

## CHAPTER II

### Theories and Literature Reviews

A study of "Factors affecting the traveling trend to Korea: A case study of Thai tourist to Korea, review of related literature and research included theories and concepts, and past researches are following:

#### 1. Tourism demand

Tourism demand has been defined in numerous ways, including 'the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their places of work and residence' (Mathieson and Wall, 1982: 1) and 'the relationship between individuals' motivation [to travel] and their ability to do so' (Pearce, 1995: 18). It is not only about how and why people decide to participate in tourism, but also about how they behave as tourists, why they choose particular types of tourism, what tourism means to them, why their 'taste' in tourism may change over time, and so on (Sharpley, 2006: 25). In contrast, more economic – focused definitions of demand are more concerned with 'the schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during a specified period of time' (Cooper *et al.*, 1993: 15).

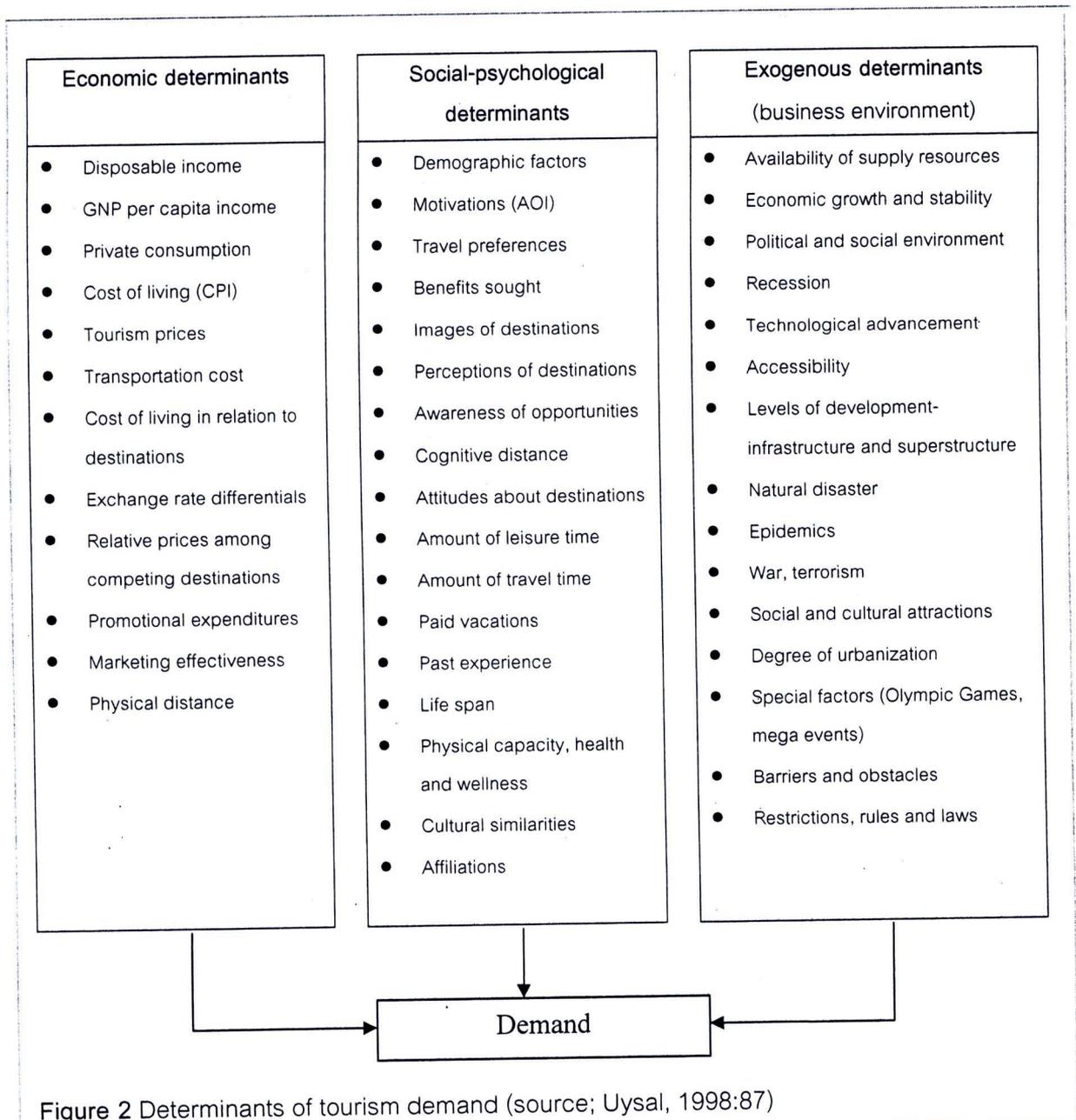
There are three principal elements to tourism demand:

