


FACTORS AFFECTING DEMAND FOR TRAVEL TO KOREA :  
A CASE STUDY OF THAI TOURISTS TO KOREA



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ปัจจัยที่มีผลต่อความต้องการเดินทางไปท่องเที่ยวเกาหลี:  
กรณีศึกษานักท่องเที่ยวไทยที่ไปท่องเที่ยวเกาหลี



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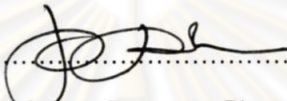
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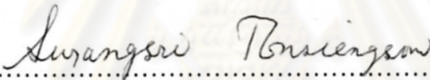
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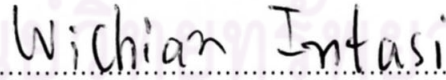
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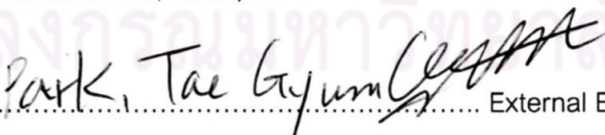
  
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ปัจจุบันมีนักท่องเที่ยวชาวไทยเดินทางไปท่องเที่ยวเกาหลีเพิ่มขึ้นจากอดีตเป็นอย่างมาก การวิจัยนี้จึงต้องการศึกษาปัจจัยที่มีผลต่อความต้องการไปท่องเที่ยวเกาหลีเพื่อค้นหาปัจจัยที่มีผลต่อการตัดสินใจเดินทางไปท่องเที่ยวเกาหลีของนักท่องเที่ยวไทยและกระแสเกาหลีมีผลต่อการตัดสินใจไปท่องเที่ยวเกาหลีหรือไม่อย่างไร

ขอบเขตของการวิจัยจำกัดเฉพาะนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวเกาหลีกับบริษัททัวร์ เครื่องมือที่ใช้ในการรวบรวมข้อมูลคือแบบสอบถาม ซึ่งรวบรวมข้อมูลจากผู้ตอบจำนวน 323 ชุด ณ สนามบินสุวรรณภูมิ โดยใช้วิธีการหยุดถอยในการวิเคราะห์ข้อมูล

ผลการศึกษาพบว่า ปัจจัยที่มีผลต่อความต้องการไปท่องเที่ยวเกาหลีคือปัจจัยด้านการรับกระแสเกาหลี มีส่วนสำคัญในการส่งเสริมให้คนไทยอยากกลับไปท่องเที่ยวเกาหลี และการรับวัฒนธรรมเกาหลีเป็นระยะเวลาอันยาวนานเป็นอีกปัจจัยที่ทำให้เกิดการกลับไปท่องเที่ยวเกาหลีเช่นกัน นอกจากนี้ผู้ที่รับวัฒนธรรมเกาหลีในรูปแบบการใช้เครื่องสำอางยี่ห้อของเกาหลีหรือเรียนภาษาเกาหลีมีแนวโน้มที่จะกลับไปท่องเที่ยวเกาหลีมากกว่ากลุ่มอื่น อย่างไรก็ตามละครเกาหลีก็มีส่วนในการสร้างภาพลักษณ์ที่ดีต่อการท่องเที่ยวของเกาหลี ผลจากการวิเคราะห์พบว่าละครเกาหลีเป็นปัจจัยหนึ่งที่ทำให้มีความต้องการท่องเที่ยวเกาหลี หากพิจารณาความต้องการท่องเที่ยวเกาหลีจากค่าใช้จ่ายในการไปท่องเที่ยวพบว่าค่าใช้จ่ายในการไปท่องเที่ยวจะมากหรือน้อยนั้นขึ้นอยู่กับรายได้ของนักท่องเที่ยวเป็นหลัก นักท่องเที่ยวที่มีรายได้มากก็มีแนวโน้มที่จะใช้จ่ายในการไปท่องเที่ยวต่อครั้งมากกว่านักท่องเที่ยวที่มีรายได้น้อย

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AUKJINDA TREESUWAN: FACTORS AFFECTING DEMAND FOR TRAVEL TO KOREA: A CASE STUDY OF THAI TOURISTS TO KOREA. THESIS ADVISOR: ASSOCIATE PROFESSOR WORAWET SUWANRADA Ph.D., 99 pp.

Nowadays, there is the increasing number of Thai tourists travelling to Korea compare to the past. This study aimed to investigate factors affecting demand for traveling to Korea in order to find out factors affecting Thai tourists' decision on traveling to Korea and how Korean wave influenced Thai tourists on traveling decision Korea as well.

The scope of this study was limit only Thai tourists who traveled to Korea with tour agent. Method of this study distributing using 323 questionnaires at Suvarnabhumi airport as a mean to collect data from the respondents by using a multiple regression to analyze data.

Result of the study found that factor affecting demand for travel to Korea is Korean wave relating factors are the most important factor which promotes Thai tourists to revisit Korea. In addition, absorbing Korean culture period also play significant role here. The group of people who had absorbed Korean culture for long time will always support Korea by revisiting. Moreover, those who had absorbed Korean wave by using Korean cosmetic brands and studying Korean language have more tendencies to revisit to Korea. However, Korean drama can promote the good image of Korean tourism. Result of analyzed found that Korean dramas is one of factor that led demand for travel to Korea. While consider from demand for travel to Korea from expenditure found that the rise of expenditure and the fall of expenditure depend on income of tourists. High income tends to spend more money than lower income.

Field of Study : Korean Studies

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Academic Year : 2010

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Worawet Suwanrada

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# CONTENTS

	Page
Thai abstract .....	iv
English abstract .....	v
Acknowledgements .....	vi
Contents .....	vii
List of tables.....	ix
List of figures.....	xii
<b>Chapter I: Introduction .....</b>	<b>1</b>
Background .....	1
Research problem .....	3
Objectives .....	4
Hypothesis .....	4
Research scope .....	5
Expected results .....	5
Conceptual framework .....	6
Definition .....	7
<b>Chapter II: Theories and Literature Reviews .....</b>	<b>8</b>
Tourism demand.....	8
Tourism motivation.....	10
Tourist behavior.....	12
Factors affecting demand for travel .....	14
Korean wave relating factors .....	15
<b>Chapter III: Research Methodology .....</b>	<b>21</b>
Target population and sample group .....	21
Personal data of respondents .....	22
Research tool .....	24
Data analysis .....	25

<b>Chapter IV: Research Results</b> .....	<b>28</b>
Characteristics of absorbing Korean wave .....	28
Attitude toward Korea .....	31
The reaction of absorbing Korea wave on demand for travel to Korea...	34
Factors affecting demand for travel to Korea .....	51
<b>Chapter V: Conclusion and Recommendations</b> .....	<b>61</b>
Conclusion.....	61
Limitation of the study.....	64
Recommendations for future research.....	64
<b>Bibliography</b> .....	<b>66</b>
<b>Appendices</b> .....	<b>70</b>
Appendix A: The reaction of demographic factors on length of stay	71
Appendix B: The reaction of economic factor on length of stay.....	73
Appendix C: The reaction of demographic factors on expenditure per trip.....	75
Appendix D: The reaction of economic factor on expenditure per trip.	77
Appendix E: The reaction of demographic factors on frequency of travel.....	79
Appendix F: The reaction of economic factor on frequency of travel.....	81
Appendix G: Questionnaire in English version.....	83
Appendix H: Questionnaire in Thai version .....	91
<b>Biography</b> .....	<b>99</b>



## LIST OF TABLES

Table		Page
1	The number of frequency and percentage of personal data .....	23
2	Dummy variables .....	27
3	The effect of Korean wave on traveling decision to Korea.....	29
4	Percentage of tourists classified by Korean culture's absorbing period and age .....	30
5	Thai tourists' attitude toward Korea .....	32
6	Percentage of tourists classified by length of stay and positive attitude about Korea.....	35
7	Percentage of tourists classified by length of stay and Korean culture's absorbing period.....	35
8	Percentage of tourists classified by length of stay and watching Korean dramas.....	36
9	Percentage of tourists classified by length of stay and watching Korean movies.....	36
10	Percentage of tourists classified by length of stay and listening Korean songs.....	37
11	Percentage of tourists classified by length of stay and reading Korean novels .....	37
12	Percentage of tourists classified by length of stay and reading Korean magazines.....	38
13	Percentage of tourists classified by length of stay and having Korean food.....	38
14	Percentage of tourists classified by length of stay and using Korean cosmetics.....	39

15	Percentage of tourists classified by length of stay and studying Korean language.....	39
16	Percentage of tourists classified by expenditure and positive attitude about Korea.....	40
17	Percentage of tourists classified by expenditure and Korean cultures absorbing period.....	41
18	Percentage of tourists classified by expenditure and watching Korean dramas.....	41
19	Percentage of tourists classified by expenditure and watching Korean movies.....	42
20	Percentage of tourists classified by expenditure and listening Korean songs.....	42
21	Percentage of tourists classified by expenditure and reading Korean novels.....	43
22	Percentage of tourists classified by expenditure and reading Korean magazines.....	43
23	Percentage of tourists classified by expenditure and having Korean food .....	44
24	Percentage of tourists classified by expenditure and using Korean cosmetics.....	44
25	Percentage of tourists classified by expenditure and studying Korean language.....	45
26	Percentage of tourists classified by frequency of travel and positive attitude about Korea.....	46
27	Percentage of tourists classified by frequency of travel and Korean cultures absorbing period.....	46

28	Percentage of tourists classified by frequency of travel and watching Korean dramas.....	47
29	Percentage of tourists classified by frequency of travel and watching Korean movies.....	47
30	Percentage of tourists classified by frequency of travel and listening Korean songs.....	48
31	Percentage of tourists classified by frequency of travel and reading Korean novels.....	48
32	Percentage of tourists classified by frequency of travel and reading Korean magazines.....	49
33	Percentage of tourists classified by frequency of travel and having Korean food.....	49
34	Percentage of tourists classified by frequency of travel and using Korean cosmetics.....	50
35	Percentage of tourists classified by frequency of travel and studying Korean language.....	50
36	Results of a multiple regression analysis to predict length of stay .....	52
37	Results of a multiple regression analysis to predict expenditure per trip	55
38	Results of a multiple regression analysis to predict frequency of travel to Korea.....	58

## LIST OF FIGURES

Figure		Page
1	Outgoing Thai tourists to Korea.....	2
2	Determinants of tourism demand .....	10
3	Score of absorbing Korean wave.....	28



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# CHAPTER I

## Introduction

### 1. Background

Nowadays, people can easily connect to each other and learning a lot of thing from media. Many kinds of media, such as television, radio, books, magazine, internet, etc, have an influence to the society in many ways. Sometimes it is good and sometimes it is bad for society but it depend on what we used the media in which way.

Korea is one of the excellent examples for applying the creative presentation of Korean tourism through media. And that is the starting point in grasping attention of people around the world through “Hallyu” which mean “Korean wave” in English. “Hallyu” or “Korean wave” the first was called by Chinese mass media which is a phenomenon of South Korean pop culture that popular among Asian countries by using media as a tool to publicize. Especially, Korean dramas and movies have shown the beautiful scenery of Korea; including the interesting culture, such as food, language, life style, etc. And that is the starting point in grasping attention of people around the world through Korean wave.

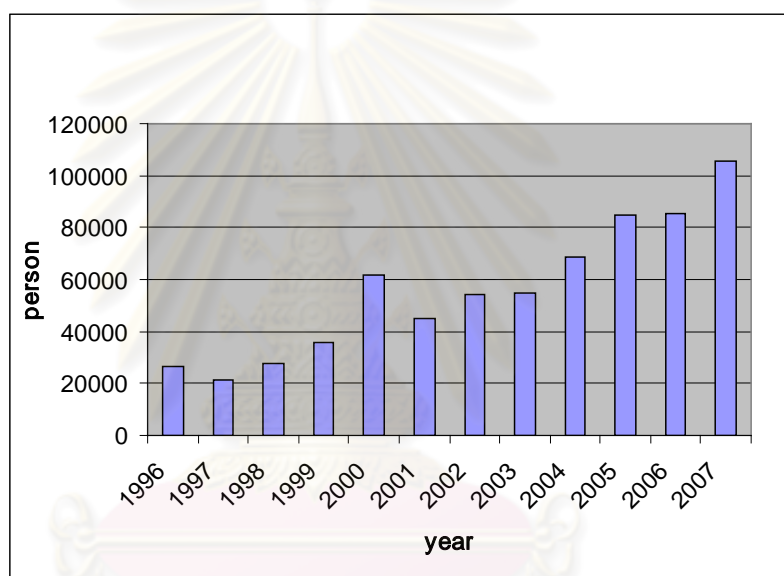
Korean wave also gain the popularity in Thailand. It was first hit in Thailand in 2001 from the drama “Autumn in my heart” and “Winter love song” in 2003. After that, many kinds of media flow to Thailand in form of songs, movies, games, books, etc

As the domination of Korean wave in Thai society, unavoidably, Thai people want to get closer to Korea. Many Thai people turn to try Korean food, study Korean language, use Korean product, or even inspire many to visit Korea. With these increasing demands on Korean trend, those behaviors were a plus to Korea’s tourism,

especially the new style of tourism called “Drama Tour”. Drama Tour is a program tour, visiting the place that used as the location on drama or T.V. series. Therefore, Korean wave can benefit in many ways to Korea, especially in term of tourism.

Unsurprisingly, there is the increasing trend of Thai tourists to Korea (graph1) and this trend will be more increasing.

Figure 1: Outgoing Thai tourists to Korea



Source: Tourism Authority of Thailand. *Statistic Report 1996 - 2007*. Annual report

From figure1 show that before 2000, there were only 35,000 Thai tourists per year who visit Korea. However, after 2000, the growth of the number of Thai tourist visiting Korea keeps on increasing significantly. In 2007, there were more than 100,000 of Thai tourists per year visiting Korea. The marked increasing traveling trend to Korea was a very interesting case study. Moreover, the primary data collect from Osotho magazine, Thai travel magazine edited by Tourism authority of Thailand (TAT), and Bangkok business newspaper found that most of advertisement on Korea program tour since 2008 onwards all provided Hallyu trip or drama tour. Nami Island was one of the famous visiting places from well-known Korean drama, “Winter Love song”.

However, the visiting places will be adjusted to fit with the popular trend of those hit drama during that period. Also, different seasons led to changing in activities, for example, visiting ski resort, ice fishing, visiting snow festival and strawberry orchard during winter, visiting grape orchard sightseeing beautiful flowers and trees during summer and spring.

In addition, the increasing number of tour agent in Thailand and increasing of many activities in program tour that facilitate traveler life by planning all of places that they interested or interesting places. There are also many related tour program linked with Korean wave in order to attract more demand, such as, visiting the restaurant that superstar of Korea is an owner, visiting on – air studio, etc. So media consider one of the factors that influence for Thai travelers' decision to travel in Korea.

## **2. Research Problem**

As we know that tourism was played a significant role in stimulating economic growth, so many countries over the world try their best to attract tourists to visit their countries. Korea was one of an interesting case study in obtaining the short-cut reputation from exporting Korean cultures, especially the benefit of entertainment industry in form of Korean drama/series through various media known as Korean wave or Hallyu. With the plus of the good image created through Korean drama both in form of the charming actor/actress, the interesting plot added with the beautiful scenery, these altogether can easily motivate more tourists to experience Korea. In Thailand, the statistic obviously showed the increasing trend of traveling to Korea. Moreover, the Korean products all enjoy gaining more market share. Offering the free trip to Korea as the winning prizes are still the working strategies for many companies to stimulate their sales volumes. Even Korean wave have been in Thailand for almost 10 years, does

Korean wave still the main factor in attracting Thai tourists? Therefore, this study will investigate the factors that attract the increasing trend of Thai tourists to Korea.

