint promotions with tour operators	5	4	3	2	1
21. Developing a dedicated website for interested tourists	5	4	3	2	1
22. Organizing an exhibition or display of souvenirs or memorabilia of Korean dramas	5	4	3	2	1
<u>Creating publicity</u>					
23. Creating publicity through the media while a drama is being shot	5	4	3	2	1
24. Providing photos/images to members of the press or tour operators	5	4	3	2	1
25. Inviting travel agencies to visit film/shoot locations	5	4	3	2	1
26. Creating a web link to film locations from websites of Korean television drama producers	5	4	3	2	1

Destination Marketing activities

Supporting Korean television dramas

	Very Important	Fairly important	Neutral	Not so important	Not at all important
27. Keeping or maintaining drama sets used in Korean television dramas for tourists to see and remind themselves of memorable scenes in their favourite dramas	5	4	3	2	1
28. Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	5	4	3	2	1
29. Inviting actors and actresses of a Korean television drama to help promote film locations	5	4	3	2	1

Part IV: Respondent's Information

30. Age (years old)

- ☐ < 25
 ☐ 25 – 44
 ☐ 45 - 64
 ☐ 65 +

31. Gender

- ☐ Male
 ☐ Female

32. Frequency of visit

- ☐ First visit
 ☐ Second or third visit
 ☐ Fourth or more

33. Income per month

- ☐ Below Baht 9,999
 ☐ Baht 10,000 – 19,999
 ☐ Baht 20,000 – 29,999
☐ Baht 30,000 – 39, 999
 ☐ Baht 40,000 – 49, 999
 ☐ Over Baht 50,000

34. Occupation

- ☐ Student
 ☐ office worker
 ☐ Housewife
☐ Business owner
 ☐ Retired
 ☐ Others (Please specify) ...

Your cooperation is highly appreciated.





เรียน ผู้ตอบแบบสอบถามทุกท่าน

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิทยานิพนธ์หลักสูตรปริญญาโท คณะบริหารธุรกิจ สาขาการจัดการการท่องเที่ยว มหาวิทยาลัยอีสต์ัสสัมชัญ ซึ่งทำขึ้นเพื่อเก็บข้อมูล โดยจะนำมาประมวลผลงานวิทยานิพนธ์ในหัวข้อเรื่อง “การรับรู้ของนักท่องเที่ยวไทยต่อการท่องเที่ยวตามรอยละครเกาหลี”

การตอบแบบสอบถามของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษา โดยข้อมูลจากแบบสอบถามของท่านจะถูกเก็บเป็นความลับอย่างดีและจะนำไปใช้เพื่อการศึกษาเท่านั้น

จึงเรียนมาเพื่อขอความกรุณา และขอขอบพระคุณทุกเป็นอย่างสูงที่ท่านสละเวลาและให้ความร่วมมือในการกรอกแบบสอบถามฉบับนี้

คำถามทดสอบ/คัดเลือก

กรุณาตอบแบบสอบถามต่อ

- ก) หากท่านดูละครเกาหลีมากกว่า 4 เดือน และเคยเดินทางไปประเทศเกาหลี
- ข) หากละครเกาหลีเป็นเหตุผลหนึ่งที่ท่านตัดสินใจเดินทางไปเที่ยวประเทศเกาหลี
- ☐ เป็นเหตุผลเดียว ☐ เป็นเหตุผลหลัก
- ☐ เป็นหนึ่งในเหตุผล แต่ไม่ใช่เหตุผลหลัก ☐ ไม่ใช่เหตุผล

ส่วนที่ 1 : ข้อมูลการท่องเที่ยวและการชมละครเกาหลี

คำแนะนำ: กรุณาทำเครื่องหมาย ✓ ที่ตรงกับคำตอบของท่านมากที่สุด

1. ละครเกาหลีเรื่องใดที่เป็นแรงจูงใจให้ท่านไปเที่ยวประเทศเกาหลี
- ☐ เพลงรักในสายลมหนาว (Winter Love Song) ☐ รักนี้ชั่วนิรันดร์ (Autumn in My Heart)
- ☐ แดจังกึม จอมนางแห่งวังหลวง (Daejanggeum) ☐ จูมง มหาบุรุษกู้บัลลังก์ (Ju Mong)
- ☐ สะดุดรัก...ที่פקใจ (Full House) ☐ รักหมดใจ ยัยกะล่อน (My Girl)

