

**EFFECTS OF KOREAN TELEVISION DRAMAS ON THE FLOW
OF THAI TOURISTS IN KOREA**



EFFECTS OF KOREAN TELEVISION DRAMAS ON THE FLOW
OF THAI TOURISTS IN KOREA

Arada Taechakasari

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Author: Miss Arada Taechakasari

Independent Study Committee:

Advisor




(Dr. Duangthida Nunthapirat)

Field Specialist



(Dr. Chonlavit Sutunyarak)



(Dr. Sansanee Thebpanya)
Dean of the Graduate School
May 31, 2017

Taechakasari, A. M.A. (Hospitality and Tourism Industry Management), May 2017,
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Advisor: Duangthida Nunthapirat, Ph.D.

ABSTRACT

There is an increasing number of Thai tourists travelling to South Korea, the Statistics by Korean Tourism Organization shows the number of Thai tourists was in higher rate that estimated to be 44,706 on 2016 which compared to the year 2015. Television is one of the most visual media that everyone pay attention to. An important percentage of people are rather to watch television upon returning home from daily routine. The speedily developed multi-choice not only as a provider of worldwide news, but has become an important part of our leisure life. Therefore, the present study is a modest attempt to highlight the power of Korean Television Drama with attitude influences the flow of Thai tourist in South Korea. This study explored the travel motivations of Thai tourists by adopting push and pull (internal and external) motivations theory as a conceptual framework, and to examine tourists' satisfaction (travel motivation) and travel behaviors of Thai tourists were the objectives of this study.

The main objective of this study is to investigate travel motivation of Thai tourists from the power of Korean television drama. The current study has revealed travel behaviors of Thai tourists and showed interesting results about Thai travel market. Regarding to tourist behavior, Thai tourists liked to travel aboard once a year.

Most of respondents traveled to Korea with family and friends while only some traveled independently. They mainly stayed more than 3-4 nights in Korea. Most respondents came to Korea with their friends, family and relatives. Sightseeing and taking a rest were push factors that influenced Thai tourists to travel to Korea. While, the beauty of natural resources, variety of tourism attractions and activities were pull factors. With regards to research hypotheses, the study revealed that the travel motives of Thai tourists were related to destination of Korea. The results indicated that there were significant differences in respondents' opinions towards their motives to visit Korea. It was also disclosed that Thai tourists with different demographic characteristics may have different opinions in any factors (push and pull factors). Moreover, the findings indicated that the media (mainly television) influences the tourists to visit Korea.

Keywords: Effects, Korean, Television Dramas, Thai Tourists

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Arada Taechakasari

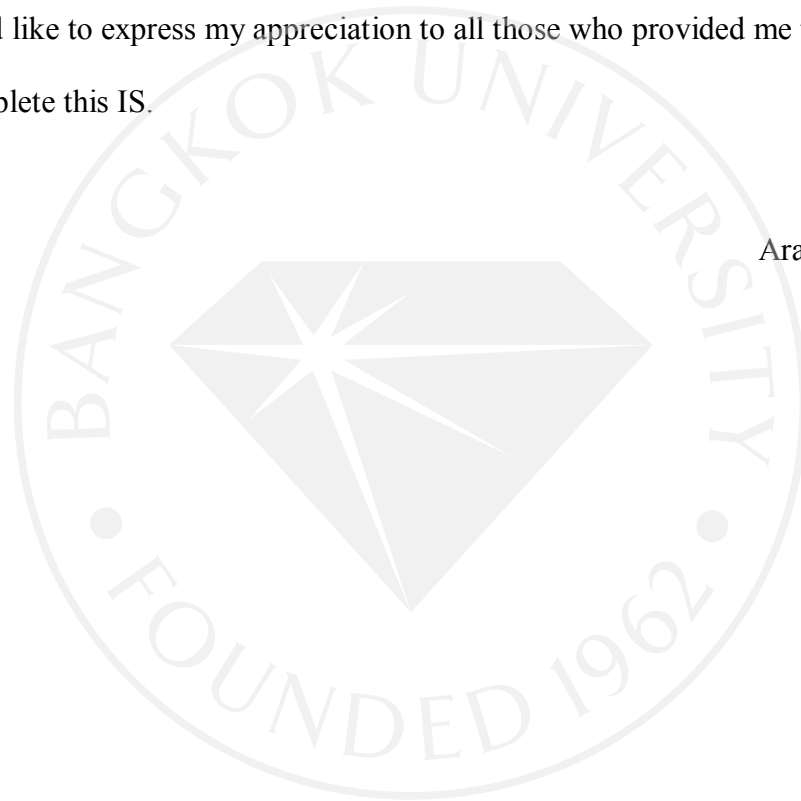


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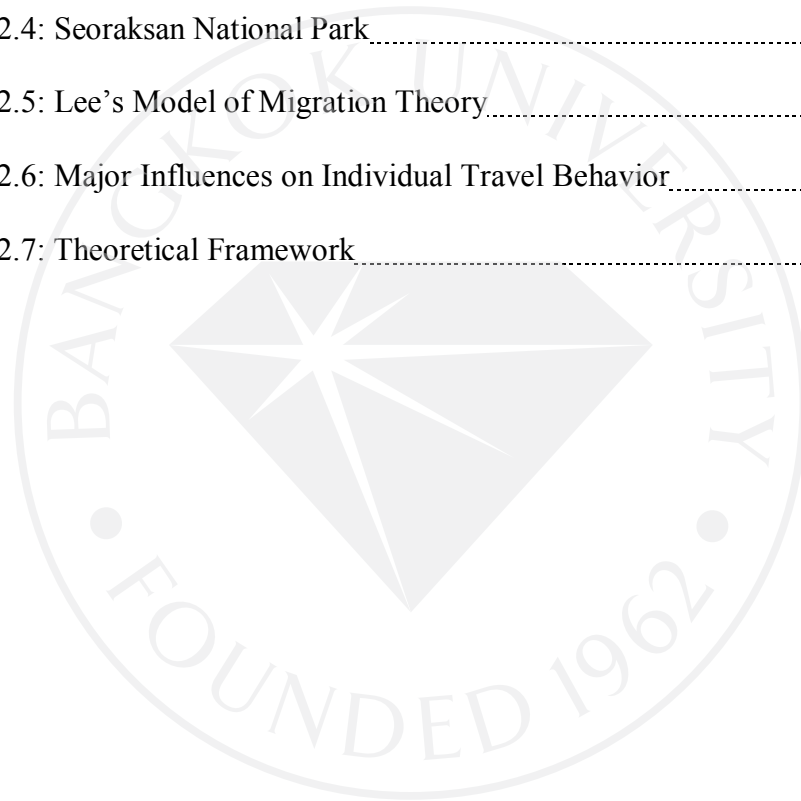
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Statement of the Problem

Nowadays, Television is one of the most dominant visual media that everyone pays attention to. People would like to watch television and use other media when they go home after work. The speedy development of multi-choice and multimedia as a provider of worldwide news has influenced our leisure life as well (Butler, 1990; Couldry, 2001; Dahlgren, 1998). The total 18-24 population, weekly live TV viewing averaged 14 hours and 48 minutes per week in 2016 (“Marketing Charts”, 2016). Meanwhile, the effect of media on our daily routine is exceptionally important. Among the various studies which have mentioned the power of television programmers affecting modern social life, some studies have focused on the impacts that television programmers have on a location from a tourism marketing attitude. (Beeton, 2001, 2005; Busby & Klug, 2001; Connell, 2005; Couldry, 1998; Frost, 2006; Kim & Richardson, 2003; Riley, Baker & Van Doren, 1998; Riley & Van Doren, 1992; Schofield, 1996; Tooke & Baker, 1996). There is a richness of magazine and newspaper articles on the effects of movies and Television programmers which provide many of film-induced tourism cases (Riley & Van Doren, 1992).

Korean Television Drama is spreading, via export, to other countries and cultures. In recent years, Korean Television dramas have been exported to Asian countries such as Japan, Vietnam, China, Taiwan and Thailand. The popularity of South Korean culture abroad has boosted the country's tourism sector which inbound arrivals from 9.3 percent on year to a record 12.2 million visitors in 2014/2015,

according to statistics from the Korea Tourism Organization (KTO) show. (CNBC, 2014). Surprisingly, the viewer of this Korean Television Drama has made them a smash hit throughout numerous countries in Asia despite the programmers being steeped in Korean culture and history. The viewer of the Korean Television dramas is elevating a higher level of interest in a wide range of fields such as fashion, food, film, music, and other culturally inspired products shown on the Television programmers which relate to the big number of Thai tourist arrivals in South Korea. Hence, the present study is a modest attempt to highlight the power of Korean Television Drama. Thai Tourists Statistics of Tourism by Korean Tourism Organization was in high rate estimated to be 44,706 in 2016 which is compared to year 2015 (Korean Tourism Organization, 2016).

Table 1.1: Statistics of Tourism by Korean Tourism Organization (2014)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
January	10,949	18,409	5,069	34,427
February	11,226	18,306	4,254	33,786
March	13,945	23,664	4,898	42,507
April	15,090	26,484	4,791	46,365
May	8,144	11,643	1,571	21,358
June	9,901	14,528	4,975	29,404

(Continued)

Table 1.1 (Continued): Statistics of Tourism by Korean Tourism Organization (2014)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
July	11,883	15,954	5,247	33,084
August	10,796	13,834	5,279	29,909
September	13,177	15,968	4,407	33,552
October	17,438	30,166	4,545	52,149
November	13,993	24,648	4,344	42,985
December	15,433	27,398	4,215	47,046
Total	151,975	241,002	53,595	446,572

Source: Korea Tourism Organization. (2016). *Monthly statistics of tourism*. Retrieved from <http://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics.kto>.

Table 1.2: Statistics of Tourism by Korean Tourism Organization (2015)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
January	13,618	22,828	4,434	40,880
February	11,286	19,564	4,011	34,861
March	15,354	26,874	4,640	46,868

(Continued)

Table 1.2 (Continued): Statistics of Tourism by Korean Tourism Organization (2015)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
April	13,970	26,078	3,803	43,851
May	10,713	20,277	4,030	35,020
June	4,586	8,324	3,839	16,749
July	3,288	4,905	3,937	12,130
August	3,823	5,821	3,990	13,634
September	4,443	7,457	4,007	15,907
October	10,911	20,476	4,715	36,102
November	9,302	18,005	4,320	31,627
December	14,430	25,639	4,071	44,140
Total	115,724	206,248	49,797	371,769

Source: Korea Tourism Organization. (2016). *Monthly statistics of tourism*. Retrieved from <http://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics.kto>.

Table 1.3: Statistics of Tourism by Korean Tourism Organization (2016)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
January	12,692	22,165	4,175	39,032
February	11,206	20,736	3,891	35,833

(Continued)

Table 1.3 (Continued): Statistics of Tourism by Korean Tourism Organization (2016)

Month	Male (Thailand)	Female (Thailand)	Crew (Thailand)	Total
March	14,491	27,979	4,187	46,657
April	16,210	31,410	4,113	51,733
May	13,532	28,618	4,556	44,706
June	8,772	17,357	4,307	30,436
July	7,846	14,724	4,701	27,271
Total	84,749	162,989	29,930	275,668

Source: Korea Tourism Organization. (2016). *Monthly statistics of tourism*. Retrieved from <http://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics.kto>.