### 3. Objectives

- 3.1 To gain insight into the factors that attracts Thai tourists to Korea.
- 3.2 To study the influence of Korean wave on tourists' decisions to travel to Korea.
- 3.3 To study about personal data of Thai tourists.
- 3.4 To understand Thai tourists attitude toward Korea.

### 4. Hypothesis

#### 4.1 Demographic factors:

- Gender, age, marital status, and occupation affect the rise of demand on Thai tourists who travel to Korea.

#### 4.2 Economic factor:

- Income affects the rise of demand of Thai tourists who travel to Korea.

#### 4.3 Korean wave relating factors:

- Good attitude about Korea affects the rise of demand on Thai tourists who travel to Korea.
- Korean culture's absorbing period affects the rise of demand on Thai tourists who travel to Korea.
- Channel absorbing Korean wave, such as watching Korean dramas/movies, listening Korean songs, Reading Korean novels/magazines, Having Korean food, Using Korean cosmetics



and studying Korean language, affects the rise of demand on Thai tourists who travel to Korea.

## 5. Research Scope

The scope of this study is restricted on response to question about the reason to visit Korea by using Thai tourists who will visit Korea with tour agent at Suvarnabhumi airport since January to February 2010.

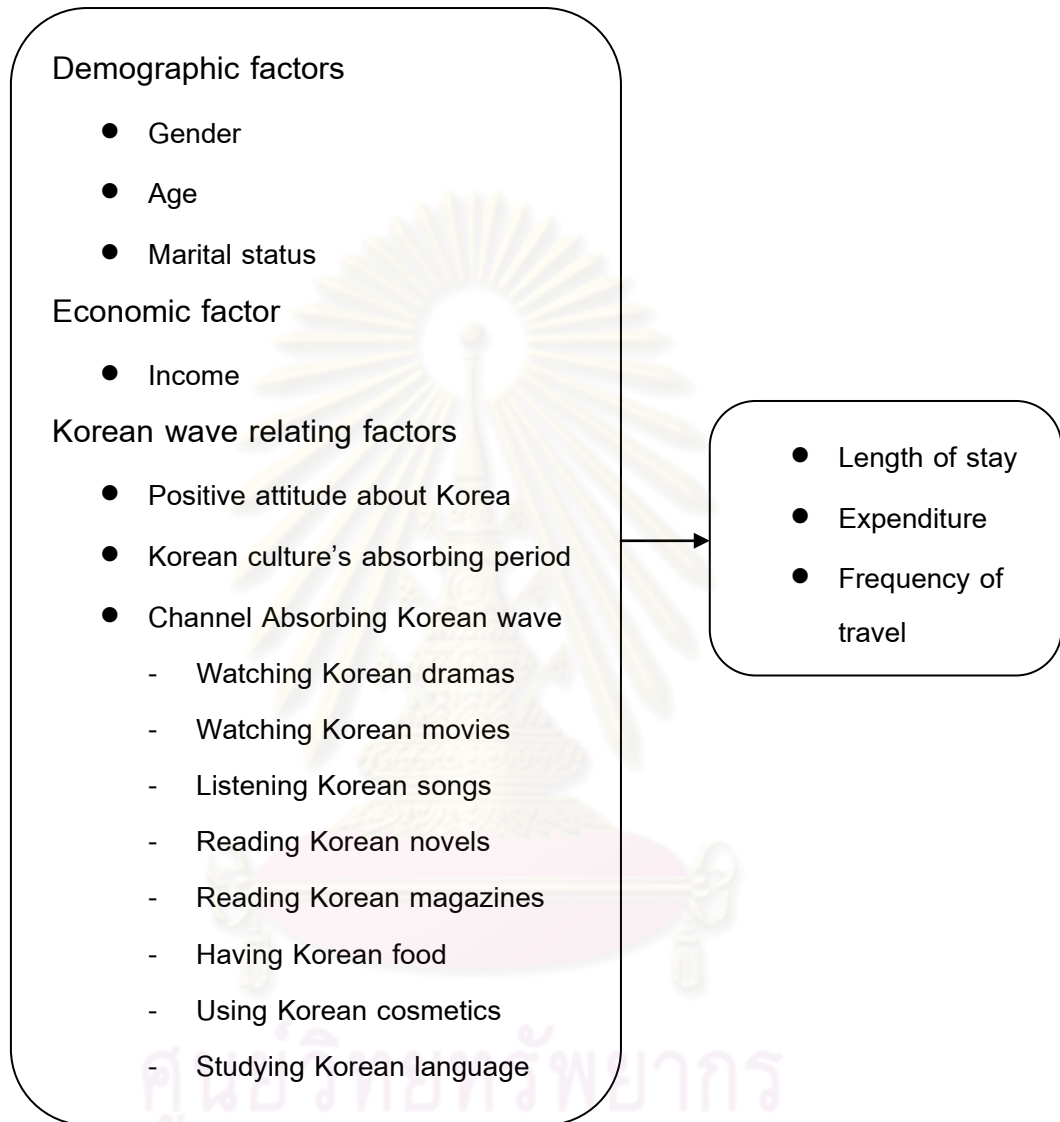
## 6. Expected Results

- 6.1 To know about the factors that has an affecting for Thai travelers' decision.
- 6.2 To predict the trend of Thai tourist toward Korea destination.
- 6.3 This research would benefit for adopt the right strategy in order to plan strategy for tourists.
- 6.4 To inform about investment decision in tourism business.



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## 7. Conceptual Framework



From diagram shows the overview picture of factors affecting demand for travel to Korea of Thai tourists. There are three parts of independent variables including demographic factors, economic factor and Korean wave relating factors. Demographic factors compose of gender, age, and marital status. Economic factor is income. Korean wave relating factors compose of positive attitude about Korea, Korean culture's absorbing period, and channel absorbing Korean wave such as watching Korean

dramas/movies, listening Korean songs, reading Korea novels/magazine, having Korean food, using Korean cosmetics, studying Korean language. Dependent variables are tourism demand of Thai tourists which are length of stay, expenditure, and frequency of travel.

## 8. Definition

8.1) **Demand for travel to Korea** – Dependent variables are tourism demand of Thai tourists which is defined by length of stay, expenditure, and frequency of travel.

8.2) **Drama tour** – A trip that tracking Korean dramas, T.V. series or Korean movies.

8.3) **Korea** – Republic of Korea or South Korea

8.4) **Korean Culture** – The perception, understanding, or the identity that can defined as Korea in several forms e.g. Korean language, Korean food, Korean nation custom.

8.5) **Korean wave or Hallyu** – A phenomenon of South Korean pop culture that popular among Asian countries by using media as a tool to publicize. Such as Korean dramas, Korean movies, Korean songs, etc

8.6) **Tour Agent** - A retailer, offering for sale to consumers' products and services created by tour operators, cruise lines and, to a lesser extent today, tickets for airline, train and ferry operators. Travel agencies may also, on request, design independent package tours to suit individuals' needs.

## CHAPTER II

### Theories and Literature Reviews

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

#### 1. Tourism demand

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

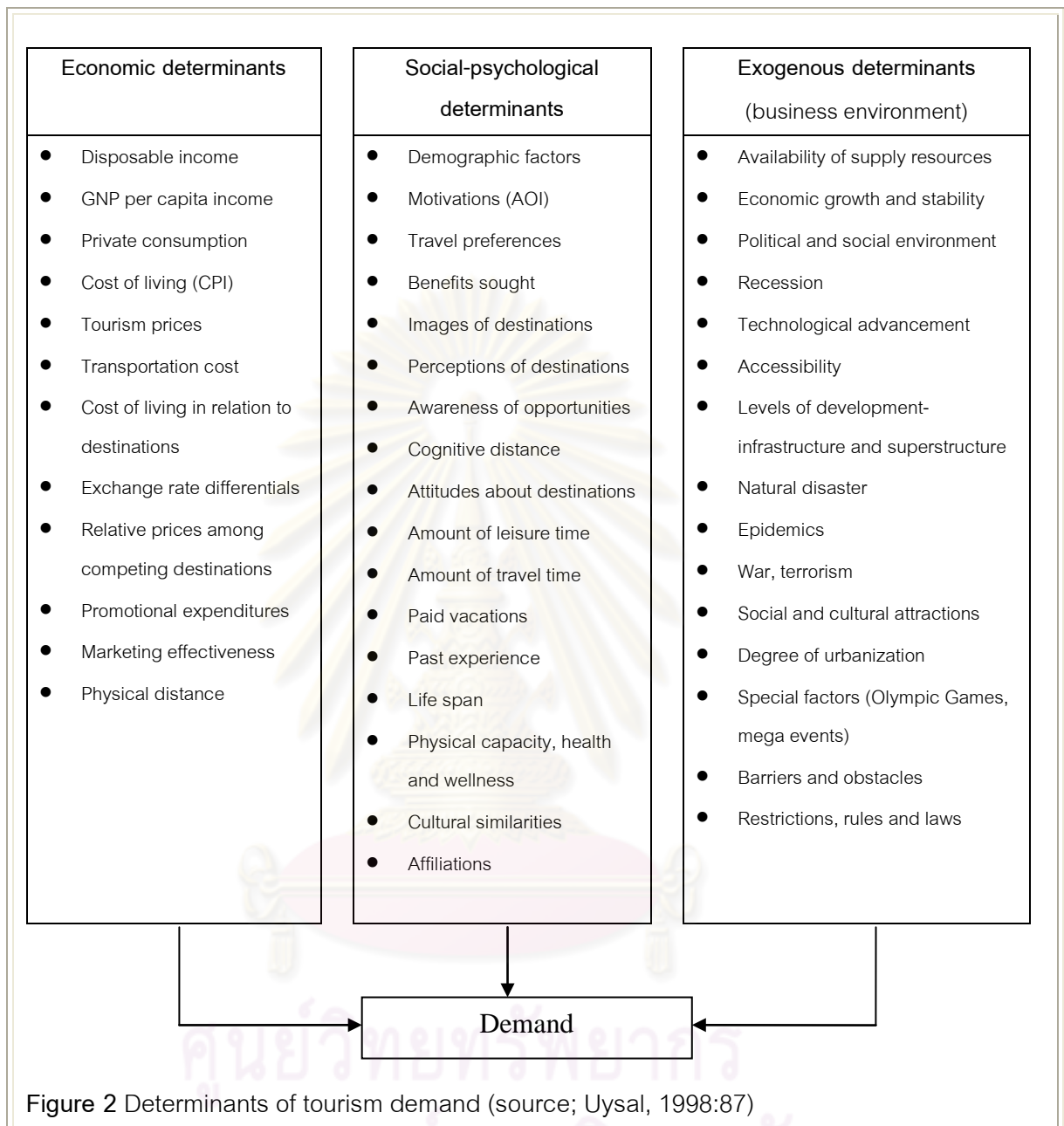
There are three principal elements to tourism demand:

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

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

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

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



## 2. Tourism motivation

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

1) Motivation as a psychological phenomenon (intrinsic motivation)

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

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

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

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

1) Business / work related motives

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

2) Physical / physiological motives

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

3) Cultural / psychological / personal education motives

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

- Participation in personal interests, including intellectual, craft and other leisure – time pursuits.
- Visiting destinations for the sake of their cultural and or natural heritage (including ecotourism).

#### 4) Social / interpersonal and ethnic motives

- Enjoying the company of friends and relatives.
- Undertaking social duty occasions – from weddings to funerals.
- Accompanying others travelling for other reasons, such as business or social duty.
- Visiting the place of one's birth.

#### 5) Entertainment / amusement / pleasure / pastime motives

- Watching sport / other spectator events.
- Visiting theme parks / amusement parks.
- Undertaking leisure shopping.

#### 6) Religious motives

- Participating in pilgrimages.
- Undertaking retreats for meditation and study.

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

### 3. Tourist behavior

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



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

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

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

## 4. Factors affecting demand for travel

### 4.1 Demographic factors

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

#### 1) Gender

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

#### 2) Age

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

#### 3) Marital status

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

## 4.2 Economic Factor

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

### 1) Income

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

## 4.3 Korean wave relating factors

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

### 1) Attitudes

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

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

## 2) Cultural tourism

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

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

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

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

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

### 3) Channel Absorbing Korean wave

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

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

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

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

### 3.2) Songs

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

### 3.3) Novels and magazines

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

### 3.4) Foods

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

### 3.5) Products

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

### 3.6) Language

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

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

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

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

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



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## Chapter III

### Research Methodology

This is a survey research, using questionnaire as a tool to collect data from sample group, who were Thai tourists going to Korea. This study is about factors affecting demand for traveling to Korea that motivated them to travel to Korea.

#### 1. Target population and sample group

The target population of this research was the outgoing Thai tourist who went to Korea with tour agent from January to February 2010 every Monday – Sunday and none airlines limit for covering the scope of study and accomplishing the research objective. The researcher applied non probability sampling group by using random samples from Thai population who will go to Korea with tour agent at main terminal, departure hall from Suvarnabhumi airport.

The sample sized was calculated based on Taro Yamane formula with 5 % precision level, 95% confidence level and the population size of 105,742 which is a number based on outgoing of Thai tourists to Korea in 2007 (TAT, 2007) equation as follow:

$$n = \frac{N}{1 + Ne^2}$$

When n = the number of samples or sample size

N = the exactly number of population

e = allowable error sample size 5% or 0.05

$$n = \frac{105,742}{1 + 105,742 (0.05)^2}$$

$$n = 399.99$$

Therefore, this study collected data about 400 samples. However, it sometimes quite difficult to collect the completed data from those who came to the airport late since many of them cannot answer the entire questionnaire. That made those questionnaires failed to use for further analysis. Moreover, due to the limited of airport permission period of 1 month (Jan. - Feb.), the limited of flight to Korea, and the limited and fluctuated of group tour that departure every Wednesday, Thursday and Friday, therefore, this study was conduct only 323 questionnaires.

## 2. Personal data of respondents

In this study, the following of personal data respondents were investigated: gender, age, status, education, occupation and monthly income. The descriptive statistics of demographics of the respondents are presented in Table1. The background characteristics are summarized as follow:

- 2.1 The major groups of respondent's gender were females (70.3%) and males (29.7%) respectively.
- 2.2 The major groups of respondent's age were between 30 – 39 years old (35.0%) followed by 20 – 29 years old (32.5%), over 40 years old (26.3%), and under 20 years old (6.2%). The youngest of personal respondent is 13 years old and the oldest of personal respondent is 65 years old.
- 2.3 The major group of respondents' status was single (61.6%), followed by married (36.2%), divorce and widow (2.2%).
- 2.4 In term of educational level, the major groups of respondents were holding a college diploma or bachelor's degree (61.3%), followed by holding higher

than bachelor's degree (25.4%), having an educational level between high school diploma (Grade 7 - 12) or vocational diploma, and having an educational below Primary School or Grade 6 (2.2%).

2.5 The major occupation categories were private company employees (37.5%) followed by working with government/state enterprise (25.7%), business owner (19.8%), and none working such as students, housewives, retired and unemployed (17.0%).

2.6 The major group of respondents has monthly income less than 20,001 baht (31.0%), followed by has monthly income more than 40,000 baht (29.1%), has income between 20,001 – 40,000 baht (26.0%), and none monthly income (13.9%). The lowest monthly income of personal respondent has income 1,500 baht and the highest monthly income of personal respondent has income 500,000 baht.

