

THE FACTORS THAT INFLUENCING TO THAI'S FREE INDEPENDENT TRAVELERS DECISION
TO TRAVEL IN SOUTH KOREA



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ปัจจัยที่มีอิทธิพลต่อการตัดสินใจท่องเที่ยวในประเทศเกาหลีใต้ของนักท่องเที่ยวอิสระชาวไทย



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ในปัจจุบันอุตสาหกรรมการท่องเที่ยวเกาหลีใต้มีอิทธิพลที่ทำให้นักท่องเที่ยวชาวไทยนิยม
เดินทางเข้าไปท่องเที่ยวเกาหลีใต้แบบอิสระมากขึ้น การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยด้าน
ต่างๆที่มีอิทธิพลทำให้นักท่องเที่ยวแบบอิสระชาวไทยตัดสินใจเดินทางไปท่องเที่ยวประเทศเกาหลี
ใต้ และศึกษาพฤติกรรมของนักท่องเที่ยวแบบอิสระชาวไทยในการตัดสินใจเดินทางมาท่องเที่ยว
เกาหลีใต้ รวมถึงศึกษาหลักการตลาดขององค์การการท่องเที่ยวเกาหลีใต้ว่าส่งผลต่อการตัดสินใจ
ของนักท่องเที่ยวแบบอิสระชาวไทยหรือไม่และอย่างไร กลุ่มตัวอย่างเป็นนักท่องเที่ยวชาวไทย โดย
ใช้วิธีการสุ่มทำแบบสอบถาม จำนวน 78 คน ผ่านทางออนไลน์ และสัมภาษณ์แบบเชิงลึกกับบุคคล
ที่ทำบล็อกเกอร์จำนวน 4 คน และบุคคลที่ไม่ชอบเกาหลีจำนวน 1 คน ผลการวิจัยพบว่า กลุ่ม
ตัวอย่างของนักท่องเที่ยวแบบอิสระชาวไทย พบปัจจัยที่มีอิทธิพลทำให้นักท่องเที่ยวแบบอิสระชาว
ไทยตัดสินใจเดินทางไปท่องเที่ยวเกาหลีใต้ คือ (1) อาหารเกาหลี (2) ไรดอลเกาหลีและซีรีส์เกาหลี
และ (3) การโปรโมทของการท่องเที่ยวเกาหลีใต้ หลังจากที่ได้รับชมวิดีโอการโปรโมทการท่องเที่ยว
ของเกาหลีใต้พบว่านักท่องเที่ยวมีแรงจูงใจเพิ่มมากขึ้นที่ต้องการเดินทางไปท่องเที่ยวที่ประเทศ
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Assoc. Prof. Piti Srisangnam, Ph.D.

Nowadays, the Korea tourism industry has a popular to Thai's free independent travelers to visit South Korea. The objective of this study was the various factors that influencing to Thai's Free Independent Travelers decision to travel in South Korea and to study behavior of Thai's Free Independent Traveler to decide to travel in South Korea including to study principles of Korea Tourism Organization's marketing that affect to decision of independent Thai travelers. The sample size is Thai's Free Independent Travelers by using questionnaires 78 people consists were an online survey and in-depth interviews with bloggers 4 people and who's don't like in Korean 1 people. The result of the study found that, the sample size to survey is 78 people. Found the factors that influencing to Thai's Free Independent Travelers decision to travel in South Korea were (1) Korean food (2) Korean idols and Korean series and (3) Promotion of Korea Tourism. After watched a video for promote Korea Tourism has found that travelers have more motivation to travel to South Korea.

Field of Study: Korean Studies

Student's Signature

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Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Background

South Korea can be counted as one of a successful country in the tourism industry. As can be seen from the increasing statistic of global travelers including Thai's travelers, it showed that the Korean economy is growing. From that point, the main factor is the Korean wave which consists of Korean dramas, movies, songs, singers, actors, and idols or it can be called 'Hallyu'. In the past, independent travelers selected to travel to South Korea with an agency as a group tour. The objective to follow attractions from Korean dramas. Previously, Taiwanese wave and Japanese wave had influenced on foreigners as similar as Korean wave nowadays. Korean tourism still has many weaknesses involve managing travelers such as most of the travelers visited only Seoul and repeated to visit same places. Therefore, the government of South Korea appeals to distribute travelers to visit suburban and attracts a new group of travelers to visit South Korea which occurs campaigns to promote the suburban city that is not Seoul. However, the problem of South Korea is Korean cannot communicate in English. Accordingly, the Korean government stimulates Korean people to study English for communicating with foreign travelers more. A further problem is tour fraud problems which lead to the change of travelers from travel with an agency to independent travel. (Yutthasak Kanasawad,2019) and (The Bangkok insight editorial team,2018)

The government supports the tourism industry by bringing Korean Hallyu singers and actors as ambassadors to represent Korean tourism promotion. It is undeniable that Korean Idols are an effective way to grow the Korean economy rapidly. Hallyu groups such as TVXQ, Super Junior, Wonder Girls, Girls Generation, Bigbang, 2PM, EXO, and BTS have been very influential to drive Korean business and economic growth. Korea tourism has been promoted in three keyways: (1) Broadcast a video promote to international, (2) Always maintenance important attractions, and (3) Develop products and create unique travel packages to strengthen South Korea. Korean tourism offers

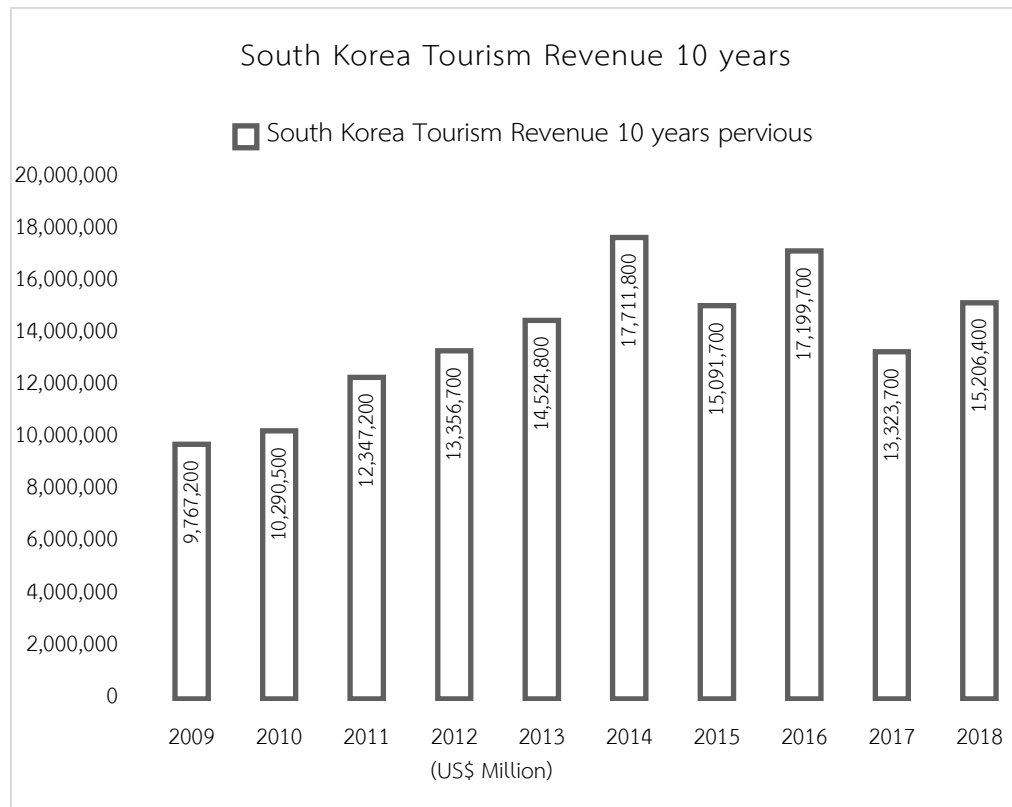
various packages on the website for travelers and has a grand super sale in every season to attract travelers to visit South Korea. For instance, it has various events to promote and provide information for travelers to visit South Korea.

Table 1 Number of Thai's population departure to aboard include South Korea since 2009-2016

2009	2010	2011	2012	2013	2014	2015	2016
6,489,437	7,032,883	7,107,952	7,545,753	7,856,546	8,488,609	9,170,938	10,482,416

From table 1, due to the information from 'The immigration bureau, Royal Thai police' which gave the last updated information from 2009 until 2016, it shows the number of Thai's people who would like to travel aboard which is increasing every year. In 2016, Thai's people departed aboard was 10,482,416 people including travel to South Korea. In summary, the number of Thai travelers is increasing every year. (Immigration Bureau,2018)

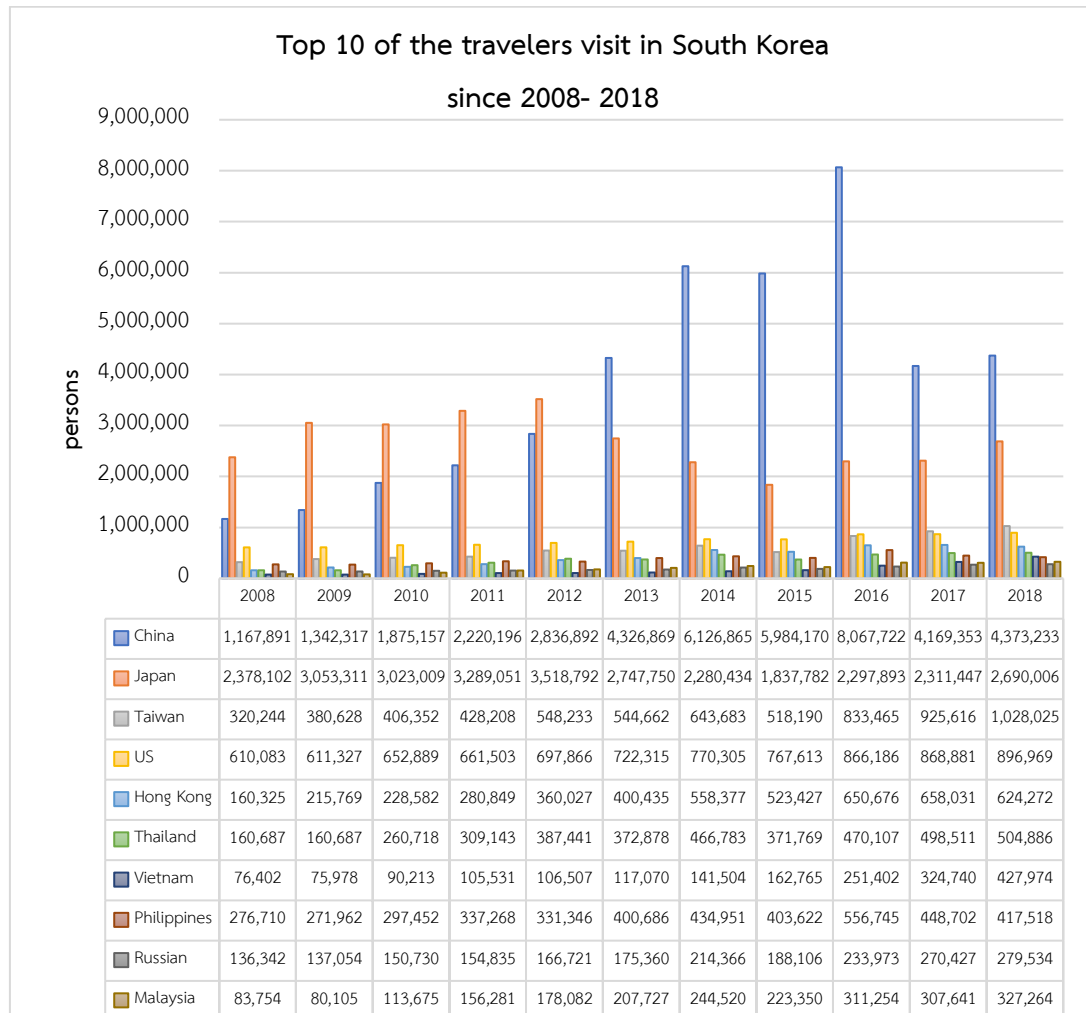
Table 2 South Korea Tourism Revenue 2009-2018



From table 2, it shows the revenue of South Korea from 2009 until 2018. In 2009, it started to export full Korea wave industry to abroad specifically Korean idol industry which exported to China, Japan, ASEAN countries include Thailand. The highest revenue was 2014 following by 2016 and 2018. Therefore, the Korean wave is the one factor which influenced the travelers to travel in South Korea. (Korea Tourism Organization,2019)

According to the above table, South Korea tourism received a lot of revenues from the tourism industry. For example, goods and services which travelers paid while traveling in South Korea. This research would like to study factors which impact to travelers' decision to visit in South Korea. However, Korean tourism is important to drive the Korean economy to growth.

Table 3 Top 10 of the travelers visit South Korea since 2008 to 2018 by accumulative data



From table 3, it shows the rank of top 10 travelers who visited South Korea from 2008 to 2018 by accumulative data. Asian travelers are the largest number who visit South Korea and traveler from the United States. Thailand is ranked 5th, ranked 6th, and ranked 7th while China is ranked 1st following by Japan, Taiwan, United States, Hong Kong, Thailand, Vietnam, Philippine, Russia, and Malaysia. The rank of each country will be changed each year so the traveler's statistic was increasing or decreasing depends on the situation that happened in each year and the economic crisis of each country. (Korea Tourism Organization,2018)

The research will explain factors and influences that invite Thai's free independent travelers to visit South Korea include 7Ps marketing and how Korea

tourism presented the country aboard. Moreover, Free independent travel is very popular for both global and Thai tourists. The results of the research will be represented about free independent traveler's decision to travel in South Korea including criteria for selecting hotels, destinations, accommodations, and airlines. This research will be useful to many Thai's organizations in the future.

1.2 Research Questions

1.2.1 What are factors of Thai's free independent travelers' decision to visit in South Korea?

1.2.2 How does Thai's free independent traveler behavior when deciding to travel in South Korea?

1.2.3 How does Korea tourism marketing promote South Korea image in Thailand?

1.3 Research Objectives

1.3.1 To study the factors influencing a traveler decision to independent travel in South Korea of Thai Travelers.

1.3.2 To study the behavior of Thai's free independent traveler to decide to travel in South Korea.

1.3.3 To study Korea Tourism marketing's featured to promote the country to attract Thai's travelers to visit in South Korea.

1.4 Research Hypothesis

1.4.1 Korean wave factors

- The Korean movie, dramas, singers, actors, songs, and idols are influencing to Thai's travelers travel in South Korea.

1.4.2 Korean tourism promotion factors and Korea tourism policy

- Government of South Korea support Korean tourism by bringing Korean Hallyu to be a presenter of tourism and promote the country by various campaigns every year. The Korean tourism policies are creating an attraction for ASEAN's travelers and Muslim's travelers to visit South Korea.

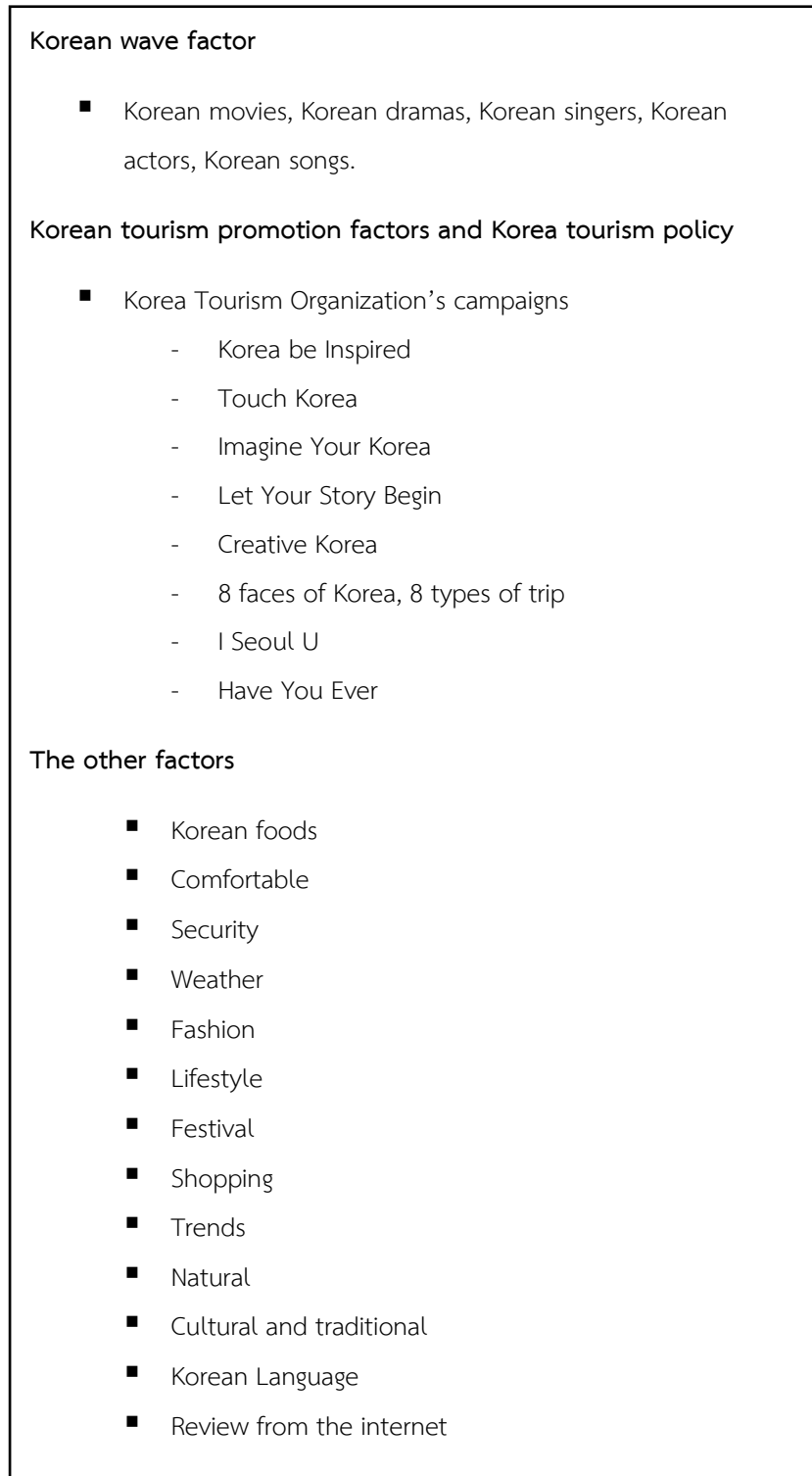
1.4.3 The other factors

- Korean foods, comfortable, security, weather, fashion, lifestyle, festival, shopping, trends, natural, cultural, traditional, language, and review from the internet are influencing Thai's travelers to travel to South Korea.



