

## Final Report

ASEAN Image Positioning: The Case Study of Republic of Korea

จุดยืนภาพลักษณ์ทางการท่องเที่ยวกลุ่มประชาคมเศรษฐกิจอาเซียน  
กรณีศึกษาประเทศไทยและสาธารณรัฐเกาหลี

Asst. Prof. Jiraporn Janjula

February 2007

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Jiraporn Janjula

February 2007

## EXECUTIVE SUMMARY

### 1. INTRODUCTION

The tourism industry of the Republic of Korea has developed rapidly since the tourism promotional policies of the 1980s. Both the government and private sector have been devoting considerable energy to the industry's competitiveness and profitability. Korea has achieved popularity among Asian tourists in such a short time. Tour packages have become unpopular due to their lack of variety and concentration on short-term profits has led to a trend in tourists preferring Free Independent Tourist (FIT). There are other noteworthy trends in consumer behavior. Visitors to Korea prefer shorter trips with a special purpose. Given Korea's remarkable variety of tourist attractions, the issues of theme positioning and product development need to be addressed.

### 2. RESEARCH OBJECTIVES

1. To study and investigate the current situation of tourism industry of the Republic of Korea towards the SWOT analysis.
2. To propose the image positioning for the Republic of Korea.
3. To establish the data bank in tourism among the ASEAN Plus Three Communication Team (China, Korea and Japan).
4. To introduce the recommended tourist attractions which have potential in being developed for tourism to serve up the proposed promotional themes.

### 3. DEFINITION OF TERM

**Image positioning** is what people think about or a perceptual position of any destination in people's minds. Image positioning depends on an understanding and

attitude towards the destination. It can describe the market situation and set a destination differently apart from its competitors.

**Destination image** is a distinctive message of mental impression or perception of a place, a product and experience with the destination. This is often a mixture of formation elements including attractions, scenery, hosts, cuisine, culture, peace, security and access.

#### 4. RESEARCH METHODOLOGY

The research was conducted using qualitative research techniques. The research comprised of review of literature concerned and the investigation of information sources including the public and private tourism-related organizations from Republic of Korea. This is to examine the perceptions and perspectives of the tourism industry on the image positioning and promotional theme of tourism products for Republic of Korea, tourist attractions related to the proposed promotional themes. The personal in-dept interviews and focus group discussion were used as the research tool to collect the primary data. Information was sorted into categories. Results of the analysis were explained in descriptive presentation.

#### 5. RESULTS AND RECOMMENDATIONS

Korea, known as “the land of the morning calm”, is situated on the Korean Peninsula. Korea is a very mountainous country, with mountains covering 70% of Korea's land mass making it one of the most mountainous countries in the region. The lifting and folding of Korea's granite and limestone base has created breathtaking landscapes of scenic hills and valleys. The Korean peninsula also features many scenic mountains and rivers that Koreans have often likened their country to beautiful embroidered brocade. Considering its size, Korea has a relatively large number of rivers and streams, and these water-ways play a crucial role in the shaping of the Korean lifestyle. Korea also has four distinct seasons: spring, autumn, summer and winter.

Korea is not only beautiful, but is also a country with a 5,000 year history whose historical sites have been preserved for future generations. There are numerous buildings, stone pagodas and lanterns, and other pieces of sculpture are known as National Treasures and are numbered. Seven sites have been selected as UNESCO World Heritage Sites. Even with this rich history, Korea can be seen as a progressive and modern country. The modern buildings of the big cities rival those of any other modern country, so scenes from the past coexist with the new.

Not only the scenic beauty and unique cultural and historical heritage that made Korea has much to offer and attract international tourists, but also the international events like ASEM (2000), WTO (2001), Visit Korea Year (2001) and the World Cup (2002) are key factors that provided excellent opportunities for the remarkable growth in the tourism industry. It is believed that these mega-events also had the positive effect of attracting foreign capital and private capital into Korea tourism industry.

Mention must be given to what has been called “the Korean wave”, or *Hallyu* (韓流). The term *Hallyu* first appeared in Chinese celebrity gossip pages in early 2001. This phenomenon started in China, but soon spread to Japan, Taiwan, Thailand, Malaysia, and Indonesia, etc. The Korean wave represents Korean's transformation into one of the regions' cultural capitals in a relatively short period of time. While many predicted the Korean wave would soon cool, it has grown stronger contributing to the promotion of Korean food, language study, cultural products, as well as tourism.

### Korean Wave Tourist Marketing

Enthusiasm for Korean popular culture in ASEAN began with the introduction of Korean soaps to China and Taiwan in the late 1990's. It now also includes Korean pop music, movies, computer games, fashion items which, in addition to China and Taiwan, are also popular in countries like Hong Kong, Vietnam, Singapore and Thailand. Much attention was given to this phenomenon in the 2001, and the Korean influence is now strongly represented in its influence on youth culture in Hong Kong, Taiwan, Japan, Vietnam, as well as in other Asian nations (Korean Wave, 2006). As a result, the Korean

wave can not be considered as a temporary trend. Its significance is in the role it has played to renew the image of Korea so that foreigners have an increase awareness of, and interest in, Korean products. It has also greatly enhanced tourism to Korea.

## STRENGTHS AND WEAKNESSES OF TOURISM IN KOREA

Korea is a country gifted with many splendid natural attractions. It is geographically positioned at the crossroads of Pacific Rim development. It is a nation of economic miracles. Recently Korea is referred as one of the top five tourism countries in Asia due to its advantage internal environment, despite this; it comprises both strengths and weaknesses as follows.

### 1. Strengths

#### a) Physical Geography

Korea has tremendous natural resources, beautiful scenery, and a favorable climate, Its central location in the region is also a significant advantage.

#### b) Tourism Facilities and Resources

Korea also has a modern transport and communication infrastructure. It is also significant that a number of low-cost airlines fly to Korea, as well as affordable ferry services. Both these have greatly facilitated low cost tourism in Korea. The Korean government has also paid attention to promoting tourism economic growth in Korea also enabled investment in and development of tourism.

#### c) Human and Cultural Aspects

Korea's unique cultural and historical heritage has much to offer international tourists. In Korea it can be found many ancient temples, shrines, royal palaces, sculptures, pagodas, archeological sites, fortresses, folk villages, and museums. Korea possesses no less than seven world cultural heritage sites, four world documentary heritage sites, and three world intangible heritage sites. Moreover, Korean cuisine is also now well known. Koreans are considered to be friendly and the younger generations are increasingly able to speak English.

#### d) Tourism Policy

The Korean government has placed emphasis on the tourism industry. Furthermore, the government has also supplied leadership to the development of the industry. For example, the government passed the Tourism Promotion Law (1961) and Tourism Basic Law (1975). In addition, many organizations were established, and funds made available, which aimed to promote and support the Korean tourism industry. The government articulated a vision of Korea becoming a major tourist destination in North-East Asia. The government has also tried to strengthening the competitiveness of the tourism industry which will allow Korea to join the ranks of advanced tourist countries in the new millennium. There has also been an emphasis on the tourism being a knowledge-based and highly value-added industry in a way similar to its telecommunication and semiconductor industries (Opportunities and Challenges for Tourism Investment, 2003).

**e) Potential Benefits**

Tourism industry can help the growth and development of economy by generating foreign exchange and alleviating balance of payments problems. It helps diversifying economy and providing employment opportunities and reducing of income gap between the rich and the poor. The Tourism industry comprises of numerous sub-industries. Local product, transportation, accommodation, food and beverage, amusement, recreation and services, all form the backbone of what is collectively referred to as the Tourism industry. This is the key industry which increase governmental revenues and be able to promote a better image of the country by leading to more foreign investment and exports.

**2. Weaknesses**

**a) Physical Geography**

Environment degradation is issue that Korea is facing. Due to its location on the peninsula, Korea has experienced yellow sand which is occasionally carried by wind from the deserts in northern China.

**b) Tourism Facilities and Resources Availability**

As a country that has on only relatively recently became to develop its tourist industry, the standard of tourism-related services are often inadequate.. Korea still also faces lack of accommodation, insufficiency adequately trained staff. The level of

English proficiency in rural areas and the frequency of traffic jams in big cities like Seoul are also problematic. Despite the presence of Korea's rich material culture, many of these have been burnt or destroyed through the invasions and wars that Korea was suffered.

**c) Other Negative Aspects**

Korea also faces the problems of resource depletion, air pollution. In addition to Seoul's traffic jams, industrial actions by trade unions are also disruptive.

## OPPORTUNITIES AND THREATS OF TOURISM IN KOREA

The 21<sup>st</sup> century is widely regarded as the era of the information society in which nations around the world are focusing on enhancing their information capabilities. E-commerce is a new means through which tourism can be promoted and conducted. E-commerce enables anyone to collect tourist information and obtain tourism services whenever and wherever they wish. Despite Korea's aim to promote tourism, it faces certain threats. The opportunities and threats facing Korean tourism will be considered below.

### 1. Opportunities

a) Globalization and development of information and aviation technology make communication more convenient and accelerate the exchange of knowledge and culture. The contribution of the Korean Wave is widely recognized as a major main motivation which has attracted foreign tourists to Korea.

b) Technologically, Korea is regarded as one of Asia's most modern countries and this has facilitated marketing Korean tourism.

c) New niche tourism products and services have become increasingly popular in Korea. These include cultural tourism which allows tourists to experience life in Korea. For example, there are tourist packages which emphasize health tourism, spa tourism, sport activities and adventure tourism.

d) Due to the continued growth of Korea's economy, many foreign investors are investing in tourism related industries, such as accommodation and tourism products.

e) Tourists have been categorized into time-poor but cash-rich working people, and time-rich but cash-poor retirees. These are both new potential customers and both spend considerable time researching for new experiences they can enjoy at affordable prices. A range of local tourist products and services should be developed to meet the needs of both these categories of visitors.

f) Korea has various tourism courses which could be capable of satisfying the needs of various types of tourism such as: **Nature tourism** to Korea's many mountainous regions; **Cultural and Heritage tourism** which allows tourists to experience Korea's unique culture, and its many cultural, religious, and historic sites. As mentioned, movie & drama filming locations have recently become popular to tourists; **Retail tourism** capitalizes on Korea's range of shopping opportunities; **Sport and adventure tourism** offers visitors to Korea the opportunity to kayak, ski, horse ride, ice-skate, play golf, hunt, sled, and attend horse races.

## 2. Threats

a) Korea faces strong competition, particularly from China. The information technology revolution has created the situation where searches and comparison of tourist products has never been easier. The challenge for Korea is to catch the attention of potential tourists.

b) Security and Safety are increasingly important concerns for tourists. Like other tourist destinations, Korea has been affected by issues related to 9-11, SARS, and bird flu.

c) Life style changes have led to increasing number of time poor-cash rich tourists which require more short-haul tourist packages.

d) Korea has strict immigrations and customs procedures. The number of countries whose nationals are able to obtain a 90 day tourist visas on arrival are relatively few (Thailand, Singapore, New Zealand and Malaysia) and applications for tourist visas can also be a time consuming process.

e) Competition in the region from countries offering low cost tourist packages as an issue for Korean tourism.

f) Like all tourist destinations, global security and adverse economic trends are also an issue.

## KOREA TOURISM IMAGE POSITIONING

From the above SWOT analysis (strengths, weaknesses, opportunities and threats), I make the following observations about the Korea tourism industry. First, there is a need for the industry to clarify the direction in which tourism related policy is going. Is there a need for rationalization? Second, there is also a need for tourism product positioning (Choibumroong, 2005).

I forward that the most suitable promotional themes of images for Korea tourism relate to nature, cultural, heritage, and shopping related tourist packages. As already noted, tourists can visit Korea the whole year round, each of its four seasons offering unique opportunities and its own beauty.

I consider all these to have the ability to attract large numbers of foreign tourists to Korea.

Table I: Promotional themes of tourism products and recommended attractions in Korea

	<b>Nature Tourism</b>	<b>Cultural Tourism</b>	<b>Heritage Tourism</b>	<b>Retail Tourism</b>
<b>Attractions</b>	1. Seoraksan National Park 2. Jeju-do	1. Insa-dong 2. Jongmyo Royal Ancestral Shrine	1. Changdeokgung Palace 2. Hwaseong Fortress 3. Seokguram Grotto and Bulguksa Temple 4. Haeinsa Temple's Jonggyeong Panjeon 5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak 6. Gyeongju Historic Areas 7. Dolmen Sites	1. Dongdaemun Market 2. Namdaemun Market 3. Itaewon
<b>New attraction</b>	1.Cheonggyecheon Stream			
<b>Total</b>	3	2	7	3

## CONCLUSION

The tourism industry of Korea has undergone remarkable growth since the tourism promotional policies of the 1980s and the international profile offered to Korea by its hosting of the 1986 Asian Games, and the 1988 Seoul Olympics. Despite the challenges presented by the 1997 Asian economic crisis, economic growth has continued which led to significant growth in both domestic and international tourism. In addition to these, the Korean wave and the 2002 World Cup and the Asian Games further boosted Korea's popularity among foreigners as a tourist destination, despite the challenges of tourism posed by 9-11, SARS, and bird flu. The Korean wave still blows strongly. The growth of Korea tourism is also a function of Korea's natural beauty, favorable climate, location on the Pacific rim, and its strong economy.

Among tourists from other ASEAN countries, Korea has become a popular destination, with arrivals consistently increasing in recent years. However given the fierce regional competition, Korea tourism must become increasingly competitive and profitable.

Above, I have highlighted the strengths of Korea tourism being its physical geography, regional location, and cultural and historical attractions. In addition, Korea offers diverse tourist products to its visitors, Korea further possess a strong Tourism infrastructure. There are, however, weaknesses inherent in Korea tourism. The most important of these are environment degradation, sufficient accommodation and adequately trained personnel, the opportunities for Korea tourism are remarkable, the foremost of which is the Korean wave. Modern technology and active networking among organizations offer many advantages to the tourism industry. Korea has much to offer foreign tourists like nature, cultural, heritage, and retail tourism. Threats to the Korea tourism industry included safety, and immigration and customs procedures.

Dealing with these weaknesses and threats requires Korea to make short term and long term plans. The establishment of the national tourism development committee with representation from each of the relevant ministries related to tourism is needed to facilitate the development and implementation of tourism-related policies and programs. The Korean government needs to focus on the investment in infrastructural

development by both the public and private sector. Korea also needs to increase international cooperation in order for it to stay competitive. The government should also set the reliable security systems. Furthermore, Korea should consider the establishment of tourism courses in its educational institutions. Korea should expand its visa-free country designations and improve and simplify both the immigration and custom procedures.

With proper attention and cooperation from both government and private sectors, Korea Tourism will be able to shine brightly and grow steadily and will be the precious heritage for the future generations.

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โครงการวิจัย “จุดยืนภาพลักษณ์ทางการท่องเที่ยวกลุ่มประชาคมเศรษฐกิจอาเซียน กรณีศึกษาประเทศไทย” มีวัตถุประสงค์เพื่อศึกษาและวิเคราะห์สถานการณ์ปัจจุบัน ของการท่องเที่ยวในประเทศไทยโดยวิเคราะห์จุดแข็ง จุดอ่อน โอกาส และคุณสมบัติ ( SWOT Analysis) เพื่อเสนอแนะจุดยืนภาพลักษณ์ทางการท่องเที่ยวของประเทศไทย จีนและเกาหลี เพื่อสร้างขานาคาวข้อมูลด้านการท่องเที่ยวของกลุ่มประชาคมเศรษฐกิจอาเซียน จีนและเกาหลี และ เพื่อแนะนำสถานที่ท่องเที่ยวที่มีศักยภาพและสอดคล้องกับจุดยืนภาพลักษณ์การท่องเที่ยวของ ประเทศไทย

ผลของการศึกษาวิจัยพบว่า คุณภาพกระบวนการท่องเที่ยวในประเทศไทยมีคุณภาพดีโดยอย่างรวดเร็วนับตั้งแต่ดำเนินนโยบายส่งเสริมการท่องเที่ยวในปี 1980 ประเทศไทยเป็นประเทศที่มีความโดดเด่นเรื่องสถานที่ท่องเที่ยวตามธรรมชาติ วัฒนธรรม ประวัติศาสตร์ และเศรษฐกิจ ทั้งนี้ประเทศไทยเป็นประเทศที่ได้รับการยอมรับว่า มีความมั่นคงร้อยทัศน์ทางเศรษฐกิจ ปัจจุบันประเทศไทยเป็นหนึ่งในห้าของประเทศที่ได้รับความนิยมสูงสุดจากนักท่องเที่ยวชาวเอเชีย ทั้งนี้ เพราะประเทศไทยมีความหลากหลายเป็นจุดเด่นของการท่องเที่ยวของประเทศไทย จุดเด่นที่สำคัญที่สุดคือ การท่องเที่ยวทางวัฒนธรรมชาติ วัฒนธรรมท้องถิ่น ประวัติศาสตร์ และการท่องเที่ยวเชิงอนุรักษ์ ที่มีความหลากหลายและมีเอกลักษณ์เฉพาะตัว ทำให้ประเทศไทยเป็นจุดท่องเที่ยวที่นักท่องเที่ยวต่างประเทศให้ความสนใจและชื่นชมอย่างมาก

คำหลัก : การท่องเที่ยวประวัติศาสตร์ภูมิภาค จุดยืนภาพลักษณ์ อาเซียน

## ABSTRACT

This paper investigates the current state of the tourist industry in the Republic of Korea. A SWOT analysis will also be undertaken before proposing Korea's image positioning. The paper recommends the establishment of data bank in tourism among the ASEAN Plus Three Communication Team (China, Korea and Japan) and the introduction of recommended tourist attractions with the potential to develop tourism by theme positioning. This study shows that Korea's tourist industry underwent remarkable growth since its promotion in the 1980s. Korea is noted as a country gifted with many natural and cultural attractions and economic growth. Korea is now among the Asia's top five tourism destinations due to its variety of Natural attractions, Cultural Heritage, and Shopping.

**Key words:** Korea Tourism, Image Positioning, The ASEAN

## CONTENTS

	<b>Page</b>
Acknowledgement	iii
Executive Summary	iv
บทคัดย่อภาษาไทย	xiv
Abstract	xv
Chapter 1      Introduction	1
Chapter 2      Review of Literature	3
Chapter 3      Research Methodology	9
Chapter 4      Results	11
Chapter 5      Discussion and Recommendations	39
References	42
<b>APPENDICES</b>	<b>45</b>
Appendix A: Research Article	46
Appendix B: Unforgettable South Korea	63
Appendix C: Recommended Best Attractions of Korea	72
Appendix D: Questionnaire for Focus Group Meeting (Format)	84
Appendix E: Minute of the Focus Group Meeting (Format)	100
Appendix F: Minute of the Focus Group Meeting	102
Appendix G: Photos at Republic of Korea	109
Appendix H: Photos at Conference at UN	114
Appendix I: Letter of Approval	117
Appendix J: Researcher's Curriculum Vitae	119

## Contents of Table and Figure

Table	Page
I    Visitor Arrivals, Korean Departures, International Tourism Receipts & Expenditures (1980 – 2006)	12
II    Korea's Share of World Market (2000)	13
III    Departures by Korean (2002)	14
IV    Major Destinations for Korean Tourists	15
V    Top Ten Tourists to ASEAN (2004)	16
VI    Korean Tourists to ASEAN (2004)	16
VII    Promotional themes of tourism products and recommended attractions in Korea	29
Figure	
I    Korea's GDP (2001 – 2006)	23

# CHAPTER I

## INTRODUCTION

### 1. Introduction

The tourism industry of the Republic of Korea has developed rapidly since the tourism promotional policies in the 1980s. Both the government and private sector are devoting full energy and effort to develop the tourism industry in order to stay competitive and increase revenue production. Korea became popular among Asians in such a short time. As a sequence many of tour agencies have offered tour packages which are similar and have no variety in order to get the most profit that have made those tourists unsatisfied and don't want to visit again. Therefore, the trend of tourists has changed into Free Independent Tourist (FIT). As a FIT, they can satisfy their requirement the most and enjoy the beautiful nature of the attractions as much as they expected. Recently the consumer behavior has changed remarkably according to their interests and likes. They prefer short-haul trips rather than long-haul trips. Nowadays many tourists choose to travel with a special purpose. For Korea, it's remarkable for various kinds of tourism attractions. Therefore it needs to propose the appropriate theme positioning for tourism product development and recommendations of tourist attractions with potential to be developed and promoted in line with the proposed theme positioning for Korea.

### 2. Research Objectives

1. To study and investigate the current situation of tourism industry of the Republic of Korea towards the SWOT analysis.
2. To propose the image positioning for the Republic of Korea.
3. To establish the data bank in tourism among the ASEAN Plus Three Communication Team (China, Korea and Japan).
4. To introduce the recommended tourist attractions which have potential in being developed for tourism to serve up the proposed promotional themes.

### 3. Definition of Term

**Image positioning** is what people think about or a perceptual position of any destination in people's minds. Image positioning depends on an understanding and attitude towards the destination. It can describe the market situation and set a destination differently apart from its competitors.

**Destination image** is a distinctive message of mental impression or perception of a place, a product and experience with the destination. This is often a mixture of formation elements including attractions, scenery, hosts, cuisine, culture, peace, security and access.

### 4. Outcomes

1. Providing insights for future studies of tourism in Republic of Korea
2. Providing knowledge base of tourism in Republic of Korea.
3. Creating a collaborative network between tourism-related Thai researchers and Korean business sectors in Republic of Korea.
4. Being a collection of the guidebook of ASEAN best attractions

### 5. Implementation

1. The research results will be published on the website of Korea Tourism Organization.
2. The guidebook of ASEAN best attractions will be published as a consequence of the research results.

## CHAPTER 2

### REVIEW OF LITERATURE

#### Korea – the country and tourism

##### Location

Korea lies adjacent to China and Japan. The northern border of Korea is formed by the Amnokgang (Yalu) and Duman-gang (Tumen) rivers which separate it from Manchuria. A 16-kilometre segment of the Duman-gang River to the east also serves as a natural border with Russia. The west coast of the Korean Peninsula is bounded by the Korean Bay to the north and the Yellow Sea to the south. Two hundred kilometers separate the peninsula from eastern China. Because of its unique geographical location, Chinese culture filtered into Japan through Korea; a common culture sphere of Buddhism and Confucianism was thus established between the three countries.

The Korean Peninsula extends southward from the eastern end of the Asian continent. It is roughly 1,020 km (612 miles) long and 216km (105 miles) wide at its narrowest point. Mountains cover 70% of the land mass, making it one of the most mountainous regions in the world. The lifting and folding of Korea's granite and limestone base has created breathtaking landscapes of scenic hills and valleys. The mountain range that traverses the length of the east coast plunges steeply into the East Sea, while along the southern and western coasts, the mountains descend gradually to the coastal plains that produce the bulk of Korea's agricultural crops, especially rice. South Korea has a population of 48.2 million (2005).

