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**Tourism Marketing in South Korea:
Cultural and Promotion**

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CHAPTER I: INTRODUCTION

Tourism is part of the leisure sector that is rapidly gaining economic importance. Nowadays, cultural heritage places play a huge role, even as an economic savior in many countries like France, Italy, etc. in which tourism should always be based. (ALLEY, 1992).

In the tourism Korean wave is a product of pushing and promoting the culture of the South Korea government and is the main factor in changing the image of tourism business from less popular country to become the top destination country of tourists around the world. Tourism in South Korea has a variety of styles that vary according the time and purpose of tourists.

The motivation of this research is first start I was interested about South Korea since grade 11 and know this country by their music (K-pop) but South Korean is also well known by their TV series according to the Korean wave (include Music , Drama, Movie and entertainment) . Beside the Korea Wave the historical and the growing of economic and development was also very impress me because of South Korea once almost exhausted by the fire of the war, the country is without natural resources and poor ranked at the bottom of the world but because of the power of the people of the country made South Korea became the 12th largest economic country in the world.

So, I decided to do the research about what come up to their mind when they think about South Korea, is the strong culture attract people to visit there and how effective the Korean popular in attracting people to visit there.

This report aims to collect the tourism strategies in South Korea and marketing activities of competing with different tourism market. Focusing on how they increasing the number of tourists year by year with the various of destination and the attraction all around the country especially with their richness of popular cultures or the traditional food which has been know all over the world nowadays.

As in the primary research I used the survey questions, asking people from many different countries about South Korea in their thought or their own experiences from the country and what are the reasons that make them want to travel there. Together with which sectors have effects on their decision making to visit South Korea.

It will include the push and pull factors of tourism with the examples from South Korea . Follow with the 7Ps of tourism marketing with some examples of Japan and how they manage in each on them.

1.1. Research questions.

The main research questions are to focus on and find out in which factors of the tourism strategies is the best tactic in South Korea and which regions are the most visited or want to visit among all the regions.

1.2. Research methodology.

This research will illustrate the strategies and why Japan is popular for tourists among the worlds. Since South Korea has been defined as top ten most visited Asian countries the amount of the visitors has been increased every years and the tourism industry grown up incredibly fast in South Korea (excepted in the Covid-19 situation, since most of the countries in the world closed the boarder).

The topic will cover the strategies of tourism marketing in South Korea.

The beginning of this research will present the introduction of the tourism in South Korea, how it started and what are their promoted the tourism of their country in the past time and the present time. Following with the 7Ps of marketing mixed and how they been viral by using entertainment to promote their country.

1.3. Data collection.

First I applied the secondary resources in the form of published articles and literatures. The findings of my secondary research serve as context and benchmark for my primary research.

The survey will have 9 sections, to point out that South Korea has good marketing strategies in tourism. In the survey will contain the respondent's opinion about tourism in South Korea.

CHAPTER II: LITERATURE REVIEW

2.1. Introduction of South Korea.

South Korea has an official name: Republic of Korea located in the East of Asia, an area of South Korea is 100.363 km², it constitutes the southern part of the Korean peninsula and shares a land border with North Korea. The country's western border is formed by the Yellow Sea and the eastern border is defined by the Sea of Japan. South Korea has a population 51,3 million people and half of them live in the capital city called Seoul, the fourth most populous metropolitan area in the world, other large cities in South Korea include Incheon, Busan and Daegu (GEOGRAPHY, 2021)

Geography:

The Korean Peninsula stretches south from the eastern end of Asia it is about 621 miles long and 134 miles wide. In the narrowest point on the mountain peninsula that covers 70% of that area makes Korea be the one of the most mountainous lands in the world and there is a mountain range that extends along the eastern sea, while along the west and south, gradually stretching down to the coastal plain. Which is the area that creates a huge number of agricultural crops of Korea, especially rice (GEOGRAPHY, 2021).

Climate:

There are 4 seasons in South Korea:

1. Spring from April - May
2. Summer from June - August
3. Autumn from September – October
4. Winter from November – March

Population:

- The current population of the Republic of Korea is 51,391,489 as of Friday, April 14, 2023, based on Worldometer elaboration of the latest United Nations data.

- South Korea 2020 population is estimated at 51,269,185 people at mid year according to UN data.
- South Korea population is equivalent to 0.66% of the total world population.
- South Korea ranks number 28 in the list of countries (and dependencies) by population.
- The population density in South Korea is 527 per Km² (1,366 people per mi²).
- The total land area is 97,230 Km² (37,541 sq. miles)
- 81.8 % of the population is urban (41,934,110 people in 2020)
- The median age in South Korea is 43.7 years. (SOUTH KOREA (2023) - WORLDOMETER)

Administrative Zoning:

The Korean Peninsula is slightly divided above the 38th latitude parallel by the Republic of Korea on the south and the Democratic People's Republic of Korea, the north is divided by the demilitarized zone. The Republic of Korea consists of 8 provinces (Do) and has 1 special administrative province and Seoul as the capital city, there are have more 6 metropolitan areas such as Busan, Daegu, Incheon, Gwangju, Daejeon and Ulsan and also have 74 cities (Chee) and districts (Gun).

Information about popular cities in South Korea:

Seoul is an old capital with an interesting history that began to develop and drive the country from the original known in the 17th century that the hermit has played a role and become an influential country at the international level today. Seoul has a population around 10 million making it the first most populated in South Korea but still a relatively safe city and people are nice. Seoul is known as a glorious city and civilization, and also has an influence on fashion, beauty. Besides that this city is also iconic and well known the most in South Korea (LEE & YU, 2023)

Incheon is a city located in northwestern South Korea, with about 2 milion people living in it. It is the third population in South Korea after Seoul and Busan. In 2003, the city was

designated as South Korea's first free economic zone and has since led the economic development of South Korea by opening its port to the outside world. Incheon has held numerous large-scale international conferences, such as the Incheon Global Fair & Festival in 2009 and the 17th Asian Games Incheon 2014. It has also established itself as a major transportation hub in northeast Asia with The Incheon International Airport and Incheon Port (JEONG & PARK, 2020)

Daejeon is South Korea's fifth-largest metropolis, located in the central-west region of South Korea alongside forested hills and the Geum River. It is known for its technology and research institutions, and is a hub of transportation for major rail and road routes. Daejeon is home to 23 universities and colleges, as well as government research institutes and research and development centers for global companies. It has been occupied by humans since the Stone Age and was largely undeveloped until its use as a rail hub from the early 1900s. The city hosted the 1986 Asian Games, the Taejon Expo '93, the International Mathematical Olympiads in 2000, and was elevated to the status of Metropolitan City in 2005 (GONE2KOREA, 2022 & ENUNCE, 2023).

Daegu is the third-largest urban agglomeration in South Korea after Seoul and Busan, with over 2.5 million residents. It is located in south-eastern Korea and is the second-largest city after Busan in the Yeongnam region in southeastern Korean Peninsula. During the Joseon Dynasty period, it was the capital of Gyeongsang-do, one of the traditional eight provinces of the country. Daegu was also known for its electronics industry and its humid subtropical climate makes it ideal for producing high-quality apples, thus the nickname "Apple City". With the establishment of the Daegu-Gyeongbuk Free Economic Zone, Daegu is currently focusing on fostering fashion and high-tech industries (GONE2KOREA, 2022 & ENUNCE, 2023).

Busan is a city located on the southeast coast of South Korea. It is the second largest city in the country after Seoul, with a population of around 3.5 million people. Busan is known for its beautiful beaches, hot springs, and seafood, making it a popular tourist destination in South Korea. The city is also famous for its film festival, which is held annually in October and attracts movie industry professionals from all over the world. Additionally, Busan is an important transportation hub for South Korea, with a major port and an international airport connecting the city to destinations both domestically and internationally (BUSAN TRAVEL, n.d).

Jeju is a volcanic island off the southern coast of South Korea known for its natural beauty, diverse culture, and unique cuisine. It is designated as a UNESCO World Natural Heritage site for its stunning landscapes, including the dramatic volcanic rock formations, beautiful beaches, and pristine forests. Jeju is also home to the presence of haenyeo, the female divers who have traditionally harvested seafood in the area. Tourism is a major industry in Jeju, with millions of visitors each year coming to enjoy the island's natural identity, cultural attractions, and recreational activities. The island is served by an international airport and a well-developed transportation system, making it easily accessible for visitors from around the world (SONG, 2022)

Overall, South Korea is the country that rich of the wonderful destinations and attractions for all type of tourists, to mention a few as the natural, adventure, culture, historical or even their cuisine which is well known all around the worlds and they are also making the most things as possible to be sustainable and good for the environment since now the climate change and the global warming is the main issue among every nation in the world.

2.2. Tourism in South Korea

2.2.1. The beginning of tourism in South Korea.

Before the country was glowing in economic and tourism, South Korea had a problem with the Government. The Korean War (1950-1957) caused Korea's economy to be destroyed, leading to Japanese colonization and the Korean War. To resolve the issue of national identity, Rhee Syngman's first Republic had to deal with 35 years of Japanese influence and the devastation of a three-year war(JANG 1996). The Ministry of Culture and Information (1979) was unable to devise a cultural policy that promotes culture and the arts. So they want to open a country for the tourism industry by disseminating culture to another world. The Park Chung hee government established the Ministry of Public Information to oversee movies, theatre and other performance arts, as well as the management of the National Theatre and National Cultural Music Institute. In 1968, a full-scale cultural policy was implemented, which was systematized and centralized to foster a South Korean national identity and create national and political stability.

According to KIM (2000) In the 1970s, the Korean public began traveling when economic development gained momentum and the government changed its restricted policy on tourism. This led to the development of mass tourism in Korea, which was further stimulated by the Tourism Basic Act in 1975 and the creation of a tourism division. Additionally, infrastructure improvements such as the Gyeongbu expressway, Korea's first highway, and Gimpo international airport were implemented. Finally, there were a wide range of tourism development initiatives, such as 10 tourism zones established in 1972 and tourist-complexes created at noted tourist destinations.

Tourism studies in Korea since 1980 were still in their infancy due to rapid changes in the tourism industry. Most research was not objectively validated and the Journal of Tourism Sciences had a no-refer in ee system, making it difficult to publish. A wide range of topics, including tourism theory, tourism business, tourism development, tourism policy and tourism impact, were studied, but the majority of research was done from the economic and management point of view. The most research was on tourism management and the development of tourism resources, which was a disappointing aspect of the quality of research (KIM 2003).

The development of Korean tourism studies in the 1990s saw a surge in development due to the adoption of the anonymous referee system, which was pioneered by the Journal of Tourism Sciences Society of Korea in 1994. This system was later implemented by other academic associations and reinforced by the presence of a panel of editors providing objective and impartial reviews. Although there has been a significant improvement in the quality of statistical techniques and literature reviews used to examine research hypotheses, the range of research topics is still not satisfactory as it focuses on fields such as hotel management and neglects other research areas. The most important idea is that academic conferences contributed to the development of tourism studies in Korea in the 1990s, with more than 80 papers presented at the 44th conference of the Tourism Sciences Society of Korea in 1998 (KIM 2003).