Table 1.1 – table 1.3 shows the big number of Thai tourist arrivals in South Korea. The present study is a modest attempt to highlight the power of Korean Television Drama leading to the flow of Thai tourists in South Korea. Thai Tourists Statistics of Tourism by Korean Tourism Organization was in high rate that is estimated to be 44,706 in 2016 which was compared to year 2015. (Korean Tourism Organization, 2016).

An analysis by Korean Trade Investment Promotion Agency (KOTRA) and the Korean Foundation for International Culture Exchange showed that the economic effect of the so-called Korean Wave was estimated to be 12.6 trillion gain (\$11.6 billion) in 2014. (Korea Joongang Daily, 2015). Recent statistics show higher number

of tourists coming to Korea (Korean Tourism Organization, 2016); therefore, it is interesting to find out the factors that have an impact on tourists' decision to go to Korea as their travel destination. In addition, it is challenging to examine how the media impacts tourists' perception and we try to find out whether the Korean Drama affects Thai tourists' decision to visit Korea or not.

1.2 Objectives of Study

The main objective of this study is to investigate travel motivations of Thai tourists as produced by the influence of Korean Television Drama.

These are the detailed objectives:

1.2.1 To examine which factors influence Thai tourists to choose South Korea as their travel destination.

1.2.2 To understand demographic information and behaviors of Thai tourists

1.2.3 To investigate how Korea Television Drama affect Thai tourists' behavior and how they choose their travel destinations.

1.3 Scope of Study

This study fundamentally aimed to examine which factors influence Thai tourists to choose South Korea as their travel destination relating to Korean Television Drama. The theory of push and pull motivations, the theories of social media were employed as a conceptual framework to examine travel motivations of Thai tourists. The sample consists of 410 Thai tourists who visited South Korea for leisure and holiday purposes because of Korean Television Drama. Data collection will be undertaken in Bangkok Metropolitan Region (i.e. Bangkok, Samutprakarn, Nontaburi,

etc.) from October 30, 2016. In this study, demographic characteristics (e.g. gender, age, education, and income, etc.), travel satisfaction and tourist behaviors will be set up as independent variables while travel motivations will be determined as dependent variables.

1.4 Research Questions

Based on research objectives, the following questions have been formulated:

Question 1 – Do Demographic Characteristics of Thai tourists have an impact on their travel destination choice?

Question 2 – How does Korean Television Drama have an impact on Thai tourists' decision to choose Korea as their travel destinations?

Question 3 – Does tourists' behavior and Korean Television Drama affect how tourists choose their travel destinations?

1.5 Significance of the Study

This study uses the theory of push and pull motivations to investigate the travel motivations of Thai tourists. The theory of push and pull motivations is a well-respected motivational theory which has been argued as a useful theory in examining travel motivations of various traveler group (Dann, 1997; Klenosky, 2002). The theory is beneficial for explaining where they go (pull factor) and why people travel (push factor). The results of the study are expected to provide beneficial implications for policy makers and tourism marketers to develop effective marketing strategies (e.g. marketing communication, product development, marketing programs) to attract more foreign tourists to Thailand. In addition, the research findings will contribute to

the existing tourism literature in the area of travel motivations and tourist behaviors of Thai tourists to South Korea, especially as one of the important markets for Korea's tourism industry – Thai tourists.

In addition to identification of travel motivations of Thai tourists, this study also examines travel satisfaction of Thailand travels towards Korea's destination attributes. Tourists' satisfaction is important for successful destination because it influences the choice of destination, the ingestion of goods and services, and the decisions to return (Kozak & Rimmington, 2000). It is generally argued that developing marketing programs to attract repeat visitors with destination satisfaction seems to be more effective than attracting new customers (Rittichainuwat, Qu & Mongknonvanit, 2002). In this regard, understanding Tourist satisfaction is necessary for destination marketers to design tour packages and promotional campaigns to attract and retain tourists (Rittichainuwat et al., 2002). The results of examining Thai tourists' satisfaction with South Korea's destination attributes would help concerned parties (i.e. tourism operators and government agencies) develop appropriate tourism policies for the improvement of tourism service/goods and related tourism facilities/infrastructure to meet the needs of target customers as well as enhance their repeat visit to South Korean. It can be a good example for every country including Thailand.

Eventually, according to the literature, tourists from different cultures/backgrounds may have different travel motivations and travel-related behaviors (Pizam & Sussmann, 1995; March, 1997; Kozak, 2002). With limited literature (research work) regarding Thai tourists to Korea as well as the importance of this market to Korea's tourism industry, this study presents a research opportunity to be worth for investigating the Thai inbound travel market. The examination of its travel

motivations, behaviors, and satisfaction should provide beneficial contributions to Thailand industry practitioners (government and private sectors) who target this segment for developing appropriate tourism policies and products.

1.6 Definition of Terms

Several technical terms are used in this study. In order to better understand the context of travel motivations which is primarily related to psychology, the definition of key terms used in this study are provided as follows:

Push factors are mainly socio-psychological motives that make people want to travel (Motivation) (Crompton, 1979). They are related to the internal needs of a traveler such as a desire for escaping from a busy atmosphere, a need to rest, or seek adventure (Klenosky, 2002).

Pull factors are destination attractions that respond the push factors (Uysal & Hagan, 1993). They are the external forces that are related to the destination attractions such as beaches, landscape, historical sites, and culture (Klenosky, 2002).

Korean drama refers to drama in Korean language which is made in South Korea (or aboard); Korean dramas can be set in historical settings. Different genres apply to these two types, from romantic comedies and action series to fusion science fiction dramas. South Korea started to broadcast television series in the 1960s.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the literature related to travel motivations, travel behaviors and tourists' satisfaction. The purpose is to provide knowledge and understanding of the concepts related to the theories and studies focused in this research.

2.1 Related Literature and Previous Studies

In order to investigate the International travel market, it is important for researchers to review relevant literature to better understand the overall travel characteristics of tourists who travel to Korea especially Thai tourists. A review of literature indicates some published relating to the Thai travel market (Kim, Agrusa, Lee & Chon, 2007) the results of this study indicated that this Korean Television series had a variety of impacts in relation to Korea and Japan. Interestingly, Japanese respondents in their 40s preferred Korean Television dramas and indicated a stronger desire to take a Hallyu trip. Additionally, a high level of interest and empathy for leading actors and actresses were the key reasons for their preference for Korean dramas. Results of the canonical analysis indicated that respondents preferred Korean Television dramas due to all five reason dimensions (Korean traditional culture, Empathy to star actor and actress, Humanistic topic, Lyrical/ beautiful scene background and music, New contents and curiosity) which demonstrated higher levels and agreement for the development of five out of the eight product types from this study.

This reveals the benefits of film-induced tourism in promoting locations to the wider audience than traditional targeted tourism promotional campaigns. Film tourism marketing strategies have been successfully employed in the leading film destinations such as United Kingdom, United States, New Zealand and Australia. Lessons learned from these countries can benefit many destinations that intend to use films to promote existing or new attractions. The success of film locations relies on the success of films. Some film locations are much more successful than others in terms of the number of tourist arrivals (Tuclea & Nistoreanu, 2011).

The economic effect of the so-called Korean Wave, or Hallyu, was estimated to be 12.6 trillion won (\$11.6 billion) in 2014, an analysis by Korea Trade-Investment Promotion Agency (Kotra) and the Korea Foundation for International Culture Exchange showed on Sunday (Korea Joongang Daily, 2015).

Rewtrakunphaiboon (2008) claimed that the success of film locations relies on the success of films. Some film locations are much more successful than others in terms of the number of tourist arrivals. Although films provide great impact on tourist destination choice, film-induced tourism is regarded as a complex and dynamic concept. The following information is necessary about traveling in such destinations: suggested tours, accommodation, food and shopping as well as opportunities to learn more about the film destination such as history, language, religion, lifestyle and leisure activities at the destination.

In 2015, the number of foreign visitors to Korea exceeded 12 million, which, in turn, served the opportunity for Korea to make a new leap to become an advanced tourism country, in name and in reality. Foreigners visit Korea not just because of physical accessibility and reasonable prices, but because of their desire to experience

the latest trends, cuisine, culture, and lifestyle of Korea (Korea Tourism Organization, 2014).

South Korea has many wonderful traditional and modern tourist attraction which can explore all around this country will be an amazing experiences such as technology, history, culture and food (Manythingtodo, 2012).

Figure 2.1: Jeju Island



Source: Manythingtodo, (2012). *5 best tourist attractions in South Korea*. Retrieved from <http://www.manythingstodo.in.com/2012/02/5-best-tourist-attractions-in-south.html>.

Island of the Gods, is a popular place for Koreans and many international visitors specially It is the top honeymoon destinations for Korean newlyweds. Jeju do offers visitors a wide range of activities: hiking on the South Korea's highest peak that is Halla-san, riding horses, or just lying around on the sandy beaches. There are also a lot of museums that can be found in the area like the Folklore and Natural

History Museum, Jeju Independence Museum, Jeju Education Museum, Jeju Teddy Bear Museum and a lot more. You can also give in to your interest with nature by going at various parks and caves that can be found in the place.

Figure 2.2: Seoul



Source: Manythingtodo, (2012). *5 best tourist attractions in South Korea*. Retrieved from <http://www.manythingstodoin.com/2012/02/5-best-tourist-attractions-in-south.html>.

Seoul is the capital city of South Korea and is also economic center. Seoul has many amazing historical and cultural landmarks. The Seoul metropolitan area contains four UNESCO World Heritage Sites: Changdeok Palace, Hwaseong Fortress, Jongmyo Shrine and the Royal Tombs of the Joseon Dynasty. Seoul is also home to endless street food vendors and nightlife districts, and serene Buddhist temples, a dynamic trend-setting youth culture and often crushing conformism, extraordinary architecture. Major modern landmarks in Seoul include the Korea Finance Building,

N Seoul Tower, the World Trade Center and the seven-skyscraper residence Tower Palace.

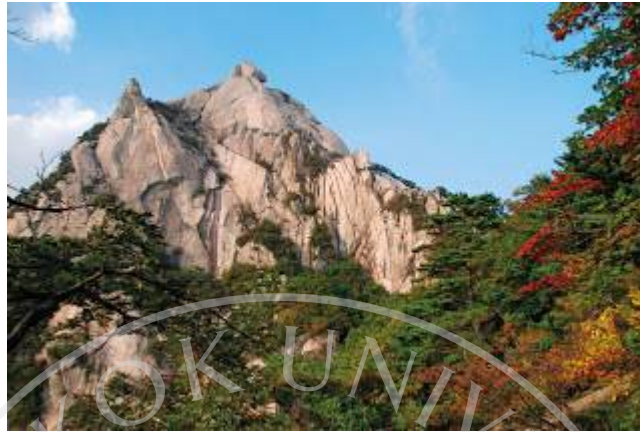
Figure 2.3: Haeundae Beach - Busan



Source: Manythingtodo, (2012). *5 best tourist attractions in South Korea*. Retrieved from <http://www.manythingstodoin.com/2012/02/5-best-tourist-attractions-in-south.html>.

