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

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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