Tourism studies in Korea finally reached the full-fledged development stage in the 21 century, after the preparation phase of the 1970s and 1980s and the take-off stage of the 1990s.

The early 1990s finally ushered in the period of open-door whereby the Korean cultural policies become integrated with its economy, leading to the emergence of media globalization, deregulation policy of the Kim Youngsam administration, exports-led supports from the Kim

Daejung government and Lee Myoungbak government to promote Korea's cultural export internationally through media marketisation and become a Korean wave (Hallyu) make the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies (KIM 2002).

Overview, it showed that tourism in South Korea is not popular like the other countries in Asia like Japan or China in the past century because of the war in Korea at that time. But because of support from government and also know that the country is a rich and interested culture so they can provide the media and make the Korean wave (Hallyu) a soft power and because of high development of the infrastructure in both for tourism and other sectors in their own country which are the important factor to increase the number of the visitors slightly (KIM 2002).

2.2.2. Tourism in South Korea currently:

In order to improve the service industry, South Korea is paying more and more attention to the tourism industry (OH & ZHONG 2016: 239). KTO follows four core values, dedication, development, innovation and communication to promote the tourism industry and improve the quality of life of the people (KTO: Korea Tourism Organization, 2020). From 2010 to 2013, South Korea's growth rate of foreign tourists was 12.5%, which is the highest among OECD (Organization for Economic Cooperation and Development) members (KOO ET AL 2013: 2). Among the four major strategic directions, the "Traction in improvements to regional tourism" section has mentioned strengthening targeted international marketing (KTO, 2020).

According to the Korea Tourism Organization (2020), between 2000 and 2012, the number of foreign tourists to South Korea increased from 5 million to 11 million. In contrast, it took 12 years in 2000 to increase the number of foreign tourists by 6 million. This shows that South Korea attaches importance to foreign tourists in the development of its tourism industry and has made good progress in its strategy for international marketing.

Table 1: The number of visitor arrivals in South Korea (2000-2012) (Source: world data website 2000 to 2013)

Year	Number of tourists	Receipts	% of GNP	Receipts per tourist
2012	11.14 m	18.73 bn \$	1.5 %	1,681 \$
2011	9.80 m	17.33 bn \$	1.4 %	1,769 \$
2010	8.80 m	14.32 bn \$	1.3 %	1,627 \$
2009	7.82 m	13.26 bn \$	1.4 %	1,696 \$
2008	6.89 m	13.44 bn \$	1.3 %	1,950 \$
2007	6.45 m	9.25 bn \$	0.79 %	1,435 \$
2006	6.16 m	8.44 bn \$	0.80 %	1,371 \$
2005	6.02 m	8.28 bn \$	0.89 %	1,375 \$
2004	5.82 m	8.22 bn \$	1.0 %	1,413 \$
2003	4.75 m	7.00 bn \$	1.00 %	1,473 \$
2002	5.35 m	7.62 bn \$	1.2 %	1,425 \$
2001	5.15 m	7.92 bn \$	1.4 %	1,538 \$
2000	5.32 m	8.53 bn \$	1.5 %	1,602 \$

The foreign tourists get more from 2012-2019 they can reach 17 million but Before the outbreak of the COVID-19 pandemic, sales were \$25.46 billion billion, 1.5 percent of gross national product. Thus, each visitor spent an average of \$1,454 on their vacation in South Korea. In 2020, tourist receipts plummeted due to the COVID-19 pandemic. Of the \$25.46 billion billion (2019), only \$11.78 billion billion remained. This is a 54 percent decrease in South Korea.

Table 2: The number of visitor arrivals in South Korea (2013-2020) (Source: world data website 2013 to 2020)

Year	Number of tourists	Receipts	% of GNP	Receipts per tourist
2020	2.52 m	11.78 bn \$	0.72 %	4,675 \$
2019	17.50 m	25.46 bn \$	1.5 %	1,454 \$
2018	15.35 m	23.10 bn \$	1.3 %	1,505 \$
2017	13.34 m	17.17 bn \$	1.1 %	1,288 \$
2016	17.24 m	20.92 bn \$	1.4 %	1,214 \$
2015	13.23 m	18.71 bn \$	1.3 %	1,414 \$
2014	14.20 m	22.39 bn \$	1.5 %	1,577 \$
2013	12.18 m	19.46 bn \$	1.4 %	1,598 \$

In order to develop new international markets, KTO has formulated different strategies to cater to different markets to attract overseas tourists (KTO, 2020). For example, make use of the Hallyu (Korean Wave) trend to develop and promote a variety of Korean tourism products. Also, there are 5 focus groups divided by geographical location, which is Japan, China, Asia, Europe & Americas, and Oceania (KTO, 2020). The target customers in Asia are mainly women, youth, and Hallyu tourists, which shows that Hallyu has a great influence on Asians.

As mentioned before, South Korea has increased the number of tourists since the 2000s and because of their strong culture can make South Korea be the most destination that must visit in 2019. Besides that South Korea also has a Korean wave trend so they are getting more popular nowadays.

2.3. Push and Pull Factors:

Mouthing (2000) proposed that motivation is a state of need or condition that moves people towards fulfilling tasks. Tourist motivation is divided into two dimensions: 'pull' and 'push' factors, where people are pushed by their internal and external forces (REF 2010).

The most important details of the phrases tourism activities, push factors, socio-psychological motivations(CROMTPOM 1979), and pull factors are that push factors are the forces that drive people away from their usual place, while pull factors emerge from a

destination's attractiveness. There are ten socio-Psychological motivations that explain the desire of tourists to go on a vacation, which have been identified by RYAN (1991) which are:

- Escape - A wish for getting away from a perceived environment and life that lacks interest or excitement.
- Relaxation - A wish for recuperation and refreshment.
- Play - travel to indulge in activities related to childhood.
- Strengthening family bonds - traveling with family can improve family relationships. Working parents can also spend time with their children during holidays.
- Prestige - The selection of destination for holiday is a declaration of lifestyle and it can be seen in terms of increasing social status.
- Social interaction - Some people see holidays as an essential social forum.
- Romance - The powerful influence in selecting a destination is the chance of meeting people for the purpose of romantic encounters which are free from the home's limitations.
- Educational Opportunity - To learn something new is the phenomenon of tourism. Traveling gives people the opportunity to learn about other people and places, to understand other viewpoints and cultures and to see new sights.
- Self-fulfillment - Sometimes people will change their perspective and life after they return from their holiday. The journey has been as much self-discovery as discovery of the new people and place.
- Wish-fulfillment - Holidays can live tourists' dreams which may have maintained a long period of saving.

Here are some examples for the push and pull factors in Seoul, South Korea:

Pull Factors:

Climate

Seoul has a wet and very humid climate during the summer season, with cold and dry weather during the winter season. Spring and autumn are pleasant but are short in duration. These seasons are considered the best time to visit Seoul.

Economy

Seoul is certainly one of the cities that are worth to visit when interested in Asian culture. This city is not only the capital of South Korea but it is also the city that can offer people a very different perspective on life.

Seoul is a major business hub in South Korea, hosting the headquarters of Samsung, LG, SK, Kia and Hyundai. It is a small piece of land, accounting for 0.6% of its land area, but generates a quarter of the country's GDP, making it a great choice for Asian culture.

Finance

Also when it comes to finance, Seoul is the leading city in South Korea. Internationally renowned banks such as Citigroup, Deutsche Bank, ING Bank, Standard Chartered, UniCredit, Societe Generale, and others can be found in this city. Korea's own Exchange bank is also headquartered here.

Friendly locals

South Korea is one of the most ethnically homogeneous countries in the world, leading to foreigners being a rare sight. Despite this, native residents of Seoul are more used to seeing foreigners than residents of other South Korean cities and are generally quite ready to help foreigners feel welcome in the city.

Large variety of activities to meet any interest

As Seoul is so massive, the different districts have all been encouraged to nurture own, unique identities. Consequently, every district has its own personality and presents its own lifestyle pursuits. Seoul is also surrounded by a mountain range to the north and many mountains blot the city landscape, so outdoorsy types will easily find activities to suit their needs.

Low crime rates

Walking alone at night is definitely a possibility in Seoul.

(Article from: EXPAR ARRIVAL, SEOUL MEGA CITY, (n , d))

Push Factors:

Population

For more than 600 years, Seoul has been the capital city of Korea. It was not until the 1970s, that the city became the modern, urbanized, intensely populated, and largely industrialized city that it is today. Since the 1970s, Seoul has become the key driver of the Korean economy and the home of 10.3 million people.

Environment

Pollution is a key factor made by being an overpopulated city enough to make people have to stay home, education, there may be schooling opportunities in other parts of the world.

Earthquakes

There are many earthquakes in Seoul.

Extreme winters and summers

Winters in Seoul are severely cold, while summers feel extremely hot. Korea prides itself on the vividness of its four seasons, but autumn and spring will normally each only last a few weeks before extreme temperatures on either side of the spectrum become.

Expensive groceries

Without knowledge of Korean, it's difficult to navigate Korean products and cooking methods. Produce availability is also more dependent on the seasons.

(Article from: EXPAT ARRIVAL, SEOUL MEGA CITY (n, d)).

2.4. Marketing strategies of tourism in South Korea:

As nowadays, marketing plays an important role in everything, even in the tourism sector. To define the definition of marketing, marketing is an action to promote or sell goods and services to the clients through many activities, communication, offer, delivery and exchange of the products or business. As it showed that most of the successful companies have a good marketing strategies background. Consider marketing as the important tools that affect the company reputation in which it could attract, increase or even decrease the amount of the customers to your organization.

And here are some marketing roles in making products successful:

- **Meet customer needs and wants:** Marketers identify the needs of the consumer and adopt their marketing strategies accordingly. They influence wants, as these are shaped by cultural and individual personalities. Their needs are satisfied through the exchange process.
- **Ensure organization survival, growth and reputation:** A business survives because of customer retention and increase in the market share. Marketing helps in satisfying customers beyond their expectations.
- **Widen markets:** Marketers use mass communication tools such as advertising, sales, promotion, event marketing and PR to promote their products far and wide. Moreover, PR programs build and protect a company's image and product. Revolutions in media technology have made marketing more interactive.
- **Face competition:** Competitive orientation is important in today's global markets. Marketing helps in maintaining balance of consumers' expectations and competitor's offerings by monitor-ing the market closely and so on.
- **Management of demand:**

ADVERTISEMENTS: Marketers are skilled professionals who play a key role in influencing level, timing and composition of demand. A demand can be a negative demand, no demand, latent demand, declining demand, irregular demand, full demand or overfull demand. Marketing helps in dealing with these varied levels of demand.

(CHAND 2014)

According to KHAN, 2005, he defined tourism marketing as a systematic and coordinated effort exerted by the service providers to optimize the satisfaction of tourists, in view of the sustained tourism growth (DR. PILLAI, 2010).

Tourism marketing is important to raise the number of visitors to a country, promote culture and tradition, and gain profits. In some countries, the main GDP is from the tourism sector, as tourists spend a lot of money on restaurants, attractions, accommodation and souvenirs.