1.5 Conceptual Framework

Figure 1 Conceptual Framework



Source: (Onjira Kumboosya,2020)

From diagram shows the overview factors influencing to Thai free independent traveler's (Thai FITs) decision to travel in South Korea. There are three parts including Korean wave factors, Korean tourism promotion factors and Korean tourism policy, and the other factors. This research would like to study the other factors that influencing Thai FITs decision to travel in South Korea apart from the Korean wave. The Korean wave consists of Korean movies, dramas, singers, actors, songs.

The Korean tourism promotion factors and Korea tourism policy is the government supports tourism industry by bringing Korean Hallyu to be the Korean tourism representatives as a strategy to pull Thai travelers to visit South Korea and how Thailand push Thai travelers to depart outside the country for travel.

The other factors including both internal and external factors such as Korean foods, comfortable, security, weather, fashion, lifestyle, festival, shopping, trends, natural, cultural, traditional, language also review from bloggers or travel websites are influencing to Thai's travelers travel in South Korea.

1.6 Definition of Terms

- FITs is Free Independent Travelers. (Alastair M. Morrison,2013)
- KTO is the Korean Tourism Organization. (Korea Tourism Organization 2018)
- Korean wave or Hallyu is South Korean pop culture that popular in domestic and international. Consists Korean idols, Korean dramas, Korean songs, Korean foods, Korean culture, and etc. (Koreanet,2020)

CHAPTER II

LITERATURE REVIEW

This thesis research for study factors that affecting Thai free independent travelers travel in South Korea and study Thai's behavior to decide to travel in South Korea also study Korea tourism marketing to promote in Thailand. A researcher separated a literature review into two sections; The first section research from various information concern the thesis. Moreover, an in-depth interview with the Korean tourism organization, and the second section is various research from the thesis that concern with this research.

2.1 Related thesis

The tourism industry is very important to Korean economy because the revenue from tourists is a factor to drive Korean economic growth such as entertainment, hospitality, cosmetic, MICE, and fashion. After the Korean war, the Korean peninsula was divided into two countries which are North Korea and South Korea. South Korea demanded to develop the country in every section start from the agriculture industry to the technology industry. According to that point, South Korea was learned from aboard and brought knowledge back to adapt and develop the country. (Moon Hw Chang,2016), (Park Tae Gyu,2017)

2.1.1 Meaning of Free Independent Travelers (FITs)

Free independent travelers mean the travelers have a plan for travel by themselves. Probably used agency services such as airlines and hotels. (Alastair M. Morrison,2013)

2.1.2 Theory

- Demand & Supply Theory
- PESTEL Theory
- The success of tourism and sustainable theory

Table 4 Demand theory and supply theory

	Definition
Demand theory	The number of factors that influencing Thai's FITs visit to South Korea.
Supply theory	The quantity of Korea Tourism Organization prepares and support travelers when visiting in South Korea.

Demand theory

From table 4, it mentioned about the factors which attracted the FITs to visit South Korea such as Korean wave, fashion, food, nightlife, comfortable for travel and transportations, weather, cosmetics, shopping, exchange cultural for foreigner students, festival, attractions, coffee shop, Hanbok suite and etc. Although it is very cheap by tour and comfortable, it still has many travelers who would like to travel by themselves because the travelers are able to plan a trip. Moreover, travelers are able to fix time and freedom to travel. (Korea Tourism Organization,2018)

- Internal factors affecting to decision to free independent travel in South Korea of Thai tourists such as motivation before travel, during travel and learning after travel.
- External factors affecting to decision to free independent travel in South Korea of Thai tourists such as friends, family, neighbors, colleague, and classmate had been South Korea.

Supply theory

From table 4, it mentioned about the quantity of Korea tourism organization prepares and support travelers when visiting in South Korea. Also, it mentioned about the ability of the Korean tourism organization to prepare a facility for FITs. (Korea Tourism Organization,2018)

- Marketing mix factors affecting to a decision to independent travel in South Korea of Thai tourists. Consist of product, price, promotion, place, people, physical evidence & presentation, and process.

Figure 2 PESTEL Theory (Professional Academy, 2019)



Source: (Republic of Korea,2008), (Rukhsar Sanjaree,2016), (Abhijeet Pratap,2018)

Politics

The Korean peninsula was armistice but unable to integrate into one country due to a different regime. South Korea is still at risk from North Korea because North Korea still do the missile experiment situation. Include the problem of South Korea occurred in every day. In South Korea, always has a protest. Most of travelers did not have deep knowledge about the political situation which affects the decision of not risking travelling South Korea as the travelers afraid to get dangerous from that situation.

Table 5 The statistic of total traveler visits South Korea from October to December 2016

October 2016	November 2016	December 2016
1,587,797	1,309,055	1,343,398

From table 5, it shows the statistic of total travelers visiting South Korea from October to December 2016. In November 2016, Korean people protest and expel the president 'Park Guen Hye' which is the big news of the world. Furthermore, travelers

afraid to get dangerous from there and did not travel to South Korea. The number of the traveler was decreasing more than a previous month that occurred the situation. (Korea Tourism Organization,2019)

Economy

Korean economy grows by the Korean population and foreigners are drive. Korean goods and services are cheaper than Japan including Korean currency rate are continuously decreasing. The travelers, who would like to save money, will select South Korea for a cheap travel.

Society

The Korean government support Korean pop culture by export Korean idols, dramas, music, food, movies, and cosmetics to aboard. Also, they establish the Korea tourism organization to promote the tourism industry to foreigners and make them know and visit South Korea.

Technology

Korean technology is famous both domestic and international for a long time such as Samsung and Lucky Gold Star (LG). Nowadays, South Korea has many advanced applications for support Korean people and travelers during stay and travel in South Korea which included having their own map to find direction in South Korea and protect the privacy from aboard. One of the reasons for travelers to visit South Korea is their comfortable with transportation during traveling in South Korea.

Environment

The Korea government has the campaign to build a new place and park for Korean people as they aim to be the country where has a lot of parks. Also, they want to eliminate pollution as quick as possible but South Korea still have many specks of dust in the capital due to factories. When having a dust crisis, the Korea government has a bold measure by stop the bus from running and stop the factory from spread the smoke. Also, they have the campaign to walk and use subway or bicycles to

replace private car and bus. Moreover, they have a new campaign for create new park in every year.

Legal

Korea government allows visa for Thai travelers 90 days and other nationality under conditions for each country. Due to the Korean Peninsula still in the risk of war, the travelers should have insurance because insurance is comprehensive to the South Korea area. (Korea Tourism Organization,2018)

Figure 3 The success of tourism and sustainable theory

การท่องเที่ยวจะประสบความสำเร็จและยั่งยืน

1. Safety
 - ความปลอดภัยในการเดินทางท่องเที่ยว กฎหมายและการบังคับใช้ การประกันภัย/ประกันชีวิต ทูกริต/มิถองลาซีพ มาตรฐานด้านความปลอดภัย/สุขอนามัย
2. Accessible
 - สื่อและการบริหารจัดการสื่อ, บัญชีช่องทาง Online Platform Applications, Language, ระบบการชำระเงิน, Visas and Immigration, Border Protocol, โครงสร้างพื้นฐาน (โรงแรม ร้านอาหาร ร้านค้า), การเชื่อมโยงเส้นทาง และ mode of transportation จากเมืองหลัก
3. Positive Sum
 - ทุก Party ต้องได้ประโยชน์ร่วมกัน (ทั้งในประเทศ ต่างประเทศ และในทุกระดับภูมิภาค/ต่างประเทศ) ต้องไม่ให้เกิดรู้สึกเป็นแค่ทางผ่าน Left-out ต้อง 2-way tourism กฎระเบียบและความร่วมมือเรื่องการประกอบธุรกิจท่องเที่ยว ในแต่ละประเทศที่ชัดเจนและบังคับใช้ได้จริง ระบบแบ่งปันผลประโยชน์ ระหว่างประเทศและระหว่างภาคส่วนในท้องถิ่น
4. Volume นักท่องเที่ยว จีน + ไทย + ประเทศที่ 3, MICE, Students' Trips (Humanities and Social Science), Global Recognition
5. แม่เหล็กการท่องเที่ยวและการอนุรักษ์
 - แหล่งท่องเที่ยว ธรรมชาติ วิลล่าแรมม งานประเพณี การสร้าง Campaign gimmick การท่องเที่ยว การสร้างแหล่งท่องเที่ยวใหม่ การ Re-branding Repositioning แหล่งท่องเที่ยวเดิม, Events Concerts and Fairs, Travel with Themes, Arts Exhibition
6. การบริหารจัดการในภาวะวิกฤต และการบูรณาการทุกภาคส่วน

Source: (Associate Professor Piti Srisangnam,2019)

This theory from Associate Professor Piti Srisangnam mentioned about the tourism must to have this theory for the success of tourism industry. Normally have six choices but for this research will use five choices. For to receive high success and sustainable in tourism industry. (Associate Professor Piti Srisangnam,2019)

Figure 4 Korean Series



Source: (Winter_Sonata,2018), (Dae_Jang_Geum,2018), (Full House,2018)

From figure 4, the winter love song, released in 2002, was very popular in South Korea also in Thailand. Korean dramas were beginning popular in Thailand such as Dae-Jang-Geum in 2003, Full House in 2004 including Korean singers such as Rain (2002) and TVXQ (2003). All of that was very successful and famous in many countries in Asian which affected Korean fever does not difference from Japanese fever and Taiwanese fever in the past.

Moreover, Korean dramas and Korean singers were factors which made Thai people know and interest in Korean culture. The travelers were interested and like to visit in South Korea because of the effect of Korean drama such as Winter Love Song (Nami Island) and Dae Jung Geum (Jeonju City). Due to that point, Thai travelers are more interesting and demand to travel to South Korea. The beginning of travelers went to South Korea by tour and changed to visit by themselves (Free Independent Travel) because they know about information from the first time visit and find more information from a review on the internet or their friends and relatives. Nowadays, South Korea has many reviews from travelers who had been there and information which is easier to find such as on the internet and guidebooks, including the Korea tourism strong to promote the country for import travelers to visit in South Korea.

Table 6 The other factors that influencing to Thai's travelers travel in South Korea.

Factors
Weather
Season
Korean food
Shopping
Fashion
Comfortable to travel (Transportation)

Cheap airplane ticket
Always development of the country
Cultural and traditional
Natural
Exhibitions
Festivals
Safety of country
Coffee shop
Visa 90 days for Thai's travelers.
Surgery
Technology
Currency
Korean language
Review from internet

From table 6, it shows many factors that important to travel decision to travel in South Korea. This thesis will study the other factors apart from the Korean wave which impact Thai FITs decision to visit South Korea. Previously, mentioned about the weather, season, Korean food, shopping, fashion, comfortable to travel (transportation), cheap airplane ticket, always development of the country, cultural and traditional, natural, exhibitions, festivals, safety of country, coffee shop, visa 90 days for Thai travelers, surgery, technology, currency, and Korean language which also affect to the decision to travel in South Korea. Therefore, apart from the Korean wave, travelers would like to visit South Korea due to other factors. South Korea has a lot of things

that interesting for travelers to visit. (Framekung,2018), (Mushroom Travel,2018), (Journey Korea,2019)

2.1.3 Relationship in the Korean peninsula and South Korea Map

Although, North Korea and South Korea had a meeting between the president of two countries in 2018 April 27 at DMZ area but still unable to integrate the two countries because of different regimes. Affect to South Korea's system have own application the example maps application (Naver map and Kakao map) and chat application (Kakao application) for protecting system information in the country do not leak outside the country.

2.1.4 Korean seasons

Table 7 South Korea has four seasons.

Seasons	Periods
Spring	March-May
Summer	June-August
Autumn	September-November
Winter	December-February

From table 7, it shows a period of spring which is March to May, a period of summer which is June to August, a period of autumn which is September to November and a period of winter which is December to February. For the season which has most visiting by Thai Traveler is spring followed by winter, autumn, and summer. Therefore, it can be considered that season and weather is one of the factors which influence Thai FITs decided to travel. South Korea has four seasons which have its own charms. Moreover, it has different activities for travelers to have fun with different attractions. (Korea Tourism Organization,2018)

2.1.5 Types of tourism by UNWTO

World Tourism Organization divided types of tourism into three types which are natural based tourism, cultural based tourism, and special interest tourism. Additionally, each type also has subdivided. (Wikipedia,2018)

Table 8 Types of tourism by UNWTO

Types of Tourism	
Natural Based Tourism	<ul style="list-style-type: none"> - Ecotourism - Marine ecotourism - Geo-tourism - Agritourism - Astrological tourism
Cultural Based Tourism	<ul style="list-style-type: none"> - Historical tourism - Cultural and Traditional tourism - Rural tourism/ Village tourism
Special Interest Tourism	<ul style="list-style-type: none"> - Health tourism - Edu-meditation tourism - Ethnic tourism - Sports tourism - Adventure travel - Homestay & farm stay - Long stay - Incentive travel - MICE is meaning M=meeting/ I= incentive/ C=conference/ E=exhibition

From table 8, it shows the types of tourism in the world which has three types of tourism such as natural based tourism, cultural based tourism and special interest tourism. Natural based tourism appropriate with the travelers who is favorite about

natural, sea, mountain, forest, geography, agriculture and astrological consists of ecotourism, geo-tourism, and astrological tourism. Cultural based tourism appropriate with the travelers who's favorite about cultural, traditional and history such as historical tourism, cultural and traditional tourism, and rural tourism/ village tourism. Lastly, special interest tourism consists health tourism, Edu-meditation tourism, ethnic tourism, sports tourism, adventure travel, homestay & farm stay, long stay, incentive travel, and MICE. Accordingly, the travelers can select types of tourism on their demand.

Natural Based Tourism

Ecotourism– Travelling in natural resources that are unique and cultural resources related to ecosystems.

Marine ecotourism- Travelling with responsibility in the natural marine habitats that are unique.

Geo-tourism- Tourism in natural resources that are stalactite cave to see the beauty of the landscape that is strange to the changing world and study the nature of rocks, soil, various minerals, and fossils.

Agritourism- Travelling to agricultural areas, gardens, agroforestry, herb gardens, livestock farms and raising animals to appreciate the beauty success and enjoyment in the agricultural garden.

Astrological tourism- Travelling to see astronomical phenomena occurring in each agenda, such as a solar eclipse, a lunar eclipse, and viewing zodiac stars that appear in the sky each month for learning the solar system of the universe.

Cultural Based Tourism

Historical tourism- Travelling to archaeological sites and history to appreciate and enjoy the sights, knowledge, understanding of history and archeology.

Cultural and Traditional tourism- Travelling to see various traditions that local villagers have held to enjoy the excitement in aesthetic arts to study faith respect

respecting various rituals and gain knowledge and understanding of social and cultural conditions.

Rural tourism/ Village tourism- Traveling in the village countryside with a lifestyle and creative works that are unique, unique for enjoyment, knowledge, see creative works and folk wisdom to understand the local culture.

Special Interest Tourism

Health tourism- Travelling in natural resources and cultural sources for relaxation and learning how to maintain physical health, enjoyment, and aesthetics some medical tourism may be formatted as travel for health and beauty.

Edu-meditation tourism- Travelling for field trips, exchanging knowledge from religious philosophy, seeking knowledge of the truth of life, practicing meditation to gain more experience and knowledge including arts and crafts.

Ethnic tourism- Travelling to learn about the way of life, the culture of the villagers, the culture of ethnic minorities or various incidents by local people to contribute to sustainable tourism management.

Sports tourism- Travelling to play sports according to their interests in sports such as golf, diving, fishing, snooker, board, wave, water skiing, etc.

Adventure travel- Travelling to natural attractions with special characteristics. The travelers to have fun, excitement, excitement, adventure, memories, safety, and new experiences.

Homestay & farm stay- Travelling who is want to live closer to local families visiting for learning local wisdom and local culture gain more experience in life.