Administratively, the Republic of Korea consists of nine provinces (do); the capital Seoul; and the six metropolitan cities of Busan, Daegu, Incheon, Gwangju, Daejeon and Ulsan. In total there are 77 cities (si) and 88 counties (gun).

##### Territory

The peninsula is divided just slightly north of the 38<sup>th</sup> parallel. The democratic Republic of Korea in the south and communist North Korea are separated by the Demilitarized Zone. The total area of the peninsula, including its islands, is 222,154 square kilometers of which about 45 percent (99,313 square kilometers), excluding the

area in the Demilitarized Zone (DMZ), constitutes the territory of South Korea. The territory of South Korea is similar to the size of Hungary (93,000 square kilometers) and Jordan (97,700 square kilometers). There are about 3,000 islands belonging to Korea. The islands are located mostly off the west and the south coasts; only a handful of them lie off the East Sea.

At the end of World War II, the peninsula was divided into a northern zone occupied by Soviet forces and a southern zone occupied by U.S. forces. The boundary between the two zones was the 38<sup>th</sup> parallel. In 1953, at the end of the Korean War, a new border was fixed at the Demilitarized Zone (DMZ), a 4 kilometer-wide strip of land that runs along the lines of cease-fire from the east to the west coast for a distance of about 241 kilometers.

#### Climate and Weather

The climate of Korea is characterized by four distinct seasons: spring, summer, autumn and winter. The contrast between winter and summer is striking. Winter is bitterly cold and is influenced primarily by cold Siberian fronts. Summer is hot and humid due to the maritime pacific high. The transitional seasons, spring and autumn are sunny and generally dry.

#### Geological Overview

Korea is a mountainous peninsula extending south-southeast from the north-eastern part of Chinese mainland. Korea consists largely of the Precambrian rocks such as granite gneisses and other metamorphic rocks. Korea is a stable landmass with no active volcanoes and rare earthquakes, although the Ulleungdo and Jejudo are volcanic islands.

#### Language

The Korean language, like Hungarian, Turkish, Mongolian and Finnish, is classified into the Ural-Altaic language group. Hangeul (the Korean alphabet) is composed of 10 simple vowels and 14 consonants. A group of scholars under the patronage of King Sejong the Great developed this systematic rendition of spoken sound in 1443. It is widely acclaimed by linguists as an ingenious invention.

#### Tourism

Korea is a delightful destination for international tourists. Visitors can discover her rich natural beauty combined with a unique cultural and historical heritage. After a rapid modernization process in recent decades, Koreans still maintain their traditional values such as hospitality for strangers and the time-honored Confucian respect for the elderly.

Traveling in Korea is enjoyable all year round thanks to her distinct four seasons and the beautiful changes of nature. In spring (March to May), mountains and fields are in bloom with cherry blossoms, forsythias, azaleas, magnolias and lilacs. In summer (June to early September), luxuriant forests, bright green fields and the cobalt blue sea draw people outdoors. In autumn (September to November), cool temperatures and a clear sky make it the most pleasant time of the year in Korea. The mountains all over the country are covered in red and yellow blazing autumn foliage. In winter (December to February), mountains slopes become the place for skiing and snow festivals. Winter in Korea is another delightful season of great amusement.

More than 400 local festivals throughout the year represent colorful facets of the Korean culture. Events that have great appeal to tourists include the Icheon-Gwangju-Yeoju Ceramic Exposition and the sea-splitting Jindo Yeongdeungje Festival. Korea takes pride in many world renowned cultural assets which UNESCO has designed on its World Cultural Heritage List.

In 2001, Korea received 5,147,228 foreign visitors, Japan sent the largest number of tourists (2,377,321 or 46.2 percent), followed by China (482,227 or 9.4 percent), and the United States (426,817 or 8.3 percent). Korean's outbound travelers numbered 6,084,414, which represented a 10.5 percent increase over the previous year. In 2001, Korea's tourist receipts amounted to \$6,282 million while its overseas travelers spent \$6,282 million, resulting in a \$600 million deficit.

In 1998, the tourism business administration was attached to the Ministry of Culture to promote the international travel industry as part of cultural exchanges and the ministry was renamed the Ministry of Culture and Tourism. Under the theme "Tourism Korea for the 21<sup>st</sup> century" and in cooperation with the private tourism businesses, the ministry prepared and implemented policies to expand the Korean tourism industry and improve the quality of services. Efforts have focused on developing cultural festivals and

traditional folk art performances and upgrading hotel and tourist guide services. Amusement and theme parks were developed along with, golf course, ski resorts, casinos, restaurants and shopping facilities.

Most foreign visitors to Korea having a valid passport and confirmed outbound tickets may stay in Korea for up to 30 days without visas. Exceptions apply to persons who have no nationality or citizens from countries that do not have reciprocal visa exemption agreement with Korea. Package tour groups from China consisting of more than five members may visit Jejudo Island without a visa and they need not be part of a package tour.

### Destination Positioning

A destination's position is the way the destination is defined by tourists on important attributes of the place the destination occupies in the tourists' minds relative to competing destinations. Destinations can be positioned on the needs they fill or the benefits they offer and against the existing competitors or another product classes (Kotler, Bowen & Makens, 2003).

The process of positioning is the method of changing what people think about the destination, placing images in the minds of the target market and ensuring the tourism product fits the demand. It is perceptual set of impressions and feelings of the tourism product offering, the price structure, the promotional mix and the advertising in the tourist's minds (Heath & Wall, 1992).

The destination positioning strategy is a creative marketing tool to underpin the perceived position with a personality of an identifiable product, service, person, attractions and unique added values against competitors.

Addis (2006) stated that unique position in relation to competitors based on 3 factors as follows.

1. Differentiation of offering
2. Cost of offering
3. Specialized focus of offering

Furthermore position should be consistent with market requirements and resources as follows.

#### Market requirements

- Cost and value for money: high cost-low volume, low cost-high volume
- Market trends and preferences: exploration, experiential, romanticism and relaxation

- Convenience of purchase: ease of access, packaging, time limit etc.

- Demographic trends: family/individual, age groups, etc.

#### Resources

- Features and Resources

- Capability to deliver requirements

### **Image Management**

Burke & Resnick (2000) stated that the main mechanism marketers and planners use to establish a position for a product or destination is the creation of an image for it. The image is meant to determine an influence how a product is perceived. Therefore planners, developers and marketers devote a great deal of time and energy to developing and refining successful images of their products. Destination image could be defined as the sum of beliefs, ideas, impression and feelings components that people hold of objects, products, services, attractions, events and people of a destination (Crompton, 1979 as cited in Gartner, 1996).

Kotler, Haider & Rein (1993) suggested that image management strategy needs four processes as follow.

1. Researching a place's image
2. Segmenting & targeting its image & audiences
3. Positioning the place's benefits to support existing or changed image
4. Communicating those benefits to the target audiences.

There are two-part key processes of assessing destination brand image. First, select target segments. Second, measure the image held by those segments. And it needs three approaches to measuring image.

- Familiarity, favorability scales

- Semantic differential

- Evaluative maps

The influences on destination's brand image are education, personal contact, media, advertising, brochures, website and own experience.

Tools to communicate the brand image are various like slogans, themes, positions, visual symbols which should be diverse, humorous, denying and consistent, tone of voice, design style, events & deeds, warm welcome like smiling, positive body poses etc.

Building the brand needs 5 key phases as follows.

1. Market investigation, analysis and strategic recommendations
2. Brand identity development
3. Brand launch and introduction-communicating the vision
4. Brand implementation
5. Monitoring, evaluation and review

Requirements of a successful brand are as follows.

1. Credible
2. Deliverable
3. Differentiating
4. Conveying powerful ideas
5. Enthusiastic for trade partners
6. Resonating with the consumer

The benefits of effective destination branding are as follows.

- Customer loyalty
- Commercial value
- Serve as base to co-ordinate private sector efforts
- Sound base for establishing "seamlessness" between communication tools
- Serve as base for promotion of other products: film brands, IT product brands, etc.

## CHAPTER 3

### METHODOLOGY

#### I Subjects

Used in this study were 6 main subjects selected from the targeted population. They were selected from public and private tourism-related organizations in Korea and Thailand: Korea Tourism Organization, Tour Agencies and the Association of Korea with any one of the qualifications:

1. Be involved in the tourism industry in Korea;
2. Have working experiences in tourism business operations;
3. Have experiences in tourism business, tourism planning and development on tourism destination marketing;
4. Be specialized in tourism-related field of knowledge

#### II Instruments

1. Questionnaire

A framework of questions was designed based on the purpose of the research.

2. Piloting the Questionnaire

First of all, 5 Korea's guides were asked to respond to the questionnaire and then interviewed to measure the reliability of the questionnaire.

#### III Data Collection

Data was collected from the review study of the document concerned, the personal in-dept interviews, the focus group discussion in the direction of the cross-sectional approach and the questionnaires by the targeted group of key informants.

#### IV Research Questions

1. How is the current situation of tourism development in Korea? What are their strengths, weaknesses, opportunities and threats?
2. What should be the appropriate theme positioning for Korea tourism product?

3. Where are the Korea's recommended attractions which have potential in being developed to serve up the proposed themes?

#### v Pedagogical Implications

The findings in this study suggest that Korea should short term and long term plans. The establishment of the national tourism development committee with representation from each of the relevant ministries related to tourism is needed to facilitate the development and implementation of tourism-related policies and programs. The Korean government needs to focus on the investment in infrastructural development by both the public and private sector. Korea also needs to increase international cooperation in order for it to stay competitive. The government should also set the reliable security systems. Furthermore, Korea should consider the establishment of tourism courses in its educational institutions. Korea should expand its visa-free country designations and improve and simplify both the immigration and custom procedures.

#### VI Recommendations for further research

For further research, the following recommendations are suggested.

Firstly, large numbers of various subjects are suggested to be used.

Secondly, the further research about Korea's destination positioning strategy and image management strategy should be conducted for more development and achievement.

## CHAPTER 4

### RESULTS

#### I The Importance of Tourism

##### ● World Perspective

As the world becomes a borderless global village and an open market regime in which only the fittest survive, nations are devoting full energy to develop the tourism industry. Competition over worldwide tourism markets is intensifying, and at the beginning of this century the world is beginning to see the age of "tourism war".

The scope of Tourism industry is wide ranging. It is an industry comprised of numerous sub-industries. Transportation, accommodation, food and beverage, amusement, recreation and services, all form the backbone of what is collectively referred to as the Tourism industry. Together this single industry produces over 10% of the world's GDP. It is one of the world's largest private sector employers. The tourism industry is highlighted as one of the biggest-three growth industries along with IT and environmental industries. In one way or another, it touches almost every individual amongst the world's developed nations. Tourism, along with telecommunications and information technology, will lead the 21<sup>st</sup> century economy in terms of growth and absolute revenue production.

Leveraging a nation's tourism resources can be one of the most powerful generators of foreign investment and exchange that a country has at its disposal. Tourism is truly a national treasure if properly managed.

##### ● Korean Perspective

As shown in Table I below, the number of foreign visitors to Korea increased continually in 2004, reaching 5,818,138 arrivals. Korea has tremendous raw potential and untapped reserves capable of transforming tourism into a key export industry. For Korea to realize its potential and get its fair share of the world's tourism market, however,

both government and private sector should join hands and effect quantum change to the status quo.(Amcham Journal, 2001)

Table I: Visitor Arrivals, Korean Departures, Int'l Tourism Receipts & Expenditures

Year	Number of Visitor Arrivals (percentage growth)	Number of Korean Departures (percentage growth)	Tourism Receipts (US\$ 1,000) (percentage growth)	Tourism Expenditures US\$ 1,000 (percentage growth)
1980	976,415 (-13.3)	338,840 (14.6)	369,265 (13.3)	349,557 (-13.8)
1981	1,093,214 (12.0)	436,025 (28.7)	447,640 (21.2)	439,029 (25.6)
1982	1,145,044 (4.7)	499,707 (14.6)	502,318 (12.2)	632,177 (44.0)
1983	1,194,551 (4.3)	493,461 (-1.2)	596,245 (18.7)	555,401 (-12.1)
1984	1,297,318 (8.6)	493,108 (-0.1)	673,355 (12.9)	576,250 (3.8)
1985	1,426,045 (9.9)	484,155 (-1.8)	784,312 (16.5)	605,973 (5.2)
1986	1,659,972 (16.4)	454,974 (-6.0)	1,547,502 (97.3)	612,969 (1.2)
1987	1,874,501 (12.9)	510,538 (12.2)	2,299,156 (48.6)	704,201 (14.9)
1988	2,340,462 (24.9)	725,176 (42.0)	3,265,232 (42.0)	1,353,891 (92.3)
1989	2,728,054 (16.6)	1,213,112 (67.3)	3,556,279 (8.9)	2,601,532 (92.2)
1990	2,958,839 (8.5)	1,560,923 (28.7)	3,558,666 (0.1)	3,165,623 (21.7)
1991	3,196,340 (8.0)	1,856,018 (18.9)	3,426,416 (-3.7)	3,784,304 (19.5)
1992	3,231,081 (1.1)	2,043,299 (10.1)	3,271,524 (-4.5)	3,794,409 (0.3)
1993	3,331,226 (3.1)	2,419,930 (18.4)	3,474,640 (6.2)	3,258,907 (-14.1)
1994	3,580,024 (7.5)	3,154,326 (30.3)	3,806,051 (9.5)	4,088,081 (25.4)
1995	3,753,197 (4.8)	3,818,740 (21.1)	5,586,536 (46.8)	5,902,693 (44.4)
1996	3,683,779 (-1.8)	4,649,251 (21.7)	5,430,210 (-2.8)	6,962,847 (18.0)
1997	3,908,140 (6.1)	4,542,159 (-2.3)	5,115,963 (-5.8)	6,261,539 (-10.1)
1998	4,250,216 (8.8)	3,066,926 (-32.5)	6,865,400 (34.2)	2,640,300 (-57.8)
1999	4,659,785 (9.6)	4,341,546 (41.6)	6,801,900 (-0.9)	3,975,400 (50.6)
2000	5,321,792 (14.2)	5,508,242 (26.9)	6,811,300 (0.1)	6,174,000 (55.3)
2001	5,147,204 (-3.3)	6,084,476 (10.5)	6,373,200 (-6.4)	6,547,000 (6.0)
2002	5,347,468 (3.9)	7,123,407 (17.1)	5,918,800 (-7.1)	9,037,900 (38.0)
2003	4,753,604 (-11.1)	7,086,133 (-0.5)	5,343,400 (-9.7)	8,248,100 (-8.7)
2004	5,818,138 (22.4)	8,825,585 (24.5)	6,053,100 (13.3)	9,856,400 (19.5)
2005	6,022,752 (3.5)	10,080,143 (14.2)	5,793,000 (-4.3)	12,025,000 (22.0)
2006	6,155,046 (2.2)	11,609,879 (15.2)	5,294,500 (-8.6)	13,783,000 (14.6)

(Tourism, Statistics, 2006)

As shown in Table II, the number of international visitors to Korea in 2004 reaching 5,818,138 arrivals and estimated to reach 5,960,000 and 6,150,000 in 2005 and 2006 orderly. And the tourism receipts reached 5.6 billion U.S. dollars in 2004 and estimated to reach 5.3 billion U.S. dollars and 5.4 billion U.S. dollars in 2005 and 2006 orderly.

The figure reflects that Korea became one of the distinguish tourism country. The revenues generated from the tourism industry has helped much the economy of the country and made Korea being one of the most powerful generators of foreign exchange and economy in Asia.

Table II: Korea's Share of World Market (2000)

Country	Visitor Arrivals	Share of World
France	75,500,000	10.8%
USA	50,900,000	7.3
Spain	48,200,000	6.9
Italy	41,200,000	5.9
China	31,200,000	4.5
South Korea	5,321,000	0.8

(Tourism Statistics, 2006)

As shown in Table II, Korea held 0.8 % of the world share in the year of 2000 and the foreign visitors reached 5,321,000 arrivals. This shows that Korea became one of the most popular tourism countries in the world.

Both Korean government and private sectors have realized the significant importance of tourism which has produces numerous sub-industries in the country and increased the country's GDP as well.

As everyone knows well that the tourism industry is one of the most profitable for most countries because it is greatly helpful for developing the local economics. Foreign visitors bring in significant amount of foreign currency staying and traveling around the country. They also make many employs in the country. These are the reasons many countries like Korea has tried to expand its tourism industry.

Tourism industry gives great economic benefits. Tourism will be a leading industry in the Korean economy of the 21<sup>st</sup> century. Positive economic effects of the tourism industry are great and distinguish. On the whole, its foreign exchange earnings amount of 85.5% much higher than the electronic industry average of 69.1%. The tourism industry generated 7.4 trillion won in 1999, and the indirect economic effects to

other industries amounted to about 3.6 trillion Won. The industry also created 390 thousand tourism jobs and 40 thousand other jobs in 1999. Nationwide, the income created directly by the tourism industry reaches 2 trillion Won every year, and that by related industries amounts to 660 billion Won. Furthermore the tourism industry creates less negative environmental effect than any other industry.

## II The Importance of Korea Tourism To Asia

The total number of South Korean departures abroad was 7,123,407 in 2002 and the departure by Koreans has increased rapidly along with the growing anticipation of economic recovery. Since 1999, overseas travel has increased by around one million departures every year.

Among all the departures, a total of 3,441,532 Korean traveled abroad for pleasure in 2002, accounting for 48.3% of all Korean who departed from Korea. Outbound Korean tourism soared by 30.00% in a single year. In the meantime, Korean tourists preferred short-distance travel over long, that is, most visited neighboring Asian countries, comprising 66.3%(4,721,598).(Annual Market Overview, 2002)

Table III: Departures by Korean (2002)

Region	Korean Departures(Number)	Share of Outbound Market
Asian	4,721,598	66.3%
United States	836,790	11.7%
Europe	394,645	6.2%
Oceania	356,421	5.0%
Others	-	10.8%

(Tourism Statistics, 2006)

In 2002, Korean traveled aboard around 7,123,407 persons. Among these, 66.3% of all departures visited Asian countries. That meant most of Korean preferred

traveling to Asia. The minor destinations for Korean were the United States (11.7%), Europe (6.2%), Oceania (5.0%) and others (10.8%) orderly.

This figure shows that Korean preferred Asian countries than other regions. That may be these countries are neighboring and ease to access. Furthermore some of those countries allow Korean entering without visa. And the travel expense is much cheaper than other regions.

Table IV: Major Destinations for Korean Tourists

Country	2002	2001	2000
China	1,722,128	1,297,746	1,033,250
Japan	1,266,116	-	-
United States	692,407	670,456	719,227
Thailand	581,514	446,886	719,227
Hong Kong	253,692	234,051	202,464
Philippines	280,413	203,682	161,913
Vietnam	90,885	-	-

(Tourism Statistics, 2006)

According to Table IV, major destinations for Korean tourists are in Asia except the United States. This shows that Korea is one of the main markets for Asian tourism.

### III The Importance of Korean Travelers to ASEAN

ASEAN comprises of 10 countries; Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.(About ASEAN, 2006) ASEAN countries are popular among foreign tourists, especially Asian tourists. According to the Table VI, most of the major foreign tourists to ASEAN are the Asian countries like Singapore, Japan, Malaysia, China, Indonesia, Thailand, South Korea and Taiwan. The rank of South Korea was the seventh among the top fifteen tourists to

ASEAN in 2004. The number of Korean visitors to ASEAN increased in 2004, reaching 2,348,065 arrivals. This figure increased remarkable.

Table V: Top Ten Tourists to ASEAN (2004)

No	Country	Total
1	Singapore	12,216,878
2	Japan	3,481,186
3	Malaysia	3,342,543
4	China	3,163,642
5	Indonesia	2,851,745
6	Thailand	2,568,802
7	South Korea	2,348,065
8	USA	2,099,322
9	Australia	1,848,524
10	Taiwan	1,753,121

(ASEAN Statistics, 2006)

Table VI: Korean Tourists to ASEAN (2004)

Country	Rank	Number of Korean Tourists	Percentage
Brunei Darussalam	10	1,252	0.05
Cambodia	6	128,423	5.46
Indonesia	5	226,150	9.63
Lao PDR	9	7,098	0.30
Malaysia	7	91,270	3.88
Myanmar	8	10,405	0.44
Philippines	2	378,602	16.12
Singapore	3	360,979	15.37
Thailand	1	910,891	38.79
Vietnam	4	232,995	9.92
<b>Total</b>		<b>2,348,065</b>	<b>100</b>

(ASEAN Statistics, 2006)

As shown in Table V and VI, the total number of Korean tourists to ASEAN was 2,348,065 in 2004. The ranking of those destination countries were Thailand(38.79%), Philippines(16.12%), Singapore(15.37%), Vietnam(9.92%), Indonesia(9.63%), Malaysia(3.88%), Myanmar(0.44%), Lao PDR(0.30%) and Brunei Darussalam(0.05%) orderly.

This figure showed that Korea is one of the main target markets for ASEAN tourism. Recently, most of tourism countries have concerned about the age of "tourism war". In the past, they were competitive individually to the others but the trend of competition has changed to the term of "Cooperation, Joining, Sharing and Helping each other" in order to survive together as explained in the theory of "Win-Win<sup>1</sup>". According to the strategies of "Win-Win", they will provide competitive advantages and benefits among members or organizations.

With the strategies of Win-Win, Asian countries would be able to stay competitive, lower expense and increase revenue production. In case of ASEAN tourism, there is the ASEAN Tourism Forum (ATF) annually. ASEAN is working towards expediting the development of Minimum Common Competency Standards for Tourism Professionals in ASEAN and working towards concluding MRAs for key professionals for implementation in 2005. The realization of competency standards will enhance regional confidence in tourism training outcomes and qualifications which will stimulate intra-investment and flow of human resources in the sector. This initiative will also facilitate the conclusion of mutual recognition of qualifications in tourism industry.

ASEAN is actively cooperating with other countries and organizations in promoting tourism, particularly with China, Japan, Korea and India. A well coordinated and effective mechanism of information exchange through ASEAN Plus Three Communication Team for tourism is being enhanced in order to effectively deal with any possible contingencies in the future.(About ASEAN, 2006)

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<sup>1</sup>

John Weiser (2003) stated that Win-Win strategies mean "Corporate engagement with communities in ways that create benefits for both."

Nowadays, the competition over the worldwide tourism market is intensifying therefore it needs cooperation among neighboring or same region countries in order to survive and stay competitive in the age of “tourism war”.