Table 1: The number of frequency and percentage of personal data

Personal data	Frequency	Percentage
<b>Gender</b>	323	100.0
Male	96	29.7
Female	227	70.3
<b>Age</b>	323	100.0
Under 20	20	6.2
20 – 29	105	32.5
30 – 39	113	35.0
Over 40	85	26.3
Minimum = 13	Maximum = 65	
Mean = 34.13	S.D. = 10.755	

(To be continue)

Table 1: (Continue)

Personal data	Frequency	Percentage
<b>Status</b>	323	100.0
Single	199	61.6
Married	117	36.2
Divorce and widow	7	2.2
<b>Educational</b>	323	100.0
Primary School (Grade 6) and under	7	2.2
High School (Grade7- 12) or vocational diploma	36	11.1
College diploma or Bachelor's degree	198	61.3
Higher than bachelor's degree	82	25.4
<b>Occupation</b>	323	100.0
None work	55	17.0
Work with government or state enterprise	83	25.7
Business owner	64	19.8
Company employee	121	37.5
<b>Monthly Income</b>	323	100.0
None income	45	13.9
Less than THB 20,001	100	31.0
THB 20,001 – 40,000	84	26.0
More than THB 40,000	94	29.1
Minimum = 0      Maximum = 500,000		

### 3. Research tool

This research used questionnaire as a tool. Literature review were synthesize as a guideline for drafting questionnaire. This questionnaire consisted of 4 parts. Part 1 and 2 is close-ended question with multiple choices. Part 3 is 5-levels scale questions. Part 4

is close-ended question with multiple choices and 5-levels scale questions.

Part 1: Demographic characteristics or demographic factors consisted of gender, age, education, career and income.

Part 2: Information on traveling to Korea. This part consisted of traveling characteristic (e.g. travel frequency, length of stay), travel expenses per trip, popular visiting places, reasons affecting traveling decision to Korea.

Part 3: Attitude toward Korea. This part consisted of opinion about Korea in many parts, for example, questions about sightseeing places, Korean wave, Korean product, and Korean people.

Part 4: Korean wave relating factors affecting traveling decide to Korea. This part consisted of all about media factors

These questionnaires were pre-test with the 15 respondents as the mean to find the deficiency in order to make the final correction into the applicable questionnaires.

#### **4. Data analysis**

The research will analyze data through computer program. The findings will be presented as follows:

##### **1) Descriptive analysis**

The object of this study was investigated personal data, Korean wave relating factors which effect on demand and attitude of Thai tourists toward Korea. Descriptive statistic analysis was applied to summarize the characteristic of sample group by using frequency, percentage, minimum and maximum. Tourist's attitude used Likert Scale was added in order to provide a clearer measure on the level of attitude toward Korea by dividing into 5 points follow by:

strongly agree	=	5 points
agree	=	4 points
neutral	=	3 points
disagree	=	2 points
strongly disagree	=	1 point.

Also, mean ( $\bar{x}$ ) and standard deviation (S.D.) were used to explain the level of attitude by dividing into five level follow by:

mean ( $\bar{x}$ )	Result of attitude
1.00 – 1.80	strongly negative attitudes
1.81 – 2.60	negative attitude
2.61 – 3.40	moderate attitude
3.41 – 4.20	positive attitude
4.21 – 5.00	strongly positive attitude

## 2) A multiple regression

This study also applied multiple regressions to test the hypothesis in order to find the relationship of each factors that affect demand for travel to Korea.

There are some independent variables in this regression analysis that are not in form of number such as gender, marital status, Channel absorbing Korean wave; watching Korean dramas/movies, listening Korean songs, reading Korean novels/magazines, having Korean food, using Korean cosmetics, study Korean language which are different from the numeric variables liked age, income, Korean culture's absorbing period and attitude level toward Korea which can calculate by score. Therefore, some dependent variables must change to the numeric value known

as dummy variables by defining value as 1 and 0 for facilitating the calculation by multiple regressions. Independent variables which adapt though dummy variable are following:

**Table 2: Dummy variables**

Independent variables	Value of variables (Dummy variables)	
<b>Gender</b>		
● Female	Female = 1	Male = 0 (Reference group)
<b>Marital status</b>		
● Married	Married = 1	Other = 0
● Divorce / widow	Divorce / widow = 1	Other = 0
● Single (Reference group)		
<b>Channel Absorbing Korean activities</b>		
● Watching Korean dramas	Watch = 1	Not watch = 0 (Reference group)
● Watching Korean movies	Watch = 1	Not watch = 0 (Reference group)
● Listening Korean songs	Listen = 1	Not listen = 0 (Reference group)
● Reading Korean novels	Read = 1	Not read = 0 (Reference group)
● Reading Korean magazines	Read = 1	Not read = 0 (Reference group)
● Having Korean food	Eat = 1	Not eat = 0 (Reference group)
● Using Korean cosmetics	Use = 1	Not use = 0 (Reference group)
● Studying Korean language	Study = 1	Not study = 0 (Reference group)

## Chapter IV

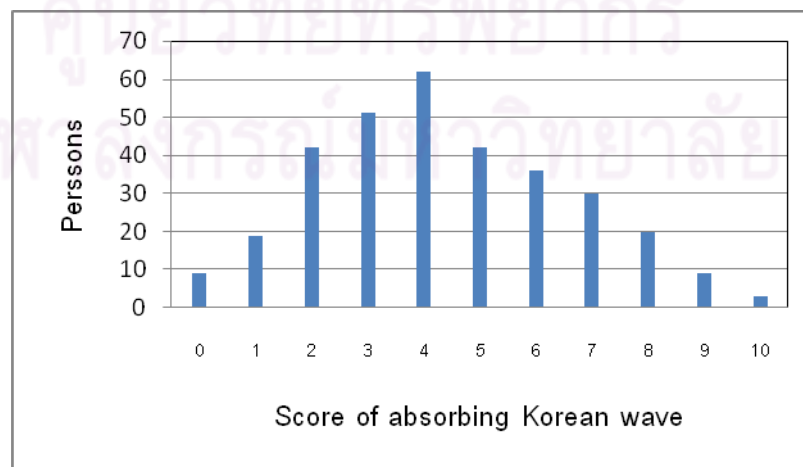
### Research Results

This study gathered data by using questionnaire as a tool to interview the sample group of Thai tourists who travel to Korea 323 people. In order to fulfill the objectives of the study, results presented in this section follow by:

#### 1. Characteristics of absorbing Korean wave

This part were investigated the characteristics of absorbing Korean wave of respondents. Easily understanding, this study gave the total score of 11 points for absorbing Korean wave which composed of 11 ways in absorbing Korean wave such as watching Korean dramas, watching Korean movies, listening Korean songs, reading Korean novels, reading Korean magazines, having Korean food, using Korean cosmetics, using Korean mobile phones, using Korean appliances, studying Korean language, and playing Taekwondo. The study gave the points upon what the respondents' answered.

Figure 3: Score of absorbing Korean wave





The findings showed that most tourists absorbed Korean wave through 4 channels (62 persons), followed by 3 channels (51 persons), 2 and 5 channels (42 persons), 6 channels (36 persons), 7 channels (30 persons), 8 channels (20 persons), one channel (19 persons), not absorbed Korean wave and absorbed Korean wave 9 channel (9 persons), and 10 channels (3 persons).

**Table 3: The effect of Korean wave on traveling decision to Korea**

Channel absorbing Korean wave	Number of tourists who absorbed Korean wave by		Number of tourists who decide travel to Korea because of absorbing Korean wave by	
Watching Korean dramas	255	(78.9)	202	(62.5)
Having Korean food	217	(67.2)	88	(27.2)
Listening Korean songs	198	(61.3)	109	(33.7)
Watching Korean movies	188	(58.2)	143	(44.3)
Using Korean cosmetics	164	(50.8)	76	(23.5)
Using Korean appliances	145	(44.9)	28	(8.7)
Using Korean mobile phones	78	(24.1)	18	(5.6)
Studying Korean language	60	(18.6)	34	(10.5)
Reading Korean magazines	57	(17.6)	40	(12.4)
Reading Korean novels	39	(12.1)	22	(6.8)
Playing Taekwondo	10	(3.1)	3	(0.9)

Note: Number in ( ) are percentage.

Result of the study found that most tourists absorbed Korean wave by watching Korean dramas (78.9%). Subsequent group was absorbed Korean wave by having Korean food, listening Korean songs, watching Korean movies, using Korean cosmetics, using Korean appliances, using Korean mobiles phones, studying Korean language,

reading Korean magazines, reading Korean novels and playing Taekwondo (67.2%, 61.3%, 58.2% ,50.8%, 44.9%, 24.1%, 18.6%, 17.6%, 12.1%, and 3.1% respectively).

**Table 4: Percentage of tourists classified by Korean culture's absorbing period and age**

Age	Korean culture's absorbing period						Total
	Less than 2 years		2 years		More than 2 years		
Under 20	3	(15.0)	5	(25.0)	12	(60.0)	20 (100.0)
20 – 29	32	(30.5)	26	(24.8)	47	(44.8)	105 (100.0)
30 – 39	33	(29.2)	37	(32.7)	43	(38.1)	113 (100.0)
Over 40	25	(29.4)	21	(24.7)	39	(45.9)	85 (100.0)
Total	93	(28.8)	89	(27.6)	141	(43.7)	323 (100.0)

From table 4 found that the most group of tourist at age under 20 year old (60.0%) absorbing Korean culture more than 2 years. Subsequent group were the group of tourist at age between over 40 years old, the group of tourist at age 20 – 29 years old, and the group of tourist at age 30 – 39 year old. (45.9%, 44.8% and 38.1% respectively).

Result of the study can conclude that Thai tourists was absorb Korean wave in many channels such as watching Korean dramas/movies, listening Korean songs, reading Korean magazines/novels, having Korean food, using Korean products, studying Korean language, playing Taekwondo especially, watching Korean dramas. So, T.V. is the most influential media and plays a crucial role in promoting Korean tourism for Thai people. With the plus of conveying both in form of picture and voice which provide more understanding and feeling, T.V. can attract a large number of audience. In addition, nowadays, T.V. became the first needed appliance product in nearly all households. Beautiful scenery can save a hundred words and free T.V. channel in Thailand also present Korean dramas; therefore, T.V. was the perfect media in promoting tourism industry. As the plus of positive image of Korean dramas

conveying through media, unsurprisingly, dramas/movies can fantasize, grasp more attention including stimulate the significant growth of Korea's tourism. On the other hand, most of tourists absorbed Korean wave by having Korean food but did not affect much on traveling decision to Korea because they can easily having Korean food in Thailand whenever they want. Moreover, the survey found that Thai tourists also decide traveling to Korea because of Korean songs, Korean foods, Korean novels/ magazines, Korean language, Korean products all enjoy the positive outcomes from Korean wave. It can conclude that Korean wave came through Thailand in many ways and Thai people known Korean wave from media for long time as a result of study found that most Thai tourists absorbed Korean culture more than 2 years in every age group. The youngest group was absorbed Korean culture over 2 years more than the other group. Korean wave was effect on youngest group of Thai tourists. In summary, Korean wave can consider as an important factor motivating Thai tourists in traveling to Korea.

## **2. Attitude toward Korea**

In this part shown attitude of Thai tourists who traveled to Korea compose of positive attitude and negative attitude in order to understand perception of Thai tourists toward Korea.

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**Table 5: Thai tourists' attitude toward Korea**

Issue about attitude	Level of points					Sum point	Mean ( $\bar{x}$ )	S.D.	Level of attitude
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Korean is a good place to travel and have beautiful natural resources.	53 (16.4)	186 (57.6)	81 (25.1)	2 (0.6)	1 (0.3)	1257 (100.0)	3.89	0.676	Positive
Korean is a technology country.	38 (11.8)	167 (51.7)	110 (34.1)	8 (2.5)	0 (0)	1204 (100.0)	3.73	0.696	Positive
Korean produces good quality products.	20 (6.2)	147 (45.5)	151 (46.7)	5 (1.6)	0 (0)	1151 (100.0)	3.56	0.634	Positive
Korean food was tasty and variety.	20 (6.2)	104 (32.2)	178 (55.1)	21 (6.5)	0 (0)	1092 (100.0)	3.38	0.701	Moderate
Korean dramas/movies have an interesting story to pursue.	62 (19.2)	142 (44.0)	104 (32.2)	15 (4.6)	0 (0)	1220 (100.0)	3.78	0.807	Positive
Korean songs are beautiful songs and easy to remember.	25 (7.7)	96 (29.7)	156 (48.3)	41 (12.7)	5 (1.5)	1064 (100.0)	3.29	0.843	Moderate
Korean people are polite and friendly.	10 (3.1)	71 (22.0)	186 (57.6)	45 (13.9)	11 (3.4)	993 (100.0)	3.07	0.785	Moderate

**Table 5: (Continue)**

Issue about attitude	Level of points					Sum point	Mean ( $\bar{x}$ )	S.D.	Level of attitude
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Travel to Korea is expensive.	16 (5.0)	60 (18.6)	203 (62.8)	41 (12.7)	3 (0.9)	1014 (100.0)	3.14	0.728	Moderate
Korean culture was over-flown to Thailand.	69 (21.4)	134 (41.5)	111 (34.4)	7 (2.2)	2 (0.6)	1230 (100.0)	3.81	0.815	Positive
Making plastic surgery is a common thing for Korean people.	76 (23.5)	162 (50.2)	71 (22.0)	12 (3.7)	2 (0.6)	1267 (100.0)	3.92	0.810	Positive
Number of respondents = 323									

Note: The number in ( ) are percentage.

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

Finding from table 5 revealed tourist's opinion toward Korea found that Most of tourists have positive attitude about place for travel to Korea ( $\bar{x} = 3.89$ ), follow by Korean dramas/movies, Korean's technology, Korean products ( $\bar{x} = 3.78, 3.73$  and  $3.56$  respectively). Most of tourists have moderate attitude about Korean food ( $\bar{x} = 3.38$ ), Korean songs ( $\bar{x} = 3.29$ ), and Korean people ( $\bar{x} = 3.07$ ).

In term of negative attitude issue found that most of tourists have positive attitude about Korean people with making plastic surgery and over flow of Korean culture to Thailand ( $\bar{x} = 3.92$  and  $3.81$  respectively). And have moderate attitude about expenditure for travel to Korea ( $\bar{x} = 3.14$ ).

Therefore, the study can conclude that most of Thai tourists have a positive attitude toward Korea because most of them are interesting in Korea so they decide to travel in Korea. It is not surprise that the answer of this part became positive ways.

### **3. The reaction of absorbing Korean wave on demand for travel to Korea**

This part revealed percentage of Korean wave relating factors that have effect on demand for travel to Korea.

#### **3.1 The reaction of Korean wave relating factors on length of stay**

Korean wave relating factors consist of positive attitude about Korea, Korean culture's absorbing period and channel absorbing Korean wave.

จุฬาลงกรณ์มหาวิทยาลัย

### 3.1.1 Positive attitude about Korea

Table 6: Percentage of tourists classified by length of stay and positive attitude about Korea

Score of attitude	Length of stay						
	Less 5 days		5 days		More 5 days		Total
Lower than 22 points*	20	(25.3)	59	(74.7)	0	(0)	79 (100.0)
22 – 27 points	51	(28.0)	123	(67.6)	8	(4.4)	182 (100.0)
Higher than 27 points**	26	(41.9)	34	(54.8)	2	(3.2)	62 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

\*Minimum score = 15

\*\*Maximum score = 35

Result of study found that tourists who had good attitude about Korea at 22 – 27 points was the most group that had length of stay more than 5 days (4.4%), follow by the good attitude of tourist group at higher than 27 points and the group at lower than 22 points. (3.2% and 0% respectively)

### 3.1.2 Korean culture's absorbing period

Table 7: Percentage of tourists classified by length of stay and Korean culture's absorbing period

Absorbing period	Length of stay (days)						
	Less than 5		5 days		More than 5		Total
Less than 2 years	34	(36.6)	55	(59.1)	4	(4.3)	93 (100.0)
2 years	26	(29.2)	61	(68.5)	2	(2.2)	89 (100.0)
Over 2 years	37	(26.2)	100	(2.2)	4	(2.8)	141 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that the group that absorbing Korean culture less than 2 years were the group which is the most group travel to Korea more than 5 days (4.3%),

followed by the group which absorb Korea culture more than 2 years and the group that absorb Korea culture 2 Years (2.8 % ,2.2% respectively).

