

THE ROLE OF KOREAN DRAMA IN PROMOTING
TOURISM AMONG MALAYSIANS

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ABSTRACT

South Korea tourism industry has blossomed and become one of the most competitive travel destinations among Asian countries. One of the critical factors that triggered the development of tourism was the emergence of the *Hallyu* phenomenon in the 1990s; Korea started to export drama series to neighbouring countries such as Japan, China, Vietnam, Thailand, Indonesia, Singapore, and Malaysia. Since then, tourists have been eager to visit filming locations and experience the culture of Korea. Out of the South East Asian countries, Malaysia ranked as the second highest provider of inbound tourists in South Korea, after Thailand. Hence, the *Hallyu* craze has proven to be the most attractive component to capture the interest of Malaysian tourists.

As a result, *Hallyu* has provoked research interest by scholars. Many works have been done regarding *Hallyu* and Korean drama, and tourism is a major area of research. Empirical studies have focused on the impacts of Korean drama on countries like China, Taiwan, Japan and Singapore. Although Malaysia is one of the significant countries influenced by the *Hallyu* effect, very little research has been conducted; particularly on the impact of tourism. Consequently, Malaysia provides a unique context where the population is multi-racial and include *bumiputera* (Malay and indigenous), Chinese, Indian, and other minority groups as compared to other *Hallyu*-crazed countries that are generally mono-ethnic. Therefore, this study has conducted a research which involves three objectives: i) discover the relationships between tourist backgrounds and travelling process (motivation, experience, and satisfaction), ii) determine impacts of K-drama on the travelling process, and iii) discover the attributes of projected images from K-drama.

The research framework was divided into four path models and 24 sub-hypotheses were tested with each model employed to examine a different research problem. Creswell's

mixed method approach was employed in this study. Questionnaire surveys and interviews were conducted at the Incheon International Airport and hostels in Seoul from October to December 2012. The targeted respondents were Malaysian leisure tourists who had been in Korea for two or more days. In addition, interviews were conducted with relevant organizations in order to provide multiple approaches to measure the research problems. Data were analysed by employed inferential statistics (T-test, MANOVA, and Canonical Correlation Analysis) and content analysis (provisional coding, descriptive coding, and axial coding).

The findings contribute two aspects to the research that include managerial and academic practices. From the managerial aspect, Korean drama can be used as a marketing tool to induce development of new destinations. This helps to reduce the overburdened capacity of the high density or heavily populated destinations. In addition, the study proposes that Korean drama should be perceived as a cultural platform which helps to transmit culture and customs of the host to potential tourists prior to a trip. The findings have shown that many Malaysian tourists belonged to the younger generation and more importantly, many of them were Malays who were usually very particular in choosing travel destinations that facilitated Muslim practices. From the academic aspect, this is a potential platform to reduce cultural conflicts between hosts and tourists as this issue has been a concern of academics and relevant stakeholders. Lastly, the findings have allowed the proposal of four new dimensions of images projected from K-drama. Although the results indicated that the images have significant impacts on the travelling process, observations of these impacts will be able to be refined and improved in future studies.

ABSTRAK

Industri pelancongan di Korea Selatan telah berkembang dan menjadi salah satu destinasi yang paling kompetitif di kalangan negara-negara Asia. Salah satu faktor kritikal yang menyebabkan perkembangan industri ini adalah kemunculan fenomena *Hallyu* pada 1990an; apabila Korea Selatan mula mengeksport drama bersiri ke negara Jepun, China, Vietnam, Thailand, Indonesia, Singapura dan Malaysia. Semenjak itu, pelancong-pelancong berazam untuk melawat lokasi-lokasi penggambaran drama bersiri dan filem serta berhasrat untuk menyelami budaya masyarakat Korea Selatan. Di kalangan negara-negara Asia Tenggara, Malaysia berkedudukan sebagai negara mempunyai pelancong-pelancong inbound yang kedua tertinggi di Korea Selatan, selepas Thailand. Oleh itu, fenomena *Hallyu* telah terbukti sebagai salah satu komponen yang menarik minat pelancong-pelancong Malaysia melancong ke Korea Selatan.

Fenomena *Hallyu* dan drama bersiri Korea telah mencetus minat golongan penyelidik. Pelbagai hasil penyelidikan telah dijalankan berkaitan fenomena *Hallyu* dan drama bersiri Korea Selatan, dan pelancongan merupakan bidang utama penyelidikan tersebut. Kebanyakan penyelidikan bersifat empirikal lebih memfokuskan kepada impak drama bersiri Korea Selatan terhadap negara-negara seperti China, Taiwan, Jepun, dan Singapura. Walaupun Malaysia adalah salah sebuah negara yang dipengaruhi oleh fenomena *Hallyu*, penyelidikan khususnya berkaitan dengan impak pelancongan kurang dilakukan. Kesannya, Malaysia menawarkan konteks penyelidikan yang unik apabila populasi masyarakat merangkumi pelbagai lapisan kaum Bumiputera (Melayu dan Orang Asal), Cina, India, dan kumpulan-kumpulan minoriti berbanding dengan penyelidikan lain yang hanya berfokus monoetnik. Oleh itu, penyelidikan ini dijalankan untuk mencapai tiga objektif: i) menemui hubungan antara latar belakang pelancong dengan proses melancong

(motivasi, pengalaman dan kepuasan), ii) mengenal pasti impak drama bersiri Korea terhadap proses melancong, iii) menemui atribut-atribut penyiaran imejan melalui drama bersiri Korea Selatan.

Kerangka penyelidikan dibahagikan kepada empat sub-model dan 24 sub-hipotesis telah diuji dengan setiap model diterapkan untuk mengkaji setiap satu permasalahan penyelidikan ini. Pendekatan kaedah campuran Crewell diterapkan dalam penyelidikan ini. Soal selidik dan temu duga telah dijalankan dari Oktober hingga Disember 2012 di Lapangan Terbang Antarabangsa Incheon dan inap sarapan di Seoul. Sasaran responden terdiri daripada pelancong-pelancong kerakyatan Malaysia yang telah melancong di Korea sekurang-kurangnya dua atau lebih daripada dua hari. Tambahan pula, temu duga dijalankan dengan organisasi-organisasi yang berkenaan untuk menyediakan pelbagai pendekatan untuk menyukur permasalahan penyelidikan. Data-data dianalisa melalui kaedah statistik pentakbiran (ujian-T, MANOVA, Analisa Korelasi Kanonis) dan analisa kandungan (pengekodan sementara, pengekodan deskriptif dan pengekodan berpaksi).

Hasil penemuan penyelidikan ini menyumbang kepada dua aspek yang merangkumi amalan-amalan pengurusan dan akademik. Dari segi amalan pengurusan, drama bersiri Korea boleh digunakan sebagai suatu alat pemasaran untuk mempromosikan destinasi-destinasi baru. Hal ini boleh membantu untuk mengelakkan tanggungan atas kapasiti destinasi-destinasi yang berkepadatan atau mempunyai kependudukan tinggi. Malah, penyelidikan ini mencadangkan bahawa drama bersiri Korea boleh ditanggap sebagai suatu platform kebudayaan yang membantu untuk menyebarkan adat dan budaya destinasi kepada pelancong sebelum memulakan pengembaraan. Dapatan penyelidikan ini membuktikan bahawa kebanyakan pelancong-pelancong Malaysia adalah bergenerasi muda dan lebih pentingnya, kebanyakan daripada mereka berbangsa Melayu yang kebiasaannya sangat mementingkan destinasi-destinasi pelancongan yang mempunyai amalan-amalan

agama Islam. Dari segi aspek akademik, drama bersiri Korea Selatan berpotensi sebagai suatu platform untuk mengurangkan konflik-konflik budaya antara destinasi dengan pelancong-pelancong kerana isu ini membimbangkan para ahli akademik dan pihak berkepentingan. Akhir sekali, dapatan penyelidikan ini membolehkan untuk empat dimensi baru melalui penyiaran-penyiaran imejan drama bersiri Korea Selatan. Walaupun hasil dapatan melaporkan bahawa imejan mempunyai kesan yang ketara terhadap proses pengembaraan, pemerhatian-pemerhatian yang diperolehi melalui kesan-kesan berikut boleh diperhalusi dan diperbaiki dalam penyelidikan masa depan.

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TABLE OF CONTENTS

ABSTRACT	iii
CHAPTER I: INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Research Problem and Questions.....	5
1.3 Research Objectives	7
1.4 Research Hypotheses and Framework	7
1.5 Significance of Study	9
1.6 Research Paradigm.....	10
1.7 Thesis Summary.....	11
CHAPTER II: LITERATURE REVIEW	13
2.1 Application of tourism terminology.	13
2.2 The Evolution of Tourism	15
2.2.1 Ancient tourism	15
2.2.2 Development of modern tourism	18
2.3 Destination Image	29
2.3.1 Destination image formation.....	30
2.3.2 Tourism marketing perspective	35
2.4 Tourist Motivation and Satisfaction	35
2.5 Literature Review Summary	39
2.6 Research Framework.....	41
2.6.1 Path models	44
2.7 Chapter Summary.....	49
CHAPTER III: RESEARCH METHODOLOGY	51
3.1 Research Design.....	51
3.1.1 Research instrument	52
3.1.2 Study population	53
3.1.3 Field work and sampling.....	55
3.2 Variables Measurement	58
Section2: Travelling Experience	58
3.3 Data Analysis	62
3.3.1 Quantitative Analysis	62
3.3.2 Qualitative Analysis	63
3.4 Reliability and Validity	63
3.5 Ethical Considerations	64
3.6 Chapter Summary.....	64
CHAPTER IV: ANALYSIS AND FINDINGS	66
4.1 Quantitative Analysis	66

4.1.1 Data preparation.....	66
4.1.2 Descriptive analysis	67
4.1.3 Statistical analysis	72
4.1.4 Path models analyses.....	77
4.2 Qualitative Analysis	101
4.2.1 Data preparation	101
4.2.2 Analysis findings	103
4.3 Findings Summary	128
4.4 Chapter Summary.....	136
CHAPTER V: DISCUSSION AND CONCLUSIONS	137
5.1 Discussion of the Findings	137
5.1.1 Path Model 1	137
5.1.2 Path Model 2	140
5.1.3 Path Model 3	141
5.1.4 Path Model 4	143
5.1.5 Summary of the discussion	144
5.2 Implications.....	147
5.2.1 Managerial implications.....	147
5.2.2 Academic implications	150
5.3 Limitations	153
5.4 Suggestions for Future Studies.....	154
5.5 Conclusions	155
REFERENCES.....	157
APPENDICES.....	170
Appendix A: Questionnaire.....	170
Appendix B: List of Transcript Quotations.....	183
Appendix C: Different Age Groups of Tourists who Do/Don't Watch K-drama Prior the Trip.....	196
Appendix D: Different Genders and Ethnicities who Do/Don't Watch K-drama Prior the Trip.....	196
Appendix E: Differences between ethnicities and travelling modes	196
Appendix F: Brochures of travel agencies	197

LIST OF FIGURES

Figure 1.1: Research hypotheses and framework.	9
Figure 2.1: The tourism semiotic triangle—a tourism marketing rendition	20
Figure 2.2: General framework of destination image formation.....	34
Figure 2.3: Model of the destination image formation	34
Figure 2.4 Research Framework	42
Figure 2.5 Summary of the previous studies.....	43
Figure 2.6: Hypothesised Path Model 1: The influences of socio-demographics towards the travelling process.....	46
Figure 2.7: Hypothesised Path Model 2: The influences of tourists' travelling modes towards the travelling process.	47
Figure 2.8: Hypothesised Path Model 3: The influences of DW group and non-DW group towards the travelling process.	48
Figure 2.9: Hypothesised Path Model 4: The projected K-drama images influence on the travelling process.....	49
Figure 3.1: The flow of the research methodology	54
Figure 4.1: Canonical Correlation analysis between projected K-drama images and travelling motivation	95
Figure 4.2: Canonical Correlation analysis between projected K-drama images and travelling experience	97
Figure 4.3: Canonical Correlation analysis between projected K-drama images and travelling satisfaction	99
Figure 4.4: A simplified network view on travelling process and its dimension.....	105
Figure 4.5: An extensive network view between predetermined codes, family codes & axial codes.....	106
Figure 4.6: An extensive network view of travelling motivation and its relationships with descriptive code.....	107
Figure 4.7: An extensive network view of travelling experience and its relationship with descriptive codes.....	108
Figure 4.8: An extensive network view of travelling satisfaction and its relationship with descriptive codes.....	109

LIST OF TABLES

Table 2.1: Types of information agents	33
Table 2.2: A general literature review summary	40
Table 2.3: Four Subsidiary Path Models of the Research Framework.....	44
Table 3.1 Number of Malaysian visitor arrival in 2011	56
Table 3.2: List of visited hostels in Seoul	57
Table 3.3: List of travelling motivation items	59
Table 3.4: List of travelling experience items	59
Table 3.5: List of travelling satisfaction items	60
Table 3.6: List of top ten K-drama since year 2000	61
Table 3.7: List of K-drama image items.....	61
Table 3.8: Variables analysis approach and its data collection	63
Table 4.1: Tourists' socio-demographics and travelling behaviours of respondents.....	70
Table 4.2: Travelling behaviours of respondents	71
Table 4.3: Information sources and attraction factors	71
Table 4.4: Standard judgement for factor loadings	73
Table 4.5: Standard judgement for Kaiser-Meyer-Olkin (KMO).....	73
Table 4.6: Results of factor analysis of travelling motivation and its six dimensions	74
Table 4.7: Results of factor analysis of travelling experience images and its three dimensions	75
Table 4.8: Results of factor analysis of travelling satisfaction and its three dimensions.....	76
Table 4.9: Result of factors analysis of projected K-drama images and its four dimension	78
Table 4.10: MANOVA test for age and travelling motivation	80
Table 4.11: Result of Post Hoc for age and travelling motivation	81
Table 4.12: MONOVA for age and travelling experience	82
Table 4.13: Result of Post Hoc for age and travelling experience	82
Table 4.14: MONOVA for age and travelling satisfaction	82
Table 4.15: T-Test for gender and travelling motivation, experience and satisfaction.....	83
Table 4.16: T-test for ethnicity and travelling motivation, experience and satisfaction	84
Table 4.17: MANOVA for marital status and travelling motivation	85
Table 4.18: Result of Post Hoc for marital status and travelling motivation	85
Table 4.19: MONOVA for marital status and travelling experience	86
Table 4.20: Result of Post Hoc for marital status and travelling experience	86
Table 4.21: MONOVA for marital status and travelling satisfaction	87
Table 4.22: Result of Post Hoc for marital status and travelling satisfaction	87
Table 4.23: MANOVA for education level and travelling motivation	89
Table 4.24: Result of Post Hoc for education level and travelling motivation	89
Table 4.25: MONOVA for education level and travelling experience	90
Table 4.26: MONOVA for education level and travelling satisfaction	90
Table 4.27: T-Test for tourist travelling modes and travelling process	91
Table 4.28: T-Test for DW group and non-DW group towards the travelling process	92
Table 4.29: Canonical Correlation between projected k-drama images and travelling motivation.....	94
Table 4.30: Canonical Correlation between projected K-drama images and travelling experience.....	96

Table 4.31: Canonical Correlation between projected K-drama images and travelling satisfaction.....	98
Table 4.32: A Result Summary of the Tested Hypotheses	100
Table 4.33: Socio-demographics and travelling mode of interviewees	101
Table 4.34: Comparison of information from questionnaires and interviews data	129

University of Malaya

LIST OF APPENDICES

APPENDIX A: Questionnaire	170
APPENDIX B: List of Transcript Quotations	183
APPENDIX C: Different Age Groups of Tourists who Do/Don't Watch K-drama Prior the Trip	196
APPENDIX D: Different Genders and Ethnicities who Do/Don't Watch K-drama Prior the Trip	196
APPENDIX F: Brochures of travel agencies	197

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CHAPTER I: INTRODUCTION

1.1 Background of Study

The Republic of Korea (henceforth referred to as South Korea) is located in North East Asia. The peninsula is roughly 1,030 km long and 175 km wide with the Yellow Sea on its west and the East Sea to the east (Korea Tourism Organization, 2015d). In 2014, the recorded population was 50.42 million people (World Bank, 2015) and about 20% of the population lived in Seoul, the capital city of Korea (Korea Tourism Organization, 2015d). Economically advanced cities such as Busan, Incheon, and Daegu have contributed to help South Korea generate USD\$ 27, 970.49 GDP per capita as of 2014 (World Bank, 2015). Among all the major industries, tourism has contributed 2.1% of the total GDP which ranks in 17th place. Additionally, the industry has created 616,000 jobs to supplement the total employment rate, which ranks 14th place among the other major industries (World Travel & Tourism Council, 2013). The figures reflect that the tourism industry is essential as part of national development.

The tourism industry in South Korea was not mesmerising until the end of the Korean War (1950–1953). In order to rebuild the nation's image and economy, the Korean government started to institute domestic and international tourism under the Five-year Interval Economy Development Plan in 1962 (Lee, 2006). The Korean National Tourism Corporation (KNTC) was established to manage development of the tourism industry, and later was renamed as the Korean National Tourism Organization (KNTO in 1996), and then later to the Korea Tourism Organization (KTO) in 2008 (Korea Tourism Organization, 2015c). During the 1960s, the main objective was to build up the infrastructure of the tourism industry; later in the 1970s, the main objective of the KNTO was to promote tourism as one of the strategic industries of the nation. Subsequently in the 1980s, the

KNTO promoted tourism businesses domestically and internationally (Lee, 2006). Under the different stages of the goals and effective monitoring work by the KNTO, the nation's tourist receipt dramatically increased, from 103,000 foreign tourists in 1968 to 3.69 million in 1996 (Korea Tourism Organization, 2015a & 2015c).

The industry was not saturated at this point, instead it had dramatically increased with the emergence of *Hallyu* (Korean Wave) in the late 1990s. According to the Korea Tourism Organization (KTO) (2015a), the number of international tourist arrivals have grown from 4.75 million in 2003 to 11 million in 2014. The term *Hallyu* was coined by the Chinese press in the late 1990s. It refers to a situation in which the popularity of Korean pop-culture (popular culture) occurred in the society (The Korean Wave, 2011). The emergence of this phenomenon was initially started with the export of Korean dramas (K-dramas) to Vietnam (J. H. Park, personal interview, December 15, 2012), and later on to China and Japan in the late 1990s (The Korean Wave, 2011). Within a decade, the dramas had been rapidly distributed to South East Asia (SEA), followed by Central Asia, the Americas, and Europe (Jeong, 2011).

As a result, many tourists are prompted to visit Korea, especially the filming locations that exist in the dramas (Kim & Wang, 2012). Within SEA, Malaysia ranks as the second highest for inbound tourism in South Korea after Thailand. In 2003, statistics recorded that 78,805 Malaysian tourists travelled to Korea, and this number increased to 212,496 in 2014, showing an increase of 181% (Korea Tourism Organization, 2015a). Mr. Yun, the KTO Managing Director of Kuala Lumpur, emphasises that among all the existing attractions such as culture, natural landscape, distinctive seasons and facilities, the *Hallyu* craze is the most attractive component to capture Malaysian tourist's attention (J.J. Yun, personal interview, April 2013). For that reason, KTO has proposed a comprehensive list of drama filming locations for tourists to visit (Korea Tourism Organization, 2015e).