Long stay- The group of people who eventually lived after retirement from the work. They wanted to live abroad to increase the fifth factor of life. By traveling abroad for an average of 3-4 times a year, at least once a month.

Incentive travel- Travelling by tour for a group of successful customers in the sale of that product. According to the goal such as goal representatives of electrical appliances,

distribution companies, and representatives of cosmetics companies. That can sell that kind of product as much as the local distributor company aims to be rewarding and organizing tours. By leaving travel expenses overnight stay and meals during the trip to the traveling companion. It is a 2-7 days camp for tourists. Probably a mixed tour program or a list of tours in one form.

2.1.6 Traveler visited in South Korea between 1986 to 2018

Table 9 Traveler visited in South Korea between 1986 to 1996

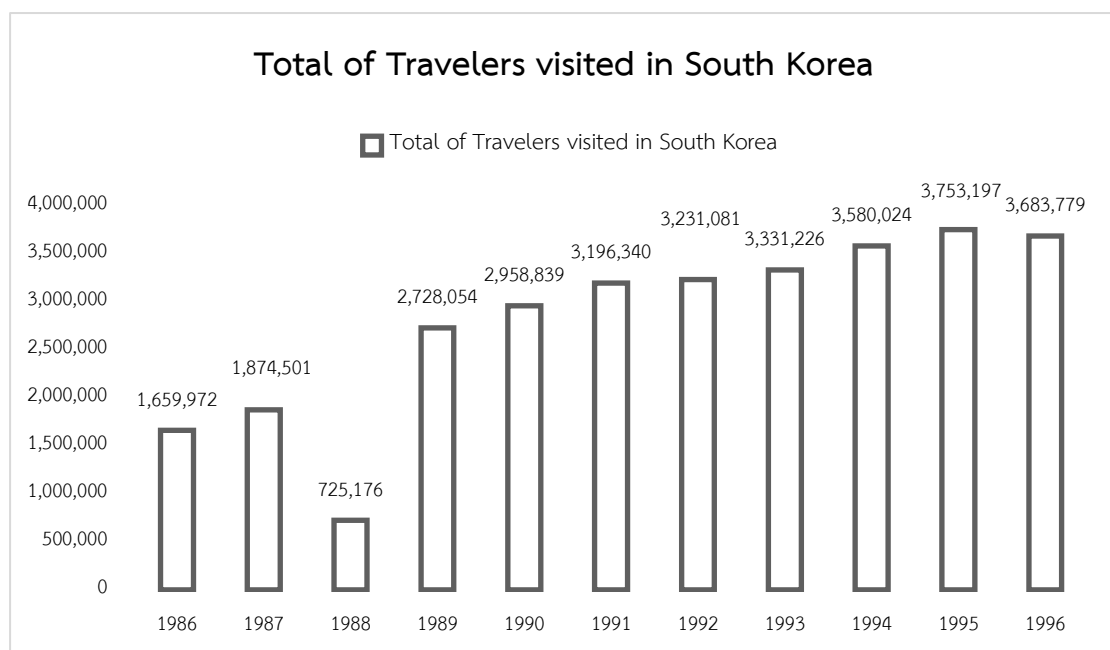


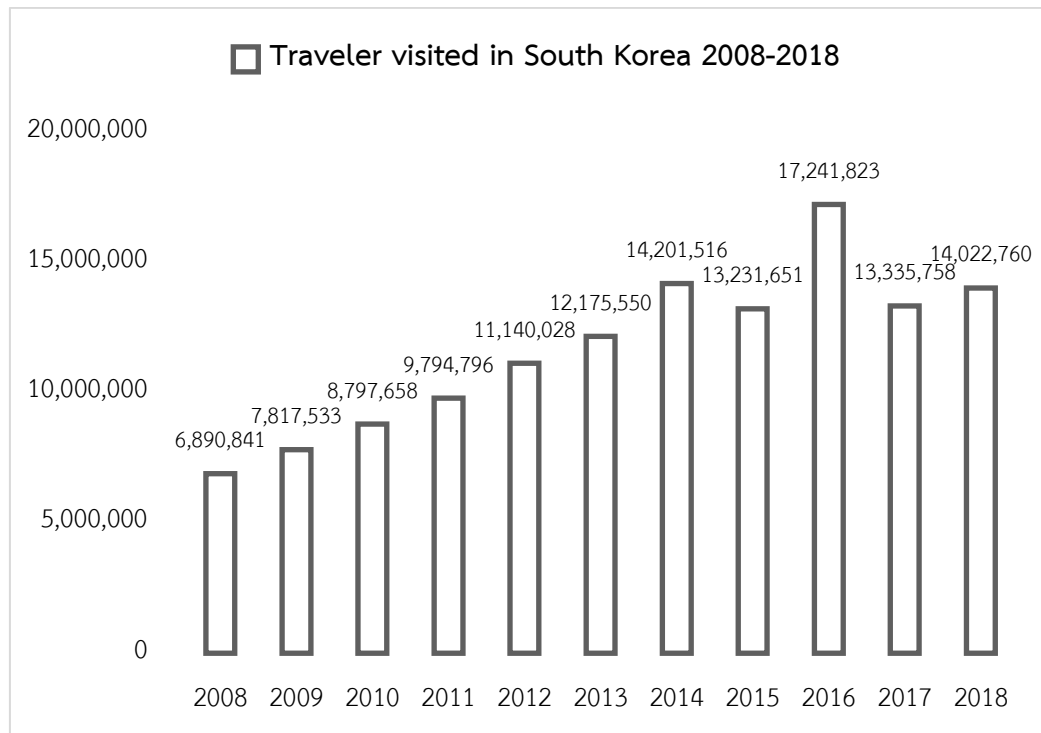
Table 9 shows statistic of global tourists from 1986 until 1996 visited in South Korea. The travelers visited in South Korea increase after 1988 Seoul Olympic and affecting to Korea economic to continuous growth. (Korea Tourism Organization,2018)

Table 10 Traveler visited in South Korea between 2000 to 2007



From table 10, it shows the statistic from 2000 until 2007. The number of travelers continuously increased until 2002 (World Cup) which had approximately 5,347,468 travelers. In 2000, 2001 and 2002, the government started to export Korean series and Korean Idols (K-Wave and K-Hallyu) abroad include Thailand which affects to the increasing of traveler's number in the following years. (Korea Tourism Organization,2018)

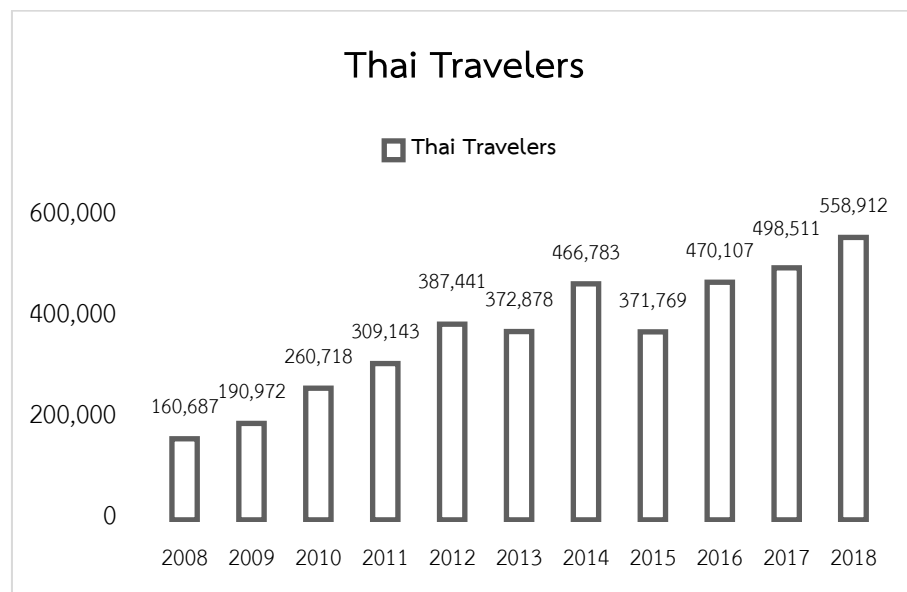
Table 11 Traveler visited in South Korea 2008-2018



From table 11, it shows the statistic of tourists who travel to South Korea from 2008-2018 (Korea Tourism Organization, 2018). In 2008, Korean entertainment had Thai people in the entertainment industry. His name is Nichkhun Horvejkul or Nichkhun member of 2PM group. 2PM is a boy group from JYP Entertainment. Nichkhun is influencing Thai travelers visited South Korea for the concert, fan meeting and travel to South Korea. Since 2011, the Korea tourism organization has the campaign to promote the country by bringing Hallyu as an ambassador for promoting and presenting a various section of South Korea include promoting Korean wave. In 2016, the Korea tourism organization continued to promote by using campaign which related to creative perspective. This year presented a new exhibition location to focus MICE travelers who visited South Korea but still demands general travelers. In 2018, KTO had a new campaign for the various tourism in South Korea such as Korean wave, trends, history & traditional, adventures, daily life, and healing. Also, bring a Hallyu star to be a representative. The ambassador is EXO from SM entertainment (Big 3 Korean Entertainment Company) which will attract every traveler's types to visit South Korea.

They promote by video advertise on YouTube channel (KTO channel) and often posted on KTO Facebook fan page to promote Korea tourism to foreigners. Korea tourism video promote has many languages subtitle for foreigners to understand what is the representative would like to promote to travelers. (Anyarin Sereemanopat,2017)

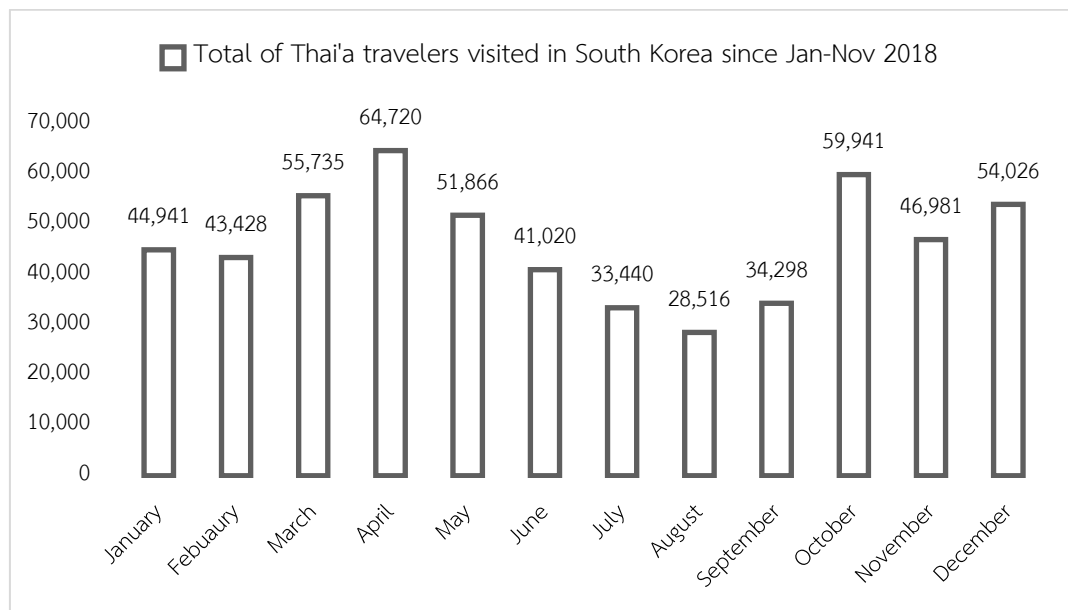
Table 12 Thai travelers visited South Korea during 2008-2018



❖ Overestimated number due to illegal immigrant workers

The table 12 as above shows statistic data from 2008 to 2018 (Korea Tourism Organization,2018). Thai travelers increase almost every year but the number is not a big different gap. However, these number includes Thai workers who migrate to work at South Korea by escaping from a group tour causing illegal immigrant labor problem. Korea government has established KCC (Korea Cultural Center) office and KTO (Korea Tourism Organization) in Thailand for providing various events regarding tourism and culture to whoever interested in. Nowadays, travelers are comfortable to travel independently around the world including South Korea.

Table 13 Total of Thai's travelers visited in South Korea 2018



From table 13 show statistic in 2018, February to March had Pyeongchang Winter Olympic Game (Korea Tourism Organization,2018). Many travelers, consisted of the athletes and travelers, visited South Korea to join this event. The above graph explained about the overview of Thai travelers who visited South Korea between 2018 January and 2018 December. South Korea promoted Pyeongchang province by the Winter Olympic Game. They supported and promoted accommodations, transportations include attractions through the Pyeongchang Winter Olympic Game and offered a package consists of transportation, hotel, and destinations to travelers. Thai traveler mostly visited South Korea in April due to the Thai public holiday, Songkran festival, so they had free time to spend a vacation and went to travel.

2.1.7 Airlines routes from Thailand to South Korea

Nowadays, have many travelers to travel at South Korea. So, airlines open many routes both of direct and transit from Thailand to South Korea for service a traveler. Have Thai's airline and Korean's airline routes from Thailand to South Korea 8 airlines and other airline have routes from Thailand to South Korea 44 airlines. (Skyscanner,2019)

Table 14 Direct flights from Thailand

Direct flights from Thailand	
Thai Airways	Korean Air
Thai AirAsia X	Asiana Airline
Jeju Air	Jin Air
Easter Jet	T'way Air

Table 15 Other airlines to South Korea

Other airlines			
Cathy Pacific Airline	China Airlines	Xiamen Airlines	Tigerair Taiwan
China Eastern	Emirates Airlines	Shandong Airlines	Jet Airways
Shanghai Airlines	Hongkong Airlines	Juneyao Airlines	Cebu Pacific
Singapore Airline	Malaysia Airlines	Lao Airlines	Ethiopian Airlines
Japan Airline	Spring Airlines	Cathay Dragon	Myanmar Airways International
ANA	Qatar Airway	Scoot	Sichuan Airlines
AirAsia	VietJet Air	Air India	Air Astana
EVA Air	HK Express	Garuda Indonesia	Philippines AirAsia
China Southern	Philippine Airlines	Air Macau	Uzbekistan Airways
Vietnam Airline	Shenzhen Airlines	Hainan Airlines	Royal Brunei
Air China	Etihad Airways	Aeroflot	S7 Airlines

Table 16 Domestic airlines fly to South Korea sort by city.

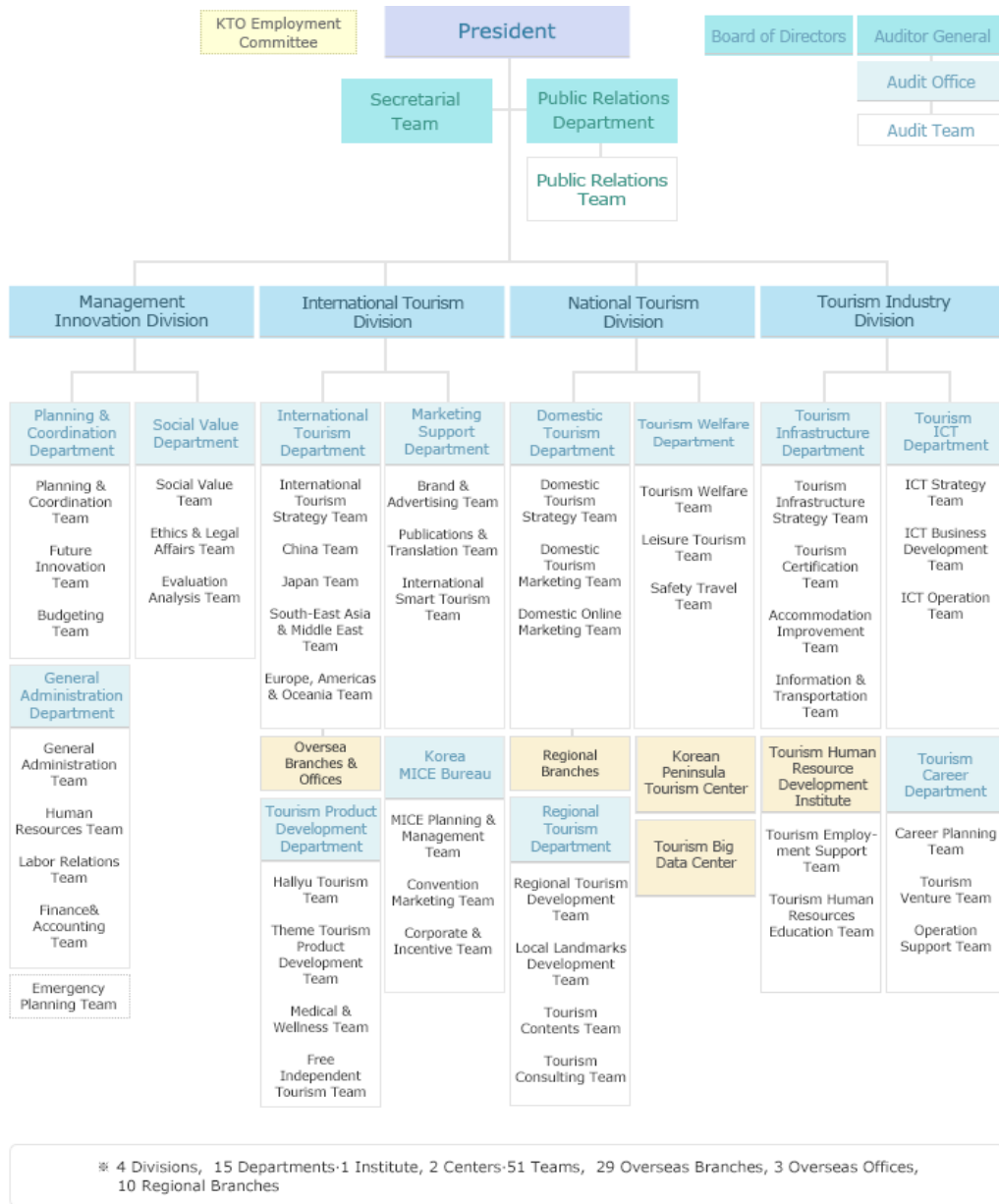
Domestic airlines fly to South Korea sort by city	
Seoul	Yeosu
Jeju	Wonju
Ulsan	Gwangju
Cheongju	Daegu
Gunsan	Pohang
Busan	Shinju

In the present have many routes from aboard to South Korea to be statistic of travelers increase every year. Moreover, some airlines open routes for support traveler to travel in South Korea. South Korea's airline support flight from Seoul to another cities sort by city. For comfortable of travelers who's would like to travel other cities over Seoul. The cities are Seoul, Jeju, Ulsan, Busan, Cheongju, Gunsan, Yeosu, Wonju, Gwangju, Daegu, Pohang and Shinju. The South Korea's airline to other cities have T-way airline, Jeju airline, Jin airline, Busan airline, Korean airline and Asiana airline. (Skyscanner,2019)

2.1.8 The Korea Tourism Organization Charts

Korea tourism can be developed depending on people working in both government sector and private sector. The Korea tourism organization has started to operate since it was established until present.