Busan has the most beautiful tourist attraction which is the Haeundae-beach. It is visiting in the summer as well as the winter. During wintertime, it is a beautiful place to go for a walk, with packs of seagulls overhead. Haeundae beach is one of the most popular spots in Busan to view the first sunrise of the year on January 1, with gathering before dawn.

Figure 2.4: Seoraksan National Park



Source: Manythingtodo, (2012). *5 best tourist attractions in South Korea*. Retrieved from <http://www.manythingstodoin.com/2012/02/5-best-tourist-attractions-in-south.html>.

Seoraksan is the highest mountain in the Taebaek mountain range in the Gangwon Province in eastern South Korea. The main season for Seoraksan national park is autumn in the area are the most beautiful in Korea. Inner Seorak, Outer Seorak and South Seorak are divided by Daecheong-bong, the main peak of Seorak-san.

In spite of the limited published literature, the above studies have revealed some interesting results about travel motivations, tourists' satisfaction and travel behaviors associating with Thai outbound tourists; provide better insight into the travel related behaviors of the target market. The number of Thai visitors to Korea exceeded much more than before related to table 1.1 – table 1.3, which, in turn, served the opportunity for Korea to make a new leap to become an advanced tourism country. Thais visit Korea because of physical accessibility and reasonable prices, cuisine, culture, and lifestyle of Korea. However, with the existing literature, an

attempt has been made to investigate travel motivations (by using push and pull motivations) of outbound tourists in visiting South Korea destinations. This presents research opportunities to further investigate their motivations to visit South Korea.

2.2 Related Theories

2.2.1 Concept of the theory of Push and Pull Motivations

The theory of push and pull stimulation, proposed by Dann (1977), is one of the beneficial theories widely used to examine tourist stimulants (Crompton, 1979; Pearce & Caltabiano, 1983; Yuan & McDonald, 1990; Jang, Bai, Hu & Wu, 2004). Ann (1977) made a valuable contribution in suggesting two factors motivating people to go to a particular destination and travel. The two factors are called push and pull motivating factors. The concept of push and pull motivations theory describes that people are pushed by internal stimulus (called push factors) and pulled by destination attraction (called pull factors) when making their travel decisions (Lam & Hsu, 2004). This concept is classified into two factors/ forces (push and pull factors), which indicate that people travel because they are pushed and pulled to do so by some forces. Pull factors (destination attributes) are those that attract people to choose a particular destination (Lam & Hsu, 2004), while push factors (internal stimulus) are mainly considered to be socio-psychological motives that predispose people to travel.

Pull forces are related to external forces that affect where a person travels to meet his or her needs (You et al., 2000). In other words, pull forces can be recognized as destination attractions/attributes that respond to and reinforce inherent push motivations (McGehee, 1996; Zhang, Yue & Qu, 2004). Uysal and Jurowski (1994, p. 844) stated that 'pull factors can be those that emerge as result of the attractiveness

of a destination as it is perceived by those with the propensity to travel'. They may include both tangible resources such as beaches, mountains, recreation facilities, natural attraction, culture and historical attraction, as well as travelers' perceptions and expectations such as novelty, benefit expectations, and marketing image (Uysal & Jurowski, 1994). You et al. (2000) argued that pull factors can help explain why people decide to visit a particular destination. Push factors are the ones (or internal forces) that motivate a desire to satisfy a need to travel (Uysal & Hagan, 1993). Most of the push forces are internal forces that relate to the needs of the tourists, e.g. the desire for social interaction, escape, relaxation, adventure, excitement, prestige, and health (Uysal & Jurowski, 1994; Klenosky, 2002). According to the literature, push forces can help explain why people travel, which is related to internal motivational driving factors.

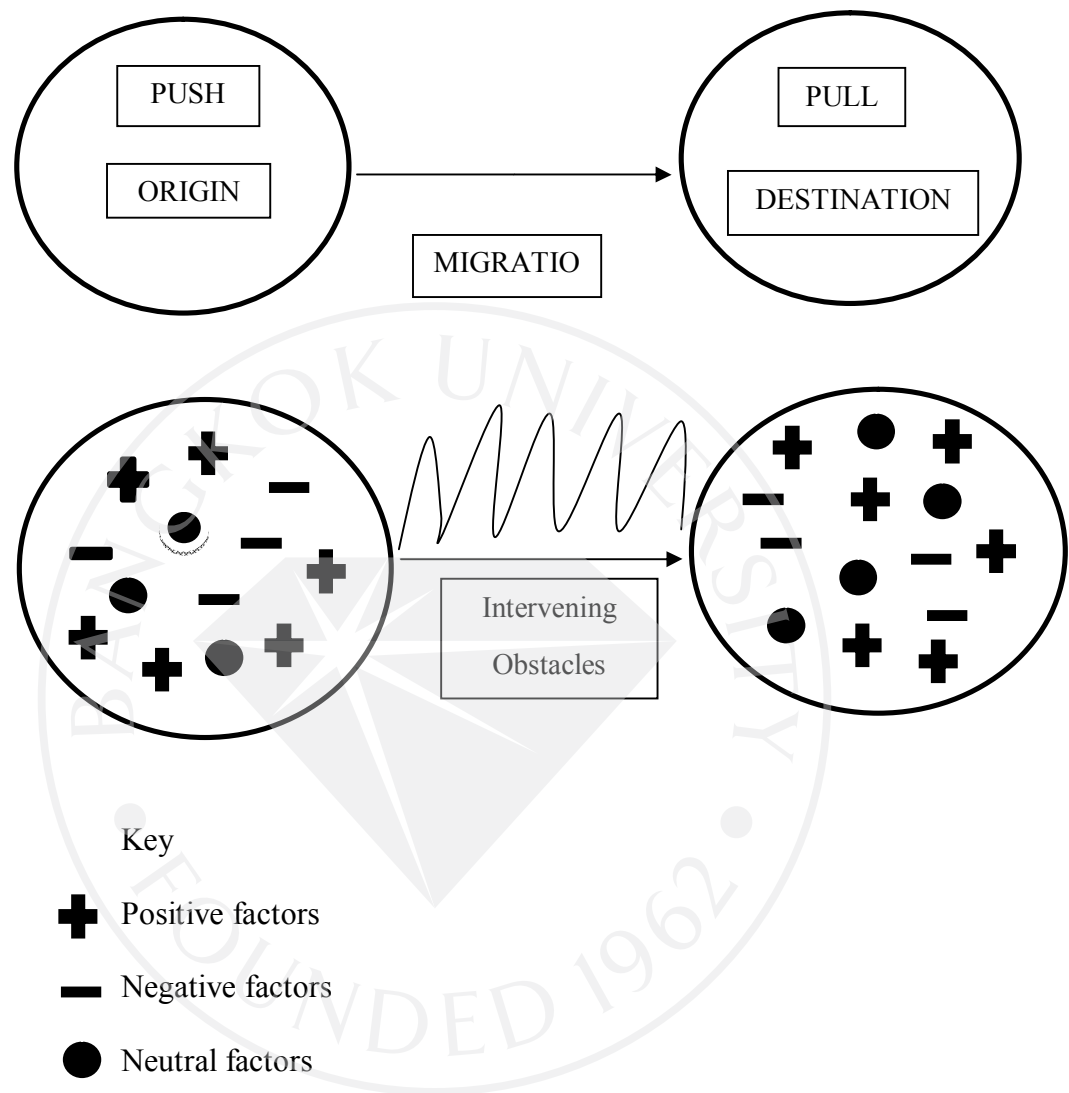
The push and pull motivations theory was indicated by Crompton (1979) who agreed with Dann's basic idea of push and pull motives but further identified nine motives: seven push motives and two pull motives (Jang & Cai, 2002). The seven push motives (socio-psychological motives) were escape, self-exploration, relaxation, prestige, regression, kinship-enhancement, and social interaction while the two pull motives were novelty and education (Jang & Cai, 2002). Following Crompton's initial empirical effort in examining people's travel motivations, many studies have employed push and pull factors to examine tourists' motivations in different settings such as nationalities (Yuan & McDonald, 1990; Zhang & Lam, 1999), and tourist segments (Bieger & Laesser, 2002; Jang et al., 2004). The common push factors that were frequently identified in previous studies may include knowledge-seeking, ego-enhancement, self-esteem, social interaction, rest and relaxation, family togetherness,

while the pull factors were natural environment, cultural and historical attractions, cost of travel, tourist facilities, and safety (Zhang & Lam, 1999; Klenosky, 2002; Yoon & Uysal, 2005; Jang & Wu, 2006). As noted, tourism researchers have found the push and pull motivations theory as a useful approach to measure tourists' motivations. Because push forces have been beneficial in explaining the desire for travel, whereas the pull force help explain the choice of destination (Crompton, 1979; Christensen, 1983). In addition, researchers argued that travel patterns can be distinguished by the push and pull facts influencing vacation destination choices (Uysal & Hagan, 1993). Jang and Cai (2002) stated that findings from research examining tourists' motivations by using push and pull forces should provide beneficial insight into the target market and help tourism marketers in planning effective marketing strategies such as product development and advertisement. To date, the push and pull motivations theory seems to be widely recognized as a useful framework for examining the motivation underlying tourists and their travel-related behavior (Yuan & McDonald, 1990; Klnosky, 2002). Many researchers, thus, have employed it to investigate travel motivations of international tourists in different settings (Klenosky, 2002; Jang & Cai, 2002; Kim, 2003; Hsu & Lam, 2003; Jang et al., 2004; Jang & Wu, 2006).

In conclusion, the push and pull motivations theory seems to be widely discussed and recognized by tourism researchers as a useful and appropriate approach to examine tourist motivations (Klenosky, 2002; Lam & Hsu, 2004; Yoon & Uysal, 2005). This is because the push and pull motivations theory seems to provide a simple and intuitive method for explaining tourists' motivations and their travel-related behavior, as well as helps explain why people travel and where they go (Dann, 1997;

Klenosky, 2002; Jang & Wu, 2006). Researchers rationalize that the push and pull motivations theory has been primarily utilized in studies of tourist behavior because the push factors are the socio-psychological motives that help explain the desire to have a vacation, while the pull factors are the motives stimulated by the destination and explain the choice of destination (Dann, 1997; Crompton, 1979; Klenosky, 2002). More importantly, the push and pull factors have been regarded as a useful framework for examining the different forces that influence a person to consider taking a vacation and the forces that attract that person to select a particular vacation destination (Klenosky, 2002). Thus, the application of the push and pull motivations theory to examine travel motivations of Thai tourists in this study should provide a beneficial approach to understanding a wide variety of different needs and wants that influence their motivations in visiting Korea. Moreover, it appears that there is no empirical study employing the push and pull motivations theory to investigate travel motivations of Thai tourists to Korea. Therefore, the push and pull motivations theory is considered to be appropriate and relevant to the purpose of this study.

Figure 2.5: Lee's Model of Migration Theory



Source: Lee, E. S. (1966). A theory of migration. *Demography*, 3(1), 47-57.

As seen in Figure 2.5 clearly, the push factor means origin and the pull factor means destination. To define the set of +’s and –’s at both origin and destination, we must notice the differences. The balance in favor of the move must be enough to overcome the natural factors which always exist.