The establishment of the Korean filming industry can be traced back to the early 1960s when the distribution of dramas was very low due to restrictions by the military government (K-Drama, 2011). The industry gradually flourished in the 1980s when the politic-administrative was liberalised; meanwhile, the living standard in Korea's society had risen (Fu & Liew, 2005). In addition, the censorship scheme and distribution system were opened up for international trading (Garcia, 2008). Later in the 1990s, Korean conglomerates further catalysed the filming industry due to economic reasons. In addition, changes in legislation concerning the filming industry occurred in 1995 and were fully supported by President Kim Dae-Jung (1998-2003) which successfully globalised the Korean wave (Shim, 2005).

Although the development of the industry in South Korea was later than its neighbouring countries, such as Hong Kong, China, Taiwan and Japan, the global impact that it brought to the society was greater. Indeed, K-drama has successfully overwhelmed the audiences of these countries, especially the Japanese and the Chinese female audiences from China whose craze for the Korean celebrities initiated visits to filming locations (Hirata, 2008; Shim, 2005; Ko, 2010). With the global expansion of K-dramas, the South Korean tourism industry has drastically increased, solely due to the drama *Winter Sonata*, which has brought 84 million won in revenue to the industry (The Korean Wave, 2011). Apart from tourism revenue, the K-wave phenomenon has encouraged cultural and media exchanges and has been used as a platform to enhance diplomatic relationships (Fu & Liew, 2005; Cho, 2010; Chosunilbo, 2012). Furthermore, Ko (2010) emphasises that the wave has made notable contributions to enhancing the image of South Korea where the favourable impression of South Korea has shown a growth rate of 78.9% among Asians.

No doubt, both movies and dramas are effective marketing tools to promote and enhance the image of a destination (Riley & Van Doren, 1992; New Zealand Tourism Guide,

2012; Kim & Wang, 2012). A projected image from media is known as a secondary image, and a completed image is formed through visitation (Phelps, 1986). Prior to the trip, the secondary image that is perceived by potential tourists is important to determine which destination is to be chosen as a holiday destination (Mathieson & Wall, 1983). In this case, drama is particularly advantageous because it provides greater reinforcement over a long period of time and develops audience awareness of a destination image which will directly penetrate their memory (Kim, Agrusa, Lee & Chon, 2007).

Extensive studies have been carried out in conjunction with the emergence of the phenomenon where Korean drama becomes popular in Malaysia. However, it is surprising that so few empirical studies have actually been conducted in Malaysia, although statistics show that Malaysian tourists represent a significant portion of the nationalities that visit South Korea (Korea Tourism Organization, 2015a). In a research by Cho (2010), he emphasizes the sociocultural and economic impacts of *Hallyu* in Malaysia, but hardly addresses tourism impact. Other studies focus on tourism, but concentrate on countries such as Korea, Japan, China, Taiwan and Singapore (Kim et al, 2007; Hirata, 2008; Kim & Wang, 2012). Apart from tourism, studies commonly emphasize the sociocultural impacts, include the influence on females in society, media-cultural exchange and globalisation issues (Fu & Liew, 2005; Kim, 2005; Shim, 2005; Chung, 2010; Ko, 2010; Shim 2010).

Although film-induced tourism and its influence on destination image is not a new topic and has been widely studied since the 1990s, the majority of studies however, focus on the Western Region, particularly on movie-induced tourism (Riley, Baker & Van Doren, 1998; Busby & Klug, 2001; Tzanelli, 2004; Hudson & Ritchie, 2006; O'Connor, Flanagan & Gilbert, 2008; Vagionis & Loumrioti, 2011; OConnor & Kim, 2013; Rajaguru, 2014). Hence, studies about drama-induced tourism in Asia are relatively scarce. Additionally,

very few studies have been done on the interrelationship between K-drama and its projected destination images. Therefore, the impact of K-drama on other Asian countries should be emphasised, especially to determine if drama-induced tourism might turn out be a flickering phenomenon which easily evaporates after a short period, continuous study should be conducted (Kim et al., 2007).

1.2 Research Problem and Questions

The previous section has shown that the number of Malaysians that visit Korea has been dramatically increased since the year 2000 (Korea Tourism Organization, 2015a). One of the important components is caused by *Hallyu* (J.J. Yun, personal interview, April 2003). However, very few empirical studies have been done in Malaysia, particularly on the impact of K-drama towards tourists' behaviour since K-drama is part of the element that derives the *Hallyu* phenomenon. Compared to the existing studies, the majority of researches focus on mono-ethnic counties, namely Japan, Taiwan, China and Thailand (Fu & Liew, 2005; Kim, 2005; Kim et al., 2007; Shim 2005; Hirata, 2008; Chung, 2010; Ko, 2010; Shim, 2010; Rittichainuwat & Rattanaphinanchai, 2015). Meanwhile, in Malaysia, studies such as bilateral relationships between Malaysia and South Korea and pop-culture among Malaysian youth have been studied (Cho, 2010; Lim, 2015) but few have been done about K-drama and its influence among Malaysian tourists.

Malaysia presents an interesting context within the nation. The composition of Malaysia's population is multiracial, which consists of *bumiputera* (Malay Muslims and indigenous, 67.4%), Chinese (24.6%), Indian (7.3%) and others (0.7%) (Department of Statistics Malaysia, 2011). Furthermore, among the three major ethnicities in Malaysia, the Malay group is predominant, practices Islam, has dietary restrictions that emphasise the inclusion of *Halal* foods and observes Malay traditions (Henderson, 2003). Research indicates that Malaysia provides the largest number of inbound tourists to Korea out of the

57-member countries of the Organization of Islamic Cooperation (OIC) (Kim, Im & King, 2015). Due to the multicultural background of Malaysia and the popularity of K-dramas, Malaysia serves as a potential destination for research. In particular, the study proposes the following research question:

1. How the Malaysian tourists' socio-demographics influence their travelling process in South Korea?

Given the different ethnic backgrounds of Malaysia and Korea, to what extent these backgrounds have influenced Malaysian tourists' travelling modes to Korea has yet to be examined, especially concerning Malay tourists that adopt Muslim practices; while Chinese tourists have similar practices with Koreans as both have been heavily influenced by Chinese culture due to the sinification impacts of the ancient Silk Routes (Honey, 1996). In addition to K-drama as a media to deliver cultural meanings and values of the place to audiences before their trip, does it help tourists to be ready to visit a strange environment and enjoy the novelty of Korea? All these reflect the tourist's typology in international tourism (Cohen, 1972). Hence, the study proposes a second research question:

2. What are the impacts of different travelling modes that influence the tourists' travelling process?

Furthermore, in regard to the K-drama and tourism industry, K-drama is critically important as a trigger for the tourism industry in Korea as it functions as an organic agent that transmits images of the destination to audiences (Gunn, 1972, in Mill & Morrison, 2002). In addition, destination image is a critical factor in the destination choice process (Mayo, 1973, in Hunt 1975; Goodall, 1990). Plenty of studies on destination image have been done since the 1970s, namely on conceptual works (Hunt, 1975; Stabler, 1990; Gallarza, Saura & Garcia, 2002); the image formation process (Dann, 1996; Gartner, 1993; Baloglu & McCleary, 1999; del Bosque & San Martin, 2008); image assessment and

measurement (Phelps, 1986; Echtner & Ritchie, 1993); factors influencing destination image (Beerli & Martin, 2004); and destination image incorporated with tourist profiles and travelling behaviours (Chi & Qu, 2008; Murphy, Benckendorff & Moscardo, 2007). A study that focuses on South Korea has been done and is an early work of Chon (1991). Yet, the related study of K-drama and destination image still lacks empirical research. Therefore, this study proposes two additional research questions:

3. What is the difference of drama-watching and non-drama-watching Malaysian tourists concerning the travelling process in South Korea?
4. What are the destination image attributes that are projected from Korean dramas?

1.3 Research Objectives

In an extension of the research problems and questions proposed in the previous section, this section summarises three main objectives of the study. In conjunction with the popularity of K-drama and the dramatic increase of Malaysian tourists' arrivals in Korea, this study aims:

1. To investigate the influence of Korean drama on the Malaysian tourists' motivations, experiences, and satisfactions.
2. To identify the Malaysian tourists' backgrounds who are outbound to South Korea.
3. To explore the different dimensions of projected images from K-dramas.

1.4 Research Hypotheses and Framework

Based on the research questions, eight hypotheses and a research framework are proposed to determine how Korean drama has influenced the Malaysian tourists' travelling process, including motivations (pre-trip), experience (on-sites), satisfaction (post-trip). The research intends to investigate the different socio-demographics background which have

different impacts on the travelling process, namely age, gender, ethnicity, marital status and education level. In addition, the study also examines how tourists' travelling modes have impacts on the travelling process. Therefore, six hypotheses are presented:

H₁: The age of the tourist influences the travelling process.

H₂: The gender of the tourist influences the travelling process.

H₃: The ethnicity of the tourist influences the travelling process.

H₄: The marital status of the tourist influences the travelling process.

H₅: The education of the tourist influences the travelling process.

H₆: The travelling mode influences the travelling process.

In order to further investigate how Korean drama and its projected images influence the travelling process, another two hypotheses are proposed:

H₇: Watching Korean drama influences the travelling process.

H₈: Projected-K-drama-images influence the travelling process.

The hypotheses and research framework are illustrated in Figure 1.1. Further details and explanation about the research framework and sub-hypotheses are discussed in Chapter Two.

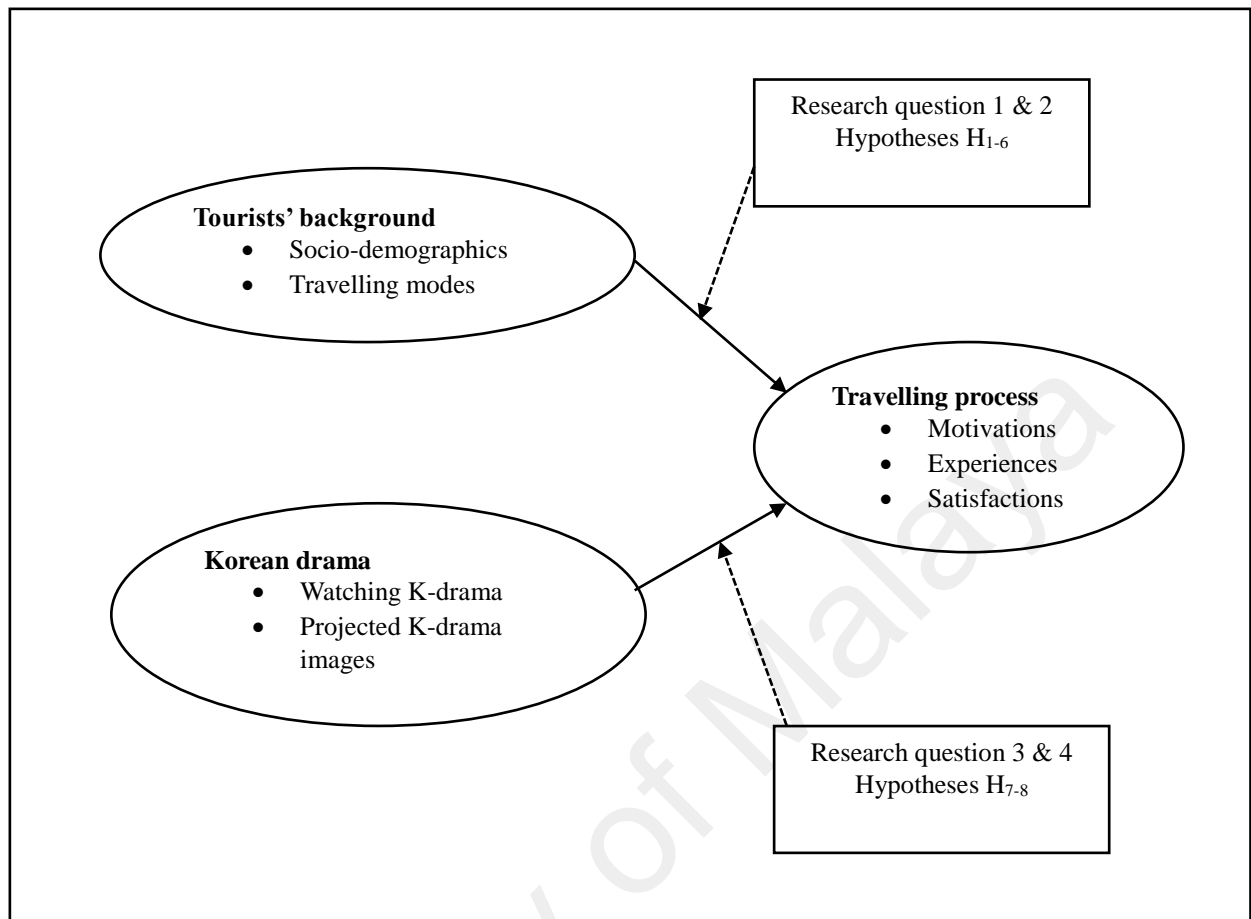


Figure 1.1: Research hypotheses and framework.

1.5 Significance of Study

There are several significant reasons why this study was conducted. First, tourism is not a uniform industry; tourist travelling patterns change due to various known or unknown factors. Hence, understanding the latest tourist behaviours, namely their motivations, satisfaction and characteristics, the collection of this data will allow for the enhancement of the particular destination image of interest through its promotion or continued use in future dramas. This could result in improvements that better suit tourist behaviours and lead to enhancements of the location with regard to competing destinations. Second, K-drama is a newly emergent tool to promote tourism destination in Korea. Understanding the pre-trip and post-trip impacts and consequences that drama creates are relatively attractive to this tourism study, especially with the inclusion of contemporary cultural elements into this

discipline. Third, this study attempts to explore different dimensions of destination images that are projected from K-drama.

1.6 Research Paradigm

In social science research, understanding the research paradigm helps to provide a foundation for conducting a research because it aids in the understanding of which approaches (quantitative, qualitative and mixed methods) should be adopted into a study (Creswell, 2014). Generally, there are three paradigms most commonly applied in modern research—postpositivism, constructivism and pragmatism (Creswell & Clark, 2011). In this study, a pragmatism worldview is adopted because it employs a problem centred focus; and it also utilises pluralistics—which means multiple methods of data collection are applied to address the research problem.

A pragmatic worldview is approached as this research studies the tourism industry and tourist's behaviours, especially focusing on Malaysian tourists which consists of complicated components, such as multi-ethnics and a wide age range from different educational and marital backgrounds. By fully adapting previous studies into this research outline may not be appropriate for two reasons. First, previous studies focused on mono-ethnic countries, like Japan, Taiwan, China and Thailand (Fu & Liew, 2005; Kim, 2005; Kim et al., 2007; Shim 2005; Hirata, 2008; Chung, 2010; Ko, 2010; Shim, 2010; Rittichainuwat & Rattanaphinanchai, 2015), which is unlikely to be able to project the situation in Malaysia as the tourism industry is heterogeneous and comprises various characteristics.

Second, the objectives of this study are not only to investigate the socio-demographic differences, but also to identify what are the images that are actually projected

from K-dramas. This is a relatively new exploration and requires multiple research angles to construct the images attributes. In fact, post-positivism or a deductive approach will constrain the research problem instead of allowing for the exploration of another new construct. Therefore, this study has accommodated a pluralistic approach—pragmatism, in order to investigate and improve the understanding of the research problems.

1.7 Thesis Summary

In sum, the aim of this study is to investigate the current trend of Malaysian tourists who travel to South Korea, and gain insight into the impacts of Korean dramas among Malaysian tourists. In Chapter I, an introduction of South Korea as a research destination and how the emergence of the Korean Wave has had an impact on Malaysia outbound tourists was presented. In addition, an overview of the research problem, objectives and significance of study were discussed. Lastly, the paradigm of the research philosophy was reviewed. Meanwhile, in Chapter II, literature reviews on the evolution of tourism: history of ancient travel, development of modern tourism, and Special interest tourism—Film tourism, were addressed. Furthermore, the importance of destination image formation and marketing perspectives were emphasized in order to provide a better understanding on how the research framework was constructed.

Chapter III presented an overview of the research methodological approach. Four path models were suggested in order to answer the four subsidiary problem statements; hypotheses were proposed in each path model to analyse the relationship between variables. Chapter IV meanwhile, reported on the analysis and findings. In order to examine the study from a wider angle, qualitative and quantitative approaches were applied. For quantitative, SPSS 18 software was applied for Univariate and Multivariate analysis; meanwhile, the software Atlas.ti was applied in the qualitative analysis to manage the coding in a systematic way.

Finally, Chapter V has extensively discussed the research findings and implications were proposed for managerial and academic application. Research limitations were underpinned for future study. Additionally, closing statements to end the entire study were underlined.

University of Malaya

CHAPTER II: LITERATURE REVIEW

In this chapter the following issues are discussed: an overall review of tourism development from the past to the contemporary, the importance of destination image, and tourist's motivation and behaviours. It is divided into the following sections, Section 2.1: tourism terminology, Section 2.2: evolution of tourism, Section 2.3: destination image, Section 2.4: tourist motivation and satisfaction, Section 2.5: summary of literature review and Section 2.6: research framework, where path models are discussed based on previous literature reviews. This chapter is concluded with Section 2.7: chapter summary.

2.1 Application of tourism terminology.

During the medieval era (fifth to 15th century), the terms *tour* and *tourism* were not applied. Instead, the word *travail* was used, which carried with it a meaning of torture from its root word (Leiper, 1983). In the past, *travail* was used to describe the feelings during a journey, as people felt travailed due to the difficulty of walking or riding the rough roads and from exposure to extreme weather. Later, the term *travail* evolved into *travel* and brought with the change new meaning; to go from one place to another (Leiper, 2004).

At a later time, the word *tour* is applied and is a root word from the French context *tower*—given the traditional meaning of circular. Later in 1811, the etymology of *tourism* is officially applied by the Oxford English Dictionary with the root word originating from the Greek which is described as circle (Leiper, 1983). He explains that tourism "...involves a circular itinerary in that tourists return to their point of origin, home." (p. 277).

It is difficult to define the exact meaning of “tourism” as it involves holistic, economic, technical and heuristic aspects. From the holistic element, tourism is defined by all the facets of the subject:

It is a system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points en route. The elements of the system are tourists, generating regions, transit routes, destination regions and a tourist industry. These five elements are arranged in spatial and functional connections... (Leiper, 1979, p. 404)

Meanwhile, Smith (1988) involves economic aspects and defines tourism as an industry; it supplies services and products in response to the needs of the tourist. Similarly, Hunt and Layne (1991) suggest that “Tourism ...describe the activity of people taking trips away from home and the industry which has developed in response to this activity.” (p. 11).

Alternatively, the World Tourism Organization (UNWTO) defines both tourist and tourism from a technical aspect; the terms are categorised for statistics reports. These definitions included:

- *Travel* refers to the activity of travellers. A *traveller* is someone who moves between different geographic locations for any purpose and any duration...travel within a country by residents is called domestic travel. Travel to a country by non-residents is called inbound travel; whereas travel outside a country by residents is called outbound travel...A *visitor* is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by residents...