- ☐ รักุ่นวายของเจ้าชายกาแฟ (Coffee Prince) ☐ อื่น ๆ โปรดระบุ
- ☐ ไม่ใช่ทั้งหมด
2. ท่านชมละครเกาหลีกี่เรื่องในแต่ละเดือน
- ☐ 0 - 1 ☐ 2 - 3 ☐ 4 - 5 ☐ มากกว่า 5 เรื่อง
3. ท่านชมละครเกาหลีล่าสุดเมื่อใด
- ☐ ติดตามชมอยู่ ☐ 1 สัปดาห์ที่ผ่านมา ☐ หนึ่งเดือนผ่านมา
- ☐ หนึ่งปีผ่านมา ☐ นานกว่า 1 ปี
4. ท่านชมละครเกาหลีผ่านสื่อใด
- ☐ DVDs/VCDs ☐ การถ่ายทอดของทางสถานีโทรทัศน์
5. อะไรคือเหตุผลในการเดินทางไปประเทศเกาหลีของท่าน
- ☐ ตามรอยละคร ☐ ช็อปปิ้ง
- ☐ ตามดาราศิลปิน ☐ ได้ชมละครเกาหลี
- ☐ มีความสนใจทั่วไป ☐ เห็นใบปลิวส่งเสริมการท่องเที่ยว
- ☐ วิวทิวทัศน์ที่งดงาม ☐ อื่น ๆ (โปรดระบุ)
6. ท่านเดินทางไปเยี่ยมชมสถานที่ถ่ายทำอย่างไร
- ☐ ร่วมกับคณะทัวร์ท่องเที่ยว ☐ เตรียมการเดินทางด้วยตนเอง
7. การชมละครเกาหลีทำให้ท่านมีความปรารถนาจะเลือกประเทศเกาหลีเป็นสถานที่ท่องเที่ยวบ่อยครั้งมากขึ้นเพียงใด
- ☐ บ่อยมาก ☐ บ่อย
- ☐ บางครั้ง ☐ ไม่บ่อย ☐ ไม่เคย

ส่วนที่ 2 : การท่องเที่ยวที่ได้รับการชักนำจากละครโทรทัศน์ (Television drama-induced Tourism)

คำแนะนำ: กรุณาจัดอันดับความเห็นของท่านดังนี้ 5 — เห็นด้วยอย่างยิ่ง, 4 — เห็นด้วย, 3 — ปานกลาง, 2 — ไม่เห็นด้วย และ 1 — ไม่เห็นด้วยอย่างยิ่ง

ผลของการชมละครเกาหลีและ รายการการท่องเที่ยวตามรอยละครเกาหลี	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
8. ข้าพเจ้าชื่นชอบละครเกาหลี	5	4	3	2	1
9. ละครเกาหลีมีผลต่อทัศนคติของข้าพเจ้าทั้งในด้านอาหารเกาหลี เสื้อผ้า การแต่งกาย การเสริมความงาม	5	4	3	2	1
10. ข้าพเจ้าชื่นชอบในประวัติศาสตร์และวัฒนธรรมของประเทศเกาหลี	5	4	3	2	1
11. ข้าพเจ้าชื่นชอบศิลปินดาราเกาหลี	5	4	3	2	1
12. ฉากในละครเกาหลีสื่อให้เห็นถึงความปลอดภัยและความเป็นมิตร ของเกาหลี	5	4	3	2	1
13. ความงดงามทางธรรมชาติ วิถีชีวิต และขนบธรรมเนียมของชาว เกาหลีและวิถีชีวิตที่ปรากฏในละครสอดคล้อง/ตรงกับที่ข้าพเจ้า สัมผัส/พบเห็นในประเทศเกาหลี	5	4	3	2	1
14. ละครเกาหลีเพิ่มพูนความรู้และทำให้ข้าพเจ้ารู้จักประเทศเกาหลี มากขึ้น	5	4	3	2	1
15. ข้าพเจ้าพึงพอใจที่จะอุปโภค/บริโภคผลิตภัณฑ์จากประเทศเกาหลี (อาหารประจำชาติ เสื้อผ้า ผลิตภัณฑ์เสริมความงาม โทรศัพท์มือถือ โทรทัศน์ และอื่น ๆ)	5	4	3	2	1
16. ละครเกาหลีมีส่วนกระตุ้นให้ข้าพเจ้าเลือกเดินทางไปประเทศเกาหลี	5	4	3	2	1

