

References

- Alba, J.W. & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-454.
- Ankomah, P.K., Crompton, J.L., & Baker, D. (1996). Influences of cognitive distance in vacation choice. *Annals of Tourism Research*, 23(1), 138-150.
- Axelrod, J.N. (1968). Advertising measures that predict purchase. *Journal of Advertising Research*, 8, 3-17.
- Baker, W., Hutchinson, J.W., Burke, D.M., & Nedungadi, P. (1986). Brand familiarity and advertising: Effects on the evoked set and brand preference. *Advances in Consumer Research*, 13, 637-642.
- Balasubramanian, S.K. (1994). Beyond advertising and publicity: Hybrid messages and public policy issues. *Journal of Advertising*, 23(4), 29-47.
- Balli, F., Balli, H.O. & Cebeci, K. (2013). Impacts of exported Turkish soap operas and visa-free entry on inbound tourism to Turkey. *Tourism Management*, 37, 186-192.
- Barameeratanachai, F. (2008). *The influence of Korean drama series on visiting Korea: A Case study of Thai people in Bangkok* (Independent study, Naresuan University, 2008).
- Beeton, S. (2001). Smiling for the camera: The influence of film audiences on a budget tourism destination. *Tourism, Culture and Communication*, 3, 15-25.
- Beeton, S. (2004). Rural tourism in Australia: Has the gaze altered? Tracking rural images through film and tourism promotion. *International Journal of Tourism Research*, 6(3), 125-135.
- Beeton, S. (2005). *Film-induced tourism*. Clevedon: Channel View Publications.
- Beeton, S. (2010). The advance of film tourism. *Tourism and Hospitality Planning & Development*, 7(1), 1-6.
- Botha, C., Crompton, J.L., & Kim, S.S. (1999). Developing a revised competitive position for Sun/Lost city, South Africa. *Journal of Travel Research*, 37(4), 341-352.
- Brisoux, J.E., & Laroche, M. (1980). A proposed consumer strategy of simplification for categorizing brands. In J.H. Summey & R.D. Taylor (Eds.), *Evolving*

- marketing thought for 1980* (pp. 112-114). Carbondale, IL: Southern Marketing Association.
- Bunnag, O. (2016). South Korea's destination image in attitudes of Thai tourists. *Journal of Humanities and Social Sciences, UBU*, 7(1), 284-299.
- Busby, G & Klug, J. (2001). Movie-induced tourism: The challenge of measurement and other issues. *Journal of Vacation Marketing*, 7(4), 316-332.
- Butler, R.W. (1990). The influence of the media in shaping international tourist patterns. *Tourism Recreation Research*, 15(2), 46-53.
- Carey, J.W. (1988). *Media, myths and narratives: Television and the press*. Newbury Park, CA: Sage Publications.
- Carl, D., Kindon, S & Smith, K. (2007). Tourists' experiences of film locations: New Zealand as 'Middle Earth'. *Tourism Geographies*, 9(1), 49-63.
- Chen, S.S., Monroe, K.B., & Lou, Y.C. (1998). The effects of framing price promotion messages on consumers' perceptions and purchase intentions. *Journal of Retailing*, 74(3), 353-372.
- Christensen, L.B. (1988). *Experimental Methodology* (4th ed.). Newton, MA: Allyn & Bacon.
- Chuttsakulphairatch, V. (2014). The effects of Korean TV drama series on Korean values assimilation and culture imitation of the Thai youth. *Panyapiwat Journal*, 6(1), 175-185.
- Coates, S.L., Butler, L.T. & Berry, D.C. (2006). Implicit memory and consumer choice: The mediating role of brand familiarity. *Applied Cognitive Psychology*, 20, 1101-1116.
- Cohen, S.A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909.
- Connell, J. (2005). Toddlers, tourism and Tobermory: destination marketing issues and TV-induced tourism. *Tourism Management*, 26, 763-776.
- Connell, J. (2012). Film tourism: Evolution, progress and prospects. *Tourism Management*, 33, 1007-1029.
- Couldry, N. (1998). The view from inside the 'simulacrum': Visitors' tales from the set of Coronation Street. *Leisure Studies*, 17, 94-107.