- *Tourism* is therefore a subset of travel and visitors are a subset of travellers...a visitor is classified as a tourist if his/her trip includes an overnight stay... (UNWTO, 2010, p.9)

However, in the nature of research, the definition of 'tourism' should be defined as a heuristic concept (Leiper, 2004). Unlike technical definitions, a heuristic definition does not conform as with a technical interpretation; in fact a heuristics concept defines *tourism* and *tourist* by adapting the purpose and focus of a particular research. In order to adapt the purpose of this study, the researcher has focused on film tourism, which is defined as media-related tourism. In this case, Korean drama (K-drama) induced tourism is discussed in particular. Tourists (or respondents) are Malaysian who reside in Malaysia and who are taking a trip to South Korea for leisure purposes through either a package tour or independent trip, with a minimum stay length of two days. The details of film tourism and the respondents approached have been further discussed in 2.2.2.1 and Chapter III.

2.2 The Evolution of Tourism

2.2.1 Ancient tourism

The Ancient & medieval age. The very first movement of people happened in 776BC when the first Olympic Games were held in Greece (Young, 1973). It is documented that visitors travelled to Mount Olympus from all over Europe and the Middle East. Travelling activity in the Roman Empire significantly increased, particularly during the conversion of the Roman Empire to Christianity in AD312 which had encouraged pilgrimage activities (Shackley, 2006). However in the late fourth century, civil wars and the outbreak of plagues led to a decrease in travel.

The Grand Tour. In the mid-15th century, the Renaissance reformation (Duiker & Spielvogel, 2010) had revived travel activity. In addition to the invention of printing (Carter, 1955), travel activity throughout Europe, especially in art and culture, had stimulated

educators and elite groups to venture farther from their original country to seek knowledge. Later, art and cultural travel expanded and was institutionalized into what was to be known as the Grand Tour in the 17th and 18th centuries (Towner, 1985). During this period, travel was perceived as a part of the education system and was particularly popular among members of the upper class who wished to become lawyers, administrators, or soldiers. Later, upper class society extended their travel interests into health tourism, spas and sea treatments.

Spas & Resorts. The growth of spa tourism occurred in England around 1550–1820 when Richard Nash, a well-known gambler transformed the city of Bath from a country spa to the social capital of England (Paige & Harrison, 1988). Ostensibly, people visited Bath to bathe. Nonetheless, they also went to display their opulence and social activities were a common practice during the vacation. Over time, the function of the spa evolved from a social practice into a medical treatment. However, spas were challenged by the development of seaside resorts after the presentation of “Dissertation on the use of seawater” by Dr. Rusell in 1752 (Lickorish & Jenkins, 1997), which was perceived as another vacation option by the upper class.

The railway age. The seaside resort had expanded to the middle class society due to the Industrial Revolution in 1750. The shift of working mode from farmer to factory labourer had generated spare time and money among the middle class. In addition, the innovation of locomotion had successfully facilitated the nature of travel by using trains (Young, 1973). Furthermore, the offering of the package tour by Thomas Cook had generalized the travel population of the upper class by including the middle class; travel became a leisure lifestyle for more of society.

Interwar and after 1945. After World War I in 1918, technical advances brought

about great changes in social life and travel activity. The period between WW I and WW II (1918–1939) had increased the transatlantic flow, especially in its peak between 1930 and 1931 (Lickorish & Jenkins, 1997). After World War II in 1945, there were three factors that had furthered the tourism industry: i) transportation improvement (eg. aviation development); ii) social emulation (eg. opening up of political complexions after the fall of communist countries in Eastern Europe); and iii) innovation of entrepreneurs (eg. growth of media advertising and promotions) (Towner, 1995; Yeoman, 2008). Thereafter, modern tourism gradually increased and in the contemporary era it has become a commonplace component of leisure activity.

The Silk Road. Meanwhile, concerning the history of travel in the Asian region, the Silk Road was one of the earliest events that had been widely recorded in China during the Han Dynasty from 206BC–25AD. The Silk Road was formed from many different routes that had been especially well-established during the Tang Dynasty (618–907AD). A total of seven routes were recorded as passageways and connected to Korea, Japan, Mongolia, Europe, Africa, as well as West and South Asian countries (Chu & Huang, 1992; Wang & Yi, 2005). According to Wood (2003), the physical and social environments were great barriers along the routes. Physically, travellers had to pass through extreme climates; while language barriers and cultural contrasts exacerbated the journey.

Different from ancient travel in Europe, the Silk Road functioned as a pathway for trading, pilgrims and diplomatic activities (Wood, 2003; DeFalco, 2007; Huang, 2000; Wang & Yi, 2005). Consequently, the Silk Road served as a channel where foods, technology, religions, culture, art, philosophy and belief systems were exchanged between China and its neighbouring countries (Chang, 1977; Wang, 2001; Huang, 2008; Anderson, 2009; Shackley, 2006; Yum, 2009). During the vigorous period of the Tang Dynasty, numerous delegations from Japan and Korea were sent to China for cultural, economic and

political learning (Chao, 2008). Therefore, the penetration of Chinese culture—‘*sinification*’ (Honey, 1996), has deeply influenced the societies of Japan and Korea, as some practices remain important in their modern society; such as the tea ceremony, religion, paper making and the consumption of various types of food.

In sum, the nature of tourism activity has evolved from the past to its current state due to factors such as technological innovation and changing market demands. Although traveling practices may have changed, the meaning remains similar in modern tourism. For instance, the Grand Tour has been replaced by education tourism; spa and seaside treatments have evolved into health tourism. The Silk Road is also gaining attention through heritage tourism due to its impressive historical sites (UNWTO, 2013). Indeed, modern tourism has adapted these earlier manifestations of tourism by adopting specifically relevant terms, or Special Interest Tourism (SIT), such as Sports tourism, Eco-tourism, volunteer tourism and film-induced tourism (Weiler & Hall, 1992; Riley, Baker, and Van Dorren, 1998; Wearing, 2001).

2.2.2 Development of modern tourism

While the previous section focused on the early age of tourism, this portion moves into a more complex context on how tourist behaviour has changed the manner of tourism in the modern era. Boorstin (1992) is one of the relatively early scholars who reviews the phenomenon of modern tourism in 1961 and describes modern tourism as a *pseudo-event*. Comparing it to the travelling era of the aristocracy (Grand Tour) in the early 19th century, he criticises that modern tourism has lost the meaning of travel. He points out that due to the enhancement of travelling facilities, publication of travel books and package tours made available in the twentieth century, changes have been triggered in the nature of travelling. Tourist interest is mainly because of curiosity about images from movies, newspapers, or travel books. In order to reinforce the traveller's idea that money for a trip has been well

spent, destination organisers prepare numerous events to meet tourists' expectations and maximise customers' experiences. He concludes on modern tourism in the following fashion:

Anywhere, we go more and more, not to see at all, but only to take pictures...travel becomes a tautology...Whether we seek models of greatness, or experience elsewhere on the earth, we look into a mirror instead of out a window, and we see only ourselves. (Boorstin, 1992, p. 117)

Apparently, K-drama is popular among Asians or even some other regions like America and Central Asia (K-drama, 2011). Due to curiosity, a place that is projected by the media—K-drama for example, destinations in Korea are involved in the act of being *gazed* upon by the audience because the projected place or landmark is perceived as a symbol or sign (Urray, 2002). Additionally, photography has become a part of this activity because tourists want to prove that they have been to a certain place. Media creates a bridge between tourism and the audience because it provides fantasy, imagination and happiness for viewers as these kinds of feelings barely occur in the daily life of an audience.

Tourism that involves gazing on a particular symbol or sign can be described as *semiotic tourism* (Mac Cannell, 1989). Semiotic can be defined as a communication process model or dealing with the meaning of a *sign*. In the semiotic model of communication, it involves *sender* and *receiver* where both are connected by a *medium* (MacCannell, 1989). Messages are broken into signs and signals which are then passed between sender and receiver by the medium. Providing a clearer description, Echtner (1999) incorporates Charles Sanders Peirce (1934) semiotics triangle framework into tourism studies, each angle is represented as the: *designatum/object* (tourism destination), *sign* (advertisement), and *interpretant* (potential tourist) (see Figure 2.1). In his context, the signs (advertisements) function as a medium that bring out the image of an object (destination) to the interpretant

(potential tourist). Consequently, it triggers tourists to visit the destination and this destination is a symbol to be gazed during the trip. In a later research, Hunter (2012) has adopted a similar concept in destination image projection (which will be further discussed in Section 2.3.1).

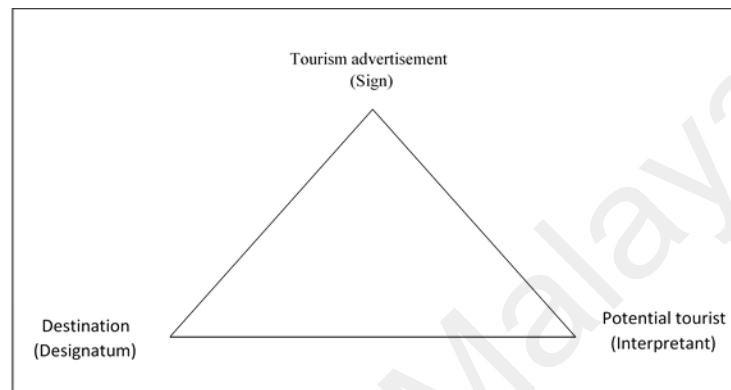


Figure 2.1: The tourism semiotic triangle—a tourism marketing rendition
(Adopted from Echtner, 1999)

Gazing on the symbol or landmark is not enough to fulfil the curiosity of the tourists; they are keen to experience the *authenticity* of a place during the trip. MacCannell (1973) describes authenticity seeking in modern tourism as a kind of *pilgrimage*—because in antiquity, travel originated out of religious pilgrimages, such as during the period of conversion to Christianity in the Roman Empire, as well as in era of the Silk Road. Pilgrims attempted to visit a place where an important religious event was held. MacCannell defines that the motive of a tour is likely similar to a pilgrimage in which it functions as a quest for an authentic experience. He suggests that the tourism space is a *stage setting* which provides a natural social situation for this type of tourist to experience authenticity. He implies Goffman's '*front-back*' dichotomy into tourism studies and suggests that the stage setting consists of six stages (from front to back stage). At a touristic stage, the front stage is cosmetically decorated to appear, or in some instances, to look like a back stage. For example, a seafood restaurant with hanging fish nets on the wall and duplicate supermarket

meat counter is displayed to present a back stage atmosphere. On the other hand, the back stage might be cleaned up and altered for tourists who occasionally glimpse in, such as the actual kitchen where food is prepared and cooked. However, the non-touristic back stage is restricted. Therefore, different touristic stages are designed to accommodate and support different levels of tourist beliefs about the authenticity of a place. Some tourists might stop at the level in the restaurant which is decorated like the back stage. Some tourists however, in order to quest for the most authentic place, might rather walk further into the back stage of the well-cleaned kitchen.

Concerning the consequences of stage setting in a touristic place, it has been criticised for leading to the commoditisation of the society in the host country, destroying the authenticity of the local culture and reducing the tourists' genuine desire for authentic experiences (Greenwood, 1982). However, Cohen (1988) argues that commoditization does not deteriorate the culture, instead it helps to maintain or revive declining artistic and cultural products as a result of tourist demand. He calls this a process of *emergent authenticity*, where he instead defines that "authenticity is not a primitive given, but negotiable...a cultural product...which is at one point generally judged as contrived or inauthentic may, in the course of time, become generally recognized as authentic..." (p.379). He proposes 'American Disneyland' as one of the classical examples.

Just how far a tourist could walk into the 'back region' to experience the authenticity and strangeness of a place though is relatively influenced by the typology of the tourist. Not all tourists are able to adapt to a completely strange environment along their travel experience due to two elements—*strangeness* and *novelty*, particularly in international tourism (Cohen, 1972). The majority of people are willing to experience novelty of the macroenvironment (host destination), however to a certain degree, he or she requires security in the microenvironment (familiarity environment or so called

‘environment bubble’). The microenvironment can be something that reminds the tourist of home, such as food, newspapers and people from their origin country. It also refers to situations where everything is arranged, such as a well-planned package tour by the home country agency and the tour guide who can speak both native and host languages. The majority of tourists are able to enjoy the novelty by providing them a strong base of familiarity that enables them to feel adequately secure. In this study for example, due to religious practices, Muslim travellers prefer to choose destinations with a mosque or other facilities that incorporate their religious practices in order to feel secure in a familiar environment. As a result, one of the influential factors with regard to the selection of a travel destination by Muslims is impacted by access to Islamic cultural necessities (Kim, *et al.*, 2015).

Therefore, tourist typologies are categorized into two major groups—institutionalized and non-institutionalized (Cohen, 1972). The former consists of two different tourists—*organized mass tourist* and *individual mass tourist*; while the latter includes *explorer* and *drifter* tourist. In other words, the level of familiarity (microenvironment or ‘environmental bubble’) for the organized mass tourist is at the maximum and novelty is at a minimum. They are the least adventurous among all the tourists; highly attached to the microenvironment, these tourists are typically attracted to a mass package tour. The individual mass tourist is similar, except that the itinerary is not entirely pre-planned. These tourists have a certain level of control over their own time and itinerary. This group is comparable to the ground tour¹ tourist who only purchases the day(s) tour from the host destination.

In contrast, the drifter seeks a level of novelty that is at the highest while familiarity

¹ Ground tour - Differs from package tour in that the number of group members is smaller (two people are usually the minimum) and the length of the trip is shorter (usually 4 days). Air fare and tour leaders are not included, tourists will be guided by destination tour guides upon their arrival (This term was defined by travel agencies during the Malaysian Association of Tour & Travel Agents Fair [MATTA Fair], 2012).

is markedly low; they tend to prepare the entire trip on their own, living with the local people, sharing their shelter, food and habits. In order to sustain the trip fare, they often supplement their finances with temporary jobs. Unlike the package tourist, drifters have no fixed itinerary. The working holiday traveller is usually included in this group. This group is similar to the explorer but the level of familiarity for the explorer is not as low as the drifter as they look for comfortable accommodations and reliable transportation. Although the expectation of novelty is dominant, they do not completely immerse themselves in the host society, such as couch-surfing tourists.

An obstacle that often occurs in international tourism is the language barrier. From the sociolinguistic point of view, concerning local–foreigner (host–tourist) communication, especially in touristic situations, the tourist is assigned a higher situational status than the host or those who serve the tourist, whereby sociolinguistics refers to this situation as ‘*tourist talk*’ (TT) (Cohen & Cooper, 1986). Basically, the host and server who have a lower status are required to learn different *tourist languages* (TL) that are generally spoken by tourists so the host can communicate with them.

In the tourism industry, host and server are the parties who take the initiative to learn tourist languages because firstly, the tourism industry is a service industry, whereby a host is expected to fulfil the needs of tourists who hold a higher status, particularly in touristic situations. Secondly, tourists typically stay at destinations for only short periods (travel purpose) which differs from foreigners who travel for business purposes or long-term visits. Therefore, hardly any motivation exists for the tourist to learn a host language; this is especially the case when tourists are protected within the ‘environment bubble’ (Cohen & Cooper, 1986).

Moreover, it may be suggested that tourism could construct a *sense of place*. Sense

of place forms in two ways (Tuan, 1979). First, it can manifest in a visual or aesthetic sense—viewers are able to observe the beauty of the place. The second way is through the senses of hearing, smell, taste and touch. Unlike the visual sense, these senses require close contact and interaction with the environment. For example, upon returning from a trip an individual can articulate visual experiences through slides, words or photos (sense of visual); however exhilarate though, olfactory or tactile experiences reside in the individual privately and cannot easily be shared (sense of hearing, smell, taste and touch).

Hence, the sense of place of an individual towards the destination can be perceived more deeply through self-experience; the accomplishments of an individual can be articulated via education, for example through arts and propaganda (Tuan, 1975). He emphasises that “...arts and propaganda extrapolate beyond direct experience. Arts trains attention and educate sensibility; it prepares one to respond to the character of alien places and situations” (Tuan, 1975, p.162). Therefore, how well a tourist develops the sense of place towards a destination is dependent on the development of the sensibility of an individual’s inner-self. Yet, Tuan (1979) emphasizes that time is required to develop a profound sense of place, for example an extended residence coupled with a deep involvement.

2.2.2.1 Special Interest Tourism: Film tourism

Elaborating on the previous discussion, it has been suggested that “Special Interest Tourism” (SIT) functions as a stimuli to extend leisure interest in late modern society (Douglas, Douglas & Derret, 2001). Unlike mass tourism, SIT is perceived as a non-commercialised form of tourism which involves new forms of tourism such as rural tourism; adventure and nature-based tourism; cultural and heritage tourism; festival tourism and also film tourism (Trauer, 2006). The occurrence of SIT development was to initially examine the context of recreation specialisation in the mid-1970s with the definition:

...selective channelling of interests and abilities into a specific area. Typically the participants would be spending a lot of time engaged in activities within the area of specialization or be infrequently but intensely involved. The participant typically would have advanced levels of knowledge, skill and experience within the special interest area (Little, 1976; in Trauer, 2006, p.189).

In SIT, media provides a *sign* of special interest; these media include tourism brochures, magazines, books, films, and television content that create images to stimulate needs; wants and desires in the tourist so they might seek experiences for themselves in a particular place. Therefore, film tourism is perceived as part of SIT (Hudson & Ritchie, 2006) and helps to trigger potential tourists (audiences) to pilgrimage in an attempt to gaze at the sign, symbol or landmark that was transmitted by media. Besides, film not only serves as a sign transmitter but also delivers cultural meanings and values to the audience (Busby & Klung, 2001).

It is also important to define 'film tourism', such as media-related tourism, movie-induced, film-induced, cinematographic tourism, screen tourism and media pilgrim (Busby & Klung, 2001; Hudson & Ritchie, 2006; Vagionis & Loumiotis, 2011; Kim & Wang, 2012). In general, it comprises film, movie, TV programs and dramas. Hence, those people who purposely seek for the sites and sights that are seen on the silver screen are called film-induced tourists (Riley *et al.*, 1998). Additionally, Urry's, *The Tourist Gaze* (2002) proposes a reason why film is able to induce tourism:

...places are chosen to be gazed upon because there is an anticipation, especially through daydreaming and fantasy, or intense pleasure, either on a different scale or involving a different sense from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices such as film, TV, literature, magazine, records, and videos which construct and reinforce the gaze (p.

3).

Film tourism can be adapted to sense of place (Tuan, 1975) for an individual because it involves a sense of visual elements during the pre-trip by observing the beauty of the places through movie/drama watching. Then, tourists experience their sense of hearing, smell, taste and touch at the destination while travelling. By all means, how well an individual constructs the sense of place at the destination is influenced by level of knowledge he/she receive from the movie/drama because Tuan (1975) defines that individual knowledge becomes more articulate through education (such as propaganda) and education helps one to respond to novel places.

Meanwhile, from a marketing perspective; film embraces a few unique elements that have attracted destination marketers. First, compared to conventional advertisements, film provides several advantages: a) longer time frames for exploration by the audience, compared with short traditional advertisements; b) involvement and identification with the locations via attractive storylines; c) enhancement of the destination image, such as by involving well-known celebrities or use of special camera effects; d) increases awareness of the destination in different market segments because movies are a universally popular medium; e) movies are a non-sale form that allow the location to be discovered more acceptably by audiences compared to hard-sell tourism advertisements; and f) movies function as an in-home access media through which audiences can easily explore the destination anytime (Riley *et al.*, 1998).