- 1) *Effective* or *actual demand*, which is the number of people participating in tourism, commonly expressed as the number of traveler. It is normally measured by tourism statistics – typically, departures from countries and arrivals at destination.

- 2) *Suppressed demand*, which consist of the proportion of the population who are unable to travel because of, circumstances (e.g. lack of purchasing power or limited holiday entitlement). It is sometimes referred to as 'potential demand'. Potential demand can be converted to effective demand if the circumstances change. There is also 'deferred demand' where constraints (e.g. lack of tourism supply such as a shortage of bed spaces) can also be converted to effective demand if a destination or locality can accommodate the demand.
- 3) *No demand or Latent demand* is a distinct category for those members of the population who have no desire to travel and those who are unable to travel due to family commitments or illness.

An interesting study by Ryan (1991:34) concluded that the demand for tourism is determined by a number of economic, psychological and social factors. These include the factors such as income, taxation, interested rates, attitudes to saving, available time, price of holidays and other factors. In consequence, the potential holidaymaker has a discretionary income that permits holidaying behavior, but the type of holiday to be taken is decided not in isolation, but within a set of behavior patterns which reflect allotted values to competing demands upon leisure time. People may wish to use holidays as a means of escape, or of fulfillment, but in many cases holidays are prompted by more than one motive, whilst being subjected to income constraints and the demand of other family members.

A study by Uysal (1998:87) also summarized the three main determinants of demand (Figure 2): economic, social – psychological and exogenous factors (i.e. the business environment).



## 2. Tourism motivation

The previous theory is about tourism demand but tourism demand cannot happen without tourist motivation. Motivation is 'felt need' and the action needed or chosen to satisfy that need (Sharpley, 2006: 31-33). However, Graham Dann, which summaries that there are two key ways of looking at motivation which reflect two disciplinary perspectives on the subject:

1) Motivation as a psychological phenomenon (intrinsic motivation)

Every individual has deep-rooted needs and desires. This approach is concerned with establishing a link between such psychological needs and identified goal-oriented touristic behavior.

2) Motivation as a social/sociological phenomenon (extrinsic motivation)

There are a variety of forces or pressures arising from an individual's social and cultural environment which may influence his or her needs and motivation. Such external or extrinsic pressures may come from family and friends, the work environment, or society.

Victor T.C. Middleton (1994: 52) also summaries an interesting point of the main motives for travel and tourism are following:

1) Business / work related motives

- Pursuit of private and public sector business, conferences, meetings, short courses.
- Travel away from home for work-related purpose, including airline personnel, truck drivers, service engineers.

2) Physical / physiological motives

- Participation in indoor sport and active outdoor recreation such as golfing, walking, sailing, skiing.
- Undertaking activities in pursuit of health, fitness, recuperation.
- Resting / relaxing / generally unwinding from stress of everyday life.
- Finding warmth / sunshine / relaxation on a beach.

3) Cultural / psychological / personal education motives

- Participation in festivals, theatre, music, museums – as spectator, player, or volunteer.