- Crompton, J. (1992). Structure of vacation destination. *Annals of Tourism Research*, 19(3), 420-434.
- Crompton, J.L., & Ankomah, P.K. (1993). Choice set propositions in destination decisions. *Annals of Tourism Research*, 20, 461-476.
- Crompton, J.L., Botha, C., & Kim, S.S. (1998). Testing selected choice propositions. *Annals of Tourism Research*, 25(4), 211-214.
- Croy, W.G. & Heitmann, S. (2011). Tourism and film. In P. Robinson, S. Heitmann & P.U.C. Dieke (Eds.), *Research themes for tourism* (pp. 188-204). Oxon: CABI.
- Decrop, A. (2006). *Vacation decision making*. Wallingford: CABI.
- Decrop, A. (2010). Destination choice sets: An inductive longitudinal approach. *Annals of Tourism Research*, 37(1), 93-115.
- Decrop, A. (2014). Theorizing tourist behaviour. In S. McCabe (Ed.), *The Routledge handbook of tourism marketing* (pp.251-267). London: Routledge.
- Decrop, A. & Snelders, D. (2004). Planning the summer vacation: An adaptable process. *Annals of Tourism Research*, 31(4), 1008-1030.
- Dellaert, B.G., Arentze, T.A. & Horeni, O. (2014). Tourists' mental representations of complex travel decision problems. *Journal of Tourism Research*, 53(1), 3-11.
- Department of Tourism, Thailand (2016). *Outgoing Thai travellers statistics* [PDF document]. Retrieved from <http://tourism2.tourism.go.th/home/details/11/221/25307>
- Frost, W. (2006). Brave-hearted Ned Kelly: Historic films, heritage tourism and destination image. *Tourism Management*, 27, 247-254.
- Frost, W. (2010). Life changing experiences. Film and tourists in the Australian outback. *Annals of Tourism Research*, 37(3), 707-726.
- Goodall, B. (1988). How tourists choose their holidays: An analytical framework. In B. Goodall, & G. Ashworth (Eds.), *Marketing in the tourism industry: The promotion of destination regions* (pp. 1-17). London: Routledge.
- Goodall, B. (1991). Understanding holiday choice. In C.P. Cooper (Ed.). *Progress in tourism, recreation and hospitality management* (pp. 58-77), Vol. 3, London: Belhaven.

- Grihault, N. (2003). Film tourism - The global picture. *Travel & Tourism Analyst*, 5, 1-22.
- Grimm, L.G. (1993). *Statistical applications for the behavioural sciences*. New York: John Wiley & Sons.
- Hahm, J. & Wang, Y. (2011). Film-induced tourism as a vehicle for destination marketing: is it worth the efforts? *Journal of Travel & Tourism Marketing*, 28, 165-179.
- Hao, X. & Ryan, C. (2013). Interpretation, film language and tourist destinations: A case study of Habiscus town, China. *Annals of Tourism Research*, 52, 334-358.
- Haley, R. & Case, P.B. (1979). Testing thirteen attitude scales for agreement and brand discrimination, *Journal of Marketing*, 43, 20-32.
- Hasher, L. & Zacks, R.T. (1984). Automatic processing of fundamental information. *American Psychologist*, 39, 1372-1388.
- Howard, J.A. (1963). *Consumer behaviour: Application of theory*. New York: McGraw-Hill.
- Howard, J.A., & Sheth, J.N. (1969). *The theory of buyer behavior*. New York: John Wiley.
- Hudson, S. & Ritchie, J.R.B. (2006). Film tourism and destination marketing: The case of Captain Corelli's Mandolin, *Journal of Vacation Marketing*, 12(3), 256-268.
- Hudson, S., Wang, Y. & Gil, S.M. (2011). The influence of film on destination image and the desire to travel: A cross-cultural comparison, *International Journal of Tourism Research*, 13, 177-190.
- Inchan, N. (2013). *Korean drama series: A case study of Korean culture fever wave in Thai society* (Doctoral dissertation, Srinakharinwirot University, 2013).
- Iwashita, C. (2003). Media construction of Britain as a destination for Japanese tourists: Social constructionism and tourism. *Tourism and Hospitality Research*, 4(4), 331-340.
- Iwashita, C. (2006). Media representation of the UK as a destination for Japanese tourists: Popular culture and tourism. *Tourist Studies*, 6(1), 59-77.