#### IV Tourism in Korea

##### 1. Overview

Korea, “Land of the Morning Calm”, situated on the Korean Peninsula, which spans 1,100 kilometers north to south. The Korean Peninsula lies on the northeastern section of the Asian continent, where Korean waters are joined by the western-most parts of the Pacific. The peninsula shares its northern border with China and Russia. To its east is the East Sea, beyond which neighboring Japan lies. In addition to the mainland peninsula, Korea includes some 3,000 islands. The Korean peninsula extends southward from the eastern end of the Asian continent. The peninsula is roughly 1,030 km (612 miles) long and 175 km (105 miles) wide at its narrowest point. Korea is a very mountainous country. Mountains cover 70% of Korea's land mass, making it one of the most mountainous regions in the world. The lifting and folding of Korea's granite and limestone base has created breathtaking landscapes of scenic hills and valleys. The mountain range that stretches the length of the east coast plunges steeply into the East Sea, while along the southern and western coasts, the mountains descend gradually to the coastal plains that produce the bulk of Korea's agricultural crops, especially rice. The Korean peninsula is divided just slightly north of the 38th parallel. The democratic Republic of Korea in the south and communist North Korea are separated by a demilitarized zone. South Korea's 99,500sq.km is populated by 48.5 million people (2005). Administratively, the Republic of Korea consists of nine provinces; the capital Seoul; and the six metropolitan cities of Busan, Daegu, Incheon, Gwangju, Daejeon and Ulsan. In total, there are 77 cities and 88 counties. (Fact About Korea, 2005: 8-13)

Korea encompasses a total of 222,154 square kilometers. Some 45 percent of this area, or 99,000 square kilometers, is considered cultivatable area, excluding reclaimed land areas. Mountainous terrain accounts for some two-thirds of the territory.

The peninsula features so many scenic mountains and rivers that Koreans have often likened their country to beautiful embroidered brocade. Considering its territorial size, Korea has a relatively large number of rivers and streams. These water-ways played crucial roles in shaping the lifestyle of Koreans, and in the nation's industrialization.

Korea has four distinct seasons: spring, autumn, summer and winter.

**Spring** is from late March through May. Periods of cool weather can be expected normally but as the weather turns warmer, temperate conditions prevail. This is the time to see cherry blossoms, forsythia, azaleas, magnolias and lilacs blooming during its peak season between March and May.

**Summer** is from June to early September. It is usually hot and humid. Half of the annual rainfall occurs during the monsoon season from late June to early July. Mid-July through mid-August is the hottest period and the most popular time for Koreans to go on vacation.

**Autumn** is from September through November. Mild days and clear weather make the fall months the most pleasant time of the year. The temperature varies greatly between day and night. The mountains, when attired with vivid golden and red autumnal leaves under the clear blue sky, present a magnificent spectacle.

**Winter** is from December to early March. Cold and dry with a typical cycle of three cold days followed by four warm ones. Heavy snow in the north and east makes for great skiing conditions.(About Korea, 2006)

The capital of Korea is Seoul and the official language is Korean. The population was 48.5 million in 2005. With nearly 50 million people, the population is very dense. Seoul, the capital, has over 10 million people in a very small area.

Korea is a beautiful country with a history of over 5,000 years. All of the historical sites have been preserved for future generations. These buildings, stone pagodas and lanterns, and other pieces of sculpture are known as National Treasures and are numbered. Seven sites have been selected as UNESCO World Heritage Sites. The Korean treasures included in the World Heritage List are Bulguksa Temple and nearby Seokguram Grotto; Haeinsa Temple's Changgyongp'ango (depositories for the Tripitaka

Koreana Woodblocks); Jongmyo Shrine; Changdeokgung Palace Complex; Hwaseong Fortress; Kochang, Hwasun and Kanghwa Dolmen Sites; and Gyeongju Historic Areas.

Even with this rich history from the past, Korea can be seen as a progressive and modern country. The modern buildings of the big cities rival those of any other modern country, yet scenes from the past coexist with the new.

The people of Korea are very friendly and loving and are excited to try their English. All of the younger children are learning English. They know that their future depends upon being able to speak English. At this time only the bigger hotels have someone who can speak English but this will change. The Korean people want foreign investors to come to Korea to help their economy. Korea will become a major tourist destination as lots of foreign tourists from over the world, especially Asian people, begin to learn about the beauty of Korea.

## 2. Tourism

With the scenic beauty and unique cultural and historical heritage, Korea has much to offer international tourists. A peninsular country with four distinct seasons the nation boasts picturesque valleys, mountains, rivers and beaches. Throughout the country there are numerous ancient temples and shrines, royal palaces, sculptures, pagodas, archeological sites, fortresses, folk villages and museums. Moreover recently movie & drama filming locations are introduced as new tourism places which are popular throughout Asia.

Moreover, due to the high-quality facilities and favorable geographic conditions and climate, Korea has recently gained a great deal of popularity as a site for winter sports, especially in East Asia. Korea hosted the Asia-Europe Meeting (ASEM) in 2000, the General Assembly of the World Tourism Organization (WTO) in 2001. The World Cup soccer, one of the most exciting sporting events in the world, took place in 10 major cities each in Korea and Japan in 2002.

Moreover, the article on the Korean Wave, called Hallyu(韓流) in Korean, first started appearing in celebrity gossip pages in February of the year 2001 in China. This phenomenon has started from China and then wind across to Japan, Taiwan, Thailand, Malaysia, and Indonesia etc. Due to the Korean Wave, Korea became a first-rate

"cultural nation" in Asia in a short period of time. Most of people predicted that the Korean Wave would soon cool. Contrary to most expectations, the Korean Wave seems to have grown stronger. The Korean Wave had spin-off effects in terms of promoting Korean food, language study, cultural products, and especially on tourism in Korea.

## 2.1 Hallyu (Korean Wave<sup>2</sup>) Tourist Marketing

Hallyu (Korean Wave - enthusiasm for Korean pop culture) began when Korean soap opera was first introduced to China and Taiwan at the end of 20th century, and now it includes many areas such as Korean pops, movies, computer games, fashion items in countries like Hong Kong, Vietnam, Singapore and Thailand. Many including Korean mass media agencies paid great attention to this fever in the beginning of 2001, and many suspected that such "social phenomenon" would not last long. However, it seems that it is not merely a "fever", but is a social phenomenon. The fever represents culture of young generations in Hong Kong, Taiwan, Japan, Vietnam and other Asian nations who are deeply into Korean pop culture, admire Korean celebrities, try to learn about the culture and wish to visit Korea. (Korean Wave, 2006I)

Considering current circumstances until now, it cannot be regarded just a temporary trend as it is linked with others and forms a social cycle in many different ways. Such phenomenon renewed national image of Korea, which renders foreigners to have a great desire for Korean products as well as trips to Korea. Hallyu fever is significant and efficient in international marketing in tourism. Promoting tourism in Korea that takes advantage of Hallyu fever will eventually make it last longer and take root within society, and such will in turn result in a synergy.(Korean Wave, 2006)

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<sup>2</sup>

The Korean wave refers to the popularity of South Korean popular culture in other Asian countries and is otherwise known as "Hallyu"; it has been likened to the British Invasion. The term was coined in China in 2001 by Beijing journalists startled by the growing popularity of South Koreans and South Korean goods in China. The "Hallyu" or Korean Wave began with the export of Korean TV dramas such as Winter Sonata across East and Southeast Asia; the growing success of Korean drama was shortly matched in the fields of movies and popular music. The wave is a source of pride for South Koreans.

## 2.2 Shin Hallyu (新韓流 New Hallyu)

Shin Hallyu is a new trend that focuses on producing profits in fields such as tourism, shopping, fashion industry by taking advantage of the ongoing Hallyu fever in Asian nations. That is, it is the promotion activities that attract foreign tourists into Korea. These foreign tourists come to Korea in order to go to concerts of their favorite Korean singers, or they come to visit the movie set or location where their favorite Korean soapier was shot, and others come to Korea for shopping. The new trend implies the will to gain profits using Hallyu fever. For example, over 850,000 Korean tourists visited Thailand in 2004 while 61,479 Thai went to the Land of Morning Calm in the same year. Compared to 35,605 Thai tourists visiting Korea in 1999, this phenomenon was indeed resulted by the Korean Wave. Several mentioned they wanted to see the locations where *Taejangguem* was taken, or known as Follow the Taejangguem's Trail.

“Hallyu” is the term referring to a frenzy of interest in Korean pop culture throughout Asia. It has been recently regarded as a major source of marketing for foreign tourists from Asia.

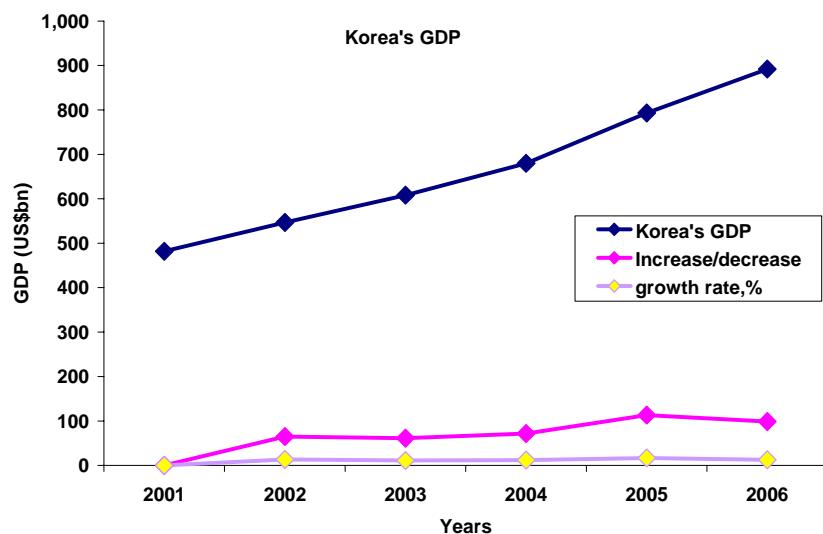
Due to many factors regarded above, Korea's tourism industry has been growing by leaps and bounds over the last three decades. The number of foreign tourists increased from 173,335 in 1970 to 5.8 million in 2004 and 5.9 million in 2005. The development of Korea's tourism industry is a natural consequence of its phenomenal economic growth, but the specific allocation of resources has also been a vital factor. The government enacted a series of tourism promotion laws which resulted in an average growth rate of 5.0 percent annually in tourist arrivals over the last decade.(Korean Wave, 2006)

There have been massive projects to develop tourism resources and facilities such as accommodations, transportation, tourist services, national parks, museums, golf courses, movie & drama filming locations and casinos. Increasing of tourist guides, proficient in English, Japanese, Chinese and other languages are being trained and deployed. Most of Tourism development and promotion projects have been spearheaded by the Korea National Organization (KNTO).

The composition of the nationality of tourists arriving in Korea has been shifting over the last three decades, from Americans to Asians. In 1970, Americans accounted for 32 percent of inbound tourists, while Japanese formed the second largest group. By 2004, however, tourists from Japan accounted for 42 percent of the total, followed by tourists from China at 10.8 percent, making them the second largest group. Tourists from the United States comprised 8.8 percent of the total.(Korean Wave, 2006)

As everyone knows well that tourism industry has become the key industry in Korea. This has made Korea's GDP(US\$bn) keep increasing annually from 481.9 in 2001, 546.9 in 2002, 608.1 in 2003, 679.7 in 2004, 793.1 in 2005 and 892.0 in 2006 (IMF/EIU forecast).

Figure I: Korea's GDP



### 3. Strengths and Weaknesses of Tourism in Korea

Korea is a country gifted with many splendid natural attractions. It is geographically positioned at the crossroads of Pacific Rim development. It is a nation of economic miracles. Recently Korea is referred as one of the top five tourism countries in Asia due to its advantage internal environment, even though it comprises both strengths and weaknesses as follows.

### 3.1 Strengths

#### 1) Physical geography

Korea has tremendous raw materials with the favorable geographic conditions and climate. Its beautiful nature and scenery are truly attractive. The four distinct seasons give many advantages to Korea which can attract tourists to visit nearly all over the year. Good climate is one of the factors that made Korea interesting. Moreover Korea is located on Korean peninsular which is connected by air to every major capital in the world. Various airlines and low cost charter flight help Korea to offer low cost tourism products and services. In addition, tourists can go to Korea by ferry as well. There are various steamship lines providing passenger service to Korea. With these transportations, it's very convenient to travel to Korea. Moreover the environment and nature in Korea is still in good condition and diverse.

#### 2) Tourism facility and resource availability

Due to good and convenient access to Korea, foreign tourists can visit Korea in low cost travel. This low cost of tourism products and services help much attract visitors from other countries. This made Korea get much advantage. The government has paid sincere attention in promoting tourism and put into the national policy. With the government support, Korea tourism industry can develop steadily. The growth of economy also helps the country to invest and develop new niche tourism products and services continually.

#### 3) Human and cultural aspects

The unique cultural and historical heritage help Korea have much to offer to the international tourists. Throughout the country, there are numerous ancient temples and shrines, royal palaces, sculptures, pagodas, archeological sites, fortresses, folk villages and museums. Korea is rich in folks, cultures and history due to its history of over 5,000 years. Moreover Korean cuisine is now well known all over the world, especially Kimchi and Bulgogi. In addition, Koreans are very friendly and pleased to help and host foreign tourists. Nowadays, most of young generations are learning English and other foreign languages and lots of them are good at English.

#### 4) Potential benefits

Tourism industry can help the growth and development of economy by generating foreign exchange and alleviating balance of payments problems. It helps diversifying economy and providing employment opportunities and reducing of income gap between the rich and the poor. The Tourism industry comprises of numerous sub-industries. Local product, transportation, accommodation, food and beverage, amusement, recreation and services, all form the backbone of what is collectively referred to as the Tourism industry. This is the key industry which increase governmental revenues and be able to promote a better image of the country by leading to more foreign investment and exports.

### **3.2 Weaknesses**

#### **1) Physical geography**

Korea also got the same problem of environment degradation in some areas like big cities like Seoul where is very dense, having over 10 million people. Due to the fact that Korea is located on the peninsula hence Korea has experienced “yellow sand/dust” carried by wind from the deserts in northern China every year and face the unsatisfied climate occasionally.

#### **2) Tourism facility and resource availability**

Korea is also a developing country and has just begun focusing on the tourism industry therefore the standard of tourism-related services still do not meet customers' expectations. Korea is still faced with many problems like the lack of sufficient accommodation, the lack of trained human capitals and the poor infrastructure and hygienic sanitation. For example, insufficiency of English may make foreign tourists uncomfortable and inconvenient, especially in the countryside. Transportation networks are inadequate and traffic jam is still a serious problem in big cities like Seoul. Even though Korea has a lot of ancient cultural places such as palaces and temples, some of them were burnt and destroyed while Korea was occupied by invaders and in the wars. The government has to invest big amount of money for redecoration, rebuilt and promotion.

#### **3) Negative aspects**

Korea is also faced with the problems of destruction or degradation of geographical areas through overcrowding and overdevelopment leading to the resource

depletion, pollution etc, especially in the main cities like Seoul. For example, the population in Seoul is reaching over 10 million people. The frequency of demonstrations by students and workers still show the unstable politic, disruption of traditional societies and unsatisfied economy.

#### 4. Opportunities and Threats of Tourism in Korea

The 21<sup>st</sup> century is regarded as the era of the information society. Nations around the world are focusing their efforts on enhancing the information capabilities on a national scale. E-commerce is a new mean using in the field of tourism and also the network of information. Now everyone can collect tourist information and obtain tourism services whenever and wherever you wish. Korea has adopted the strategy to become the most popular tourist country in Asia and tried hard to boost the competitiveness of the tourism industry despite Korea has faced some negative factors such as terrorism, war and diseases etc. The external environment of Korea has offered both opportunities and threats as follows.

##### 4.1 Opportunities

1) Globalization and development of information and aviation technology make communication more convenient and accelerate the exchange of knowledge and culture. The achievement of **Korean Wave** is well recognized as a main motivation which attracts a lot of foreign tourists. Fortunately Korea has such competitive environment.

2) Modern technology and active network both in domestic and aboard help much the tourism marketing and tourism promoting of Korea. Korea is also referred as one the modern technology country in Asia and its technology industry environment help the country develop other industries both direct and indirectly.

3) New niche tourism products and services have become increasingly popular in Korea. These include cultural tourism to experience the ways of life of Korean people, health, and spa tourism, sport activities and adventure tourism. These tourism products and services of Korea are well suited to global trends. The prosperous of socio-cultural environment in Korea has much supported to create new niche tourism products and services.

4) Due to the continual growth of economy in Korea, many foreign investors are very interested in the investment of new tourism related industries like casino, accommodation, amusement and tourism products etc. These investments increase market trends and higher demand of customers. Furthermore these will raise the standards of living in the country and give revolution of transportation as well.

5) Visitors' way of life has changed. Visitors can be categorized into two major groups including time-poor but cash-rich (working people) and time-rich but cash-poor (retirees). They are new potential customer groups. However, both groups spend their time carefully in search of new experiences at value-for-money prices. They also believe in the ethics and values of travel and tourism. Local products and services can meet the needs of both categories of visitors. Furthermore this can boost tourism-related investment very well. Korea can expand product lines to meet broader range of customer needs.

6) Korea has various tourism courses which are competitive and capable to satisfy the need of various tourists from around the world.

- **Eco-tourism:** Korea is a very mountainous country and prosperous with the beautiful sceneries (valleys, mountains, rivers and beaches), unique culture and historical heritage. Korea has much to offer international tourists like mountains, national parks, waterfalls, rivers, islands and lakes etc.

- **Cultural-tourism:** Korea has a very unique culture and ways of life which attract foreign tourists to experience. There are a lot of temples around the country. Furthermore Korea has many museums, folk villages, cuisine institute, historical islands and recently movie & drama filming locations are introduced as new cultural tourism places which are popular throughout Asia.

- **Sport/adventure tourism:** Korea has distinct four seasons which offer various sports and adventure to tourists. Tourists can experience various kinds of sports. Korea has many ski resorts, ice-skating rinks, golf courses, hunting shooting ranges, sledding, horse racing horseback riding, tradition games, extreme sports and kayaking etc.

#### 4.2 Threats

1) Korea faces strong and high competition among tourism industries. For example, China has a very high potential in tourism. Now it's the era of an information society and everyone can search and compare information directly and easily. Korea has to approach towards tourism differently in order to catch the attention from tourists.

2) Visitors are increasingly concerned about safety and security. Once unrest or bomb occurred in the country, other countries in the same region may consequently be affected. The incident in North Korea is included as well. For example, the September 11<sup>th</sup> terrorist attacks, the war in Iraq and SARS are all made lots of difficulties to Korea tourism industry. The revenues from tourism industry decreased obviously and unexpectedly. Even though the government has been aggressively promoting that Korea is safe from SARS, especially compared with other Asian countries. Problems related to diseases and hygiene are concerned seriously by tourists such as bird flu and mad cow disease etc which made Korea be affected unavoidable.

3) The change in the ways of life limit the time available for visitors to travel (more time poor-cash rich) and encourage more short-haul trips rather than long-haul trips.

4) Korea has limited visa-free countries and strict immigrations and customs procedures which take time to process. Korea faces the problem of illegal working in the country therefore they have to screen those away from general tourists. Practically this may make general tourists unsatisfied and upset.

5) New entry of potential foreign competitors which offer lower costs and more competitive advantage is also one the difficulties that Korea has to deal with.

6) The other negative factor which effects Korea tourism industry directly is the global economic crisis and war. When the economic slump or war occurred in Korea's target country, the number of tourists from that country would fall down obviously.

From the above SWOT analysis (strengths, weaknesses, opportunities and threats), I make the following observations about the Korean tourist industry. First, there is a need for the industry to clarify the direction in which tourist related policy is going. Is

there a need for rationalization? Second, there is also a need for tourism product positioning (Choibumroong, 2005).

I forward that the most suitable promotional themes of images for Korea tourism relate to nature, cultural, heritage, and shopping related tourist packages. As already noted, tourists can visit Korea the whole year round, each of its four seasons offering unique opportunities and its own beauty.

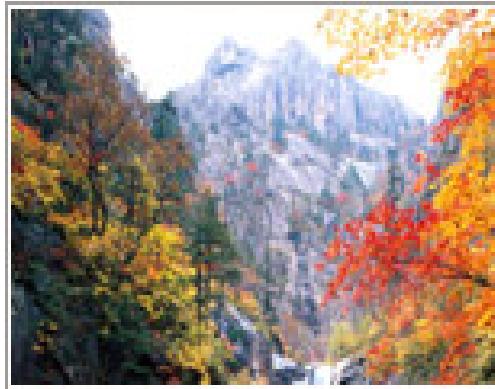
I consider all these to have the ability to attract large numbers of foreign tourists to Korea.

Table VII: Promotional themes of tourism products and recommended attractions in Korea

	<b>Natural Tourism</b>	<b>Cultural Tourism</b>	<b>Heritage Tourism</b>	<b>Retail Tourism</b>
<b>Attractions</b>	1. Seoraksan National Park 2. Jeju-do	1. Insa-dong 2. Jongmyo Royal Ancestral Shrine	1. Changdeokgung Palace 2. Hwaseong Fortress 3. Seokguram Grotto and Bulguksa Temple 4. Haeinsa Temple's Jonggyeong Panjeon 5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak 6. Gyeongju Historic Areas 7. Dolmen Sites	1. Dongdaemun Market 2. Namdaemun Market 3. Itaewon
<b>New attractions</b>	1.Cheonggyecheon Stream			
<b>Total</b>	3	2	7	3

## Natural Tourism

### 1. Seoraksan National Park



Mountain Seoraksan is known as the most beautiful mountain in South Korea. The numerous visitors to this popular mountain enjoy royal azalea blossoms in spring, the crystal-clear waters of the valleys in summer, the spectacular changes of the leaves in autumn and starkly beautiful snow capes in

winter. In 1982 Mt. Seoraksan became the first mountain in the Republic of Korea to be designated as an "Ecosystem Preservation Area" by UNESCO.

With the Hangyeryeong Pass and Misiryeong Pass as borders, the mountain is divided into Outer Seorak in the east, Inner Seorak in the west and South Seorak in the south. Outer Seorak has craggy peaks and tremendous falls, and its features include Cheonbuldong Valley, Ulsanbawi Rock, Gwongeumseong, Geumganggul Cave, Gwimyeonam, Biryong Falls, and Towangseong Falls. Inner Seorak displays its unparalleled beauty in the form of scenic valleys and water falls.

Another place we would like to recommend when you visit here is Seorak Waterpia.

**Seorak Waterpia** is a 'spa theme park'. It houses not only spa facilities which enable visitors to enjoy both exercise and entertainment., but also a broad range of water sports facilities, including a wave pool, which gives the feeling of being in the ocean, and a running-water pool, which has 70m- and 100m-long water slides.