Figure 5 The Korea Tourism Organization Charts



※ 4 Divisions, 15 Departments-1 Institute, 2 Centers-51 Teams, 29 Overseas Branches, 3 Overseas Offices, 10 Regional Branches

Source: (Korea Tourism Organization,2019)

From figure 5 as above to shows different departments of this organization. KTO is operating under Korea government and the most powerful person is the president. KTO structure is divided into 4 divisions that are (1) management innovation division (2) international tourism division (3) national tourism division and (4) tourism industry division. It has a tourism human resource development institute. and 2 centers including Korean peninsula center and tourism big data center. It has 51 teams working

and supporting each division. Moreover, KTO has 29 overseas branches, 3 overseas offices and 10 regional branches. KTO in other countries have coordination office to cooperate among countries such as Thailand, United Kingdom, United States, Singapore, Philippines and Japan etc. KTO connects with other organization by establishing various teams of each division to cooperate and support in different matters, for example, innovation, marketing, welfare and ICT. The advantage of connected tourism organization between other organizations and between government and private sectors is easy cooperation in terms of legal, advertisement, marketing, and transportation. (Korea Tourism Organization,2019)

Figure 6 Korea tourism organization's booth in Thailand



Source: (Onjira Kumboosya,2019)

Korea tourism organization has an office in Thailand. The organization always promotes and give Korea tourism information and promotion to travelers. KTO's Thailand often arrange tourism events by cooperating with Korean Embassy in Thailand.

2.1.9 Airlines routes from Thailand to South Korea

Nowadays, many travelers travel to South Korea. So, airlines open many routes for both direct and transit flights from Thailand to South Korea to provide service to travelers. There are 8 Thai and Korean airlines flying from Thailand to South Korea and 44 other airlines that have a route from Thailand to South Korea (Skyscanner,2019).

In the present time, there are also many routes from other countries to South Korea. The statistical data shows that number of travelers increase every year. Moreover, some airlines open routes to support travelers to travel in South Korea.

South Korea's airline provides flights from Seoul to other cities for convenience of travelers who would like to travel other cities than Seoul, for example, Jeju, Ulsan, Busan, Cheongju, Gunsan, Yeosu, Wonju, Gwangju, Daegu, Pohang and Shinju. The South Korea's airlines that fly from Seoul to other cities include T-way airline, Jeju airline, Jin airline, Busan airline, Korean airline and Asiana airline (Skyscanner,2019).

2.1.10 Expenses of Thai's traveler in South Korea

Table 17 Expenses of Thai's traveler in South Korea

Item	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Length of Stay	5.89	5.43	5.33	5.40	5.47	5.46	5.51	5.66	6.24	6.35
	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days
Per Capital Spending	4,940	5,013	5,073	5,041	5,315	5,568	5,814	6,134	6,262	6,066
	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day	฿/Day

From table 17, it shows the statistic from 2008 to 2017 which can be seen that majority of Thai travelers spends money while they travel in South Korea around 4,900 Bath to 6,000 Bath and a period of stay is not over than seven days. (National Statistical Office,2018)

2.1.11 South Korea Tourism Revenues

Table 18 South Korea Tourism Revenue 10 years

Year	Revenues (US\$ Million)
2009	9,767,200
2010	10,290,500
2011	12,347,200

2012	13,356,700
2013	14,524,800
2014	17,711,800
2015	15,091,700
2016	17,199,700
2017	13,323,700
2018	15,206,400

From table 18, it shows the South Korea tourism revenues from 2009 until 2018. During 2009 and 2014, South Korea tourism revenue was increasing every year and in 2014. The reason that in 2014 got the highest revenue is a big new tourism campaign to attract foreigners which is very popular. In 2015-2018, it also had a new campaign but was focused on 2014's campaign by emphasizing promote types of travel every year. Due to the free visa by Japan, the number of Thai travelers was decreasing as same as the South Korea revenue. In 2019, they planned to have a new campaign by promoting attraction outside Seoul during the various festival and promote the various festival. (Visit Korea,2019) and (Korea Tourism Organization,2019)

2.1.12 Marketing mix factors (7Ps)

The tourism industry is one important industry of the country which must to refers to marketing mixing factors or 7Ps include product, price, place, people, promotion, physical evidence & presentation and process for all explain and research to each section. (Korea Tourism Organization,2018)

Products

Transportation

The product means customer's demand for goods and services such as cheap airplane ticket, transportation that able to travel around in South Korea. Including location attractions that travelers would like to visit and promotion of each brand, foods, traditional, cultural that a traveler able to tangible.

Prices

Price included air ticket from abroad to South Korea, food fee, hotel fee, transportation fee, various expand and a fee of an entrance to each attraction. Additionally, the living expenses of South Korea is cheaper than Japan and Taiwan.

Promotions

How to promote the country's image by Korea tourism organization. The example is a video advertising, promotion of air ticket and accommodation at the hotel, promotion of brands, promotion or discount of attractions include grand super sales festival. Korea tourism organization not only supports the famous idols to be an ambassador and present the country but also give a discount and tax refund to travelers. Moreover, travelers can find reviews from bloggers on YouTube channels and websites. The bloggers had explained many details during their travel in South Korea such as recommend good restaurants, popular attractions, and transportations.

2.1.13 Korea Tourism Marketing mix factors

Korea tourism organization focuses and emphasizes the tourism industry because tourism is one factor to drive Korean economic to growth by bringing the Korean idols and Korean actors as tourism ambassador. In addition, they also promote mini-series and music video followed by advertising and promoting the attraction then broadcast on social media and television. Korea tourism has the campaign to promote the country every year which they focus on applying old cultural and new cultural together.

2.1.14 Korea Tourism campaigns

Table 19 Ambassador of Korea tourism campaigns

Years	Ambassadors/ Representative	Campaigns
2011	Super junior	Korea be Inspired
2011	2PM / Miss A	Touch Korea
2012	Kim Soo Hyun	Korea be Inspired
2013	-	Korea be Inspired
2014	BigBang	Imagine Your Korea
2015	Lee Minho	Let Your Story Begin
2016	Song Junggi	Creative Korea
2017	Lee Jong Suk	8 faces of Korea, 8 types of trip
2017	BTS	I Seoul U
2018	EXO	Have You Ever

From table 19, shows the list of ambassadors and representative of Korea tourism campaigns with its names between 2011 until 2018. In 2011, Super Junior is the ambassador for supporting KTO and inviting Hallyu's Fanclub to visit South Korea. They have presented South Korea since past until present. In 2011, KTO established 2PM and MISS A to be a representative to promote Korean attractions, culture, and tradition through mini-series advertisement. In 2012, Korean series (You who come from the star) is very famous for both domestic and abroad. Korean tourism organization established Kim Soo Hyun (Main actor) to be the ambassador of Korea tourism organization. In 2013, they promoted the important city of South Korea under the campaign "Korea be Inspired". The example of cities is Pyeongchang (Ski under snow touching the sky concept), Jeonju (Home of traditional) and Seoul (Gyeongbukgung Palace and Hangang river). (Korea Tourism Organization,2013)

Figure 7 Ambassador of Korea Tourism in 2011

Korea be Inspired



Source: (Visit Seoul, 2015)

This campaign was inspired to bring Super Junior as the ambassador in 2011, By emphasizing various inspiration to present cultural and traditional for indicating Korean being from the past to the present. (Jung Suk-ye,2015)

Figure 8 Ambassador and representative of Korea Tourism in 2011

Touch Korea



Source: (Korea Tourism Organization,2012)

Korea Tourism Organization brings 2PM and MISS A to be the ambassador. So, promote the country by mini-series. The campaign is “Touch Korea”, the travelers able to touch Korean in every side. (Korea Tourism Organization,2011)

Figure 9 Ambassador of Korea Tourism in 2012
Korea be Inspired



Source: (Alchetron.com,2018)

In 2012, Kim Soo Hyun was the ambassador of Korea tourism. This campaign is “Korea be Inspired”, so presented entertainers of entertainment and land of entertainment by Korean wave and Korean cultural and traditional. (Korea Tourism Organization,2012)

From 2014 to 2018, Korea tourism marketing has many big campaigns to promote the country to aboard for invite the tourist to visit in South Korea. All the campaigns are main campaigns to continue develop the Korea tourism in currently.

- Imagine Your Korea (2014)
- Let Your Story Begin (2015)
- Creative Korea (2016)
- 8 faces of Korea, 8 types of trip (2017)
- I Seoul U (2017)
- Have you ever (2018)

Figure 10 Ambassador of Korea Tourism in 2014

Imagine Your Korea



Source: (Travelnewsdigest,2014)

In 2014, KTO establishes “Imagine You Korea” focus in Korean wave consists K-POP and Korean drama applied to promote arts, cultural, traditional and creative such as fashion, variety show, cosmetic and Korean traditional food for appeal to increase tourists. (Travelnewsdigest,2014)

Figure 11 Ambassador of Korea tourism in 2015

Let Your Story Begin



Source: (Chingu Korea,2015)

This campaign promotes fascinating tourist attractions from in the past by presented Korean history, landmarks, natural and Korean beauty to know Korean since the beginning currently. (Chingu Korea,2015)

Figure 12 Ambassador of Korea tourism in 2016

Creative Korea



Source: (Imagine your Korea,2016)

This campaign is “Creative Korea” by focus meet the creative people, taste the creative cuisine, feel the creative vibe and love the creative nightlife. This campaign will stimulate tourism in new perspectives such as export game show variety “Running man” and focus Jeju Island for welcome MICE traveler for conference and golf club etc. Include promoting and focus any exhibition at Dong Dae Mun Plaza (DDP) is a new landmark in Seoul. There has many events and exhibition the example is a fashion show for spring and autumn seasons, the concert for MAMA 2018 and various event about cosmetic or brands. KTO bring Song Jung Gi to be an ambassador in 2016. (Imagine your Korea,2016)

Figure 13 Ambassador of Korea tourism in 2017

8 faces of Korea, 8 types of trip



Source: (Imagine your Korea,2017)

In 2017, Korea tourism promotes the country by attraction in the various themes such as Fantasy Korea, Romance Korea, Mystery Korea, Signature Korea, Adventure Korea, Thriller Korea, Trend Korea, and Documentary Korea. Bring Lee Jong Suk to be the ambassador of this campaign.

This source relates to research topic because the campaigns is one factor for FITs would like to travel in South Korea because of some people necessary to join fashion shows and concerts. All of these motivates travelers to buy a concert ticket or goods and product of various brands to be motivate Korean economic to be grow. (Korea Tourism Organization,2017) and (Imagine your Korea,2017)

Figure 14 Ambassador of Korea tourism in 2017

I SEOUL U

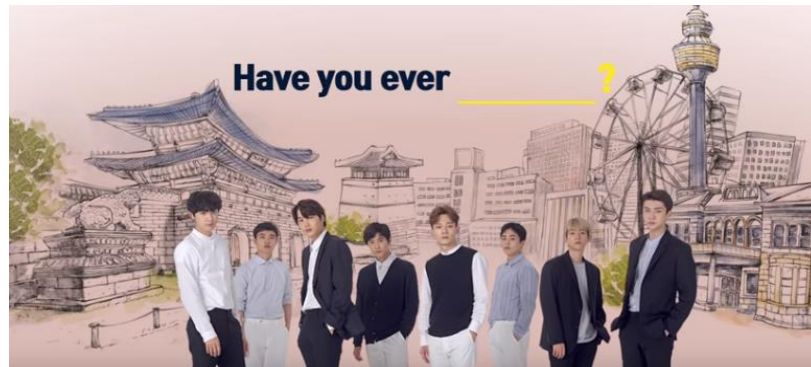


Source: (Visit Seoul Tourism,2017)

In 2017, BTS (Korean Idols) was Korea tourism ambassador by specific in Seoul under the “I SEOUL U” campaign. Present the best way to experience Seoul is to live like a local and show in a real story of Seoul life. BTS is an influential Korean idol around the world. Nowadays, BTS is a boy group that to drive Korea economic to grow. (Visit seoul,2017)

Figure 15 Ambassador of Korea tourism in 2018

Have You Ever



Source: (Imagine your Korea,2018)

In 2018, KTO present new campaign is “Have You Ever” by EXO to be the ambassador and representative in 2018. Present types of travel, the example is Korea wave, trends, history & traditional, adventures, daily life, and healing. The video promotes shows attractions place in many languages subtitle include the Thai language.

“Have You Ever” campaign is an interesting campaign because bring “EXO” to be the ambassador of the campaign. Have many global travelers interest to EXO and would like to visit South Korea definitely. Because of EXO is motivating to invite the travelers visit South Korea. (Imagine your Korea,2018)

Korea tourism organization has a big target in 2019 to promote and support airline also increase new route to other cities over Seoul for support repeat travelers. Moreover, add new marketing for the elderly group, renovated environment for support Muslim travelers, disabled group, and promoting tourism using advanced technology. The example is tourism SME to providing tourist information in many languages and allowing travelers to access by online the example application and website by specific to Free independent travelers. (The Bangkok insight editorial team,2018)

2.1.15 Korea Tourism Policy

Figure 16 Korea Tourism Policy to Asia including Thailand

Asia, Oceania	Women, Hallyu Tourists, Shoppers, Corporate Incentive Tours, Muslim Tourists, etc.	<ul style="list-style-type: none"> • Attract FIT visitors & increase Korean Tourism promotion through online marketing • Maintain FIT numbers through themed travel packages (hallyu, shopping, seasonal, etc.) • Set groundwork for attracting Muslim tourists
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Source: (Korea Tourism Organization,2018)

Korea tourism policy of Asia and Oceania focused on women, Hallyu tourists, shoppers, corporate incentive tours, Muslim tourists, etc. Korea tourism organization's target is to attract FITs visitors also would like to increase Korea tourism promotion through online marketing, maintain FITs numbers through themed travel packages consists Hallyu, shopping, seasonal, etc. The example is KTO promotions offer the packages include hotel and attractions also discount for shopping and tax refund and set the groundwork for attracting Muslim tourists.

For Korea tourism organization presented to Thai's travelers were visited for shopping, Hallyu tour, travel in South Korea and outside Seoul. Moreover, KTO promoted in themed travel city & destinations such as Incheon, Busan, Jeju Island, Gyeonggi, Gangwon, Daegu, Chuncheon, and Jeolla. Include promoted process how to present destinations in South Korea by many campaigns by bring Korean Hallyu to be a representative for invite a traveler visit South Korea.

Places

The channels for sell and promote goods and products such as from bloggers, air ticket counter include a website for booking hotel, flight, and attractions place. Also, Korea tourism booth event offers a package of flight and various attractions include promoting many places in South Korea both of Seoul and outside Seoul. Moreover, South Korea is not far from Thailand. Travel by airplane around four or five hours from Bangkok to Incheon.

Peoples

Figure 17 Tourists guide



Source: (Onjira Kumboosya,2019)

Who is that concern in the tourism industry such as entrepreneur, air-ground, an employer at the shop, the staff at the attractions or department store, and Korean people. People's behavior is affecting travelers demand to travel in the country and one factor to invite a traveler visit to South Korea. The travelers must have a good first impression and good last impression. Including to fashion, influencing of fashions such as trends of hair style, clothes or surgery to travelers would like to visit in South Korea.