Second, TV media not only transmits information about a destination, but it also serves as a tool to project the image of a destination (Riley *et al.*, 1998; Hudson & Ritchie, 2006; Hitara, 2008; Kim, Lee, Chon., 2010; Vagionis & Loumioti, 2011). This is relatively important because tourist behaviour can be influenced by a favourable destination image (Echtner & Ritchie, 1993). By putting a product (destination) into media, it may help to

affect the belief/behaviours of the audience towards the product (destination) (Balasubramanian, 1994, in Hudson & Ritchie, 2006).

Third, film does not only function as a channel to project images (Riley & Van Doren, 1992); storyline, existing sequence, and human relationships are some other pull factors that film provides to attract an audience to visit filming locations (Riley *et al.*, 1998). Moreover, *film language* such as ‘sound’, ‘sight’ and ‘emotion’ of the movie are guidelines to induce tourism (Hao & Ryan, 2013). Chung (2010) proposes that linguistic elements such as everyday words and slang have an influence in producing pleasure due to the context of intimacy. Intimacy refers to audience involvement and is perceived as a motivated state of expectation and active psychological participation in media content (Kim & Wang, 2012). Intimacy is important because tourists’ needs have to be alerted by information in order to convert motivation into a real trip (Goodall, 1990).

However, Kim *et al.* (2007) underpins four types of negative effects from film tourism on the destination. These effects include traffic congestion; over-exploitation and over-commercialisation; as well as false perceptions or an inauthentic image of the place. Over-marketing a place can lead to human and traffic congestion because tourists may visit the place at the same time the movie is released. Secondly, over exploitation of a destination in the film might degrade tourist satisfaction, particularly when a gap occurs between the authentic appearance of a location and depictions on the screen. Furthermore, over-commercialised destinations have led to increases in the product prices of a destination. Privacy of local residents can also be invaded by the tourist activities such as photo-taking. Lastly, tourists might develop inaccurate perceptions or inauthentic concepts of a place image when the storyline of a movie does not reflect the actual image of the destination.

In general, there are two groups of scholars in film tourism study. One group has

focused on western movie/series, such as *Lord of the Ring* in New Zealand; *King Kong* and *Star Wars* from *Universal Studios*; and *Notting Hill* in Notting Hill, Yorkshire in England (Tzanelli, 2004; Busby & Klug, 2001; Riley *et al.*, 1998, O'Connor, Flanagan & Gilbert, 2008). Meanwhile, the other group emphasises on drama in Asia, specifically in Korea, including dramas such as *Deajanggeum*, *My name is Kim Sam-soon*, and *Winter Sonata* (Kim & Wang, 2012; Chung, 2010; Kim, Agrusa, Lee & Chon, 2007). The research focal points for both groups are comparatively different in terms of geographical location and media genre. The former group is commonly focused on the Western region and movie production; while the latter focuses on drama production in the Asian region.

Although both are generally viewed on a TV screen with movies typically being designed to be performed within only a few hours of running time, dramas in contrast are formulated with more detail so as to provide important elements over a longer period. (Kim & Wang, 2012). Additionally, with the longer time frame, the storyline tends to embrace multifarious content. Furthermore, the storyline of a drama usually involves daily practices of the routine of an audience that is always including themes centred on love, jealousy, ambition, death, friendship and marriage. Most importantly, through the serialisation of a drama, the audience develops a sense of involvement over time and the 'cliff-hanger' at the end of each episode maintains this attachment which encourages the audience to continue watching. In addition, it provides a space of imagination for the audience to speculate what might come next.

In the case of drama-induced tourism, Korea is particularly successful and the impact on tourism has dramatically increased. The impact began to occur as far back as the late 1990s when the dramas were being exported to neighbouring countries. Korea as a destination has especially gained in popularity since the broadcast of the drama *Winter Sonata*, particularly with female tourists (Kim *et al.*, 2007; Hirata, 2008). According to Ang

(1985, in Chung, 2010), the reason female audiences become easily attached to the drama is because the storyline has affirmed feelings that they experience in real life. Pleasure emerges when feelings develop from watching the drama, especially when an audience identifies similarities between the characters in drama and their personal life. These tourists become attached to these dramas because of the kindness of the characters, the beauty of the Korean dramas and the strong family relationships (Hirata, 2008). Therefore, tourists are not only hoping to take part in the fantasy and new experiences by visiting the filming locations but also to become immersed in the physical reality of Korea.

2.3 Destination Image

There is an abundance of film tourism/drama-induced tourism studies, however, relatively few underpin how drama-induced tourism and destination image have been tied together. In the previous discussion, drama is perceived as a tool to project a destination image that trigger the audience (potential tourists) to visit actual scenes from a drama. The attributes of a destination (as signage) from a drama and *film language* have given the audience a chance to form a fantasy or develop their imagination of the place, also called destination image.

Destination image is not a new topic in tourism studies, it has been reviewed by many scholars since the 1970s and has mainly focused on country and city images (Pike, 2002). In general, these studies focus on conceptual works (Hunt, 1975; Stabler, 1990; Gallarza, Saura & Garcia, 2002); the image formation process (Dann, 1996; Gartner, 1993; Baloglu & McCleary, 1999; del Bosque & San Martin, 2008); image assessment and measurement (Phelps, 1986; Echtner & Ritchie, 1993); factors influencing destination image (Beerli & Martin, 2004); and destination image incorporated with tourist profiles and travelling behaviours (Chi & Qu, 2008; Murphy, Benckendorff & Moscardo, 2007). Meanwhile, Chon (1991) is one of the early scholars who studied the destination image of

South Korea by comparing the pre-trip and post-trip.

Baloglu and McCleary (1999) define destination image as “a set of beliefs, ideas, and impression that people have of a place or destination...image as a total perception of a product that is formed by processing information from various sources over time”(p. 871).

In order to describe image and its relevance to tourism, Stabler (1990) defines:

...image to be the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group have of a particular object or place. Images, therefore, form part of consumers' decision-making processes in that they will influence the choices they make. (p. 134)

Most importantly, perceived images can trigger an individual to convert travel motivations into a real trip (Goodall, 1990). In the subsequent portion, issues on the role of destination image from the marketing perspective, destination image components and factors influencing destination image are discussed.

2.3.1 Destination image formation.

A complete destination image is formed by two different images, specifically the primary and secondary image (Phelps, 1986). Both the primary and secondary images are experientially related. Moreover, destination image consists of three different components known as the cognitive, affective and conative component (Gartner, 1993; Dann, 1996). These three components are hierarchically interrelated.

Secondary image is formed prior to development of the primary image. This can originate from a variety of media, some of which include external information sources, such as advertisements, books, brochures and electronic formats. The formation of the

secondary image may trigger motivation to gaze upon the source of this image. This ultimately leads to the establishment of the primary image through a real visitation

experience.

The cognitive component is defined as “the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes. The amount of external stimuli received about an object is instrumental in forming a cognitive image” (Gartner, 1993, p. 193). He continues by defining the affective component as “related to motives one has for destination selection. These motives determined what an individual wishes to obtain from the object being considered thus affecting object valuation” (Gartner, 1993, p. 196). Conative, the third component, “is analogous to behaviour because it is the action component” and has a direct relationship with the other two components (Gartner, 1993, p. 196). In other words, an image of a place is initially formed via the belief possessed by an individual, then out of intentions developed concerning the place, is finally formed as a result of the action performed to visit the place.

In the earlier stages of destination image, researchers focused more on how an image is formed internally with relation to the individual. Meanwhile in a recent study, Hunter (2012) proposed how an image is formed by adapting previous studies. He suggests that destination image is developed from three interrelated components: *destination imagery*, *perceived destination image*, and *projected destination image*. Destination imagery is the image which is generated from the topography of a touristic place, such as the arrangement of the natural and man-made physical features. Its formation is a combination of the denotative (sign) and connotative (cognitive), leaning more to objective representation. Meanwhile, perceived destination image is an individual’s subjective representation of the place. The image is formed through direct marketing strategies and personal experience (Gartner, 1993; Dann, 1996). Essentially, this image is deliberately used to expose the projected image to the audience (or potential tourists). However, the perceived image might be entirely irrelevant to the visitor’s experience (Stabler, 1988, in

Hunter, 2012). Lastly, projected image is an iconic feature of the place, which is an effort on behalf of government authorities and the private sector. The image is created and packaged in printed or electronic forms for the purpose of marketing and promotion, such as through free brochures for tourists in the airport to promote attraction points.

Hunter's work also reflects on the semiotics triangle framework of tourism marketing (Echtner, 1999), namely the *sign* (from the brochures/advertisement), *destination* (the projected images) and *interpretant* (the potential tourist/receiver). In other words, Hunter's destination image has embraced the components of Gartner (1993) and Dann (1996), which involve affective and personal experience (perceived image) as well as cognitive (destination imagery), in which both reflect the secondary image of Phelps's. Additionally, Hunter (2012) made a point to indicate that the perceived image might not reflect the experience of a tourist. This is because the real experience will affect the post-visit image and experience is a good indicator of tourist satisfaction (Beerli & Martin, 2004).

In order to form destination image, certain transmission agents are needed (Gartner, 1993). Gunn (1972, in Mill & Morrison, 2002) suggests that there are two types of agents to form the cognitive image, specifically induce and organic agents. The induce agent is tourist-directed information which functions as marketing efforts of destination promotions; meanwhile the organic agent involves sources which are not directly associated with destination area, such as newspapers, TVs, magazines and non-tourist information. The organic image tends to be the antecedent of the induce image (Gunn, 1972). Therefore in this study, drama is perceived as an organic agent to transmit destination images.

With the combination of Gunn's image agent (1972) and Phelps's image formation (1986), Gartner (1993) proposes a collective agent which comprises eight of them (see

Table 2.1). The list incorporates from report to movie; celebrity to travel institution; word-of-mouth to an individual's experience.

Table 2.1: Types of information agents

Information agents	Description
i) Overt induce I	consists of traditional advertising by destination marketer, such as TVs, radio, brochures, printed medias
ii) Overt induce II	consist information received from tour operators, organizer but not directly from particular destination area
iii) Covert induce I	the use of well-known spokesperson to overcome credibility problem inherent in overt induce I, developing destination image supported by celebrity
iv) Covert induce II	reader influenced by this agents is not aware that destination promoters are involved, these agents are such as articles, reports or stories
v) Autonomous	consist of independent reports, documentaries, movies, news. Autonomous involves two sub-categories: news and popular culture
vi) Unsolicited organic	unrequested information received from individuals who have been to the destination, or believe the existence of the place
vii) Solicited organic	an active information search about the destination by the potential tourist, or so called "word-of-mouth" information
viii) Organic	information which based on previous visitation/experience to the destination

In order to measure a person's perception of a destination, an extensive conceptual framework should be applied which comprises not only the agents, but also personal factors (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Personal factors refer to tourist social-demographics, motivations and vacation experiences (see Figure 2.2 & Figure 2.3). From the frameworks, it is indicated that personal factors and information agents are important elements for destination image formation. Furthermore, Beerli & Martin (2004) emphasises that the cognitive image leads to affective image formation, and then both images emerge to form an overall image.

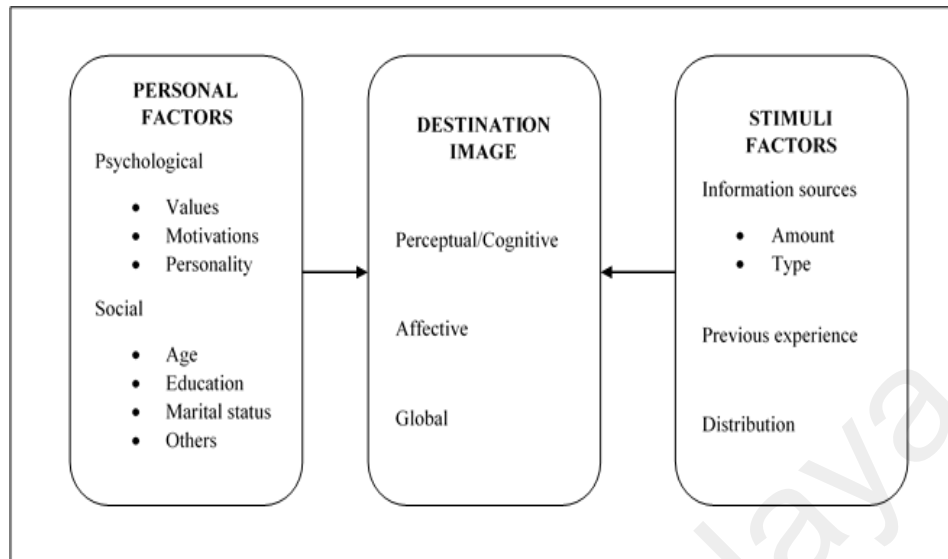


Figure 2.2: General framework of destination image formation
(Adopted from Baloglu & McCleary, 1999)

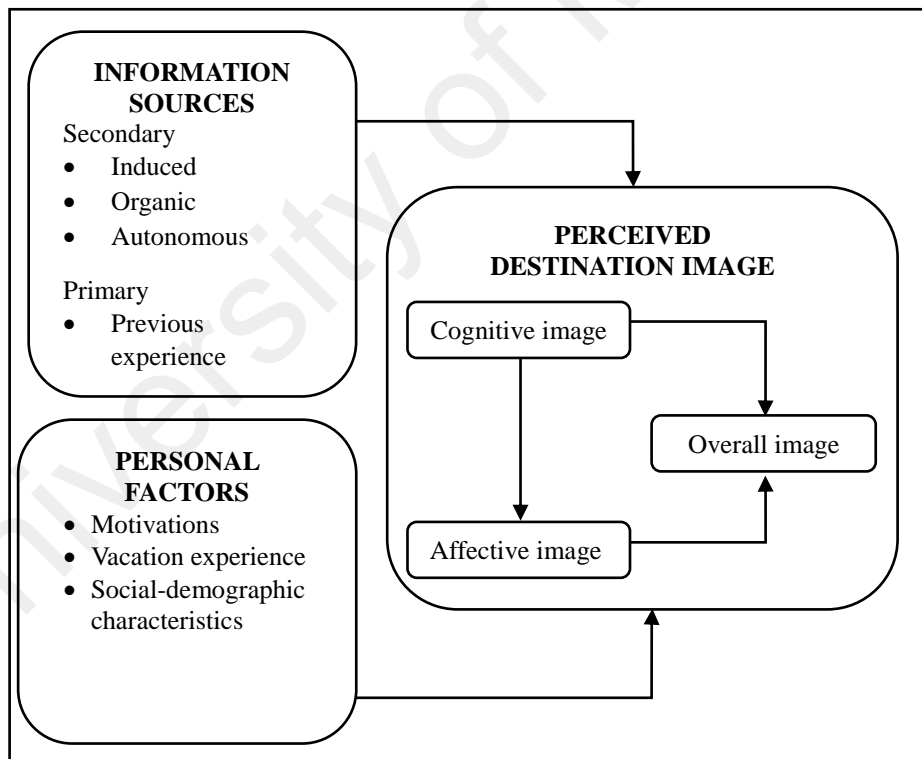


Figure 2.3: Model of the destination image formation
(Adopted from Beerli & Martin, 2004)

2.3.2 Tourism marketing perspective

Mayo (1973) suggests that “the image of a destination area was a critical factor in the destination choice process” (in Hunt, 1975, p. 1). Lee and Lockshin (2012) also emphasise that destination image is an important aspect for tourism destination marketing (TDM) because it can influence the decision making process of the tourist (Stabler, 1990). Therefore, positioning of a unique image can enhance the competitiveness of a place (Klenosky, 2002).

However, before the positioning of a product (destination) image, it is essential to understand consumer behaviour. Sirgy and Su (2000) underpin that consumer attitude towards a product (destination) is reflected by an individual’s self-image. The closer the destination image aligns with the tourist’s self-image, the greater the chance for the potential tourist to visit the destination. One of the significant factors is *age*. The younger the age of the tourist, the more positive perceptions are concerning the destination image and self-image and the higher the satisfaction level; elderly tourists on the other hand are less concerned about the destination image and self-image (Murphy *et al.*, 2007). Apart from consumer self-image, product (destination’s) image has to reflect the consumer’s lifestyle because travelling nowadays is about experience, fulfilment and rejuvenation (King, 2002). He suggests that “marketers need to assert themselves in lifestyle marketing and focus more on what customer would like to see in and of themselves rather than on the physical properties of the product or service that being promoted” (in Murphy *et al.* 2007,p. 47).

2.4 Tourist Motivation and Satisfaction

Tourism studies is not only about the nature of tourism itself. In order to picture the

study as a whole, motivation and satisfaction are essential elements and cannot be separated out of tourism studies. In this research, destination image of a drama is an important element because it can motivate an individual to travel.

The etymology of “*motivation*” is derived from the Latin “*movere*” which means to move. The word “*motivation*” is applied when it relates to tension and requests to restore the disequilibrium of one’s *self-centre*; and this is expected to be restored once the needs are fulfilled and satisfied (Crompton, 1979, Cohen, 1979). From the aspect of tourism, a tourist who does travel is performing a *temporary action* of getting away from his/her own *self-centre*. However, if tourism became the *centre* of an individual, this individual would be perceived as *deviant* and who is escaping from the duties in his/her society (Cohen, 1979).

Apart from *self-centre*, travelling motivation can be explained through push and pull factors. The former is used to “...refer to the tourist as subject and deal with those factors predisposing him to travel, (eg. escape, nostalgia, etc).” (Dann, 1977, p. 186). Meanwhile, the latter is referring to the attributes of a destination which attract the potential tourists, such as the weather or the landscape. In other words, a push factor is perceived as an internal force (psychological aspect) while a pull factor is an external force (destination attributes). Although both are treated as motives, the push factor is often an antecedent of the pull factor (Dann, 1981). Initially, Dann (1977) suggests two types of push motivations—*ego-enhancement* and *anomie*; where the former is used to enhance socioeconomic status by utilising travel opportunity for self-recognition. For example, by visiting a prestige resort, it may be assumed that an individual has a greater status because he/she is able to afford to pay for good accommodations; or by visiting a place which has a lower social status than oneself, then he/she can be gloated over by the host community. Meanwhile, *anomie* means “to get away from it all”, where an individual seeks for external

social interaction and communication beyond his/her original society.

Additionally, push motivations also include *escape, exploration & evaluation, relaxation, prestige, regression, kinship enhancement* and *social interaction* (Crompton, 1979). Escape refers to a temporary change of a mundane environment, such as away from the daily working routine or residential locale. The motive of exploration and evaluation relates to re-evaluating or discovering more about oneself. Self-discovery emerges when faced with a new situation, such as in the novelty of a physical and social context. Relaxation refers to a mental state rather than a physical relaxation because most tourists indicate physical fatigue upon their returning home after spending time to pursue activities of interest. Similar to ego-enhancement (Dann, 1977), prestige might be a primary motive to travel. However, Crompton has emphasised that prestige might reduce with frequency of exposure because travel has become an indigenous lifestyle rather than a symbol of a higher status lifestyle. Regression meanwhile, explains that travel provides an opportunity for the tourist to do things which are extraordinary and outside of their usual lifestyle, such as activities that are irrational, childish or immature. In addition, travelling provides a chance to enhance familial relations and social interaction. For example, vacation provides a medium to get to know new people from different locations or a chance for family to gather together and strengthen bonds with each other.