- Participation in personal interests, including intellectual, craft and other leisure – time pursuits.
  - Visiting destinations for the sake of their cultural and or natural heritage (including ecotourism).
- 4) Social / interpersonal and ethnic motives
- Enjoying the company of friends and relatives.
  - Undertaking social duty occasions – from weddings to funerals.
  - Accompanying others travelling for other reasons, such as business or social duty.
  - Visiting the place of one's birth.
- 5) Entertainment / amusement / pleasure / pastime motives
- Watching sport / other spectator events.
  - Visiting theme parks / amusement parks.
  - Undertaking leisure shopping.
- 6) Religious motives
- Participating in pilgrimages.
  - Undertaking retreats for meditation and study.

There are many factors that can motivate Thai tourists, which later lead to tourist behavior in form of desire to travel known as tourism demand.

### **3. Tourist behavior**

Tourist behavior is an effect from tourism motivation. Without tourism motivation tourists cannot be shown through their behavior. Moreover, Tourist behavior is one of the most important stimulate of tourism demand. (Reisinger, 2009: 281-282) explained about the tourism behavior that tourist experiences and their meanings vary from person to

person. There are several reasons for this. First, there are many types of tourists, and their characteristics come in many different categories: demographic (e.g. age, gender, marital status, stage of life), social (e.g. social class), economic (e.g. income, spending patterns, employment), cultural (e.g. values, norms, customs), geographic (e.g. origin, trip destination), psychographic (e.g. personality, needs, attitudes, lifestyle, emotions, preferences, benefits, sought), and behavioral (e.g. buyer status, buying rate, activities, experiences). Each type of tourist has different priorities, preferences and behavior. Therefore, dealing with multiple types of tourists means dealing with their multiple and diverse behaviors.

Second, tourists try to meet their multiple needs and wants in numerous contexts: socially, culturally, geographically, economically, and politically. These contexts are very diverse in nature and provide many different opportunities for tourists to express their behavior in multiple ways.

Third, although many demographic, economic, or socio – psychological variables that are used to characterize tourists are common to many tourists (e.g. lifestyle, interests, and income), the ways by which individual tourists express themselves are very different. Tourists have a very large and diverse number of goals, priorities, and preferences that determine how they behave and why they behave the way they do. For example, although the backpacker traveling to exotic destinations and the group of elderly tourists on a trip have a common motivation, sightseeing, both types of travelers express different behaviors because they are influenced by differences in age, social status, spending power, values, and interests. The backpacker might be interested in outdoor recreation, live entertainment, and socializing with natives, whereas elderly tourists might like to travel to destinations close to home and experience indoor activities in a peaceful, relaxing atmosphere.

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## 4. Factors affecting demand for travel

### 4.1 Demographic factors

The demographic factors liked gender, age, and marital status played the varying role affecting the traveling decision on each individual.

#### 1) Gender

People's buying behavior and consumption patterns depend upon their gender. Women are known for exhibiting different shopping behavior from men. They love shopping for clothes and accessories, while men are known for their interest in cars and consumer electronics. Women usually decide about grocery shopping and men about the purchase of a car (Reisinger, 2009:302). Men and women have a different interest and different life style.

#### 2) Age

Age determines the way people behave and the type of goods they purchase. For example, young people (less than 35 years of age) often download music from the Internet, buy fashionable dress and sports equipment, and seek excitement and adventure. On the other hand, seniors (people 65 years and over) still buy music on CDs, usually demand health and convenience products, and extra medicine and insurance (Reisinger, 2009:302). Different age will have different perception.

#### 3) Marital status

Married couples with children tends not to travel because of the family responsibility. Divorced also do not travel due to lack of partner. Obviously, the singles tend to travel more than other status (McIntosh & Goeldner, 1990:133 cite in Siyapan, 2002:8) and a youth single who does not stay with family loves outdoor life, adventure, and travel. After they getting married, their travel trend will be decrease because of less free time (Lumsdon, 1997:44 cite in Siyapan, 2002:9).