South Korea offers a large amount of souvenirs for travelers to choose from in different destinations, each with its own special meaning. For example, Koreans grow the highest quality ginseng in the world, known for its holy grail and strong stomach soother. People who regularly consume ginseng are said to end up having healthier-looking skin. Products that contain ginseng are often treated like health supplements here, so you can find it at a variety of strengths and grades. Since locals highly regard these things, it is expected and understandable to see them sold at a considerably high price.



Figure 1: Ginseng Drink (Source: CheongKwanJang Store)

And second of all, “**Ramyeon**” is one of the best things to buy in Seoul! Koreans and tourists love these instant noodles called ‘ramyeon’, after rice. They come in various kinds and tastes and they are extremely convenient because it takes less than 5 minutes to cook them. They

also come in a cup type but we recommend you buy a pack or a 5-in-1 pack since cup noodles take up a lot of space in your carrier. As ramyeon is so popular with Koreans and tourists, the companies keep launching different flavors. Among all the new products, the really spicy hot chicken ramyeon is the most famous one. Koreans love to have it when they're stressed out. If you're not that good at eating spicy food, try the carbonara flavor in a pink package which is less spicy.



Figure 2: Korean noodle or Ramyeon in Korea (Source: Pinterest)

The another souvenir that also popular when you visit to South Korea and you have to bought it as a souvenir is skincare and cosmetic because Korean cosmetics are definitely on the list of beauty must-haves of many women around the world. Beside that the quality is also came with it even their beauty product had export all around the world and you can find it in everywhere but if we have a chance to visit to South KOREA it will unforunate if you do not get one.



Figure 3: Beauty product in South Korea (Source : Pinterest)

2.4.1. Characteristics of tourism in South Korea.

South Korea has a diversity of tourism attractions as an illustration of Seoul Tower, Everland park, museum till temples for example. And here are the main characteristics of tourism in South Korea which make South Korea become a popular destination for most of the people.

Technological advancement.

South Korea is known for its advanced technology and innovative industries, such as electronics and robotics. This has led to the development of cutting-edge tourist attractions, such as theme parks and virtual reality experiences.

Cultural tourism.

South Korea has a rich cultural heritage and many historical and cultural sites that attract tourists. The country is known for its traditional arts, music, dance, and festivals, which offer unique experiences for visitors.

Medical tourism.

South Korea is emerging as a destination for medical tourism, with many visitors coming to the country for medical procedures such as cosmetic surgery and dental treatments. The country is known for its advanced medical facilities and skilled healthcare professionals.

(PARK, ET AL, 2016)

Harmony between Tradition and Modernity.

Among popular tourist attractions in South Korea, modern values are often projected onto historic cultural heritage, or conversely, traditional elements are added to modern spaces. They serve not only as precious cultural heritage and vibrant living spaces for Koreans but also as a starting point for foreigners to visit Korea (KOCIS, (n , d)).

2.4.2. South Korea popular culture

South Korea's popular culture, such as movies, have spread rapidly in many Asian countries since the late 1990s (LEE ET AL, 2019: 271). Due to the Asian Financial Crisis in 1997, many East Asian countries affected by the economic crisis were looking for some programs that were cheaper than Japanese dramas, which accelerated the export of Korean TV drama as a part of national export industry and created "Korean Wave" (CHUA & IWABUCHI, 2008: 4). There are some reasons that made people want to travel to South Korea, including traditional culture, humanitarian topics, empathy to celebrities, beautiful shooting scenes and lyrical original soundtrack (OST), and curiosity about new things (KIM ET AL, 2007: 1347).

Successful TV series will have a positive economic impact on the filming location. After the Korean TV series "Winter Sonata" was broadcast, more than 1.4 million foreign tourists visited the filming location in Korea in 2004, an increase of 40.4% compared to 2003 (DONGA 2005, cited in KIM ET AL, 2007: 1342). In order to witness the two celebrities, tourists flocked to various fan meeting events, and participated in handprints, photo exhibitions, and autograph sessions (KIM ET AL. 2007: 1343). In terms of film tourism, fans will participate in film festivals, celebrity home tours and movie-themed attractions (LEE ET AL, 2019: 271). In order to gain the identification from other members, fans will participate in popular culture events

(FISKE 1992, cited in LEE ET AL, 2019: 270). Fan membership provides a sense of belonging which encourages a widespread social bond and identification (BHATTACHARYA ET AL, 1995, cited in LEE ET AL. 2019: 270).



Figure 4:TV series Winter Sonata (Source : pinterest)



Figure 5:Nami island (Source: top 10 popular tourist attraction in South Korea 2020)

Fans travel to destinations related to pop stars because of the idolatry that is created by their sense of identity and active participation (LEE ET AL, 2019: 270). At the same time, idolatry makes pop culture fans have an emotional attachment to idols, which allows them to

participate actively (FISKE 1992, cited in LEE ET AL, 2019: 270). Idolatry is like a pilgrimage, people visiting the idol's country is like a journey to find religious experience, thereby developing group identification (READER, 2007, cited in LEE ET AL, 2019: 270).

In terms of K-Pop, the success of "Gangnam Style" has aroused people's interest in Gangnam, and various IT platforms provided relevant travel information, which eventually led people to travel in South Korea (KOO ET AL, 2013: 11). There are 50 Korean idol groups that debut annually and many groups and solo singers hold numerous concerts in Korea each year, with popular idol groups such as BTS and BLACKPINK even holding world tours. This has promoted the Korean tourism industry and brought positive economic benefits.

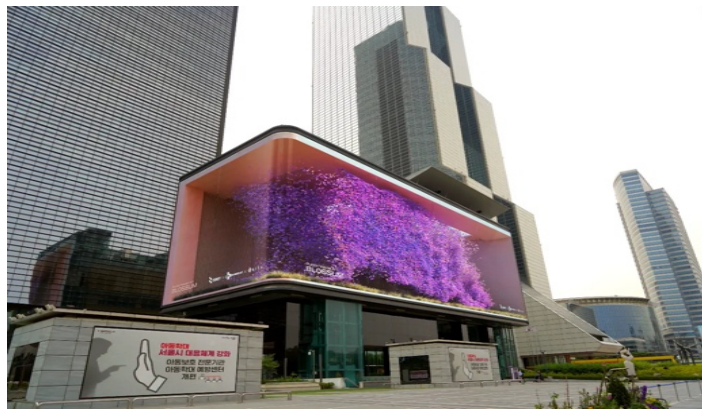


Figure 6:Gangnam(Source: top 10 popular tourist attraction in South Korea 2020)



Figure 7:Gangnam style Song (Source: Gangnam Styles 2012)

On the other hand, Myeongdong, Seoul is a popular tourist destination, with many international brand outlets and Korean brands. Pop stars are spokespersons for different brands, and their endorsement products are promoted through idolatry. Staff post posts at the entrance to attract tourists, and a large number of celebrity-related products are given to welcome them back. South Korea's economy is constantly rising due to Korean popular culture, travel experience and friendly hospitality.



Figure 8: Myeongdong Street (Source: top 10 popular tourist attraction in South Korea 2020)

Finally, Korean popular culture has played an important role in Korea's economy and tourism industry, attracting potential travellers and converting them into loyal customers through pilgrimage or idol worship. As time passed, many people have become interested in other popular cultures in Korea, such as cosmetic surgery, clothing, etc. This proves that Korean popular culture has played an important role in Korea's economy and tourism industry.

CHAPTER III : THE 7PS OF MARKETING MIXED IN TOURISM AND HOW SOUTH KOREA PROMOTE THEIR CULTURE BY USING ENTERTAINMENT INDUSTRY VIA THE SOCIAL MEDIA

3.1. Definition.

Tourism marketing is a business regulation that uses plans to attract people to a destination by promoting products and services such as accommodations, cities, and tourist attractions.

Tourism marketing is the business discipline of attracting visitors to a specific location. It applies basic marketing strategies to specific techniques such as hotels, cities, states, consumer attractions, convention centers and other sites and locations associated with consumer and business travel (MILANO, 2019).

3.2. The marketing mixed.

Research (PAYNE, 2002; ZEITHAML & BITNER, 2003; KHAN, 2005; KOTLER & ARMSTRONG, 2006) have identified that marketing mix is a combination of factors that need to be taken into account when designing a marketing strategy. Marketers use various tactical tools of marketing to produce a response to the target market. The marketing strategy is an important factor in determining how a product is communicated to market segments. It can be affected by attributes like inseparability, intangibility, indivisibility, and inter alia. In the case of delicate and high-contact services like tourism, the marketing strategy of tourism has been aligned to the 7Ps spectrum of service marketing mix (DR. PILLAI, 2010).

3.2.1. Product.

Tourism product is any product or service related to tourism, such as transportation, accommodation, restaurants, attractions, shops, landscapes and more. It can be free of cost for

tourists, as the natural beauty of their country, friendliness of local peoples and festivals are also free of cost for tourists (KAUR, 2014).

The product in the marketing mix for tourism in South Korea refers to the various tourism products or services that are offered to tourists who visit the country. Some examples of tourism products in South Korea include:

- Cultural heritage sites and attractions: South Korea has a rich cultural heritage, and there are many attractions that showcase this, such as Gyeongbokgung Palace, Jeju Island, and the DMZ.
- K-Pop and entertainment: The popularity of K-Pop has helped to promote tourism in South Korea, with many fans traveling to see live performances and visit entertainment venues.
- Shopping: South Korea is known for its shopping, with many tourists visiting popular shopping destinations like Myeong-dong, Gangnam, and Dongdaemun Market.
- Food and drink: South Korea has a unique cuisine, and there are many food and drink products that are popular with tourists, such as kimchi, bulgogi, and soju.
- Nature and outdoor activities: South Korea has many natural attractions that are popular with tourists, such as Seoraksan National Park, Nami Island, and Jeju Island.

These are just a few examples of the different tourism products that are offered in South Korea. Depending on the target market and customer preferences, tourism businesses in South Korea may focus on promoting certain products over others in their marketing strategies.

(Article from: VISITKOREA - Imagine Your Korea)

3.2.2. Price.

The marketing mix for tourism in South Korea focuses on the monetary value of tourists to access and experience the products and services being offered. Pricing strategies vary depending on factors such as seasonality, demand, competition, and target market segments. The industry also promotes value-added offerings such as bundled tour packages and discounts on attractions and transportation. These offerings can also impact the pricing strategies for

tourism products. As a result, tourism businesses strive to set competitive prices that attract tourists while also generating revenue(KOTLER ET AL, 2017).

South Korea has a really good reputation in high quality and standard of everything like products and services that serve to all the customers, foods, living standard and more. So, most of the prices in South Korea would feel reasonable for the visitors.