Apart from psychological application, push motivations also consist of cultural motives, such as education and novelty (Crompton, 1979; Goodall, 1990). Education motives are indicated as an intention to develop one's intellect or academic experience, consequently, destination selection will become a primary consideration. Unlike education, novelty is defined as a new experience but unnecessary to be entirely new knowledge, it emphasises on seeing something in actual form rather than knowing it vicariously. As such, in this context, the intimacy from the drama triggers the internal push motivations of an

individual, whereas the projected destination images from drama are perceived as external pull motivation.

Nevertheless, motivation could not stand as a whole in tourism. Satisfaction should be included to reflect pre-trip motivation and the expectations of a tourist. In fact, motivation and satisfaction are interrelated in a positive manner, but not in an equal state. This is because motive comes before an experience, and satisfaction occurs after the experience (Dunn Ross and Iso-Ahola, 1991). Meanwhile, Crompton (1979) suggests that satisfaction is not derived from a destination's attributes (pull factor); instead, satisfaction is relevant to the social or psychological factors of an individual (push factor). In addition, satisfaction affects the loyalty of an individual towards a visited destination (Yoon & Uysal, 2005). Chi and Qu (2008) emphasise that the higher the level of satisfaction, the higher the destination loyalty; this prompts the enhancement of destination competitiveness.

Satisfaction level can be measured based on the confirmation of an individual's expectation. For example, satisfaction can be measured as *confirmation* or *positive disconfirmation* from an individual's expectation. Meanwhile, dissatisfaction is measured as negative disconfirmation (Pizam & Ellis, 1999). Additionally, satisfaction can be measured from three different aspects, namely product material, behaviour/attitude and environment (Reuland, Choudry & Fagel, 1985). In a restaurant for example, the product material includes the food and beverages; the attitude refers to the employee who has direct contact with the guests; and the environment refers to the building, layout or furnishing of the restaurant.

The last element to be emphasised is tourist socio-demographics. Tourism is not a conformity industry; forces that change the nature of a tourist's motivation and satisfaction

are heavily influenced by gender and life course (Gibson & Yiannakis, 2002); age and generation (Rojek, 2005); and social class and occupation (Hamilton-Smith, 1987). For example, due to the unique background of Muslim travellers, research indicates that their motivations are focused on natural scenery, cleanliness, shopping, modern atmosphere, family togetherness and knowledge enhancement (Battour, *et al.*, 2012).

2.5 Literature Review Summary

The manner of travel is negotiable and is performed differently from decade to decade. The Grand Tour of the 19th century for example, no longer represents travelling activity as a whole. In fact, it might only be perceived as part of education or cultural tourism by contemporary standards. It is agreeable that modern tourism is a *pseudo-event* (Boorstin, 1961; Urry, 2002; MacCannell, 1973; Cohen, 1988). In order to attract tourist arrivals, destinations are *staged* to adapt to expectations (MacCannell, 1973). However, expectations might change from time to time due to different images that are uniquely projected by a variety of media. Most importantly, media is dynamic due to the rapid innovation of technology, from printing to the internet. Hence, media takes on a variety of different forms such as literature, travel guide books, TV programs, websites and particularly in this study, drama is emphasised. As a result from the projected destination image, the tourist is induced to *gaze* or make a *pilgrimage* to the destination that they received. One of the reasons the tourist is prompted to visit a place is to reverse the psychological equilibrium inside himself/herself, called the push factors of motivation; another reason comes from the push factors of motivation, which point to the destination attributes that they have received from media. As such, media—particularly in drama—is essential to project destination image to trigger potential tourist motivations in his/her pre-trip. (Stabler, 1990; Baloglu & McCleary, 1999; Beerli & Martin, 2004; del Bosque & San Martin, 2008). On top of the changing of the travelling manner, different individuals might

experience the destination differently due to the factors of environment, language barrier and sense of place. For example, some tourists might be able to accept a totally new environment (or so called macroenvironment) with less reliance on the well-planned package tour (or so called ‘bubble environment’); whereas some may not (Cohen, 1972). Apart from the strange environment, another obstacle is the language barrier, particularly in international tourism. However, through drama watching, with the bonding of intimacy and film language, how much a tourist can accept the new environment and language barrier are yet to be examined. In addition, due to the long period of contact with drama in their pre-trip, and later self-experience at the destination, *sense of place* of an individual to the destination might be constructed. However, how well it can be constructed depends heavily on the sensitivity of the individual (Tuan, 1979). This sensibility helps the individual to adapt to an exotic environment (in this case Korea as an exotic environment for the Malaysian tourists). A general literature review summary is presented in Table 2.2.

Table 2.2: A general literature review summary

Literature Review summary	Relevant literature
Tourism as pilgrimage (Tourism places as stage setting)	McCannell, 1973
Tourism is a pseudo-event	Boorstin, 1992
Tourism place to be gazed	Urry, 2002
Language in tourism	Cohen & Cooper, 1986
Tourist typology	Cohen, 1972
Sense of place	Tuan, 1979
Semiotics Tourism (which involves sign/symbol, sender, receiver, medium)	McCannell, 1989 Echtner, 1999
Special interest tourism (S.I.T) – Film Tourism	Riley & Van Doren 1992 Echtner & Ritchie, 1993 Riley, Baker, Van Doren, 1998 Busy & Klung, 2001 Tranuer, 2006 Hudson & Ritchie, 2006

Table 2.2: A general literature review summary

Literature Review summary	Relevant literature
	Vagionis & Loumiotis, 2011 Hao & Ryan, 2013
i. Film tourism in Western movies/series	Riley, <i>et al.</i> , 1998 Busy & Klung, 2001 Tzanelli, 2004 O'Connor, Flanagan & Gilbert, 2008
ii. Film tourism in Asia drama (specifically in South Korea)	Shim, 2005 Kim, Agrusa, Lee & Chon, 2007 Hirata, 2008 Shim, 2010 Chung, 2010 Kim & Wang, 2012
Destination image	Hunt, 1975 Phelps, 1986 Stabler, 1990 Chon, 1991 Gartner, 1993 Dann, 1996 Baloglu & McCleary, 1999 Gallarza, Saura, Gracia, 2002 Beerli & Martin, 2004 del Bosque & San Martin, 2008
Travelling motivation	Dann, 1977 Crompton, 1979 Cohen, 1979 Goodall, 1990 Dunn Ross & Iso-Ahola, 1991 Yoon & Uysal, 2005 Murphy, Benckendorff & Moscardo, 2007 Chi & Qu, 2008 Battour, Battor & Ismail, 2012
Travelling experience	Echtner & Ritchie, 1993 Beerli & Martin, 2004
Travelling satisfaction	Chi & Qu, 2008 del Bosque & San Martin, 2008

2.6 Research Framework

In this contemporary era, tourism is perceived as a *pseudo-event* (Boortstin, 1992) and the intentions of tourists concerning travel have changed; they basically desire to *gaze* on images that have appeared in the media (Urry, 2002). In this study, the framework (see Figure 2.4) is established based on previous studies, and specifically adapts the theories and

models from sense of place (Tuan, 1979), tourism semiotics triangle (Echtner, 1999), tourist gaze (Urry, 2002) and destination image formation (Beerli & Martin, 2004).

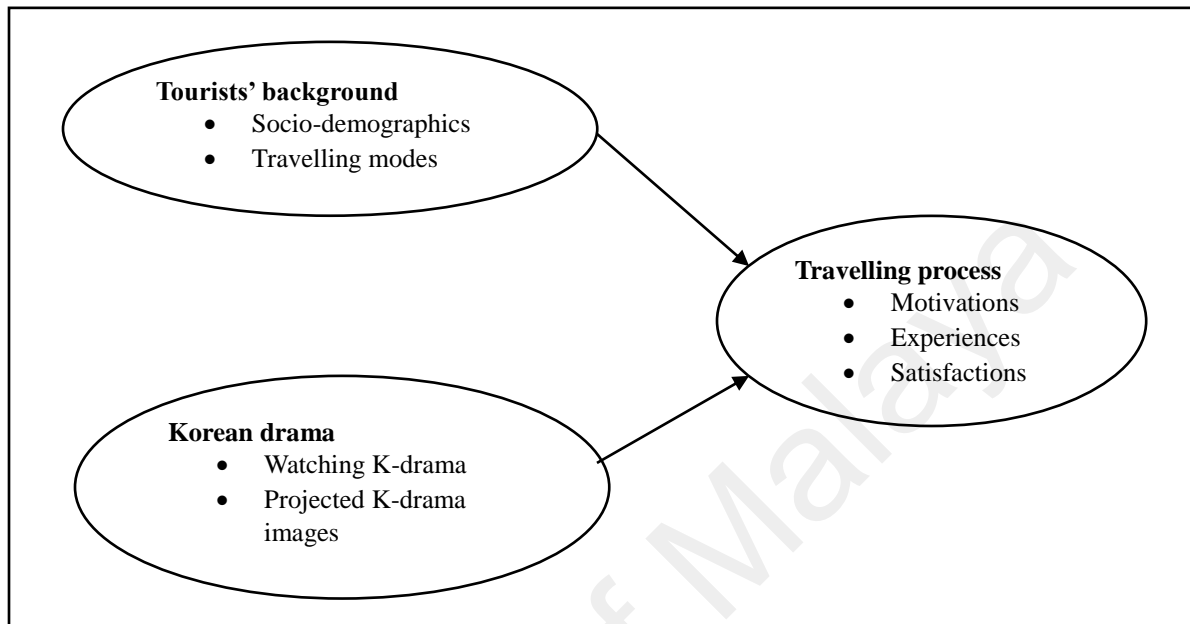


Figure 2.4 Research Framework

In this framework, Korean drama is utilised as the autonomous information source before the trip. Destination images about Korea are being projected out while audiences watch K-dramas. These audiences are perceived as the interpretants while the projected images serve as the symbols or signage for the audiences to gaze upon. During the process of receiving the information of the destination, sense of place (visual) is being generated.

According to Beerli & Martin (2004), a person's perception of the destination not only involves information sources but also personal factors—socio-demographics and motivations.

Once a person has decided to purchase the package to a destination, the on-site experiences produce another type of sense of place, which is hearing, smell, taste and touch.

At the same time, the destination itself becomes an object for the tourist to gaze upon. Unlike the pre-trip, all the projected images are perceived as cognitive images; whereas, affective images are formed through an individual's experience (on-site). Then, an overall image of the destination is formed. Figure 2.5 illustrates how these previous studies have been integrated with each other based on Korean drama.

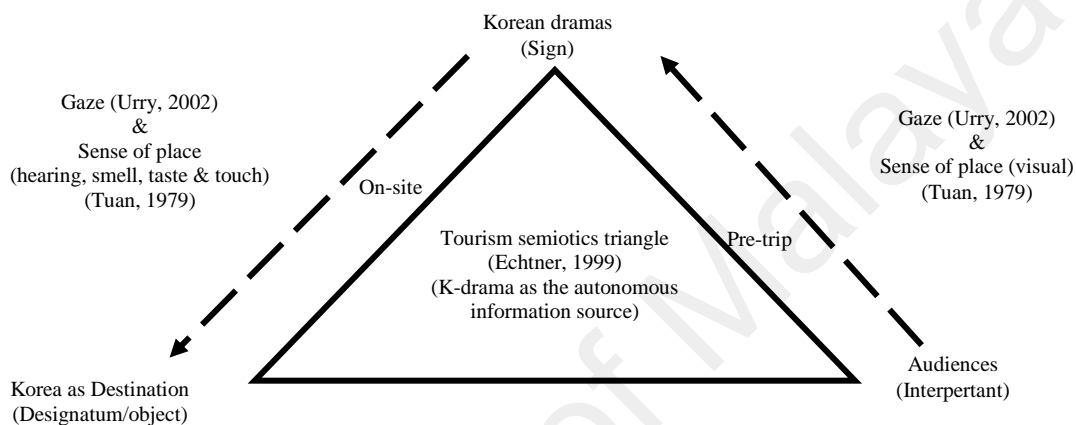


Figure 2.5 Summary of the previous studies

In conjunction with the popularity of K-drama among Malaysians, this study propose to investigate the current trend of Malaysian tourists who travel to South Korea. In order to provide a clearer picture of the study, the research framework is divided into four path models to answer the research questions.

Since the research destination of South Korea is distinctive in terms of the customs, cultural practices, food, religion and language from that of the tourists' origin and a destination image can be influenced by an individual's socio-demographics; the research therefore proposes to examine tourists' socio-demographics (age, gender, ethnicity, marital status and education level) in relation to their travelling process (motivation, experience and satisfaction). The sequence of the process from motivation to satisfaction has been adapted from Clawson and Knetsch's (1966) recreation experience. As such, Path Model 1 is proposed.

Meanwhile, due to the involvement of international tourism, tourists' travelling modes (package tour or independent tour) is of relative interest and the degree of familiarity or novelty towards the host destination is taken into account. As such, *tourists' travelling modes* towards *travelling process* is examined. Hence, Path Model 2 is suggested.

K-drama has become a media that induces tourism. It is perceived as an autonomous information agent which projects destination images to the audiences (tourists) prior to their trip. In order to attract tourists to gaze and embark on a pilgrimage to witness the authenticity of places from dramas, filming locations are staged as a touristic place to fulfil tourist curiosity. Therefore, a comparison study between *drama-watching* (DW) tourists and *non-drama-watching* (non-DW) tourists is proposed in order to examine the impact of K-drama on the travelling process. Furthermore, *projected-K-drama-images* are examined to evaluate if these images would affect the travelling process. Therefore, Path Model 3 and 4 are proposed respectively. Details of each path model and sub-hypotheses are discussed in the following section.

2.6.1 Path models

The research framework is divided into four path models to examine the relationship between tourist background and travelling process. Figure 2.6 to Figure 2.9 demonstrate the hypotheses path models of the research framework. Each path model is designed to examine a different problem statement (see Table 2.3).

Table 2.3: Four Subsidiary Path Models of the Research Framework

Path Model	Research Purpose
Path Model 1: (Figure 3.2)	To examine the tourist's socio-demographics toward the travelling process.
Path Model 2: (Figure 3.3)	To investigate the difference of tourists' travelling modes (package tour & independent tour) towards the travelling process.

Path Model 3: (Figure 3.4)	To explore the difference of DW and non-DW tourists towards the travelling process.
Path Model 4: (Figure 3.5)	To examine the correlation between projected K-drama images and the travelling process.

i) Path Model 1

In this model, the influence of tourist socio-demographics on the travelling process is examined. These include age, gender, ethnicity, marital status and education level. Three sub-hypotheses are suggested in order to determine influence of each socio-demographic on the travelling process: motivation (pre-trip), experience (on-site) and satisfaction (post-trip) (see Figure 2.6). Therefore, a total of 15 sub-hypotheses are suggested.

H_{1a}: The age of the tourist influences travelling motivation (pre-trip).

H_{1b}: The age of the tourist influences travelling experience (on-site).

H_{1c}: The age of the tourist influences travelling satisfaction (post-trip).

H_{2a}: The gender of the tourist influences travelling motivation (pre-trip).

H_{2b}: The gender of the tourist influences travelling experience (on-site).

H_{2c}: The gender of the tourist influences travelling satisfaction (post-trip).

H_{3a}: The ethnicity of the tourist influences travelling motivation (pre-trip).

H_{3b}: The ethnicity of the tourist influences travelling experience (on-site).

H_{3c}: The ethnicity of the tourist influences travelling satisfaction (post-trip).

H_{4a}: The marital status of the tourist influences travelling motivation (pre-trip).

H_{4b}: The marital status of the tourist influences travelling experience (on-site).

H_{4c}: The marital status of the tourist influences travelling satisfaction (post-trip).

H_{5a}: The education level of the tourist influences travelling motivation (pre-trip).

H_{5b}: The education level of the tourist influences travelling experience (on-site).

H_{5c}: The education level of the tourist influences travelling satisfaction (post-trip).

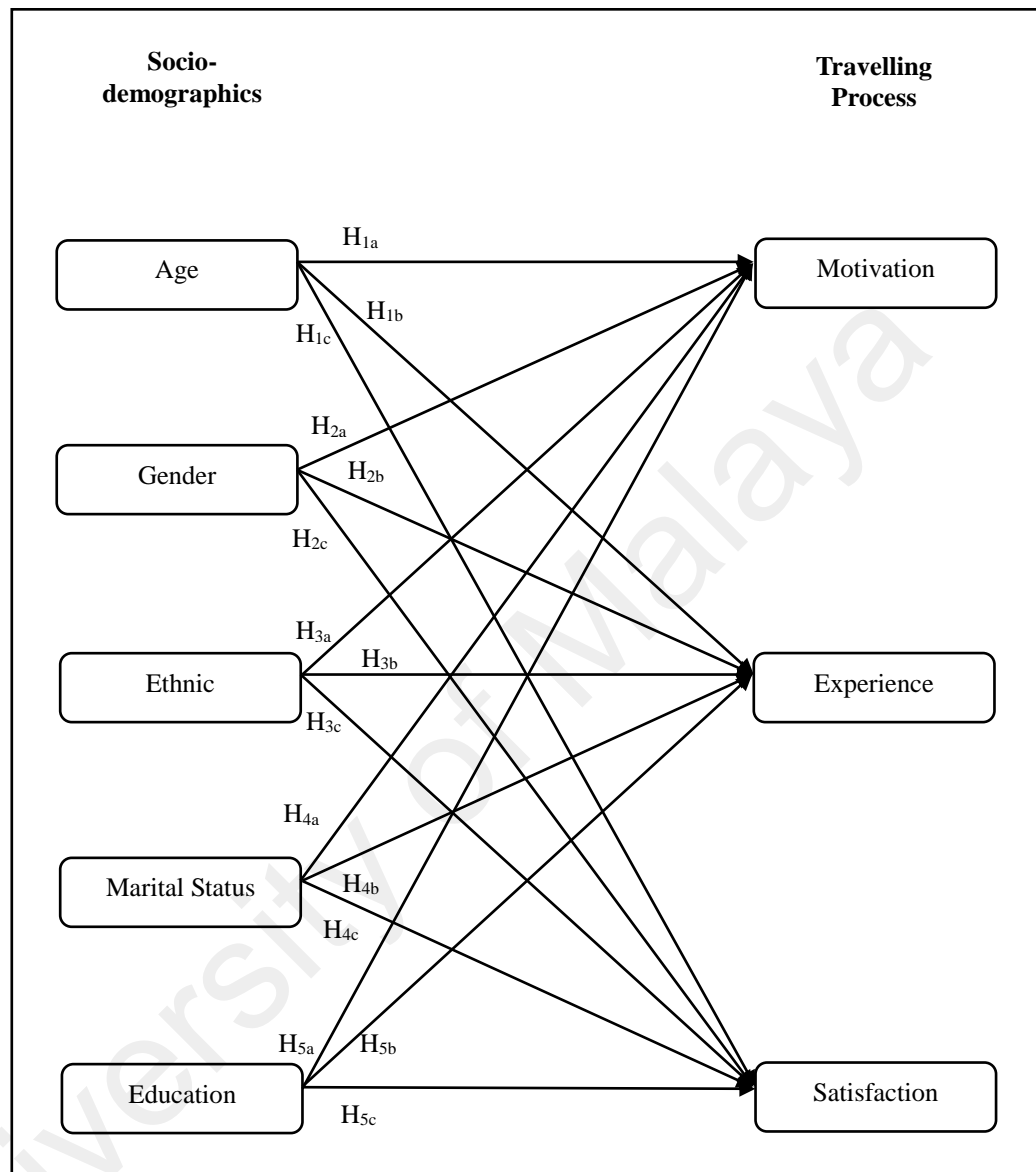


Figure 2.6: Hypothesised Path Model 1: The influences of socio-demographics towards the travelling process.

ii) Path Model 2

Path Model 2 tests tourists' travelling modes regarding influence on the travelling process. Two modes are suggested, which are package tour and independent tour. Package tour refers to tourists who are attached to a travel agency during the trip in Korea whereas independent tour includes tourists who are barely attached to a travel agency or travel by

following a personal itinerary. Three sub-hypotheses are proposed for this model (Figure 2.7).