### 3.1.3 Channel absorbing Korean wave

#### 3.1.3.1 Watching Korean dramas

Table 8: Percentage of tourists classified by length of stay and watching Korean dramas

Watch Korean dramas	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Watch	78	(30.6)	169	(66.3)	8	(3.1)	255 (100.0)
Not watch	19	(27.9)	47	(69.1)	2	(2.9)	68 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of analysis found that tourists who watched Korean dramas will travel to Korea more than 5 days higher than tourists who did not watch Korean dramas (3.1% and 2.9% respectively).

#### 3.1.3.2 Watching Korean movies

Table 9: Percentage of tourists classified by length of stay and watching Korean movies

Watch Korean movies	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Watch	59	(31.4)	120	(63.8)	9	(4.8)	188 (100.0)
Not watch	38	(28.1)	96	(71.1)	1	(0.7)	135 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

From table 9 found that tourists who watched Korean movies will travel to Korea more than 5 days higher than tourists who did not watch Korean movies (4.8% and 0.7% respectively).



### 3.1.3.3 Listening Korean songs

Table 10: Percentage of tourists classified by length of stay and listening Korean songs

Listen Korean songs	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Listen	60	(30.3)	131	(66.2)	7	(3.5)	198 (100.0)
Not listen	37	(29.6)	85	(68.0)	3	(2.4)	125 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that tourists who listen Korean songs was more likely to travel to Korea than tourists who did not listen Korean songs with the length of stay over 5 days (3.5 % and 2.4 % respectively).

### 3.1.3.4 Reading Korean novels

Table 11: Percentage of tourists classified by length of stay and reading Korean novels

Read Korean novels	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Read	13	(33.3)	24	(61.5)	2	(5.1)	39 (100.0)
Not read	84	(29.6)	192	(67.6)	8	(2.8)	284 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of study found that tourists who read Korean novels was more likely to travel to Korea than tourists who did not read Korean novels with the length of stay over 5 days (5.1 % and 2.8 % respectively).

### 3.1.3.5 Reading Korean magazines

Table 12: Percentage of tourists classified by length of stay and reading Korean magazines

Read Korean magazine	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Read	24	(42.1)	29	(50.9)	4	(7.0)	57 (100.0)
Not read	73	(27.4)	187	(70.3)	6	(2.3)	266 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Finding from table 12 found that tourists who read Korean magazines was more likely to travel to Korea than tourists who did not read Korean magazines with the length of stay over 5 days (7.0 % and 2.3 % respectively).

### 3.1.3.6 Having Korean food

Table 13: Percentage of tourists classified by length of stay and having Korean food

Have Korean food	Length of stay						Total
	Less than 5 days		5 days		More than 5 days		
Eat	62	(28.6)	146	(67.3)	9	(4.1)	217 (100.0)
Not eat	35	(33.0)	70	(66.0)	1	(0.9)	106 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found those tourists who have Korean food was more likely to travel to Korea than tourists who did not have Korean food with the length of stay over 5 days (4.1 % and 0.9 % respectively).

### 3.1.3.7 Using Korean cosmetics

Table 14: Percentage of tourists classified by length of stay and using Korean cosmetics

Use Korean cosmetics	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Use	53	(32.3)	105	(64.0)	6	(3.7)	164 (100.0)
Not use	44	(27.7)	111	(69.8)	4	(2.5)	159 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

The study found that tourists who use Korean cosmetics was more likely to travel to Korea than tourists who did not use Korean cosmetics with the length of stay over 5 days (3.7 % and 2.5 % respectively).

### 3.1.3.8 Studying Korean language

Table 15: Percentage of tourists classified by length of stay and studying Korean language

Study Korean language	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Study	17	(28.3)	39	(65.0)	4	(6.7)	60 (100.0)
Not study	80	(30.4)	177	(67.3)	6	(2.3)	263 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Result of study found that tourists who study Korean language was more likely to travel to Korea than tourists who did not study Korean language with the length of stay over 5 days (6.7 % and 3.1 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who travel to Korea more than 5 days were male with age between 30 – 39 years old, had marital status and none income from work. In term of influence of Korean wave found that tourists who traveled to Korea had good attitude with the range of 22 – 27

points, absorbing Korean wave less than 2 years also gain Korean wave by watching Korean dramas/movies, listening Korean songs, reading Korean novels/magazines, having Korean food, using Korean cosmetics, and studying Korean language.

### 3.2 The reaction of Korean wave relating factors on expenditure per trip

#### 3.2.1 Positive attitude about Korea

Table 16: Percentage of tourists classified by expenditure and positive attitude about Korea

Score of attitude	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Lower 22 points	27(34.2)	18 (22.8)	24 (30.4)	10 (12.7)	79 (100.0)
22 – 27 points	50 (27.5)	62 (34.1)	33 (18.1)	37 (20.3)	182 (100.0)
Higher 27 points	25 (40.3)	14 (22.6)	16 (25.8)	7 (11.3)	62 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who had positive attitude about Korea at 22 – 27 points was the most group that spend money more than 60,000 baht (20.3%), follow by the positive attitude of tourist group at lower than 22 points and the group at higher than 27 points. (12.7 % and 11.3 % respectively).

ศูนย์วิจัยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

### 3.2.2 Korean culture's absorbing period

Table 17: Percentage of tourists classified by expenditure and Korean cultures absorbing period

Absorbing period	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Less than 2 years	32 (34.4)	27 (29.0)	19 (20.4)	15 (16.1)	93 (100.0)
2 years	28 (31.5)	21 (23.6)	25 (28.1)	15 (16.9)	89 (100.0)
Over 2 years	42 (29.8)	46 (32.6)	29 (20.6)	24 (17.0)	141(100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Whenever tourists absorb more Korean culture, they will have more expenditure. Tourists who absorb Korea culture more than 2 years had expenditure more than 60,000 baht (17.0%). Follow by tourists who absorb Korean culture 2 years and less than 2 years (16.9 %, 16.1% respectively).

### 3.2.3 Channel absorbing Korean wave

#### 3.2.3.1 Watching Korean dramas

Table 18: Percentage of tourists classified by expenditure and watching Korean dramas

Watch Korean dramas	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Watch	81 (31.8)	74 (29.0)	58 (22.7)	42 (16.5)	255 (100.0)
Not watch	21 (30.9)	20 (29.4)	15 (22.1)	12 (17.6)	68 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not watch Korean dramas will spend money more than 60,000 baht higher than tourists who watched Korean dramas (17.6 % and 16.5 %).

### 3.2.3.2 Watching Korean movies

Table 19: Percentage of tourists classified by expenditure and watching Korean movies

Watch Korean movies	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Watch	60 (31.9)	55 (29.3)	40 (21.3)	33 (17.6)	188 (100.0)
Not watch	42 (31.1)	39 (28.9)	33 (24.4)	21 (15.6)	135 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

From table 19 found that tourists who watched Korean movies will spend money per trip more than 60,000 baht higher than tourists who did not watch Korean movies (17.6 % and 15.6 %).

### 3.2.3.3 Listening Korean songs

Table 20: Percentage of tourists classified by expenditure and listening Korean songs

Listen Korean songs	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Listen	72 (36.4)	54 (27.3)	41 (20.7)	31 (15.7)	198 (100.0)
Not listen	30 (24.0)	40 (32.0)	32 (25.6)	23 (18.4)	125 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

The study found that tourists who did not listen Korean songs spend more money than tourists who listen Korean songs with the expenditure over 60,000 baht (18.4 % and 15.7 % respectively).

### 3.2.3.4 Reading Korean novels

Table 21: Percentage of tourists classified by expenditure and reading Korean novels

Read Korean novels	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Read	15 (38.5)	12 (30.8)	6 (15.4)	6 (15.4)	39 (100.0)
Not read	87 (30.6)	82 (28.9)	67 (23.6)	48 (16.9)	284 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not read Korean novels were spending more money than tourists who read Korean novels with the expenditure over 60,000 baht (16.9 % and 15.4 % respectively).

### 3.2.3.5 Reading Korean magazines

Table 22: Percentage of tourists classified by expenditure and reading Korean magazines

Read Korean magazines	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Read	19 (33.3)	17 (29.8)	11 (19.3)	10 (17.5)	57 (100.0)
Not read	83 (31.2)	77 (28.9)	62 (23.3)	44 (16.5)	266 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

From table 22 found that tourists who read Korean magazines was spend more money than tourists who did not read Korean magazines with the expenditure over 60,000 baht (17.5 % and 16.5 % respectively).

### 3.2.3.6 Having Korean food

Table 23: Percentage of tourists classified by expenditure and having Korean food

Have Korean food	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Have	73 (33.6)	61 (28.1)	46 (21.2)	37 (17.1)	217 (100.0)
Not have	29 (27.4)	33 (31.1)	27 (25.5)	17 (16.0)	106 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of the study found those tourists who have Korean food spend money more than tourists who did not have Korean food with the expenditure over 60,000 baht (17.1 % and 16.0 % respectively).

### 3.2.3.7 Using Korean cosmetics

Table 24: Percentage of tourists classified by expenditure and using Korean cosmetics

Using Korean cosmetics	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Use	52 (31.7)	50 (30.5)	38 (23.2)	24 (14.6)	164 (100.0)
Not use	50 (31.4)	44 (27.7)	35 (22.0)	30 (18.9)	159 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

The study found that tourists who did not use Korean cosmetics had expenditure more than tourists who use Korean cosmetics with the expenditure over 60,000 baht (18.9 % and 14.6 % respectively).



### 3.2.3.8 Studying Korean language

Table 25: Percentage of tourists classified by expenditure and studying Korean language

Studying Korean language	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
Study	21 (35.0)	18 (30.0)	13 (21.7)	8 (13.3)	60 (100.0)
Not study	81 (30.8)	76 (28.9)	60 (22.8)	46 (17.5)	263 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Result of study found that tourists who did not study Korean language spend much money more than tourists who study Korean language with the expenditure over 60,000 baht (17.5 % and 13.3 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who had expenditure per trip to Korea over 60,000 baht were male with age over 40 years old, had marital status and had income from work more than 40,000 baht. In term of influence of Korean wave found that tourists who had expenditure per trip to Korea had good attitude with the range of 22 – 27 points, absorbing Korean wave more than 2 years also gain Korean wave by watching movies, reading Korean magazines, and having Korean food but they did not gain Korean wave by watching Korean dramas, listening Korean songs, reading Korean novels, using Korean cosmetics, and studying Korean language.

### 3.3 The reaction of Korean wave relating factors on frequency of travel

#### 3.3.1 Positive attitude about Korea

Table 26: Percentage of tourists classified by frequency of travel and positive attitude about Korea

Score of attitude	Frequency of travel					
	First time		More than 1 time		Total	
Lower than 22 points	69	(87.3)	10	(12.7)	79	(100.0)
22 – 27 points	156	(85.7)	26	(14.3)	182	(100.0)
Higher than 27 points	51	(82.3)	11	(17.7)	62	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of study found that those tourists who had positive attitude about Korea higher than 27 points (17.7 %) were the most group that had frequency of travel over 1 time than every group of tourists. Follow by the positive attitude of tourist group at 22 – 27 points and the group at lower than 22 points. (14.3 % and 12.7 % respectively).

#### 3.3.2 Korean culture's absorbing period

Table 27: Percentage of tourists classified by frequency of travel and Korean cultures absorbing period

Absorbing period	Frequency of travel					
	First time		More than 1 time		Total	
Less than 2 years	86	(92.5)	7	(7.5)	93	(100.0)
2 years	79	(88.8)	10	(11.2)	89	(100.0)
Over 2 years	111	(78.7)	30	(21.3)	141	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

The study found that the group that absorbing Korean culture over than 2 years were the group which is the most group travel to Korea more than 1 time (21.3 %),

followed by the group which absorb Korea culture 2 years and the group that absorb Korea culture less than 2 years (11.2 % ,7.5 % respectively).

### 3.3.3 Channel absorbing Korean wave

#### 3.3.3.1 Watching Korean dramas

Table 28: Percentage of tourists classified by frequency of travel and watching Korean dramas

Watch Korean dramas	Frequency of travel				Total	
	First time		More than 1 time			
Watch	219	(85.9)	36	(14.1)	255	(100.0)
Not watch	57	(83.8)	11	(16.2)	68	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Finding from table 28 found that tourists who did not watch Korean dramas will travel to Korea more than 1 time higher than tourists who watch Korean dramas (16.2 % and 14.1 %).

#### 3.3.3.2 Watching Korean movies

Table 29: Percentage of tourists classified by frequency of travel and watching Korean movies

Watch Korean movies	Frequency of travel				Total	
	First time		More than 1 time			
Watch	158	(84.0)	30	(16.0)	188	(100.0)
Not watch	118	(87.4)	17	(12.6)	135	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of the study found that tourists who watched Korean movies will travel to Korea more than 1 time higher than tourists who did not watch Korean movies (16.0 % and 12.6 %).

### 3.3.3.3 Listening Korean songs

Table 30: Percentage of tourists classified by frequency of travel and listening Korean songs

Listen Korean songs	Frequency of travel					
	First time		More than 1 time		Total	
Listen	171	(86.4)	27	(13.6)	198	(100.0)
Not listen	105	(84.0)	20	(16.0)	125	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

The study from table 30 found that tourists who did not listen Korean songs was more likely to travel to Korea than tourists who listen Korean songs with the frequency of travel more than 1 time (16.0 % and 13.6 % respectively).

### 3.3.3.4 Reading Korean novels

Table 31: Percentage of tourists classified by frequency of travel and reading Korean novels

Read Korean novels	Frequency of travel					
	First time		More than 1 time		Total	
Read	31	(79.5)	8	(20.5)	39	(100.0)
Not read	245	(86.3)	39	(13.7)	284	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Result of study found that tourists who read Korean novels was more likely to travel to Korea than tourists who did not read Korean novels with the frequency of travel more than 1 time (20.5 % and 13.7 % respectively).

### 3.3.3.5 Reading Korean magazines

Table 32: Percentage of tourists classified by frequency of travel and reading Korean magazines

Read Korean magazines	Frequency of travel			Total
	First time	More than 1 time		
Read	46 (80.7)	11 (19.3)	57	(100.0)
Not read	230 (86.5)	36 (13.5)	266	(100.0)
Total	276 (85.4)	47 (14.6)	323	(100.0)

Finding from table 32 found that tourists who read Korean magazines was more likely to travel to Korea than tourists who did not read Korean magazines with the frequency of travel more than 1 time (19.3 % and 13.5 % respectively).

### 3.3.3.6 Having Korean food

Table 33: Percentage of tourists classified by frequency of travel and having Korean food

Have Korean food	Frequency of travel			Total
	First time	More than 1 time		
Have	179 (82.5)	38 (17.5)	217	(100.0)
Not have	97 (91.5)	9 (8.5)	106	(100.0)
Total	276 (85.4)	47 (14.6)	323	(100.0)

The study found those tourists who have Korean food was more likely to travel to Korea than tourists who did not have Korean food with the frequency of travel more than 1 time (17.5 % and 8.5 % respectively).

### 3.3.3.7 Using Korean cosmetics

Table 34: Percentage of tourists classified by frequency of travel and using Korean cosmetics

Use Korean cosmetics	Frequency of travel				
	First time		More than 1 time		Total
Use	134	(81.7)	30	(18.3)	164 (100.0)
Not use	142	(89.3)	17	(10.7)	159 (100.0)
Total	276	(85.4)	47	(14.6)	323 (100.0)

Compare with the tourists who used and not used Korean cosmetics found that tourists who use Korean cosmetics was more likely to travel to Korea than tourists who did not use Korean cosmetics with the frequency of travel more than 1 time (18.3 % and 10.7 % respectively).