## 4.2 Economic Factor

The economic factor is Income level played the varying role affecting the traveling decision on each individual.

### 1) Income

A person's economic status affects the choice the person makes and products purchased. For example, people with low discretionary incomes have less saving, do not eat out frequently at restaurants, and do not spend much on entertainment and expensive vacations. Those with higher discretionary incomes spend more on luxury goods, such as jewelry, expensive wines and beers, luxury hotels, and upgraded air travel (Reisinger, 2009:303).

## 4.3 Korean wave relating factors

The Korean wave relating factors are influence from media as the most important tools for promote a place's image of Korean tourism. Many different factors influence a place's image or perception held by outsider. Many people have images of different places, and these vary in different countries and cultures. According to Kunczik (1997), the construction of place's image is a lengthy socialization process with different socialization agents, such as the home environment, school, the literature and the media.

### 1) Attitudes

Attitudes describe people's evaluations, feeling, and tendencies to perceive and behave in a consistent way toward certain objects (e.g. clothes, food, music), ideas (e.g. religion, politics), or other people. Attitudes decide whether people are going to like or dislike certain objects, ideas, or people. Attitudes are developed during childhood and are formed and adjusted during adulthood. The degree of adjustment depends upon what an individual learned from the environment, mainly social groups, information received, and past experience. The strength of attitudes depends upon

people's motivation and personal characteristics. Attitudes influence product purchases, as well as perceptions of a product's ability to meet needs, enhance self – image, respond to cultural values, and give meanings to beliefs and experiences. Attitudes predict people's behavior. Those with negative attitudes behave differently from those with positive attitudes. Negative attitudes are difficult to change (Reisinger, 2009:305).

## 2) Cultural tourism

In the past, cultural tourism was largely associated with high culture and with high culture and with “cultured” people. Today, cultural tourism includes many popular cultural attractions (McKercher et al., 2004), sport, living heritage, recent nostalgia, and the “everyday life” of “local” communities (Howie, 2000). At a global level, for example, cultural form have become globalized and therefore accessible to tourist worldwide through the growth of personal mobility, the travel industry, the Internet, and the media (Richards,2007:2-3).

A study by McKercher and du Cros (2002) divided the type of cultural tourists are five types.

- 1) The *purposeful cultural tourist* (high centrality / deep experience), for whom learning about and experiencing other cultures is the major concern, chooses a destination.
- 2) The *sightseeing cultural tourist* (high centrality / shallow experience) is less concerned with experiencing the other culture and more interested in visiting the cultural highlights.
- 3) The *casual cultural tourist* (modest centrality / shallow experience) sees culture as a less important element in the decision – making process for the destination and does not get deeply involved while there.



- 4) The *incidental cultural tourist* (low centrality / shallow experience) does not choose a destination based upon culture, and once there will only superficially be involved.
- 5) The *serendipitous cultural tourist* (low centrality / deep experience) did not seek cultural involvement in the choice of the destination, but while there gets really involved and has a deep experience.

From this study found that most of tourists was the sightseeing cultural tourist, follow by the incidental cultural tourist, the casual cultural tourist, the purposeful cultural tourist, and the serendipitous cultural tourist. In group of the incidental cultural tourist and the casual cultural tourist had tourists in this group more than 50 percent. So the cultural play only a secondary role in their choice of destination. Most tourists did not consider themselves as the cultural tourists. However, if we look at their travel activities such as sightseeing, visiting museum, etc., the study found that most of them were cultural tourists. Thus, cultural still play a significant role for tourism both directly and indirectly way.