ส่วนที่ 3 : กิจกรรมด้านการตลาด

คำแนะนำ: กรุณาทำเครื่องหมาย ✓ ที่ตรงกับคำตอบของท่านมากที่สุดสำหรับกิจกรรมที่ท่านให้ความสำคัญในการที่จะทำให้การท่องเที่ยวตามรอยละครประสบความสำเร็จ โดยที่ 5 — สำคัญมาก, 4 —ค่อนข้างสำคัญ, 3 — ปานกลาง, 2 — ไม่สำคัญมากนัก และ 1 ไม่สำคัญ

	สำคัญมาก	ค่อนข้างสำคัญ	ปานกลาง	ไม่สำคัญมากนัก	ไม่สำคัญ
<u>การประชาสัมพันธ์สถานที่ถ่ายทำ</u>					
17. จัดไกด์ท่องเที่ยวแนะนำตามสถานที่ถ่ายทำของละครที่ ได้รับความนิยม	5	4	3	2	1
18. ประชาสัมพันธ์โรงแรม/บ้านพักสำหรับนักท่องเที่ยวที่ใช้ในการถ่าย ทำละครโทรทัศน์	5	4	3	2	1
19. จัดทำแผนที่ระบุสถานที่ถ่ายทำเพื่อเอื้อต่อการไปเยี่ยมชมของ นักท่องเที่ยว	5	4	3	2	1
20. ร่วมมือประชาสัมพันธ์กับผู้ประกอบการท่องเที่ยว	5	4	3	2	1
21. พัฒนาเว็บไซต์สำหรับนักท่องเที่ยวที่สนใจไปเยือนสถานที่ถ่ายทำ	5	4	3	2	1
22. จัดงานนิทรรศการหรือแสดงสินค้าสะสม/สินค้าที่ระลึกเกี่ยวกับละคร โทรทัศน์	5	4	3	2	1
<u>การสร้างสื่อเผยแพร่</u>					
23. เผยแพร่ข่าวสารต่อสาธารณชนขณะละครโทรทัศน์ยังถ่ายทำอยู่	5	4	3	2	1
24. จัดเตรียมภาพถ่ายให้กับสื่อหรือผู้ดำเนินการท่องเที่ยว	5	4	3	2	1
25. เชิญสื่อท่องเที่ยวต่างๆ ไปเยี่ยมชมสถานที่ถ่ายทำละคร	5	4	3	2	1
26. สร้างการเชื่อมต่อของเว็บไซต์ (link) ไปยังสถานที่ถ่ายทำใน เว็บไซต์ของผู้ผลิตละครโทรทัศน์	5	4	3	2	1

	สำคัญมาก	ค่อนข้างสำคัญ	ปานกลาง	ไม่สำคัญมากนัก	ไม่สำคัญ
<u>การสนับสนุนละครโทรทัศน์</u>					
27. เก็บรักษาจากที่ใช้ในการถ่ายทำในละครโทรทัศน์เพื่อให้ นักท่องเที่ยวดูได้ระลึกถึงฉากประทับใจต่าง ๆ ในละคร	5	4	3	2	1
28. ร่วมมือกับผู้ผลิตละครโทรทัศน์ในการจัดกิจกรรมให้แฟนละคร เข้าร่วมกิจกรรมในวันเปิดฉายรอบปฐมทัศน์ของละครโทรทัศน์ นั้น ๆ ซึ่งรวมถึงการท่องเที่ยวสถานที่ถ่ายทำละครนั้น ๆ	5	4	3	2	1
29. เชิญศิลปินดารามาเพื่อช่วยประชาสัมพันธ์สถานที่ถ่ายทำ	5	4	3	2	1

ส่วนที่ 4 : ลักษณะทางประชากรของผู้ตอบแบบสอบถาม

30. อายุ

- ☐ น้อยกว่า 25 ปี
 ☐ 25 — 44 ปี
☐ 45 — 64 ปี
 ☐ มากกว่า 65 ปีขึ้นไป

31. เพศ

- ☐ ชาย
 ☐ หญิง

32. จำนวนครั้งที่ท่านเดินทางไปประเทศเกาหลี

- ☐ ครั้งแรก
 ☐ 2 — 3 ครั้ง
 ☐ 4 ครั้ง หรือมากกว่า

33. รายได้ต่อเดือน

- ☐ ต่ำกว่า 9,999 บาท
 ☐ 10,000 — 19,999 บาท
 ☐ 20,000 — 29,999 บาท
☐ 30,000 — 39,999 บาท
 ☐ 40,000 — 49,999 บาท
 ☐ มากกว่า 50,000 บาทขึ้นไป

34. อาชีพ

- ☐ นักศึกษา
 ☐ พนักงานบริษัท
 ☐ แม่บ้าน
☐ เจ้าของธุรกิจ
 ☐ เกษียณ
 ☐ อื่น ๆ (โปรดระบุ).....