### 2. Jeju-do



**Jeju-do** is an island with beautiful natural settings and a unique traditional culture. It is the premier tourist destination in Korea because of its natural beauty and semitropical climate. Scenic beaches, waterfalls, cliffs and caves throughout the island allow visitors numerous ways to enjoy their leisure time here.

Mt. Hallasan, a national park which is comprised of an extinct volcano cone, is especially popular with hikers. There are various hotels and golf courses to further enhance the enjoyment of the island's laid back atmosphere. Jeju Island has also served as a venue for several historical summits.

### 3. Cheonggyecheon Stream



Cheonggyecheon Stream is the new attraction for both Korean and foreign tourists. The history of Cheonggyecheon is quite interesting and impressive to all visitors. Before the 1960s, King Yeongjo (the 21<sup>st</sup> king of the Joseon Dynasty) launched large-scale operations to dredge Cheonggyecheon Stream. Around 200,000 workers cleared away earth from the stream to create a straight channel.

After the Korean War, the Cheonggyecheon Stream area became a shantytown. The polluted stream and its decimated surroundings were, nevertheless, an area where the less fortunate lived out their lives.

In the 1960s and 70s, the stream was paved over from Gwanggyo Bridge to Ogansugyo Bridge in Dongdaemun as part of efforts to clear the slum and improve sanitary conditions. Burgeoning commercial enterprises and heavily congested streets sparked construction of elevated expressways, which were built on top of the cement-covered roads. As a result, more modern commercial facilities were constructed in the area. Later, in the 1970s and 80s, with the continued growth, the stream area gained a reputation as the center of Seoul. As time passed, dust and emissions from traffic on the roads and overpasses polluted the covered stream and corroded the roadway infrastructure, posing a threat to public safety.

In 2005, to make Seoul an environmentally viable city for residents in the 21<sup>st</sup> century, the project to restore the Stream began in 2003. On October 1, 2005, the clear blue waterway was revealed. The restoration of the stream is a remarkable step towards making Seoul a city where nature, culture and history exist in harmony.

Around the Stream, there are many interesting places to visit as follows.

**Cheonggye Plaza** is the starting point of Cheonggyecheon Stream. There is a candle fountain illuminated by tri-color lighting, a circular firecracker fountain, and two-

tier fountain pumping 65,000 tons of water each day. The bottom of the stream glows with a soft light, creating a calm and serene atmosphere which is hard to forget easily.

**Gwangtonggyo Bridge** was once the biggest bridge in Seoul. The bridge was built in Joseon Dynasty as a major thoroughfare for the royal family and ministers.

**Banchado** is the painting of King Jeongjo's royal procession. It is the largest ceramic wall painting in the world. It has been reproduced as a 192-m-long wall painting showing the royal retinue of 1,700 figures and 800 horses.

## Cultural Tourism

### 1. Insa-dong



To experience the traditional culture of Korea while remaining in the heart of the city, visit Insa-dong. With all size of art galleries, traditional craft stores, antique art dealers, Korean paper shops, paper hanger shops, traditional tea houses and restaurants, it is simply the place in Seoul for visitors wanting to experience traditional Korea. Insa-dong is

referred as a place to relish Korean art and craftsmanship.

The area is especially good for antiques like old paintings, ceramics, paper crafts and antique furniture can all be found in abundance at Insa-dong. The 70 or so art galleries in the area also make Insa-dong ideal as a cultural attraction. Insa-dong is designated as vehicle-free on weekends (Saturday from 14.00-22.00, Sundays from 10.00-22.00), and a flea markets set up in the streets with people peddling their antiques, accessories and artwork. Travelers from abroad also gather here with wares from the world over, the flea market items are not just limited to Korean goods.

### 2. Jongmyo Royal Ancestral Shrine



**Jongmyo** is a shrine where the tablets of kings and queens were preserved and memorial services for deceased kings and queens were performed based on the

Confucian practices of the Joseon Dynasty. The king, after building up the nation, constructed the Jongmyo and Sajik to preserve and perpetuate the royal line and traditions. The Joseon Dynasty designated Seoul as the nation's capital and built Jongmyo and Sajik on the left and right of Gyeongbokgung palace, respectively.

### Heritage Tourism

#### 1. Changdeokgung Palace



Changdeokgung was built in 1405 during the early Joseon Dynasty as a villa palace for royalty. It was also used as a main palace where several kings conducted state affairs. The layout of Changdeokgung was designed to be in harmony with the surrounding terrain. Huwon, the back garden of Changdeokgung epitomizes traditional landscaping, with the garden designed not merely for viewing, but as a place where people could go to commune with nature. Changdeokgung was added to the UNESCO's world Heritage Site list in December 1997.

#### 2. Hwaseong Fortress



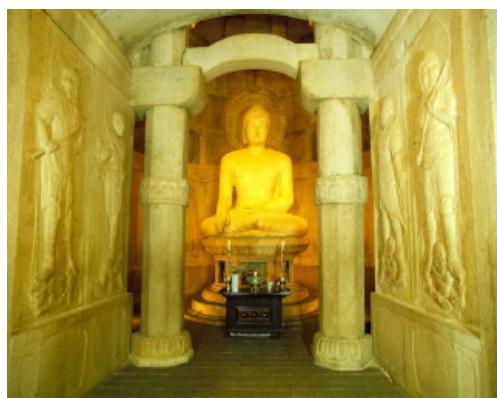
Hwaseong Fortress is considered as the Dream of King. Hwaseong in Suwon is one of the Korea's most notable cultural heritages. It boasts of both historical and architectural significance. Hwaseong represents the most advanced features of fortification available in the 18<sup>th</sup> century in Korea. The UNESCO World Heritage Committee designated Hwaseong as

a World Heritage site in December 1997.

Hwaseong was originally built by King Jeonjo of the Joseon Dynasty to show his devotion to his deceased father. King Jeonjo transferred the grave of his father, Crown Prince Sado, from Yangju to Hwasan in Suwon in order to comfort his wandering spirit. As a newly-enthroned king, Jeongjo felt the need to consolidate his royal authority and

decided to construct a new city to strengthen loyalty and cooperation among his supporters. Hwaseong envelops downtown Suwon in a huge ellipse running a total of 5.52km.

### 3. Seokguram Grotto and Bulguksa Temple



**Seokguram Grotto** is located high on the ridges of Mt. Tohamsan, the construction of Seokguram was begun in 751 and completed in 774 (23 years). Inside an artificial stone grotto created with white granite is a central Buddha figure, flanked by 40 sculptured Buddhist figures but currently 38 figures

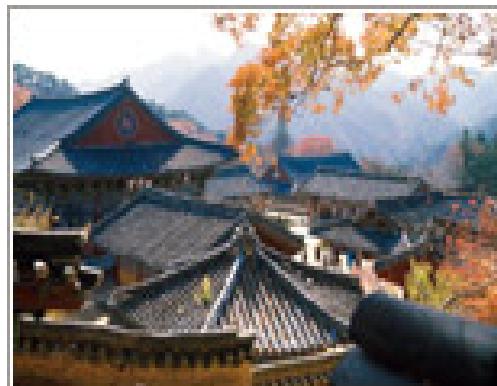
remain. In the Seokguram Grotto, a corridor connects a rectangular room with the main rotunda. The rotunda's arch ceiling was built using 360 huge granite blocks, an architectural technique unprecedented in the world. It was registered as a UNESCO World Heritage in December 1995, jointly with Bulguksa Temple.



**Bulguksa Temple** is located in the foothills of Mt. Tohamsan. It was built in the same period with Seokguram Grotto. Bulguksa epitomizes the spirit of Silla's artistry and represents the apex of Korea's Buddhist culture and art. In the terraced courtyard are two great pagodas, one being the Dabotap

and the other being three-storied Seokgatap. In addition, there are two double level stone bridges which are notable and lots of the cultural heritages were found in here.

### 4. Haeinsa Temple's Janggyeong Panjeon



Everyone can study Buddha's teachings at the main hall of Haeinsa which is called Daejeokgwangjeon. Haeinsa Temple in Gyeongsangnam-do houses the depositories of woodblocks of Tripitaka Koreana, a 13<sup>th</sup> century edition of Buddhist scriptures. The

Tripitaka Koreana is the great collection of Buddhist scriptures carved onto wooden plates numbering about 81,258. It is the only building in the world constructed to serve such a purpose, and it is also designed in such a way that the temperature, ventilation and humidity can be controlled by taking advantage of the natural weather conditions. The woodblocks are considered invaluable to the study of Buddhism today. The depositories were registered on the UNESCO World Cultural Heritage List in December 1995.

#### 5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak

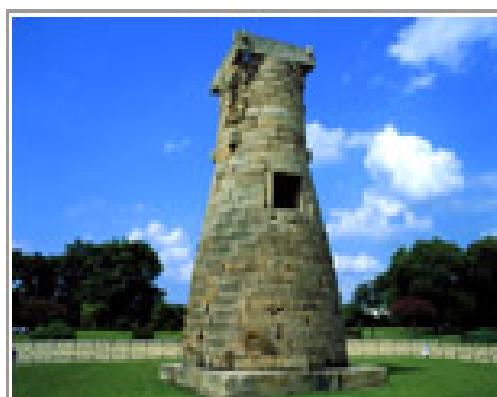


**Jongmyo shrine** is dedicated to the spirits of royal ancestors. The royal family of the Joseon Dynasty paid homage to their forefathers in the time-honored Confucian tradition as Confucianism was the moral backbone of the time. Jongmyo was built in the most classic style of the dynasty with architectural grace and beauty and used as a place where memorial services are performed for deceased kings. Jongmyo was registered on the UNESCO World Cultural Heritage List in December 1995.

**Jongmyo Jerye** or regular royal ancestral rites were performed on a grand scale in the Main Hall in each of four seasons and in the last month of the year in the Joseon period. Today, the ritual ceremony is conducted on the first Sunday in May each year by the Office of the Jeonju Yi Royal Family.

**Jongmyo Jeryeak** is the royal ancestral ritual music. It has been recognized and selected by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity.

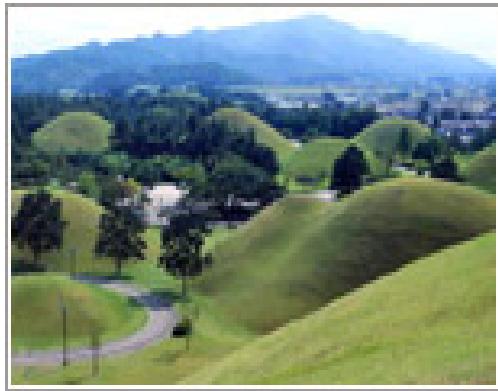
#### 6. Gyeongju Historic Areas



The entire city of Gyeongju, the capital of Silla (57BC-935 AD) is a living history museum containing the remnants of the Silla Kingdom as well as relics pertaining to Buddhism, the national religion at the time. Gyeongju City and its surroundings have

inherited traces of the glory that flowered and withered in the ancient Silla Kingdom. And excavations continue to reveal the buried secrets of this ancient city. The Gyeongju Historic Areas were registered on the UNESCO World Cultural Heritage List in December 2000.

### 7. Dolmen Sites



Dolmens which are large burial monuments from ancient times, have been found across Northeast Asia but the highest concentration of this unique burial form has been found in Korea. Of the many dolmen sites in existence, the sites in Gochang, Hwasun and Ganghwa have been honored with designations as UNESCO World Cultural

Heritage sites. The Gochang Dolmen Site is located in the center of Maesan village in Gochang, Jeollabukdo Province. On a land area of 1,764 m, there are about 442 individual dolmens. The dolmen site in Hwasun, Jeollanam-do Province, was discovered relatively recently and contains dolmens preserved in superior condition.

### Shopping Tourism or Retail Tourism

#### 1. Dongdaemun Market



Dongdaemun Market is the busiest shopping area in Seoul. Traditional open-air stands alongside modern shopping malls. You can find almost everything you need at this Market. The market is full of shoppers year round and is open all night long, enabling people to enjoy both shopping and other

cultural activities at any time of the day or night. The biggest items are fabrics, clothing, leather goods, women's and children's costumes, bedding, house wares, footwear, and sporting goods. The Dongdaemun Gate (East Gate or Heunginjimun) area has become famous for selling clothing similar to what can be found in department stores at

reasonable prices. Modern shopping malls such as Migliore, Doosan Tower, hello apM, Blue Gate and Designer Club attract many young people.

## 2. Namdaemun Market



**Namdaemun Market** is the largest and most prominent conventional open market in Seoul. It is widely acknowledged as one of the Seoul's best tourist attractions. Unlike the other marketplaces, Namdaemun Market is more vibrant and bustling at night than during the day. Clothing malls take up the biggest share of the market. Besides clothing, visitors can shop at large specialized areas for items such as fashion accessories, kitchenware, flowers, embroideries, and handbags. Traditional oriental foods and medicine, such as ginseng are also popular items here. The Namdaemun Gate (South Gate or Sungnyemun) is just a few minute from Namdaemun Market. It is close to the downtown area and deluxe hotels. The market's history traces back to the Joseon Dynasty and since then has become the main transactional place of daily products between urban and rural areas of Korea. Here is also the Korea's wholesale center and virtually anything you want can be found here: clothing, shoes, house wares, foodstuffs, flowers, tools, wigs, glasses, accessories of every kind, gift items, sporting, goods, construction materials, electric appliances, furniture, etc.

## 3. Itaewon



**Itaewon** is a major shopping district which is located in the Yongsan area and caters to the tastes of foreign shoppers. It is crowded with around 2,000 shops of all kinds, which sell shoes, clothes, bags and many other items as well as jazz bars, nightclubs and ethnic restaurants. There are wide range of accommodations, restaurants, entertainments, hotels and health clinics. Here is popular with both foreign residents and tourists. Though it boasts many ethnic

restaurants, Itaewon is the best place for those who wish to try delicacies from countries around the world. Restaurants serving traditional German, Italian, Indian, Pakistani, Swiss and Thai foods are concentrated in Itaewon. This concentration of such a diverse range of ethnic restaurants is rare in Korea. Visitors to Itaewon can also enjoy tasty and traditional Korean, Chinese and Japanese foods.

Itaewon comes alive at night when the lights go out in the business districts. Roadside stalls shift to hundreds of carts serving drinks and snacks. With many karaoke and fancy disco clubs, Itaewon is ablaze with activity throughout the night.

We are quite sure that South Korea is really a delightful destination for international tourists. You can discover her rich natural beauty combined with a unique cultural and historical heritage. After a rapid modernization process in recent decades, Koreans still maintain their traditional values such as hospitality for foreigners and the time-honored Confucian respect for the elderly. Korea is considered as a country of "A Green Outdoor and A Sage People". Here is a country swathed in green, prodding its stony fingers skyward, and the Koreans are a people obsessed with nature and with mountains in particular. Wherever you travel, you'll see Koreans out in the open air, clad in the latest adventure fashions, pushing ever onward and upward.

Especially in Seoul, it is considered as a historic city reborn from Hermit kingdom to Tiger Economy. Seoul is an intriguing city transforming itself from the Yi Dynasty capital of the Hermit Kingdom to a major mover and shaker on the international scene, especially in the field of commerce and sports. Nowhere else is the Korean drive to come to terms with a turbulent and fractured past so evident. Seoul is a unique place where the modern age is harmonized with the past. Seoul is known as a city with great energy and vitality.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

The tourism industry of Korea underwent remarkable progress since the tourism promotional policies in the 1980s, and gained further momentum through the 1986 Asian Games, the 1988 Seoul Olympics and the liberalization of oversea travels in 1989. Though it had hit a snag in 1997 because of the Asian financial crisis, continued economic growth over the longer term and increase in income led to visible growth in both domestic and overseas travels. Moreover, the Korean Wave (first started in 2001-present), the 2002 World Cup and the Asian Games added an even greater boost by making Korea a more attractive tourist destination in the eyes of foreigners. But Korea tourism industry was down for a while again because of the September 11<sup>th</sup> attacks, the war in Iraq and SARS in 2003. However the Korean wave (Hallyu) still blows strongly and continually in Asia which made Korea Tourism remarkable grows in the new millennium.

Korea Tourism has a significant importance both to Asia and other regions since Korea itself is a gifted country with may splendid natural attractions and favorable climate. It is geographically positioned at the crossroads of Pacific Rim development. It is a nation of economic miracles. Korea has the potential to be one of the most significant drivers for economic prosperity into the new millennium.

Korea plays the important role in Tourism industry in Asia since the number of departures by Korean to Asia; especially ASEAN is significant and increasing every year. Furthermore Korea became one of the main target markets of ASEAN and Asia.

However in the age of “tourism war”, Korea can't stay alone. According to the strategies of Win-Win, if Korea wants to stay competitive, lower expense and increase revenue production, Korea has to cooperate with other tourism countries like ASEAN. ASEAN is also actively cooperating with other countries in promoting tourism.

Strengths of Korea Tourism are remarkable and encourage foreigners to visit Korea. Korea Tourism products are diverse and still in good condition both physical geography and location. Tourism facilities and resources are available which give much advantage. The unique cultural and historical heritage is the other factor which is

distinguished. Tourism is the key industry comprising of numerous sub-industries and be able to promote a better image of Korea leading to more foreign investment and exports.

Weaknesses of Korea Tourism are various and need well management to cope with. Korea began to face the problem of environment degradation in some areas like big cities and attractions. Occasionally, Korea has to meet unsatisfied climate. Even though Korea has high technologies but is still developing country therefore the problems about the insufficiency of accommodation, trained human capitals and the poor infrastructure still exist in Korea.

Opportunities of Korea Tourism are remarkable. The achievement of Korean Wave is one of the keys to attract foreign tourists. Modern technology and active network among organizations give much advantage to tourism industry leading to the increasing of new niche tourism products and services. These positive factors boost more tourism-related investment. Korea has many to offer foreign tourists like Natural tourism, Cultural tourism, Heritage tourism and Shopping tourism. These all are favorable and meet the needs of tourists.

Threats of Korea Tourism are awareness. The high and strong competition among tourism industries caused Korea to approach towards tourism differently and aggressively. The problem about safety and security both criminals and diseases which sometimes may occur both in and out of Korea but these can effect Korea tourism directly. Korea has limited visa-free countries and strict immigrations and customs procedures which unsatisfied tourists. Korea has to meet the other negative factors both expected and unexpected which are uncontrollable.

To deal with those weaknesses and threats, Korea should plan both short term and long term management. The establishment of the national tourism development committee with representation from each of relevant Ministries having impact on tourism to facilitate the development and implementation of tourism policy and programs is one of the solutions. The government needs to focus on the major infrastructure development projects by boosting the investment both from domestic and aboard. Korea should emphasize more on the international cooperation in order to stay competitive. The government should set the reliable security system and promote aggressively to the

world. Korea should create and offer new various tourist courses according to the new behavior of tourists. Korea should expand visa-free country designations. Korea should improve and simplify both the immigration and custom procedures to attract more tourists.

With the sincere attention and cooperation from both government and private sectors, Korea Tourism will be able to shine brightly and grow steadily and will be the precious heritage for the future generations.

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## APPENDICES

## Appendix A: Research Article

## ASEAN Image Positioning: The Case Study of the Republic of Korea

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### ABSTRACT

This paper investigates the current state of the tourist industry in the Republic of Korea. A SWOT analysis will also be undertaken before proposing Korea's image positioning. The paper recommends the establishment of data bank in tourism among the ASEAN Plus Three Communication Team (China, Korea and Japan) and the introduction of recommended tourist attractions with the potential to develop tourism by theme positioning. This study shows that Korea's tourist industry underwent remarkable growth since its promotion in the 1980s. Korea is noted as a country gifted with many natural and cultural attractions and economic growth. Korea is now among the Asia's top five tourism destinations due to its variety of Natural attractions, Cultural Heritage, and Shopping.

Key words: Korea Tourism, Image Positioning, The ASEAN

### INTRODUCTION

The tourism industry of the Republic of Korea has developed rapidly since the tourism promotional policies of the 1980s. Both the government and private sector have devoting considerable energy to the industry's competitiveness and profitability. Korea has achieved popularity among Asian tourists in such a short time. Tour packages have become unpopular due to their lack of variety and concentration on short-term profits has led to a trend in tourists prefer Free Independent Tourist (FIT). There are other noteworthy trends in consumer behavior. Visitors to Korea prefer shorter trips with a special purpose. Given Korea's remarkable variety of tourist attractions, the issues of theme positioning and product development need to be addressed.

## METHODOLOGY

In order to accomplish the purposes of this research, a framework of questions were designed. The primary data on which this research is based was collected through personal in-dept interviews and focus group discussions. Documentary data was also used to support the analysis. The key informants were people involved in the public and private tourism-related organizations in Korea, particularly the Korea Tourism Organization and the Tour Agencies and the Association of Korea.