### 3) Channel Absorbing Korean wave

#### 3.1) T.V. drama series and movies

The effect of television shows and films on the image of countries, cities and tourist destinations. Most people have not visited many of places, so one of their main sources of knowledge of the world is what they see in films and television (Weimann, 2000). Numerous examples exist of places that have been negatively affected by television show, especially those that focus on police officers, homicide detectives, violence, poverty and social problem.

Films, however, can also have a very positive influence on a place's image. For example, the New Zealand Tourism Board estimates the worldwide effect on the first *The Lord of the Rings* movie as the equivalent of a \$41 million promotional

campaign. In addition to promoting the country's image. Korean also grabs a good opportunity on the popularity of T.V. drama series such as winter love songs; Jewel in the palace, etc that shown among Asia countries. After that people among Asia countries would like to visit Korea.

### 3.2) Songs

The successful of Korean T.V. drama series and movies are the most important way to export the other kinds of Korean culture. Most of the popular Korean songs came from T.V. drama series and movies known as Original Soundtrack (OST). Besides OST, many kinds of Korean pop songs also overflow to Thailand, too (Kiatbaramee, 2008).

### 3.3) Novels and magazines

Novels can show the idea and personal characteristic of the author. So, the reader can also absorb their idea and their cultural prospective that author wrote on their books. However, cultural are more easily absorbed through magazines since those attractive photo are more potential than a thousand words. Also, Korean magazines that sold in Thailand provided some column recommending the interesting place for travel in Korea.

### 3.4) Foods

Foods can represent each country's identity, their way of life including their belonging natural resources. Therefore, foods can be another way in reaching culture in that country, for example, whenever thinking of Kimchi, people will always link with Korea. Even many international restaurants are located in all in the big cities around the world, but the taste of food always adjust to match with the people in that specific cities which maybe different from the original food. Of course, nowhere else can provide the original taste other than the original country. Therefore, the desire to taste the original food might be one factor that motivates travel decision.

### 3.5) Products

Products have an effect on tourist behavior in term of traveling expenditure. While tourists travel, they must spend money for the product in that country for souvenir, for example, cosmetic is the must buy products for most of Thai women' tourists who travel to Korea because of the cheaper price.

### 3.6) Language

Language is one of the most important showing each countries' culture. So, studying foreign language is the best way to reach the culture of that country directly. The leaner can search data about that country and learning their cultures by themselves. The learner might want to practice their own skills or want to study more. So, this is one of factor that can increase demand for travel.

Finding from the past studies found that Korean wave is one of main factor that effect on tourists' decision travelling to Korea such as a study by Fonthip Barameerattanachai (2008) found that most of people who watched Korean T.V. series interested to go travel in Korea and decide travelling in Korea. This study using questionnaire with people who has an experience to go to Korea and people who never been to Korea.

In addition, Nata Kiatbaramee (2008) studies the effects of Korean wave on Thai outbound tourists traveling to South Korea. The result of the study found that Korean wave has a positives influence on Thai tourists who travel to Korea. Although dramas and movies is the most influence for conduct the tourists travelling to Korea but drama tour was not the first reason to visit Korea. The tourists went to Korean for shopping and taste Korean food. Most of tourists went to Korea with tour agent, had length of stay about 3 – 5 days and enjoy travel to Korea in winter season.

Moreover, Samuel Seongseop Kim, Jerome Agrusa, Heesung Lee and Kaye Chone (2007) investigated Effects of Korean television dramas on the flow of Japanese tourist. The result of this study found that Korean television dramas have an effect for Japanese tourist decide travel to Korea. And Korean television dramas also have an effect on relationship between Korean and Japan; have become more positive in term of relation between people.

Although Korean wave factor is the most important factor which attract tourists but some of study found that other factor also have effect for people to decide to travel to Korea by a study of Tourism promotion strategy through Korean TV miniseries by Sutasinee Maskhao (2006). Her study explain that Korean T.V. series make a good image of Korea but most interviewer from this study have not intend to travel to Korea. Because of budget, time and interesting place in Korea.