2.2.2 Concept of the theories of Social media and Public Relation

(Media Relations)

Social Media and Public Relation have offered two major contributions to public relations practice which inform social media strategy and execution. James (2010) describes four different approaches to the practice. They are:

- Press Agency/ Publicity: Uses persuasion and manipulation to influence audiences to behave as the organization desires.
- Public Information Model: Uses press releases and other one-way communication techniques to distribute organizational information. The public Relation practitioner is often referred to as the in-house journalist.
- Two-way asymmetrical Model: Uses persuasion and manipulation to influence audiences to behave as the organization desires. Does not use research to find out how stakeholders feel about the organization.
- Two-way Symmetrical Model: Uses communication to resolve conflict, and negotiate with the public, promote and respect the understanding between the organizations. It is what people working in social media do to join the conversation, participate, engage your audience, etc.).

Social Network Theory is the study of how people interact with others in their network. Understanding the theory is easier when you examine the individual pieces starting with the largest element, which is networks, and working down to the smallest element, which is the actors.

The three types of social networks that find out are:

- Ego-centric networks are connected with a single node or individual.
- Socio-centric networks are closed networks by default. Two

commonly-used examples of this type of network are classroom or an organization.

- In open-system networks, it is difficult to study phenomena when boundaries are not specifically defined.

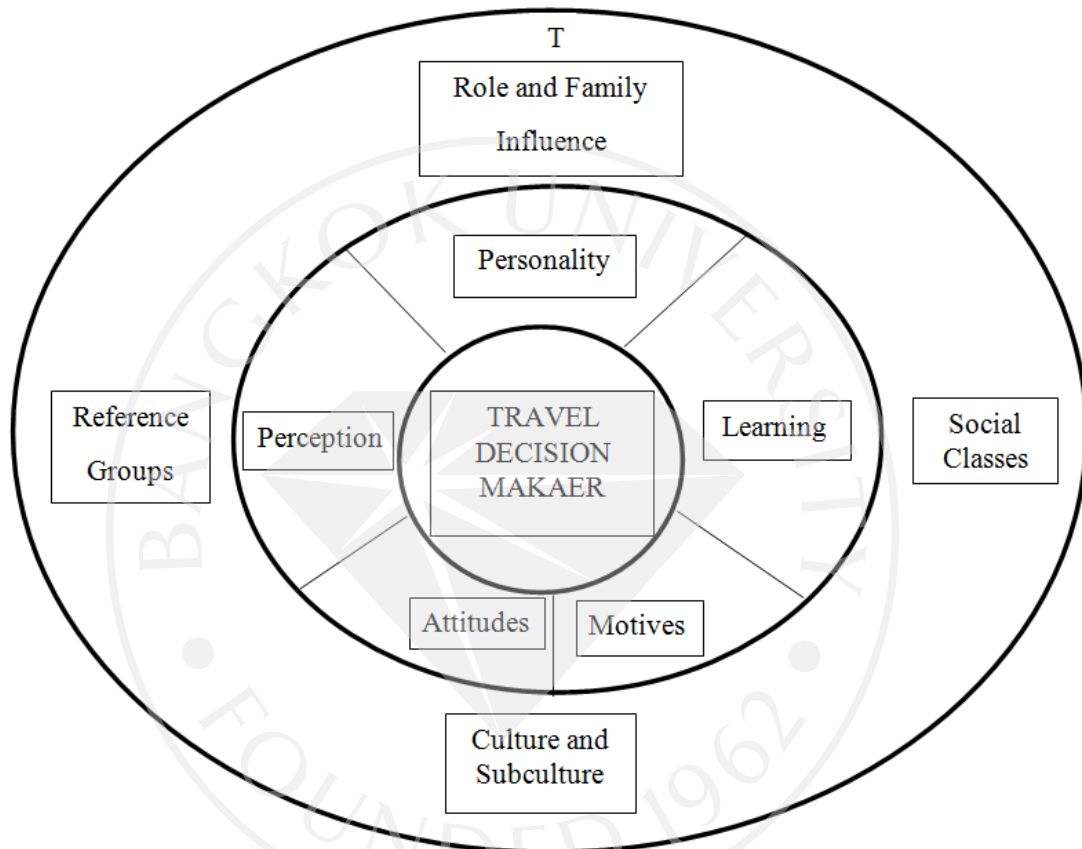
- A few examples in this type of network are America's elite class, connections between corporations, or the chain of influencers of a particular decision. (Howard, 2015)

2.2.3 Concept of the theories of behavior

An important school of psychology is Behaviorism through which we can understand phenomena without recourse to inner mental states. It is a continuous process to understand what people think as ethic, culture, gender identity. The objective study of behaviorism is to convert speech that no mental life and no internal states referred to the classical which is the behaviorism of Watson. The methodological; the objective study of third-person behavior; the data of psychology must be inter-subjectively verifiable; no theoretical prescriptions. It has been absorbed into general experimental and cognitive psychology. (Abraham & Yoel, 1999)

Consumer Behavior in Travel and Tourism

Figure 2.6: Major Influences on Individual Travel Behavior



Source: Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism*.

Binghamton, NY: The Haworth Hospitality Press.

A personal choice can be explained by the decision that is made quickly to travel has been made based on the other decisions like where to travel and what to do. It requires an insight into the psychological and social factors that influence their choice. Figure 2.6 illustrates that the decision-maker is in the center of the diagram. Travel decision is also affected by forces outside the individual. This model groups

these social influences into four major areas: role and family influences, social classes, culture and subcultures, reference group.

As seen in Figure 2.6 Major influences on individual travel behavior involves five principal phases:

- 1) Desire for travel
- 2) Information evaluation and collection
- 3) Travel decisions
- 4) Travel experience
- 5) Travel satisfaction evaluation

2.2.4 Concept of the theories of branding as a tourism destination

As the dissertation of destination branding in a country context a case study of Finland in the British market, the destination branding still far from the research which is product and services marketing literature. Destination is different like service providers, locals and visitors. Tourism is about experiences. Moreover, promotion of co-operation amongst different parts of the same region and the nature of tourism destinations will be understood by others (Saila, 2009).

2.3 Hypotheses

2.3.1 Hypothetically, the demographics of Thai tourists has an impact on their choice of South Korea as their travel destination.

2.3.2 The media and Korea Television Drama have an effect on the tourists' choice of travel destination.

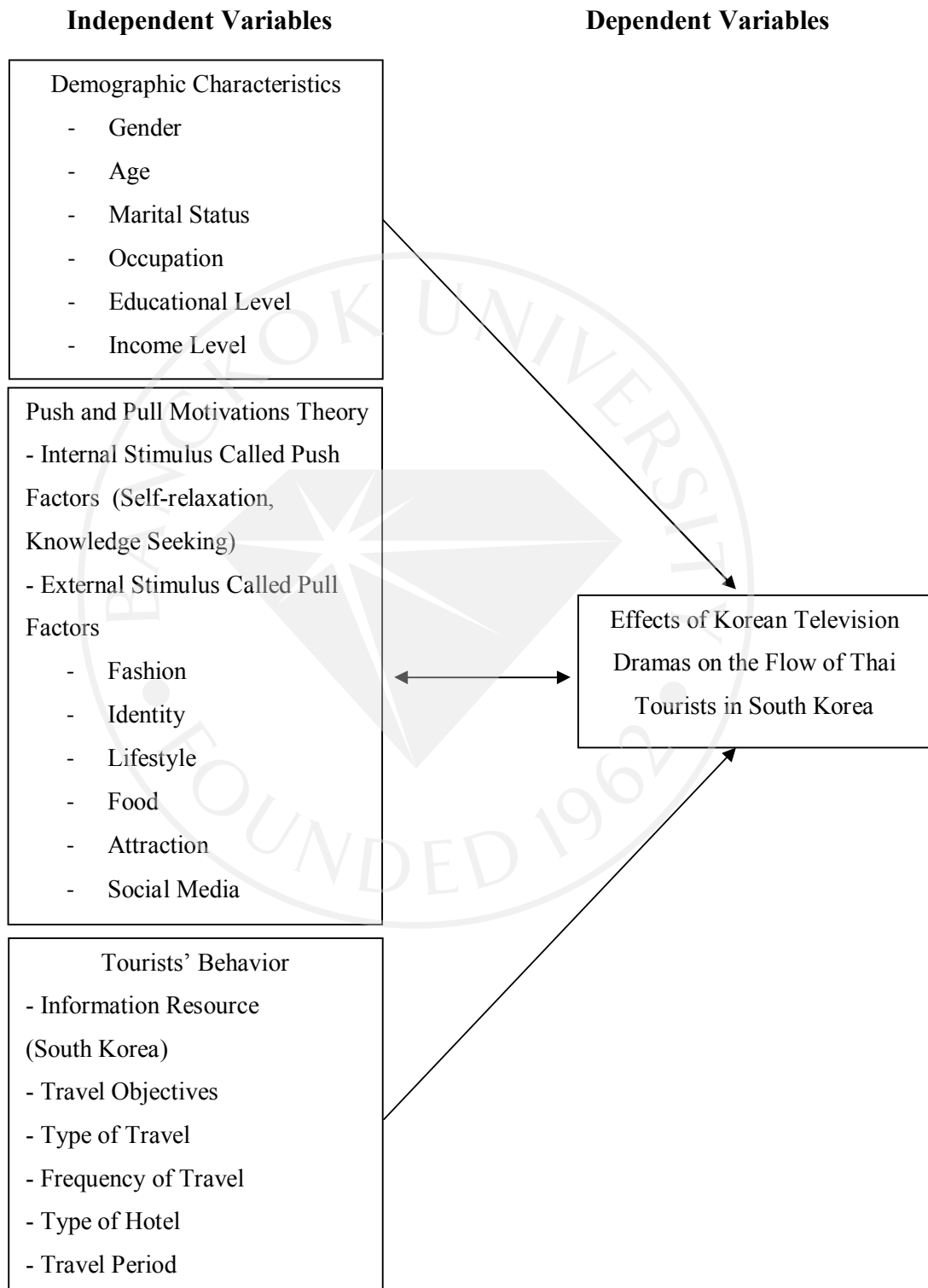
2.3.3 The tourists' behavior and Korea Television Drama have an effect on choosing South Korea as their travel destination.

2.4 Theoretical Framework

The overview of the literature indicates research gaps and opportunities associated with travel motivations, travel behaviors and travel satisfaction of Thai tourists to South Korea. It is hoped that examining travel motivations and their travel related behaviors would help extend the existing knowledge by fulfilling the gaps in the literature, and help better understand the travel characteristics of the Thai travel market. Moreover, the results would provide tourism practitioners (government and private sectors) with helpful information to develop appropriate marketing programs as well as tourism products to meet the targets' needs and expectations.

In this study, push and pull forces (dimension of travel motivations) are used to explain travel motivations of Thai tourists to South Korea, and they are established as dependent variables as well as travel motivations. A review of literature indicates that demographic variables (e.g. gender, age, education, income) have been found to be associated with travel motivations. Hence, these variables are established as the independent variables that may be related to demographic characteristics (e.g. gender, age, education, and income), tourist behaviors and satisfaction of Thai tourists. Thus these relationships, based on the literature, will be used as a conceptual framework developed for this study as shown below (relationship between independent and dependent variables).

Figure 2.7: Theoretical Framework



CHAPTER 3

METHODOLOGY

This chapter aims to describe research methodologies employed to examine which factors influence Thai tourists to choose South Korea as their travel destination and to see how the media has an effect on the tourists' choice of their travel destination. The objective of this chapter is to discuss research design, population, sample selection, research instrument, instrument pre-test, data collection procedure, and summary of demographic data.