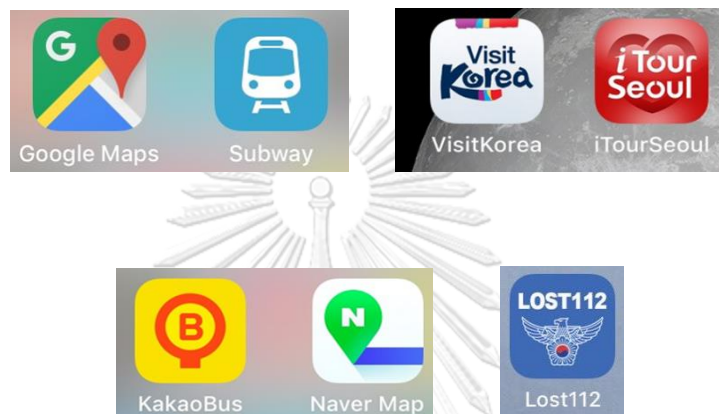
Physical Evidence & Presentations

Method to promote and present an overview of South Korea to aboard for creating value and the travelers trusts in Korea tourism such as safety, comfort, convenience and effectively affecting to traveler decision to travel in South Korea. Including bring Korean Hallyu to be a presenter on advertise. Korea tourism organization support various department for the convenience of the traveler during spend a time in South Korea. Moreover, Korea tourism organization has a website for free independent travelers to find travel information.

Processes

The South Korea allows visa for Thai travelers can travel around 90 days (Hikorea,2018). So, Thai travelers must follow to this rule. The travelers decide to travel to South Korea more than Japan and Taiwan because they have longer stay visas.

Figure 18 Transportations, Maps, travel packages and security & safety applications



Source: (Onjira Kumboosya,2019)

Figure 19 Map for travelers pick up at Hongik station



Source: (Onjira Kumboosya,2019)

Figure 20 T-money card (Transportation card and Mini-mart card)

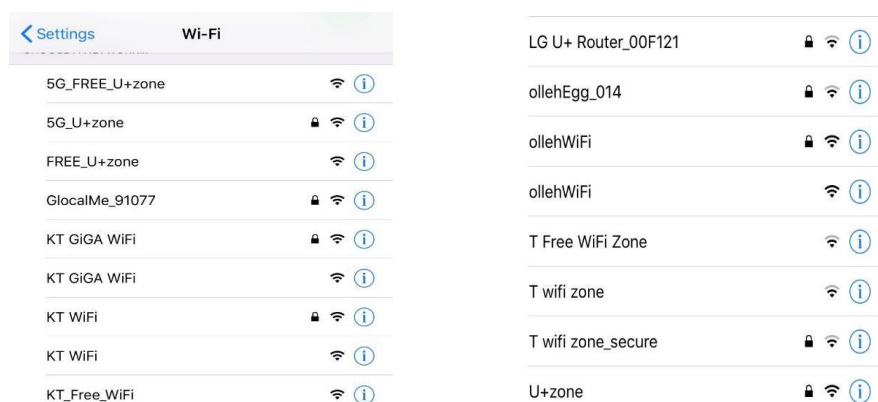


Source: (Cho Jin-young,2014) and (tmoney.co.kr,2016)

Korea tourism organization is supporting by Korea government. KTO offer goods and services to travelers every section since landing at Incheon international airport by cooperation with every department such as airport ground, agencies, and destinations in South Korea for service to the traveler during visiting South Korea.

The factors that a traveler selects for visit South Korea and things for KTO offers and supports to travelers. The first is safety, during the travelers spend time in South Korea. Korea tourism has the information center for service to travelers. The example is travel hotline, travel information, tourists police include convenience and comfort for service travelers such as many applications on the mobile phone as subways, Korea travel guide, Naver map, Kakao map, Kakaobus, Kakao taxi, Visit Korea, E-Hotel Benikea. Include T-money card for use the bus, subway, taxi, and stores.

Figure 21 Wi-Fi, internet connecting around South Korea.



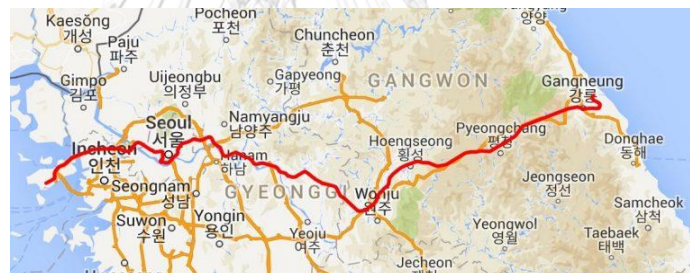
Source: (Onjira Kumboosya,2018)



Source: (Ilwoo Kim,2017)

Around Seoul and Jeju island including other cities over Seoul has internet Wi-Fi for service Korean people and travelers. The example KT, Olleh, LG U+, SKT or Jeju Wi-Fi. The travelers able to be using Wi-Fi on bus, subway, café, department store and in the city.









Figure 22 Map of Incheon to Pyeongchang



Source: (Pyeongchang 2018,2018)

In 2018, from February to March had the big event in South Korea is Pyeongchang Winter Olympic Game 2018. The Korea government build new train station (Gangneung KTX station) for the Winter Olympic Game to support the athletes, travelers to visit and competition in this event. Have the promotion for travelers who's interesting in the Winter Olympic Game such as package both of transportations and accommodations include travel package in Pyeongchang city. (Olympic Pyeongchang 2018,2018) and (Pyeongchang 2018,2014)

Figure 23 Top 10 safety cities in the world

RANKING	CITY	
1	Singapore	
2	Tokyo	
3	Kobe	
4	Yokohama	
5	Osaka	
6	Nagoya	
7	Hong Kong	
8	Seoul	
9	Busan	
10	Taiwan	

Source: (Korea Tourism Organization in Bangkok,2018)

In 2017, Mercer is the world's largest human resources consulting firm announced the rank of safe city. Seoul and Busan are rank 8th & 9th safe city in Asia.

The traveler who is that would like to rent a car at Incheon airport and every airport in South Korea. Korea tourism organization has rental car service by reservation on a website and pick up a car at rent a car center. Moreover, the travelers can reservation by agencies. (Korea Tourism Organization in Bangkok,2018)

South Korea have customer service 24 hours and travel hotline for traveler call to center. So, service information about Korea tourism and require a various request. The travelers can complain to tourist complaint center about service of the travel information center in the various destinations.

Maps

Google maps are the best map of the world for travelers during travel at aboard but except in South Korea. The government of South Korea established map applications for support the travelers. The example is Naver map and Kakao map. Both of two maps able to trusts because this map is very security and safety including KTO recommend Naver map and Kakako map to travelers for transportation and find destinations while a traveler is visiting in South Korea.

Korea government rejected Google request for nation's map data because for protect intervention from aboard and the United States. Google headquarter visited Korea government in Seoul but the government rejected this request and have own maps for support Korean populations and foreigner travelers. (Koreatimes and Korea Tourism Organization,2016)

Figure 24 Tourists Information Center and Sims card

Advantages:

- No risk of extra costs
- Available for 90 days stay (extendable!)
- Korea phone number is provided
- WhatsApp, Skype usable
- Easy administration via app (Android, iPhone, WebApp)

Remarks:

- Recharges are possible at any time
- Recharge conveniently via app
- Only one card allowed per passport
- Discount code applies to the SIM card (value of the SIM card EUR 9.95)

Contact:

Internet: www.simcard-korea.com
 Telephone: +82 2152 974900
 E-Mail: info@simcard-korea.com
 Facebook: <https://www.facebook.com/SimcardKorea>

Redeem the discount code at the following link:
<https://prepaid-korea.com>

**Discount code:
TRAVELKOREA**

Source: (Visit Korea,2018)

Incheon airport has activities for support travelers when they are landing in South Korea or transit flights. Incheon airport have many information centers for service to travelers such as sims card counter internet information center and travel information center including have package tour in Seoul for passengers who's waiting for transit flight and support accommodation to transit passengers. (Incheon International Airport,2018) and (Visit Korea,2018)

Free independent travelers able to understand the products and services to clearly such as locations, goods, decoration of locations for festivals (Christmas, New Year, Water-Gun festival, Halloween, Pepero's day, Valentine's day). Moreover, the festivals have decorated to appropriate any places such as Dongdaemun Plaza for Seoul fashion week. So, prepared and set locations for travelers receive a feeling from these places. South Korea has many applications for support travelers during travel in South Korea. The example subway map application, Naver map application, Kakao map application, Moreover, Korea tourism organization was prepared Visit Korea and

IT our Seoul applications for explain each Korea destinations including discount and promotion of attractions for a traveler select to travel.

Table 20 Generations

Generations	Years
Baby boomers	1946-1964
Gen X (Extraordinary Generation)	1965-1979
Gen Y (The Millennials)	1980-1997
Gen Z	1998-present

From table 20 show generations of Baby Boomers (Gen B) start from 1946-1964, Extraordinary Generation (Gen X) start from 1965-1979, Why Generation (Gen Y) start from 1980-1997 and Silent Generation (Gen Z) start from 1998 to present. This information will reference for methodology part. (Wikipedia,2019)

2.2 From recent thesis.

2.2.1 The reference from Miss Aukjinda Treesuwan. The thesis research about the factors affecting demand for travel to Korea: A case study of Thai tourists to Korea. Focus demographic factors and Korean wave factors by specific sample group are tour group around 323 people. This research summary that Korean-Wave is the first factor is influencing Thai's traveler visit to South Korea following by Korean cosmetic and Korean language. This research mentioned to the reasons that why Thai's travelers would like to travel at South Korea by tour because save money and received full service from tour including who's would like the convenience to travel because of tour already had a plan prepare for the travelers. Moreover, Thai's travelers who are go to South Korea for vacation and the travelers would like to relax and back to home country to work. The thesis recommendation for the future research:

- Study other factors such as economic factors, exchange rate, and the policy of Korea tourism organization and how Korea's marketing promote KTO (Korea Tourism Organization) to other countries.
- Specific example group for research such as free independent travelers, who had been to South Korea before and technical visit group tour. Moreover, compare the characteristic each group of travelers.
- Study the seasons that travelers have been to South Korea and compare each season that which's seasons is the most travelers go to South Korea.

So, every recommendation is very interesting for make a thesis. Especially, factors that influencing for decision to travel in South Korea of Thai's Independent Travelers group and how Korea tourism marketing promote to international for invite foreigners visit in South Korea. (Aukjinda Treesuwan,2010)

2.2.2 The thesis topic "Thailand's destination image effects on selection of tourist attractions: a case study of South Korean tourists" by Miss Pornmaphon Jaimun mentioned about how Thailand tourism organization promote Thai culture and attractions to South Korean. So, applying and develop Thai's tourism to appropriate with South Korean tourists and using origin image concept also demographic characteristic for conceptual framework. This research survey by questionnaire of South Korean tourists 329 people at Suvarnabhumi airport and Seoul, South Korea. The researcher using descriptive statistics, T-Test and One-way ANOVA to test on this research.

The result found that Thailand image match with South Korean tourists opinion and experience section also demographic characteristic does not affect to South Korean tourists attitudes of Thailand image. (Pornmaphon Jaimun,2011)

2.2.3 Miss Sukanya Nontharak mentioned to "An Analysis on the competitiveness of meeting, incentive, conference and exhibition (MICE) industry in South Korea: Lesson for Thailand". For studied development of MICE industry in South Korea for analysis competition and develop MICE industry of Thailand. This research using Diamond

model and found eleven sub-factors affecting MICE industry competition in South Korea such as geographic, culture, convention, PCOs and PEOs (Professional organizers), international market share, number of MICE participates, transportation, tourism industry, hotel and accommodation, communication and sustainable development.

Compare between South Korea MICE industry and Thailand MICE industry found that South Korea MICE industry have the ability to compete more than Thailand MICE industry such as safety, stability, transportation, communication technology, human resources development, research and development framework and collaboration between the central and local sectors. This research indicates that South Korea MICE industry able to support travelers and participants when have an exhibitions, events or conferences.

This research could be a reference about factors that invite Thai's FITs visit to South Korea. The example, Jeju Island is welcoming a MICE travelers for work, conference, and golf club, Dong-dae-mun Plaza for the concert, event, Ga-yo-dae-jun (Star awards) and fashion weeks, COEX mall for the mini-concert or mini-fan meeting and various an exhibition hall for a conference, Busan has the concert around the beach. (Sukanya Nontharak,2014)

2.2.4 The article name is "Korea tourism marketing: The need for a clear message" by Joe Trolan mentioned to Korean wave is important in Thailand also promoted method of Korea tourism organization (KTO). So, explained about a process for develop Korea tourism marketing and creative to adapt something that learned from aboard to adapt in South Korea.

This article is very important and useful because of explaining to a process of KTO and guideline about used process and method similar with "The ABCD Model" from Hwy Chang Moon Professor of Seoul National University mentioned about this (Moon Hwy Chang,2016). So, used agility, benchmarking, convergence, and dedication. Almost every Korean company practiced and used The ABCD Model was the role

model. The information can adapt to this research and able for develop economic to grow. (Joe Trolan,2017)

2.2.5 One of the studies mentioned to FITs group traveling in Taiwan by Miss Narisa Matchariyakul. The research mentioned to factors and behavior influencing Thai's FITs decision visit to Taiwan. This research studied to internal factors, external factors and marketing mix factors also studied Thai's FITs behaviors that decision to travel to Taiwan.

So, research methodology by questionnaire for decision process to travel in Taiwan, in-depth interview for traveler's behavior and compare Taiwan tourism and Thailand tourism including recommended to Thailand tourism for developing in Thai's organization. The result from the research show that internal factors, external factors and marketing mix factors are affecting to Thai's FITs to travel to Taiwan. Research methodology could be to the example for survey and in-depth interview including population sample is free independent travelers. (Narisa Matchariyakul,2016)

The researcher would like to do thesis topic because a desire to study and research about factors influencing to invite FITs visit South Korea and Korea tourism marketing include process and method to present the country to global and how to invite the foreigners to travel visit in South Korea. After finished thesis, the researcher hopes that this research will be useful in the future.

Korea Tourism Organization has a big target in 2019 to promote and support airline also increase new route to other cities over Seoul for support repeat travelers. Moreover, add new marketing for the elderly group, renovated environment for support Muslim travelers, Disabled group and promoting tourism using advanced technology such as tourism SME to providing tourist information in many languages and allowing travelers to access by online the example application and website by specific to Free independent travelers. (The Bangkok insight editorial team,2018)

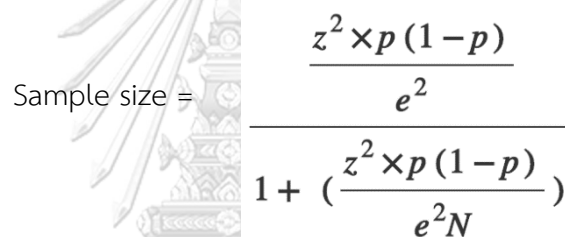
CHAPTER III

RESEARCH METHODOLOGY

The research methodology in this research includes qualitative research, documentary search to integrate information concerning Korea Tourism for questionnaires and in-depth interview from group example. For the questionnaire result, the methodology is Taro Yamane formula with 90% confidence level. A number of Thai travelers is used to calculate. (Surveymonkey,2018)

3.1 Research Methodology

Figure 25 Sample Population


$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

Source: (Surveymonkey,2018)

N = population size

e = Margin of error

z = z-score

The z-score is the number of standard deviations in which a given proportion is away from the mean. (Surveymonkey,2018)

- a) The sample population was selected from a data of total number of Thai travelers who visited South Korea in the last three years presented by the Korea Tourism Organization. Then the total number of Thai tourists is calculated on surveymonkey.com. The result shows that total number of Thai tourists who visited South Korea was 1,527,530 people and the number

for a survey is 68 people. For questionnaires, the sample was divided into two groups since all the travelers include 68 free independent travelers and 10 people who have never been to South Korea. The total of sample population is 78 people. Due to Coronaviruses (CoV) or COVID-19 affecting to receive a small group sample.

b) To determine the group for an in-depth interview, the sample can be divided into 2 groups: 1) Bloggers and travel website writers and 2) people who don't like Korea. The first group containing not over 3 people for each type can provide deep information regarding factors and overview of Korea tourism.

- Blogger 3 people
 - People who have been traveled to South Korea. (2 people)
 - People who have not been to travel to South Korea. (1 person)
- Travel website writer. (1 person)
- People do not like Korea. (1 person)

3.2 Research Tools

For interviews, there are one form for a questionnaire and 11 questions for in-depth interview.

3.2.1 Sample populations for questionnaires

- Thai free independent travelers who have been to South Korea.
- Thai free independent travelers who have never been to South Korea.

3.2.2 In-depth Interviews

- Interview bloggers and Travel website writers who are related to and have knowledge about South Korea.
- Interview people who do not like in Korea.

3.3 Documentary Search

Integrate information concerning Korea tourism by documentary search and in-depth interview with Korea tourism organization.

3.4 Data Analysis and Processing

Data gained from document search and in-depth interview will be used in analytic induction to conduct a research of factors affecting FITs decision to travel in South Korea and Thai's FITs behavior.

3.5 Scope & Limitations

- This research focuses on a process of questionnaire using a sample group of 78 Thai independent travelers. The total sample group is divided into people who have been to South Korea and people who have never been to South Korea.
- Sample for in-depth interview are determined to be a blogger who have been and never been to South Korea, travel website writers and people who do not like Korea.
- Korea tourism organization has all statistics of foreigner travelers including Thai travelers that visited South Korea. However, the data does not specify the type of travelers. This research will focus on the interview of FITs.

3.6 Research Significance

The research can be useful for travel companies such as airline, hotel and accommodation, online travel agency and tour company that can bring the result of this research to develop their organization in the future. Tourism Authority of Thailand can benefit from this research by applying the data in developing the policy and marketing strategy that are appropriate for free independent travelers behavior.