ขอขอบคุณในความร่วมมือของท่าน



Are Korean television dramas a reason for you to travel to Korea?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only reason	37	9.7	9.7	9.7
	Main reason	93	24.3	24.3	34.0
	One but not main	191	50.0	50.0	84.0
	Not a reason	61	16.0	16.0	100.0
	Total	382	100.0	100.0	

Which Korean television drama encouraged you to visit Korea?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Autumn in My Heart	50	13.1	13.1	13.1
	Winter Love Song	48	12.6	12.6	25.7
	Daejanggeum	77	20.2	20.2	45.8
	Ju Mong	34	8.9	8.9	54.7
	Full House	64	16.8	16.8	71.5
	My Girl	28	7.3	7.3	78.8
	Coffee Prince	28	7.3	7.3	86.1
	Other (Please specify)	17	4.5	4.5	90.6
	No response	36	9.4	9.4	100.0
	Total	382	100.0	100.0	

How many Korean television dramas do you watch in a month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1	150	39.3	39.3	39.3
	2-3	151	39.5	39.5	78.8
	4-5	52	13.6	13.6	92.4
	More than five	29	7.6	7.6	100.0
	Total	382	100.0	100.0	

When was the last time you watched a Korean television drama?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I am currently watching one	161	42.1	42.1	42.1
Last week	83	21.7	21.7	63.9
One month ago	50	13.1	13.1	77.0
One year ago	41	10.7	10.7	87.7
over a year ago	47	12.3	12.3	100.0
Total	382	100.0	100.0	

From which media source do you view television dramas?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DVDs/VCDs	225	58.9	58.9	58.9
Free TV	157	41.1	41.1	100.0
Total	382	100.0	100.0	

What is a reason for your visit to Korea?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid To see and visit film locations	58	15.2	15.2	15.2
For shopping	50	13.1	13.1	28.3
To trace and see actors and actresses	27	7.1	7.1	35.3
Seen Korean television dramas	59	15.4	15.4	50.8
Because I am generally interested in Korea	82	21.5	21.5	72.3
Because I have seen tourism promotional materials on Korea	17	4.5	4.5	76.7
Because of the beautiful scenery of Korea	73	19.1	19.1	95.8
Others (Please specify)	16	4.2	4.2	100.0
Total	382	100.0	100.0	

How do you go to visit film locations in Korea?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I joined a tour group	284	74.3	74.3	74.3
	I traveled there on my own	98	25.7	25.7	100.0
	Total	382	100.0	100.0	

**After watching a Korean television drama, how often do you want to visit Korea
or choose Korea as your next travel destination?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	40	10.5	10.5	10.5
	Often	95	24.9	24.9	35.3
	Sometimes	112	29.3	29.3	64.7
	Rarely	116	30.4	30.4	95.0
	Never	19	5.0	5.0	100.0
	Total	382	100.0	100.0	



APPENDIX D

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I like Korean television dramas	< 25	25-44	.310 [*]	.108	.004	.10	.52
		45-64	.763 [*]	.154	.000	.46	1.07
		65 +	.433	.450	.336	-.45	1.32
	25-44	< 25	-.310 [*]	.108	.004	-.52	-.10
		45-64	.452 [*]	.137	.001	.18	.72
		65 +	.122	.444	.783	-.75	1.00
	45-64	< 25	-.763 [*]	.154	.000	-1.07	-.46
		25-44	-.452 [*]	.137	.001	-.72	-.18
		65 +	-.330	.457	.471	-1.23	.57
	65 +	< 25	-.433	.450	.336	-1.32	.45
		25-44	-.122	.444	.783	-1.00	.75
		45-64	.330	.457	.471	-.57	1.23
Korean television dramas have an impact on my viewpoints of Korean food, fashion and beauty.	< 25	25-44	.381 [*]	.111	.001	.16	.60
		45-64	.928 [*]	.159	.000	.61	1.24
		65 +	.968 [*]	.464	.038	.06	1.88
	25-44	< 25	-.381 [*]	.111	.001	-.60	-.16
		45-64	.547 [*]	.141	.000	.27	.83
		65 +	.587	.458	.201	-.31	1.49
	45-64	< 25	-.928 [*]	.159	.000	-1.24	-.61
		25-44	-.547 [*]	.141	.000	-.83	-.27
		65 +	.040	.472	.932	-.89	.97
	65 +	< 25	-.968 [*]	.464	.038	-1.88	-.06
		25-44	-.587	.458	.201	-1.49	.31
		45-64	-.040	.472	.932	-.97	.89
I am fond of Korean history and culture.	< 25	25-44	.149	.105	.159	-.06	.36
		45-64	.514 [*]	.151	.001	.22	.81
		65 +	.024	.439	.956	-.84	.89
	25-44	< 25	-.149	.105	.159	-.36	.06
		45-64	.366 [*]	.134	.007	.10	.63
		65 +	-.124	.434	.774	-.98	.73
	45-64	< 25	-.514 [*]	.151	.001	-.81	-.22
		25-44	-.366 [*]	.134	.007	-.63	-.10
		65 +	-.490	.447	.274	-1.37	.39
	65 +	< 25	-.024	.439	.956	-.89	.84
		25-44	.124	.434	.774	-.73	.98
		45-64	.490	.447	.274	-.39	1.37