3.1 Research Design

This research study applied the method of snowball and a quantitative design for gathering data. A survey is a research method for collecting information. Primary data collected by the researcher are used from a selected group of 400 people using standardized questionnaires. This research is calculated by using Taro Yamane formula with 95% confidence level (Yamane, 1973).

The formula of Taro Yamane is presented as follows:

$$n = \frac{N}{1+N(e)^2}$$

n = sample size required

N = population size

e = the acceptable sampling error with 5 percentage

Substitute numbers in formula:

$$n = \frac{44,706}{1 + 44,706(0.05)^2}$$

$$n = 400$$

3.2 Population and Sample Selection

The population in this study will be Thai tourists who are visiting Korea for holiday and leisure purposes both group and individual travelers whose age were under 20 years old and above. Since the number of Thai tourists visiting Korea each month is unknown (in terms of exact numbers of arrivals) and the elements in the population have no probabilities for being equally selected as the samples, non-probability sampling by a convenience sampling method was deemed to be appropriate for this study. According to the statistical report by the Korea Tourism Organization (2015), the average number of Thai tourists visiting Korea each month was approximately 371,769 people (given population). Based on the statistical estimation such as published sample size able (Avana et al., 2001), the samples of 400 people seemed to be appropriate for the above given population.

3.3 Research Instrument

The instrument (questionnaire) is used to examine which factors influence Thai tourists to choose South Korea as their travel destination and to see how the media has an effect on the tourists' choice of their travel destination from a comprehensive review of relevant literature focusing on push and pull motivations

theory (Zhang & Lam, 1999; Huang & Tsai, 2002; Kim, 2003; Jang & Wu, 2006). Only some questions, particularly regarding destination attractions were modified to apply to research objectives and location site of Thailand. In this study, the destination attractions of Korea may be different from those of other countries due to country environment/background/location. This is because destination attractions could be different from one country to another (Kozak, 2002). The questionnaire will be originally designed in Thai consisting of 4 sections, i.e. 1) demographic characteristics and 2) Travel motivations (Push and Pull motivations theory and Korea Television Drama effect, and 3) Travel behaviors. Each section is briefly presented as follows:

- Section one – demographic characteristics: This section consisted of 8 questions asking about general information of the research respondents:

Gender (Nominal Scale)

Age (Nominal Scale)

Marital status (Nominal Scale)

Occupation (Nominal Scale)

Educational level (Nominal Scale)

Income level (Ordinal Scale)

Frequency of viewing Korean TV drama (Ordinal Scale)

Level of enjoyment with viewing Korean Television dramas (Nominal Scale)

- Section two – travel motivations (Push and Pull motivations theory):

The aim of this section is to investigate the travel motives of Thai travelers to travel Korea. These items (6 items) were mainly concerned with the socio-psychological motives (Ordinal Scale) (e.g. self-relaxation, knowledge - seeking). They were

measured by having respondents indicate their agreement or disagreement with statements describing their reasons for traveling to Korea. For example, participants were asked “I travel Korea because I want to see something new and exciting”. Then, they could answer the question by indicating their level of agreement or disagreement based on a 5-point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). Many studies examining travel motivations used the 5-point Likert scale to measure travel motivations since the length of the scale is deemed to be appropriate for expressing the level of opinions (Kozak, 2002; Jang & Wu, 2006). Another aim was to identify what destination attributes prompt the respondents to visit Korea. The items were mainly associated with the features or attractiveness of Korea (e.g. culture, food, fashion). They were measured by having the respondents indicate their agreement or disagreement with the question asking them about the attractions in Korea. For example, participants were asked “Do you think Korean culture is an important factor attracting you to Korea.” Then, they could indicate their level of agreement or disagreement based on the 5-point Likert scale, the same scale with above factors.

- Section three – travel behaviors: This section consisted of 8 questions asking the research respondents about their travel behaviors (Nominal and Ordinal Scale), e.g. purpose of visit, tourism activities, the number of nights spent, etc. Tourist respondents answered the questions from a set of multiple choices. Every question required just one answer.

3.4 Instrument Pretest

Before gathering the final data, the researcher should conduct pre-tests to evaluate the reliability and validity of the research instrument. The test was conducted with Thai travelers who were visiting South Korea for leisure and holiday purposes to obtain feedback on the clarity and appropriateness of questions. Based on the pilot test, some modifications were made to ensure respondents could better understand the question and choose the appropriate answer. In addition, a reliability test by Cronbach's coefficient alpha was also performed to determine the inter-item consistency reliability of the research instrument. Based on the pre-test results, the Cronbach's coefficient alpha was 0.860 which was calculated for media's role in tourist satisfaction, the effects of media on tourist attraction and travel behaviors (based on Likert scale section).

Table 3.1: Reliability Statistics

Cronbach's Alpha	N of Items
.860	6

3.5 Data Collection Procedure

Data were collected during the period from April - October, 2016. The questionnaires were distributed on site and collected by the researcher. The survey was undertaken in Bangkok Metropolitan Regions because it is the area that can easily be used for implementing the method of snowball in Bangkok, Samutprakarn

and Nontaburi. A total of 400 sets of questionnaires were collected and used for data analysis by application of snowball method.

3.6 Summary of Demographic Data

Data were analyzed by using SPSS program. It should be noted that a 0.05 level of significance was employed in all of the statistical assessments in this research. The descriptive statistics (i.e. frequency, percentage) were used to provide general information of the respondents. Analysis of Variance (Independent t-test) is employed to examine if they are significant or not in terms of their impact on their choice of travel destination. Secondly, descriptive statistics (i.e. Mean and Standard Deviation) were used to provide the role of media in tourist satisfaction (Social Media and Media Relation), effect of Korean television dramas on the flow of Thai tourists in Korea by push and pull motivations theory; internal stimulus called push factors (self-relaxation , knowledge - seeking etc.), an interest in fashion, a chance to meet actors or actresses, interest in identity, lifestyle explorer, destination attraction called pull factors and travel behaviors of the respondents via Pearson Correlation Analysis are used to examine the relationship between media's role and effect on tourists. Thirdly, a Bivariate Correlation Analysis was chosen because this is a statistical method used to measure the association between two variables, and it is also appropriate for interval scales. This study is aimed to identify the relationships among such factors. Finally, the Simple Regression Analysis was undertaken to examine if there were significant or insignificant differences in tourists' behavior with respect to their choice of South Korea as their travel destination.

CHAPTER 4

FINDINGS

The purpose of this chapter is to present hypotheses findings, other findings, findings of the study, and results of the hypothesis testing. It should be noted that the level of significance at 0.05 was employed in all the statistical assessments in this study.

4.1 Descriptive Analysis

The first section presents profile or general information of research respondents and the factors that influence Thai tourists to choose South Korea as their travel destination and the role of media in tourist satisfaction and the effects of media on tourist attraction and travel behaviors

Demographic characteristics of the respondents

Table 4.1: The analysis of Demographics of respondents: Gender using Frequency and Percentage

Gender	Frequency	Percent
Male	278	67.8
Female	129	31.5
Total	410	100.0

From table 4.1, the proportion of male respondents (67.1%) was slightly higher than female (31.5%), respectively.

Table 4.2: The analysis of Demographics of respondents: Age, using Frequency and Percentage

Age	Frequency	Percent
Less than 20 years	12	2.9
20 - 29 years	65	15.9
30 - 39 years	76	18.5
40 - 49 years	44	10.7
50 -59 years	190	46.3
Over 60 years	22	5.4
Total	410	100.0

From table 4.2, the proportion of most respondents were in the age group of 50 - 59 years (46.3%), 18.5% are 30 – 39 years, 15.9% are 20 – 29 years, 10.7% are 40 – 49 years and 2.9% are less than 20 years, respectively.

Table 4.3: The analysis of Demographics of respondents: Marital Status, using Frequency and Percentage

Marital Status	Frequency	Percent
Single	176	42.9
Married	205	50.0
Divorced	22	5.4
Total	410	100.0

As table 4.3 shows, 50.0% of respondents are married, 42.9% respondents are single, and 5.4% respondents are divorced.

Table 4.4: The analysis of Demographics of respondents: Occupation, using Frequency and Percentage

Occupation	Frequency	Percent
Student	24	5.9
Company Employee	147	35.9
Merchant	94	22.9
Government officer	101	24.6
Other	43	10.5
Total	410	100.0

As table 4.4 indicates, The respondents come from different occupations, for example, 35.9% are company employees, 24.6% are government officers, 22.9% are merchants, 10.5% are other, and 5.9% are students, respectively.

Table 4.5: The analysis of Demographics of respondents: Salary, using Frequency and Percentage

Salary	Frequency	Percent
Less Than 15,000 baht	42	10.2
10,001 - 20,000 baht	37	9.0
20,001 - 30,000 baht	63	15.4
30,001 - 40,000 baht	47	11.5
40,001 - 50,000 baht	61	14.9
Over 50,000 baht	159	38.8
Total	410	100.0

Based on table 4.5, approximately 38.2% of respondents had monthly income in the range of 50,000 baht up while between 20,001 – 30,000 baht was 15.4% and 14.9% earned 40,001 – 50,000 baht, respectively.

Table 4.6: The analysis of Demographic of respondents: Education using Frequency and Percentage

Education	Frequency	Percent
Secondary	22	5.4
Diploma	45	11.0
Undergraduate	215	52.4

(Continued)

Table 4.6 (Continued): The analysis of Demographic of respondents: Education using Frequency and Percentage

Education	Frequency	Percent
Graduate School	127	31.0
Total	410	100.0

As table 4.6 indicates, the proportion of undergraduate respondents (68.1%), 31.0% of respondents are graduated from school, 11.0% of respondents are diploma holders, 5.4% of respondents are secondary school graduates, respectively.

Table 4.7: The analysis of Demographics of respondents: how often do you watch Korean Series using Frequency and Percentage

Media Source	Frequency	Percent
Less than 1 hour	264	64.4
1-2 hours/ week	58	14.1
2-3 hours/ week	35	8.5
3-5 hours/ week	24	5.9
Over 5 hours/ week	28	6.8
Total	410	100.0

As shown in table 4.7, approximately 35.4% of respondents were less than 1 hour watchers while between 1-2 hours / week of respondents was 14.1%, and 8.5% was 2-3 hours / week of respondents, over 5 hours / week of respondents was 6.8% and 3-5 hours / week of respondents was 5.9%, respectively.

Table 4.8: The analysis of Demographics of respondents: Media Source, using Frequency and Percentage

Media Source	Frequency	Percent
Poster	145	35.4
Friend	78	19.0
Newspaper	94	22.9
Magazine	53	12.9
Internet	37	9.0
Total	410	100.0

As table 4.8 shows, most respondents 35.4% find information about travelling in Korea from posters, followed by getting information from newspapers was 22.9% while between getting information from friend was 22.9%, and 19.0% of respondents were getting information from magazines, Internet was used by 9.0% of respondents, respectively.