CHAPTER IV

RESEARCH RESULT

The factors that have an influence on Thai free independent travelers' decision to travel to South Korea are studied via questionnaires of 68 people from Thai free independent travelers have been to South Korea and 10 people who have never been to South Korea. Total of questionnaires is 78 people. Including an in-depth interview of 5 people who own travel websites or are bloggers, and who's don't like Korea. This research explains in both quantitative analysis and qualitative analysis for better understanding of various factors.

From the result of the study, it is found that internal factors, external factors and marketing-mixed factors are having influence on free independent travelers' decision to travel to South Korea. This study is divided into two sections based on research methodology which are questionnaires and in-dept interview. The questionnaire is conducted by 78 people. The result reveals the factors from various motivation, both internal and external. The factors that influence Thai free independent travelers to visit South Korea include Korean wave, shopping, food, weather, fashion and trend, coffee shop, review from internet, transportation, safety, festival, cheap cost, promote of Korea tourism and promotion.

4.1 The factors that influence Thai free independent travelers' decision to travel to South Korea.

Table 21 Gender (People who have been to South Korea, 68 people)

	Amount	%
Male	5	7.35
Female	63	92.65
Total	68	

The research found Thai free independent travelers who have been to South Korea. The survey sample size is totally 68 people. Biggest group is female 92.65% followed by male 7.35% respectively. Most of female that who's have been to South Korea to select a food, shopping, Korean series, Korea idols, and advertisement of Korea tourism promote. While male that who is have been to South Korea selected food, shopping, advertisement of Korea tourism promotes, and transportation and comfortable respectively.

Table 22 Gender (People who have never been to South Korea 10 people)

	Amount	%
Male	2	20
Female	8	80
Total	10	

The research found Thai free independent travelers who have never been to South Korea. The survey sample size is totally 10 people. The biggest group is female 80%, followed by male 20%. Most of female that who's have never been to South Korea to select a food, Korea series, and Korea idols. While male that who's have never been to South Korea to select a food, and transportation and comfortable respectively.

Table 23 Occupations (People who have been to South Korea 68 people)

	Amount	%
Company employee	27	39.71
University student	26	17.68
State enterprise employee	5	7.36
Personal business	7	10.29
Freelance	5	7.35
Government employees	8	5.44
Total	68	

The result shows that there are 6 groups of occupation of people who have been to South Korea. Company employees take the highest proportion of 39.71%, followed by university student 17.68%, personal business 10.29%, state enterprise employee 7.36%, freelance 7.35% and government employees 5.44% respectively from 68 people.

Table 24 Occupations (People who have never been to South Korea 10 people)

	Amount	%
Company employee	3	30
University student	4	40
State enterprise employee	1	10
Personal business	1	10
Freelance	1	10
Total	10	

The result shows that there are 5 groups of occupation of people who have never been to South Korea. University students take the highest proportion of 40%, followed by company employee 30%, personal business 10%, state enterprise employee 10%, and freelance 10% respectively from 10 people.

**Table 25 The reasons and motivation for visiting South Korea
(People who have been to South Korea 68 people)**

	Populations	%
Korean food	39	57.35
Korean series/ idols/ concerts	15	10.2
Transportation and comfortable	4	5.88
Safety and security	3	4.41
Korea tourism advertisement	2	2.94
Shopping	2	2.94
Cheap cost	2	2.94
Orderliness of the country	1	1.48
Total	68	

The result shows the reasons and motivation of 68 people who have been to South Korea. Korean food is the most influential factor that motivates travelers to visit South Korea. This factor counts 57.35%, followed by Korean series/ idols/ concerts 10.2%, transportation and comfortable 5.88%, safety and security 4.41%, while the Korea tourism advertisement 2.94%, shopping 2.94%, cheap cost 2.94% and orderliness of the country 1.48% respectively.

Table 26 The reasons and motivation for visiting South Korea

(People who have never been to South Korea 10 people)

	Populations	%
Korean food	4	40
Korean series/ idols/ concerts	3	30
Transportation and comfortable	2	20
Korea tourism advertisement	1	10
Total	10	

Among 10 people of the sample group who have never been to South Korea. Korean food is the most influential factor that motivates the travelers to visit South Korea. It counts 40%, followed by Korean series/ idols/ concerts 30%, transportation and comfortable 20 and the Korea tourism advertisement 10% respectively. As this sample group has never been to Korea. If they have a chance to travel one time probably, they receive motivation after they had been there.

Table 27 Types of tourism affecting Thai free independent travelers to visit South Korea (People who have been to South Korea 68 people)

	Populations	%
Locations of Korean idols and music video	20	29.41
Locations of series	17	25
Shopping area	16	23.53
Café/ Coffee	13	19.12
Korean traditional/Cultural and history place	2	2.94
Total	68	

The survey was used to study types of tourism that the FITs are interested to travel. The table above shows the statistic of people who have been to South Korea in total of 68 people. The most chosen item is locations of Korean idols and music video 29.41%, followed by locations of series 25%, shopping area 23.53%, and Korean traditional/Cultural and history place 2.94% respectively. The Korean wave is very popular in Thailand so it becomes the reason that most Thai travelers would like to visit the locations of Korean idols and music video including locations of series.

Table 28 Types of tourism affecting Thai free independent travelers to visit South Korea (People who have never been to South Korea 10 people)

	Populations	%
Locations of Korean idols and music video	3	30
Locations of series	3	30
Shopping	1	10
Korean traditional/Cultural and history	1	10
Café/ Coffee	1	10
Night life	1	10
Total	10	

The table above shows the statistic of people who have never been to South Korea in total of 10 people. The most chosen item is locations of Korean idols and music video and locations of series which receive 30% each, followed by shopping area, Korean traditional/Cultural and history place, Café/Coffee, and night life which receive 10% each. For Thai travelers who have never been to South Korea, they are influenced by review from the internet including café and coffee shop.

4.2 Behavior of Thai free independent travelers who decided to visit South Korea.

Table 29 Behavior to select a type of accommodations

(People who have been to South Korea 68 people)

			Populations		%
Hotel			38		55.88
Guesthouse			25		36.76
House			4		5.88
Other			1		1.47
Total			68		

The table above shows statistic of Thai free independent travelers' behavior in selecting accommodation during their trips in South Korea. From sample size of total 68 people who have been to South Korea, most FITs selected hotel 55.88%, followed by guesthouse 36.76%, house 5.88%, and other 1.47% respectively. As travelers focus on full-service convenience form hotel, hotel become the most convenient choice among all types of accommodation. For travelers who have a high salary would like to select a hotel because they have a high budget enough for paid.

Table 30 Behavior to select a type of accommodations

(People who have never been to South Korea 10 people)

			Populations		%
Hotel			4		40
Guesthouse			3		30
House			1		10
Other			2		20
Total			10		

The table above shows statistic of Thai free independent travelers' behavior in selecting accommodation in case that they are going to visit South Korea. Most travelers who have never been there selected hotel 40%, guesthouse 30%, house 10%,

and other 20% respectively. People who have never been to South Korea are influenced by the internet because there are many reviews on accommodations on the internet such as Air BNB which includes dormitory. Also, the group 'other' is cheaper than hotel. For travelers who have a high salary would like to select a hotel because they have a high budget enough for paid.

Table 31 Behavior to select a type of airline

(People who have been to South Korea 68 people)

			Populations		%
Full-service			38		55.88
Low-cost			30		44.12
Total			68		

The research found that the travelers selected full-service airline 55.88% and low-cost airline 44.12% to travel to South Korea. The sample group is people who have been to South Korea. to the reason is that full-service includes full options and is more comfortable than low-cost service. Nowadays, full-service airline has many promotion and discount that are similar with low-cost airline. Therefore, most travelers selected full-service airline more than low-cost airline. Due to full-service including weight luggage, travelers select full-service more than low-cost. Nowadays, full-service has many promoting and discount and low-cost exclude select seat fee and weight luggage fee. For travelers who have a high salary would like to select a full-service because they have a high budget enough for paid.

Table 32 Behavior to select a type of airline

(People who have never been to South Korea 10 people)

			Populations		%
Full-service			6		60
Low-cost			4		40
Total			10		

The research found that the travelers select full-service airline 60% and low-cost airline 40% to travel to South Korea. The sample group is people who have never been to South Korea. For travelers who have a high salary would like to select a full-service because they have a high budget enough for paid.

Table 33 How long have you been interested in Korea?

(People who have been to South Korea 68 people)

			Populations		%
Over 4 years			62		91.18
4 years			2		2.94
3 years			2		2.94
2 years			2		2.94
Total			68		

The research found that Thai travelers have been interested in Korea for a long time. Most answer is over four years 91.18%, four years 2.94%, three years 2.94%, and two years 2.94%, respectively. The reason is the Korean wave has an influence in Thailand since 2001 as see from the Korean series broadcasting in Thailand which makes Korean waves become popular in Thailand.

Table 34 How long have you been interested in Korea?

(People who have never been to South Korea 10 people)

			Populations		%
Over 4 years			4		40
4 years			1		10
2 years			2		20
1 year			1		10
Not over 1 year			2		20
Total			10		

The research found that Thai travelers have been interested in Korea for a long time. But this sample group is people who have never been to South Korea. Most answer is over four years 40%, four years 10%, two years 20%, one year 10%, and not over 1 year 20% respectively.

4.3 Korea tourism's marketing strategy that attract Thai travelers to visit South Korea.

Table 35 What is the first thing you think of when "Korea" is mentioned?

(People who have been to South Korea 68 people)

	Populations	%
Korean idols	42	61.76
Korean food	12	17.65
Korean series and Korean movies	6	8.82
Korean plastic surgery	2	2.94
Korean songs	3	4.41
Korean traditional/Cultural and history	2	2.94
Korea Tourism Advertisement	1	1.47
Total	68	

From table 35 shows the first thing that Thai population sample think of about Korea is Korean idols 61.76%, followed by Korean food 17.65%, Korean series and Korean movies 8.82%, Korean songs 4.41%, Korean plastic surgery and Korean traditional/Cultural and history 2.94%, and Korea Tourism Advertisement 1.47% respectively. The sample group is people who have been to South Korea. Korean idols are very famous in Thailand. So, there are many concerts and fan meetings every month in Thailand. The Korea tourism organization is presenting Korean wave by tourism industry advertisement to invite the travelers around the world to travel in South Korea.

Table 36 What is the first thing you think of when "Korea" is mentioned?

(People who have never been to South Korea 10 people)

	Populations	%
Korean idols	3	30
Korean series and Korean movies	3	30
Korean food	2	20
Korean plastic surgery	1	10
Korean traditional/Cultural and history	1	10
Total	10	

The table 36 shows the first thing that Thai population sample from the group who have never been to Korea think of about Korea. Most answer is Korean idols and Korean series and Korean movies 30%, followed by Korean food 20%, Korean plastic surgery 10%, and Korean traditional/ Cultural and history 10%, respectively.

Table 37 Does South Korea tourism's promoting strategy has an impact on the demand to travel to South Korea? (People who have been to South Korea 68 people)

	Populations	%
Yes	55	80.88
No	13	19.12
Total	68	

The research found that Korea tourism's promoting strategy has an impact on Thai free independent travelers' decision to visit South Korea 80.88%. Korea tourism organization has many campaigns to present the country to global market including the Korean government's support for KTO. So, the strategy is to promote by Hallyu, Korean wave and Korean brand on video promote or product. In other countries, Korea tourism organization gives information to travelers who are interested to travel to South Korea. From the research, only 19.12% of people has are not influenced by Korea tourism's promoting strategy. The weakness's KTO is compared to Japan, Japanese promotional media are more diverse and approachable, such as promoting

for Korean people to travel to Japan, so Korean people will promote in advertising media.

Table 38 Does South Korea tourism's promoting strategy has an impact on the demand to travel to South Korea? (People who have never been to South Korea (10 people))

			Populations		%
Yes			9		90
No			1		10
Total			10		

The research found that Korea tourism's promoting strategy has an impact on Thai free independent travelers' decision to visit South Korea 90% and only 10% are not influenced by Korea tourism's promoting strategy.

**Table 39 Prominent point of Korea tourism
(People who have been to South Korea 68 people)**

			Populations		%
Korean Idols			28		41.18
Korean series/ Korean movies			20		29.41
Korean food			9		13.24
Korea Tourism Advertisement			5		7.35
Korean plastic surgery			2		2.94
Korean traditional/Cultural and history			2		2.94
Technology			1		1.47
Korean language			1		1.47
Total			68		

Most people are interested in Korean idols 41.18%, followed by Korean series/ Korean movies 29.41%, Korean food 13.24%, Korea tourism advertisement 7.35%, Korean surgery and Korean traditional/Cultural and history are 2.94%, Technology 2.56% and Korean language 1.47% respectively. Korean idols, Korean series and Korean movies are highlights of the Korean tourism that makes Thai travelers visit in South

Korea. Because the Korean government supports Korean entertainment industry. Moreover, to the point of being the top export industry in the country and Thai's people favorite Korean Hallyu. As well as in Korean dramas that have Korean food scene. When the people are watching the series and get to know Korean food in themselves. There are many Thais who travel to do plastic surgery in Korea, some hospitals, or clinics. There are discounts and promotions especially for Thais.

Table 40 Prominent point of Korea tourism

(People who have never been to South Korea (10 people))

	Populations	%
Korean Idols	2	20
Korean series/ Korean movies	2	20
Korean food	2	20
Korean plastic surgery	1	10
Korean traditional/Cultural and history	1	10
Technology	1	10
Korean songs	1	10
Total	10	

Most people are interested in Korean idols, Korean series/ Korean movies, and Korean food of which each equal to 20% Korean surgery and Korean traditional/Cultural and history, technology, and Korean songs count 10% each.

What do you think about South Korea tourism's promoting strategy? Does it motivate you to travel to South Korea or not?

The research separated two group for sample into people who have been and who have never been to South Korea. The sample size is 68 people and 10 people respectively.

People who have been to South Korea (68 people)

The research found that the Korea tourism's promoting strategy has motivated travelers to visit South Korea as much as 95.59% while 4.41% of people are not motivated by the strategy.

People who have never been to South Korea (10 people)

The research found that the Korea tourism's promoting strategy has motivated travelers to visit South Korea as much as 90% while 10% of people are not motivated by the strategy. The factors from the questionnaire can be summarized that the Korean wave is the most influencing to bring Thai travelers to visit South Korea, followed by shopping, Korean food, weather, transportation, coffee shop, Korean fashion, review from internet, safety, festivals, Korean tourism advertisement, review from other people, cheap expense, orderliness, and promotion. Therefore, this research surveyed 78 people consisting of those who have been to Korea 68 people and those who have never been there 10 people. From a survey by questionnaire, the result can be summarized that the Korean wave is very important for making travelers visit South Korea. Among 78 people from both groups, Korean wave ranks the first.

4.4 In-depth interview

From in-depth interview of 5 people, there were travel website makers and bloggers who have and never have been to South Korea as well as people who do not like Korea. The study is aimed to find out internal factors, external factors, and marketing-mixed factors that influence the decision to travel to South Korea. This study adopts the success of tourism and sustainable theory to analyze this interview. (Associate Professor Piti Srisangnam,2019)

Travel website maker (1 people)

The researcher had an in-depth interview with a travel website maker. He is an employee in a Korean company. He is 25 years old. His salary is around 50,000-60,000 baht per month. When he has a free time, he will travel and make a website to give travel information. The reason that he often goes to South Korea is because he like weather and season, natural tourism, and Korean food. Before he makes a website, he has been to South Korea 5 times. He will select accommodation by price, location, and facilities. He selects low-cost airline because the distance between Thailand and South Korea is not far. Budget is planned to be not over 30,000 baths including airplane price and hotel price. He likes nature of South Korea as it is different from Seoul. So, he recommends the travelers to travel outside of Seoul.

Bloggers (3 people)

The researcher had an in-depth interview with 3 bloggers which consist of bloggers who have been and never been to South Korea as well as a person who does not like Korea. All of them would like Korea Tourism Organization to promote local cities more than it does nowadays.

1. The first blogger is a man. He is an employee in a game company. He is 36 years old. His salary is around 150,000 baht. The reason that he made a blog because he would like other people to know that South Korea has something other than the Korean wave. He likes to travel to local cities of South Korea

and take a photo to share on his blog. He plans a trip by looking for location and direction on Naver.com and he selects full-service airline as well as 3 to 5 stars hotel because he prefers comfortable transportation during travel. The budget including both hotel and airplane is around 40,000 to 50,000 baht. He would like the traveler to travel to local cities more than in Seoul because there are beautiful attraction and beautiful nature outside of Seoul.

2. The second blogger is a woman. She is a freelance writer. She is 35 years old. Her salary is around 20,001-30,000 baht per month. The reason that she made a blog is because she like Korean coffee shops and she would like to introduce Thai people to know. She starts writing Korean coffee shops on her blogs until becoming a writer who provides South Korea tourism information other than coffee shops. She plans a trip by looking for location on a Korean website. She selects low-cost airline because it is cheaper than full service and not different. Also, she selects a guesthouse for stay during travel in South Korea because it is cheap and safe. The owner of the guesthouse is also very friendly. When she stays in guesthouse, she feels like home. She recommends the travelers to visit another place of South Korea that is not Seoul or café. The travelers should visit natural place and historical place.