H_{6a}: The travelling modes influences travelling motivation (pre-trip).

H_{6b}: The travelling modes influences travelling experience (on-site).

H_{6c}: The travelling modes influences travelling satisfaction (post-site).

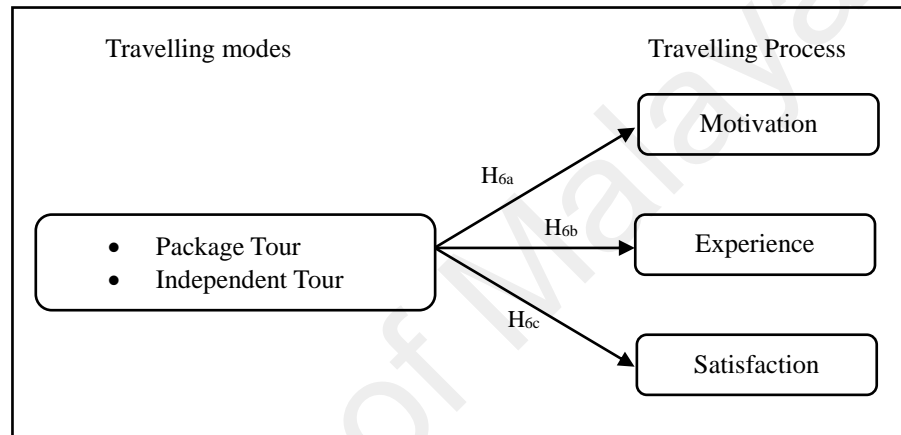


Figure 2.7: Hypothesised Path Model 2: The influences of tourists' travelling modes towards the travelling process.

iii) Path Model 3

The purpose of this model is to examine the influence of the information agent (K-drama) on the travelling process. Respondents are divided into two groups, namely drama-watching (DW) and non-drama-watching (non-DW). Three sub-hypotheses are proposed in Figure 2.8.

H_{7a}: Watching Korean drama influences travelling motivation (pre-trip).

H_{7b}: Watching Korean drama influences travelling experience (on-site).

H_{7c}: Watching Korean drama influences travelling satisfaction (post-site).

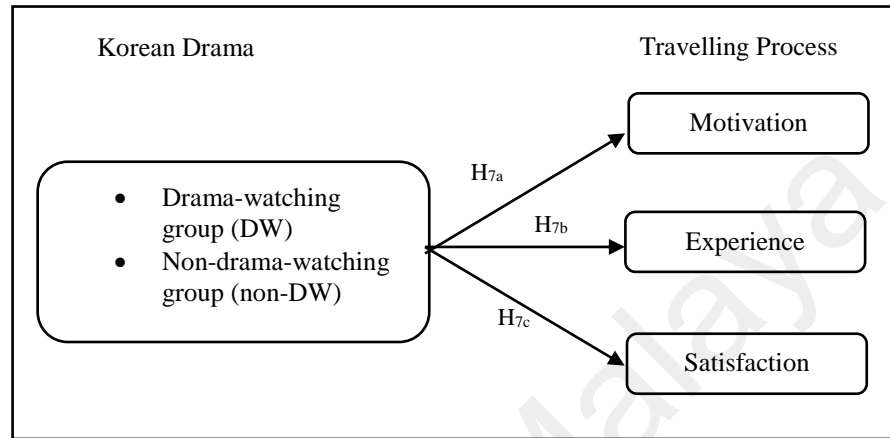


Figure 2.8: Hypothesised Path Model 3: The influences of DW group and non-DW group towards the travelling process.

iv) Path Model 4

The purpose of this model is to identify a relationship between the projected-K-drama-images and travelling process. Three sub-hypotheses are proposed (see Figure 2.9).

H_{8a}: Projected-K-drama-images influence travelling motivation (pre-trip).

H_{8b}: Projected-K-drama-images influence travelling experience (on-site).

H_{8c}: Projected-K-drama-images influence travelling satisfaction (post-trip).

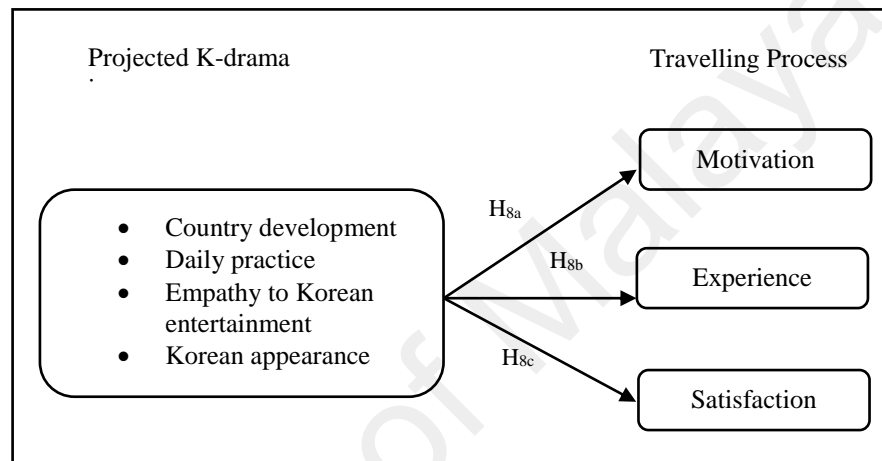


Figure 2.9: Hypothesised Path Model 4: The projected K-drama images influence on the travelling process.

2.7 Chapter Summary

This chapter has presented two major parts: the previous literature reviews and the research framework. In the first part, tourism terminology was explained and followed by a lengthy description of tourism evolution, from ancient tourism to modern tourism, with a further discussion on special interest tourism—specifically Film tourism. In correlation to film tourism, destination image was discussed, particularly image formation and its marketing perspective. Next, tourist's travelling behaviours of motivation and satisfaction were studied. Before moving into the next part, a brief discussion on review topics were summarised.

Subsequently, the research framework was presented with an overview explanation provided to justify how the framework was established. In order to provide a better understanding, the framework was divided into four path models that reflect the research questions. The following chapter will further focus on research methods and design.

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CHAPTER III: RESEARCH METHODOLOGY

3.1 Research Design

This study applies a convergent parallel mixed method design, with both quantitative and qualitative data collected in concurrent stages (Creswell, 2014), which means both types of primary data were collected in the same field trip at the same period. In order to examine how Korean drama actually influences the Malaysian tourists' travelling process, a mixed method was applied for the reason that Korean drama induced tourism has been well researched but mainly focused on in other countries (Kim, 2005; Kim et al., 2007). In spite of examining the Malaysian context, the existing construct may not be able to accommodate the nature of Malaysian tourists, especially due to the presence of multi-ethnic groups. Therefore, a qualitative component was applied to explore and develop a better understanding of the issues addressed in the study. Empirical data was collected through two methods: questionnaire surveys and semi-structured interviews. Apart from the triangulation measurement with different tools (questionnaire survey and interview), different objects (respondents) were measured. The primary respondents of the study were Malaysian tourists and interviews were conducted with people involved in the industry, namely Korea Tourism Organization (KTO) and media (journalist and DJs) in order to explore the case to a greater extent.

For the quantitative portion, questionnaire surveys were designed for and distributed to respondents. Surveys were then completed by the respondents via self-administration. For the qualitative portion, semi-structured interviews (Jennings, 2005) were conducted with the tourists and relevant organisations. While the sample sizes differed, the quantitative sample was larger than the qualitative sampling in order to conduct a meaningful statistical test, whereas the qualitative segment was employed in order to gather

extensive information to provide an in-depth perspective. Parallel variables were used to collect data in both forms. For example, the variable *travelling motivation* was measured quantitatively and the same variable was applied during the interviews. The results of both findings were collected together and displayed in a table form. A side-by-side comparison strategy was adopted to present the results (Creswell & Clark, 2011). Figure 3.1 illustrates the entire research design flow.

3.1.1 Research instrument

A survey questionnaire was employed as a tool to collect primary data. Bilingual questions were set in both English–Mandarin and English–Malay (see Appendix A) and then the two types of questionnaires were distributed to respondents according to language proficiency. To ensure that the included languages retained a similar meaning throughout the translation process, the questionnaires were sent to language experts for verification prior to the survey.

A pre-test was distributed in advance of the actual survey in which 20 respondents who had visited Korea were asked to complete the questionnaires. The purpose of the pre-test was to validate readability and comprehensibility of the questions. In this study, a pilot test of the actual population (on-site travellers) was not applied due to financial and time constraints. However, professional panels were invited to review the applicability of the questionnaire.

The questionnaire was divided into five sections. Section 1 emphasised travelling motivation (pre-trip); while Section 2 was focused on the collection of real images or experiences of the place. Section 3, was structured to investigate respondent satisfaction levels after a trip. Section 4 was used to examine if respondents had watched K-drama before the trip. If viewing experiences existed with respondents, then the perceptions they held concerning the drama(s) were further investigated. Section 5, was utilised to collect

respondents' personal information and travelling behaviours. In sections 1 through 4, a five-point Likert scale was employed to measure respondent perceptions, with 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly agree.

In addition, semi-structured interviews were conducted at the Korea Tourism Organization (KTO). Lists of questions were sent to the KTO prior to conducting the interviews. In contrast, unstructured interviews were conducted with the tourists and some relevant institutions (such as with reporters and Radio DJs); no fixed questions were set during the interview.

3.1.2 Study population

Two major groups of respondents were approached for the study. The first sampling involved a population comprised of leisure tourists travelling in Korea. Eligible respondents were Malaysian tourists who were 18 years old and above and had been travelling in Korea for at least two or more days. Self-administered survey questionnaires were distributed and random unstructured interviews were conducted in order to collect the primary data.

The second group of study respondents were connected with institutions relevant to this research investigation. These organisations included the KTO branch in Kuala Lumpur, Radio DJs in Malaysia, journalist, tour guides and hostel owners.

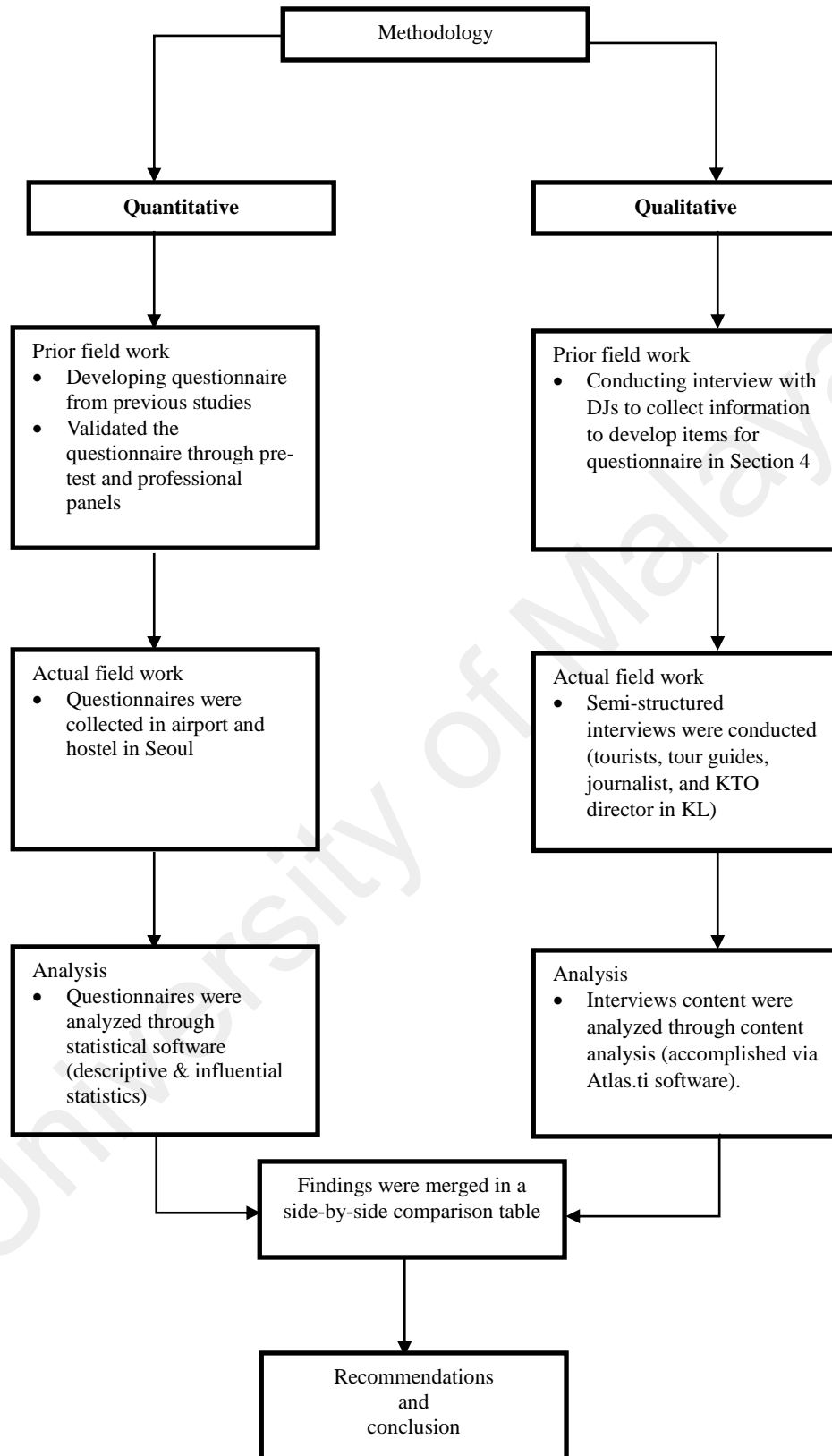


Figure 3.1: The flow of the research methodology

3.1.3 Field work and sampling

Field work was conducted in both Kuala Lumpur and Seoul. Before departing for Korea, two semi-structured interviews were conducted with three Radio DJs who run Korean K-pops programs at two radio stations in Kuala Lumpur (FM 988 and MY FM). Information about the Korean wave and Korean dramas was obtained to develop the questionnaire items in Section 4 (projected-K-drama-images).

Field work was concurrently performed in Korea from 1st October 2012 to 24th December 2012. It was divided into three stages and conducted at Incheon International Airport and hostels in the Seoul area in order to ensure a wide coverage of respondents. Hostels were visited as respondents were easier to approach with the assistance of the owners. In contrast, hotels did not willingly grant permission to conduct the surveys. In order to validate the data collected from the respondents' population, this study involved an airport and hostels as the sampling venues because they provided an environment where the researcher was able to capture both package tour and independent trip travellers. First, package tour(s) will have a group check-in at the airport at a particular counter daily. Therefore, the researcher was able to meet respondents while they were waiting to be checked-in. Meanwhile, for independent trip travellers, opportunities to approach them were possible, but infrequent, as they were scattered around in small groups. Hence, hostels were proposed as another sampling venue to meet independent trip travellers.

A total of 400 questionnaires were distributed during the entire field trip which represented about 1.5% of the Malaysian leisure tourists. This percentage was determined based on the leisure tourist arrival record in October and November 2011 (see Table 3.1). Although the respondent number was relatively small, the two selected months were the highest month of Malaysian tourists' arrival in Korea, which provided a greater opportunity to meet more tourists in comparison to other months (Korea Tourism Organization, 2015a).

Convenience sampling was conducted at the airport and hostels. There were two flights departing each day from Seoul to Kuala Lumpur, namely AirAsia and Malaysian Airlines. In order to be able to meet as many respondents as possible, the researcher was stationed at the check-in counter area three hours in advance. Additionally, the researcher was in the hostel in the early morning at 7am–11am and 5pm–10pm in order to meet with the respondents.

Table 3.1 Number of Malaysian visitor arrival in 2011

By Categories	Number of Malaysian visitor arrivals	
	October 2011	November 2011
Gender		
<i>Female</i>	8,126	7,850
<i>Male</i>	6,263	6,277
Purpose		
<i>Leisure</i>	14, 250	13, 923

Source: Korea Tourism Organization (2015)

During the first stage, the self-administrated surveys and unstructured interviews were conducted daily at Incheon International Airport from 1st to 30th October 2012. Consent was obtained from the travel agencies before tourists were approached by the researcher. Questionnaires were distributed on a volunteer basis to Malaysian tourists who were under package and independent tours. Questionnaires were distributed to all tourists after they agreed to answer the questionnaire. Unstructured interviews were conducted with respondents who were willing to participate in the interview. Each interview section was conducted within 10–30 minutes in the waiting area. Most of the interview sessions were conducted while the respondents were waiting for their check-in (which was handled by their tour guide). Similar to the survey, the researcher had to approach and ask for consent before respondents were willing to be interviewed. Conversations were recorded with the permission of the respondent. Two of out 14 interviews were not recorded due to equipment malfunction, which were H.N 1 and H.N 2.

During the second stage, questionnaires were distributed at hostels in Seoul from November to December 2012. The KTO website listed 52 hostels (Korea Tourism Organization, 2012), of which only 17 granted permission to be visited. The list of visited hostels is shown in Table 3.2. A majority of the respondents from the hostels were from independent trips (some of these tourists had been attached with ground tours and extended their holiday with their own schedule). Besides the self-administered survey, unstructured interviews were conducted based upon the willingness of the respondents. Most of the interviews were conducted in the common area of the hostels (except interview I.17 which was conducted in a café nearby Myeongdong upon the request of the respondents).

In addition, interviews were conducted with representatives of organisations and other professionals such as Korean wave reporter, hostel owners and tour guides. Most of the time, these interviews were conducted in cafés or at the owners' hostels. The interviews took about 30–60 minutes, depending on the respondents' willingness and availability of time. A structured interview with the KTO Director in Malaysia was conducted via email. Questions were sent to Managing Director, Mr. Yun Jae-jin and the interview answers were received one week later.

Table 3.2: List of visited hostels in Seoul

Hostels
1. Open Guest House
2. Phil Guest House
3. BoA Guest House
4. Girls Generation Hostel
5. Backpackers Guest House
6. Blu Guest House
7. Guest House Korea
8. Apple Backpackers
9. Chocolate Tree Guest House
10. Banana Guest House
11. INSIDE Guest House
12. MyeongDong Guest House
13. YUN Guest House
14. Namsan Guest House
15. Four Seasons Guest House
16. ComeInn Guest House
17. Sodam Guest House

3.2 Variables Measurement

In order to develop the questionnaire, a sizable study of existing research was reviewed and variables which had the closest similarity to this study were adopted. Therefore, the structural variables of the questionnaire essentially refer to previous studies, including the nature of the research purpose, except for Section 4—projected-K-drama-images. It is considered relatively new and contained few relevant variables that could be incorporated. Therefore, these variables were obtained from other sources which are detailed below:

Section 1: Travelling motivation

In this section, respondents were required to answer questions concerning their travelling motivations which involved 23 items. These items were mainly adapted from Dann (1977), Crompton (1979), Goodall (1990), Baloglu & McCleary (1999), and Beerli & Martin (2004). The items are listed in Table 3.3.