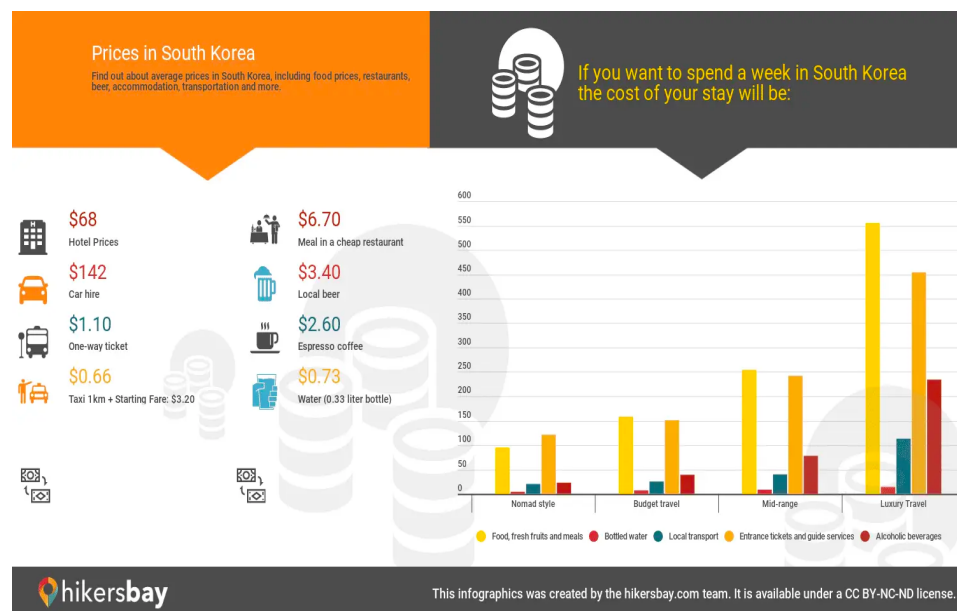


Figure 9: Average cost in South Korea (Source: Hikers bay website)

3.2.3. Places.

The marketing mix for tourism in South Korea includes the place element which refers to the distribution channels used to make tourism products and services available to consumers, such as physical locations and online platforms. The place element includes tourist information centers, travel agencies, airports, train stations, bus terminals, and other transportation hubs. It also includes destinations and attractions such as historical sites, cultural landmarks, natural landscapes, and entertainment venues. Online platforms include websites, social media channels, mobile applications, and digital tools. The purpose of tourism marketing for South

Korea is to create a seamless and convenient experience for tourists, both online and offline, by making them easily accessible and accessible(KOTLER AT EL, 2017).

Here are some reason about this element:

- Strategic Partnerships: The tourism industry in South Korea also relies heavily on strategic partnerships. For example, many tourism companies partner with hotels and transportation companies to provide package deals for tourists. These partnerships allow for a more seamless and integrated travel experience for visitors, while also increasing revenue for all parties involved.
- Accessibility: The Place element in the tourism industry in South Korea also includes accessibility. South Korea has invested heavily in transportation infrastructure, including high-speed trains and extensive subway networks, making it easy for tourists to navigate the country. Additionally, many tourist destinations are located in close proximity to major transportation hubs, further increasing accessibility for visitors.

(KOC and AYYILDIZ, 2021)

3.2.4. Promotion.

Promotion activities in South Korea tourism marketing include advertising campaigns, public relations efforts, sales promotions, and personal selling. These activities may be conducted through a variety of channels, such as television, radio, print media, billboards, social media, and online advertising. The use of influencers, travel bloggers, and other opinion leaders is also common in South Korea tourism promotion.

In addition to traditional promotion methods, South Korean tourism marketers also place a strong emphasis on promoting the country's unique cultural and natural attractions. This includes promoting cultural festivals, historical landmarks, K-pop music, K-dramas, and Korean cuisine to attract tourists.

Overall, the promotion element in tourism marketing for South Korea is focused on creating a positive image of the country and its attractions in the minds of potential tourists, and using various methods to persuade them to choose South Korea as their travel destination.

(KOTLER, AT EL, 2017).

South Korea uses various promotion techniques to promote tourism. Some of the key promotion techniques used in South Korea tourism marketing include:

- Advertising: South Korea uses various forms of advertising to promote its tourism industry, including television, radio, print media, billboards, and online advertising.
- Public relations: Public relations efforts play a key role in South Korean tourism promotion, with a focus on building relationships with media outlets, travel writers, bloggers, and other influencers to generate positive coverage of the country's attractions.
- Sales promotions: South Korea uses sales promotions such as discounts, package deals, and giveaways to encourage tourists to visit the country.
- Personal selling: Travel agents and tour operators play a significant role in promoting South Korea tourism through personal selling, where they provide information and recommendations to potential travelers.
- Digital marketing: South Korea utilizes social media platforms, mobile apps, and other digital channels to promote tourism, with a particular focus on younger travelers who are more likely to use these channels.
- Events and festivals: South Korea promotes its culture and attractions through various events and festivals, such as the Busan International Film Festival and the Jeju Fire Festival.

Overall, South Korea uses a variety of promotion techniques to promote its tourism industry, with a focus on building a positive image of the country and its attractions in the minds of potential tourists.

(VISITKOREA - Imagine Your Korea)

3.2.5. People.

The people element in the marketing mix for tourism in South Korea refers to the individuals and groups involved in delivering the tourism experience to visitors. To effectively

manage the people element, tourism businesses they have to focus on recruitment and training, service quality, cultural sensitivity, and communication. Recruitment and training should include hiring the right people for the job, providing adequate training and support, and providing high-quality service. Cultural sensitivity should be respected and employees should be trained to interact with visitors in a culturally appropriate way. Effective communication should be maintained to ensure a positive tourism experience (LEE & BACK, 2014).

3.2.6. Process.

The process element in the marketing mix for tourism in South Korea involves the procedures and systems used in delivering tourism products and services to customers. South Korea is known for offering a highly efficient and technologically advanced process, with a focus on providing a seamless customer experience.

One example of the process used in tourism marketing in South Korea is the use of mobile applications to streamline the booking and payment process for tourists. Many hotels, attractions, and tour operators in the country have implemented mobile apps that allow visitors to book and pay for their stay or purchase tickets in advance, reducing wait times and improving the overall experience.

South Korea also places a strong emphasis on personalized and customized experiences for tourists, with a range of options for different types of travelers. For example, many tour operators in the country offer customized itineraries that can be tailored to the interests and preferences of individual travelers.

In addition, South Korea's transportation system is highly developed and efficient, making it easy for tourists to get around the country. The country's high-speed rail network, in particular, is a popular option for tourists who want to travel quickly and comfortably between different cities and attractions.

Overall, the process element in tourism marketing for South Korea is focused on leveraging technology to provide a seamless and efficient customer experience, while also offering personalized and customized options to meet the needs of different types of travelers.

3.2.7. Physical evidence.

The physical evidence element in tourism marketing for South Korea is focused on creating a unique and authentic experience for visitors, leveraging the country's cultural and natural assets, while also prioritizing cleanliness and hygiene to ensure a safe and enjoyable experience. This includes the tangible and intangible cues used to evaluate the quality of the tourism product or service they are consuming (KIM 2016).

For example, physical evidence in tourism marketing in South Korea is the use of traditional Korean architecture and design in the construction and decoration of hotels, resorts, and tourist attractions. This helps to create an authentic and immersive experience for visitors, and also serves as a form of cultural promotion for the country.



Figure 10: Traditional Korea Hotel (Source: Telegraph Website)

3.3. How South Korea promotes their Culture by using the Entertainment Industry via social media.

South Korea has been successful in promoting its culture globally by using its entertainment industry, which includes music, television dramas, and films. One of the key ways in which South Korea has utilized the entertainment industry to promote its culture is through social media.

Social media platforms like Twitter, Instagram, and YouTube have become essential tools for promoting Korean culture to a global audience. For instance, the Korean Wave, or "Hallyu," has been a driving force in promoting Korean pop music, or K-pop, around the world. K-pop groups like BTS and Blackpink have millions of followers on social media platforms, and their fans, known as "ARMY" and "BLINK," respectively, engage with their content daily (KIM & KIM 2018).

Korean dramas, also known as K-dramas, have also gained a significant following globally. Social media platforms like Twitter and Instagram have become key channels for promoting K-dramas and engaging with fans. Many K-drama actors and actresses have millions of followers on social media, and fans use hashtags to share their thoughts and reactions to the latest episodes (KANG 2019).

South Korea has also used social media to promote its traditional culture, such as food, fashion, and traditional performances. Social media platforms have allowed Korean culture to reach a broader audience than ever before, and have helped to promote a positive image of South Korea around the world (PARK 2019).

Here are some examples:

- Korean Food & Beverage : Social media has also helped to promote Korean cuisine around the world, with food bloggers , influencers, singers and actor, actresses sharing photos and reviews of Korean dishes. Platforms like Instagram and YouTube have allowed Korean restaurants to showcase their dishes and attract customers from all over the world.



Figure 11: Singer call IU promote their culture drinks (Source: Allkpop Website)



Figure 12: A K-Series that promotes their Traditional South Korean Food (Source: K-Series call Let's eat on air in 2013)

Korean traditional dress: Hanbok is the traditional dress of Korea, and has become popular in recent years due to its elegant design. South Korea is creating a TV Series that also includes their traditional dress and their history also.



Figure 13: A K-Series that promotes their Traditional South Korean history (Source: K-Series call Mr. Queen on air in 2020)

Overall, South Korea has been successful in using the entertainment industry and social media to promote its culture around the world. By leveraging the popularity of K-Pop, K-Dramas, and Korean food, as well as hosting cultural festivals, South Korea has been able to showcase its unique culture and attract visitors from around the world.

Beside the culture that we mention the environment also important to South Korea too with this role they also have a project about warning on climate change which is a collaboration between South Korea girl group call Blackpink and UN they took on the role of announcing the opening of a corner highlighting the importance of tackling climate change. They named a promotional ambassador of the SDGs last year and to serve in the role through next year.

(KOCIS, n d)



Figure 14: Girl group call Blackpink in the UN with climate change campaign (Source: KOCIS website)

CHAPTER IV: MATERIAL AND METHODOLOGY

4.1. Methodology.

4.1.1. Research approach and design.

During the work on thesis both qualitative and quantitative methods for research have been applied. Statistical analysis serves as an example of quantitative research and Delphi Method, which was used to learn the opinions of the experts and to research consensus among experts about the researched subject, assisted the author to get true results.

This thesis is written in deductive approach. Hermeneutical research method has also been used. This method mostly based on detailed analysis and evaluation of available facts and data from different point of view. Main sources of the thesis are book and journals on the internet websites.

4.1.2. Data Collection method.

For the purposes of this research both primary data and secondary data were used. The secondary data collected from published sources provided a useful foundation for this study, and helped to contextualize the findings of the primary data. Primary data was collected using structure questionnaire, the primary data collection process was carried out with the use of structured questionnaires that were carefully crafted to elicit responses that are pertinent to the research objectives. The questionnaires were distributed individually.

4.1.3. Sample and Sampling Procedure

In this study, questionnaire was used to ask people who had visit or traveled and never to South Korea by completing a questionnaire for receiving a different view. Most of the questionnaire are give asking their mind and experience about South Korea because I would like to know different view from the participants like why people who have never been to South Korea would like to visit and how people who have been there feel after visited and would they like to visit again. The questionnaire is a close-end question, which it the answer that has the option for respondents to choose to answer with in the specific frame. The questionnaire was

sent to friends, family and relative then ask them to share them so the answer mostly from Lao people. To receive more response from different point of view of other country, I posted on social media and sent to random people.