- Iwashita, C. (2008). Roles of films and television dramas in international tourism: the case of Japanese tourists to the UK. *Journal of Travel & Tourism Marketing*, 24(2-3), 139-151.
- Johnson, E.J. & Russo, J.E. (1981). Product familiarity and learning new information. *Advances in Consumer Research*, 8, 151-155.
- Karl, M., Reintinger, C., & Schmude, J. (2015). Reject or select: Mapping destination choice. *Annals of Tourism Research*, 54, 48-64.
- Karpovich, A.I. (2010). Theoretical approaches to film-motivated tourism. *Tourism and Hospitality Planning and Development*, 7(1), 7-20.
- Kim, H. & Richardson, S. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 32(4), 887-904.
- Kim, S.S. (2012a). The relationships of on-site film-tourism experiences, satisfaction, and behavioural intentions: the case of Asian audience's responses to a Korean historical TV drama. *Journal of Travel & Tourism Marketing*, 29, 472-484.
- Kim, S.S. (2012b). Audience involvement and film tourist experiences: emotional places, emotional experiences. *Tourism Management*, 33, 387-396.
- Kim, S.S., Agrusa, J., Lee, H. & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*, 28(5), 1340-1353.
- Kim, S.S., Agrusa, J., Chon, K. & Cho, Y. (2008). The effects of Korean pop culture on Hong Kong residents perceptions of Korea as a potential tourist destination. *Journal of Travel & Tourism Marketing*, 24(2-3), 163-183.
- Kim, S.S., Long, P. & Robinson, M. (2009). Small screen, big tourism: the role of popular Korean television dramas in South Korean tourism. *Tourism Geographies*, 11(3), 308-333.
- Kim, S.S., Lee, H. & Chon, K. (2010). Segmentation of different types of Hallyu tourists using a multinomial model and its marketing implications. *Journal of Hospitality and Tourism Research*, 34(3), 341-363.
- Kim, S. & O'Connor, N. (2011). A cross-cultural study of screen-tourists' profiles. *Worldwide Hospitality and Tourism Themes*, 3(2), 141-158.

- Kim, S. & Wang, H. (2012). From television to the film set: Korean drama Daejanggeum drives Chinese, Taiwanese, Japanese and Thai audiences screen-tourism. *The International Communication Gazette*, 74(5), 423-442.
- Korea Tourism Organization. (2016). *Winter Sonata*. [Photograph] Retrieved from http://english.visitkorea.or.kr/enu/CU/CU_EN_8_5_1_1.jsp
- Lampao, C. (2013). *The study of attitude, perception and behaviour on Korean trends* (Master's thesis, NIDA, 2013).
- Laroche, M., Kim, C. & Zhou, L. (1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37, 115-120.
- Lee, S., Scott, D. & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35(3), 809-832.
- Mathieson, A., & Wall, G. (1982). *Tourism: Economic, physical and social impacts*. Essex: Longman.
- McCabe, S., Li, C., & Chen, Z. (2015). Time for a radical reappraisal of tourist decision making? Toward a new conceptual model. *Journal of Travel Research*, 55(1), 3-15.
- Morgan, N. & Pritchard, A. (1998). *Tourism promotion and power: Creating images, creating identities*. Chichester: John Wiley & Sons.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10), 1-44.
- Narayana, C.L., & Markin, R.J. (1975). Consumer behavior and product performance: An alternative conceptualization. *Journal of Marketing*, 39(4), 1-6.
- Neuman, W.L. (2000). *Social research methods: Qualitative and quantitative approaches* (4th ed.). Needham Heights, MA: Allyn&Bacon.
- Nicosia, F.M. (1966). *Consumer decision process: Marketing and advertising implications*. New Jersey: Prentice-Hall.
- Oppewal, H. (2011). Experimental research. In E. Sirakaya-Turk, M. Uysal, W. Hammitt & J.J. Vaske (Eds.), *Research methods for leisure, recreation and tourism* (pp.162-178). Oxford: CABI.