Travel Behaviors

Table 4.9: The analysis of objective of travel levels. using Frequency and Percentage

Objective of Travel	Frequency	Percent
Korean series	34	8.3
Sightseeing	168	41.0
Leisure	182	44.4
Trip	23	5.6
Visit family and relative	2	0.5
Total	410	100.0

Table 4.9 shows the objectives of travelling to Korea. Most respondents went to Korea for leisure (44.4%) , 41.0% of respondents went there for sightseeing, and 8.3% of respondents went there for Korean series, 5.6% of respondents went there as trip, and 0.5% of respondents visited family and relatives, respectively.

Table 4.10: The analysis of type of travel levels, using Frequency and Percentage

Type of Travel	Frequency	Percent
Travel with family	243	59.3
Travel with friend	3	0.7
Travel with couple	142	34.6
Total	410	100.0

Table 4.10 shows that 59.3% of respondents like to travel with family while between travel with couple was shown to be 34.6% of respondents, and 59.3% of respondents indicated travel with friend, respectively.

Table 4.11: The analysis of period of travel levels, using Frequency and Percentage

Period of Travel	Frequency	Percent
Stay for 3 nights	191	46.6
Stay for 4 nights	125	30.5
Stay for 5 nights	62	15.1
Stay over 5 nights	29	7.1
Total	410	100.0

Based on table 4.11, 46.6% of respondents like to stay for 3 nights in Korea, followed by 30.5% while between the respondents that stay for 5 nights was 15.1% and 7.1% of respondents was stay over 5 nights, respectively.

Table 4.12: The analysis of when do you prefer, month levels using Frequency and Percentage

When do you prefer, month	Frequency	Percent
January - March	135	32.9
April - June	109	26.6
July - September	34	8.3

(Continued)

Table 4.12 (Continued): The analysis of when do you prefer, month levels using
Frequency and Percentage

When do you prefer, month	Frequency	Percent
October - December	129	31.5
Total	410	100.0

Table 4.12 shows that 32.9% of respondents prefer to travel to Korea during January – March while between October - December was 31.5% of respondents, and 26.6% of respondents was April - June, July – September was 8.3% of respondents, respectively.

Table 4.13: The analysis of when do you prefer, weekday or weekend levels using
Frequency and Percentage

When do you prefer, Weekday or weekend	Frequency	Percent
Weekend	74	18.0
Weekday	2	0.5
Vacation	208	50.7
Up to a chance	126	30.7
Total	410	100.0

Table 4.13 shows that 50.7% of respondents likely to travel during on vacation while between up to a chance was 30.7% of respondents, and 18% of respondents was weekend, weekday was 0.5% of respondents, respectively.

Table 4.14: The analysis of when do you prefer, weekday or weekend levels using Frequency and Percentage

Period of Travel	Frequency	Percent
Bus	96	23.4
Rent a car	205	50.0
Underground	108	26.3
Total	410	100.0

Table 4.14 indicates that 50.0% of respondents travel by a car while between 26.3% of respondents travel by underground, and 23.4% of respondents travel by bus, respectively.

Table 4.15: The analysis of what festival do you prefer to travel levels using Frequency and Percentage

What festival do you prefer to travel	Frequency	Percent
New year	247	60.2
Songkarn festival	2	0.5

(Continued)

Table 4.15 (Continued): The analysis of what festival do you prefer to travel levels using Frequency and Percentage

What festival do you prefer to travel	Frequency	Percent
Loy Kathong festival	18	4.4
Chinese New year	7	1.7
Other	136	33.2
Total	410	100.0

Table 4.15 shows that respondents prefer to travel during New Year (60.2%) of respondents while between other was 33.2% of respondents, and Loy Kathong festival was 4.4% of respondents, Chinese New year was 1.7% of respondents and Songkarn festival was 0.5% of respondents, respectively.

Table 4.16: The analysis of how often you go to Korea levels using Frequency and Percentage

How often you go to Korea	Frequency	Percent
Once a year	366	89.3
Twice a years	31	7.6
Three times a year	2	0.5
Over than four times a year	7	1.7
Total	410	100.0

Table 4.16 shows that respondents like to go travel once a year (89.3%) while between twice a year was 7.6% of respondents, and 1.7% of respondents was over than fourth a years, and three time a year was 0.5% of respondents , respectively.

4.2 Hypotheses Findings

This part aims to present the results of research hypotheses which have been developed from the literature review. There are three research hypotheses relevant to the current study regarding Thai tourists to Korea. The result of hypotheses testing is presented as following:

Hypothesis 1

H1o: The gender of Thai tourists has not an impact on choose South Korea as their travel destination.

H1a: The gender of Thai tourists has an impact on choosing South Korea as their travel destination.

Table 4.17: The gender of Thai tourists has an impact on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation	Std. Error Mean	Statistics	P
Male	2.9376	.57131	.03426	t =-3.713	0.000
Female	3.1617	.55569	.04893	Levene's Test = .070	0.000

To test hypothesis 1, and Analysis of Variance (Independent t-test) was employed to examine if there were significant differences in an impact on their choice of travel destination across different demographic subgroup (gender). Based on the results (table 4.18), it is shown that male ($\bar{x} = 0.94514$) and female ($\bar{x} = 2.7514$) respondents were some significant found in the impact on their choice of travel destination across different gender ($t = 2.364$, $p = 0.019$). Therefore, the findings support the alternative hypothesis 1(H1a).

Hypothesis 2

H2o: The media and Korea Television Drama do not have an effect on the tourists choose their travel destination

H2a: The media and Korea Television Drama have an effect on the tourists choose their travel destination

Table 4.18: The media's role in tourist choice and effects of media (mainly television)
on tourist attractions

	Mean	Std. Deviation	Levels of agreement	Skewness	Kurtosis	Minimum	Maximum
<u>EXTERNAL STIMULUS</u>							
Impressed by actor or actress	2.41	1.328	Disagree	.494	-.939	1	5
interested in fashion	2.67	1.238	Neutral	.114	-1.047	1	5
interested in destination	3.28	1.267	Neutral	-.416	-.732	1	5
interested in Korea drama	3.13	1.330	Neutral	-.240	-1.064	1	5
<u>INTERNAL STIMULUS</u>							
interested in Korea	2.96	1.196	Neutral	-.062	-.786	1	5
interested in identity	3.07	1.190	Neutral	-.159	-.785	1	5
Effect	2.9167	.96736		-.024	-.622	1.00	5.00

.E. of sk = 0.121 ^bS.E. of ku = 0.241

Levels of Agreement

1.00-1.50	Strongly disagreement
1.51-2.50	Disagree
2.51-3.50	Neutral
3.51-4.50	Agree
4.51-5.00	Strongly agree

Based on table 4.19, the findings (external factor) show that the respondents are interested to go to travel in Korea because of destination (\bar{x}) is 3.28., then followed by those interested in Korean drama (\bar{x}), 3.13, then those interested in fashion (\bar{x}), 2.67, and the last one is those who are interested in actor (\bar{x}), 2.41. The findings (internal factor) show that the respondents are interested in identity (\bar{x}), 3.07, then followed by those interested in Korea (\bar{x}) which is 2.96. Therefore, the result shows that the media and Korea Television Drama have an effect on the tourists choose their travel destination. Hypothesis 2 is accepted as both push and pull factors (including media and Korea Television Drama) has some impact on respondents' choice to go to Korea.

Hypothesis 3

H3o: The tourists' behavior and Korea Television Drama have no effect on choosing South Korea as their travel destination.

H3a: The tourists' behavior and Korea Television Drama have an effect on choosing South Korea as their travel destination.

Table 4.19: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Korean series	3.1980	1.31802	Between	10.816	4	2.704	2.967	.020	4.133>
Sightseeing	2.9522	.93468	Groups						.003
Leisure	2.8947	.89422	Within	368.237	404	.911			
Trip	2.4130	.94397	Groups						
Visit family and relative	3.9167	.82496	Total	379.053	408				

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were significant differences in tourists' behavior (objective of travel) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 4.133, $p = 0.020$, $F = 2.967$). Therefore, the findings support the alternative hypothesis 3 (H3a).

Table 4.20: The tourists' behavior has an effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Travel with family	2.9896	.95576	Between Groups	3.204	2	1.602	1.704	.183	1.514>.221
Travel with friend	3.3333	.44096	Within Groups	361.875	385	.940			
Travel with couple	2.8157	.99795	Total	365.079	387				

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were significant differences in tourists' behavior (objective of travel) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 1.514, $p = 0.183$, $F = 1.704$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.21: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Travel with family	2.9896	.95576	Between Groups	3.204	2	1.602	1.704	.183	1.514>.221
Travel with friend	3.3333	.44096	Within Groups	361.875	385	.940			
Travel with couple	2.8157	.99795	Total	365.079	387				

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were significant differences in tourists' behavior (objective of travel) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates that tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 1.514, $p = 0.183$, $F = 1.704$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.22: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Stay for 3 nights	2.7932	.93824	Between Groups	12.440	3	4.147	4.637	.003	0.191 >
Stay for 4 nights	3.0565	.93682	Within Groups	360.369	403	.894			.221
Stay for 5 nights	2.8726	.97895	Total	372.809	406				
Stay over 5 nights	3.4092	.96044							

To test hypothesis 3, One-Way ANOVA analysis were employed to examine if there were significant differences in tourists' behavior (objective of travel) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 0.191, $p = 0.003$, $F = 4.637$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.23: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
January - March	2.9881	.93409	Between Groups	8.419	3	2.806	3.092	.027	2.286>.078
April - June	2.6948	.92164	Within Groups	365.736	403	.908			
January - September	3.0833	.73883	Total	374.155	406				
October - December	3.0238	1.04233							

To test hypothesis 3, One-Way ANOVA analysis were employed to examine if there were significant differences in tourists' behavior (when do you prefer, month) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 2.286, $p = 0.027$, $F = 3.092$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.24: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Weekend	2.8243	.93507	Between	6.058	3	2.019	2.177	.090	.075>
Weekday	2.3333	1.17851	Groups						.974
Vacation	2.8498	.95918	Within	376.678	406	.928			
Up to a chance	3.0907	.98394	Groups						
			Total	382.736	409				

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were significant differences in tourists' behavior (when do you prefer, weekend and weekday) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 0.075, $p = 0.090$, $F = 2.177$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.25: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Bus	2.9108	.86492	Between	.992	2	.496	.528	.590	2.383>
Rent a car	2.9607	.99643	Groups						.094
Underground	2.8426	1.00445	Within	381.570	406	.940			
			Groups						
			Total	382.562	408				

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were significant differences in tourists' behavior (vehicle) and across effect on choosing South Korea as their travel destination. all of the correlation coefficient values were significant at the 0.05 level. This indicate tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 2.383, p = 0.590, F =0.528). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.26: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
New Year	2.9543	.93900	Between	2.590	4	.648	.690	.599	1.651>
Songkarn	3.2500	.11785	Groups						.161
Festival			Within	380.146	405	.939			
Loy Kathong	3.0093	1.18745	Groups						
Festival			Total	382.736	409				
Chinese	3.1905	1.03382							
New Year									
Other	2.8174	.99199							

To test hypothesis 3, One-Way ANOVA analysis was employed to examine if there were not significant differences in tourists' behavior (festival) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates that tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 1.651, $p = 0.599$, $F = 0.690$). There, the findings support the alternative hypothesis 3 (H3a).