### 3.3.3.8 Studying Korean language

Table 35: Percentage of tourists classified by frequency of travel and studying Korean language

Study Korean language	Frequency of travel				
	First time		More than 1 time		Total
Study	47	(78.3)	13	(21.7)	60 (100.0)
Not study	229	(87.1)	34	(12.9)	263 (100.0)
Total	276	(85.4)	47	(14.6)	323 (100.0)

Result of study found that tourists who study Korean language was more likely to travel to Korea than tourists who did not study Korean language with the frequency of travel more than 1 time (21.7 % and 12.9 % respectively).

From result of cross tab can conclude that demographic characteristic of tourists who travel to Korea more than 1 time were male with age between 30 – 39 years old, had marital status and had income 20,001 – 40,000 baht. In term of, influence of Korean

wave found that tourists who traveled to Korea had good attitude with the higher than 27 points, absorbing Korean wave more than 2 years also gain Korean wave by watching Korean movies, reading Korean novels/magazines, having Korean food, using Korean cosmetics, and studying Korean language excepted watching Korean dramas and listening Korean songs.

#### **4. Factors affecting demand for travel to Korea**

This part shown the result of multiple linear regression analysis to find out which factors were affect on demand for travel to Korea

##### **4.1 Results of a multiple regression analysis to predict length of stay**

The result of multiple regressions of 14 independent variables with length of stay (Table 36) found that all of independent variables explained only 6 percents of the variance of a dependent variable ( $R^2 = 0.060$ ). After control other independent variables, there is only one independent variable which is divorce/ widow status that affect on length of stay and have a statistically significant at 0.05 levels.

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Table 36: Results of a multiple regression analysis to predict length of stay

Independent Variables	Coefficient (B)	T
Constant	4.673	14.523*
Gender (female =1 , male=0)	-0.060	-0.720
Age	0.001	0.254
Marital status ( Married = 1, Others = 0)	-0.008	-0.090
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-0.680	-2.757*
Income	5.853E-7	0.677
Positive attitude about Korea	-0.004	-0.325
Korean culture's absorbing period	0.054	1.274
Watching Korean dramas(Watch = 1, not watch = 0)	-0.055	-0.553
Watching Korean movies (Watch = 1, not watch = 0)	-0.022	-0.256
Listening Korean songs (Listen = 1, not listen = 0)	0.038	0.477
Reading Korean novels (Read = 1, not read = 0)	0.055	0.466
Reading Korean magazines (Read = 1, not read = 0)	-0.165	-1.573
Having Korean food (Eat = 1, not eat = 0)	0.094	1.235
Using Korean cosmetics (Use = 1, not use = 0)	-0.029	-0.373
Studying Korean language (Study = 1, not study =0)	0.087	0.888
R = 0.245    R <sup>2</sup> = 0.060		

\* $p$  – value < 0.05

Finding from the result of multiple regressions can conclude that the average on length of stay of tourists is about 5 days (B = 4.673). Factors that affect the length of stay in negative way compose of;

- Demographic factors

Gender factor found that female have effect on reduce of length of stay (B = - 0.060). Marital status also have effect on reduce of length of stay (B = - 0.008). Divorce/widow status is the most important factor that affect on decrease of length of stay (B = - 0.680) which have a statistically significant at 0.05 level.



- Korean wave relating factors

Positive attitude toward Korea effect on reduce the length of stay (B = - 0.004). Channel absorbing Korean wave such as watching Korea dramas (B = - 0.055), watching Korean movies (B = - 0.022), reading Korean magazines (B = - 0.165) and using Korean cosmetics (B = - 0.029) have effect on reduce of length of stay.

However, finding from the table 36 found some positive factors both demographic factors and Korean wave relating factors that effect on the rise of length of stay such as:

- Demographic factors

Age have effect on the rise of length of stay (B = 0.001) and income also have effect on the rise of length of stay (B = 5.853E-7 which mean 0.0000005853).

- Korean wave relating factors

Channel absorbing Korean activities such as listen Korean songs, reading Korean novels, having Korean food, studying Korean language, and Korean culture's absorbing period have effect on the rise of length of stay (B = 0.038, 0.55, 0.094, 0.087, 0.054 respectively).

Finding from the regression to predict length of stay can analyze that there are some factors that affect reducing of length of travel to Korea, for example, demographic factors found that the shorter length of stay of female tourists might be because female always think of safety of travel more than male. In term of status, the single group is freer to travel due to less responsibility from family. Added with the late marriage among the current generation, so, single tend to travel more than the others marital status. There are some demographic factors that can extend the length of stay such as age and income. The length of travel varies on age. Children may need shorter

length of travel because they are easier to be tired and need more relax time than adults. Due to length of stay was limited by tour agent because the sampling group was the people who travel with tour agent. When they decide to travel, they might mainly choose from length of stay that matches with their free time rather than other factors. In term of Korean wave relating factors, it had both positive and negative ways affecting the length of stay, for example, watching Korea dramas/movies was shown the image of the places but tourists was limited length of stay by program tour.

#### 4.2 Results of a multiple regression analysis to predict expenditure per trip

The result of multiple regressions of 14 independent variables with expenditure per trip (Table 37) found that all of independent variables explained 23 percents of the variance of a dependent variable ( $R^2 = 0.225$ ). After control other independent variables, there are two independent variable which are marital status and income that affect on expenditure and have a statistically significant at 0.05 levels.

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

Table 37: Results of a multiple regression analysis to predict expenditure per trip

Independent Variables	Coefficient (B)	T
Constant	41656.606	5.831*
Gender (female =1 , male=0)	-3278.034	-1.778
Age	155.603	1.623
Marital status ( Married = 1, Others = 0)	5337.278	2.707*
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-2024.293	-0.369
Income	0.102	5.318*
Positive attitude about Korea	-25.205	-0.098
Korean culture's absorbing period	122.389	0.131
Watching Korean dramas(Watch = 1, not watch = 0)	-695.509	-0.315
Watching Korean movies (Watch = 1, not watch = 0)	-96.650	-0.052
Listening Korean songs (Listen = 1, not listen = 0)	-1087.979	-0.617
Reading Korean novels (Read = 1, not read = 0)	-479.219	-0.183
Reading Korean magazines (Read = 1, not read = 0)	1960.029	0.840
Having Korean food (Eat = 1, not eat = 0)	-964.558	-0.572
Using Korean cosmetics (Use = 1, not use = 0)	879.680	0.504
Studying Korean language (Study = 1, not study =0)	1896.896	0.874
R = 0.474    R <sup>2</sup> = 0.225		

\**p* – value < 0.05

Finding from the result of multiple regressions can conclude that the average on expenditure per trip was about 42,000 baht (B = 41656.606). Factors that affect the expenditure in positive way compose of;

- Demographic factors

Marital status and income factors was the most important factors that effect on the rise of expenditure and have a statistically significant at 5 percent , with coefficients of 5337.278 and 0.102 respectively. Age also have effect on rise of expenditure with coefficients of 155.603.

- Korean wave relating factors

Korean culture's absorbing period have effect on the rise of expenditure per trip ( $B = 122.389$ ). In addition there are some of channel absorbing Korean wave which are reading Korean magazines, using Korean cosmetics, and studying Korean language, that effect on the rise of expenditure per trip ( $B = 1960.029, 879.680, \text{ and } 1896.896$  respectively)

Moreover, the result of a multiple regression analysis to predict expenditure also found there are some negative factors which reduce of the expenditure are:

- Demographic factors

Female and Divorce/widow status have effect on reduce of expenditure with coefficients of  $-3278.034$  and  $-2024.293$ .

- Korean wave relating factors

Positive attitude about Korea and channel absorbing Korean wave by watching Korean dramas, watching Korean movies, listening Korean songs, reading Korean novels and having Korean food ( $B = -695.509, -96.650, -1087.979, -479.219$  and  $-964.558$  respectively)

Finding from the result of regression to predict expenditure can analyze that there are some factors that affect both positive and negative factors. In term of demographic factors found that only two factors were negative factors are gender and divorce/widow status. Female spend money less than male, it might be because of men paid money instead of women. Divorce status also spend money for trip less than other status because they did not paid so much money for the souvenirs with their family while other marital status spend more money for travel. In term of income found that the pocket money also varied by income. Higher income tends to spend more money. As known from the basic economic rule of demand tourists consider that how they can gain

maximize benefits in the purchase for their goods and services (Reisinger, 2009 : 303). Korean wave relating factors did not have much effect on expenditure. It might be because some of Korean wave relating factor can found in Thailand such as watching Korean dramas/movies, songs, or novels can download from internet or buying from store. The people who use Korean cosmetics also spend money for buying Korean cosmetics because of the cheaper price. Most expenditure also includes in tour such as food, hotel, and airplane tickets.

### 1.1 Results of a multiple regression analysis to predict frequency of travel

The result of multiple regressions of 14 independent variables with frequency of travel (Table 38) found that all of independent variables explained 8 percents of the variance of a dependent variable ( $R^2 = 0.087$ ). After control other independent variables, there are four independent variable which are Korean absorbing period, watching Korean dramas, using Korean cosmetics, and studying Korean language status affect on frequency of travel and have a statistically significant at 0.05 levels.

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

Table 38: Results of a multiple regression analysis to predict frequency of travel to Korea

Independent Variables	B	T
Constant	0.867	2.350*
Gender (female =1 , male=0)	-0.171	-1.799
Age	0.006	1.271
Marital status ( Married = 1, Others = 0)	-0.089	-0.871
Divorce/widow status (Divorce/Widow = 1,Other = 0)	-0.321	-1.134
Income	-9.925E-7	-1.000
Positive attitude about Korea	0.004	0.309
Korean culture's absorbing period	0.106	2.187*
Watching Korean dramas(Watch = 1, not watch = 0)	-0.259	-2.271*
Watching Korean movies (Watch = 1, not watch = 0)	0.008	0.081
Listening Korean songs (Listen = 1, not listen = 0)	-0.015	-0.167
Reading Korean novels (Read = 1, not read = 0)	0.022	0.165
Reading Korean magazines (Read = 1, not read = 0)	-0.002	-0.014
Having Korean food (Eat = 1, not eat = 0)	0.092	1.055
Using Korean cosmetics (Use = 1, not use = 0)	0.177	1.964*
Studying Korean language (Study = 1, not study =0)	0.246	2.194*
R = 0.296    R <sup>2</sup> = 0.087		

\* $p$  – value < 0.05

Finding from the result of multiple regressions can conclude that the average on frequency of travel was about one time (B = 0.867). Factors that affect the frequency of travel compose of;

- Demographic factors

From the table 38 found that most of demographic factors affect frequency of travel in negative way expect age that effect frequency of travel in positive ( $B = 0.006$ ). Negative demographic factors consist of gender ( $B = - 0.171$ ), marital status ( $B = - 0.089$ ), divorce/widow status ( $B = - 0.321$ ), and income ( $B = - 9.925E-7$  which mean  $- 0.0000009925$ )

- Korean wave relating factors

Result of multiple regression found that most of Korean wave relating factors affect frequency of travel in positive way consists of Korean culture's absorbing period, using Korean cosmetics, and studying Korean language ( $B = 0.106, 0.177$  and  $0.246$  respectively) and have a statistically significant at level 0.05. In addition, watching Korean movies, reading Korean novels, and having Korean food also are positive factors that effect on frequency of travel ( $B = 0.008, 0.022, 0.092$  respectively). However, watching Korean dramas affect on decrease of frequency of travel to Korea ( $B = - 0.259, p - \text{value} < 0.05$ ). Listening Korean songs and reading Korean magazines also affect on decrease of frequency of travel to Korea ( $B = - 0.015$  and  $- 0.002$  respectively).

Finding from the result of regression to predict frequency of travel can analyze those demographic factors did not have much effect on frequency of travel in positive way. It might depend on the personal interest in Korean rather than demographic factors. Age is the only demographic factor that effect on frequency of travel to Korea in positive way because younger people have more energy to travel than the aging people. Most of Korean wave relating factors have influence on frequency of travel except watching Korean dramas, listening Korean songs and reading Korean magazine. As known that Korean dramas was play significant role in promoting Korean tourism, but finding from the study contrast with what we perceived. Only Korean dramas did not

play enough roles for revisiting. Besides watching Korean dramas, there are other factors such as good attitudes watching Korean movies, reading Korean novels, and having Korean food. Using Korean cosmetics, learning Korean language, absorbing Korean culture for long time also have an effect on frequency of travel. Therefore, it can conclude that Korean wave relating factors play a significant role that effect on length of stay.



ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย



## Chapter V

### Conclusion and Recommendations

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

#### 1. Conclusion

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

##### 1.1 Personal data respondents

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

##### 1.2 Thai tourist attitude toward Korea

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

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

### 1.3 Factors affecting demand for travel to Korea

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

#### 1.3.1 Demographic factors

##### 1) Gender

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

##### 2) Age

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

##### 3) Marital status

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

#### 1.3.2 Economic factor

##### 1) Income

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

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

### 1.3.3 Korean wave relating factors

#### 1) Positive attitude about Korea

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

#### 2) Korean culture's absorbing period

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

#### 3) Channel Absorbing Korean wave

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

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

## 2. Limitation of the study

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

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

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

## 3. Recommendations for the future research

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

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

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

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

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



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ศูนย์วิทยพัทพยกร  
จุพัลลงกรณ์มหาวิตทยาลัย



# APPENDICES

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย



# Appendix A

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix A

## The reaction of demographic factors on length of stay

Table 1: Percentage of tourists classified by length of stay and gender

Gender	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Male	24	(25.0)	68	(70.8)	4	(4.2)	96 (100.0)
Female	73	(32.2)	148	(65.2)	6	(2.6)	227 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Table 2: Percentage of tourists classified by length of stay and age

Age	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Under 20	3	(15.0)	17	(85.0)	0	(0)	20 (100.0)
20 – 29	33	(31.4)	68	(64.8)	4	(3.8)	105 (100.0)
30 – 39	38	(33.6)	70	(61.9)	5	(4.4)	113 (100.0)
Over 40	23	(27.1)	61	(71.8)	1	(1.2)	85 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)

Table 3: Percentage of tourists classified by length of stay and marital status

Marital status	Length of stay						
	Less than 5 days		5 days		More than 5 days		Total
Single	59	(29.6)	135	(67.8)	5	(2.5)	199 (100.0)
Married	32	(27.4)	80	(68.4)	5	(4.3)	117 (100.0)
Divorce and widow	6	(85.7)	1	(14.3)	0	(0)	7 (100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323 (100.0)



# Appendix B

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix B

## The reaction of economic factor on length of stay

Table 1: Percentage of tourists classified by length of stay and income

Income	Length of stay							
	Less 5 days		5 days		More 5 days		Total	
None income	10	(22.2)	32	(71.1)	3	(6.7)	45	(100.0)
Less THB 20,001	37	(37.0)	61	(61.0)	2	(2.0)	100	(100.0)
THB 20,001–40,000	26	(31.0)	55	(65.5)	3	(3.6)	84	(100.0)
Over THB 40,000	24	(25.5)	68	(72.3)	2	(2.1)	94	(100.0)
Total	97	(30.0)	216	(66.9)	10	(3.1)	323	(100.0)

ศูนย์วิทยพัทพยากร  
จุฬาลงกรณ์มหาวิทยาลัย



# Appendix C

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix C

## The reaction of demographic factors on expenditure per trip to Korea

Table 1: Percentage of tourists classified by expenditure and gender

Gender	Expenditure per trip				Total
	Less than THB 40,000	THB 40,000 – THB 49,999	THB 50,000 – THB 59,999	More than THB 60,000	
Male	20 (20.8)	28 (29.2)	25 (26.0)	23 (24.0)	96 (100.0)
Female	82 (36.1)	66 (29.1)	48 (21.1)	31(13.7)	227(100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Table 2: Percentage of tourists classified by expenditure and age

Age	Expenditure per trip				Total
	Less than THB 40,000	THB 40,000 – THB 49,999	THB 50,000 – THB 59,999	More than THB 60,000	
Under 20	14 (70.0)	3 (15.0)	2 (10.0)	1 (5.0)	20 (100.0)
20 – 29	42 (40.0)	41 (39.0)	12 (11.4)	10 (9.5)	105 (100.0)
30 – 39	36 (31.9)	32 (28.3)	31 (27.4)	14 (12.4)	113 (100.0)
Over 40	10 (11.8)	18 (21.2)	28 (32.9)	29 (34.1)	85 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