## THE IMPORTANCE OF KOREA TOURISM

The Korean government has long placed emphasis on the tourism sector and views it as a promising industry in the new millennium. The government has played various roles in planning, coordinating, controlling and implementing of national tourism policies. In 1961, the government announced the *Tourism Promotion Law*. The *Tourism Promotion and Development Fund* was established in 1972 followed by the *Tourism Basic Law* of 1975. There are currently many organizations related to tourism, such as: the Tourism Policy Council; the Ministry of Culture and Tourism; the Korea National Tourism Organization; the Korea Tourism Research Institute. This demonstrated the amount of government attention to the development of tourism. In addition, there are also a number of local self-governing bodies and industry associations which play a critical role in coordinating tourist related activities among domestic and foreign tourists, local residents and associated businesses. They also attract foreign tourists and encourage Koreans to travel (Ministry of Culture and Tourism, 1999a)

As shown in Table I, the number of foreign visitors to Korea has increased continually until 2005 where it reached 5,999,068 arrivals. Korea has tremendous raw potential and untapped reserves capable of transforming tourism into a key earner of foreign currency. However, for Korea to realize its potential there must be increased cooperation between the government and private sectors. (Amcham Journal, 2001)

Table I: Visitor Arrivals, Korean Departures, Int'l Tourism Receipts & Expenditures  
(1980-2006)

Year	Number of Visitor Arrivals (percentage growth)	Number of Korean Departures (percentage growth)	Tourism Receipts (US\$ 1,000) (percentage growth)	Tourism Expenditures US\$ 1,000 (percentage growth)
1980	976,415 (-13.3)	338,840 (14.6)	369,265 (13.3)	349,557 (-13.8)
1981	1,093,214 (12.0)	436,025 (28.7)	447,640 (21.2)	439,029 (25.6)
1982	1,145,044 (4.7)	499,707 (14.6)	502,318 (12.2)	632,177 (44.0)
1983	1,194,551 (4.3)	493,461 (-1.2)	596,245 (18.7)	555,401 (-12.1)
1984	1,297,318 (8.6)	493,108 (-0.1)	673,355 (12.9)	576,250 (3.8)
1985	1,426,045 (9.9)	484,155 (-1.8)	784,312 (16.5)	605,973 (5.2)
1986	1,659,972 (16.4)	454,974 (-6.0)	1,547,502 (97.3)	612,969 (1.2)
1987	1,874,501 (12.9)	510,538 (12.2)	2,299,156 (48.6)	704,201 (14.9)
1988	2,340,462 (24.9)	725,176 (42.0)	3,265,232 (42.0)	1,353,891 (92.3)
1989	2,728,054 (16.6)	1,213,112 (67.3)	3,556,279 (8.9)	2,601,532 (92.2)
1990	2,958,839 (8.5)	1,560,923 (28.7)	3,558,666 (0.1)	3,165,623 (21.7)
1991	3,196,340 (8.0)	1,856,018 (18.9)	3,426,416 (-3.7)	3,784,304 (19.5)
1992	3,231,081 (1.1)	2,043,299 (10.1)	3,271,524 (-4.5)	3,794,409 (0.3)
1993	3,331,226 (3.1)	2,419,930 (18.4)	3,474,640 (6.2)	3,258,907 (-14.1)
1994	3,580,024 (7.5)	3,154,326 (30.3)	3,806,051 (9.5)	4,088,081 (25.4)
1995	3,753,197 (4.8)	3,818,740 (21.1)	5,586,536 (46.8)	5,902,693 (44.4)
1996	3,683,779 (-1.8)	4,649,251 (21.7)	5,430,210 (-2.8)	6,962,847 (18.0)
1997	3,908,140 (6.1)	4,542,159 (-2.3)	5,115,963 (-5.8)	6,261,539 (-10.1)
1998	4,250,216 (8.8)	3,066,926 (-32.5)	6,865,400 (34.2)	2,640,300 (-57.8)
1999	4,659,785 (9.6)	4,341,546 (41.6)	6,801,900 (-0.9)	3,975,400 (50.6)
2000	5,321,792 (14.2)	5,508,242 (26.9)	6,811,300 (0.1)	6,174,000 (55.3)
2001	5,147,204 (-3.3)	6,084,476 (10.5)	6,373,200 (-6.4)	6,547,000 (6.0)
2002	5,347,468 (3.9)	7,123,407 (17.1)	5,918,800 (-7.1)	9,037,900 (38.0)
2003	4,753,604 (-11.1)	7,086,133 (-0.5)	5,343,400 (-9.7)	8,248,100 (-8.7)
2004	5,818,138 (22.4)	8,825,585 (24.5)	6,053,100 (13.3)	9,856,400 (19.5)
2005	6,022,752 (3.5)	10,080,143 (14.2)	5,793,000 (-4.3)	12,025,000 (22.0)
2006	6,155,046 (2.2)	11,609,879 (15.2)	5,294,500 (-8.6)	13,783,000 (14.6)

(Tourism, Statistics, 2006)

Both Korean government and private sectors have realized the importance of tourism which has produced numerous sub-industries in the country and increased the country's GDP as well.

The tourism industry is widely regarded as one of the most profitable for most countries for its role in the development of the local economy as foreign visitors bring in significant amounts of foreign currency which they spend as they stay in and travel around the country. Tourism is also a significant employer in Korea. These are the reasons many countries like Korea has tried to expand its tourism industry.

The Tourist industry provides a number of economic benefits. Tourism is expected to be a leading industry in the Korean economy in the 21<sup>st</sup> century. More foreign exchange was earned from tourism than that the electronic industry. The tourism industry generated 7.4 trillion Won in 1999, with the indirect economic effects of tourism to other industries amounting to 3.6 trillion Won. In 1999, the tourist industry created 390 thousand jobs, in addition to 40 thousand related jobs. It is estimated that nationally the

income directly created by the tourism will reach 2 trillion Won every year, with income from related industries reaching 660 billion Won. Furthermore, the tourism industry creates less negative environmental effects than any other industries.

### RELATIONSHIP BETWEEN KOREA AND ASEAN

ASEAN countries have become popular tourist destinations for tourists from both foreign and those from other ASEAN countries. Most of the major foreign tourists to ASEAN countries are from other ASEAN countries. South Korea is the seventh most popular tourist destination in ASEAN, in 2004. In 2004, the number of Korean visitors to other ASEAN countries also increased, reaching 2,348,065 arrivals.

Korea is one of the main target markets for ASEAN tourism. A “tourism war” has recently become an issue in ASEAN. While the past was marked by fierce competition, there is now increased cooperation among competing ASEAN tourist markets. It is considered that increased cooperation allows ASEAN countries to stay competitive, and lower expenses. There exist a number of tourist-related ASEAN organizations. These include the annual ASEAN Tourism Forum (ATF). ASEAN is also working towards expediting the development of Minimum Common Competency Standards for Tourism Professionals in ASEAN and working towards concluding MRAs for key professionals for implementation in 2005. The achievement of competency standards will enhance regional confidence in tourism training outcomes and qualifications both of which will stimulate intra-investment and flow of human resources in the sector. This initiative will also facilitate the achievement of mutually recognized qualifications in the tourism industry. ASEAN is actively cooperating with other countries and organizations in promoting tourism, particularly to China, Japan, Korea, and India. A well coordinated and effective mechanism of information exchange through the ASEAN Plus Three Communication Team for tourism which is expected effectively deal with any possible contingencies in the future.(About ASEAN, 2006).

There is a clear need for cooperation in the region in order to survive and stay competitive in the age of “tourism war”.

## TOURISM IN KOREA

Korea, known as “the land of the morning calm”, is situated on the Korean Peninsula. Korea is a very mountainous country, with mountains covering 70% of Korea's land mass making it one of the most mountainous countries in the region. The lifting and folding of Korea's granite and limestone base has created breathtaking landscapes of scenic hills and valleys. The Korean peninsula also features many scenic mountains and rivers that Koreans have often likened their country to beautiful embroidered brocade. Considering its size, Korea has a relatively large number of rivers and streams, and these water-ways play a crucial role in the shaping of the Korean lifestyle. Korea also has four distinct seasons: spring, autumn, summer and winter.

Korea is not only beautiful, but is also a country with a 5,000 year history whose historical sites have been preserved for future generations. There are numerous buildings, stone pagodas and lanterns, and other pieces of sculpture are known as National Treasures and are numbered. Seven sites have been selected as UNESCO World Heritage Sites. Even with this rich history, Korea can be seen as a progressive and modern country. The modern buildings of the big cities rival those of any other modern country, so scenes from the past coexist with the new.

Not only the scenic beauty and unique cultural and historical heritage that made Korea has much to offer and attract international tourists, but also the international events like ASEM (2000), WTO (2001), Visit Korea Year (2001) and the World Cup (2002) are key factors that provided excellent opportunities for the remarkable growth in the tourism industry. It is believed that these mega-events also had the positive effect of attracting foreign capital and private capital into Korea tourism industry.

Mention must be given to what has been called “the Korean wave”, or *Hallyu* (韓流). The term *Hallyu* first appeared in Chinese celebrity gossip pages in early 2001. This phenomenon started in China, but soon spread to Japan, Taiwan, Thailand, Malaysia, and Indonesia, etc. The Korean wave represents Korean's transformation into one of the regions' cultural capitals in a relatively short period of time. While many predicted the Korean wave would soon cool, it has grown stronger contributing to the promotion of Korean food, language study, cultural products, as well as tourism.

## Korean Wave Tourist Marketing

Enthusiasm for Korean popular culture in ASEAN began with the introduction of Korean soaps to China and Taiwan in the late 1990's. It now also includes Korean pop music, movies, computer games, fashion items which, in addition to China and Taiwan, are also popular in countries like Hong Kong, Vietnam, Singapore and Thailand.

Much attention was given to this phenomenon in the 2001, and the Korean influence is now strongly represented in its influence on youth culture in Hong Kong, Taiwan, Japan, Vietnam, as well as in other Asian nations (Korean Wave, 2006). As a result, the Korean wave can not be considered as a temporary trend. Its significance is in the role it has played to renew the image of Korea so that foreigners have an increase awareness of, and interest in, Korean products. It has also greatly enhanced tourism to Korea.

### Shin Hallyu (新韓流 New Hallyu)

*Hallyu* refers to the frenzy of interest in Korean pop culture, while *Shin Hallyu* refers to Korean tourism, shopping, and fashion profiting in ASEAN countries from the Korean wave. Increasing numbers of foreign tourists come to Korea in order to attend concerts of their favorite Korean singers, or to visit the movie set of their favorite Korean soap opera. While 35,605 Thai tourists visited Korea in 1999, this rose in 2004 to 61,479. Many mentioned an interest in visiting the locations where *Taejangguem* was shot.

Above we have already noted the growth of tourism in Korea. Over the last thirty years, the number of foreign tourists increased from 173,335 (1999) to 5.9 million in 2005. The development of Korea's tourism industry is related to its phenomenal economic growth. In addition to this, it has been a result of the specific allocation of resources to tourism. The government passed a series of laws related to the promotion of tourism. This contributed to the annual average growth of tourist arrivals of 5.0 percent over the last decade (Korean Wave, 2006).

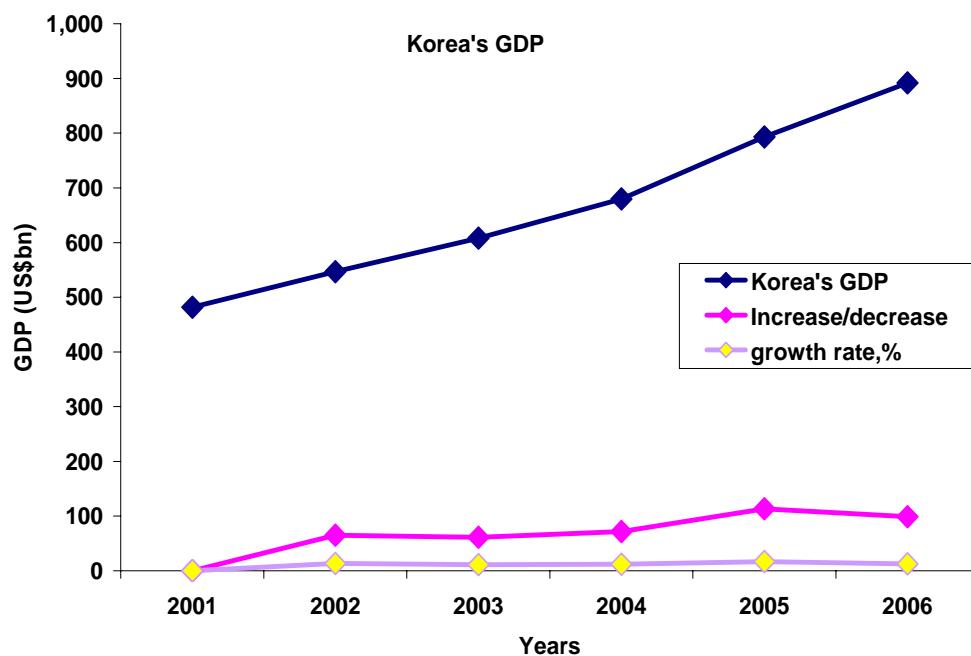
There have been massive projects to develop tourism resources and facilities such as accommodations, transportation, tourist services, national parks, museums, golf

courses, movie & drama filming locations and casinos. Increasing of tourist guides, proficient in English, Japanese, Chinese and other languages are being trained and deployed. Most tourism development and promotion projects have been spearheaded by the Korea National Organization (KNTO).

The composition of the nationalities of tourists arriving in Korea has also been shifting over the last three decades, from Americans to Asians. In 1970, Americans accounted for 32 percent of inbound tourists, while Japanese formed the second largest group. By 2004, however, tourists from Japan accounted for 42 percent of the total, followed by tourists from China at 10.8 percent, making them the second largest group. Tourists from the United States comprised 8.8 percent of the total (Korean Wave, 2006).

As everyone knows well that tourism industry has become the key industry in Korea. This has made Korea's GDP(US\$bn) keep increasing annually from 481.9 in 2001, 546.9 in 2002, 608.1 in 2003, 679.7 in 2004, 793.1 in 2005 and 892.0 in 2006 (IMF/EIU forecast).

Figure I: Korea's GDP (2001 – 2006)



## STRENGTHS AND WEAKNESSES OF TOURISM IN KOREA

Korea is a country gifted with many splendid natural attractions. It is geographically positioned at the crossroads of Pacific Rim development. It is a nation of economic miracles. Recently Korea is referred as one of the top five tourism countries in Asia due to its advantage internal environment, despite this, it comprises both strengths and weaknesses as follows.

### 1. Strengths

#### a) Physical Geography

Korea has tremendous natural resources, beautiful scenery, and a favorable climate. Its central location in the region is also a significant advantage.

#### b) Tourism Facilities and Resources

Korea also has a modern transport and communication infrastructure. It is also significant that a number of low-cost airlines fly to Korea, as well as affordable ferry services. Both these have greatly facilitated low cost tourism in Korea. The Korean government has also paid attention to promoting tourism economic growth in Korea also enabled investment in and development of tourism.

#### c) Human and Cultural Aspects

Korea's unique cultural and historical heritage has much to offer international tourists. In Korea it can be found many ancient temples and shrines, royal palaces, sculptures, pagodas, archeological sites, fortresses, folk villages, and museums. Korea possesses no less than seven world cultural heritage sites, four world documentary heritage sites, and three world intangible heritage sites. Moreover, Korean cuisine is also now well known. Koreans are considered to be friendly and the younger generations are increasingly able to speak English.

#### d) Tourism Policy

The Korean government has placed emphasis on the tourism industry. Furthermore, the government has also supplied leadership to the development of the industry. For example, the government passed the Tourism Promotion Law (1961) and

Tourism Basic Law (1975). In addition, many organizations were established, and funds made available, which aimed to promote and support the Korean tourism industry. The government articulated a vision of Korea becoming a major tourist destination in North-East Asia. The government has also tried to strengthening the competitiveness of the tourism industry which will allow Korea to join the ranks of advanced tourist countries in the new millennium. There has also been an emphasis on the tourism being a knowledge-based and highly value-added industry in a way similar to its telecommunication and semi-conductor industries (Opportunities and Challenges for Tourism Investment, 2003).

**e) Potential Benefits**

Tourism industry can help the growth and development of economy by generating foreign exchange and alleviating balance of payments problems. It helps diversifying economy and providing employment opportunities and reducing of income gap between the rich and the poor. The Tourism industry comprises of numerous sub-industries. Local product, transportation, accommodation, food and beverage, amusement, recreation and services, all form the backbone of what is collectively referred to as the Tourism industry. This is the key industry which increase governmental revenues and be able to promote a better image of the country by leading to more foreign investment and exports.

**2. Weaknesses**

**a) Physical Geography**

Environment degradation is issue that Korea is facing. Due to its location on the peninsula, Korea has experienced yellow sand which is occasionally carried by wind from the deserts in northern China.

**b) Tourism Facilities and Resources Availability**

As a country that has only relatively recently became to develop its tourist industry, the standard of tourism-related services are often inadequate.. Korea still also faces lack of accommodation, insufficiency adequately trained staff. The level of English proficiency in rural areas and the frequency of traffic jams in big cities like Seoul are also problematic. Despite the presence of Korea's rich material culture, many

of these have been burnt or destroyed through the invasions and wars that Korea was suffered.

**c) Other Negative Aspects**

Korea also faces the problems of resource depletion, air pollution. In addition to Seoul's traffic jams, industrial actions by trade unions are also disruptive.

## OPPORTUNITIES AND THREATS OF TOURISM IN KOREA

The 21<sup>st</sup> century is widely regarded as the era of the information society in which nations around the world are focusing on enhancing their information capabilities. E-commerce is a new means through which tourism can be promoted and conducted. E-commerce enables anyone to collect tourist information and obtain tourism services whenever and wherever they wish. Despite Korea's aim to promote tourism, it faces certain threats. The opportunities and threats facing Korean tourism will be considered below.

### 1. Opportunities

a) Globalization and development of information and aviation technology make communication more convenient and accelerate the exchange of knowledge and culture. The contribution of the Korean Wave is widely recognized as a major main motivation which has attracted foreign tourists to Korea.

b) Technologically, Korea is regarded as one of Asia's most modern countries and this has facilitated marketing Korean tourism.

c) New niche tourism products and services have become increasingly popular in Korea. These include cultural tourism which allows tourists to experience life in Korea. For example, there are tourist packages which emphasize health tourism, spa tourism, sport activities and adventure tourism.

d) Due to the continued growth of Korea's economy, many foreign investors are investing in tourism related industries, such as accommodation and tourism products.

e) Tourists have been categorized into time-poor but cash-rich working people, and time-rich but cash-poor retirees. These are both new potential customers and both spend considerable time researching for new experiences they can enjoy at affordable prices. A range of local tourist products and services should be developed to meet the needs of both these categories of visitors.

f) Korea has various tourism courses which could be capable of satisfying the needs of various types of tourism such as: **Nature tourism** to Korea's many mountainous regions; **Cultural and Heritage tourism** which allows tourists to experience Korea's unique culture, and its many cultural, religious, and historic sites. As mentioned, movie & drama filming locations have recently become popular to tourists; **Retail tourism** capitalizes on Korea's range of shopping opportunities; **Sport and adventure tourism** offers visitors to Korea the opportunity to kayak, ski, horse ride, ice-skate, play golf, hunt, sled, and attend horse races.

## 2. Threats

a) Korea faces strong competition, particularly from China. The information technology revolution has created the situation where searches and comparison of tourist products has never been easier. The challenge for Korea is to catch the attention of potential tourists.

b) Security and Safety are increasingly important concerns for tourists. Like other tourist destinations, Korea has been affected by issues related to 9-11, SARS, and bird flu.

c) Life style changes have led to increasing number of time poor-cash rich tourists which require more short-haul tourist packages.

d) Korea has strict immigrations and customs procedures. The numbers of countries whose nationals are able to obtain a 90 day tourist visas on arrival are relatively few (Thailand, Singapore, New Zealand and Malaysia) and applications for tourist visas can also be a time consuming process.

e) Competition in the region from countries offering low cost tourist packages as an issue for Korean tourism.

f) Like all tourist destinations, global security and adverse economic trends are also an issue.

### KOREA TOURISM IMAGE POSITIONING

From the above SWOT analysis (strengths, weaknesses, opportunities and threats), I make the following observations about the Korea tourism industry. First, there is a need for the industry to clarify the direction in which tourism related policy is going. Is there a need for rationalization? Second, there is also a need for tourism product positioning (Choibumroong, 2005).

I forward that the most suitable promotional themes of images for Korea tourism relate to nature, cultural, heritage, and shopping related tourist packages. As already noted, tourists can visit Korea the whole year round, each of its four seasons offering unique opportunities and its own beauty.

I consider all these to have the ability to attract large numbers of foreign tourists to Korea.

Table II: Promotional themes of tourism products and recommended attractions in Korea

	<b>Nature Tourism</b>	<b>Cultural Tourism</b>	<b>Heritage Tourism</b>	<b>Retail Tourism</b>
<b>Attractions</b>	1. Seoraksan National Park 2. Jeju-do	1. Insa-dong 2. Jongmyo Royal Ancestral Shrine	1. Changdeokgung Palace 2. Hwaseong Fortress 3. Seokguram Grotto and Bulguksa Temple 4. Haeinsa Temple's Jonggyeong Panjeon 5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak 6. Gyeongju Historic Areas 7. Dolmen Sites	1. Dongdaemun Market 2. Namdaemun Market 3. Itaewon
<b>New attraction</b>	1. Cheonggyecheon Stream			
<b>Total</b>	3	2	7	3

## CONCLUSION

The tourism industry of Korea has undergone remarkable growth since the tourism promotional policies of the 1980s and the international profile offered to Korea by its hosting of the 1986 Asian Games, and the 1988 Seoul Olympics. Despite the challenges presented by the 1997 Asian economic crisis, economic growth has continued which led to significant growth in both domestic and international tourism. In addition to these, the Korean wave and the 2002 World Cup and the Asian Games further boosted Korea's popularity among foreigners as a tourist destination, despite the challenges of tourism posed by 9-11, SARS, and bird flu. The Korean wave still blows strongly. The growth of Korea tourism is also a function of Korea's natural beauty, favorable climate, location on the Pacific Rim, and its strong economy.

Among tourists from other ASEAN countries, Korea has become a popular destination, with arrivals consistently increasing in recent years. However given the fierce regional competition, Korea tourism must become increasingly competitive and profitable.

Above, I have highlighted the strengths of Korea tourism being its physical geography, regional location, and cultural and historical attractions. In addition, Korea offers diverse tourist products to its visitors, Korea further possess a strong Tourism infrastructure. There are, however, weaknesses inherent in Korea tourism. The most important of these are environment degradation, sufficient accommodation and adequately trained personnel, the opportunities for Korea tourism are remarkable, the foremost of which is the Korean wave. Modern technology and active networking among organizations offer many advantages to the tourism industry. Korea has much to offer foreign tourists like nature, cultural, heritage, and retail tourism. Threats to the Korea tourism industry included safety, and immigration and customs procedures.

Dealing with these weaknesses and threats requires Korea to make short term and long term plans. The establishment of the national tourism development committee with representation from each of the relevant ministries related to tourism is needed to facilitate the development and implementation of tourism-related policies and programs. The Korean government needs to focus on the investment in infrastructural development by both the public and private sector. Korea also needs to increase

international cooperation in order for it to stay competitive. The government should also set the reliable security systems. Furthermore, Korea should consider the establishment of tourism courses in its educational institutions. Korea should expand its visa-free country designations and improve and simplify both the immigration and custom procedures.

With proper attention and cooperation from both government and private sectors, Korea Tourism will be able to shine brightly and grow steadily and will be the precious heritage for the future generations.

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## Appendix B: Unforgettable South Korea

## Unforgettable South Korea

Asst. Prof. Jiraporn Janjula

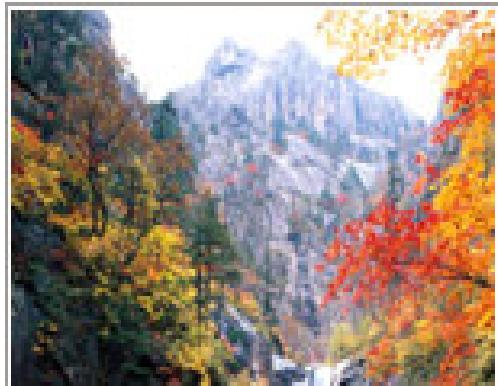
“Annyeong-haseyo ?” or 안녕하세요?