Table 4.27: The tourists' behavior has effect on choosing South Korea as their travel destination

Variable	Mean	Std. Deviation		SS	df	MS	F	P	Post Hoc
Once a year	2.8658	.95816	Between	9.564	4	2.391	2.595	.036	.951 >
Twice a	3.3656	1.04476	Groups						.434
years			Within	373.172	405	.921			
Third a	3.6667	.94281	Groups						
years			Total	382.736	409				
Over than	3.3333	.63099							
fourth a									
years									

To test hypothesis 3, One-Way ANOVA analysis were employed to examine if there were significant differences in tourists' behavior (how often do you go to Korea) and across effect on choosing South Korea as their travel destination. All of the correlation coefficient values were significant at the 0.05 level. This indicates tourists' behavior and across effect on choosing South Korea as their travel destination. (Levene's test = 0.951, $p = 0.036$, $F = 2.595$). There, the findings support the alternative hypothesis 3 (H3a).

CHAPTER 5

DISCUSSION

The purpose of this chapter is to summarize research finding, present the provide research recommendations, research limitations and future research opportunities.

5.1 Hypotheses Summary

To investigate the travel motivations of Thai tourists by adopting push and pull motivations theory as a conceptual framework, and to examine tourists' satisfaction and travel behaviors of Thai tourists were the objectives of this study. The results indicated that there was significant differences in these three hypotheses which are 1) the gender of Thai tourists has impact on choosing South Korea as their travel destination, 2) the demographic characteristics and Korea Television Drama have an effect on the tourist's choice of travel destination and 3) the tourist's behavior and Korea as their travel destination. The result showed gender of Thai tourists has an impact on their travel choice, the demographic characteristics has an effect on tourists and the tourists' behavior has an effect on choosing South Korea as their travel destination which is 3 Hypothesis that this research try to show on hypotheses summary part.

With regard to travel behaviors, the current study has revealed travel behaviors and trip. Most respondents with media's role in tourist satisfaction and most respondent with the effects of media on tourist attraction and most respondents' with travel behaviors characteristics of Thai tourists. The interesting results about the Thai

travel market. For example, Thai tourists traveled aboard once times a year. Most of them traveled to Korea with group travel and family while only some traveled with friend and independently. They mainly stayed approximately more than 3 nights in Korea. They came to Korea with their group, family and relatives. They came to Korea with their group, family and relatives. In addition to Korea, major leisure activities were for taking a rest and sightseeing. When comparing the result with the study of Kim et al. (2007) on travel behavior of Thai tourists travelling to the Korea and Japan, it revealed that relaxation is the main purpose for travelling. The travelling period is a short term within 5 days with the expense of 20,000-30,000 baht, approximately. Internet is the main source of information. Most respondents prefer travelling agency services to self-arrangement. Domestic travelling can be substituted for Korea or Japan travelling. The main factors influencing travelling behaviour include tourist attractions, price, promotion and tourism marketing promotion policy.

Furthermore, the study also revealed the level of satisfaction of Thai tourists with Korea's destination attributes. The finding indicated that many tourists agree that variety of tourism attraction and activities influence their decision to travel in Korea. With regards to research hypotheses, the study revealed that the travel motives of Thai tourists were related to destination of Korea, Thai tourists with different demographic characteristics may have differences in any factors. However, the media has an effect on tourists.

- Internal stimulus called push factors (self-relaxation , knowledge seeking), the finding show that both self-relaxation and knowledge seeking are internal push factors that impact on their choice to come to Korea. Nowadays, people like to have a

short break when they have a holiday. They can relax and gain more knowledge about Korea culture through their trip.

- External stimulus called pull factors, they are 6 external factors that pull the tourists to come to Korea. They are 1) fashion 2) Korean identity 3) Korean lifestyle 4) Korean Food 5) Korean Attraction and the last is 6) Social media.

5.2 Discussion

5.2.1 The first section presents profile or general information of research respondents

5.2.2 The findings show that present hypotheses findings and results of the hypothesis testing.

5.2.3 The result of hypotheses testing is presented as following:

Hypothesis 1, the gender of Thai tourists has an impact on travel decisions.

To test hypothesis 1, an analysis of variance (Independent t-test) was employed to examine if there was significant differences in an impact on their choice of travel destination across different demographic subgroups (genders). Based on the results, some significant differences were found on their choice of travel destination across different genders. This demonstrates the effects of Korean television dramas on the flow of Japanese tourists as found out by some research which surprises everyone. Interestingly, Japanese respondents (female) in their 40s and over-preferred Korean TV dramas and indicated a stronger desire to take a Hallyu trip. Additionally, a high level of interest and empathy for leading actors and actresses were the key reasons for their preference for Korean dramas (Kim et al., 2007).

Hypothesis 2, the demographic characteristics has an effect on tourists.

To test hypothesis 2, it was used to examine the relationship between demographic characteristics and travel behaviors of tourists. The results indicated that demographic characteristics and travel behavior affect tourists. In addition, this indicates that demographic characteristics have a significant positive relationship with the travel behavior of tourists. The result of second hypothesis was the same as a research project which studied how film and television programs can promote tourism and increase the competitiveness of tourist destinations. Film tourism marketing strategies have been successfully employed in the leading film destinations such as United Kingdom, United States, New Zealand and Australia. Lessons learned from these countries can benefit many destinations that intend to use films to promote existing or new attractions. The success of film locations relies on the success of films. Some film locations are much more successful than others in terms of the number of tourist arrivals (Tuclea & Nistoreanu, 2011).

Hypothesis 3, the tourists' behavior has an effect on choosing South Korea as their travel destination.

To test hypothesis 3, One Way Anova analysis were employed to examine if there were significant differences in tourists' behavior and across effect on choosing South Korea as their travel destination. The result shows up in opposite with the push and pull theory. The concept of push and pull motivations theory describes that people are pushed by internal stimulus (called push factors) and pulled by destination attraction (called pull factors) when making their travel decisions. This concept is classified into two factors/ forces (push and pull factors), which indicate that people

travel because they are pushed and pulled to do so by some forces (Lam & Hsu, 2004).

5.3 Recommendation for Further Application

This part aims to present recommendations based on the research results including tourist satisfaction, travel motivation and travel behavior.

Hypothesis 1, the gender of Thai tourists has an impact on travel decisions.

- Gender differences in risk preference and stereotype.

Hypothesis 2, the demographic characteristic has an effect on tourists.

- To explore the demographic characteristic changes in our society.

- Fashion can help the economic a lot which it can compare to South Korea related to Korea Television Drama.

- Food is the most special one that has various side dish and very unique which foreigner know it. Korean Food is the main reason that tourist go to South Korea related to Korea Television Drama.

- The media and Korea Television Drama have an effect on the tourists choose their travel destination.

Hypothesis 3, the tourists' behavior has an effect on choosing South Korea as their travel destination.

- Support to tourism businesses which is hotel, restaurant etc.

5.4 Recommendation for Further Research

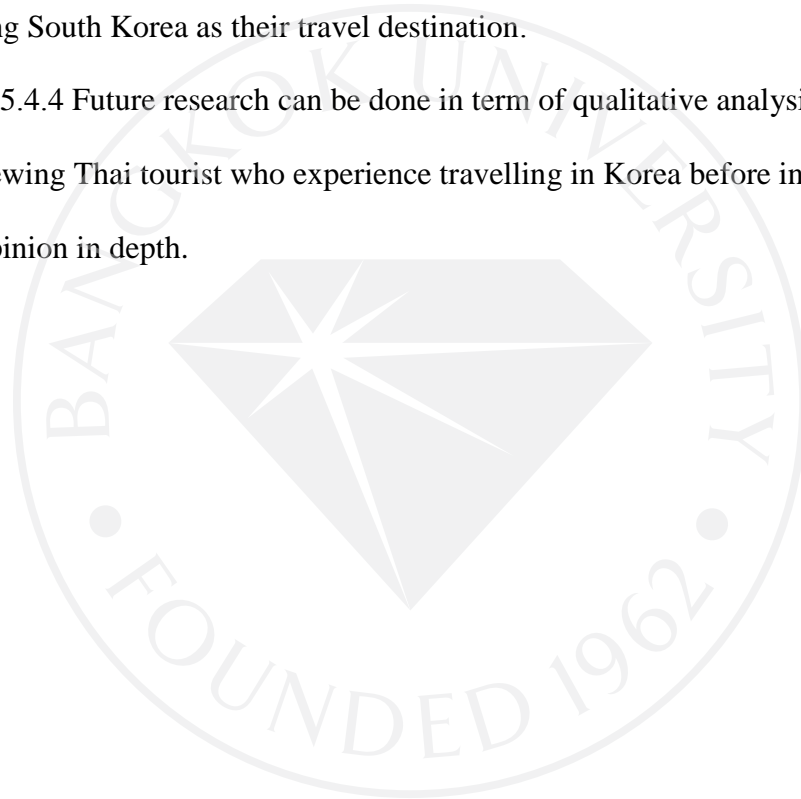
This part aims to present recommendations based on the research results including tourist satisfaction, and travel behavior.

5.4.1 A study on Thai tourist satisfaction of tourism attributes in South Korea.

5.4.2 A study on hospitality industry the best professional service.

5.4.3 To test hypothesis by the tourist behavior has or has not an effect on choosing South Korea as their travel destination.

5.4.4 Future research can be done in term of qualitative analysis by interviewing Thai tourist who experience travelling in Korea before in order to get their opinion in depth.



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แบบสอบถาม

คำชี้แจง แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการศึกษาระบบการวิจัย เพื่อการวิจัยเรื่อง "อิทธิพลของรายการโทรทัศน์เกาหลีกับสื่อประชาสัมพันธ์และทัศนคติที่มีผลต่อการเดินทางไปท่องเที่ยวของคนไทยที่ประเทศเกาหลี" จัดทำขึ้นเพื่อเป็นเครื่องมือในการรวบรวมข้อมูลในการทำวิจัยเพื่อนำคำตอบของท่านไปใช้ในการวิเคราะห์ผลลัพธ์ และประกอบการศึกษา โดยนักศึกษาปริญญาโท หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาการจัดการอุตสาหกรรมบริการและท่องเที่ยว มหาวิทยาลัยกรุงเทพ จึงใคร่ขอความอนุเคราะห์จากท่านผู้ตอบแบบสอบถามในการตอบแบบสอบถามครบทุกข้อและตรงกับความเป็นจริงตามความเห็นของท่านมากที่สุด เพื่อที่จะได้นำผลจากงานวิจัยชิ้นนี้ไปเป็นประโยชน์เพื่อการศึกษา โดยข้อมูลที่ท่านตอบในแบบสอบถามทั้งหมดนี้ถือเป็นความลับ และทางผู้จัดทำมุ่งจะนำเสนอผลการวิเคราะห์ในลักษณะภาพรวมเท่านั้น

โดยแบบสอบถามจะแบ่งเป็น 3 ตอนดังนี้

ส่วนที่ 1 ข้อมูลทั่วไป

ส่วนที่ 2 อิทธิพลของละครโทรทัศน์กับสื่อประชาสัมพันธ์ที่มีผลต่อการเดินทางไปท่องเที่ยวที่ประเทศเกาหลีใต้

ส่วนที่ 3 ทัศนคติต่อนักท่องเที่ยวในประเทศเกาหลีใต้

อารดา เตชะเกสรี

E-mail - Arada.taec@bumail.net

ผู้วิจัย

ถัดไป

แบบสอบถาม

ส่วนที่ 1 ข้อมูลทั่วไป

ค่าชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความเป็นจริงของท่านมากที่สุด

