

Chapter V

Conclusion and Recommendations

This chapter will present conclude finding of the study, including research limitation and recommendation for future study.

1. Conclusion

This study aimed (1) to investigate factors affecting demand for travel to Korea. (2) to examine the influence of Korean wave on tourists' decisions to travel to Korea. Survey questionnaire were used as an instrument to collect data from Thai tourists who travel to Korea with tour agent about 323 questionnaires at Suvarnabhumi airport. The results presented as follows:

1.1 Personal data respondents

The majority of respondents could be described as female (70.3%) and single (61.6%). Their ages are between 30 – 39 years old (35.0%), hold college diploma or bachelor's degree (61.3%), working in the private companies (37.5%) and have income less than 20,001 baht (31.0%).

1.2 Thai tourist attitude toward Korea

Thai tourist's opinion toward Korea found that most of tourists have positive attitude about place for travel to Korea , follow by Korean dramas/movies, Korean's technology, Korean products. Most of tourists have moderate attitude about Korean food, Korean songs, and Korean people.

In term of, negative attitude issue found that most of tourists have positive attitude about Korean people with making plastic surgery and over flow of Korean culture to Thailand. And have moderate attitude about expenditure to Korea.

1.3 Factors affecting demand for travel to Korea

In this study used only three main factors for analyzed the data which are demographic factors economic factor and Korean wave relating factors.

1.3.1 Demographic factors

1) Gender

The statistic found that gender is a factor that affects the travelling demand. Even most respondents were female, surprisingly; the finding showed that male has higher demand for travel to Korea than female.

2) Age

Age did not have much effect on demand for travel due to varying interest of different age. However, result of study found that age is a factor that affects the rise of demand. Most of tourists are working group. Thus, the number of holidays was limited. That is the reason why they cannot travel for long time. They decided to travel with tour agents which plan everything for the trip.

3) Marital status

Different Marital status has effected on different demand. Divorce status lead to reduce the length of stay due to lack of partner while marital status can stimulate higher expenditure because they might travel with their family. Single status has high chance for revisiting due to less responsibility from family.

1.3.2 Economic factor

1) Income

The higher income range tends to buy the higher tour package in order to buy more convenience, more luxury traveling, no matter in form of airlines, accommodation, foods, etc. However, those with no income (unemployed, students, housewives) also travel with the family support. However, the pocket money also varied

by income. Higher income tends to spend more money. As known from the basic economic rule of demand tourists consider that how they can gain maximize benefits in the purchase for their goods and services (Reisinger, 2009:303).

1.3.3 Korean wave relating factors

1) Positive attitude about Korea

Statistic findings revealed that the positive attitude toward Korea have an effect on the frequency of travel since attitudes can predict people's behavior and decided what people should do. So, if tourists have a good attitude toward Korea, the future trend for travel to Korea may increase.

2) Korean culture's absorbing period

Korean culture's absorbing period effected on demand for travel to Korea in term of frequency of travel. The person who absorb Korean culture for long time were interested in Korean more than the other groups. On the other hand, if they did not like Korean culture, they might not to absorb Korean culture. Absorbing Korean culture might drive their motive to travel more than other groups.

3) Channel Absorbing Korean wave

Korean wave is the most important factor which promotes Thai tourists to revisit Korea. Tourists who absorb Korean wave by using Korean cosmetics and studying Korean language have more tendencies to revisit to Korea. While watching Korean dramas have a negative effect since it might reach the maturity point in Thailand. People are not anymore excited watching Korean dramas because many Korean drama also prevailing on air on free TV in Thailand. In addition, Korean dramas can easily down load from internet added with there are no more Korean dramas which are boom in Thailand as the past. However, Korean dramas can promote the good image of

Korean tourism supported by the finding that most groups of tourists who watched Korean dramas answer that Korean drama is one of the reason for travel to Korea.

2. Limitation of the study

There are some limitations of the study that may affect the accuracy of the results. These are due to:

1) The limited of airport permission period of 1 month, the limited of flight to Korea, and the limited and fluctuated of group tour that departure every Wednesday, Thursday and Friday. As above reason, this study cannot collect complete all of questionnaire which calculate at 400 people.

2) Some of tourists came to the airport late since many of them cannot answer the entire questionnaire. Moreover, some of tourist did not have much concentrate on questionnaire. Some tourists were waiting for their friends, take photo, fill immigration form and listen to airport and guide announcement. Especially, many female tourists always answered the questionnaire and talked with their friends that could interrupt doing questionnaire. Thus, the answers might not get the real information.

3. Recommendations for the future research

This study was mostly focus on demographic factors and Korean wave relating factors that affecting demand on travel to Korea. The researcher provides the following recommendation as follow:

1) Future study should study other factors such as economic factor in term of exchange rate, public policy of Korean tourism organization or how Korea's marketing help to promote the rise of travelling demand to Korea.

2) Future study should study other kinds of tourist. For example self-tourists, backpacker, tourists who had been to Korea before and technical visit group tour.

Different groups of tourists might gain different results. Of course, this data can be used to compare characteristic in different type of tourists.

3) Future study might study longer period because study longer period will gain more information and different data such as the tourists who travel to Korea in different season by extend more time in doing questionnaire because different seasons result in different expenditure, for example in high season, tour price is higher than low season. In addition different length of study may get the different results.