In order to scale the responses was used Likert-type scale which an easy and popular measurement method. The respondents were asked to indicate their opinions by the opinion ranging from very positive to very negative, the attitudes of the respondents on the subject were measured. In the questionnaires, I ask about how interesting in Korean cultures and attractions, so the scale 5 is really interesting then 1 is not interesting.

4.1.4. Data processing and analysis.

Data was processed and analyzed using Microsoft Excel and google form. Google forms is popular program most people use for questionnaire or survey on the internet platform. Also, Google forms is easy to use with automatic data analysis, google form help us to collect all data and make graphs with number of participants or despondences.

4.2. SWOT analysis in tourism in marketing in South Korea.

SWOT analysis is a marketing tool that helps organizations understand the facts of the situation and the exact point to help them adapt to the new environment. It emphasizes the importance of being flexible with the environment and taking advantage of opportunities to develop growth.

South Korea's tourism industry has been growing since the Korean war and what determinants have encouraged the growth and development of its tourism in recent years. Based on the findings of the research, this chapter gives a brief SWOT analysis of the tourism industry to come up with solutions to problems facing South Korea and to know about what resources to develop. However, like any industry, the tourism sector in South Korea is subject to various internal and external factors that can impact its success.

4.2.1. Strengths.

The strength of marketing in tourism industry is the main key that the country has and it also is the advantages which could bring more visitors the destination and attractions. It could illustrate in so many different forms of the attractions such as traditional, culture, nature, historical and so on.

- South Korea has a rich culture and history, with many historical sites and cultural experiences that can attract tourists.
- South Korea is known for its advanced technology and infrastructure, which can provide a comfortable and convenient travel experience for tourists.
- South Korea has a well-developed transportation system, including high-speed trains and airports, making it easy for tourists to get around.
- High-speed Internet It is quite easy to find public Wi-Fi anywhere in South Korea, which is one of the most wired countries in the world. The KTO reported that 87.9% of the foreign respondents of the 2018 survey were satisfied with fast Internet access in South Korea, which was highly useful during their trip.
- Safety and security in South Korea is generally considered a safe and stable country with low crime rates, which can be a major advantage for tourists.
- Popularity of K-pop and Korean dramas: The popularity of K-pop music and Korean dramas has helped to boost interest in South Korean culture and tourism, particularly among younger generations.

4.2.2. Weakness.

Weakness are mostly the internal factors of the country, that have negative effects to attract the people to the destinations. Such as:

- The language barrier seems to be one of the factors holding back growth South Korea is one of the countries investing much time and money in learning English. Nonetheless, except for the big cities like Seoul and Busan, there are few towns where foreign tourists can easily go sightseeing by themselves due to the language barrier. The tourist information office is probably the only place in which they can receive help in English.

- The racism of some Koreans toward foreign tourists some of the foreign tourists visiting the country were often treated poorly because of their skin colors or the beauty not fit their standard.
- Google Maps South Korea is one of a few countries in the world where Google Maps does not fully operate.
- South Korea has become increasingly popular, but there is a lack of international awareness and recognition of its tourism offerings beyond major cities like Seoul and Busan.
- South Korea offers a range of cultural and historical attractions, but there is a lack of diversity in terms of tourism products and experiences, limiting its appeal to certain types of travelers.

4.2.3. Opportunities

Here are some of the further opportunities for South Korea:

- Korean popular culture has a significant role in attracting overseas tourists according to the KTO reports that the Korean wave, especially K-pop, has currently built up positive images of South Korea across the world.
- There is growing interest in sustainable and eco-friendly tourism worldwide. South Korea pay attention of this trend and make a new campaign for tourist who interested to nature to attract more visitor.
- Expansion of low-cost airlines and budget accommodations, making travel to Korea more affordable.
- The increasing number of FITs (Free Independent Travelers) according to CHOI, a tourism columnist of the Hotel & Restaurants magazine (South Korea), more independent and individual travel is trending among Chinese, with young age groups driving much of the growth and influencing the range of tourism offerings (CHOI, n.d)

4.2.4. Threats.

Threats are those the external factors that has negative affect to the country that might influence the thought or the decision of the customers. Such as:

- South Korea faces competition from other popular tourist destinations in the region, such as Japan and China.
- Changes in global economic conditions, such as currency fluctuations and trade policies, can affect the affordability and attractiveness of South Korea as a travel destination.
- South Korea is vulnerable to natural disasters such as typhoons, earthquakes, and floods, which could disrupt travel plans and discourage tourists from visiting the country.
- South Korea's overcrowding in popular tourist destinations could lead to negative impacts on visitor experience and sustainability.

By conducting a SWOT analysis, stakeholders in the tourism industry in South Korea can identify key factors that can impact the industry, and develop strategies to address these factors and improve the overall competitiveness of the industry.

CHAPTER V: RESULTS AND DATA ANALYSIS

5.1. Survey description.

The survey is about the tourism marketing in Japan through the point of view and the thought of the tourists about the destinations. It will illustrate in which of the tourism sectors in Japan effect the decision making of traveling to Japan the most.

The aims of the survey is to demonstrate the tourism marketing strategies are effective with the strong character of the country by itself, which attract the interest from so many people to visit the country with the unique way of promotion.

5.2. Materials.

The survey accomplished by 130 responds from people from different country all around the world but mostly is Asia. This survey has conducted by me in April, 2023. It was sent online to random people, friends and families via social media such as Messenger, Facebook etc.. I personally use pie chart to represent the result of my survey the most because it shows the information clearer than the other forms in my case.

I attached list of the questions in the appendix.

5.3. The information of the respondents.

The gender of respondents:

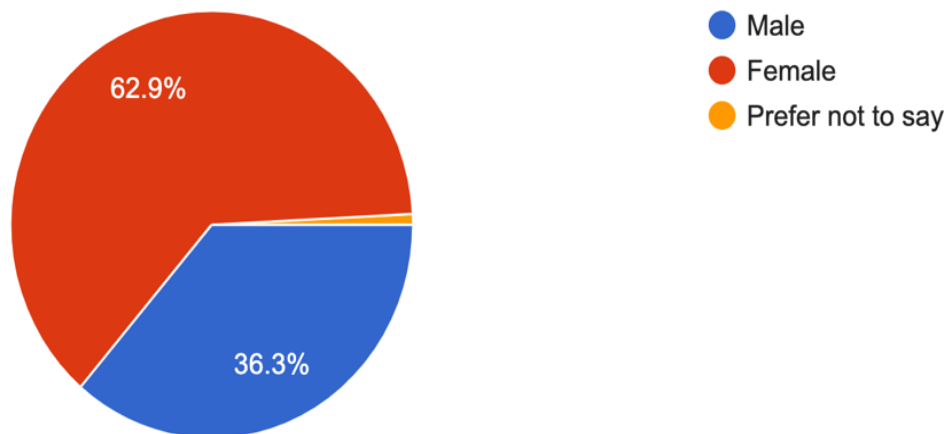


Figure 15: Gender of respondents (Source: my own research)

From 130 respondents, more than 60 percent or 78 people is female and a little bit more than 30 percent which 45 people is male and less than 1 percent prefer not to say.

The age of respondents:

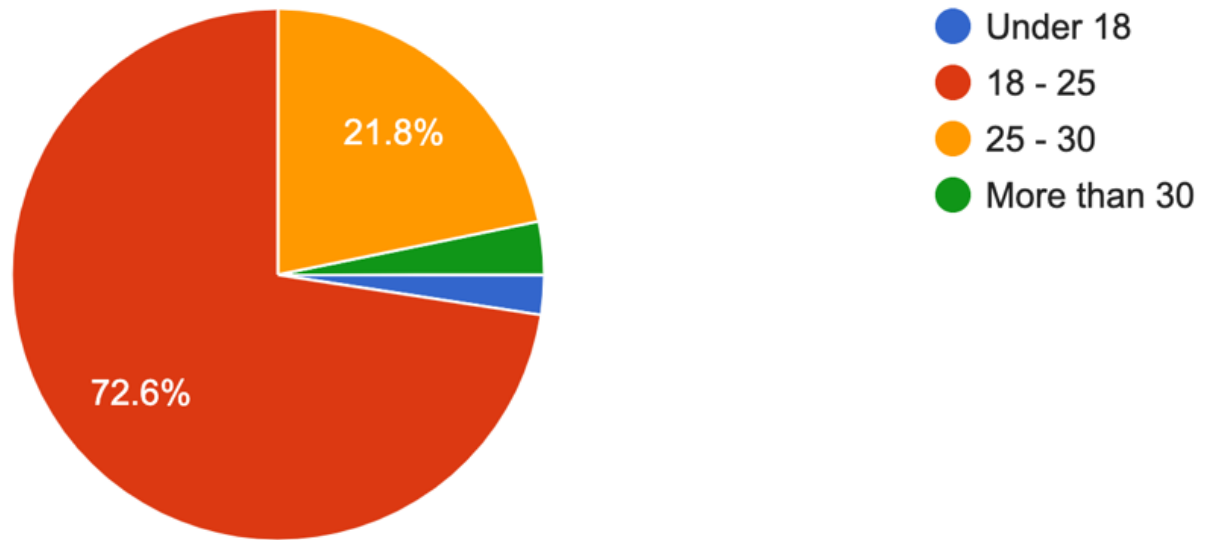


Figure 16: Age of respondents (Source: my own research)

More than half of the respondents is in the age between 18 to 25 years old, following with around 20 percent is between 25 to 30 years old. So as I mention before is South Korea got more popular in teenager age and them also there targets group and because if the South Korean is the country that have a lot of funny things to do and suite with teenager other than that the country is safety too and tourist can do a solo trip that why their country can attract more teenager age between 18-25 the most.

The nationality of the respondents:

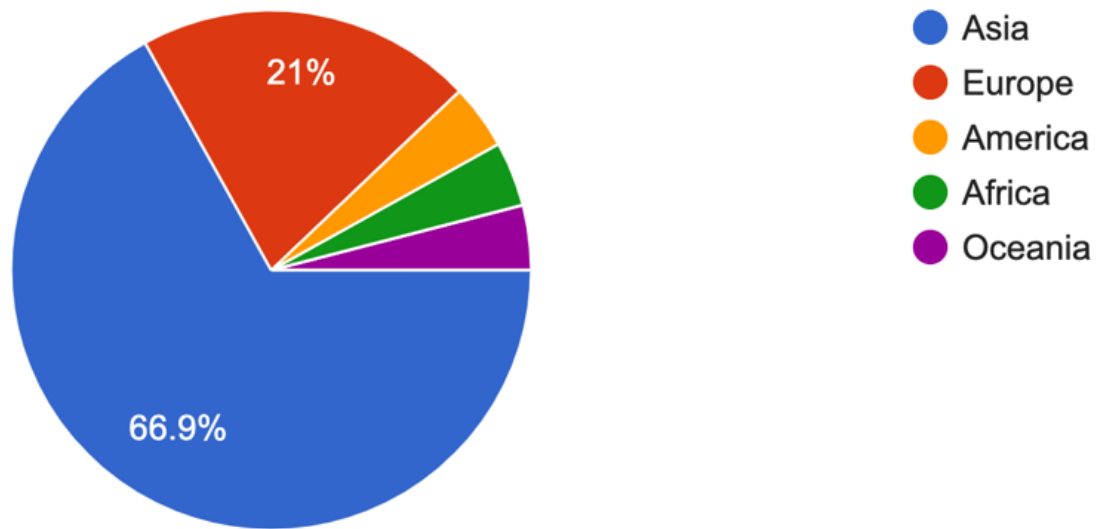


Figure 17: Nationality of respondents (Source: my own research)

As in the figure 18 more than 60 percent from 130 respondents are from Asia and follow by Europe which take approximately 21 percent from all and then 4 percent from America, 4 percent from Africa and 4 percent from Oceania because of the most of participants or accept the questionnaire was Asian and a the second group is European from Hungary, United Kingdom , Germany etc.. and more than that South Korea can attract people in Asia more than another contries or continent.