Table 3: Percentage of tourists classified by expenditure and marital status

Marital status	Expenditure per trip				Total
	Less than THB 40,000	THB 40,000 – THB 49,999	THB 50,000 – THB 59,999	More than THB 60,000	
Single	83 (41.7)	60 (30.2)	38 (19.1)	18 (9.0)	199 (100.0)
Married	17 (14.5)	31 (26.5)	33 (28.2)	36 (30.8)	117 (100.0)
Divorce and widow	2 (28.6)	3 (42.9)	2 (28.6)	0 (0)	7 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)





# Appendix D

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix D

## The reaction of economic factor on expenditure per trip to Korea

Table 1: Percentage of tourists classified by expenditure and income

Income	Expenditure per trip (Baht)				Total
	Less 40,000	40,000 - 49,999	50,000 - 59,999	Over 60,000	
None income	26 (57.8)	10 (22.2)	8 (17.8)	1 (2.2)	45 (100.0)
Less THB 20,001	41 (41.0)	44 (44.0)	10 (10.0)	5 (5.0)	100 (100.0)
THB 20,001–40,000	20 (23.8)	24 (28.6)	23 (27.4)	17 (20.2)	84 (100.0)
Over THB 40,000	15(16.0)	16 (17.0)	32 (34.0)	31 (33.0)	94 (100.0)
Total	102 (31.6)	94 (29.1)	73 (22.6)	54 (16.7)	323 (100.0)

ศูนย์วิทยพัทพยาบาล  
จุฬาลงกรณ์มหาวิทยาลัย



# Appendix E

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix E

## The reaction of demographic factors on frequency of travel

Table 1: Percentage of tourists classified by frequency of travel and gender

Gender	Frequency of travel					
	First time		More than 1 time		Total	
Male	76	(79.2)	20	(20.8)	96	(100.0)
Female	200	(88.1)	27	(11.9)	227	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Table 2: Percentage of tourists classified by frequency of travel and age

Age	Frequency of travel					
	First time		More than 1 time		Total	
Under 20	19	(95.0)	1	(5.0)	20	(100.0)
20 – 29	90	(85.7)	15	(14.3)	105	(100.0)
30 – 39	94	(83.2)	19	(16.8)	113	(100.0)
Over 40	73	(85.9)	12	(14.1)	85	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

Table 3: Percentage of tourists classified by frequency of travel and marital status

Status	Frequency of travel					
	First time		More than 1 time		Total	
Single	171	(85.9)	28	(14.1)	199	(100.0)
Married	98	(83.8)	19	(16.2)	117	(100.0)
Divorce and widow	7	(100.0)	0	(0)	7	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)



# Appendix F

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix F

## The reaction of economic factor on frequency of travel

Table 1: Percentage of tourists classified by frequency of travel and income

Income	Frequency of travel					
	First time		More than 1 time		Total	
None income	40	(88.9)	5	(11.1)	45	(100.0)
Less THB 20,001	84	(84.0)	16	(16.0)	100	(100.0)
THB 20,001–40,000	70	(83.3)	14	(16.7)	84	(100.0)
Over THB 40,000	82	(87.2)	12	(12.8)	94	(100.0)
Total	276	(85.4)	47	(14.6)	323	(100.0)

ศูนย์วิทยพัทพยาบาล  
จุฬาลงกรณ์มหาวิทยาลัย



# Appendix G

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix G

### Questionnaire in English Version



### QUESTIONNAIRE

#### A study of "Factors affecting demand for travel to Korea: A case study of Thai tourists to Korea"

The purpose of this questionnaire is to collect the data about Thai tourists who travelling to Korea as part of the thesis of Korean studies, Chulalongkorn University. Your data will keep in secret. Only the analyzed data will be present in general.

Please, answer this entire questionnaire. Your answer would be helpful for this research. Thank you very much for your cooperation.

**Vocabulary definition: Korean wave** is wave of popularity in Korean culture products e.g. tourism, language, songs, movies, drama etc.

**Korean culture** is the perception, understanding, or the identity that can defined as Korea in several forms e.g. Korean language, Korean food, and Korean nation custom.

#### Part 1: Personal information of Thai tourist traveling to Korea

Introduction: Please mark an ✓ in  only one mark for each question that most appropriate with your idea.

1.1 Gender  Male  Female

1.2 Age ..... years old

1.3 Status  Single  Married  Divorce  Widow

1.4 The Highest education level

- |                                                                      |                                                                                           |
|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Never been to school                        | <input type="checkbox"/> Grade 1 - 4                                                      |
| <input type="checkbox"/> Primary school (Grade6)                     | <input type="checkbox"/> Secondary school (Grade9)                                        |
| <input type="checkbox"/> High school (Grade12) or Vocational diploma | <input type="checkbox"/> College diploma                                                  |
| <input type="checkbox"/> Bachelor Degree                             | <input type="checkbox"/> Higher than Bachelor degree <input type="checkbox"/> Others..... |

1.5 Do you work or not?

- Yes (career e.g. Government officer, Government employee/State enterprise, Business owner, Private company employee etc.) Please specify.....

Income..... Baht per month

- No work because of (e.g. student, retire, housewife, etc.) Please specify.....

In case of have income every month, please specify (e.g. pensioned government official)..... Baht per month



Part 2: Information on traveling to Korea

2.1 How many times have you been to Korea (Include this time).....

2.2 Please fill in the trip to Korea in the past. (Exclude this time) **In case you went to Korea more than once**

Frequency	Travelling year (e.g. 2001)	Trip characteristic e.g. Tour, Self-travel, Travel with office	The purpose of travel to Korea.	Length of stay (please specify)	Please estimate expenditure(Travelling to Korea only)
1			For	Days	Baht
2			For	Days	Baht
3			For	Days	Baht
4			For	Days	Baht
5			For	Days	Baht

2.3 In this trip, how do you get information about Korea? (Can answer more than 1 answer)

- Media (T.V., radio, newspaper, magazine)  
 Friends and relatives  
 Internet  
 Travel book guide  
 Books/Journal about tourism  
 Brochure/Playbill from Tourist Company  
 Others.....

2.4 How long for this trip?..... Days..... Nights

2.5 Do you think the length of travel with tour agent is enough for you?

- Enough  
 Not enough (How many days you want to travel more ..... Days)

2.6 How much for package tour to Korea in this trip? Price..... Baht

2.7 How much for all expenditure in this trip? E.g. food, souvenir. (**Exclude package tour's price**)

Please estimate..... Baht

2.8 The main place that you would like to travel in Korea. (**Please Rank 1 – 3**)

- Natural resources  
 Museums/ancient buildings  
 Food sources  
 Dramas tracking  
 Shopping areas  
 Technology sources

2.9 The reason that you choose or like traveling to Korea. (**Please Rank 1 – 3**)

- Interesting place for travel  
 Well known of plastic surgeon  
 Technology and modern country  
 Korean wave from dramas/movies  
 Long Holiday  
 Buying Korean wave products  
 Center of fashion  
 Safety country for travel  
 Food sources  
 Korean wave from singers/actors or actress  
 Good time for travel  
 Last trip is not enough

2.10 In this trip, who are you going with?

- Self - travel    Travel with friend    Travel with family    Travel with office    Others.....

Part 3: Attitude toward Korea

Please read statements carefully and mark ✓ only one in box that most appropriate with your idea.

	Issue	Attitude level				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
3.1	Korean is a good place to travel and have beautiful natural resources.					
3.2	Travel to Korea is expensive.					
3.3	Korean is a technology country.					
3.4	Korean produces good quality products.					
3.5	Korean food was tasty and variety.					
3.6	Korean dramas/movies have an interesting story to pursue.					
3.7	Korean songs are beautiful songs and easy to remember.					
3.8	Korean culture was over-flown to Thailand.					
3.9	Making plastic surgery is a common thing for Korean people.					
3.10	Korean people are polite and friendly.					

Part 4: The effect of Korean wave relating factors on traveling to Korea

4.1 When you began touching Korean culture?

- Less than 1 Year    1 Year    2 Years    3 Years    More than 4 Years

4.2 How you touched to Korean culture at the first time? (Answer more than 1 answer)

- Watching Korean movies/drama    Listening Korean songs    Studying Korean language  
 Studying Taekwondo    Having Korean food    Others.....

4.3 KOREAN DRAMAS	4.4 KOREAN MOVIES	4.5 KOREAN SONGS
Do you watch Korean dramas? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.4)	Do you watch Korean movies? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.5)	Do you listen Korean songs? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.6)
Which source you watch Korean dramas? (Answer more than 1 answer) <input type="checkbox"/> T.V. program <input type="checkbox"/> Cable T.V. <input type="checkbox"/> Rent VCD/DVD from shop <input type="checkbox"/> Internet <input type="checkbox"/> Buy VCD/DVD <input type="checkbox"/> Rent VCD/DVD from relatives <input type="checkbox"/> Others.....	Which source you watch Korean movies? (Answer more than 1 answer) <input type="checkbox"/> In theater <input type="checkbox"/> Cable T.V. <input type="checkbox"/> Rent VCD/DVD from shop <input type="checkbox"/> Internet <input type="checkbox"/> Buy VCD/DVD <input type="checkbox"/> Rent VCD/ DVD from relatives <input type="checkbox"/> Others.....	Which source you listen Korean songs? (Answer more than 1 answer) <input type="checkbox"/> T.V. program <input type="checkbox"/> Radio <input type="checkbox"/> Ringtone <input type="checkbox"/> Waiting call <input type="checkbox"/> Buy VCD/DVD <input type="checkbox"/> Internet <input type="checkbox"/> Others.....
How long you began watching Korean dramas?.....Years	How long you began watching Korean movies?.....Years	How long you began listening Korean songs?..... Years
The frequency of watching Korean dramas. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 hours/week <input type="checkbox"/> Average 4 -10 hours/week <input type="checkbox"/> Average 11- 20 hours/week <input type="checkbox"/> Average more than 20 hours/week	The frequency of watching Korean movies. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 hours/week <input type="checkbox"/> Average 4 -10 hours/week <input type="checkbox"/> Average 11- 20 hours/week <input type="checkbox"/> Average more than 20 hours/week	The frequency of listening Korean songs. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 hours/week <input type="checkbox"/> Average 4 -10 hours/week <input type="checkbox"/> Average 11-20hours/week <input type="checkbox"/> Average more than 20 hours/week
How do you decide to watch Korean dramas? <input type="checkbox"/> Watched every dramas that on-air <input type="checkbox"/> Watched only the interesting stories <input type="checkbox"/> Watched only those with favorite actors/actress <input type="checkbox"/> Watched only the popular stories <input type="checkbox"/> Others.....	How do you decide to watch Korean movies? <input type="checkbox"/> Watched every movies that showing <input type="checkbox"/> Watched only the interesting stories <input type="checkbox"/> Watched only those with favorite actors/actress played <input type="checkbox"/> Watched only the popular stories <input type="checkbox"/> Others.....	How do you decide to listen Korean songs? <input type="checkbox"/> Listened only sound track <input type="checkbox"/> Listened only those with favorite signers sang <input type="checkbox"/> Listened only popular songs <input type="checkbox"/> Others.....
After watching Korean dramas, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No	After watching Korean movies, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No	After listening Korean songs, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No
Do you think that Korean dramas affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean movies affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean songs affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree

4.6 KOREAN NOVELS	4.7 KOREAN MAGAZINES	4.8 KOREAN FOOD
Do you read Korean novels? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.7)	Do you read Korean magazines? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.8)	Do you have Korean food? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.9)
Which source that you reach to the novels? <input type="checkbox"/> Bought from book store <input type="checkbox"/> Rent from book store <input type="checkbox"/> Library <input type="checkbox"/> Internet <input type="checkbox"/> Others.....	Which source that you reach to the magazines? <input type="checkbox"/> Bought from book store <input type="checkbox"/> Rent from book store <input type="checkbox"/> Library <input type="checkbox"/> Internet <input type="checkbox"/> Others.....	Why you have Korean food? <input type="checkbox"/> Korean food look delicious <input type="checkbox"/> Good taste <input type="checkbox"/> Korean food has many kind to choose <input type="checkbox"/> High nutrition food <input type="checkbox"/> Others.....
The frequency of reading Korean novels. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 hours/week <input type="checkbox"/> Average 4 -10 hours/week <input type="checkbox"/> Average 11- 20 hours/week <input type="checkbox"/> Average more than 20 hours/week	The frequency of reading Korean magazines. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 hours/week <input type="checkbox"/> Average 4 -10 hours/week <input type="checkbox"/> Average 11- 20 hours/week <input type="checkbox"/> Average more than 20 hours/week	The frequency of having Korean food. <input type="checkbox"/> Rarely <input type="checkbox"/> Average 1-3 meals/week <input type="checkbox"/> Average 4 -7 meals/ week <input type="checkbox"/> Average more than 7 meals/ week
How long you began reading Korean novels?..... Years	How long you began reading Korean magazines?..... Years	How long you began having Korean food?..... Years
After reading Korean novels, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No	After reading Korean magazines, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No	After having Korean food, do you want to travel to Korea? <input type="checkbox"/> Yes <input type="checkbox"/> No
Do you think that Korean novels affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean magazines affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean food affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree

4.9 KOREAN COSMATICS	4.10 KOREAN MOBILE PHONES E.G. SAMSUNG,LG	4.11 KOREAN APPLIANCES E.G. SAMSUNG,LG
Do you use Korean cosmetics? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.10)	Do you use Korean mobile phones? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section section 4.11)	Do you use Korean appliances? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section section 4.12)
Why you used Korean cosmetics? <input type="checkbox"/> Good Quality <input type="checkbox"/> Cheap <input type="checkbox"/> Popular <input type="checkbox"/> word-of-mouth / recommendation from others <input type="checkbox"/> Favorite actors, actress/singers are presenter of this product <input type="checkbox"/> expected the Korean look (ex: white and smooth skin) <input type="checkbox"/> Others.....	Why you used Korean mobile phones? <input type="checkbox"/> Good Quality <input type="checkbox"/> Cheap <input type="checkbox"/> Popular <input type="checkbox"/> word-of-mouth / recommendation from others <input type="checkbox"/> Favorite actors, actress/singers are presenter of this product <input type="checkbox"/> Others.....	Why you used Korean appliances? <input type="checkbox"/> Good Quality <input type="checkbox"/> Cheap <input type="checkbox"/> Popular <input type="checkbox"/> word-of-mouth/recommendation from others <input type="checkbox"/> Favorite actors, actress/singers are presenter of this product <input type="checkbox"/> Others.....
How long you began using Korean cosmetics?..... Years	How long you began using Korean mobile phones?.....Years	How long you began using Korean appliances?..... Years
After used Korean cosmetics, do you want to travel to Korea <input type="checkbox"/> Yes <input type="checkbox"/> No	After used Korean mobile phones, do you want to travel to Korea <input type="checkbox"/> Yes <input type="checkbox"/> No	After used Korean appliances, do you want to travel to Korea <input type="checkbox"/> Yes <input type="checkbox"/> No
Do you think that Korean cosmetics affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean mobile phones affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	Do you think that Korean appliances affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
Do you still use Korean cosmetics? <input type="checkbox"/> Use      Because..... <input type="checkbox"/> No use    Because.....	Do you still use Korean mobile phones? <input type="checkbox"/> Use      Because..... <input type="checkbox"/> Not use    Because.....	Do you still use Korean appliances? <input type="checkbox"/> Use      Because..... <input type="checkbox"/> Not use    Because.....
Do you think using Korean cosmetics are worthy with the spending money? <input type="checkbox"/> worthy <input type="checkbox"/> Unworthy	Do you think using Korean mobile phones are worthy with the spending money? <input type="checkbox"/> worthy <input type="checkbox"/> Unworthy	Do you think using Korean appliances are worthy with the spending money? <input type="checkbox"/> worthy <input type="checkbox"/> Unworthy

4.12 KOREAN LANGUAGE	4.13 TAEKWONDO
Do you know Korean language? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to section 4.13)	Do you play taekwondo? <input type="checkbox"/> Yes <input type="checkbox"/> No (skip to others suggestion, if any)
Where do you study Korean language from? <input type="checkbox"/> School/University <input type="checkbox"/> Internet <input type="checkbox"/> Watching Korean dramas/movies <input type="checkbox"/> Listening Korean songs <input type="checkbox"/> Institute/ Language school <input type="checkbox"/> Self Study <input type="checkbox"/> Others.....	How long you began playing taekwondo?..... Years
How long you began studying Korean language?..... Years	After playing taekwondo, do you want to travel to Korea <input type="checkbox"/> Yes <input type="checkbox"/> No
After study Korean language, do you want to travel to Korea <input type="checkbox"/> Yes <input type="checkbox"/> No	Do you think that taekwondo affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree
Do you think that Korean language affecting traveling decision to Korea? <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Neutral <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree	

Other suggestion

.....  
 .....