Section2: Travelling Experience

In this section, all respondents were required to provide feedback on travelling experience in Korea. A collection of 19 items were included to determine on-site trip experience. These items were adapted from Echtner & Ritchie (1993) and Beerli & Martin (2004). The items are listed in Table 3.4.

Table 3.3: List of travelling motivation items

Items	Proposed motivations
1. To discover new cultures	Knowledge enhancement
2. To improve knowledge	
3. To visit historical places	
4. To attend cultural events	
5. To fulfil personal curiosity	Relaxation
6. To relax the mind	
7. To seek for fun	
8. To escape from daily routine	
9. To satisfy the need of others	Social enhancement
10. To enjoy the trip with family	
11. To enjoy the trip with friends	
12. To make new friends	
13. To go to places that friends have not visited	
14. To be able to enjoy with friends about this vacation	
15. To seek adventure	Novelty
16. To discover new places	
17. To visit fashionable places	
18. To feel the romance of the place	
19. To enjoy the local cuisine	
20. To enjoy the foreign language	Visiting filming location
21. To learn the Korean traditional customs	
22. To visit the filming locations	
23. To fulfil the curiosity of 'Korea' which exist from watching Korean dramas	

Table 3.4: List of travelling experience items

Items	Proposed experiences
1. Many modern buildings	Man-made environment
2. Remaining many old architectures	
3. Local environment is hygienic	
4. Language is a barrier	Resident's communication
5. Local residents are friendly	
6. Local residents are helpful	
7. Local people are fashionable	
8. Peaceful environment	Security
9. A secure place to visit	
10. Political stability	
11. Good quality of life	
12. Systematic town planning	
13. Natural sceneries are beautiful	Natural environment
14. Pleasant weather	
15. A Relaxing place	
16. Delicious Korean cuisines	Shopping & cuisine
17. Many varieties of food	
18. Wide variety of shopping places	
19. Variety of tourist destinations	

Section 3: Travelling satisfaction

Respondents were required to fill up the entire section, mainly to identify post-trip satisfaction about Korea as a destination. A selection of 17 items were adapted from Chi & Qu (2008), del Bosque & San Martin (2008) (see Table 3.5).

Table 3.5: List of travelling satisfaction items

Items	Proposed variables	satisfaction
1. Convenience of public transportation	Accessibility	
2. Tourism facilities		
3. Availability of travel information		
4. Ease of accessibility to the places of attraction		
5. Cleanliness of the places	Environment	
6. Security of the places		
7. Quality of accommodation		
8. Friendliness of local people		
9. Maintenance of historical sites	Attraction	
10. Quality of entertainment facilities		
11. Maintenance of natural attractions		
12. Quality of cultural performances		
13. Quality of cuisines	Shopping & Cuisine	
14. Variety of shops		
15. Quality of products		
16. Price of shopping products		
17. Price of foods		

Section 4: Projected-K-Drama-images

This section aimed to collect the projected images from K-drama. Insofar, research into Korean drama images has been the focus of few studies as yet. In order to develop the items, interviews were conducted with DJs who are well-known and associated with Korean wave radio programmes. Additionally, items were included that referenced top ten K-dramas since the year 2000. According to Korea Culture and Information Service (2011), the top ten most popular K-dramas were listed in Table 3.6. Therefore, respondents who watched K-drama(s) were required to respond to 18 different items (see Table 3.7).

Table 3.6: List of top ten K-drama since year 2000

Title of drama	Year released
1. Jewel in the Palace	2003-2004
2. Winter Sonata	2002
3. Autumn in My Heart	2000
4. My Lovely Samsong	2005
5. Jumong	2006-2007
6. Coffee Prince	2007
7. Full House	2004
8. Boys Over Flowers	2009
9. Iris	2009
10. Secret Garden	2010-2011

Table 3.7: List of K-drama image items

Items	Proposed K-drama images
1. <i>Seems like a romantic place</i>	<i>Country development</i>
2. Many places of heritage	
3. Korean culture is unique	
4. A modern nation	
5. The design of the skyscrapers are attractive	
6. Korean ladies are beautiful	Korean appearance & behaviour
7. Korean men are good-looking	
8. Korean people are fashionable	
9. Korean people are creative	
10. Korean people are well mannered	Daily practices
11. Korean language is polite	
12. Korean food seems delicious	
13. The traditional costume is unique	
14. Korea traditional practices are similar to Chinese	Korean entertainment
15. Korea popular music is melodious	
16. Korean dramas are motivating	
17. Korean celebrities are attractive	
18. Korean drama are romantic	

Section 5: Personal information

In the final section of the questionnaire, respondents were required to provide their personal information, which included gender, age, ethnicity, marital status, highest education level, number of visits to Korea since the year 2000, information sought about Korea, preferred travel modes, attraction factors and revisit intentions. Basically, tourists' socio-demographics were adapted from Baloglu & McCleary (1999) and Beerli & Martin (2004).

3.3 Data Analysis

In this study, data for both the quantitative and qualitative portions were analysed separately. The details of each quantitative and qualitative analysis method were discussed in 3.5.1 and 3.5.2. In order to assess to what extent the qualitative findings were enhanced by the quantitative outcomes, results for both findings were collected into a table near the end of the data analysis (see Chapter 4). The findings were then compiled together for discussion.

3.3.1 Quantitative Analysis

In order to analyse the data from the questionnaires, PASW Statistics 18 (SPSS) was applied for descriptive analysis, factor analysis, T-Test and Multivariate Analysis of Variance (MANOVA). Meanwhile, STATISTICA 6.0 was employed for Canonical Correlation Analysis (CCA).

First, descriptive analysis was applied to examine tourists' socio-demographics of the sampled population in Section 5. Next, factor analysis was employed to segment the dimensions of motivation (Section 1), experience (Section 2), satisfaction (Section 3) and perceived images from K-drama (Section 4). Lastly, univariate and multivariate analyses were employed to address the hypotheses.

In order to examine the path models, T-test, MANOVA and CCA were employed. T-test and MANOVA were applied to test Path Model 1 through Path Model 3. Simultaneously, CCA was employed to Path Model 4 to investigate the relationship between projected-K-drama-images and the travelling process.

3.3.2 Qualitative Analysis

Qualitative measurements were used to analyse data from interviews. In this study, Atlas.ti software was employed in supporting and presenting the results systematically. Qualitative analysis was based on grounded theory by Glaser and Strauss from the mid-1960s (Hennink, Hutter & Bailey, 2011). Verbatim transcripts were used in the analysis and the analytic concepts were constructed inductively from the data. The coding procedure was based on the research framework where *motivation, experience, satisfaction, socio-demographics, information agent and tourists' travelling modes* were studied. In sum, Table 3.8 presents a summary of the data analysis approach and the data collection instruments for the variables.

Table 3.8: Variables analysis approach and its data collection

<i>Independent variable: Tourist's background</i>	Analysis approach	Data collection
Socio-demographics <ul style="list-style-type: none"> • Age • Gender • Ethnicity • Marital status • Education 	Quantitative	Questionnaire
Travelling modes <ul style="list-style-type: none"> • Package tour • Independent tour 	Quantitative	Questionnaire
Projected-K-drama-images <ul style="list-style-type: none"> • K-drama user • Non K-drama user 	Quantitative Qualitative	Questionnaire & interview
<i>Dependent variable: Travelling process</i>		
Motivation (pre-trip)	Quantitative Qualitative	Questionnaire & interview
Experience (on-site)	Quantitative Qualitative	Questionnaire & interview
Satisfaction (post-trip)	Quantitative Qualitative	Questionnaire & interview

3.4 Reliability and Validity

In order to ensure the quality of the data, prior to the field trip, the research instrument (questionnaire) was verified through content validity, which was reviewed by experts and a pre-test. Four academic experts were invited as panellists to verify the items in the questionnaire. Then, a pre-test was conducted on 20 respondents who had visited

Korea. To reduce the threat in the study, external validity (Creswell & Clark, 2011) was further extended to the sampling area, where data was collected not only at Incheon Airport, but supplemented with hostels in Seoul city as well.

In addition, to improve the reliability of the variables, multiple indicators (triangulation measurement) (Neuman, 2011) was applied. In other words, data was collected concurrently through questionnaires (quantitative) and interviews (qualitative) to examine and identify the conceptual framework with regard to the Malaysian case. This exploration was done with the use of interviews of Malaysian tourists who travelled to Korea, particularly to gain an in-depth understanding of the impact of K-drama on the entire travelling process. During the data analysis, Cronbach's Alpha (value larger than 0.6) was adopted to monitor the reliability of the variables. Meanwhile, for the interview analysis, a member-checking technique (Creswell & Clark, 2011) was applied to enhance the reliability of the transcripts and content analysis.

3.5 Ethical Considerations

In this study, ethical dilemmas were addressed during the field work due to the respondent's privacy (Neuman, 2011). Interviewees were informed of the purpose regarding the study and permission was requested concerning the use of tools for recording, such as questionnaires and a voice recorder. Interviews were conducted with the interviewees on a voluntary basis.

In the data analysis, all respondents' identities were maintained as anonymous and presented only in code. Security of all materials such as questionnaires and digital media, was assured and strictly limited to only the researcher.

3.6 Chapter Summary

This chapter presented an overview of the research methodology. First, the research

design was discussed. In this section, research instruments, study population, field work and sampling have been presented in detail. Measurement variables were then explained based on the previous literature reviews. Additionally, every section of the questionnaire was described accordingly. In the third section of this chapter, data analysis was presented in two parts as quantitative and qualitative. Methods and procedures of data analysis were explained in both the quantitative and qualitative approach. In order to provide a trustworthy research, reliability and validity of the data collection and analysis were emphasised in the fourth section. Lastly, ethical considerations regarding the research were justified. The following chapter will present the research data analysis and results.

CHAPTER IV: ANALYSIS AND FINDINGS

4.1 Quantitative Analysis

The quantitative analysis was divided into three major sections. The first section detailed data preparation. The second section presented the descriptive analysis. The findings of four path models and the hypotheses were reported in the third section.

4.1.1 Data preparation.

All questionnaires were coded and manually keyed into SPSS (PASW) Version 18; the analysed variables are categorized into two major areas:

- a) Tourists' background and travelling information
 - i. Tourists' socio-demographics, namely gender, age, ethnicity, marital status, education level, and Korean drama watching
 - ii. Travelling modes
 - iii. Projected K-drama images
 - iv. Number of times to visit Korea
 - v. Revisit intentions
 - vi. Information sources
 - vii. Attractive factors to visit Korea
- b) Meanwhile, the second area to be analysed is travelling process, which includes:
 - i. Motivation
 - ii. Experience
 - iii. Satisfaction

Missing data were coded as "999", and replaced with a mean value. The questionnaires with missing values for more than 5 questions ($> 5\%$) were eliminated from the analysis. Towards the end of the elimination, a total of 335 valid questionnaires were incorporated into the analysis. From the sampled population, the only ethnic groups that were revealed to be prominent were Chinese and Malay; Indian and other ethnicities

resulted in a minimal yield for analysis. Therefore, only Chinese and Malay ethnicities were analysed in this study (see Table 4.1).

4.1.2 Descriptive analysis

Section 4.1.2 provides descriptions of socio-demographics, information sources and factors of attraction. For the socio-demographics of respondents (gender, age, ethnicity, marital status and education levels) and travelling behaviours (tourist travelling modes, number of visits to Korea since the year 2000 and revisit intentions) are presented in Table 4.1 and Table 4.2 respectively. Of the 335 respondents, 71% were female and 29% were male. The majority of the respondents fell within the age group of 25–35 (58.5%), followed by the age group of 36–45 (15.2%), the age group of 18–24 (14.9%), and the last age group of 46–55 (6.0%). The minority age group was the elderly tourist at the age of 56 and above (5.4%).

A breakdown of the two major ethnicities consisted of Chinese at (65.4%) and Malay with (31.0%). Only 12 respondents (3.6%) of the total consisted of Indian and other ethnicities. Regarding marital status, the majority of the tourists were single (56.4%), followed by married with children (27.5%) and married with no children (14.9%). Less than 1.20 % of the respondents fell in the category of divorced and other. For education levels, tourists visiting Korea who were bachelor's degree holders totalled (54.9%), followed by diploma holders at (23.3%), master's degree holders and above were only (8.1%), while respondents that completed secondary and primary levels were 13.1% and 0.6%.

Out of 335 tourists, 62.8% were under a package tour while 37.2% travelled independent of a tour package. The majority of the respondents were first time visitors (84.8%) and 15.2% were repeat visitors. Towards the end of the study the tourists were asked about their revisit intentions and the majority provided an answer of “Uncertain”

(39.7%). The second highest was “within 2–4 years” (33.7%), followed by “5 years later” (14.3%). The last selection of “Unwilling to revisit” comprised 1.5% of the respondents.

In Table 4.3, information sources and factors of attraction are described. Information sources included: newspaper, agencies, travel fairs, websites, advertisement, music videos (MV), friends, family, TV programs, dramas and others. Attraction factors involved: weather, fashion, shopping, natural landscape, cuisine, heritages, music, filming location, culture, affordable package, follow other’s decision and others.

For the information sources, a majority of the respondents obtained information about Korea from “Korean dramas” (52.9%), followed by “Friends” (43.7%), “Websites” (37.8%) and newspaper (32.1%). Besides dramas, TV programmes (25.6%) and MVs (21.4%) were the main sources from TV media. Other sources included advertisement (24.7%), agencies (22.6%), travel fairs (18.2%), family (15.5%) and other sources (2.7%).

For the attraction factors, both “Natural landscape” and “Weather” (57.7%) were the major attractions. The second most attractive factor was “Shopping” (45.2%), followed by “Fashion” (36.6%) and “Cuisine” (33.0%). Other factors included “Culture” (28.0%), “Filming location” (19.3%), “Heritages” (16.7%) and “Music” (15.5%). Other attractions were derived from personal factors such as “Affordable package” (9.5%) and follow other’s decision (5.7%).

In general, Malaysian tourists who travelled to Korea were predominantly female. The majority of the respondents were single and within the age group of 25–35. Chinese and Malay were the dominant ethnicity who visited Korea. Results suggested that the majority of tourists relied on conventional package tours in comparison to independent tours.

Results showed that Korean drama was the main source from which tourists obtained information; yet other TV media, such as television programs and MVs were relatively important sources. Although drama was the primary source from which information was derived, visiting the filming locations did not serve as the main attraction. The majority of the tourists were first time visitors and the revisit intention of the majority of respondents was uncertain.

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Table 4.1: Tourists' socio-demographics and travelling behaviours of respondents

	Number (n=335)	Percentage
Gender		
Female	238	71.0%
Male	97	29.0%
Age		
18-24	50	14.9%
25-35	196	58.5%
36-45	51	15.2%
46-55	20	6.0%
56 and above	18	5.4%
Ethnic		
Chinese	219	65.4%
Malay	104	31.0%
Indian	6	1.8%
Others	6	1.8%
Marital Status		
Single	189	56.4%
Married, without children	50	14.9%
Married, with children	92	27.5%
Divorce	2	0.6%
Others	2	0.6%
Education Levels		
Below primary	0	0.0%
Primary	2	0.6%
Secondary	44	13.1%
Diploma	78	23.3%
Bachelor	184	54.9%
Master and above	27	8.1%

Table 4.2: Travelling behaviours of respondents

	Number (n=335)	Percentage
<i>Tourist typologies</i>		
Package tour	211	62.8%
Independent tour	124	37.2%
<i>Number of visitation since Year 2000</i>		
1st time	284	84.8%
2nd time	41	12.2%
3rd time	5	1.5%
4th time	3	0.9%
5th time and above	2	0.6%
<i>Intention to revisit</i>		
within 1 year	32	9.6%
within 2-4 years	113	33.7%
5 years later	48	14.3%
Uncertain	133	39.7%
Unwilling to revisit	5	1.5%
Missing	4	1.2%

Table 4.3: Information sources and attraction factors

	Number (n=335)	Percentage
<i>Sources about Korea</i>		
Dramas	178	52.9%
Friends	147	43.7%
Websites	127	37.8%
Newspaper	108	32.1%
TV Programs	86	25.6%
Advertisement	83	24.7%
Agencies	76	22.6%
MVs	72	21.4%
Travel Fairs	61	18.1%
Family	52	15.4%
Others	9	2.6%
<i>Attraction Factors</i>		
Weather	194	57.7%
Natural landscape	194	57.7%
Shopping	152	45.2%
Fashion	123	36.6%
Cuisine	111	33.0%
Culture	94	28.0%
Filming location	65	19.3%
Heritages	56	16.7%
Music	52	15.5%
Affordable package	32	9.5%
Follow decision	19	5.7%
Others	15	4.5%

4.1.3 Statistical analysis

Section 4.1.3 presents the inferential analyses to answer the hypotheses from the suggested path models. Factor analysis was employed to the underlying dimensions of the variables (motivation, experience, satisfaction and projected K-drama images). Next, each of the path models were analysed by employing different statistical tests. In the study, T-Test, Multivariate Analysis of Variance (MANOVA) and Canonical Correlation Analysis (CCA) were used.

4.1.3.1 Factor analysis

The main purpose to employ factor analysis beforehand was to reduce unnecessary items and identify major dimensions in each variable, then the dimensions were applied for subsequent analyses (Ho, 2006). Tested variables included motivation, experience, satisfaction and projected K-dramas images.

Principle Component Analysis (PCA) extraction was applied to extract the factors and the rotation method was used in this study as it had the most widespread use, in this case 'varimax' had the clearest separation of factors (Ho, 2006). In order to determine if the item was appropriate for the research, factor loading was employed. Factor loading helped to measure the correlation between the observed measurements and the range of factors (Kim, Agrusa, Lee and Chon, 2007). Items in which the factor loading was greater than 0.4 (≥ 0.4) were interpreted, whereas the loadings smaller than 0.4 (< 0.4) were not taken into account. The standard judgement of factor loading referred to Qiu (2012) (see Table 4.4).

Kaiser-Meyer-Olkin (KMO) was employed to check for adequacy of the data, while Barlett's test was applied to measure the correlation matrix. The bigger the value of KMO, the more adequacies in the tested sample (see Table 4.5). Factors with a Barlett's test value larger than 1 and with a significant level $p < 0.05$ were interpreted (Ho, 2006). Next, Cronbach's Alpha was applied to check the reliability of the sample. According to Rong

(2010), a Cronbach's alpha of ≥ 0.7 is considered as possessing a high reliability, while $0.35 \leq \text{Cronbach's alpha} < 0.7$ is moderate, while a Cronbach's alpha with a range between $0.35 \leq$ and < 0.7 is moderate, and a Cronbach's alpha of < 0.35 is unreliable. Therefore, items lower than 0.35 were deleted from the analysis. In contrast, factors for Eigenvalue of 1 or greater than 1 were considered significant. Eigenvalue is a ratio between the common variance and the specific variance which is explained by the specific factor extraction (Ho, 2006).