5.4. Survey result.

The first part of the question is asking about the experience of them in South Korea like they have already been to South Korea or not?

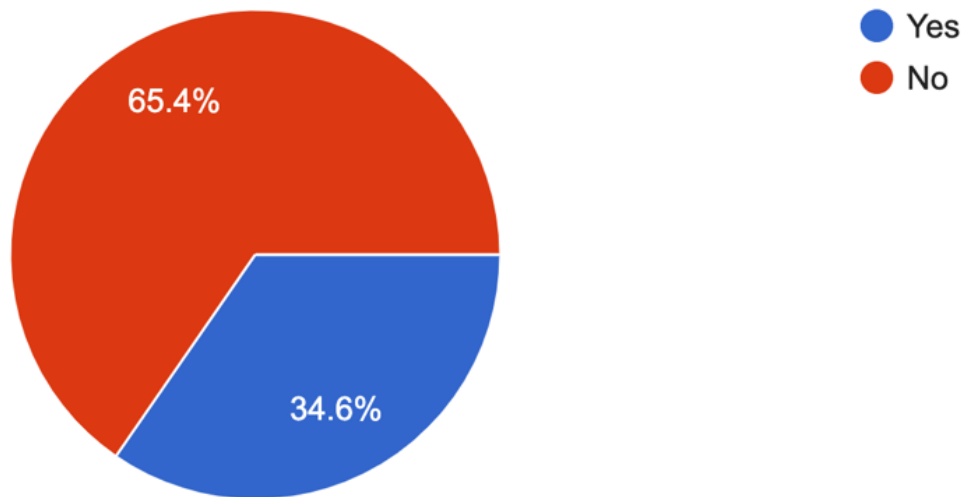


Figure 18: Have you ever been to South Korea (Source: my own research)

The first question from my survey was asking if any of the respondent have ever been to South Korea or not, from the figure 18 illustrate that most of the respondents have never had any experience in South Korea before which take 65.4 percent from all the participants but we still have 34.6 percent was have an experience in South Korea already.

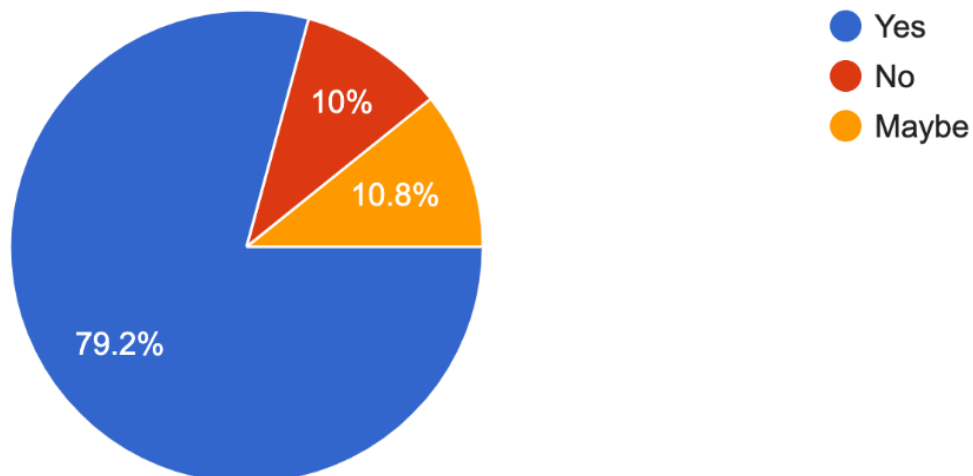


Figure 19: If you have a chance would you like to visit South Korea (Source: my own research)

As in the figure 19, it shows that almost 80 percent from 130 respondents wanted to visit South Korea (again) which mean only 10 percent or only 13 people do not want to visit South Korea (again) because of some personally reason and 10.8 percent or 14 people not so sure if they want to visit South Korea.

And here are some of the reason that they want to and don't want to visit South Korea that they choose from the reason chart that I made in the survey:

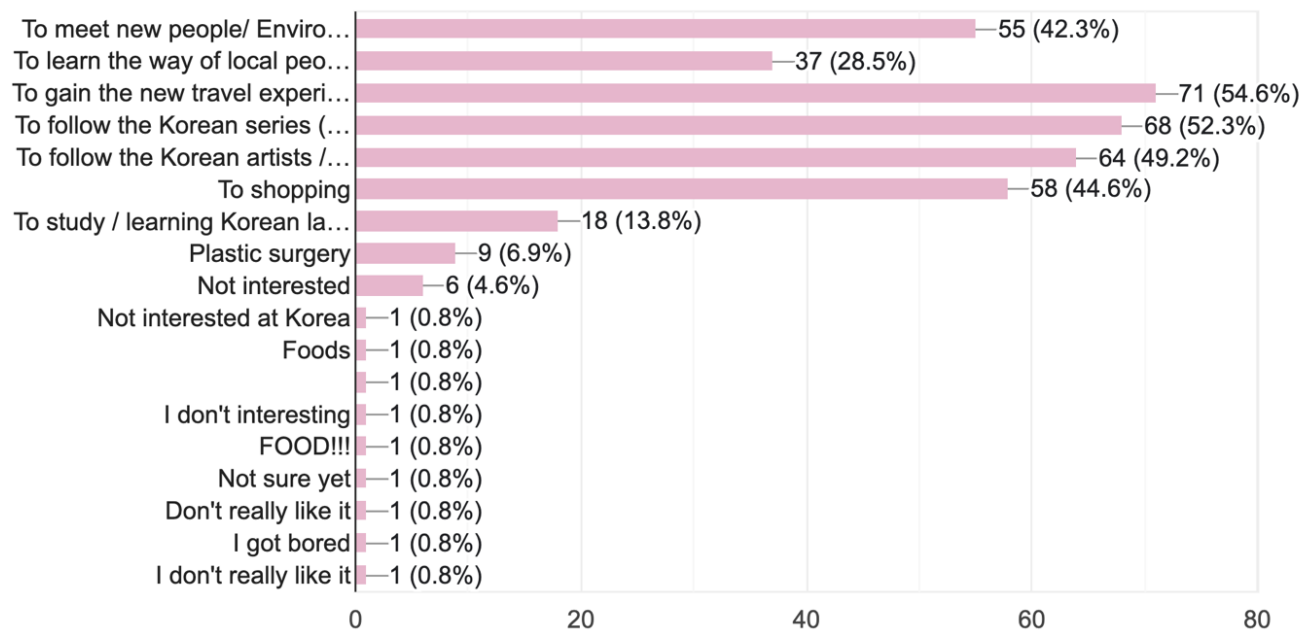


Figure 20: The reason of participants want to and don't want to visit South Korea (Source: my own research)

As in the figure 20, here are some reason that I made for the participants to answer why they want and don't want to visit South Korea but they also give a another reason by making their own reason. As the figure shown that 71 people or 54.6 percent want to travel to gain their new experience following with the follow the Korean Series like place of filming which take 68 people or 52.3 percent and then to follow the Korean artist like live performance or fan meeting. And there also some reason why they don't want to visit or travel to South Korea such as:

- Not interested about South Korea
- Don't really like
- Not so sure

- Get bored
- And more.

As I mention before South Korea have promoting their country so many different way and my research was include the question is how do they know or hear about South Korea.

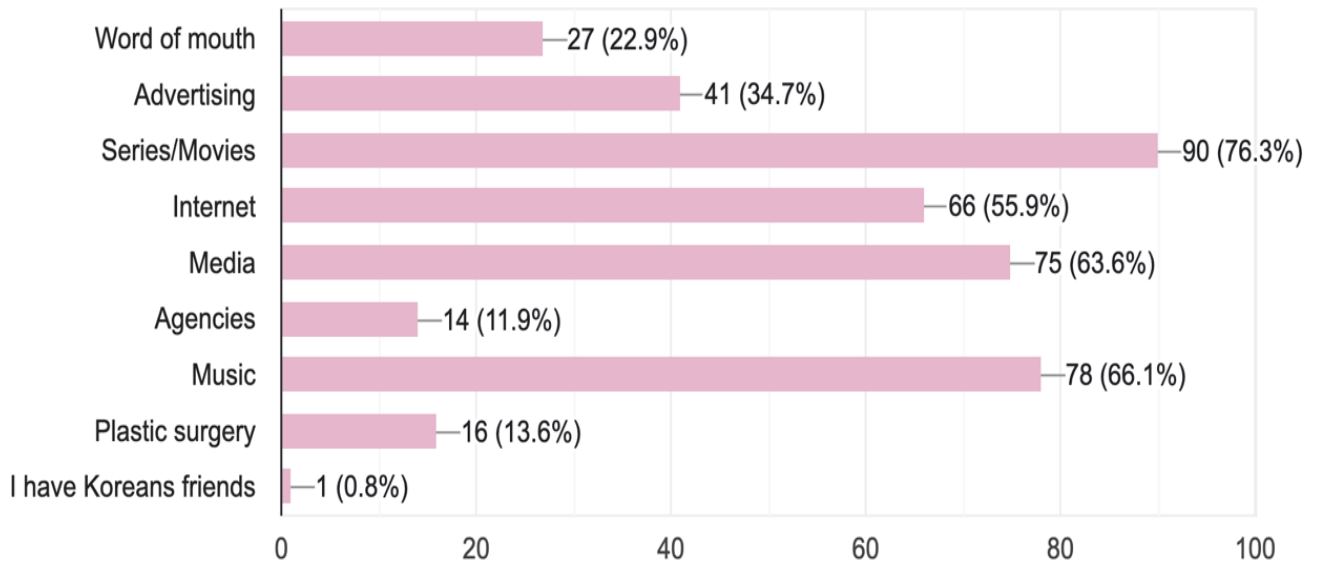


Figure 21:How did you hear about South Korea (Source:my own research)

In the figure 21 most of the 130 participants known or hear about South Korea by their Series or Movie because It take almost 80 percent or 90 people, following with Music that's take 66.1 percent or 78 people and that not so surprising because South Korea well-known by Korean wave that I already mention and the 3th and 4th place is by media and internet. But South Korea have pay large amount to advertised the country and in the future they will get more attention and weel known in another way than the K-series and K-pop.

The next figure is mention about what the most region or city in South Korea they want to visit the most.