Hello Everybody! My name is Jiraporn Janjula and my partner is Mr. Sun Shuei Tai from Best Tour Service Company. We today would like to introduce you some of the unforgettable best attractions in South Korea that you shouldn't miss visiting them if you ever have a chance to visit Korea. And we would like to confirm you that traveling in Korea is really enjoyable all the year round. You will be able to touch her distinct four seasons and the beautiful changes of nature which would impress both you and your beloved ones.

We would like to introduce you those best attractions dividing by themes such as Natural tourism, Cultural tourism, Heritage tourism and Shopping tourism.

For those who prefer Natural tourism, we would like to recommend you to visit these 3 places in Korea as follows.

### 1. Seoraksan National Park



Mountain Seoraksan is known as the most beautiful mountain in South Korea. The numerous visitors to this popular mountain enjoy royal azalea blossoms in spring, the crystal-clear waters of the valleys in summer, the spectacular changes of the leaves in autumn and starkly beautiful snow capes in winter. In 1982 Mt. Seoraksan became the first mountain in the Republic of Korea to be designated

as an “Ecosystem Preservation Area” by UNESCO.

With the Hangyeryeong Pass and Misiryeong Pass as borders, the mountain is divided into Outer Seorak in the east, Inner Seorak in the west and South Seorak in the south. Outer Seorak has craggy peaks and tremendous falls, and its features include Cheonbuldong Valley, Ulsanbawi Rock, Gwongeumseong, Geumganggul Cave, Gwimyeonam, Biryong Falls, and Towangseong Falls. Inner Seorak displays its unparalleled beauty in the form of scenic valleys and waterfalls.

Another place we would like to recommend when you visit here is Seorak Waterpia.

**Seorak Waterpia** is a ‘spa theme park’. It houses not only spa facilities which enable visitors to enjoy both exercise and entertainment., but also a broad range of water sports facilities, including

a wave pool, which gives the feeling of being in the ocean, and a running-water pool, which has 70m- and 100m-long water slides.

## 2. Jeju-do



**Jeju-do** is an island with beautiful natural settings and a unique traditional culture. It is the premier tourist destination in Korea because of its natural beauty and semitropical climate. Scenic beaches, waterfalls, cliffs and caves throughout the island allow visitors numerous ways to enjoy their leisure time here. Mt. Hallasan, a national park which is comprised of an extinct volcano cone, is especially

popular with hikers. There are various hotels and golf courses to further enhance the enjoyment of the island's laid back atmosphere. Jeju Island has also served as a venue for several historical summits.

## 3. Cheonggyecheon Stream



Cheonggyecheon Stream is the new attraction for both Korean and foreign tourists. The history of Cheonggyecheon is quite interesting and impressive to all visitors. Before the 1960s, King Yeongjo (the 21<sup>st</sup> king of the Joseon Dynasty) launched large-scale operations to dredge

Cheonggyecheon Stream. Around 200,000 workers cleared away earth from the stream to create a straight channel.

After the Korean War, the Cheonggyecheon Stream area became a shantytown. The polluted stream and its decimated surroundings were, nevertheless, an area where the less fortunate lived out their lives.

In the 1960s and 70s, the stream was paved over from Gwanggyo Bridge to Ogansugyo Bridge in Dongdaemun as part of efforts to clear the slum and improve sanitary conditions. Burgeoning commercial enterprises and heavily congested streets sparked construction of elevated expressways, which were built on top of the cement-covered roads. As a result, more modern commercial facilities were constructed in the area. Later, in the 1970s and 80s, with the continued growth, the stream area gained a reputation as the center of Seoul. As time passed, dust and emissions from traffic on the roads and overpasses polluted the covered stream and corroded the roadway infrastructure, posing a threat to public safety.

In 2005, to make Seoul an environmentally viable city for residents in the 21<sup>st</sup> century, the project to restore the Stream began in 2003. On October 1, 2005, the clear blue waterway was

revealed. The restoration of the stream is a remarkable step towards making Seoul a city where nature, culture and history exist in harmony.

Around the Stream, there are many interesting places to visit as follows.

**Cheonggye Plaza** is the starting point of Cheonggyecheon Stream. There is a candle fountain illuminated by tri-color lighting, a circular firecracker fountain, and two-tier fountain pumping 65,000 tons of water each day. The bottom of the stream glows with a soft light, creating a calm and serene atmosphere which is hard to forget easily.

**Gwangtonggyo Bridge** was once the biggest bridge in Seoul. The bridge was built in Joseon Dynasty as a major thoroughfare for the royal family and ministers.

**Banchado** is the painting of King Jeongjo's royal procession. It is the largest ceramic wall painting in the world. It has been reproduced as a 192-m-long wall painting showing the royal retinue of 1,700 figures and 800 horses.

For those who prefer Cultural tourism, we would like to recommend you to visit these 2 places in Seoul as follows.

### 1. Insa-dong



To experience the traditional culture of Korea while remaining in the heart of the city, visit Insa-dong. With all size of art galleries, traditional craft stores, antique art dealers, Korean paper shops, paper hanger shops, traditional tea houses and restaurants, it is simply the place in Seoul for visitors wanting to experience traditional Korea. Insa-dong is referred as a place to relish Korean art and craftsmanship.

The area is especially good for antiques like old paintings, ceramics, paper crafts and antique furniture can all be found in abundance at Insa-dong. The 70 or so art galleries in the area also make Insa-dong ideal as a cultural attraction. Insa-dong is designated as vehicle-free on weekends (Saturday from 14.00-22.00, Sundays from 10.00-22.00), and a flea markets set up in the streets with people peddling their antiques, accessories and artwork. Travelers from abroad also gather here with wares from the world over, the flea market items are not just limited to Korean goods.

### 2. Jongmyo Royal Ancestral Shrine



**Jongmyo** is a shrine where the tablets of kings and queens were preserved and memorial services for deceased kings and queens were performed based on the Confucian practices of the Joseon Dynasty. The king, after building up the nation, constructed the Jongmyo and Sajik to

preserve and perpetuate the royal line and traditions. The Joseon Dynasty designated Seoul as the nation's capital and built Jongmyo and Sajik on the left and right of Gyeongbokgung palace, respectively.

For those who prefer **Heritage tourism**, we would like to recommend you to visit these 7 places in Korea as follows.

### 1. Changdeokgung Palace



Changdeokgung was built in 1405 during the early Joseon Dynasty as a villa palace for royalty. It was also used as a main palace where several kings conducted state affairs. The layout of Changdeokgung was designed to be in harmony with the surrounding terrain. Huwon, the back garden of Changdeokgung epitomizes traditional landscaping, with the garden designed not merely for viewing, but as a place where

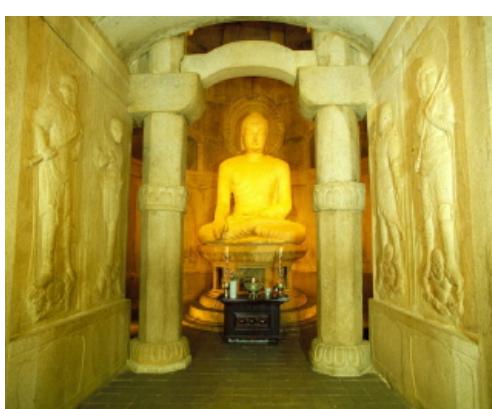
people could go to commune with nature. Changdeokgung was added to the UNESCO's world Heritage Site list in December 1997.

### 2. Hwaseong Fortress



Hwaseong Fortress is considered as the Dream of King. Hwaseong in Suwon is one of the Korea's most notable cultural heritages. It boasts of both historical and architectural significance. Hwaseong represents the most advanced features of fortification available in the 18<sup>th</sup> century in Korea. The UNESCO World Heritage Committee designated Hwaseong as a World Heritage site in December 1997.

Hwaseong was originally built by King Jeonjo of the Joseon Dynasty to show his devotion to his deceased father. King Jeonjo transferred the grave of his father, Crown Prince Sado, from Yangju to Hwasan in Suwon in order to comfort his wandering spirit. As a newly-enthroned king, Jeongjo felt the need to consolidate his royal authority and decided to construct a new city to strengthen loyalty and cooperation among his supporters. Hwaseong envelops downtown Suwon in a huge ellipse running a total of 5.52km.



### 3. Seokguram Grotto and Bulguksa Temple

Seokguram Grotto is located high on the ridges of Mt. Tohamsan, the construction of Seokguram was begun in 751 and completed in 774

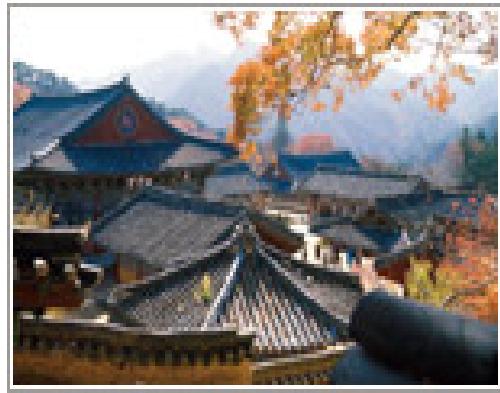
(23 years). Inside an artificial stone grotto created with white granite is a central Buddha figure, flanked by 40 sculptured Buddhist figures but currently 38 figures remain. In the Seokguram Grotto, a corridor connects a rectangular room with the main rotunda. The rotunda's arch ceiling was built using 360 huge granite blocks, an architectural technique unprecedented in the world. It was registered as a UNESCO World Heritage in December 1995, jointly with Bulguksa Temple.



**Bulguksa Temple** is located in the foothills of Mt. Tohamsan. It was built in the same period with Seokguram Grotto. Bulguksa epitomizes the spirit of Silla's artistry and represents the apex of Korea's Buddhist culture and art. In the terraced courtyard are two great pagodas, one being the Dabotap and the other being three-storied Seokgatap. In addition, there are two double level stone bridges which are

notable and lots of the cultural heritages were found in here.

#### 4. Haeinsa Temple's Janggyeong Panjeon



Everyone can study Buddha's teachings at the main hall of Haeinsa which is called Daejeokgwangjeon. Haeinsa Temple in Gyeongsangnam-do houses the depositories of woodblocks of Tripitaka Koreana, a 13<sup>th</sup> century edition of Buddhist scriptures. The Tripitaka Koreana is the great collection of Buddhist scriptures carved onto wooden plates numbering about 81,258. It is the

only building in the world constructed to serve such a purpose, and it is also designed in such a way that the temperature, ventilation and humidity can be controlled by taking advantage of the natural weather conditions. The woodblocks are considered invaluable to the study of Buddhism today. The depositories were registered on the UNESCO World Cultural Heritage List in December 1995.

#### 5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak



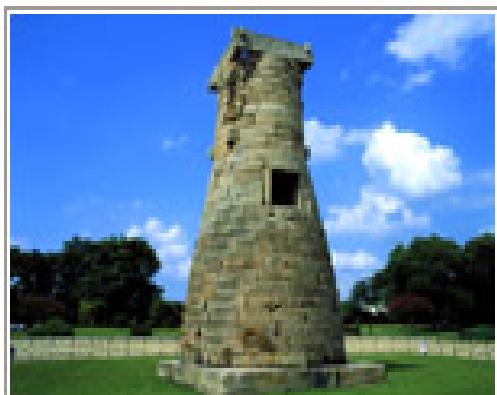
**Jongmyo** shrine is dedicated to the spirits of royal ancestors. The royal family of the Joseon Dynasty paid homage to their forefathers in the time-honored Confucian tradition as Confucianism was the moral backbone of the time. Jongmyo was built in the most classic style of the dynasty with architectural grace and beauty and used as a place where memorial services are performed for deceased kings.

Jongmyo was registered on the UNESCO World Cultural Heritage List in December 1995.

**Jongmyo Jerye** or regular royal ancestral rites were performed on a grand scale in the Main Hall in each of four seasons and in the last month of the year in the Joseon period. Today, the ritual ceremony is conducted on the first Sunday in May each year by the Office of the Jeonju Yi Royal Family.

**Jongmyo Jeryeak** is the royal ancestral ritual music. It has been recognized and selected by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity.

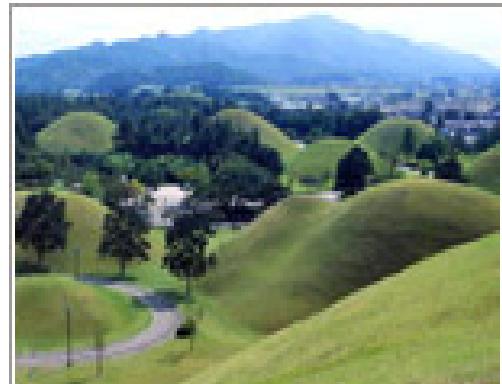
#### 6. Gyeongju Historic Areas



The entire city of Gyeongju, the capital of Silla (57BC-935 AD) is a living history museum containing the remnants of the Silla Kingdom as well as relics pertaining to Buddhism, the national religion at the time. Gyeongju City and its surroundings have inherited traces of the glory that flowered and withered in the ancient Silla Kingdom. And excavations continue to reveal the buried

secrets of this ancient city. The Gyeongju Historic Areas were registered on the UNESCO World Cultural Heritage List in December 2000.

#### 7. Dolmen Sites



**Dolmens** which are large burial monuments from ancient times, have been found across Northeast Asia but the highest concentration of this unique burial form has been found in Korea. Of the many dolmen sites in existence, the sites in Gochang, Hwasun and Ganghwa have been honored with designations as UNESCO World Cultural Heritage sites. The Gochang Dolmen Site is located in the

center of Maesan village in Gochang, Jeollabukdo Province. On a land area of 1,764 m, there are about 442 individual dolmens. The dolmen site in Hwasun, Jeollanam-do Province, was discovered relatively recently and contains dolmens preserved in superior condition.

For those who prefer Shopping tourism, we would like to recommend you to visit these 3 places in Seoul as follows.

#### 1. Dongdaemun Market



**Dongdaemun Market** is the busiest shopping area in Seoul. Traditional open-air stand alongside modern shopping malls. You can find almost

everything you need at this Market. The market is full of shoppers year round and is open all night long, enabling people to enjoy both shopping and other cultural activities at any time of the day or night. The biggest items are fabrics, clothing, leather goods, women's and children's costumes, bedding, house wares, footwear, and sporting goods. The Dongdaemun Gate( East Gate or Heunginjimun) area has become famous for selling clothing similar to what can be found in department stores at reasonable prices. Modern shopping malls such as Migliore, Doosan Tower, hello apM, Blue Gate and Designer Club attract many young people.

## 2. Namdaemun Market



Namdaemun Market is the largest and most prominent conventional open market in Seoul. It is widely acknowledged as one of the Seoul's best tourist attractions. Unlike the other marketplaces, Namdaemun Market is more vibrant and bustling at night than during the day. Clothing malls take up the biggest share of the market. Besides clothing, visitors can shop at large specialized areas for items such as fashion accessories, kitchenware, flowers, embroideries, and handbags. Traditional oriental foods and medicine, such as ginseng are also popular items here. The Namdaemun Gate (South Gate or Sungnyemun) is just a few minutes from Namdaemun Market. It is close to the downtown area and deluxe hotels. The market's history traces back to the Joseon Dynasty and since then has become the main transactional place of daily products between urban and rural areas of Korea. Here is also the Korea's wholesale center and virtually anything you want can be found here: clothing, shoes, house wares, foodstuffs, flowers, tools, wigs, glasses, accessories of every kind, gift items, sporting, goods, construction materials, electric appliances, furniture, etc.

## 3. Itaewon



Itaewon is a major shopping district which is located in the Yongsan area and caters to the tastes of foreign shoppers. It is crowded with around 2,000 shops of all kinds, which sell shoes, clothes, bags and many other items as well as jazz bars, nightclubs and ethnic restaurants. There are a wide range of accommodations, restaurants, entertainments, hotels and health clinics. Itaewon is popular with both foreign residents and tourists. Though it boasts many ethnic restaurants, Itaewon is the best place for those who wish to try delicacies from countries around the world. Restaurants serving traditional German, Italian, Indian, Pakistani, Swiss and Thai foods are concentrated in Itaewon. This concentration of

such a diverse range of ethnic restaurants is rare in Korea. Visitors to Itaewon can also enjoy tasty and traditional Korean, Chinese and Japanese foods.

Itaewon comes alive at night when the lights go out in the business districts. Roadside stalls shift to hundreds of carts serving drinks and snacks. With many karaoke and fancy disco clubs, Itaewon is ablaze with activity throughout the night.

We are quite sure that South Korea is really a delightful destination for international tourists. You can discover her rich natural beauty combined with a unique cultural and historical heritage. After a rapid modernization process in recent decades, Koreans still maintain their traditional values such as hospitality for foreigners and the time-honored Confucian respect for the elderly. Korea is considered as a country of "A Green Outdoor and A Sage People". Here is a country swathed in green, prodding its stony fingers skyward, and the Koreans are a people obsessed with nature and with mountains in particular. Wherever you travel, you'll see Koreans out in the open air, clad in the latest adventure fashions, pushing ever onward and upward.

Especially in Seoul, it is considered as a historic city reborn from Hermit kingdom to Tiger Economy. Seoul is an intriguing city transforming itself from the Yi Dynasty capital of the Hermit Kingdom to a major mover and shaker on the international scene, especially in the field of commerce and sports. Nowhere else is the Korean drive to come to terms with a turbulent and fractured past so evident. Seoul is a unique place where the modern age is harmonized with the past. Seoul is a city with great energy and vitality which you can feel by yourself.

South Korea, one of the best destinations in Asia, is waiting for all of you to discover and experience all year round. And we're sure that it will be one of your "unforgettable memories"

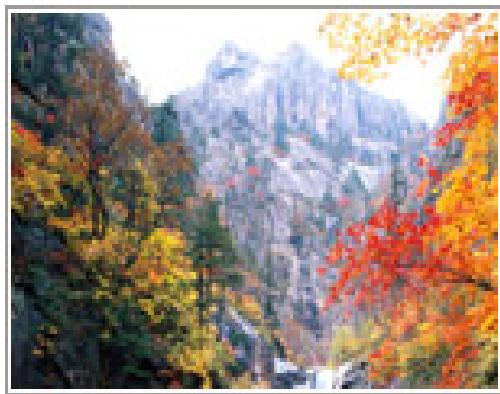
### Appendix C: Recommended Best Attractions of Korea

## Recommended Best Attractions of Korea dividing by themes

For Natural tourism:

1. Seoraksan National Park
2. Jeju-do
3. Cheonggyecheon Stream as a new attraction

### 1. Seoraksan National Park



Mountain Seoraksan is known as the most beautiful mountain in South Korea. The numerous visitors to this popular mountain enjoy royal azalea blossoms in spring, the crystal-clear waters of the valleys in summer, the spectacular changes of the leaves in autumn and starkly beautiful snow capes in

winter. In 1982 Mt. Seoraksan became the first mountain in the Republic of Korea to be designated as an “Ecosystem Preservation Area” by UNESCO.

With the Hangyeryeong Pass and Misiryeong Pass as borders, the mountain is divided into Outer Seorak in the east, Inner Seorak in the west and South Seorak in the south. Outer Seorak has craggy peaks and tremendous falls, and its features include Cheonbuldong Valley, Ulsanbawi Rock, Gwongeumseong, Geumganggul Cave, Gwimyeonam, Biryong Falls, and Towangseong Falls. Inner Seorak displays its unparalleled beauty in the form of scenic valleys such as Baekdam Valley, Suryeomdong Valley, Gugokdam Valley, Gayadong Valley., Sibiseonnyeotang Valley, Yongajangseong, and water falls such as Daeseung Falls and Ongyeotang in the Jangsudae area.

In Seorak-dong, there are a wide range of accommodations, including deluxe hotels, tourist hotels, condominiums, inns, and lodging at private homes waiting for you to experience.

Another place that visitors can visit here is Seorak Waterpia.

Seorak Waterpia is a 'spa theme park'. It houses not only spa facilities which enable visitors to enjoy both exercise and entertainment., but also a broad range of water sports facilities, including a wave pool, which gives the feeling of being in the ocean, and a running-water pool, which has 70m- and 100m-long water slides.

## 2. Jeju-do



Jeju-do is an island with beautiful natural settings and a unique traditional culture. It is the premier tourist destination in Korea because of its natural beauty and semitropical climate. Scenic beaches, waterfalls, cliffs and caves throughout the island allow visitors numerous ways to enjoy their leisure time here.

Mt. Hallasan, a national park which is comprised of an extinct volcano cone, is especially popular with hikers. There are various hotels and golf courses to further enhance the enjoyment of the island's laid back atmosphere. Jeju Island has also served as a venue for several historical summits.

## 3. Cheonggyecheon Stream



Cheonggyecheon Stream is the new attraction for both Korean and foreign tourists. The history of Cheonggyecheon is quite interesting and impressive to all visitors. Before the 1960s, King Yeongjo (the 21<sup>st</sup> King of the Joseon Dynasty) launched large-scale operations to dredge Cheonggyecheon

Stream. Around 200,000 workers cleared away earth from the stream to create a straight channel.

After the Korean War, the Cheonggyecheon Stream area became a shantytown. The polluted stream and its decimated surroundings were, nevertheless, an area where the less fortunate lived out their lives.

In the 1960s and 70s, the stream was paved over from Gwanggyo Bridge to Ogansugyo Bridge in Dongdaemun as part of efforts to clear the slum and improve sanitary conditions. Burgeoning commercial enterprises and heavily congested streets sparked construction of elevated expressways, which were built on top of the cement-covered roads. As a result, more modern commercial facilities were constructed in the area.

In the 1970s and 80s, with the continued growth, the Cheonggyecheon Stream area gained a reputation as the center of Seoul. As time passed, dust and emissions from traffic on the roads and overpasses polluted the covered stream and corroded the roadway infrastructure, posing a threat to public safety.

In 2005, to make Seoul an environmentally viable city for residents in the 21<sup>st</sup> century, the project to restore Cheonggyecheon Stream began on July 1, 2003. On October 1, 2005, the clear blue waterway was revealed. The restoration of Cheonggyecheon Stream is a remarkable step towards making Seoul a city where nature, culture and history exist in harmony.

Around Cheonggyecheon Stream, there are many interesting places to visit such as Cheonggye Plaza, Gwangtonggyo Bridge and Banchado, Painting of King Jeongjo's royal Procession etc.

**Cheonggye Plaza** is the starting point of Cheonggyecheon Stream. There is a candle fountain illuminated by tri-color lighting, a circular firecracker fountain, and two-tier fountain pumping 65,000 tons of water each day. The bottom of the stream glows with a soft light, creating a calm and serene atmosphere which is hard to forget easily.

**Gwangtonggyo Bridge** was once the biggest bridge in Seoul. Gwangtonggyo Bridge was built in Joseon Dynasty as a major thoroughfare for the royal family and ministers. As part of the Cheonggyecheon Stream project, the bridge was restored and relocated about 150m upstream from its original location.