I like Korean stars, actors and actresses.	< 25	25-44	.529*	.108	.000	.32	.74
		45-64	1.232*	.154	.000	.93	1.54
		65 +	.672	.450	.136	-.21	1.56
	25-44	< 25	-.529*	.108	.000	-.74	-.32
		45-64	.703*	.137	.000	.43	.97
		65 +	.143	.444	.748	-.73	1.02
	45-64	< 25	-1.232*	.154	.000	-1.54	-.93
		25-44	-.703*	.137	.000	-.97	-.43
		65 +	-.560	.458	.222	-1.46	.34
	65 +	< 25	-.672	.450	.136	-1.56	.21
		25-44	-.143	.444	.748	-1.02	.73
		45-64	.560	.458	.222	-.34	1.46
Scenes in Korean television dramas show the place is safe and friendly.	< 25	25-44	.183	.098	.062	.00	.38
		45-64	.457*	.140	.001	.18	.73
		65 +	.567	.407	.165	-.23	1.37
	25-44	< 25	-.183	.098	.062	-.38	.01
		45-64	.274*	.124	.028	.03	.52
		65 +	.384	.402	.340	-.41	1.18
	45-64	< 25	-.457*	.140	.001	-.73	-.18
		25-44	-.274*	.124	.028	-.52	-.03
		65 +	.110	.415	.791	-.71	.93
	65 +	< 25	-.567	.407	.165	-1.37	.23
		25-44	-.384	.402	.340	-1.18	.41
		45-64	-.110	.415	.791	-.93	.71
Korean television dramas have enhanced my knowledge about Korea as a country.	< 25	25-44	.114	.098	.244	-.08	.31
		45-64	.495*	.140	.000	.22	.77
		65 +	.185	.408	.650	-.62	.99
	25-44	< 25	-.114	.098	.244	-.31	.08
		45-64	.381*	.124	.002	.14	.63
		65 +	.071	.403	.860	-.72	.86
	45-64	< 25	-.495*	.140	.000	-.77	-.22
		25-44	-.381*	.124	.002	-.63	-.14
		65 +	-.310	.415	.456	-1.13	.51
	65 +	< 25	-.185	.408	.650	-.99	.62
		25-44	-.071	.403	.860	-.86	.72
		45-64	.310	.415	.456	-.51	1.13

I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)	< 25	25-44	.274*	.108	.012	.06	.49
		45-64	.685*	.155	.000	.38	.99
		65 +	.175	.450	.698	-.71	1.06
	25-44	< 25	-.274*	.108	.012	-.49	-.06
		45-64	.411*	.137	.003	.14	.68
		65 +	-.099	.444	.824	-.97	.78
	45-64	< 25	-.685*	.155	.000	-.99	-.38
		25-44	-.411*	.137	.003	-.68	-.14
		65 +	-.510	.458	.266	-1.41	.39
	65 +	< 25	-.175	.450	.698	-1.06	.71
		25-44	.099	.444	.824	-.78	.97
		45-64	.510	.458	.266	-.39	1.41
Korean television dramas make me decide to go to Korea.	< 25	25-44	.238*	.111	.032	.02	.46
		45-64	.900*	.159	.000	.59	1.21
		65 +	.250	.462	.589	-.66	1.16
	25-44	< 25	-.238*	.111	.032	-.46	-.02
		45-64	.662*	.141	.000	.38	.94
		65 +	.012	.457	.980	-.89	.91
	45-64	< 25	-.900*	.159	.000	-1.21	-.59
		25-44	-.662*	.141	.000	-.94	-.38
		65 +	-.650	.470	.168	-1.58	.28
	65 +	< 25	-.250	.462	.589	-1.16	.66
		25-44	-.012	.457	.980	-.91	.89
		45-64	.650	.470	.168	-.28	1.58

*. The mean difference is significant at the 0.05 level.