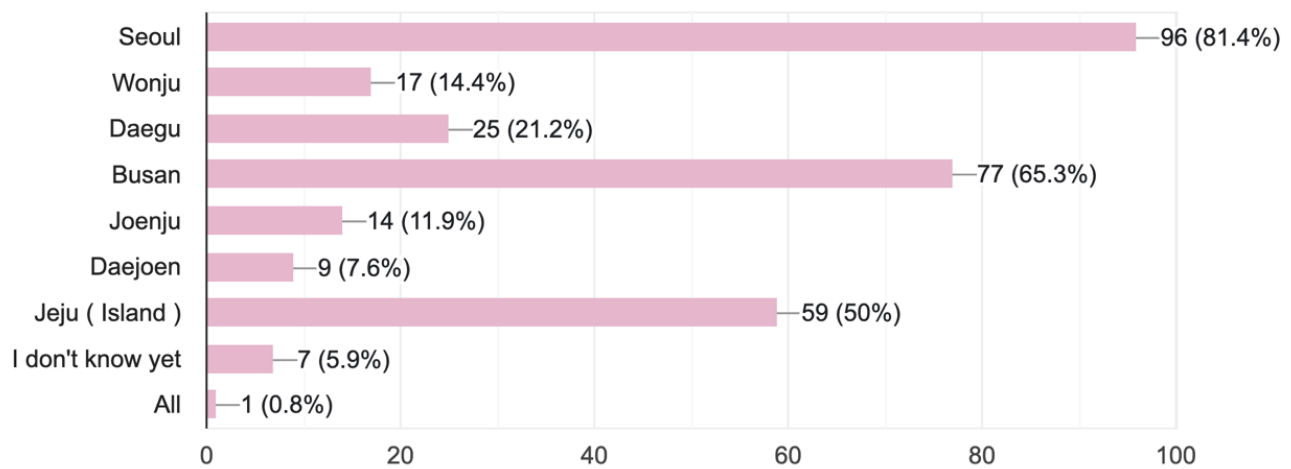


Figure 22: what region they want to visit the most in South Korea (Source: my own research)

As a figure 22, the city they want to visit the most among all over the South Korea the top of rank would be Seoul, since Seoul is the capital city. It also well-known about a culture, history but modern, fashion, high technology and a lot of main tourism attraction in Seoul. The second place of the chart would be Busan because it take 65.3 percent, Busan got a lot of tourist or traveler in Summer season because the city well-known in the name Summer capital, following with Jeju island that take third place in the chart take 50 percent or 59 of respondents and the city also well-known in nature and calm.

What is the participants interesting about South Korea:

As the figure 23 below the text, the most interesting about South Korea is food or gastronomy take the first place in the chart with 75.4 percent or 89 people and that so surprising me a lot because Korean food is very unique, they have their own ingredients to make their dishes and the teste it hard to reach especially people from another continent like Europe or America. The second As the figure 21, the most interesting about South Korea is food or gastronomy take the first place in the chart with 75.4 percent or 89 people and that so surprising me a lot because Korean food is very unique, they have their own ingredients to make their dishes and the teste it hard to reach especially people from another continent like Europe or

America. The second place of the chart would be K-pop or Korean Music and that general because I love K-pop also and third place would be K-series. The less people choose is Education even though education in South Korea is very high quality and be the one of the best in the world (according by HANEUL SSEM Website).

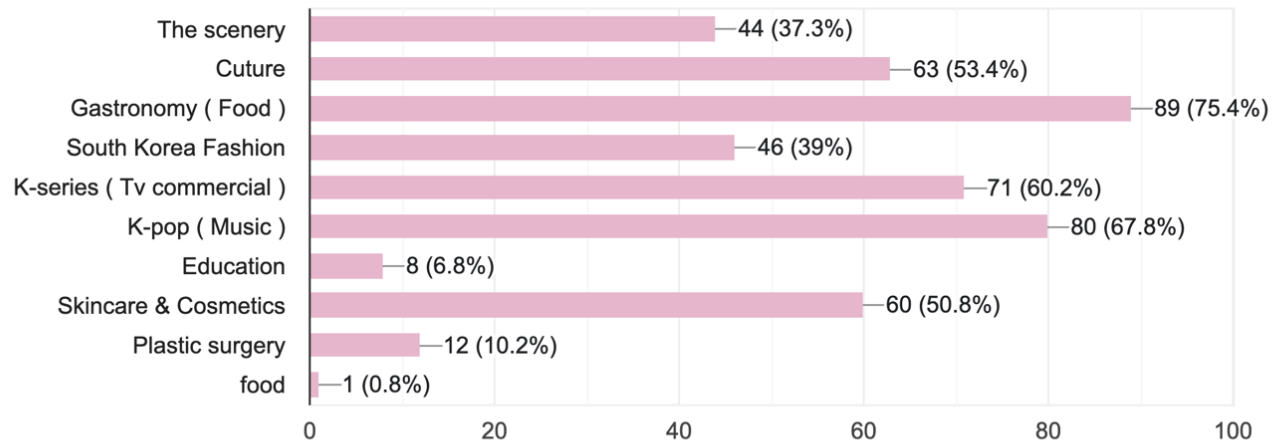


Figure 23: what did they interesting about South Korea (Source: my own research)

This section is about the tourism sectors in South Korea which could affect the people's decision making to travel to South Korea. It will show the result by the percentage and the number of people.

From scale 1 to 5 in which: 1 - Not at all, 2 - A little bit, 3 - Neutral, 4 - Quite a lot and 5 - A lot. The graph below the text

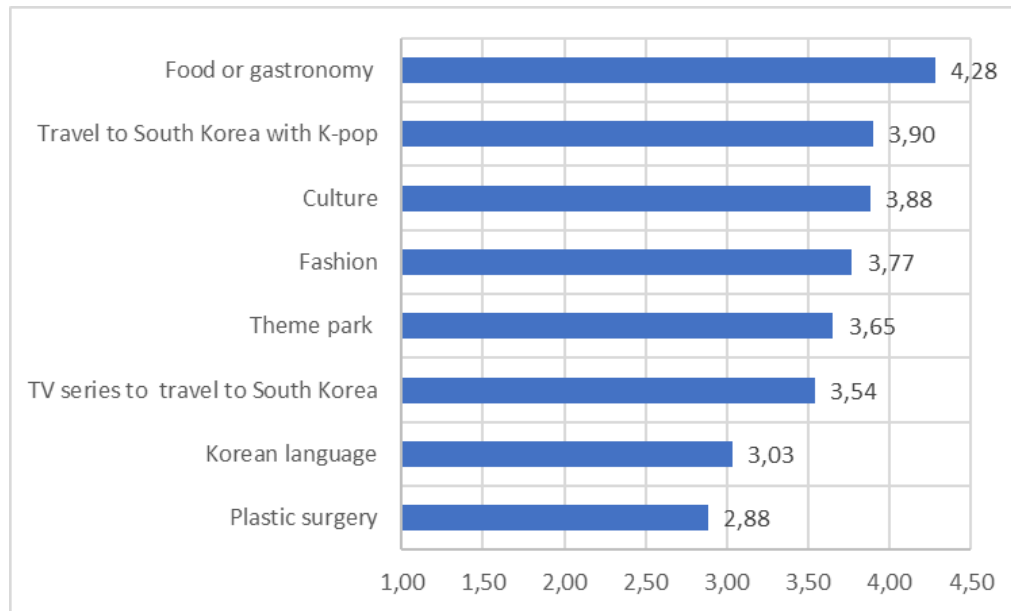


Figure 24: How variables affect the people's decision making to travel to South Korea (Source: my own research)

Figure 24 shows that Food and gastronomy was the most important reason to visit to South Korea with mean value 4,28. This was the only predefined aspect which got higher than 4 (means quite a lot). In the importance of role ranking the next variable was the K-pop with 3,9 mean value, a little under evaluated than “quite a lot”, and the culture with 3,88 that was very close to number of the K-pop chart. Fashion, and theme parks also scored relatively high, with mean scores of 3.77, and 3.65, respectively. These factors highlight the unique cultural experiences that South Korea has to offer, including traditional customs and modern entertainment.

South Korea tv series also scale above 3,54 slightly underestimated than quite a lot, commonly known as K-dramas, have gained popularity worldwide, and many people are drawn to South Korea to experience the locations and culture depicted in these shows. Meanwhile, Korean language have 3,03 so, that mean this factor is neutral with respondent but their language has become more popular as people seek to learn a new language and immerse themselves in South Korean culture. Indicating that they are somewhat influential factors.

And the last one plastic surgery the lowest with a mean 2.88 minimally depreciated than neutral so which mean this factor is between a little bit and neutral . While plastic surgery is a

booming industry in South Korea, it appears to be less of a factor in my respondents' decision to travel there.

Overall, the figure suggests that South Korea's unique food, culture, and entertainment play a significant role in attracting visitors to the country.

The questionnaires included the question about the length of stay and the amount of money we would like to spent if we have a chance to South Korea and these two question provide all the participant that already went to South Korea and did not go yet.

Table 3: The lengt of stay

N0.	Length of stay	Amount of person	Amount of percentage
1	Less than 1 week	3	2.5%
2	1 week	57	48.3%
3	More than 1 week	58	49.2%
Total		118	100

(Source: my own research)

This table 3 represents the length that they would like to stay in South Korea, which highest answer was for more than 1 weeks which take 58 answers or 49.2 percent from all the results but there also have answer for 1 week and it take 57 answers or 48.3 percent and the lowest answer was 3 answers or 2.5 percent were chose less than 1 week.

Table 4: The amount of money

N0.	Amount of money	Amount of person	Amount of percentage
1	Less than \$500	5	4.2%
2	\$500 to \$1000	53	45%
3	More than \$1000	60	50.8%
Total		118	100

(Source: my own research)

The table 4 represent us illustrate the amount of the money that they would like to spend in South Korea which mostly chose the length more than \$1000 which take 60 answers or 50.8 percent and then the length between \$500 to \$1000 is the second place it take 53 answers or 45

percent of chose from participant just only little amount of 5 answers or 4.2 percent would like to spend less than \$500 when they travel to South Korea.

To sum up, from the result was found that proportion of female was more than male and that can be understand because the target group of South Korea is female, young-adult, families and etc. from most of the participants were 18 to 25 years old, respectively in accordance with the article from the book on Behaviors of Korean artist and singer of teenager (TANATIWITPHONG,2008) to found that the age range of 18 to 25 are most interested in traveling to South Korea.

The result was found the most attractive factors for traveling to South Korea were many factors divided into external factors that influence tourism behavior is that South Korea has a beautiful scenery, the interested culture, amazing history place, unique food and fashion and etc. The internal factors is influence participants too their also want to travel to South Korea to gain their new experience, meet new environment, to follow Korean artist and more factors to make my participant to make decision to visit South Korea.

Another primary reason that the respondents want to visit there the most is the Korean traditional gastronomy, which could attract people from so many different places, ages and gender.

CHAPTER VI: CONCLUSION AND RECOMMENDATIONS

6.1. Conclusion.

South Korea country that located in the East of Asia, it constitutes the southern part of the Korean peninsula and shares a land border with North Korea. The country's western border is formed by the Yellow Sea and the eastern border is defined by the Sea of Japan. And from the north to south of all destination has many different kinds of attractions.