- Oppewal, H., Huybers, T. & Crouch, G.I. (2015) Tourist destination and experience choice: A choice experimental analysis of decision sequence effects. *Tourism Management*, 48, 467-476.
- Park, C.W. & Lessig, V.P. (1981). Familiarity and its impact on consumer decision biases and heuristics. *Journal of Consumer Research*, 8(2), 223-231.
- Plog, S.C. (1974). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 14(4), 55-58.
- Rajaguru, R. (2014). Motion picture-induced visual, vocal and celebrity effects on tourism motivation: Stimulus organism response model. *Asia Pacific Journal of Tourism Research*, 19(4), 375-388.
- Riley, R. (1994). Movie induced tourism. In A.V. Seaton (Ed.), *Tourism: The State of the Art* (pp. 453-458). Chichester: John Wiley & Sons.
- Riley, R., Baker, D. & Van Doren, C.S. (1998). Movie Induced Tourism. *Annals of Tourism Research*, 25(4), 919-935.
- Riley, R. & Van Doreen, C.S. (1992). Movies as Tourism Promotion: A 'Pull' Factor in a 'Push Location'. *Tourism Management*, 13(3), 267-274.
- Rittichainuwat, B. & Rattanaphinanchai, S. (2015). Applying a mixed method of quantitative and qualitative design in explaining the travel motivation of film tourists in visiting a film-shooting destination. *Tourism Management*, 46, 136-147.
- Roesch, S. (2009). *The experiences of film location tourists*. Clevedon: Channel View Publications.
- Ryan, C., Zhang, Y., Gu, H. & Song, L. (2009). Tourism, a classic novel and television: The case of Cao Xueqin's dream of the Red Mansions and Grand view gardens, Beijing, *Journal of Travel Research*, 48(1), 14-28.
- Schama, S. (1996). *Landscape and memory*. London: Fontana.
- Schmoll, G.A. (1977). *Tourism promotion*. London: Tourism International Press.
- Schofield, P. (1996). Cinematographic images of a city. *Tourism Management*, 17(5), 333-340.
- Segers, F. (2000). Korea moves. *Hollywood Reporter*, 362(34), 14-16.
- Sekaran, U. (2000). *Research methods for business* (3rd ed.). New York: John Wiley & Sons.

- Shani, A., Wang, S., Hudson, S. & Gil, S.M. (2009). Impacts of a historical film on destination image of South America. *Journal of Vacation Marketing*, 15(3), 229-242.
- Shim, D. (2006). Hybridity and the rise of Korean popular culture in Asia. *Media, Culture & Society*, 28(1), 25-44.
- Sirakaya, E. & Woodside, A.G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26, 815-832.
- Smallman, C., & Moore, K. (2010). Process studies of tourists' decision-making. *Annals of Tourism Research*, 37(2), 397-422.
- Spiggle, S., & Sewall, M.A. (1987). A choice sets model of retail selection. *Journal of Marketing*, 51, 97-111.
- Srisurin, P. (2016). Key cultural elements influencing the South Korea's nation brand preference in Bangkok. *Panyapiwat Journal*, 8(1), 1-13.
- Stone, M.J. (2016). Deciding not to choose: Delegation to social surrogates in tourism decisions. *Tourism Management*, 57, 168-179.
- Su, H.J., Huang, Y., Brodowsky, G. & Kim, H.J. (2011). The impact of product placement on TV-induced tourism: Korean TV dramas and Taiwanese viewers. *Tourism Management*, 32, 805-814.
- Suebsawasde, P. (2008). *Media exposure and perception of Rajabhat university in Bangkok toward culture in Korean drama* (Master's thesis, Thammasat University, 2008).
- Tooke, N. & Baker, M. (1996). Seeing is believing: The effect of film on visitor numbers to screened locations. *Tourism Management*, 17(2), 87-94.
- Um, S. (1993). Pleasure destination choice. In M.A. Khan, M.D. Olsen & T. Var (Eds.), *VNR's encyclopedia of hospitality and tourism* (pp. 811-821). New York: Van Nostrand Reinhold.
- Um, S., & Crompton, J.L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17, 432-448.
- Urry, J. (1990). *The tourist gaze: Leisure and travel in contemporary societies*. London: Sage.
- Wongkhao, K. (2007). *Korean drama series with cultural diffusion in Thai society* (Master's thesis, Thammasat University, 2007).

- Woodside, A.G., & Lysonski, S. (1989). A general model of traveler destination choice. *Journal of Travel Research*, 27 (4), 8-14.
- Woodside, A.G., & Ronkainen, I.A. (1980). Tourism management strategies for competitive vacation destinations. In D.E. Hawkins, E.L. Shafter & J.M. Rovelstad (Eds.), *Tourism marketing and management issues* (pp. 3-19), Washington: George Washington University.
- Woodside, A.G., & Sherrell, D. (1977). Traveler evoked, inept and inert sets of vacation destinations. *Journal of Travel Research*, 16 (winter), 14-18.
- UNWTO (World Tourism Organization). (2016). *UNWTO Tourism Highlights 2016 Edition* [PDF document]. Retrieved from <http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>