เพศ

- ชาย
- หญิง

อายุ

- ต่ำกว่า 20 ปี
- 20 -29 ปี
- 30 - 39 ปี
- 40 - 49 ปี
- 50 - 59 ปี
- 60 ปีขึ้นไป

สถานภาพ

- โสด
- สมรส
- หย่าร้าง/แยกกันอยู่
- อื่นๆโปรดระบุ

อาชีพ

- นักเรียน / นักศึกษา
- พนักงานบริษัทเอกชน/ลูกจ้าง
- ค้าขาย/เจ้าของกิจการ
- พนักงานรัฐวิสาหกิจ/ข้าราชการ
- อื่นๆโปรดระบุ

รายได้เฉลี่ยต่อเดือน

- ต่ำกว่า 15,000 บาท
- 10,001 - 20,000 บาท
- 20,001 - 30,000 บาท
- 30,001 - 40,000 บาท
- 40,001 - 50,000 บาท
- 50,000 บาท ขึ้นไป

วุฒิการศึกษาขั้นสูงสุด

- ประถมศึกษา
- มัธยมศึกษาตอนต้น
- มัธยมศึกษาตอนปลาย/ปวช
- อนุปริญญาตรี/ปวส
- ปริญญาตรี
- สูงกว่าปริญญาตรี

ท่านชมละครเกาหลีบ่อยแค่ไหน

- น้อยกว่า 1 ชั่วโมง / สัปดาห์
- 1-2 ชั่วโมง / สัปดาห์
- 2-3 ชั่วโมง / สัปดาห์
- 3-5 ชั่วโมง / สัปดาห์
- มากกว่า 5 ชั่วโมง / สัปดาห์

ท่านรู้จักละครเกาหลีจากสื่อใด

- Poster
- เพื่อน
- สื่อหนังสือพิมพ์
- สื่อนิตยสาร
- สื่ออินเทอร์เน็ต
- อื่นๆโปรดระบุ

กลับ

ถัดไป

ท่านรับชมละครเกาหลีจึงทำให้อยากไปเดินทางท่องเที่ยว

	1	2	3	4	5	
เห็นด้วยน้อยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

ท่านมีความชื่นชอบส่วนตัวในประเทศเกาหลีใต้

	1	2	3	4	5	
เห็นด้วยน้อยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

ท่านมีความสนใจเรื่องของเอกลักษณ์ วัฒนธรรม และ ประเพณี ของประเทศเกาหลีใต้

	1	2	3	4	5	
เห็นด้วยน้อยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

กลับ

ถัดไป

แบบสอบถาม

ตอนที่ 3 พฤติกรรมนักท่องเที่ยวที่เที่ยวประเทศเกาหลีใต้

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความเป็นจริงของท่านมากที่สุด

วัตถุประสงค์ในการท่องเที่ยวในประเทศเกาหลี

- เพื่อตามรอยซีรีส์เกาหลี
- เพื่อการมาเที่ยวชมวิวต่างๆ
- เพื่อการพักผ่อนหย่อนใจ
- เพื่อการทัศนศึกษา
- เพื่อพบปะเพื่อน เยี่ยมญาติ

ลักษณะในการเดินทางท่องเที่ยว

- เดินทางด้วยตัวเอง
- เดินทางกับครอบครัว
- เดินทางกับเพื่อน
- เดินทางกับคู่รัก
- เดินทางเป็นกลุ่มคณะ

ระยะเวลาการท่องเที่ยว

- ค้างคืน 3 คืน
- ค้างคืน 4 คืน
- ค้างคืน 5 คืน
- ค้างคืนมากกว่า 5 คืนขึ้นไป

โดยปกติท่านนิยมท่องเที่ยวในประเทศเกาหลีใต้ในช่วงเดือนใดมากที่สุด

- มกราคม - มีนาคม
- เมษายน - มิถุนายน
- กรกฎาคม - กันยายน
- ตุลาคม - ธันวาคม

โดยปกติท่านนิยมท่องเที่ยวในประเทศเกาหลีใต้ในวันใดมากที่สุด

- วันธรรมดา จันทร์-ศุกร์
- วันหยุด เสาร์-อาทิตย์
- วันหยุดยาว ราชการ เทศกาล
- ไม่แน่นอน

พาหนะที่ใช้ในการเดินทางท่องเที่ยว

- รถโดยสาร
- รถยนต์ส่วนตัว
- รถเช่า
- รถไฟ

ท่านเดินทางมาท่องเที่ยวเกาหลีในช่วงเทศกาลใดมากที่สุด

- เทศกาลปีใหม่
- เทศกาลสงกรานต์
- เทศกาลลอยกระทง
- เทศกาลตรุษจีน
- อื่นๆโปรดระบุ

ท่านเดินทางท่องเที่ยวไปยังประเทศเกาหลีได้บ่อยแค่ไหน

- 1 ครั้งต่อปี
- 2 ครั้งต่อปี
- 3 ครั้งต่อปี
- มากกว่า 4 ครั้งต่อปี

กลับ

ส่ง

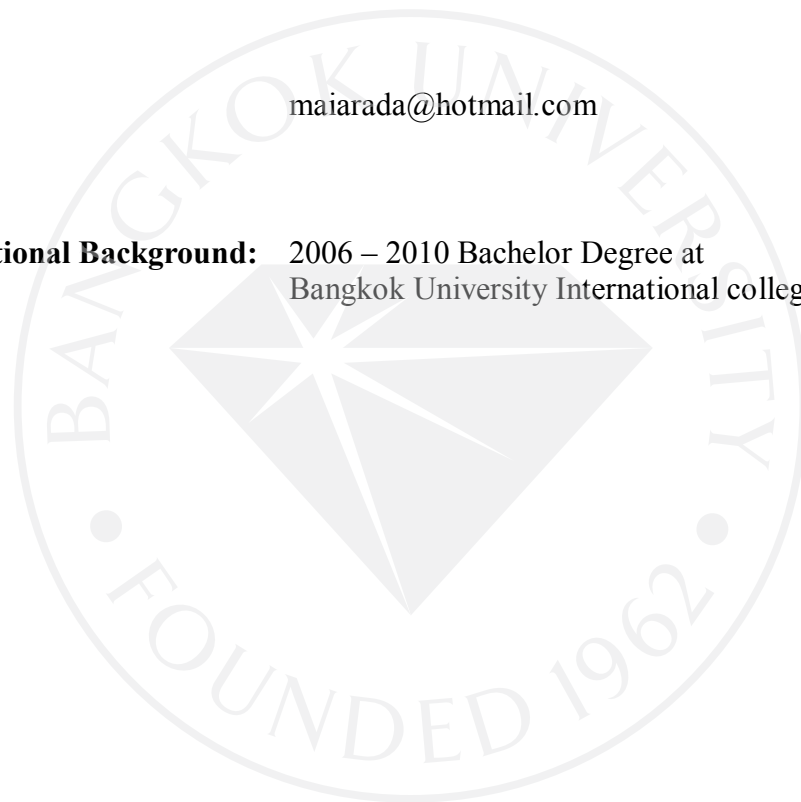
BIODATA

Name – Surname: Arada Taechakasari

Address: 52/141 soi 4/3 Preecha Bangkaw Bangpee
Srinakarin.rd Samatpakarn 10540 Bangkok

Email: maiarada@hotmail.com

Educational Background: 2006 – 2010 Bachelor Degree at
Bangkok University International college



มหาวิทยาลัยกรุงเทพ
ข้อตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์/สารนิพนธ์

วันที่ 6 เดือน กันยายน พ.ศ. 2560

ข้าพเจ้า (นาย/นาง/นางสาว) อารดา เกษเกษมณี อยู่บ้านเลขที่ 52/141
ซอย 4/3 ถนน ศรีนครินทร์ ตำบล/แขวง บางแก้ว
อำเภอ/เขต บางพลี จังหวัด สมุทรปราการ รหัสไปรษณีย์ 10540
เป็นนักศึกษาของมหาวิทยาลัยกรุงเทพ รหัสประจำตัว 75 80 500 440
ระดับปริญญา ตรี โท เอก

หลักสูตร ศิลปศาสตรมหาบัณฑิต สาขาวิชา การจัดการอุตสาหกรรมบริการและการท่องเที่ยว
คณะมนุษยศาสตร์และการจัดการการท่องเที่ยว ซึ่งต่อไปนี้เรียกว่า "ผู้อนุญาตให้ใช้สิทธิ" ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 119 ถนนพระราม 4 แขวงพระโขนง เขตคลองเตย
กรุงเทพมหานคร 10110 ซึ่งต่อไปนี้เรียกว่า "ผู้ได้รับอนุญาตให้ใช้สิทธิ" อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และเป็นผู้มีสิทธิแต่เพียงผู้เดียวในงานสารนิพนธ์/
วิทยานิพนธ์หัวข้อ Effects of Korean Television Dramas
on the Flow of Thai Tourists in Korea

ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร ศิลปศาสตรมหาบัณฑิต ของมหาวิทยาลัยกรุงเทพ
(ต่อไปนี้เรียกว่า "สารนิพนธ์/วิทยานิพนธ์")

ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มี
กำหนดระยะเวลาในการนำสารนิพนธ์/วิทยานิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ดัดแปลง เผยแพร่
ต่อสาธารณชน ให้เข้าต้นฉบับหรือสำเนาอื่น ให้ประโยชน์อันเกิดจากลิขสิทธิ์แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้
สิทธิโดยจะกำหนดเงื่อนไขอย่างหนึ่งอย่างใดด้วยหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการ
กระทำอื่นใดในลักษณะทำนองเดียวกัน

ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในสารนิพนธ์/วิทยานิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับ
บุคคลภายนอกก็ดี หรือระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่นๆ
เกี่ยวกับลิขสิทธิ์ อันเป็นเหตุให้ผู้ได้รับอนุญาตให้ใช้สิทธิไม่สามารถนำงานนั้นออกทำซ้ำ เผยแพร่ หรือโฆษณา
ได้ ผู้อนุญาตให้ใช้สิทธิยินยอมรับผิดชอบและชดเชยค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหาย
ต่าง ๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิทั้งสิ้น

สัญญานี้ทำขึ้นสองฉบับ มีข้อความเป็นอย่างเดียวกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญานี้โดย
ละเอียดแล้ว จึงได้ลงลายมือชื่อให้ไว้เป็นสำคัญต่อหน้าพยาน และเก็บรักษาไว้ฝ่ายละฉบับ

ลงชื่อ.....ผู้อนุญาตให้ใช้สิทธิ
(.....)

ลงชื่อ.....ผู้ได้รับอนุญาตให้ใช้สิทธิ
(อาจารย์อภิญญา จุลพิสิฐ)
ผู้อำนวยการสำนักหอสมุดและศูนย์การเรียนรู้

ลงชื่อ.....พยาน
(ผู้ช่วยศาสตราจารย์กฤติกา ลิ้มลาวัลย์)
รองคณบดีบัณฑิตวิทยาลัย

ลงชื่อ.....พยาน
(ดร.ดวงธิดา นันทาภีรัตน์)
ผู้อำนวยการหลักสูตร/ ผู้รับผิดชอบหลักสูตร