The first start of tourism in South Korea is the early 1990s ushered in the period of open-door whereby the Korean cultural policies become integrated with its economy, leading to the emergence of media globalization, promote Korea's cultural export internationally through media marketisation and become a Korean wave (Hallyu) make the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies (KIM 2002).

South Korea has increased the number of tourists since the 2000s and because of their strong popular culture can make South Korea be the most destination that must visit in 2019. Besides that South Korea also has a Korean wave trend so they are getting more popular nowadays.

One of the strategies to promote their country is provide foreigner a chance to visited their country, it could be in the form of sport competition, scholarship or natural of the country.

South Korea has diversity of tourism attraction, it covers a wide range of tourism types, such they have wonderful nature, historical sites and even theme parks. Not only that, South Korea has stress historical and educational element, which the travelers could experience the history and culture in the past time but they can combined the old time with the new modernization together . Further than that, another impressive thing about South Korea is the fusion on tourism in everyday life as in the form of homestay that allows the tourists to see local Korean life.

One of the primary reasons that attract so much interest in the recent years from the tourist to South Korea is the Korean popular culture. Korean popular culture is the series, tv

commercial and K-pop. This has been used as marketing strategy to attract the younger ages tourists to the country. It is not only just attracted the people to the country but also created landmarks for the country as well. Such as Joenju hanok village or N Seoul Tower.

The 7Ps of marketing mixed have applied in so many different sectors as well as in tourism, tourism marketing is to help the country attract and rise up the amount of visitor or arrival to the country.

According to location of the country, South Korea is full of the different type of destinations, from the nature, old traditional until high new technology. For example, South Korea has the 5G Technology because South Korea is one of the first countries to deploy a nationwide 5G network, which provides faster and more reliable wireless communication than previous generations of mobile technology.

Other than that, they also have the special trains South Korea's high-speed rail network, called the Korea Train Express (KTX), connects major cities and regions across the country. The KTX offers fast, efficient, and comfortable travel, with speeds of up to 300 km/h (186 mph).

South Korea is good with the illustration of everything to surprise and impressed the foreigner all time long. As illustrate as the advertisement or even the sign of the hotel or the resort, like the traditional Korean architecture and design in the construction and decoration, which became the landmark in the area.

To sum up, South Korea is a popular travel destination, attracting millions of visitors each year. In recent years, the number of tourists visiting South Korea has been increasing, , according to the Korea Tourism Organization (KTO).

Since the location of the country that allow them to have a diversity destination which could attract so many different types of tourist. With the strong culture, traditional and history of South Korea along with the Korean popular culture which mostly have been known by the new generations.

6.2. Recommendation and suggestion.

South Korea is just a small country, but South Korea has such a huge amount of tourist or visitors, South Korea is also popular country even if they doesn't have much materials but South Korea is rich with its cultural and historical, natural and heritage. As a result of this research, cultural as a tourism product is the most popular among people.

As a result of the survey, it is seen that most people think that Food in South Korea is the most interesting from people who have been and never been to South Korea before. South Korea is rich with its natural and fresh food materials such as kimchi the traditional food in South Korea made from salted and fermented vegetables, and with kimchi you can make a lot type of food such as soup kimchi, eat with grill beef or you can have it like side dish and more, the country also have fruit especially strawberry and there are fruit farms can be seen in South Korea and some farm they open for tourist to visit and have experience like pick and collect their own chose , beside that, their strawberry very popular because the weather was good to growth and the teste was sweet so they export to another country in Asia and make income to country and support the farmers . Other that even in many countries has Korean restaurant and Korean convenient store.

South Korea have excellent imagination and creativity, they can make anything looks more attractive and interesting. For example South Korean is home to the global phenomenon of K-Pop music, and visiting the country offers an opportunity to experience this cultural phenomenon firsthand. Attend a K-Pop concert, visit a K-Pop-themed cafe, or explore K-Pop-related attractions such as the SM Town Coex Artium in Seoul.

Korean tradition, etiquette, language, events, and festivals are taken very seriously in South Korea. These aspects of Korean culture are deeply ingrained in the country's history and identity, and they play an important role in shaping social norms, customs, and behaviors. it is something different from other and some of them can be seen in video games, movies or series. This shows that Korean is really famous so they use South Korea as a marketing to attract customers or to increase supply.

SUMMARY

According to the thesis, tourism marketing in South Korea: by culture and promotion no matter in tourism figures, past literature, or respondents' answers, a lot of information has been obtained. From a large amount of data, it can be seen that the overall tourism industry in Asia is getting better and better. The focus of this thesis is on South Korea. Due to the rapid development of its popular culture, tourists visiting South Korea are increasing significantly. People traveled to South Korea from the past to experience the local culture, and now they have become followers of Korean popular culture. This undoubtedly proves the success of Korean Wave.

This study was also focus on promotion in South Korea by using marketing 7ps and how they promoting country and culture via the social media and become the popular culture. This thesis provide the South Korea before booming in tourism industry and give precedence to origin of tourism in South Korea.

Tourism in South Korea was booming since 1990s and it has been almost 60 years since the Korea Tourism Organization (KTO) was established. For more than half a century, it has seen slow but steady expansion. It has witnessed significant growth in the inbound tourism sector over the last two decades as South Korea's popularity has soared alongside its popular culture. In terms of its outbound tourism, it has experienced incremental growth year by year after the liberalization on overseas travel, as a result of rapid economic growth.

The purpose of this thesis was to investigate the impact of marketing strategy on tourism industry. To achieve this, both primary and secondary research methods were used. The primary research involved a survey of 130 participant that have and have not visit , while the secondary research consisted of a literature review of academic articles, industry reports, and case studies.

The findings revealed that respondents known the country by social media marketing has a significant impact on tourism industry, with Korean tv series being the most influential platform and following with Korean pop music or K-pop . participants reported that they are more likely to visit South Korea after watching Korean series on social media, which mean South Korean popular culture is transforming the perception of the country among neighboring

countries, driving tourism to attract foreign tourists and The government is investing in Korean Wave-themed complexes to further its development. As for whether popular culture will affect people's travel decisions, it depends on how much people love popular culture.

On the other hand, gastronomy or food in South Korea was the also most influence people to visit there country, with this factors according to the research Korean cuisine has gained popularity worldwide in recent years, and the South Korean government has actively promoted its food culture as a tourism attraction. In addition, South Korea hosts various food-related events and festivals throughout the year, such as the Seoul Food and Hospitality Expo and the Busan International Food Expo, to showcase their cuisine to the world. Based on participants Gastronomy or food was also the most answer that respondents chose with 118 participant this factors almost 75 percent. Which means South Korea can also make their traditional food be the one part of tourism industry.

To sum up, South Korea has become a highly sought-after travel destination, drawing in millions of visitors from around the world every year. The country's rich culture and history, combined with its modern developments and advancements, make it an attractive place to explore and experience. The Korean Tourism Organization (KTO) reports that the number of tourists visiting South Korea has been steadily increasing in recent years, indicating a growing interest in the country's offerings.

And one of the reason South Korea is a popular destination for its diverse range of attractions and activities, from bustling cities to peaceful countryside, offering visitors the chance to enjoy a wide range of cultural experiences through traditional temples, historical landmarks, and K-Pop culture. There is truly something for everyone in South Korea.

Overall, South Korea's unique blend of traditional and modern culture, diverse range of attractions, and delicious cuisine make it a destination that is well worth visiting. As the number of tourists continues to grow, it is clear that South Korea's popularity as a travel destination shows no signs of slowing down

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Appendix 1: Declaration of Consultations with Supervisor


STATEMENT ON CONSULTATION PRACTICES

As a supervisor of **Southida Sivilay** (Student's name) **B4JKNL** (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/don't recommend² the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: no³✓

Place and date: Gyöngyös, 2023. 05. 09.


Internal supervisor

¹ Please select applicable and delete non-applicable.

² Please underline applicable.

³ Please underline applicable.

Appendix 2: Student's declaration

DECLARATION

I, the undersigned, Southida Sivilay hereby declare under penalty of perjury that the thesis I submitted under the title “Tourism Marketing in South Korea: Cultural and Promotion ” is entirely the result of my own work. When I used other authors' works, either printed or electronic, I accurately cited the sources.

I understand that the electronic copy of the thesis / diploma thesis will be placed in the library of the Hungarian University of Agriculture and Life Sciences after the defense where the readers of the library will have access to it.

Signed in Gyöngyös on 09th (day) May (month), 2023 (year)

Signature of thesis writer:

A handwritten signature in black ink, appearing to read 'Southida', with a long horizontal flourish underneath.

.....

Appendix 3: Survey

1. Have you ever been to South Korea?

Mark only one oval.

☐

Yes

☐

No

2. If you have a chance would you like to visit South Korea?

Mark only one oval.

☐

Yes

☐

No

3. Why? (can choose more than one choice)

Tick all that apply.

- ☐ To meet new people/ Environment
- ☐ To learn the way of local people life
- ☐ To gain the new travel experience
- ☐ To follow the Korean series (Place & Gastronomy)
- ☐ To follow the Korean artists / singer / actor To shopping
- ☐ To study / learning Korean language Plastic surgery

Other: _____

General Information

4. How did you hear about South Korea?

Tick all that apply.

☐

Word of mouth

- ☐ Advertising
- ☐ Series/Movies
- ☐ Internet
- ☐ Media
- ☐ Agencies
- ☐ Music
- ☐ Plastic surgery

Other: _____

5. What Region you would like to visit in South Korea?

Tick all that apply.

- ☐ Seoul
- ☐ Wonju
- ☐ Daegu
- ☐ Busan
- ☐ Joenju
- ☐ Daejoen
- ☐ Jeju(Island)
- ☐ I don't know yet

Other: _____

6. What do you interesting about South Korea?

Tick all that apply.

- ☐ The scenery

- ☐ Culture
- ☐ Gastronomy (Food)
- ☐ South Korea Fashion
- ☐ K-series (Tv commercial)
- ☐ K-pop (Music)
- ☐ Education
- ☐ Skincare & Cosmetics
- ☐ Plastic surgery

Other: _____

7. How much does this factor influence your decision making to travel to South Korea? 1. Not at all 2. A little bit 3. Neutral 4. Quite a lot 5. A lot

Mark only one oval per row.

	1	2	3	4	5
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV commercial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K-pop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping Malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Languages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Themes Parks (Everland or Lotte World)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plastic surgery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How long will you stay in South Korea?

Mark only one oval.

- ☐ Less than 1 week
- ☐ 1 weeks
- ☐ More than 1 week

9. How much would you like to spend your money in South Korea? (Approximately)

Mark only one oval.

- ☐ Less than \$500
- ☐ \$500 - \$1000
- ☐ More than \$1000

Personal information

10. What is your gender?

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

11. How old are you?

Mark only one oval.

- ☐ Under 18
- ☐ 18-25
- ☐ 25-30
- ☐ More than 30

12. Where are you from??

Mark only one oval.

☐ Asia

☐ Europe

☐ America

☐ Africa

☐ Oceania