Thank you very much for your cooperation to answer this questionnaire.

ศูนย์วิทยทรัพยากร  
 จุฬาลงกรณ์มหาวิทยาลัย



# Appendix H

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

## Appendix H

## Questionnaire in Thai Version



## แบบสอบถาม

โครงการวิจัย เรื่อง “ปัจจัยที่มีผลต่อความต้องการเดินทางไปท่องเที่ยวประเทศเกาหลี: กรณีศึกษานักท่องเที่ยวชาวไทยที่เดินทางไปเกาหลี”

แบบสอบถามนี้มีวัตถุประสงค์เพื่อเก็บรวบรวมข้อมูลของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวเกาหลี เพื่อใช้ในการทำวิทยานิพนธ์ตามหลักสูตรเกาหลีศึกษา จุฬาลงกรณ์มหาวิทยาลัย ข้อมูลที่ได้รับจากแต่ละท่านถือเป็นความลับ ในการนำเสนอข้อมูลและวิเคราะห์ข้อมูลจะนำเสนอในภาพรวมเท่านั้น

จึงขอความกรุณาจากท่านในการตอบแบบสอบถามให้ครบทุกข้อ คำตอบของท่านมีคุณค่าในการทำวิทยานิพนธ์ของผู้วิจัยเป็นอย่างมาก และขอขอบคุณทุกท่านที่กรุณาให้ความร่วมมืออย่างสูง

**นิยามคำศัพท์ :** **กระแสเกาหลี** หมายถึง คลื่นความนิยมสินค้าทางวัฒนธรรมเกาหลี เช่น การท่องเที่ยว ภาษา เพลง ภาพยนตร์ ละคร ฯลฯ  
**วัฒนธรรมเกาหลี** หมายถึง การรับรู้และความเข้าใจเกี่ยวกับเอกลักษณ์หรือลักษณะเฉพาะตัว ซึ่งบ่งบอกถึงความเป็นเกาหลีในด้านต่างๆ เช่น ภาษาเกาหลี อาหารเกาหลี การแต่งกายชุดประจำชาติ เป็นต้น

**ส่วนที่ 1** ข้อมูลส่วนบุคคลของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวประเทศเกาหลี

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ลงใน  ที่ตรงกับตัวท่านเพียงข้อเดียว

1.1 เพศ  ชาย  หญิง

1.2 อายุ (ระบุอายุเต็ม)..... ปี

1.3 สถานภาพการสมรส  โสด  สมรส  หย่า  หม้าย

1.4 ระดับการศึกษาสูงสุดที่เคยเรียนจบ

- |                                                                |                                                                                |
|----------------------------------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> ไม่เคยเรียนหนังสือ                    | <input type="checkbox"/> ประถมต้น (ป.1 – ป.4) หรือเทียบเท่า                    |
| <input type="checkbox"/> ประถมปลาย (ป.6) หรือเทียบเท่า         | <input type="checkbox"/> มัธยมศึกษาตอนต้น หรือเทียบเท่า                        |
| <input type="checkbox"/> มัธยมศึกษาตอนปลาย/ ปวช. หรือเทียบเท่า | <input type="checkbox"/> อนุปริญญา/ ปวส. หรือเทียบเท่า                         |
| <input type="checkbox"/> ปริญญาตรี                             | <input type="checkbox"/> สูงกว่าปริญญาตรี <input type="checkbox"/> อื่นๆ ..... |

1.5 ปัจจุบันท่านทำงานหรือไม่

- ทำ ประกอบอาชีพ (เช่น ข้าราชการ, ลูกจ้างรัฐบาล/รัฐวิสาหกิจ, ธุรกิจส่วนตัว, นายจ้าง, ลูกจ้างเอกชน ฯลฯ)

โปรดระบุ .....

รายได้ต่อเดือนที่ได้รับจากการทำงาน ..... บาทต่อเดือน

- ไม่ได้ทำ เนื่องจาก (เช่น เป็นนักเรียน/นักศึกษา/นิสิต, เกษียณ, เป็นแม่บ้าน ฯลฯ)

โปรดระบุ .....

ในกรณีที่มิมีรายได้ทุกเดือนโปรดระบุรายได้ต่อเดือน (เช่น ข้าราชการบำนาญ) ..... บาทต่อเดือน



ส่วนที่ 2 ข้อมูลเกี่ยวกับการไปท่องเที่ยวต่างประเทศเกาหลี

2.1 ท่านเดินทางไปเที่ยวเกาหลีครั้งนี้เป็นครั้งที่.....

2.2 กรุณาให้ข้อมูลเกี่ยวกับการเดินทางไปท่องเที่ยวเกาหลีในอดีต (ไม่รวมครั้งนี้) ในกรณีที่ท่านเคยเดินทางไปเกาหลีมากกว่า 1 ครั้ง

จำนวนครั้ง	ปี ค.ศ. ที่ท่านเคยเดินทางไป (เช่น 2001)	ลักษณะการเดินทาง เช่น ไปกับทัวร์ ไปเอง ไปกับที่ทำงาน เป็นต้น	จุดประสงค์ในการเดินทางไปเกาหลี	จำนวนวันที่ท่านเดินทางไปเกาหลี (โปรดประมาณ)	โปรดประมาณการค่าใช้จ่าย(เฉพาะไปท่องเที่ยวเกาหลี)
1			เพื่อ	วัน	บาท
2			เพื่อ	วัน	บาท
3			เพื่อ	วัน	บาท
4			เพื่อ	วัน	บาท
5			เพื่อ	วัน	บาท

2.3 ในการเดินทางท่องเที่ยวเกาหลีในครั้งนี้ท่านได้รับข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเกาหลีจากที่ใด (ตอบได้มากกว่า 1 ข้อ)

- สื่อทั่วไป (โทรทัศน์ , วิทยุ, หนังสือพิมพ์ , นิตยสาร )
- เพื่อนและคนรู้จัก
- อินเทอร์เน็ต
- คู่มือท่องเที่ยว
- หนังสือ/วารสารที่เกี่ยวกับการท่องเที่ยว
- แผ่นพับ/ใบปลิวโฆษณาจากบริษัทนำเที่ยว
- อื่น ๆ .....

2.4 จำนวนวันที่ท่านเดินทางไปท่องเที่ยวต่างประเทศเกาหลีครั้งนี้เป็นระยะเวลา..... วัน ..... คืน

2.5 ระยะเวลาในการเดินทางท่องเที่ยวเกาหลีกับทัวร์ในครั้งนี้เพียงพอหรือไม่

- พอ
- ไม่พอ (ต้องการอยู่เพิ่มอีก ..... วัน)

2.6 ราคาแพคเกจทัวร์ในการเดินทางไปท่องเที่ยวเกาหลีในครั้งนี้ ราคา..... บาท

2.7 ค่าใช้จ่ายต่างๆ ในการเดินทางไปท่องเที่ยวในครั้งนี้ เช่น ค่าอาหาร, ค่าของฝาก เป็นต้น (ไม่รวมค่าแพคเกจทัวร์)

โปรดประมาณการ ..... บาท

2.8 ประเภทสถานที่ท่องเที่ยวหลักในประเทศเกาหลีที่ท่านอยากเดินทางไป (กรุณาเรียงลำดับตามความสำคัญจาก 1 – 3)

- แหล่งท่องเที่ยวตามธรรมชาติ
- พิพิธภัณฑ์/สถานที่ตามประวัติศาสตร์
- แหล่งอาหาร
- แหล่งท่องเที่ยวที่พบในละครเกาหลี
- แหล่งจับจ่าย (Shopping)
- แหล่งเทคโนโลยี

2.9 เหตุผลที่ท่านเลือกหรือชอบเดินทางไปท่องเที่ยวต่างประเทศเกาหลี (กรุณาเรียงลำดับตามความสำคัญจาก 1 - 3)

- มีสถานที่ท่องเที่ยวที่น่าสนใจ
- เป็นศูนย์รวมแฟชั่น
- ความมีชื่อเสียงของการเสริมความงาม
- ความทันสมัยของบ้านเมืองและเทคโนโลยี
- เป็นแหล่งอาหาร
- ตามกระแสนิยม จากละคร/ภาพยนตร์
- ตามกระแสนิยม จากนักร้อง/นักแสดง
- มีวันหยุดยาว
- ระยะเวลาในการเดินทางเหมาะสม
- หาซื้อสินค้าเกี่ยวกับดารานักร้องที่ชื่นชอบ
- การไปท่องเที่ยวก่อนหน้านี้ไม่เพียงพอ

2.10 ท่านเดินทางไปท่องเที่ยวเกาหลีครั้งนี้นักกับใคร

ไปคนเดียว  ไปกับเพื่อน  ไปกับครอบครัว  ไปกับที่ทำงาน  อื่นๆ .....

ส่วนที่ 3 ทศนคติเกี่ยวกับประเทศเกาหลี

กรุณาอ่านข้อความต่อไปนี้อย่างละเอียด และพิจารณาว่า ข้อความดังกล่าวสอดคล้องกับความคิดเห็นของท่านเพียงใด แล้วทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความรู้สึกหรือความเป็นจริงของท่านมากที่สุดเพียงคำตอบเดียว

	รายการ	ระดับความคิดเห็น				
		ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็น ด้วย	ปานกลาง	เห็นด้วย	เห็นด้วย อย่างยิ่ง
3.1	เกาหลีเป็นประเทศที่มีสถานที่ท่องเที่ยวและธรรมชาติที่สวยงาม					
3.2	การเดินทางไปท่องเที่ยวเกาหลีต้องเสียค่าใช้จ่ายสูง					
3.3	เกาหลีเป็นประเทศที่มีเทคโนโลยีทันสมัย					
3.4	สินค้าเกาหลีเป็นสินค้าที่มีคุณภาพ					
3.5	อาหารเกาหลีเป็นอาหารที่มีรสชาติดีและหลากหลาย					
3.6	ละคร/ภาพยนตร์เกาหลีมีเรื่องราวที่น่าสนใจและน่าติดตาม					
3.7	เพลงเกาหลีมีความไพเราะและง่ายต่อการจดจำ					
3.8	วัฒนธรรมเกาหลีเข้ามาในประเทศไทยมากเกินไป					
3.9	การทำสัลยกรรมเสริมความงามของคนเกาหลีเป็นเรื่องปกติ					
3.10	คนเกาหลีมีนิสัยสุภาพ อ่อนโยน ยิ้มแย้มแจ่มใส					

ส่วนที่ 4 ปัจจัยทางกระแสเกาหลีที่มีผลต่อการตัดสินใจเดินทางไปท่องเที่ยวประเทศเกาหลี

4.1 ท่านเริ่มสัมผัสวัฒนธรรมเกาหลีตั้งแต่เมื่อไหร่

ไม่ถึง 1 ปี  1 ปี  2 ปี  3 ปี  มากกว่า 4 ปี

4.2 ท่านสัมผัสวัฒนธรรมเกาหลีครั้งแรกโดยวิธีการใด (ตอบได้มากกว่า 1 ข้อ)

ดูหนัง / ละคร เกาหลี  ฟังเพลงเกาหลี  เรียนภาษาเกาหลี  เรียนเทควันโด  
 รับประทานอาหารเกาหลี  อื่น ๆ .....

4.3 ละครเกาหลี	4.4 ภาพยนตร์/หนังเกาหลี	4.5 เพลงเกาหลี
<p>ปัจจุบันท่านดูละครเกาหลีหรือไม่</p> <input type="checkbox"/> ดู <input type="checkbox"/> ไม่ดู (ข้ามไปตอบข้อ 4.4)	<p>ปัจจุบันท่านดูภาพยนตร์/หนังเกาหลีหรือไม่</p> <input type="checkbox"/> ดู <input type="checkbox"/> ไม่ดู (ข้ามไปตอบข้อ 4.5)	<p>ปัจจุบันท่านฟังเพลงเกาหลีหรือไม่</p> <input type="checkbox"/> ฟัง <input type="checkbox"/> ไม่ฟัง (ข้ามไปตอบข้อ 4.6)
<p>ท่านดูละครจากแหล่งใด (ตอบได้มากกว่า 1 ข้อ)</p> <input type="checkbox"/> รายการโทรทัศน์ปกติ <input type="checkbox"/> เคเบิลทีวี <input type="checkbox"/> เว็บไซต์/วิดีโอจากร้านเช่า <input type="checkbox"/> อินเทอร์เน็ต <input type="checkbox"/> ซีดีวีซีดี/ดีวีดีมาดู <input type="checkbox"/> ซีดีวีซีดี/ดีวีดีจากคนรู้จักมาดู <input type="checkbox"/> อื่น ๆ .....	<p>ท่านชมภาพยนตร์/หนังจากแหล่งใด (ตอบได้มากกว่า 1 ข้อ)</p> <input type="checkbox"/> ในโรงภาพยนตร์/โรงหนัง <input type="checkbox"/> เคเบิลทีวี <input type="checkbox"/> เว็บไซต์/วิดีโอจากร้านเช่า <input type="checkbox"/> อินเทอร์เน็ต <input type="checkbox"/> ซีดีวีซีดี/ดีวีดีมาดู <input type="checkbox"/> ซีดีวีซีดี/ดีวีดีจากคนรู้จักมาดู <input type="checkbox"/> อื่น ๆ .....	<p>ท่านฟังเพลงเกาหลีจากแหล่งใด (ตอบได้มากกว่า 1 ข้อ)</p> <input type="checkbox"/> รายการทีวี <input type="checkbox"/> วิทยุ <input type="checkbox"/> เสียงเรียกเข้าโทรศัพท์มือถือ <input type="checkbox"/> เสียงรอสายโทรศัพท์มือถือ <input type="checkbox"/> ซีดีวีซีดี/ดีวีดีมาฟัง <input type="checkbox"/> อินเทอร์เน็ต <input type="checkbox"/> อื่น ๆ .....
<p>ท่านเริ่มดูละครเกาหลีตั้งแต่เมื่อไหร่ ..... ปีมาแล้ว</p>	<p>ท่านเริ่มดูภาพยนตร์/หนังเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านเริ่มฟังเพลงเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>
<p>ความถี่ในการชมละครเกาหลี</p> <input type="checkbox"/> นานๆครั้ง <input type="checkbox"/> เฉลี่ย 1-3 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 4-10 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 11-20 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ยมากกว่า 20 ชม./สัปดาห์	<p>ความถี่ในการชมภาพยนตร์/หนังเกาหลี</p> <input type="checkbox"/> นานๆครั้ง <input type="checkbox"/> เฉลี่ย 1-3 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 4-10 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 11-20 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ยมากกว่า 20 ชม./สัปดาห์	<p>ความถี่ในการฟังเพลงเกาหลี</p> <input type="checkbox"/> นานๆครั้ง <input type="checkbox"/> เฉลี่ย 1-3 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 4-10 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ย 11-20 ชม./สัปดาห์ <input type="checkbox"/> เฉลี่ยมากกว่า 20 ชม./สัปดาห์
<p>การเลือกชมละครเกาหลี</p> <input type="checkbox"/> ทุกเรื่องที่ออกอากาศในเมืองไทย <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจ <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจที่ชื่นชอบแสดง <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจ <input type="checkbox"/> อื่น ๆ .....	<p>การเลือกชมภาพยนตร์/หนังเกาหลี</p> <input type="checkbox"/> ทุกเรื่องที่น่าสนใจในเมืองไทย <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจ <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจที่ชื่นชอบแสดง <input type="checkbox"/> โดยเฉพาะเรื่องที่น่าสนใจ <input type="checkbox"/> อื่น ๆ .....	<p>การเลือกฟังเพลงเกาหลี</p> <input type="checkbox"/> ฟังเฉพาะเพลงประกอบละคร/ภาพยนตร์ <input type="checkbox"/> ฟังเฉพาะเพลงที่นักร้องที่ชื่นชอบร้อง <input type="checkbox"/> ฟังเฉพาะเพลงที่นิยม <input type="checkbox"/> อื่น ๆ .....
<p>ท่านคิดว่าหลังจากชมละครเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <input type="checkbox"/> ใช่ <input type="checkbox"/> ไม่ใช่	<p>ท่านคิดว่าหลังจากชมภาพยนตร์/หนังเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <input type="checkbox"/> ใช่ <input type="checkbox"/> ไม่ใช่	<p>ท่านคิดว่าหลังจากฟังเพลงเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <input type="checkbox"/> ใช่ <input type="checkbox"/> ไม่ใช่
<p>ท่านคิดว่าหลังจากชมละครเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <input type="checkbox"/> เห็นด้วยอย่างยิ่ง <input type="checkbox"/> เห็นด้วย <input type="checkbox"/> ปานกลาง <input type="checkbox"/> ไม่เห็นด้วย <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง	<p>ท่านคิดว่าหลังจากชมภาพยนตร์/หนังเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <input type="checkbox"/> เห็นด้วยอย่างยิ่ง <input type="checkbox"/> เห็นด้วย <input type="checkbox"/> ปานกลาง <input type="checkbox"/> ไม่เห็นด้วย <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง	<p>ท่านคิดว่าหลังจากฟังเพลงเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <input type="checkbox"/> เห็นด้วยอย่างยิ่ง <input type="checkbox"/> เห็นด้วย <input type="checkbox"/> ปานกลาง <input type="checkbox"/> ไม่เห็นด้วย <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง

4.6 หนังสือแปลเกาหลี	4.7 นิตยสารเกาหลี	4.8 อาหารเกาหลี
<p>ปัจจุบันท่านอ่านหนังสือแปลเกาหลีหรือไม่</p> <p><input type="checkbox"/> อ่าน      <input type="checkbox"/> ไม่อ่าน (ข้ามไปตอบข้อ 4.7)</p>	<p>ปัจจุบันท่านอ่านนิตยสารเกาหลีหรือไม่</p> <p><input type="checkbox"/> อ่าน      <input type="checkbox"/> ไม่อ่าน (ข้ามไปตอบข้อ 4.8)</p>	<p>ปัจจุบันท่านรับประทานอาหารเกาหลีหรือไม่</p> <p><input type="checkbox"/> รับประทาน      <input type="checkbox"/> ไม่รับประทาน (ข้ามไปตอบข้อ 4.9)</p>
<p>ท่านอ่านหนังสือแปลเกาหลีจากแหล่งใด</p> <p><input type="checkbox"/> ซื้อจากร้านหนังสือ      <input type="checkbox"/> เช่าจากร้านหนังสือ</p> <p><input type="checkbox"/> ห้องสมุด      <input type="checkbox"/> อินเทอร์เน็ต</p> <p><input type="checkbox"/> อื่น ๆ .....</p>	<p>ท่านอ่านนิตยสารเกาหลีจากแหล่งใด</p> <p><input type="checkbox"/> ซื้อจากร้านหนังสือ      <input type="checkbox"/> เช่าจากร้านหนังสือ</p> <p><input type="checkbox"/> ห้องสมุด      <input type="checkbox"/> อินเทอร์เน็ต</p> <p><input type="checkbox"/> อื่น ๆ .....</p>	<p>เหตุใดท่านจึงเลือกรับประทานอาหารเกาหลี</p> <p><input type="checkbox"/> อาหารเกาหลีน่ารับประทาน</p> <p><input type="checkbox"/> อาหารเกาหลีมีรสชาติดี      <input type="checkbox"/> อาหารเกาหลีมีหลากหลายให้เลือก</p> <p><input type="checkbox"/> อาหารเกาหลีคุณค่าทางโภชนาการสูง</p> <p><input type="checkbox"/> อื่น ๆ .....</p>
<p>ความถี่ในการอ่านหนังสือแปลเกาหลี</p> <p><input type="checkbox"/> นานๆครั้ง      <input type="checkbox"/> เฉลี่ย 1-3 ช.ม./สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ย 4 -10 ช.ม./สัปดาห์      <input type="checkbox"/> เฉลี่ย 11- 20 ช.ม./สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ยมากกว่า 20 ช.ม./สัปดาห์</p>	<p>ความถี่ในการอ่านนิตยสารเกาหลี</p> <p><input type="checkbox"/> นานๆครั้ง      <input type="checkbox"/> เฉลี่ย 1-3 ช.ม./สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ย 4 -10 ช.ม./สัปดาห์      <input type="checkbox"/> เฉลี่ย 11- 20 ช.ม./สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ยมากกว่า 20 ช.ม./สัปดาห์</p>	<p>ความถี่ในการรับประทานอาหารเกาหลี</p> <p><input type="checkbox"/> นานๆครั้ง      <input type="checkbox"/> เฉลี่ย 1-3 มื้อ/สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ย 4 -7 มื้อ/สัปดาห์</p> <p><input type="checkbox"/> เฉลี่ยมากกว่า 7 มื้อ/สัปดาห์</p>
<p>ท่านเริ่มอ่านหนังสือแปลเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านเริ่มอ่านนิตยสารเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านเริ่มรับประทานอาหารเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>
<p>ท่านคิดว่าหลังจากอ่านหนังสือแปลเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่      <input type="checkbox"/> ไม่ใช่</p>	<p>ท่านคิดว่าหลังจากอ่านนิตยสารเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่      <input type="checkbox"/> ไม่ใช่</p>	<p>ท่านคิดว่าหลังจากรับประทานอาหารเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่      <input type="checkbox"/> ไม่ใช่</p>
<p>ท่านคิดว่าหลังจากอ่านหนังสือแปลเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง      <input type="checkbox"/> เห็นด้วย      <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย      <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>	<p>ท่านคิดว่าหลังจากอ่านนิตยสารเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง      <input type="checkbox"/> เห็นด้วย      <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย      <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>	<p>ท่านคิดว่าหลังจากรับประทานอาหารเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง      <input type="checkbox"/> เห็นด้วย      <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย      <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>

4.9 เครื่องสำอางเกาหลี	4.10 โทรศัพท์มือถือเกาหลี เช่น ซัมซุง, แอลจี	4.11 เครื่องใช้ไฟฟ้าเกาหลี เช่น ซัมซุง, แอลจี
<p>ปัจจุบันท่านใช้เครื่องสำอางเกาหลีหรือไม่</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่ (ข้ามไปตอบข้อ 4.10)</p>	<p>ปัจจุบันท่านใช้โทรศัพท์มือถือเกาหลีหรือไม่</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่ (ข้ามไปตอบข้อ 4.11)</p>	<p>ปัจจุบันท่านใช้เครื่องใช้ไฟฟ้าเกาหลีหรือไม่</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่ (ข้ามไปตอบข้อ 4.12)</p>
<p>เหตุใดท่านจึงเลือกใช้เครื่องสำอางเกาหลี</p> <p><input type="checkbox"/> เครื่องสำอางเกาหลีมีคุณภาพดี    <input type="checkbox"/> เครื่องสำอางเกาหลีราคาถูก</p> <p><input type="checkbox"/> ตามความนิยมในปัจจุบัน    <input type="checkbox"/> คนรู้จักแนะนำให้ใช้</p> <p><input type="checkbox"/> ดารา/นักร้องที่ชื่นชอบเป็นพรีเซนเตอร์ในการโฆษณา</p> <p><input type="checkbox"/> เครื่องสำอางเกาหลีจะทำให้มีใบหน้าขาวใสเหมือนคนเกาหลี</p> <p><input type="checkbox"/> อื่น ๆ .....</p>	<p>เหตุใดท่านจึงเลือกใช้โทรศัพท์เกาหลี</p> <p><input type="checkbox"/> โทรศัพท์มือถือเกาหลีมีคุณภาพดี</p> <p><input type="checkbox"/> โทรศัพท์เกาหลีมีราคาถูก</p> <p><input type="checkbox"/> ตามความนิยมในปัจจุบัน    <input type="checkbox"/> คนรู้จักแนะนำให้ใช้</p> <p><input type="checkbox"/> ดารา/นักร้องที่ชื่นชอบเป็นพรีเซนเตอร์ในการโฆษณา</p> <p><input type="checkbox"/> อื่น ๆ .....</p>	<p>เหตุใดท่านจึงเลือกใช้เครื่องใช้ไฟฟ้าเกาหลี</p> <p><input type="checkbox"/> เครื่องใช้ไฟฟ้าเกาหลีมีคุณภาพดี</p> <p><input type="checkbox"/> เครื่องใช้ไฟฟ้าเกาหลีมีราคาถูก</p> <p><input type="checkbox"/> ตามความนิยมในปัจจุบัน    <input type="checkbox"/> คนรู้จักแนะนำให้ใช้</p> <p><input type="checkbox"/> ดารา/นักร้องที่ชื่นชอบเป็นพรีเซนเตอร์ในการโฆษณา</p> <p><input type="checkbox"/> อื่น ๆ .....</p>
<p>ท่านเริ่มใช้เครื่องสำอางเกาหลิดังแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านเริ่มใช้โทรศัพท์มือถือเกาหลิดังแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านเริ่มใช้เครื่องใช้ไฟฟ้าเกาหลีตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>
<p>ท่านคิดว่าหลังใช้เครื่องสำอางเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่</p>	<p>ท่านคิดว่าหลังจากใช้โทรศัพท์มือถือเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่</p>	<p>ท่านคิดว่าหลังจากใช้เครื่องใช้ไฟฟ้าเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่    <input type="checkbox"/> ไม่ใช่</p>
<p>ท่านคิดว่าหลังจากใช้เครื่องสำอางเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง    <input type="checkbox"/> เห็นด้วย    <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย    <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>	<p>ท่านคิดว่าหลังจากใช้โทรศัพท์มือถือเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง    <input type="checkbox"/> เห็นด้วย    <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย    <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>	<p>ท่านคิดว่าหลังจากใช้เครื่องใช้ไฟฟ้าเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง    <input type="checkbox"/> เห็นด้วย    <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย    <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>
<p>ท่านคิดว่าท่านจะใช้เครื่องสำอางเกาหลีต่อไปอีกหรือไม่</p> <p><input type="checkbox"/> ใช่ เพราะ.....</p> <p><input type="checkbox"/> ไม่ใช่ เพราะ.....</p>	<p>ท่านคิดว่าท่านจะใช้โทรศัพท์มือถือเกาหลีต่อไปอีกหรือไม่</p> <p><input type="checkbox"/> ใช่ เพราะ.....</p> <p><input type="checkbox"/> ไม่ใช่ เพราะ.....</p>	<p>ท่านคิดว่าท่านจะใช้เครื่องใช้ไฟฟ้าเกาหลีต่อไปอีกหรือไม่</p> <p><input type="checkbox"/> ใช่ เพราะ.....</p> <p><input type="checkbox"/> ไม่ใช่ เพราะ.....</p>
<p>ท่านคิดว่าการใช้เครื่องสำอางเกาหลีคุ้มค่างบเงินที่เสียไป</p> <p><input type="checkbox"/> คุ้มค่า    <input type="checkbox"/> ไม่คุ้มค่า</p>	<p>ท่านคิดว่าการใช้โทรศัพท์มือถือเกาหลีคุ้มค่างบเงินที่เสียไป</p> <p><input type="checkbox"/> คุ้มค่า    <input type="checkbox"/> ไม่คุ้มค่า</p>	<p>ท่านคิดว่าการใช้เครื่องใช้ไฟฟ้าเกาหลีคุ้มค่างบเงินที่เสียไป</p> <p><input type="checkbox"/> คุ้มค่า    <input type="checkbox"/> ไม่คุ้มค่า</p>

4.12 ภาษาเกาหลี	4.13 กีฬาเทควันโด
<p>ปัจจุบันท่านรู้ภาษาเกาหลีหรือไม่</p> <p><input type="checkbox"/> รู้                      <input type="checkbox"/> ไม่รู้ (ข้ามไปตอบข้อ 4.13)</p>	<p>ปัจจุบันท่านเล่นกีฬาเทควันโดหรือไม่</p> <p><input type="checkbox"/> เล่น                      <input type="checkbox"/> ไม่เล่น (ข้ามไปตอบข้อเสนอแนะอื่นๆ ถ้ามี)</p>
<p>ท่านเรียนรู้ภาษาเกาหลีจากแหล่งใด</p> <p><input type="checkbox"/> โรงเรียน/มหาวิทยาลัย                      <input type="checkbox"/> อินเทอร์เน็ต</p> <p><input type="checkbox"/> คู่มือ/ภาพยนตร์เกาหลี                      <input type="checkbox"/> ฟังเพลงเกาหลี</p> <p><input type="checkbox"/> สถาบัน/โรงเรียนสอนภาษา</p> <p><input type="checkbox"/> หนังสือเรียนภาษาเกาหลีที่ขายทั่วไปตามร้านหนังสือต่างๆ</p> <p><input type="checkbox"/> อื่น ๆ .....</p>	<p>ท่านเริ่มเล่นเทควันโดมาตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>
<p>ท่านเริ่มเรียนรู้ภาษาเกาหลีมาตั้งแต่เมื่อไหร่..... ปีมาแล้ว</p>	<p>ท่านคิดว่าหลังจากเล่นเทควันโดแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่                      <input type="checkbox"/> ไม่ใช่</p>
<p>ท่านคิดว่าหลังจากเรียนรู้ภาษาเกาหลีแล้ว ทำให้ท่านอยากเดินทางมาท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> ใช่                      <input type="checkbox"/> ไม่ใช่</p>	<p>ท่านคิดว่าหลังจากเล่นเทควันโดแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง                      <input type="checkbox"/> เห็นด้วย                      <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย                      <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>
<p>ท่านคิดว่าหลังจากเรียนรู้ภาษาเกาหลีแล้ว มีผลทำให้ท่านตัดสินใจเดินทางไปท่องเที่ยวเกาหลี</p> <p><input type="checkbox"/> เห็นด้วยอย่างยิ่ง                      <input type="checkbox"/> เห็นด้วย                      <input type="checkbox"/> ปานกลาง</p> <p><input type="checkbox"/> ไม่เห็นด้วย                      <input type="checkbox"/> ไม่เห็นด้วยอย่างยิ่ง</p>	

ข้อเสนอแนะอื่นๆ

.....

.....

ศูนย์วิทยทรัพยากร  
จุฬาลงกรณ์มหาวิทยาลัย

ขอขอบคุณในความร่วมมือในการตอบแบบสอบถามครั้งนี้เป็นอย่างสูง

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