Compare Means

I am fond of Korean history and culture.

Gender	Mean	N	Std. Deviation
Male	3.89	91	.888
Female	3.53	291	.848
Total	3.62	382	.870

The beauty of Korean nature, customs and lifestyle matches/ corresponds to what I have experienced/seen in Korea.

Gender	Mean	N	Std. Deviation
Male	4.01	91	.782
Female	3.80	291	.904
Total	3.85	382	.880

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Frequency of visit	(J) Frequency of visit	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I like Korean television dramas	First visit	Second or third visit	-.282 [*]	.101	.006	-.48	-.08
		Fourth or more	.135	.171	.433	-.20	.47
	Second or third visit	First visit	.282 [*]	.101	.006	.08	.48
		Fourth or more	.417 [*]	.181	.022	.06	.77
	Fourth or more	First visit	-.135	.171	.433	-.47	.20
		Second or third visit	-.417 [*]	.181	.022	-.77	-.06
Korean television dramas have an impact on my viewpoints of Korean food, fashion and beauty.	First visit	Second or third visit	-.363 [*]	.106	.001	-.57	-.16
		Fourth or more	-.203	.179	.256	-.55	.15
	Second or third visit	First visit	.363 [*]	.106	.001	.16	.57
		Fourth or more	.160	.189	.397	-.21	.53
	Fourth or more	First visit	.203	.179	.256	-.15	.55
		Second or third visit	-.160	.189	.397	-.53	.21
I am fond of Korean history and culture.	First visit	Second or third visit	-.278 [*]	.098	.005	-.47	-.09
		Fourth or more	-.055	.165	.739	-.38	.27
	Second or third visit	First visit	.278 [*]	.098	.005	.09	.47
		Fourth or more	.223	.174	.202	-.12	.57
	Fourth or more	First visit	.055	.165	.739	-.27	.38
		Second or third visit	-.223	.174	.202	-.57	.12
I like Korean stars, actors and actresses.	First visit	Second or third visit	-.261 [*]	.107	.015	-.47	-.05
		Fourth or more	.159	.180	.376	-.19	.51
	Second or third visit	First visit	.261 [*]	.107	.015	.05	.47
		Fourth or more	.420 [*]	.190	.028	.05	.79
	Fourth or more	First visit	-.159	.180	.376	-.51	.19
		Second or third visit	-.420 [*]	.190	.028	-.79	-.05

The beauty of Korean nature, customs and lifestyle matches/ corresponds to what I have experienced/seen in Korea.	First visit	Second or third visit	-.179	.099	.070	-.37	.01
		Fourth or more	.337*	.167	.044	.01	.66
	Second or third visit	First visit	.179	.099	.070	-.01	.37
		Fourth or more	.516*	.176	.004	.17	.86
	Fourth or more	First visit	-.337*	.167	.044	-.66	.00
		Second or third visit	-.516*	.176	.004	-.86	-.17
I like to buy Korean-made products (such as Korean food, fashion, beauty products, mobile phones, TVs and etc.)	First visit	Second or third visit	-.359*	.101	.000	-.56	-.16
		Fourth or more	-.098	.170	.564	-.43	.24
	Second or third visit	First visit	.359*	.101	.000	.16	.56
		Fourth or more	.261	.179	.147	-.09	.61
	Fourth or more	First visit	.098	.170	.564	-.24	.43
		Second or third visit	-.261	.179	.147	-.61	.09
Korean television dramas make me decide to go to Korea.	First visit	Second or third visit	-.308*	.106	.004	-.52	-.10
		Fourth or more	-.183	.178	.306	-.53	.17
	Second or third visit	First visit	.308*	.106	.004	.10	.52
		Fourth or more	.125	.188	.507	-.24	.50
	Fourth or more	First visit	.183	.178	.306	-.17	.53
		Second or third visit	-.125	.188	.507	-.50	.24

*. The mean difference is significant at the 0.05 level.