**Banchado** is the painting of King Jeongjo's royal procession. It is the largest ceramic wall painting in the world. Banchado decorates the left embankment of

Cheonggyecheon Stream between Gwanggyo Bridge and Samilgyo Bridge. The original Banchado was an illustrated report of King Jeongjo's (the 22<sup>nd</sup> king of Joseon) eight-day visit to his parents' tomb. It has been reproduced as a 192-m-long wall painting showing the royal retinue of 1,700 figures and 800 horses. Viewers can see every detail of the formalities, costumes, and styles of the time, and the scale of the royal procession.

For Cultural tourism:

1. Insa-dong
2. Jongmyo Shrine

1. Insa-dong



To experience the traditional culture of Korea while remaining in the heart of the city, visit Insa-dong. With all size of art galleries, traditional craft stores, antique art dealers, Korean paper shops, paper hanger shops, traditional tea houses and restaurants, it is simply the place in Seoul for visitors wanting to

experience traditional Korea. Insa-dong is referred as a place to relish Korean art and craftsmanship.

The area is especially good for antiques like old paintings, ceramics, paper crafts and antique furniture can all be found in abundance at Insa-dong. The 70 or so art galleries in the area also make Insa-dong ideal as a cultural attraction. Insa-dong is designated as vehicle-free on weekends (Saturday from 14.00-22.00, Sundays from 10.00-22.00), and a flea markets set up in the streets with people peddling their antiques, accessories and artwork. Travelers from abroad also gather here with wares from the world over, the flea market items are not just limited to Korean goods.

Adjacent to Insa-dong are Nagwon Arcade (the musical instrument market and rice cake and delicacy shops); Unhyeongung (the residence of the Regent Daewongun

of the late Joseon Dynasty; and Jogyesa Temple (the head temple of Korea's largest Buddhist sect.,Jogyejong).

## 2. Jongmyo Royal Ancestral Shrine



Jongmyo is a shrine where the tablets of kings and queens were preserved and memorial services for deceased kings and queens were performed based on the Confucian practices of the Joseon Dynasty. The king, after building up the nation, constructed the Jongmyo and Sajik to

preserve and perpetuate the royal line and traditions. The Joseon Dynasty designated Seoul as the nation's capital and built Jongmyo and Sajik on the left and right of Gyeongbokgung palace, respectively.

On the 1<sup>st</sup> Sunday of May each year, rituals are conducted according to strict procedures in an austere ambiance. Accompanying music and dance maintain the traditional form of the rites.

For Heritage tourism: 7 World Cultural Heritage by UNESCO

1. Changdeokgung Palace
2. Hwaseong Fortress
3. Seokguram Grotto and Bulguksa Temple
4. Haeinsa Temple's Janggyeong Panjeon
5. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak
6. Gyeongju Historic Areas
7. Dolmen Sites

### 1. Changdeokgung Palace



Changdeokgung was built in 1405 during the early Joseon Dynasty as a villa palace for royalty. It was also used as a main palace where several kings conducted state affairs. The layout of Changdeokgung was designed to be in harmony with the surrounding terrain. Huwon, the back garden of Changdeokgung epitomizes traditional landscaping, with the garden designed not merely for viewing, but as a place where people could go to commune with nature. Changdeokgung was added to the UNESCO's world Heritage Site list in December 1997.

## 2. Hwaseong Fortress

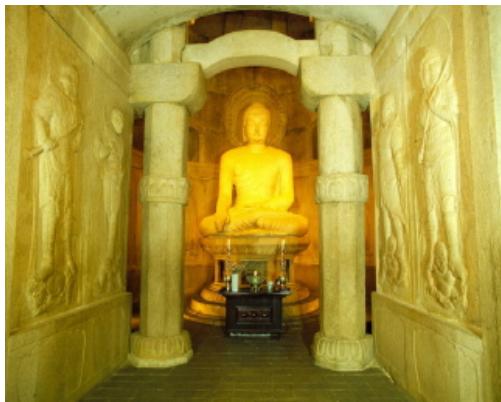


Hwaseong Fortress is considered as the Dream of King. Hwaseong in Suwon is one of the Korea's most notable cultural heritages. It boasts of both historical and architectural significance. Hwaseong represents the most advanced features of fortification available in the 18<sup>th</sup> century in Korea. The UNESCO World Heritage Committee designated Hwaseong as

a World Heritage site in December 1997.

Hwaseong was originally built by King Jeonjo of the Joseon Dynasty to show his devotion to his deceased father. King Jeonjo transferred the grave of his father, Crown Prince Sado, from Yangju to Hwasan in Suwon in order to comfort his wandering spirit. As a newly-enthroned king, Jeongjo felt the need to consolidate his royal authority and decided to construct a new city to strengthen loyalty and cooperation among his supporters. Hwaseong envelops downtown Suwon in a huge ellipse running a total of 5.52km.

### 3. Seokguram Grotto and Bulguksa Temple



Seokguram Grotto is located high on the ridges of Mt. Tohamsan, the construction of Seokguram was begun in 751 and completed in 774 (23 years). Inside an artificial stone grotto created with white granite is a central Buddha figure, flanked by 40 sculptured Buddhist figures but currently 38

figures remain. In the Seokguram Grotto, a corridor connects a rectangular room with the main rotunda. The rotunda's arch ceiling was built using 360 huge granite blocks, an architectural technique unprecedented in the world. It was registered as a UNESCO World Heritage in December 1995, jointly with Bulguksa Temple.



Bulguksa Temple is located in the foothills of Mt. Tohamsan. It was built in the same period with Seokguram Grotto. Bulguksa epitomizes the spirit of Silla's artistry and represents the apex of Korea's Buddhist culture and art. In the terraced courtyard are two great pagodas, one being the Dabotap

and the other being three-storied Seokgatap. In addition, there are two double level stone bridges which are notable and lots of the cultural heritages were found in here.

### 4. Haeinsa Temple's Janggyeong Panjeon



Everyone can study Buddha's teachings at the main hall of Haeinsa which is called Daejeokgwangjeon. Haeinsa Temple in Gyeongsangnam-do houses the depositories of woodblocks of Tripitaka Koreana, a 13<sup>th</sup>

century edition of Buddhist scriptures. The Tripitaka Koreana is the great collection of Buddhist scriptures carved onto wooden plates numbering about 81,258. It is the only building in the world constructed to serve such a purpose, and it is also designed in such a way that the temperature, ventilation and humidity can be controlled by taking advantage of the natural weather conditions. The woodblocks are considered invaluable to the study of Buddhism today. The depository's were registered on the UNESCO World Cultural Heritage List in December 1995.

### 1. Jongmyo Shrine, Jongmyo Jerye and Jongmyo Jeryeak



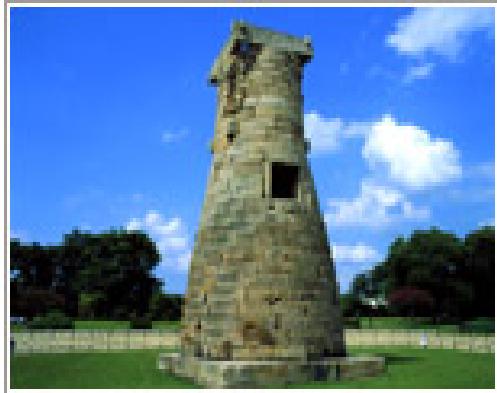
**Jongmyo shrine** is dedicated to the spirits of royal ancestors. The royal family of the Joseon Dynasty paid homage to their forefathers in the time-honored Confucian tradition as Confucianism was the moral backbone of the time. Jongmyo was built in the most classic style of the dynasty with

architectural grace and beauty and used as a place where memorial services are performed for deceased kings. Jongmyo was registered on the UNESCO World Cultural Heritage List in December 1995.

**Jongmyo Jerye** or regular royal ancestral rites were performed on a grand scale in the Main Hall in each of four seasons and in the last month of the year in the Joseon period. Today, the ritual ceremony is conducted on the first Sunday in May each year by the Office of the Jeonju Yi Royal Family.

**Jongmyo Jeryeak** is the royal ancestral ritual music. It has been recognized and selected by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity.

## 6. Gyeongju Historic Areas



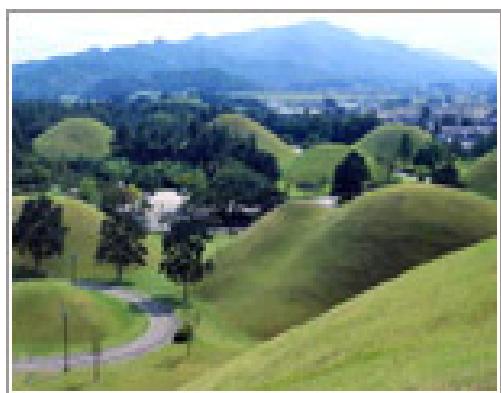
The entire city of Gyeongju, the capital of Silla (57BC-935 AD) is a living history museum containing the remnants of the Silla Kingdom as well as relics pertaining to Buddhism, the national religion at the time. Gyeongju City and its surroundings have inherited traces of the glory that flowered and withered in the ancient Silla Kingdom. And excavations continue to

reveal the buried secrets of this ancient city. The Gyeongju Historic Areas were registered on the UNESCO World Cultural Heritage List in December 2000. There are five major components or regions (belts) as follows.

- Mt. Namsan Belt: a repository of Buddhist art
- Wolseong Belt: the ruined palace site of Silla
- Hwangnyongsa Belt: two ruined temples
- Tumuli Park Belt: various sizes of tombs for royal family and the nobility
- Sanseong Belt

Fifty-two historical sites and artifacts are located within the UNESCO-designated area.

## 7. Dolmen Sites



Dolmens which are large burial monuments from ancient times, have been found across Northeast Asia but the highest concentration of this unique burial form has been found in Korea. Of the many dolmen sites in existence, the sites in Gochang, Hwasun and Ganghwa have been honored with designations as UNESCO World

Cultural Heritage sites. The Gochang Dolmen Site is located in the center of Maesan village in Gochang, Jeollabukdo Province. On a land area of 1,764 m, there are about

442 individual dolmens. The dolmen site in Hwasun, Jeollanam-do Province, was discovered relatively recently and contains dolmens preserved in superior condition.

For Shopping tourism:

1. Dongdaemun Market
2. Namdaemun Market
3. Itaewon

### 1. Dongdaemun Market



**Dongdaemun Market** is the busiest shopping area in Seoul. Traditional open-air stands alongside modern shopping malls. You can find almost everything you need at Dongdaemun Market. The market is full of shoppers year round and is open all night long, enabling people to enjoy both shopping and

other cultural activities at any time of the day or night. The biggest items are fabrics, clothing, leather goods, women's and children's costumes, bedding, house wares, footwear, and sporting goods. The Dongdaemun Gate (East Gate or Heunginjimun) area has become famous for selling clothing similar to what can be found in department stores at reasonable prices.

Modern shopping malls such as Migliore, Doosan Tower, hello apM, Blue Gate and Designer Club attract many young people.

### 2. Namdaemun Market



Namdaemun Market is the largest and most prominent conventional open market in Seoul. It is widely acknowledged as one of the Seoul's best tourist attractions. Unlike the other marketplaces, Namdaemun Market is more vibrant and bustling at night

than during the day. Clothing malls take up the biggest share of the market. Besides clothing, visitors can shop at large specialized areas for items such as fashion accessories, kitchenware, flowers, embroideries, and handbags. Traditional oriental foods and medicine, such as ginseng are also popular items here. The Namdaemun Gate (South Gate or Sungnyemun) is just a few minute from Namdaemun Market. It is close to the downtown area and deluxe hotels. The market's history traces back to the Joseon Dynasty and since then has become the main transactional place of daily products between urban and rural areas of Korea. Here is also the Korea's wholesale center and virtually anything you want can be found here: clothing, shoes, house wares, foodstuffs, flowers, tools, wigs, glasses, accessories of every kind, gift items, sporting, goods, construction materials, electric appliances, furniture, etc.

### 3. Itaewon



**Itaewon** is a major shopping district which is located in the Yongsan area and caters to the tastes of foreign shoppers. It is crowded with around 2,000 shops of all kinds, which sell shoes, clothes, bags and many other items as well as jazz bars, nightclubs and ethnic restaurants. There are wide range

of accommodations, restaurants, entertainments, hotels and health clinics. Here is popular with both foreign residents and tourists. Though it boasts many ethnic restaurants, Itaewon is the best place for those who wish to try delicacies from countries around the world. Restaurants serving traditional German, Italian, Indian, Pakistani, Swiss and Thai foods are concentrated in Itaewon. This concentration of such a diverse range of ethnic restaurants is rare in Korea. Visitors to Itaewon can also enjoy tasty and traditional Korean, Chinese and Japanese foods.

Itaewon comes alive at night when the lights go out in the business districts. Roadside stalls shift to hundreds of carts serving drinks and snacks. With many karaoke and fancy disco clubs, Itaewon is ablaze with activity throughout the night.

Appendix D: Questionnaire for Focus Group Meeting (Format)

Questionnaire for Focus Group Meeting (Format)



No.....

Focus Group Meeting  
For  
Academic Research sponsored by Thailand Research Fund

ASEAN Image Positioning: The Case Study of Republic of Korea

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**Clarification:** After the formalization of ASEAN cooperation in tourism in 1976, tourism in this region has developed rapidly since 1980. The member countries of the Association of Southeast Asian Countries (ASEAN) have well recognized the importance of tourism as an activity for the movement of goods and people, trade and business investment, human resource development and the raising of living standards.

ASEAN is actively cooperating with other countries and organizations in promoting tourism, particularly with China, Japan, Korea and India. A well coordinated and effective mechanism of information exchange through ASEAN Plus Three Communication Team for tourism is being enhanced in order to effectively deal with any possible contingencies in the future.

This focus group meeting is designed for academic research. The aim is to study and investigate the current situation of tourism development of Republic of Korea towards the SWOT analysis. The information from the meeting will be used as primary data in proposing the image position for Republic of Korea. The results of study from this research will be used to create the data bank in tourism among the ASEAN countries.

The contributions provided by respondents in this meeting will have absolutely no negative impact on these individuals. Your assistance is critical to the advancement of the study and the researcher is extremely grateful for your assistance.

**Definitions of terms:**

**Destination image** is a distinctive message of mental impression or perceptions of a place, a product and experience with the destination. This is often a mixture of formation elements including attractions, scenery, hosts, cuisine, culture, peace, security and access.

**Image positioning** is what people think about or a perceptual position of any destination in people's minds. Image positioning depends on an understanding and attitude towards the destination. It can describe the market situation and set a destination differently apart from its competitors.

(Asst. Prof. Jiraporn Janjula)

Researcher

## ASEAN Image Positioning: The Case Study of Republic of Korea

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### Part 1: Opinions of SWOT analysis of the tourism in Republic of Korea

1. Do you agree with the following proposed SWOT analysis of the tourism in Korea?

(Please mark ( / ) one box only).

(   ) No

(   ) Yes

#### Strengths and Weaknesses of Tourism in Korea

Korea is a country gifted with many splendid natural attractions. It is geographically positioned at the crossroads of Pacific Rim development. It is a nation of economic miracles. Recently Korea is referred as one of the top five tourism country in Asia due to its advantage internal environment, even though it comprises both strengths and weaknesses as follows.

##### 1. Strengths

###### 1) Physical geography

Korea has tremendous raw materials with the favorable geographic conditions and climate. Its beautiful nature and scenery are truly attractive. The four distinct seasons give many advantages to Korea which can attract tourists to visit nearly all over the year. Good climate is one of the factors that made Korea interesting. Moreover Korea is located on Korean peninsular which is connected by air to every major capital in the world. Various airlines and low cost charter flight help Korea to offer low cost tourism products and services. In addition, tourists can go to Korea by ferry as

well. There are various steamship lines providing passenger service to Korea. With these transportations, it's very convenient to travel to Korea. Moreover the environment and nature in Korea is still in good condition and diverse.

## **2) Tourism facilities and resources availability**

Due to good and convenient access to Korea, foreign tourists can visit Korea in low cost travel. This low cost of tourism products and services help much attract visitors from other countries. This made Korea get much advantage. The government has paid sincere attention in promoting tourism and put into the national policy. With the government support, Korea tourism industry can develop steadily. The growth of economy also helps the country to invest and develop new niche tourism products and services continually.

## **3) Human and cultural aspects**

The unique cultural and historical heritage help Korea has much to offer international tourists. Throughout the country there are numerous ancient temples and shrines, royal palaces, sculptures, pagodas, archaeological sites, fortresses, folk villages and museums. Korea is rich in folks, cultures and history due to its history of over 5,000 years. Moreover Korean cuisine is well known all over the world, especially Kimchi and Bulgogi. In addition, Koreans are very friendly and pleased to help and host foreign tourists. Nowadays, most of young generations are learning English and other foreign languages and lots of them are good at English.

## **4) Potential benefits**

Tourism industry can help the growth and development of economy by generating foreign exchange and alleviating balance of payments problems. It helps diversifying economy and providing employment opportunities and reducing of income gap between the rich and the poor. The Tourism industry comprises of numerous sub-industries. Local product, transportation, accommodation, food and beverage, amusement, recreation and services, all form the backbone of what is collectively referred to as the Tourism industry. This is the key industry which increase governmental revenues and be able to promote a better image of the country by leading to more foreign investment and exports.

## **2. Weaknesses**

### **1) Physical geography**

Korea also got the same problem of environment degradation in some areas like big cities and tourism places as the other tourism countries. Due to Korea is located on the peninsula so Korea has experienced “yellow sand/dust” carried by wind from the deserts in northern China every year and face the unsatisfied climate occasionally.

### **2) Tourism facilities and resources availability**

Korea is also a developing country and has just begun focusing on the tourism industry so the standard of tourism-related services still not meet customers' expectations. Korea is still faced with many problems like the lack of sufficient accommodation, the lack of trained human capitals and the poor infrastructure and

hygienic sanitation. For example, the insufficiency of English may make foreign tourists uncomfortable and inconvenient, especially in the countryside. Transportation networks are inadequate and traffic jam is still a serious problem in big cities like Seoul. Even though Korea has a lot of ancient cultural places such as palaces and temples, some of them were burnt and destroyed while Korea was occupied by invaders and in the wars. Therefore the government has to invest big amount of money for redecoration, rebuilt and promotion.

### 3) Negative aspects

Korea is also faced with the problems of destruction or degradation of geographical areas through overcrowding and overdevelopment leading to the resource depletion, pollution etc, especially in the main cities and major tourist places. The frequency of demonstrations by students and workers still show the unstable politic, disruption of traditional societies and unsatisfied economy.

### Opportunities and Threats of Tourism in Korea

The 21<sup>st</sup> century is regarded as the era of the information society. Nations around the world are focusing their efforts on enhancing the information capabilities on a national scale. E-commerce is a new mean using in the field of tourism and also the network of information. Now everyone can collect tourist information and obtain tourism services whenever and wherever you wish. Korea has adopted a strategy to become one of the most popular tourist countries in Asia and tried hard to boost the competitiveness of the tourism industry despite Korea has faced some negative factors

such as terrorism, war and diseases etc. The external environment of Korea has offered both opportunities and threats as follows.

### 1. Opportunities

1) Globalization and development of information and aviation technology make communication more convenient and accelerate the exchange of knowledge and culture. The achievement of Hallyu (Korean Wave) is well recognized as a main motivation which attracts a lot of foreign tourists. Fortunately Korea has the competitive environment like this.

2) Modern technology and active network both in domestic and abroad help much the tourism marketing and tourism promoting of Korea. Korea is also referred as one of the modern technology countries in Asia and its technology industry environment help the country develop other industries both direct and indirectly.

3) New niche tourism products and services have become increasingly popular in Korea. These include cultural tourism to experience the ways of life of Korean people, health and spa tourism, sport activities and adventure tourism. These tourism products and services of Korea are well suited to global trends. The prosperous of socio-cultural environment in Korea has much supported to create new niche tourism products and services.

4) Due to the continual growth of economy in Korea, many foreign investors are very interested in the investment of new tourism related industries like casino, accommodation, amusement and tourism products etc. These investments

increase market trends and higher demand of customers. Furthermore these will raise the standards of living in the country and give revolution of transportation as well.

5) Visitors' way of life has changed. Visitors can be categorized into two major groups including time-poor but cash-rich (working people) and time-rich but cash-poor (retirees). They are new potential customer groups. However, both groups spend their time carefully in search of new experiences at value-for-money prices. They also believe in the ethics and values of travel and tourism. Local products and services can meet the needs of both categories of visitors. Furthermore this can boost tourism-related investment very well. Korea can expand product lines to meet broader range of customer needs.

6) Korea has various tourism courses which are competitive and capable to satisfy the need of various tourists from around the world.

- **Eco-tourism:** Korea is a very mountainous country and prosperous with the beautiful sceneries (valleys, mountains, rivers and beaches), unique culture and historical heritage. Korea has much to offer international tourists like mountains, national parks, waterfalls, rivers, islands and lakes etc.

- **Cultural-tourism:** Korea has a very unique culture and ways of life which attract foreign tourists to experience. There are a lot of temples around the country. Furthermore Korea has many museums, folk villages, cuisine institutes, historical islands and recently movie & drama filming locations are introduced as new cultural tourism places which are popular throughout Asia.

- **Sport/adventure tourism:** Korea has distinct four seasons which offer various sports and adventure to tourists. Tourists can experience various kinds of sports. Korea has many ski resorts, ice-skating rinks, golf courses, hunting shooting ranges, sledding, horse racing horseback riding, tradition games, extreme sports and kayaking etc.

## 2. Threats

1) Korea faces strong and high competition among tourism industries.

Now it's the era of an information society and everyone can search and compare information directly and easily. Korea has to approach towards tourism differently in order to catch the attention from tourists.

2) Visitors are increasingly concerned about safety and security. Once unrest or bomb occurred in the country, other countries in the same region may consequently be affected. The incident in North Korea is included as well. For example, the September 11<sup>th</sup> terrorist attacks, the war in Iraq and SARS are all made lots of difficulties to Korea tourism industry. The revenues from tourism industry decreased obviously and unexpectedly. Even though the government has been aggressively promoting that Korea is safe from SARS, especially compared with other Asian countries.

Problems related to diseases and hygiene are concerned seriously by tourists such as bird flu and mad cow disease etc which made Korea be affected unavoidable.

3) The change in the ways of life limit the time available for visitors to travel (more time poor-cash rich) and encourage more short-haul trips rather than long-haul trips.

4) Korea has limited visa-free countries and strict immigrations and customs procedures which take time to process. Korea faces the problem of illegal working in the country so they have to screen those away from general tourists. Practically this may make general tourists unsatisfied and upset.