3. The last blogger is a man. He is a graphic designer. He is 26 years old. His salary is 30,000 baths per month. The reason he made a blog because he would like to share a photo that he took during travel with others. Actually, he never goes to South Korea but he has a plan. The reason he would like to travel because men normally are not interested in Korea in terms of Korean idols or singers. So, he would like to know what is interesting except for the Korean Hallyu. He has a plan to go there in the winter season and would like to play ski. His plan is to travel around 7 days in both Seoul and local cities. He would like to travel with his friends. He decides to select low-cost airline and focuses on a suitable time of flight by booking via Skyscanner agency. For accommodation, he will select a place near a train station for convenient traveling to other places. Also,

cold, or hot water is very important for the bathroom. He would like to go to the beautiful Natural Park, cafe, hipster style, and minimalist style, and would like to visit the mountains and the sea. He thinks that South Korea is more prominent than other countries since the price is cheaper than Japan, the weather is good, and he wants to experience cold weather and Korean food. Moreover, the influence around him makes him want to travel to South Korea.

People who do not like Korea

The last interviewee is a human resource employee working in the hotel industry. He is 25 years old. His salary is around 30,000 baht. The reason that he does not like Korea because he doesn't like Korean idols and surgery. But he would like to travel to South Korea because he would like to change his attitude. He would like to visit a cultural places or grand palace. The reason why he has never been there because other countries are more interesting than South Korea but if has a chance, he will visit South Korea. He plans to travel around 10 days in both Seoul and Busan or Jeju Island. He plans a trip by reading the review from the internet and searching for sightseeing places. He selects full-service airplane and reservation by direct airline. For accommodation, he selects 3-4 stars hotel because he gives importance to safety and location nearby popular places. He plans for the trip with budget not over 50,000 baths including every cost. Moreover, he believes that after travelling in South Korea, he will like Korea more than now.

The success tourism and sustainable theory

Safety

Travel website maker (1 people)

He said that South Korea has a security system for protection Korean people and travelers when traveling in South Korea. A women traveler can travel alone because there is a security information center helping and information 24 hours. Moreover, forgotten baggage or other thing is not lost in South Korea. Insurance for

Thai travelers will cover while traveling in South Korea if the travelers do cover insurance abroad.

Bloggers (3 people)

1. South Korea is a safe country. The travelers can travel alone and travel until late at night before going back to hotel. Still, travelers should avoid hanging out in places like a night club, pub, bar, and isolated places. Nevertheless, travelers can travel alone but should be careful during travel.
2. When she travels in South Korea, she feels safe because South Korea is a city that is constantly moving. No matter where to go, she feels safe all the time. There is a 24-hours Mini-mart in the corner which make it not dangerous. Also, police station stands by for 24 hours for help when problem occurring.
3. Refer to a review on the internet, he thinks that South Korea is a safe country because other travelers had been there and shared experiences on the internet. There is information police center for 24 hours service.

People who do not like Korea

He thinks that Korea is a safe country because it is a prosperous country woman can travel alone. Still, travelers need to be careful and should avoid night club venues. The government has prioritized on the safety of travelers and established a safety center to help travelers during their trips in South Korea.

Accessible

Advantage

Travel website maker (1 people)

South Korea prepares many conveniences for travelers, for example, application for transportation, hotel, map, airline, promotion, discount, and tourism information. Moreover, South Korea supports the payment systems from aboard such as Visa, Master card or ATM (JapaiKorea,2018). To go to café or restaurant, Korean

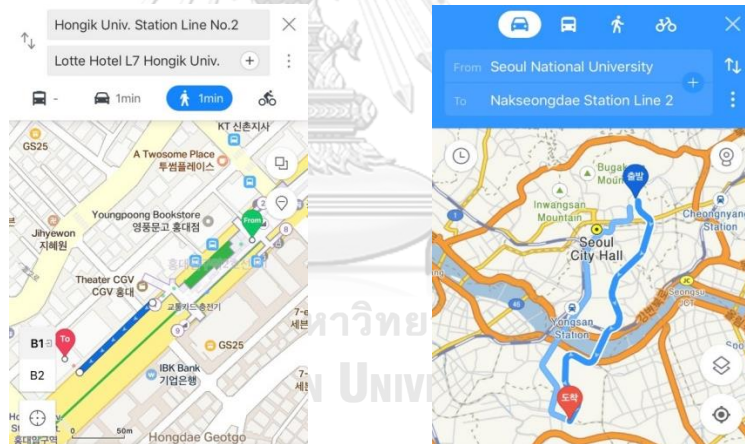
application provides support and review and information can be searched on the website. The website also informs about the kind of food, the theme of café and restaurant including direction (Naver.com,2019). South Korea promotes local cities for increasing travelers and focuses FITs to visit the country.

Figure 26 Information and review website



Source: (naver.com,2019)

Figure 27 Naver map and Kakao map applications



Source: (naver.com,2019)

Bloggers (3 people)

1. South Korea has applicator of a map for servicing Korean population and travelers. Although Google map can be used to search a place but some location does not show on the map. The Korea government allows Korea to have its own map which is Naver map and Kakao map to support Korean and foreign travelers. Both maps have the English language for foreigner travelers.

2. There are a lot of subway lines which can take you from Seoul to outside the city. The subway lines are continuously extended including convenient for both of Korean people and foreigner travelers.
3. South Korea has subway around in Seoul and local city such as Busan. Travelers can transit from the subway in Seoul to KTX and go to outside from Seoul. So, it is comfortable for travelers who would like to travel to other cities. Korea tourism offers various application for travelers as well as promotion of the grand super sale, attraction, nightclub, maps, and weather.

People who do not like Korea

South Korea is comfortable for travelers. From the capital to the secondary city and between secondary cities to secondary cities, there are symbols in English. Furthermore, there are applications to support and free Wi-Fi throughout all areas. There are lockers for storing goods. South Korea has hotels, restaurants, shops which are convenient to buy an international product such as brand name products at Garosugil and Apgujeong-rodeo, etc.

Disadvantage

Travel website maker (1 people)

Although South Korea supports and prepares the application for travelers, some application and website are only written in Korean language and fewer English language. Some website supports the English language in 2018. Korea Tourism would like to increase travelers to local cities but promotes only groups. It should promote correctly, so it can stimulate tourism in South Korea.

Bloggers (3 people)

1. Local cities except Seoul rarely have direction symbols in the English language. This is difficult for a traveler who does not understand Korean language. So, before travelers go to travel there, they should prepare attraction and direction for convenience to travel.

2. Local cities do not have symbols in the English language for foreign travelers but the travelers who do not know Korean language can travel in Seoul and local cities because everything has its form. When the travelers arrive there, they will know how to do.
3. For an overview, Korean people cannot speak English, so it is difficult to ask the direction. Korea tourism promotes only specific group of people by bringing Korean idols to be the presenter of tourism. Other people who do not know Korean idol will disregard them. It should promote more than K-pop fans.

People who do not like Korea

There is not enough English language in every area. There should be because English is an international language to support travelers from around the world.

Volume

Travel website maker (1 people)

Korean people welcome foreign travelers. Even though they are unable to communicate in English, they try to communicate and begin to learn the English language to make the country more international including providing symbols in English to support and help foreign travelers.

Bloggers (3 people)

1. Korean people welcome foreign travelers. Even though they are unable to communicate in English, they try to communicate and begin to learn the English language to make the country more international including providing symbols in English to support and help foreign travelers.
2. Korea welcomes foreign travelers because travelers drive Korea's tourism industry to grow and drive Korea economic to be successful. KTO penetrates the Asian market such as China, Japan, and ASEAN, including Thailand.

3. Mostly, Chinese, and Japanese travel to South Korea because the countries are closed by. Nowadays, ASEAN travelers have increasingly visited South Korea because of Korean wave influence in ASEAN countries. Moreover, South Korea shows its potential to global market. International people trust South Korea and make decision to travel.

People who do not like Korea

South Korea welcomes all types of travelers because travelers make the tourism industry grow. Most of the tourists who visit Korea are Chinese, Japanese, and from the countries that Korean wave is influencing.

Tourism magnets and conservation

Travel website maker (1 people)

Korea Tourism has a gimmick to promote tourism to global market by creating many campaigns, building a new place, renovating attraction, events, concerts, and fairs, and travelling with theme. KTO has an obvious campaign but not many types of the campaign can promote specific group. The example is the bringing of Korean Hallyu as presenter of tourism. Other people who do not know the ambassador will ignore them and are not interest in them.

Bloggers (3 people)

1. The local cities of South Korea are more interesting than you think. Travelers should try to go out to travel in other provinces than Seoul. Korea tourism organization creates a campaign in many themes for travelers to choose a lifestyle in travelling. South Korea is a country that is constantly changing including the weathers, seasons and natures of Korea is a very prominent feature of South Korea.
2. South Korea is a country with excellent public relations. Everything is happening because of its promoting campaign. KTO uses Korean Hallyu to promote. This is a feature of South Korea tourism bringing Korean Hallyu to promote from normal

places to be popular places. For example, Nami island is promoted by winter love song the series and is presented in the promotional media video for Korean history and culture. So, if Korea tourism organization keeps developing all the time, tourism will be more successful in the future.

3. South Korea builds a new location for internal and external people. For example, it supports SME business to build many café shops in the country and build a big new park for saving environment including the constant maintenance of important places.

People who do not like Korea

For him, South Korea has promoted tourism development all over and created new campaigns to attract travelers to visit the country. So, some campaigns are very interesting and can motivate travelers to visit South Korea.

Crisis Management and integration of all sectors

Figure 28 Refuge symbol



Source: (Jbnews,2017)

Travel website maker (1 people)

In the case if the South Korea is going to have a war, the government will have the regulations to protect and manage tourists, also in case of a war with North Korea. There is going to be a shelter in Subway and there will be symbols. Coordinating between foreign embassy and Korea will happen to report the tourist situations. But

the possibility of having a war in Korea is very low, however if it really happens, there will always be organizations to support.

Bloggers (3 people)

1. If South Korea is risky of a war crisis and domestic riots the government has a measure to support and always to help by coordinating with various embassies in the country to disseminate news to those travelers that are traveling in South Korea.
2. Mentioned to war, there are measures to support even though the war is probably not going to happen because North Korea and South Korea were the armistice system. If it happens, the Korea government has measures to manage but we do not know about the method for operation.
3. Korean politics is not affecting the traveler's decision to travel because Korea peninsula terminates the war. The travelers feel safe and confident to travel in South Korea.

People who do not like Korea

If a war crisis and political events occur, the South Korean government has measures to help travelers by contacting that country's embassy and probably sending the travelers back to the home country. If a very serious incident occurs, South Korea already has a support unit because of international relations.

The result explains that sustainable tourism can occur if there are five factors which are safety, accessibility, volume, tourism magnets and conservation, and crisis management and integration of all sectors. From an in-depth interview, five people can be summarized to five factors as below.

4.5 Conclusion of the success of tourism and sustainable theory

4.5.1 Safety

The five in-depth interviews can be concluded that all five people have the same opinions. South Korea is a safe country. It provides assistance measures and good security such as (1) 24-hour police station and call center; (2) solo travelers and late-night travelling are welcome; and (3) 24-hour mini-mart in the corner makes travelers feel safe.

4.5.2 Accessible

4.5.2.1 Advantage

The sample group from in-depth interview states that Korea tourism organization supports the payment process (visa and master card). The travelers can pay by foreign card and exchange currency rate on automatic system. The travelers who would like to go to a restaurant or café can find on Korean applications such as Naver and Kakao applications. On that applications, there are many reviews of a restaurant, café, nightclub, and attraction places. The application can help travelers during travel in South Korea. Moreover, transportation lines such as subways, buses, and taxis are convenient. Free Wi-Fi is available to support the travelers during travel such as on subways, on the buses, at the department store, café, restaurant, and public areas.

4.5.2.2 Disadvantage

Every in-depth interviewee says that Korean people are not very good in English language which affects the travelers that do not know language and cannot communication during the trip. Moreover, the attraction places or subways do not have English language to tell the direction. In the future, Korea tourism organization should improve and develop this issue. The travelers will be increased. So, the guideposts should be made in several different languages for foreigners to understand.

4.5.3 Volume

Most travelers from Thailand are an incentive and MICE groups. So, Korea tourism focuses on those groups and makes a campaign to invite those groups to South Korea. Korea tourism organizations target free independent travelers group nowadays. Moreover, Korean people welcome foreign travelers even though they are unable to communicate in English languages.

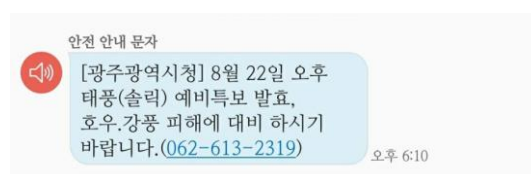
4.5.4 Tourism magnets and conservation

From the in-depth interview, most people mention that Korean government support new locations such as building a new park for saving environment and maintaining the important place. Moreover, South Korea is good at public relations. Everything is happening because of tourism promotion. So, KTO uses Hallyu to promote the tourism industry and presents the country from its beginning until nowadays on tourism promoting video. The Korea tourism organization promotes secondary provinces to make travelers travel outside the capital as Seoul has a lot of travelers.

4.5.5 Crisis management and integration of all sectors

All the groups in in-depth interview share the same opinions. South Korea has preventive measures to help travelers in case of information need and dangerous incidents. Travelers will receive a warning message informing of what is happening, for example, in case of Typhoon, political protests, and two Koreans.

Figure 29 Emergency message



Source: (Onjira Kumboosya,2019)

Some events like the war between two Koreas are probably not occurring. However, the South Korea government has established a shelter in subways in case of dangerous situations for both Korean people and travelers.

In conclusion, for sustainable tourism to happen, there must be five factors including safety, accessible, volume, tourism magnets and conservation, and crisis management and integration of all sectors. South Korea can develop tourism industry because it has a good promoting strategy for tourism.



CHAPTER V

CONCLUSION AND RECOMMENDATION

Since Korean wave has become influential in Thailand, number of Thai travelers visiting South Korea increases every year. The result of this research shows that free independent travelers are influenced by different factors including internal factors, external factors, and marketing mix factors. The result is consistent with theories that are set from the beginning including demand and supply theory, PESTEL Theory, and the success of tourism and sustainable theory. In this chapter, all the result will be concluded. The sample group contains survey of free independent travelers and in-depth interview with bloggers who have webpage and give travelling information. It will be summarized using the success of tourism and sustainable theory to show that there are 5 factors which can sustainably develop tourism industry. Moreover, recommendation in the future will be provided here.

The study focuses on (1) factors influencing decision to independently travel in South Korea of Thai travelers (2) behavior of Thai free independent travelers that decide to travel in South Korea, and (3) Korea Tourism marketing's features used to promote the country and attract Thai travelers to visit South Korea.

5.1 The factors that influence Thai free independent travelers' decision to travel to South Korea.

According to the data obtained from survey and in-depth interview, there are 3 factors that influence Thai free independent travelers' decision to travel to South Korea. The 3 factors include internal factors, external factors, and marketing mix factors.

From the survey, most Thai free independent travelers that decide to travel to South Korea, both groups of those who have been and have never been to South Korea, are female and work as employees in private companies. The reason and inspiration for travelers who would like to visit South Korea are food, dramas, K-pop

idols, concert, convenient transportation, safety, promoting campaign, lower-price shopping, and tidiness of the country.

Korean food and dramas become an inspiration that attract travelers to visit South Korea because of the influence from traditional drama 'Dae Jang Geum'. This drama is about Korean food that was aired in Thailand and became well-known in Thailand since 2003. After that, Korean idols have become influential in Thailand seeing from many concerts that were held in the country. Korean idol is another reason that Thai travelers would like to visit South Korea. Furthermore, South Korea is well-known for being safe and convenient transportation allowing Seoul and Busan to rank 8th and 9th respectively among safe cities. More importantly, promoting campaign of Korea tourism organization is the factor that more Thai travelers visit South Korea. Korea tourism organization (KTO) uses Korean idols, singers, and actors/ actresses to be ambassadors and presenters to promote its tourism to other countries around the world including Thailand. From the collected data, Thai travelers prefer shopping in South Korea because exchange rate is lower every year. Type of travelers attractions that Thai free independent travelers select to go is the place where Korean idols used to be, for instance, Music Video shooting location, places that Korean idols used to visit, and drama shooting location like Nami Island that is famous for being a place in Winter Love Song, Busan that becomes famous from Train to Busan, and Jeonju that is a place in Dae Jang Geum. Thai travelers also go to shopping area, café that is promoted in KTO Facebook fan page, and historical sites. From the research and marketing information of KTO, it can be concluded that the first things that travelers think of about South Korea include Korean idols, food, dramas and movies, plastic surgery, music, tradition and culture, and tourism promoting campaign.

5.2 Behavior of Thai free independent travelers who decide to travel to South Korea.

According to the study of behavior of Thai free independent travelers, can be concluded that the behavior of travelers has both difference and similarity. Most travelers choose to stay in hotels rather than guest houses or rental houses. Booking hotels directly allow travelers to receive many discount and privilege because some

hotels deal with shops. The privilege sometimes include discount for entering tourist attraction. Regarding types of airlines, travelers mostly select full cost airlines rather than low cost airlines because of the big difference in service and discount promotion which enable full-service airlines and low-cost airlines to have similar price. From the survey, most travelers have interest in South Korea for more than 4 years because Korean trend has been influential in Thailand for 16 years since Winter Love Song drama was broadcasted in Thailand in 2003.