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Availability of tour guides to provide information at film locations of popular Korean television dramas	< 25	25-44	.090	.103	.384	-.11	.29
		45-64	.483 [*]	.148	.001	.19	.77
		65 +	.543	.430	.207	-.30	1.39
	25-44	< 25	-.090	.103	.384	-.29	.11
		45-64	.393 [*]	.131	.003	.14	.65
		65 +	.453	.424	.286	-.38	1.29
	45-64	< 25	-.483 [*]	.148	.001	-.77	-.19
		25-44	-.393 [*]	.131	.003	-.65	-.14
		65 +	.060	.437	.891	-.80	.92
	65 +	< 25	-.543	.430	.207	-1.39	.30
		25-44	-.453	.424	.286	-1.29	.38
		45-64	-.060	.437	.891	-.92	.80
Availability of maps indicating film locations for tourists	< 25	25-44	.270 [*]	.105	.010	.06	.48
		45-64	.655 [*]	.150	.000	.36	.95
		65 +	.715	.436	.102	-.14	1.57
	25-44	< 25	-.270 [*]	.105	.010	-.48	-.06
		45-64	.385 [*]	.133	.004	.12	.65
		65 +	.445	.430	.302	-.40	1.29
	45-64	< 25	-.655 [*]	.150	.000	-.95	-.36
		25-44	-.385 [*]	.133	.004	-.65	-.12
		65 +	.060	.443	.892	-.81	.93
	65 +	< 25	-.715	.436	.102	-1.57	.14
		25-44	-.445	.430	.302	-1.29	.40
		45-64	-.060	.443	.892	-.93	.81
Developing a dedicated website for interested tourists	< 25	25-44	.028	.104	.792	-.18	.23
		45-64	.409 [*]	.150	.006	.12	.70
		65 +	.489	.435	.262	-.37	1.35
	25-44	< 25	-.028	.104	.792	-.23	.18
		45-64	.382 [*]	.133	.004	.12	.64
		65 +	.462	.430	.284	-.38	1.31
	45-64	< 25	-.409 [*]	.150	.006	-.70	-.12
		25-44	-.382 [*]	.133	.004	-.64	-.12
		65 +	.080	.443	.857	-.79	.95
	65 +	< 25	-.489	.435	.262	-1.35	.37
		25-44	-.462	.430	.284	-1.31	.38
		45-64	-.080	.443	.857	-.95	.79

Organizing an exhibition or display or souvenirs or memorabilia of Korean dramas	< 25	25-44	.200	.104	.057	.00	.41
		45-64	.618*	.150	.000	.32	.91
		65 +	.228	.435	.600	-.63	1.08
	25-44	< 25	-.200	.104	.057	-.41	.01
		45-64	.419*	.133	.002	.16	.68
		65 +	.029	.430	.947	-.82	.87
	45-64	< 25	-.618*	.150	.000	-.91	-.32
		25-44	-.419*	.133	.002	-.68	-.16
		65 +	-.390	.443	.379	-1.26	.48
	65 +	< 25	-.228	.435	.600	-1.08	.63
		25-44	-.029	.430	.947	-.87	.82
		45-64	.390	.443	.379	-.48	1.26
Creating publicity through media while a drama is being shot	< 25	25-44	.235*	.101	.021	.04	.43
		45-64	.403*	.144	.006	.12	.69
		65 +	.793	.421	.060	-.03	1.62
	25-44	< 25	-.235*	.101	.021	-.43	-.04
		45-64	.169	.128	.190	-.08	.42
		65 +	.559	.415	.180	-.26	1.38
	45-64	< 25	-.403*	.144	.006	-.69	-.12
		25-44	-.169	.128	.190	-.42	.08
		65 +	.390	.428	.363	-.45	1.23
	65 +	< 25	-.793	.421	.060	-1.62	.03
		25-44	-.559	.415	.180	-1.38	.26
		45-64	-.390	.428	.363	-1.23	.45
Inviting travel agencies to visit film/shoot locations	< 25	25-44	.202*	.098	.041	.01	.40
		45-64	.371*	.141	.009	.09	.65
		65 +	.511	.410	.214	-.30	1.32
	25-44	< 25	-.202*	.098	.041	-.40	.00
		45-64	.169	.125	.179	-.08	.41
		65 +	.309	.405	.447	-.49	1.10
	45-64	< 25	-.371*	.141	.009	-.65	-.09
		25-44	-.169	.125	.179	-.41	.08
		65 +	.140	.417	.737	-.68	.96
	65 +	< 25	-.511	.410	.214	-1.32	.30
		25-44	-.309	.405	.447	-1.10	.49
		45-64	-.140	.417	.737	-.96	.68
Creating a web link to film locations from websites of Korean television drama producers	< 25	25-44	.172	.103	.097	-.03	.38
		45-64	.466*	.148	.002	.18	.76
		65 +	.446	.431	.301	-.40	1.29
	25-44	< 25	-.172	.103	.097	-.38	.03
		45-64	.294*	.131	.026	.04	.55
		65 +	.274	.426	.519	-.56	1.11
	45-64	< 25	-.466*	.148	.002	-.76	-.18
		25-44	-.294*	.131	.026	-.55	-.04
		65 +	-.020	.439	.964	-.88	.84
	65 +	< 25	-.446	.431	.301	-1.29	.40
		25-44	-.274	.426	.519	-1.11	.56
		45-64	.020	.439	.964	-.84	.88