5) New entry of potential foreign competitors which offer lower costs and more competitive advantage is also one the difficulties that Korea has to deal with.

6) The other negative factor which effects Korea tourism industry directly is the global economic crisis and war. When the economic slump or war occurred in Korea's target country, the number of tourists from that country would fall down obviously.

**Recommendations:**

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## Part 2: Opinions of tourism destination marketing

1. What is the existing promotional theme of Korea tourism products?

( <input type="checkbox"/> ) Cultural tourism	( <input type="checkbox"/> ) Nature-based tourism
( <input type="checkbox"/> ) Cultural and heritage tourism	( <input type="checkbox"/> ) Historic-cultural tourism
( <input type="checkbox"/> ) Beach resort tourism	( <input type="checkbox"/> ) Natural and cultural tourism
( <input type="checkbox"/> ) Historical tourism	( <input type="checkbox"/> ) Eco-tourism
( <input type="checkbox"/> ) Health tourism	( <input type="checkbox"/> ) Soft adventure tourism
( <input type="checkbox"/> ) Sport and recreational tourism	( <input type="checkbox"/> ) Shopping tourism
( <input type="checkbox"/> ) Others (Please specify) ..... ..... ..... .....	

2. Please rate 1,2,3,4 or 5 for each following aspect. (5 = strongly agree, 4 = agree, 3 = a neutral midpoint, 2 = disagree, 1 = strongly disagree).

Assessed Level					
Aspects	5	4	3	2	1
<p>2.1. Tourist activity which significantly influences tourists to visit Korea</p> <ul style="list-style-type: none"> <li>- Cultural tourism</li> <li>- Cultural and heritage tourism</li> <li>- Natural and cultural tourism</li> <li>- Historic-cultural tourism</li> <li>- Historical tourism</li> <li>- Nature-based tourism</li> <li>- Eco-tourism</li> <li>- Beach resort tourism</li> <li>- Soft adventure tourism</li> <li>- Health tourism</li> <li>- Shopping tourism</li> <li>- Sport and recreational tourism</li> <li>- Others (Please specify).....</li> </ul>					

<p><b>2.2. Factors mainly attract tourists to visit Korea</b></p> <ul style="list-style-type: none"> <li>- Beauty of natural attractions</li> <li>- Historical and archeological sites</li> <li>- Art, architecture and culture</li> <li>- History of politics and regime</li> <li>- Entertainment centers</li> <li>- Variety of activities related to nature-based tourism, eco-tourism and adventure travel</li> <li>- Shopping centers and souvenir shops</li> <li>-Entertainment related issues: drama, movie, concert etc.</li> <li>-High technology and modern life style</li> </ul>					
<p><b>2.3. Elements could be used as a symbol for promoting tourism in Korea</b></p> <ul style="list-style-type: none"> <li>- Beauty of nature</li> <li>- Fertileness of ecological system</li> <li>- Ways of life</li> <li>- Cultural and heritage prosperity</li> <li>- Long trace of history</li> <li>- Works of art</li> <li>- movie &amp; drama filming locations</li> </ul>					

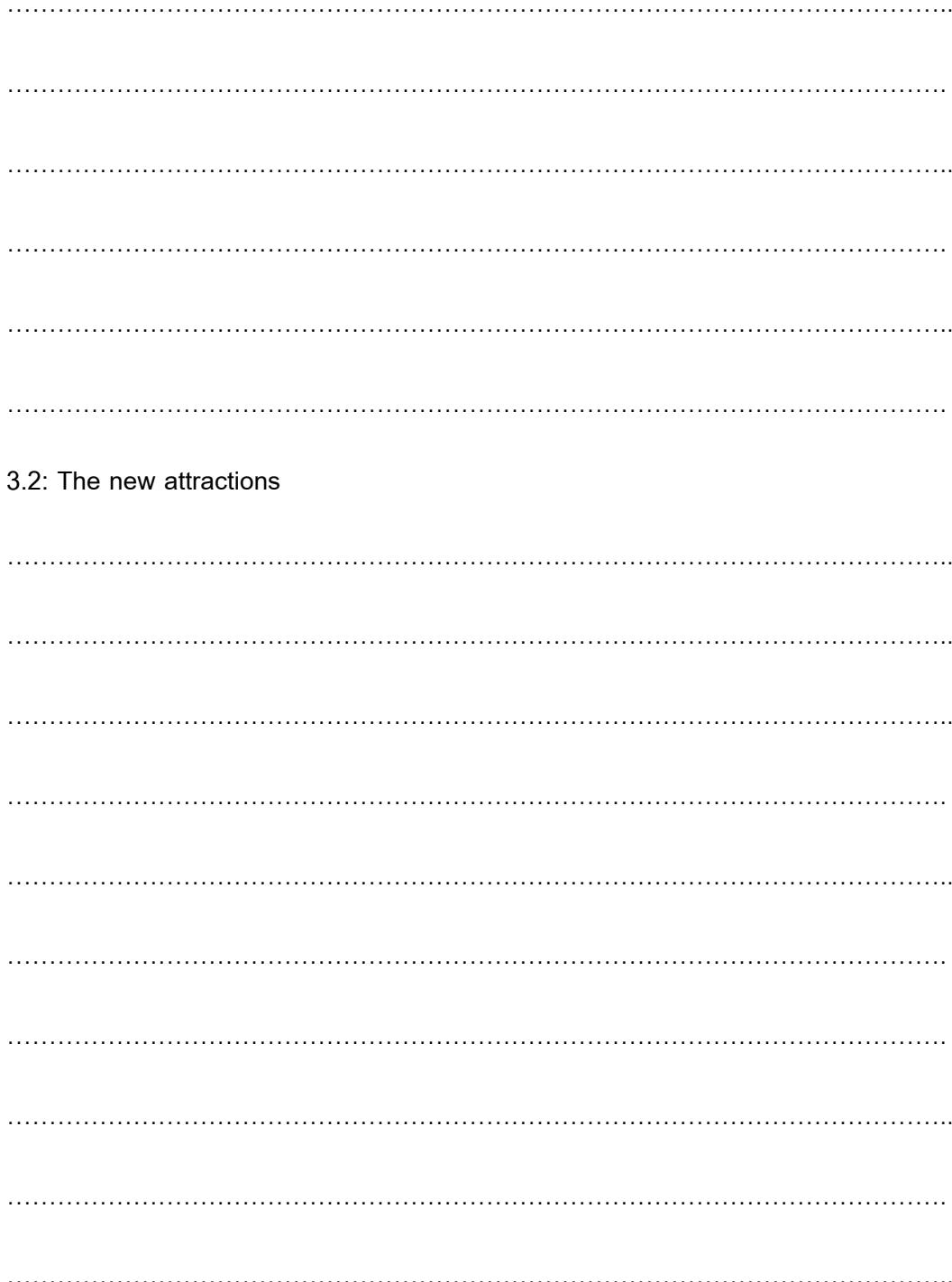
<p>2.4. The most appropriate promotional theme of tourism products in Korea</p> <p>-Cultural tourism</p> <p>-Cultural and heritage tourism</p> <p>- Natural and cultural tourism</p> <p>-Historic-cultural tourism</p> <p>-Historical tourism</p> <p>-Ethno-tourism</p> <p>-Nature-based tourism</p> <p>-Beach resort tourism</p> <p>-Eco-tourism</p> <p>-Soft adventure tourism</p> <p>-Health tourism</p> <p>-Shopping tourism</p> <p>-Sport and recreational tourism</p>					
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3. In regard with the recommended promotional theme in Question 2.4, what attractions do they have potential in being developed for tourism to serve up such theme?

### 3.1: The presented attractions

.....

.....



### 3.2: The new attractions



THANK YOU VERY MUCH

대단히 감사합니다.

Appendix E: Minute of the Focus Group Meeting (Format)

## MINUTE OF THE FOCUS GROUP MEETING (Format)



**MINUTE OF THE FOCUS GROUP MEETING  
ON  
The ASEAN Image Positioning: The Case of Republic of Korea  
4 December 2006  
Seoul, Republic of Korea**

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1. The Focus Group Meeting on the research project “The ASEAN Image Positioning: The Case of Republic of Korea” was held in Seoul, Republic of Korea on 4 December 2006.
2. The researcher, Asst. Prof. Jiraporn Janjula informed the participants the background of the Project, the objectives and scope of discussion.
3. The participants discussed the following issues:
  - The SWOT analysis of tourism development in Republic of Korea
  - The Image Positioning of Korea including the promotional themes of tourism products as well as the recommended attractions and destinations
4. The participants agreed upon the SWOT analysis of the current operations of tourism development in Republic of Korea and the Image Positioning of Republic of Korea including the following promotional themes of tourism products as well as the recommended attractions and destinations.
  - 4.1. **The promotional theme:** Nature, Culture, Heritage and Shopping
  - 4.2. Recommended attractions:
    2. Nature : Chejudo, Seoraksan
    3. Culture : Insadong, Jongmyo Royal Ancestral Shrine
    4. Heritage : 8 UNESCO World Cultural Heritages
    5. Shopping : Dongdaemun, Namdaemun, Itaewon

Name .....  
( )

Position.....

Appendix F: MINUTE OF THE FOCUS GROUP MEETING

## MINUTE OF THE FOCUS GROUP MEETING

1. Mr. Kim Jean Sei  
 Director  
 Asia & Oceania Team  
 Korea Tourism Organization, Seoul, Korea



**MINUTE OF THE FOCUS GROUP MEETING  
 ON  
 The ASEAN Image Positioning: The Case of Republic of Korea  
 4 December 2006  
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  - The Image Positioning of Korea including the promotional themes of tourism products as well as the recommended attractions and destinations
4. The participants agreed upon the SWOT analysis of the current operations of tourism development in Republic of Korea and the Image Positioning of Republic of Korea including the following promotional themes of tourism products as well as the recommended attractions and destinations.

4.1. Primary promotional theme: Culture, Heritage, Nature, Shopping

4.2. Recommended attractions:

Seoul, Cheju-Do, Dong dae-mun, Nam dae-mun, Itaewon, Seorak-san, Kumkang-san  
 Insadong

4.3. Secondary promotional theme: .....

4.4. Recommended attractions:

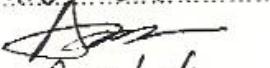
Name Kim Jean Sei  
 ( *Kimjeante* )  
 Position Director of Asia & Oceania Team  
 Korea Nat'l Tourism Organization

2. Mr. Sun Shuei Tai  
 President  
 Best Tour Seo Tai Travel Service Co., Ltd.  
 Committee Member, KATA  
 Seoul, Korea



**MINUTE OF THE FOCUS GROUP MEETING  
 ON  
 The ASEAN Image Positioning: The Case of Republic of Korea  
 4 December 2006  
 Seoul, Republic of Korea**

1. The Focus Group Meeting on the research project "The ASEAN Image Positioning: The Case of Republic of Korea" was held in Seoul, Republic of Korea on 4 December 2006.
2. The researcher, Asst. Prof. Jiraporn Janjula informed the participants the background of the Project, the objectives and scope of discussion.
3. The participants discussed the following issues:
  - The SWOT analysis of tourism development in Republic of Korea
  - The Image Positioning of Korea including the promotional themes of tourism products as well as the recommended attractions and destinations
4. The participants agreed upon the SWOT analysis of the current operations of tourism development in Republic of Korea and the Image Positioning of Republic of Korea including the following promotional themes of tourism products as well as the recommended attractions and destinations.
  - 4.1. **The promotional theme:** Nature, Culture, Heritage and Shopping
  - 4.2. Recommended attractions:
    1. Nature : Chejudo, Seoraksan
    2. Culture : Insadong, Jongmyo Royal Ancestral Shrine
    3. Heritage : 8 UNESCO World Cultural Heritages
    4. Shopping : Dongdaemun, Namdaemun, Itaewon

Name SUN SHUEI TAI  
 (  )  
 Position President

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 代 表 印



3. Mr. Phaiboon Petasen  
 Executive Director  
 World Planet International Co., Ltd.  
 Bangkok, Thailand



**MINUTE OF THE FOCUS GROUP MEETING  
 ON  
 The ASEAN Image Positioning: The Case of Republic of Korea  
 25 November 2006**

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**4.1. The promotional theme: Nature, Culture, Heritage and Shopping**

**4.2. Recommended attractions:**

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2. Culture : Insadong, Jongmyo Royal Ancestral Shrine
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4. Shopping : Dongdaemun, Namdaemun, Itaewon

*Phaiboon Petasen*  
 ( Mr. Phaiboon Petasen )

Executive Director  
 World Planet International Co., Ltd.

4. Ms. Suwanee Sakkumjorn  
 Charm Tour Co., Ltd.  
 Managing Director  
 Committee Member , ATTA  
 Thailand



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4. Shopping : Dongdaemun, Namdaemun, Itaewon

.....  
 ( Ms. Suwanee Sakkumjorn )

Managing Director  
 Charm Tour Co., Ltd.

5. Ms. Uraiwan Cholakate  
 Managing Director  
 Woo Sung Co., Ltd.  
 Thailand



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4. Shopping : Dongdaemun, Namdaemun, Itaewon

Uraiwan C.  
 ( Ms. Uraiwan Cholakate )

Managing Director  
 Woo Sung Co., Ltd.

6. Mr. Chang Jung Hwan

Tae Ho Tour Co., Ltd.

Director

Thailand



**MINUTE OF THE FOCUS GROUP MEETING  
ON**

**The ASEAN Image Positioning: The Case of Republic of Korea  
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4. Shopping : Dongdaemun, Namdaemun, Itaewon

장정환

( Mr. Chang Jung Hwan )

Director  
Tae Ho Tour Co., Ltd.

Appendix G: Photos at Republic of Korea, 2006

## Photos at Republic of Korea, 2006



Photo 1: Dr. Therdchai and Director Kim, KNTO



Photo 2: Dr. Therdchai and Mr. Sun, President of Best Tour Service Co.



Photo 3: The campaign of Korea Tourism Organization



Photo 4: The Director Kim, Asia & Oceania Team, KNTO



Photo 5: Dr. Therdchai and Director Kim, KNTO



Photo 6: Dr. Therdchai and Director Kim, KNTO



Photo 7: Korea's local guides

Appendix H: Photos at Conference at UN, September 26, 2006

## Photos at Conference at UN, September 26, 2006





### Appendix I: Letter of Approval



ที่ กก 0401/1224

กระทรวงการท่องเที่ยวและกีฬา  
ถนนพระราม 1 ปทุมวัน กรุงเทพฯ 10330

๑๘ มิถุนายน ๒๕๕๒

เรื่อง ASEAN Tourism Image Positioning

เรียน ผู้อำนวยการสถาบันวิจัยเพื่อพัฒนาการท่องเที่ยวไทย

ถังสือ หนังสือสถาบันวิจัยเพื่อพัฒนาการท่องเที่ยวไทย ที่ 174/2552 ลงวันที่ 8 มิถุนายน ๒๕๕๒

ตามหนังสือที่ถังสือ สถาบันวิจัยเพื่อพัฒนาการท่องเที่ยวไทยแจ้งว่าสถาบันฯ ได้ดำเนินการให้นักวิจัยปรับแก้รายงาน ASEAN Tourism Image Positioning กรณีของประเทศไทย ตามข้อเสนอแนะของการท่องเที่ยวแห่งประเทศไทยเรียบร้อยแล้ว ซึ่งการท่องเที่ยวแห่งประเทศไทยได้มีหนังสือที่ กก ๕๒๐๑/๑๙๔๗ ลงวันที่ ๒๑ พฤษภาคม ๒๕๕๒ ยืนยันการแก้ไขปรับปรุงแล้ว สถาบันฯ จึงขอให้กระทรวงการท่องเที่ยวและกีฬารับรองรายงาน ASEAN Tourism Image Positioning เพื่อสถาบันฯ ดำเนินการจัดพิมพ์เผยแพร่ต่อไป ความแจ้งแล้วนี้

กระทรวงการท่องเที่ยวและกีฬาพิจารณาแล้วเห็นว่า ประเทศไทยมีอาชีวกรรมมีได้มีชื่อเสียงต่อรายงานดังกล่าวในส่วนของประเทศตน สำหรับกรณีของประเทศไทย ทางการท่องเที่ยวแห่งประเทศไทยก็ได้ยืนยันการแก้ไขปรับปรุงรายงานดังกล่าวแล้ว จึงเห็นสมควรที่ทางสถาบันฯ สามารถดำเนินการจัดพิมพ์เผยแพร่ต่อไปได้

จึงเรียนมาเพื่อโปรดทราบ

## Appendix J: Researcher's Curriculum Vitae

### **CURRICULUM VITAE**

**Name** Jiraporn Janjula

**Position** Assistant Professor

**Sex** Female

**Nationality** Thai

**Date of Birth** 07 November 1969

**Place of Birth** Songkhla, Thailand  
**Home Address** 218/1 Moo 3, T. Kohong, A. Hatyai, Songkhla 90112  
Mobile phone (66)0-81-5423873  
E-mail: [jiraporn.ch@psu.ac.th](mailto:jiraporn.ch@psu.ac.th)  
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**Office Address** Dept. of Languages and Linguistics  
Faculty of Liberal Arts  
Prince of Songkla University  
Songkhla, Thailand 90112  
Telephone (66)-074-286789  
Fax. (66)074-286762

#### Education

Degree	Institute	Accomplished Year
M.Ed.	Seoul National University (Korean Language Education)	1994
B.A. (English) 2 <sup>nd</sup> honor	Prince of Songkla University	1990

## Works

- Head, Korean Section, Department of Eastern Languages, Faculty of Humanities and Social Sciences, Prince of Songkla University. 1997-2000, 2003-present
- Vice head, Department of Eastern Languages, Faculty of Humanities and Social Sciences, Prince of Songkla University. 1997-1998.
- Asst. Prof. in Korean Language, Korean Section, Department of Eastern Languages, Faculty of Humanities and Social Sciences, Prince of Songkla University. 2000-present
- Lecturer, Korean Section, Department of Eastern Languages, Faculty of Humanities and Social Sciences, Prince of Songkla University. 1994-2006
- Lecturer, Department of Languages and Linguistics, Faculty of Liberal Arts, Prince of Songkla University. 2006-present

## Committees

- Editor, Journal of Eastern Languages Department: Buraphasan, Department of Eastern Languages, Faculty of Humanities and Social Sciences, Prince of Songkla University, 1998-2006.
- Committee member, Academic Affair, Faculty of Humanities and Social Sciences, Prince of Songkla University, 2000-2006.

- Head, Committee member, curriculum of B.A. Program, Korean Section, Faculty of Humanities and Social Sciences, Prince of Songkla University, 2002-2006.
- Committee member, Standard Foreign Languages Test for Guides, Thai Tourism Authority, 2002-2003.
- Committee member, Faculty's Fund, Faculty of Humanities and Social Sciences, Prince of Songkla University, 2003-2006.
- Committee member, Assistant Professor Position, Faculty of Humanities and Social Sciences, Prince of Songkla University, 2003-2006.

### Researches

Janjula Jiraporn. 1993. **Comparative Studies of the National Languages Curriculum in the Secondary School Level between Korea and Thailand.** M.Ed. thesis. Seoul National University.

Janjula Jiraporn. 2006. **ASEAN Image Positioning: The Case Study of Republic of Korea.** The Thailand Research Fund.

### Publications

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Janjula Jiraporn(Translator). 2004. **My Cat in the Rooftop House 1.** Siam Inter

Multimedia Public.

Janjula Jiraporn(Translator). 2004. **My Cat in the Rooftop House 2.** Siam Inter

Multimedia Public.

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Multimedia Public.

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**Korean Education 3.** The International Association for Korean Language

Education (IAKLE).p. 263-274.

Janjula Jiraporn. 2006. **Graphic Animation CD: Korean I.** Kongvuthkunakorn

Publishing.

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Multimedia Public.

Janjula Jiraporn(Translator). 2006. **Listening Textbook.** The National Academy

of The Korean Language.

Janjula Jiraporn(Translator). 2007. **Arin's Story 5.** Siam Inter Multimedia Public.

## Papers

Janjula Jiraporn. 2003. **Study of Korean Literature in Thailand.** In: Proceedings of

IAKLE The 13<sup>th</sup> International Conference on Korean Language Education: *The Curriculum and Syllabus of Korean Language as a Foreign Language*. pp. 335-343. August 9-10, 2003, Seoul, Korea.

Janjula Jiraporn. 2005. **Korean Education in Thailand and Some Remarks**. In Proceedings of IAKLF The 3<sup>rd</sup> Workshop for Korean Language Educators in South-East/South-West Asian Countries: *Towards the Korean Education Policy in Asia*. October 7-8, 2005, Seoul, Korea. Hosted by the International Korean Language Foundation. pp. 123-137.

Janjula Jiraporn. 2005. **Study of Korean Education in Thailand**. In Proceedings of The International Conference of Korean Language Education: *Groping Development of Korean Education in Asia via Korea's Universities' Link*. November 4-5, 2005, Daejon, Korea. Hosted by Paichai University. pp.31-50.

Janjula Jiraporn. 2006. **Characteristics of Korean Education in South Asia and Korean Proficiency Test** In Proceedings of The International Conference: *Korean Education in South Asia: Problems and Solutions*. February 23-26, 2006, Chonburi, Thailand,.Hosted by Association of Korean Studies in Thailand. pp. 41-51.

Janjula Jiraporn. 2008. **The Present State and Tasks of Korean Language**

**Education for Specific Purposes.** In Proceedings of IAKLF The 18th International Academic Conference. August 7-8, 2008, Seoul, Korea. Hosted by the International Association for Korean Language Education. pp. 439-446.

#### Workshop Attended

- Korean Laboratory Training Program. Korea International Cooperation Agency(KOICA), Korea. 21 April-5 May 1997.
- Korean Studies Workshop in Southeast Asia: Cooperation and Development in Research and Education. Burapha University, Thailand. 1-2 July 2002.
- Present and Future of Korean Language Education in East Asian Countries: Korean Languages Teachers Workshop of South East Asian Countries. The International Association for Korean Language Education (IAKLE), University of Social Sciences and Humanities-Ho Chi Minh City (USSH), Vietnam. 13-15 December 2002.
- The Curriculum and Syllabus of Korean as a Foreign Language. The International Association for Korean Language Education (IAKLE). Seoul National University. Korea 9-10 August 2003.
- The 2004 Training Program for Korean Language Educators of Universities in Southeast-Southwest Asia. Korea Foundation and IAKLE, Ewha Womans University, Korea. 9-20 February 2004.

- Korean Education Seminar. Korean Cultural Center and Association of Korean Studies, Korean Cultural Center, Thailand. 9 November 2004.
- Korean Education Seminar for Korean Lecturers: Association of Korean Studies. Burapha University, Thailand. 18-21 May 2005.