5.3 Korea Tourism marketing's feature to promote the country and attract Thai travelers visit South Korea.

Most Thai free independent travelers think that South Korea tourism promoting campaign affect their demand to travel to South Korea. Also, most people see that the promoting campaign attracts more Thai free independent travelers to travel to South Korea than before. KTO promotes tourism by opening a booth or arranging an event to persuade Thai travelers to visit South Korea. KTO also provides tourism information for travelers. The outstanding point of South Korea tourism is its entertainment industry which exports idols and dramas creating a lot of fans around the world. KTO knows how to use its outstanding point which is idols, singers, actors/actresses to present South Korea tourism in both online video and miniseries to show that travelers will definitely be able to experience everything on the media when visiting South Korea.

From an in-depth interview with travel website makers and bloggers who have been and never been to South Korea as well as people who don't like Korea, can be summarized that their inspiration to travel to South Korea comes from reviews of people surrounding them and internet reviews. Moreover, continuous change and development of South Korea make the country attractive, so travelers would like to go there repeatedly. Website makers and bloggers prefer to visit natural places because other than café and places in internet reviews, South Korea has interesting and beautiful natural attractions. Local towns of South Korea are recommended such as Jeonju, Busan, Daegu, South Jeolla, and Jeju Island. Government of South Korea also increasingly supports tourism in local towns to spread tourists that gather in Seoul to

other towns and distribute revenue from tourism industry. An interview of people who have never been to and do not like South Korea reveals that they want to visit South Korea but do not have a chance. The weather is the main factor that makes them would like to travel and the natural attraction is another factor. A person who does not have interest in South Korea mentions that if there is a chance to visit South Korea, he will be interest in South Korea to be increased in the future.

From the lesson of Korea tourism organization, Thailand can develop the country's tourism industry continuously using 'the success tourism and sustainable theory', the tourism industry can sustainably and efficiently develop based on five important principles including safety, accessible, volume, tourism magnets and conservation, and crisis management and integration of all sectors. Thailand's tourism can learn from South Korea by focusing on the right point that needs to be developed and creating a variety of target groups. Moreover, develop of transportation to access every area is important because convenient transportation is another factor that makes tourists go to the place. More importantly, promoting campaign of tourism organization by various methods and using presenters who are famous in the country and abroad can attract international travelers to visit the country. If Thailand can learn the lesson from South Korea's tourism deeply, the tourism can be developed sustainably in the future.

The result of this research can be applied with Thailand tourism promoting campaign in order to increase foreign travelers and attract Thai people to prefer traveling in the country, for example, improvement of tourist attractions, improvement of transportation from main city to local town, and improvement of service of business sectors to comply with behavior of travelers.

5.4 Further Study

From this research, other researchers can extend the study in the future, for instance, studying of sample group from ASEAN countries other than Thailand, studying marketing strategy of specific town in South Korea such as Jeju, Busan, or Incheon, and

studying the factor that travelers visit South Korea in each season to see what is the attractive point of each season.

5.5 Thai organizations

- Traveling companies such as airline, hotel and accommodation, online travel agency and Tour Company. All the companies can use this research to develop their organization in the future.
- Tourism Authority of Thailand can apply this research to develop the policy and marketing strategy that are appropriate to free independent travelers' behavior.

Ministry of Tourism & Sports

Ministry of Tourism & Sports is the responsibility of the government as the policy determines to develop tourism and tourism community. Ministry of Tourism and Sports of Thailand, and Tourism Authority of Thailand should develop and support tourism for sustainable growth as below.

Ministry of Tourism should establish policies to keep demonstrating effective and sustainable development annually in all sectors and renovating the old tourist attractions to be consistent with present trend. The maintenance of tourist attractions always adds various forms of tourism, including ecotourism, agricultural or cultural tourism. Tourism promotion of Thailand focus on entertainment in which Thai actors and actresses who have been very famous in China are used to attract Chinese tourists to travel to Thailand. In addition to being in a form of a tour, these tourists probably follow locations in Thai series.

Furthermore, there should be tourist information center at various tourism attractions or provinces for tourists to be able to request tourism information. In addition to tourist information center, there should be tourism police as well at various tourist guides to helping and information in that location.

Tourism Authority of Thailand

Tourism Authority of Thailand (TAT) is responsible for public relation, promoting, and marketing. It is also in charge of developing the marketing strategies of Thai tourism and presenting Thai tourism attractions including various campaigns by encouraging Thai people to increasingly travel to secondary cities. Important thing that needs to be improved is the media that will be used to promote and invite foreigners to travel to secondary cities of Thailand. Moreover, TAT should organize exhibition and promotion event outside of Seoul. Tourism of South Korea can be a lesson for TAT to develop Thai organization. For example, Korea tourism in Thailand organize events often by collaborating with the Republic of Korea Embassy in Thailand and the Korean tourism Organization (KTO) in Thailand for Thais and foreigners. They attract people who would like to travel to South Korea by bringing Korean Hallyu to promote and organizing fan meetings and concerts in Thailand by using the media to promote tourism in South Korea. Moreover, KTO creates the event and provides booths to promote airline ticket, accommodation, and entrance fees for various tourism attractions to encourage Thai tourists to travel.

Ministry of Transport

Transportation systems in Thailand should be developed to be easily accessible in tourist attractions in other provinces. By learning from South Korea, the transportation system in South Korea can reach secondary cities and is easily accessible from secondary cities to other tourism destination in a short time.

Ministry of Finance

The duty of Ministry of Finance is to allocate budget for tourism development which will be used for supporting both Thais and foreigners to travel in Thailand.

APPENDIX

The logo of Chulalongkorn University, featuring a central emblem with a sunburst and a tiered base, rendered in a light gray color.

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

แบบสอบถาม

เรื่อง

ปัจจัยที่มีอิทธิพลต่อการตัดสินใจท่องเที่ยวในประเทศเกาหลีใต้

ของนักท่องเที่ยวแบบอิสระชาวไทย

คำชี้แจง: แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจท่องเที่ยวในประเทศเกาหลีใต้ของนักท่องเที่ยวแบบอิสระชาวไทย จึงใคร่ขอความร่วมมือจากท่านที่เคยไปท่องเที่ยวแบบอิสระมาแล้ว หรือท่านที่ไม่เคยไปเกาหลีใต้แต่มีแพลนที่จะไป ให้ข้อมูลตามความเป็นจริง รวมทั้งตอบคำถามให้ครบทุกข้อซึ่งข้อมูลของท่านจะถูกเก็บเป็นความลับ และข้อมูลทั้งหมดจะถูกนำมาวิเคราะห์ในการวิจัยครั้งนี้

คำนิยามศัพท์: นักท่องเที่ยวแบบอิสระ คือ นักท่องเที่ยวที่ไปท่องเที่ยวเอง ทั้งแบบไปคนเดียว และไปเป็นกลุ่ม โดยไม่อาศัยทัวร์ ซึ่งหาข้อมูลการท่องเที่ยวและวางแผนการเดินทางด้วยตัวเอง

Section 1: Questionnaires

ส่วนที่ 1 ข้อมูลส่วนบุคคลของนักท่องเที่ยวชาวไทย

คำชี้แจง กรุณาทำเครื่องหมาย ถูก ลงในช่องข้อความที่เป็นจริง

1) เพศ

 ชาย หญิง

2) อายุ

 ต่ำกว่า 20 ปี หรือ เทียบเท่า อายุ ปี 39-21
 อายุ 54-40 ปี อายุ 55-ปี 73 มากกว่า ปี 73

3) อาชีพ

 นักศึกษา พนักงานเอกชน พนักงานรัฐวิสาหกิจ
 ข้าราชการ ธุรกิจส่วนตัว ว่างาน อื่นๆ_____

4) ประเภทของงาน

 Full-time Part-time Freelance อื่นๆ_____

5) รายได้ต่อเดือน

- | | |
|---|--|
| <input type="checkbox"/> ต่ำกว่า 20,000 บาท | <input type="checkbox"/> 20,001-30,000 บาท |
| <input type="checkbox"/> 30,001-40,000 บาท | <input type="checkbox"/> 40,001-50,000 บาท |
| <input type="checkbox"/> 50,001-60,000 บาท | <input type="checkbox"/> 60,001-70,000 บาท |
| <input type="checkbox"/> 70,001-80,000 บาท | <input type="checkbox"/> 80,001-90,000 บาท |
| <input type="checkbox"/> 90,001-100,000 บาท | <input type="checkbox"/> 100,000-200,000 |
| <input type="checkbox"/> 200,000 บาทขึ้นไป | |

ส่วนนี้สำหรับท่านที่ไม่เคยไปเกาหลีใต้**แต่มีแพลนที่จะไป ให้ทำข้อ 6-8 และไปทำข้อ 10-21

(หากเคยไปเกาหลีใต้มาแล้วให้ข้ามไปทำแบบสอบถามข้อ 9-21)

6) ถ้าท่านจะเดินทางไปท่องเที่ยวเกาหลีใต้จะไปกับใคร

- | | | | |
|----------------------------------|--------------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> คนเดียว | <input type="checkbox"/> เพื่อน | <input type="checkbox"/> ครอบครัว | <input type="checkbox"/> ที่ทำงาน |
| <input type="checkbox"/> แฟน | <input type="checkbox"/> อื่นๆ _____ | | |

7) ระยะเวลาที่จะไปท่องเที่ยวเกาหลีใต้

- | | | | |
|---|------------------------------------|------------------------------------|---|
| <input type="checkbox"/> น้อยกว่า 3 วัน | <input type="checkbox"/> 3-7 วัน | <input type="checkbox"/> 8-14 วัน | <input type="checkbox"/> 15-21 วัน |
| <input type="checkbox"/> 22-28 วัน | <input type="checkbox"/> 29-35 วัน | <input type="checkbox"/> 36-42 วัน | <input type="checkbox"/> มากกว่า 42 วัน |

8) งบประมาณที่คาดว่าจะใช้ในการท่องเที่ยวเกาหลีใต้ (รวมทั้งหมด)

- | | |
|---|--|
| <input type="checkbox"/> ต่ำกว่า 30,000 บาท | <input type="checkbox"/> 30,001บาท-40,000บาท |
| <input type="checkbox"/> 40,001-50,000บาท | <input type="checkbox"/> 50,000บาท ขึ้นไป |
| <input type="checkbox"/> อื่นๆ _____ | |

- 9) สำหรับท่านที่เคยไปท่องเที่ยวแบบอิสระ**กรุณาให้ข้อมูลในการไปท่องเที่ยวเกาหลีใต้ในอดีต
(พอสังเขป)

9.1 (ท่านเคยเดินทางไปเกาหลีใต้มาแล้ว _____ ครั้ง

ปี ค.ศ..ศ.พ/ ที่เคยไปมา	เดินทางกับใคร	ระยะเวลาในการ ท่องเที่ยวเกาหลีใต้	ค่าใช้จ่ายโดยประมาณใน การท่องเที่ยวที่ผ่านมา (รวม ทั้งหมด)

ตั้งแต่ข้อ10-16 ให้เลือกความต้องการของท่าน **สามารถเลือกได้มากกว่า 1 ข้อ**

10) ท่านรู้จักประเทศเกาหลีใต้ผ่านทางใด

- ซีรีส์เกาหลี/หนังเกาหลี ไอดอลเกาหลี เพลงเกาหลี
- เทคโนโลยี สื่อโปรโมทการท่องเที่ยวเกาหลี กีฬาเกาหลี
- ภาษาเกาหลี ประวัติศาสตร์เกาหลี
- ศัลยกรรม/ความสวยความงาม อื่นๆ _____

11) เหตุผลและแรงจูงใจสำหรับการไปท่องเที่ยวเกาหลีใต้

- อาหาร ค่าใช้จ่ายถูก
- ความเป็นระเบียบ ความปลอดภัย
- ความสะดวกในการท่องเที่ยว ตามรอยซีรีส์/ไอดอล/คอนเสิร์ต
- ตามรอยร้านกาแฟ/คาเฟ่ ช้อปปิ้ง
- สภาพอากาศ เทศกาลต่างๆ
- โปรโมชั่น สื่อโฆษณาของการท่องเที่ยวเกาหลี

- แฟชั่น รีวิวจากอินเทอร์เน็ต
- รีวิวจากคนรอบข้าง อื่นๆ _____

12) ประเภทแหล่งท่องเที่ยวที่สนใจที่ส่งผลทำให้อยากไปท่องเที่ยวเกาหลีได้

- สถานที่ตามรอยซีรีส์ สถานที่ตามรอยไอดอล/มิวสิควีดีโอ
- สถานที่ตามรอยร้านกาแฟ/คาเฟ่ ย่านช้อปปิ้ง
- แหล่งธรรมชาติ ย่าน Night Club
- ประเพณี/วัฒนธรรม/ประวัติศาสตร์ อื่นๆ _____

13) ใช้บริการสายการบินอะไร

- Korean Air Air Asia Asiana Thai airways
- Jin Air Jeju Air T-way Eastar Jet
- อื่นๆ _____

14) จองสายการบินผ่านทางช่องทางใด

- Online (สายการบินโดยตรง)
- Offline (Agency เช่น Skyscanner หรือ เอเจนซีต่างๆ)
- อื่นๆ _____

15) ประเภทของที่พัก

- บ้านหลัง โรงแรม เกสเฮ้าส์
- โฮมสเตย์ อื่นๆ _____

16) ช่องทางในการจองที่พัก

- Online (เว็บไซต์ที่พักโดยตรง)
- Offline (Agency เช่น Booking/Agoda /Expedia)
- อื่นๆ _____

17) มีความสนใจประเทศเกาหลีมาตั้งแต่เมื่อไหร่

- ไม่ถึง 1 ปี 1 ปี 2 ปี 3 ปี 4 ปี
- มากกว่า 4 ปีขึ้นไป อื่นๆ _____

18) ถ้าพูดถึงเกาหลีได้นึกถึงสิ่งใดเป็นอันดับแรก (เลือกมา 1 ข้อ)

- ซีรีส์เกาหลี/หนังเกาหลี ไอศกรีมเกาหลี เพลงเกาหลี
- เทคโนโลยี สื่อโปรโมทการท่องเที่ยวเกาหลี
- กีฬาเกาหลี ภาษาเกาหลี ประวัติศาสตร์เกาหลี
- ศัลยกรรม/ความสวยความงาม อื่นๆ _____

19) การโปรโมทของการท่องเที่ยวเกาหลีได้ส่งผลให้มีความต้องการไปท่องเที่ยวที่ประเทศเกาหลีได้หรือไม่

- ใช่ ไม่ใช่

20) ท่านคิดว่าอะไรเป็นจุดเด่นของการท่องเที่ยวเกาหลีได้

- ซีรีส์เกาหลี/หนังเกาหลี ไอศกรีมเกาหลี เพลงเกาหลี
- เทคโนโลยี สื่อโปรโมทการท่องเที่ยวเกาหลี กีฬาเกาหลี
- ภาษาเกาหลี ประวัติศาสตร์เกาหลี
- ศัลยกรรม/ความสวยความงาม อื่นๆ _____

21) ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการโปรโมทการท่องเที่ยวของเกาหลีได้

- มีแรงจูงใจให้ไปท่องเที่ยวเกาหลีได้ ไม่มีแรงจูงใจให้ไปท่องเที่ยวเกาหลีได้

22) ท่านคิดว่าอะไรเป็นจุดเด่นของการท่องเที่ยวเกาหลีได้

23) ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการโปรโมทการท่องเที่ยวของเกาหลีได้

* กรุณาดูวิดีโอเป็นส่วนประกอบในการใช้อ้างอิงข้อที่23

<http://youtube.com/watch?v=zO9aLVN5gHw>

Section 2: In-depth interview

- 1) จำนวนครั้งที่เคยไปเที่ยว ไปบ่อยมั๊ย เพราะอะไรถึงไปซ้ำ เพราะอะไรถึงไม่ไป
- 2) ระยะเวลาในการเที่ยวแต่ละครั้ง
- 3) วิธีการวางแผนการท่องเที่ยวในแต่ละครั้ง
- 4) พูดถึงเกาหลีถึงอะไรเป็นอันดับแรก
- 5) ตัดสินใจเลือกที่พักจากอะไร
- 6) ตัดสินใจใช้บริการสายการบินจากอะไร
- 7) ใช้บในการเที่ยวต่อครั้งเท่าไร (รวมทั้งหมด)
- 8) เดินทางไปท่องเที่ยวในเกาหลีที่ไหนมาบ้าง และประทับใจที่ไหนสุด
- 9) เกาหลีดีมีอะไรโดดเด่นกว่าประเทศอื่น
- 10) คุณคิดเกี่ยวกับการท่องเที่ยวเกาหลีอย่างไรทั้งเรื่องการโปรโมทการท่องเที่ยวและภาพรวมของประเทศเกาหลีได้ (ข้อดีข้อเสีย)
- 11) คำแนะนำเพิ่มเติมที่จะฝากถึงการท่องเที่ยวเกาหลี และคนที่จะไปท่องเที่ยวเกาหลี

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[%B8%9C%E0%B8%A5%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B8%95%E0%B9%89%E0%B8%AD%E0%B8%87%E0%B9%84%E0%B8%9B%E0%B9%80%E0%B8%A2%E0%B8%B7%E0%B8%AD%E0%B8%99%E0%B8%81%E0%B8%A3.html](https://www.korair.or.kr/eng/faq/faq_01_03.html).

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