Keeping or maintaining drama sets used in Korean television drama for tourists to see and remind themselves of memorable scenes in their favorite dramas	< 25	25-44	.172	.097	.076	-.02	.36
		45-64	.431*	.138	.002	.16	.70
		65 +	-.099	.403	.805	-.89	.69
	25-44	< 25	-.172	.097	.076	-.36	.02
		45-64	.259*	.123	.036	.02	.50
		65 +	-.271	.398	.496	-1.05	.51
	45-64	< 25	-.431*	.138	.002	-.70	-.16
		25-44	-.259*	.123	.036	-.50	-.02
		65 +	-.530	.410	.197	-1.34	.28
	65 +	< 25	.099	.403	.805	-.69	.89
		25-44	.271	.398	.496	-.51	1.05
		45-64	.530	.410	.197	-.28	1.34
Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations	< 25	25-44	.304*	.098	.002	.11	.50
		45-64	.615*	.141	.000	.34	.89
		65 +	.715	.410	.082	-.09	1.52
	25-44	< 25	-.304*	.098	.002	-.50	-.11
		45-64	.311*	.125	.013	.06	.56
		65 +	.411	.405	.311	-.39	1.21
	45-64	< 25	-.615*	.141	.000	-.89	-.34
		25-44	-.311*	.125	.013	-.56	-.06
		65 +	.100	.417	.811	-.72	.92
	65 +	< 25	-.715	.410	.082	-1.52	.09
		25-44	-.411	.405	.311	-1.21	.39
		45-64	-.100	.417	.811	-.92	.72
Inviting actors and actresses of a Korean television drama to help promote film locations	< 25	25-44	.304*	.104	.004	.10	.51
		45-64	.693*	.149	.000	.40	.99
		65 +	1.083*	.435	.013	.23	1.94
	25-44	< 25	-.304*	.104	.004	-.51	-.10
		45-64	.390*	.133	.003	.13	.65
		65 +	.780	.429	.070	-.06	1.62
	45-64	< 25	-.693*	.149	.000	-.99	-.40
		25-44	-.390*	.133	.003	-.65	-.13
		65 +	.390	.442	.378	-.48	1.26
	65 +	< 25	-1.083*	.435	.013	-1.94	-.23
		25-44	-.780	.429	.070	-1.62	.06
		45-64	-.390	.442	.378	-1.26	.48

*. The mean difference is significant at the 0.05 level.

Compare Means

Inviting travel agencies to visit film/shoot locations

Gender	Mean	N	Std. Deviation
Male	4.00	91	.730
Female	3.78	291	.826
Total	3.83	382	.809

Post Hoc Tests

Multiple Comparisons

Collaborating with television producers to allow fans to attend the premier screening of that drama including to visit film locations
LSD

(I) Frequency of visit	(J) Frequency of visit	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
First visit	Second or third visit	-.265*	.092	.004	-.45	-.08
	Fourth or more	-.049	.156	.756	-.36	.26
Second or third visit	First visit	.265*	.092	.004	.08	.45
	Fourth or more	.216	.165	.190	-.11	.54
Fourth or more	First visit	.049	.156	.756	-.26	.36
	Second or third visit	-.216	.165	.190	-.54	.11

*. The mean difference is significant at the 0.05 level.



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I, Garry James Pennington, have proofread this thesis entitled
Korean Television Drama - induced tourism : A perspective
of Thai tourists

and hereby certify that the verbiage, spelling and format is commensurate with the quality
of internationally acceptable writing standards for a masters degree in business.

Signed

(29/8/08)

Garry James Pennington

Contact Number/Email address

garry.pennington@bakernet.com

Date: 29/8/08