Table 4.4: **Standard judgement for factor loadings**

Factor loading value	Judgement
0.71	Distinction
0.63	Very Good
0.55	Good
0.45	Fair
0.32	Poor
Below 0.32	Fail

**Adopted from Qiu (2012)*

Table 4.5: **Standard judgement for Kaiser-Meyer-Olkin (KMO)**

KMO value	Measurement of sampling adequacy
0.90 above	Marvellous
0.80 above	Meritorious
0.70 above	Middling
0.60 above	Mediocre
0.50 above	Miserable
0.50 below	Unacceptable

**Adopted from Qiu (2012)*

4.1.3.2 Travelling motivation

Table 4.6 indicates the factor analysis result for the motivation variable, of which, 23 items were analysed and 2 items ('to make new friend' & 'fulfil someone's need') were deleted as they cross-loaded with other factors. This left 21 items with factor loadings that ranged from 0.51 to 0.74 remaining, so five dimensions were suggested. These dimensions were labelled as: i) relaxation (MOT 1), ii) knowledge enhancement (MOT 2), iii) novelty (MOT 3), iv) visiting filming location (MOT 4) and v) relationship enhancement (MOT 5).

As shown, the KMO value was 0.865 and Barlett's test value showed 231, with $p=0.00$; while Cronbach's Alpha reliability test showed a relatively high score of 0.868 and Eigenvalue was 6.512.

Table 4.6: Results of factor analysis of travelling motivation and its six dimensions

Motivation factors and items	Factor loadings	Eigenvalues	Variance Explained (%)	Cronbach's Alpha
<i>Dimension 1 (MOT1): Relaxation</i>		6.51	17.2	0.80
To escape from daily routine	0.71			
To seek for fun	0.71			
To relax the mind	0.70			
To seek adventure	0.65			
To discover new places	0.55			
To fulfil personal curiosity	0.55			
To enjoy the trip with friends	0.51			
<i>Dimension 2 (MOT2): Knowledge enhancement</i>		1.8	15.6	0.81
To visit historical places	0.74			
To attend cultural events	0.72			
To learn the Korean traditional customs	0.66			
To discover new cultures	0.65			
To improve knowledge	0.61			
To enjoy the foreign language	0.56			
<i>Dimension 3 (MOT3): Novelty</i>		1.55	11.1	0.66
To visit fashionable places	0.73			
To enjoy the local cuisine	0.62			
To feel the romance of the place	0.59			
<i>Dimension 4 (MOT4): Visiting filming locations</i>		1.22	8.6	0.63
To fulfil the curiosity of "Korea" which exist from watching Korean dramas	0.68			
To visit the filming locations	0.68			
<i>Dimension 5 (MOT5): Relationship enhancement</i>		1.10	7.6	0.42
To go to places that friends have not visited	0.70			
To be able to enjoy with friends about this vacation	0.66			
To enjoy the trip with family	0.47			
Total variance explained			60.1	
Kaiser-Meyer-Olkin (KMO)	0.86			
Bartlett's Test of Sphericity	231, $p=0.000$			
Total Cronbach's Alpha	0.868			

4.1.3.3 Travelling experience

Table 4.7 shows the results of factor analysis on the experience variable. Out of 19 analysed items, 4 items were deleted as they cross-loaded with other factors. The deleted items were: i) remaining many old architectures, ii) language barrier, iii) local environment is hygienic and iv) variety of tourist destinations. From the remaining 15 items—three dimensions were suggested with a factor loading range between 0.500–0.900.

These dimensions were named: i) environment (EXP 1), ii) shopping & cuisine (EXP 2) and iii) resident's behaviour (EXP 3). Results showed that the sample had a relatively high adequacy, with a KMO value of 0.872, Barlett's Test value was 91 with $p=0.000$, Cronbach's Alpha total was 0.878 and Eigenvalue resulted in a score of 5.700.

Table 4.7: Results of factor analysis of travelling experience images and its three dimensions

Experienced images	Factor Loading	Eigenvalues	Variance explained (%)	Cronbach's Alpha
Dimension 1 (EXP1): Travelling environment		5.70	31.79	0.87
Peaceful environment	0.82			
A Relaxing place	0.74			
A secure place to visit	0.72			
Good quality of life	0.71			
Natural sceneries are beautiful	0.70			
Systematic town planning	0.65			
Political stability	0.63			
Pleasant weather	0.55			
Many modern buildings	0.50			
Dimension 2 (EXP 2): Shopping & Cuisine		1.58	14.85	0.68
Many varieties of food	0.84			
Delicious Korean cuisines	0.80			
Wide variety of shopping places	0.50			
Dimension 3 (EXP3): Resident's behaviour		1.14	13.54	0.90
Local residents are friendly	0.90			
Local residents are helpful	0.89			
Local people are fashionable	0.86			
Total variance explained (%)			60.18	
Kaiser-Meyer-Olkin (KMO)	0.87			
Bartlett's Test of Sphericity	91, $p=0.00$			
Cronbach's Alpha	0.87			

4.1.3.4 Travelling satisfaction

Table 4.8 indicates the factor analysis results of the satisfaction variable. An analysis was conducted on 17 items and 2 items were deleted as they cross-loaded with other factors. The deleted items were: i) friendliness of local people and ii) variety of shops. Out of the remaining 15 items, three dimensions were suggested: i) quality of environment (SAT 1), ii) accessibility (SAT 2) and iii) pricing (SAT 3). Similar to the previous variables, the result for satisfaction shows a relative high score of KMO=0.907, Bartlett's test value was 105 with $p=0.000$, Cronbach's Alpha result was 0.911 and the Eigenvalue result was 6.478.

Table 4.8: Results of factor analysis of travelling satisfaction and its three dimensions

Travel satisfaction	Factor Loadings	Eigenvalues	Total variance explained (%)	Cronbach's Alpha
Dimension 1 (SAT1):		6.47	25.68	0.85
Quality of environment				
Maintenance of natural attractions	0.80			
Cleanliness of the places	0.70			
Quality of accommodation	0.64			
Quality of entertainment facility	0.62			
Security of the places	0.62			
Quality of products	0.60			
Maintenance of historical sites	0.59			
Quality of cultural performances	0.52			
Dimension 2 (SAT2):				
Accessibilities		1.41	21.67	0.83
Convenience of public transportation	0.80			
Ease of accessibility to the places of attraction	0.78			
Availability of travel information	0.75			
Tourism facilities	0.73			
Dimension 3 (SAT3):		1.12	12.77	0.80
Pricing				
Price of shopping products	0.89			
Price of foods	0.86			
Quality of cuisine	0.83			
Total variance explained (%)			60.12	
Kaiser-Meyer-Olkin (KMO)	0.90			
Bartlett's Test of Sphericity	105, $p=0.00$			
Cronbach's Alpha	0.91			

4.1.3.5 Projected K-drama images

Table 4.9 demonstrated the factor analysis results of the projected K-drama images, with 18 items analysed, but ‘Korea traditional practices are similar to Chinese’ and ‘Seems like a romantic place’ were deleted as they cross-loaded with other factors. Four dimensions were suggested from the 16 items that remained, with factor loadings that ranged between 0.62 and 0.85. The suggested dimensions were: i) country attributes (DRM 1), ii) daily practices (DRM 2), iii) Korean entertainment (DRM 3) and iv) Korean appearances (DRM 4). The results showed a KMO value of 0.889, Barlett’s test value was significant at a value of 136 with $p=0.000$, Cronbach’s value was 0.903 and Eigenvalue resulted in a value of 6.845.

In sum, four variables (motivation, experience, satisfaction and perceived image from K-drama) were analysed and Cronbach’s Alpha produced average reliable values. Although some items such as ‘Korean people are fashionable’ and ‘language barrier’ were deleted since they became cross-loaded, these items will still be discussed in the qualitative analysis.

4.1.4 Path models analyses

In section 4.3.2, results of the analysed path models are presented. Path Models 1–3 were analysed with T-Test and multivariate analysis of variance (MANOVA) were employed to analyse the results. Meanwhile, Path Model 4 was analysed with Canonical Correlation Analysis (CCA).

T-Test was employed to ascertain the differences between the means of two independent groups (Ho, 2006). In this study, variables such as gender (female and male),

ethnicity (Chinese and Malay), watching K-drama (Yes and No) and travelling mode (package tour and independent trip) were compared. A significant difference with $p < 0.025$ (2-tailed test) was applied.

Table 4.9: Result of factors analysis of projected K-drama images and its four dimensions

Korea images from K-drama	Factor Loadings	Eigenvalues	Total variance explained (%)	Cronbach's Alpha
Dimension 1 (DRM1):		6.84	18.61	0.83
Country development				
A modern nation	0.74			
Many places of heritage	0.72			
Korean culture is unique	0.71			
Korean people are creative	0.67			
The design of the skyscrapers are attractive	0.64			
Dimension 2 (DRM2):		1.47	15.79	0.76
Daily practice				
Korean language is polite	0.75			
The traditional costume is unique	0.71			
Korean food seems delicious	0.63			
Korean people are well mannered	0.62			
Dimension 3 (DRM3):		1.12	15.62	0.83
Empathy to Korean Entertainment				
Korea popular music is melodious	0.74			
Korean celebrities are attractive	0.72			
Korean dramas are motivating	0.70			
Korean drama are romantic	0.66			
Dimension 4 (DRM4): Korean Appearance		1.05	11.74	0.78
Korean men are good-looking	0.85			
Korean ladies are beautiful	0.79			
Korean people are fashionable	0.75			
Total Variance explained (%)			61.76	
Kaiser-Meyer-Olkin (KMO)	0.88			
Bartlett's Test of Sphericity	136, $p=0.00$			
Cronbach's Alpha	0.90			

MANOVA was employed to measure the differences of multiple dependent variables based on a set of categorical variables which acted as independent variables (Hair, Black, Babin & Anderson, 2010). It was applied to variables such as age, marital status and education levels. In order to test for a significance value, the following measurements were applied: i) Pillai's Trace (significant level of $p < 0.05$), ii) Leven's test of equality (with a corresponding level of significance of $p > 0.05$), and iii) 'Test Between Subjects' (significant level of $p < 0.05$) (Hair et al., 2010).

With MANOVA, the interrelation among variables was taken into account, therefore, Post Hoc (LSD Test) comparison between variables was employed in the case which ‘Test Between Subjects’ was significant. The function of Post Hoc comparison was used to identify any difference between significant variables. However, in any of the cases where Pillai’s Trace was not significant (violation assumption), a Kruskal–Wallis test (non-parametric test) was employed (Ho, 2006). As the corresponding level of significance was $p < 0.05$, Post Hoc (Games–Howell Test) was employed to examine the interrelation between the independent variables.

Meanwhile, CCA was employed to investigate the maximum correlation between two linear combinations of variables (both independent and dependent variables) (Hair et al., 2010). In order to evaluate the significance of the relation, root(s) significance was referenced ($p < 0.05$) (StatSoft, 2013). The quantity of root indicates the number of relations between two variables. Next, the canonical correlation (R) was examined. Canonical R is an indication of the strength between two sets of variables (independent and dependent) and is considered strong when $R > 0.7$.

Next, the canonical weights for both sets of variables were examined to interpret the relation between the two sets. Only the canonical weight that was greater than 0.4 was taken into account (Hosany, Ekinci & Uysal, 2006; Kim, Agrusa, Lee & Chon, 2006). Therefore, the larger the canonical weight, the greater the uniqueness of the variable with regard to either positive or negative relationships (StatSoft, 2013).

4.1.4.1 Path Model 1- the influences of tourists’ socio-demographics toward the travelling process

Path Model 1 denotes T-test and MONOVA results on the influences of socio-demographics (age, gender, ethnicity, marital status and education level) towards travelling process (H_{1a-c} to H_{5a-c}).

Hypotheses for H_{1a}–H_{1c} were proposed to examine the influences of age groups towards the travelling process and MONOVA was incorporated into the examination.

H_{1a}: The age of tourist influences travelling motivation (pre-trip).

Table 4.10 presents the results for H_{1a}. Findings showed that three motivations (MOT2, MOT3, MOT4) were significantly influenced by age (Test Between Subjects $p < 0.05$). Post Hoc results are indicated in Table 4.11 and show that the age group of 46–55 had a significant difference in MOT2 (knowledge enhancement, mean = -0.59); and the age group of 18–24 showed a significance in MOT3 (novelty, mean = 0.43). Meanwhile, age 56 and above indicated a significant difference in MOT4 (visiting filming location, mean = -0.63). Therefore, Hypothesis H_{1a} was confirmed.

Table 4.10: MANOVA test for age and travelling motivation

	Mean					Levene's Test of Equality	Test Between- Subjects
	18-24 (N=50)	25-35 (N=196)	36-45 (N=51)	46-55 (N=20)	56 and above (N=18)		
MOT 1	0.095	0.063	-0.206	-0.170	-0.176	^b 0.082	0.341
MOT 2	0.046	0.074	0.019	-0.591	-0.333	^b 0.934	^c 0.036
MOT 3	0.432	-0.093	-0.045	-0.326	0.298	^b 0.170	^c 0.005
MOT 4	0.051	0.083	-0.072	-0.179	-0.637	^b 0.224	^c 0.045
MOT 5	0.051	0.012	0.107	-0.093	-0.469	^b 0.620	0.300
Pillai's Trace							*0.05

*Pillai's Trace significant with $p \leq 0.05$, Levene's Test is referred.

^bLevel of significant is large ($p > 0.05$), and the assumption of homogeneity between variances has not been violated. Test between-subjects is referred.

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Age is referred (see Table 4.11).

MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5= relationship enhancement

Table 4.11: Result of Post Hoc for age and travelling motivation							
Age		LSD for MOT 2		LSD for MOT 3		LSD for MOT 4	
		Mean		Mean		Mean	
		Difference	Significant	Difference	Significant	Difference	Significant
46-55	18-24	-0.637	*0.016				
	25-35	-0.666	*0.004				
	36-45	-0.610	*0.020				
	56 and above	-0.258	0.423				
18-24	25-35			0.526	*0.001		
	36-45			0.478	*0.015		
	46-55			0.758	*0.004		
	56 and above			0.134	0.619		
56 and above	18-24					-0.688	*0.012
	25-35					-0.719	*0.003
	36-45					-0.565	*0.038
	46-55					-0.457	0.156

*Significant with value $p < 0.05$

H_{1b} : The age of tourist influences travelling experience (on-site).

Table 4.12 indicates EXP2 is significantly influenced by age (Kruskal–Wallis $p < 0.05$). Post Hoc in Table 4.13 points out that the age group of 18–24 was significantly different in EXP2 (shopping & cuisine, mean = 0.37). Hence, Hypothesis H_{1b} was confirmed.

Table 4.12: MONOVA for age and travelling experience

	Mean					Levene's Test of Equality	Kruskal-Walli Test
	18-24 (N=50)	25-35 (N=196)	36-45 (N=51)	46-55 (N=20)	56 and above (N=18)		
EXP 1	0.189	-0.036	0.038	-0.267	0.055	0.130	**0.348
EXP 2	0.372	-0.022	-0.123	-0.357	-0.054	0.559	^c 0.019
EXP 3	0.156	-0.007	-0.153	0.101	-0.041	0.455	**0.355
Pillai's Trace							^d 0.162

^dPillai's Trace not significant with $p > 0.05$, Kruskal-Wallis Test is referred.

**Kruskal-Wallis Test not significant with $p > 0.05$

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Age is referred (see Table 4.13)

EXP1 = environment, EXP2 = shopping & cuisine, EXP3 = resident's behaviour

Table 4.13: Result of Post Hoc for age and travelling experience

Age	Games-Howell for EXP 2	
	Mean Difference	Significance
18-24	25-35	0.393
	36-45	0.494
	46-55	0.729
	56 and above	0.425

*Games-Howell Test significant with $p \leq 0.05$

H_{1c} : The age of tourist influences travelling satisfaction (post-trip).

Table 4.14 shows travelling satisfaction indicated no significant difference regarding the age groups. Thus, Hypothesis H_{1c} was not confirmed.

Table 4.14: MONOVA for age and travelling satisfaction

	Mean					Levene's Test of Equality	Kruskal- Wallis Test
	18-24 (N=50)	25-35 (N=196)	36-45 (N=51)	46-55 (N=20)	56 and above (N=18)		
SAT 1	0.224	0.002	-0.116	-0.262	-0.022	0.687	**0.238
SAT 2	0.063	0.044	-0.157	-0.250	0.074	0.716	**0.574
SAT 3	0.272	-0.050	0.018	-0.148	-0.090	0.168	**0.137
Pillai's Trace							^d 0.401

^dPillai's Trace not significant with $p > 0.05$, Kruskal-Wallis Test is referred.

**Kruskal-Wallis Test not significant with $p > 0.05$

SAT1 = quality of environment, SAT2 = accessibility, SAT3 = pricing

Table 4.15: T-Test for gender and travelling motivation, experience and satisfaction

	Mean		<i>t</i>	<i>Sig (2-tailed)</i>
	Male (<i>N</i> =97)	Female (<i>N</i> =238)		
<i>Travelling Motivation</i>				
MOT 1	-0.013	0.005	-0.161	0.872
MOT 2	-0.198	0.080	-2.336	*0.020
MOT 3	0.046	-0.019	0.531	0.596
MOT 4	-0.379	0.154	-4.066	*0.000
MOT 5	0.197	-0.080	2.321	*0.021
<i>Travelling Experience</i>				
EXP 1	-0.073	0.029	-0.852	0.395
EXP 2	0.014	-0.006	0.162	0.871
EXP 3	0.115	-0.047	1.351	0.178
<i>Travelling Satisfaction</i>				
SAT 1	-0.071	0.028	-0.830	0.407
SAT 2	0.150	-0.061	1.763	0.079
SAT 3	-0.141	0.058	-1.509	0.134

*Significant level with $p < 0.025$

MOT1 = relaxation, *MOT2* = knowledge enhancement, *MOT3* = novelty, *MOT4* = visiting filming location, *MOT5* = relationship enhancement,

EXP1 = environment, *EXP2* = shopping & cuisine, *EXP3* = resident's behaviour

SAT1 = quality of environment, *SAT2* = accessibility, *SAT3* = pricing

H2a: The gender of the tourist influences travelling motivation (pre-trip).

H2b: The gender of the tourist influences travelling experience (on-site).

H2c: The gender of the tourist influences travelling satisfaction (post-trip).

Table 4.15 denotes the T-Test results of the gender influences on travelling process (H_{2a} – H_{2c}). In H_{2a} , results showed a positive significance in the relationship between MOT2 (0.08), MOT4 (0.15) and female tourists. In contrast, the findings showed another positive significance in the relationship between MOT5 (0.19) and male tourists. Thus, Hypothesis H_{2a} was confirmed. On the other hand, no significant difference was shown in H_{2b} and H_{2c} . As a result, H_{2b} and H_{2c} were not confirmed.

H3a: The ethnicity of tourist influences travelling motivation (pre-trip).

H3b: The ethnicity of tourist influences travelling experience (on-site).

H3c: The ethnicity of tourist influences travelling satisfaction (post-trip).

Table 4.16 denotes T-test results of the influence of ethnicity towards the travelling process. In H_{3a}, results showed positively significant relationships between MOT1 (0.483), MOT2 (0.245), MOT5 (0.197) and Malay tourists. In contrast, results indicated another positively significant relationship between MOT3 (0.223) and Chinese tourists. Hence, Hypothesis H_{3a} was confirmed.

Meanwhile, Hypothesis H_{3b} showed no significant difference between ethnicity and travelling experiences (EXP1–EXP3). As a result, Hypothesis H_{3b} was not confirmed.

Results for Hypothesis H_{3c} in contrast, showed a positively significant relationship between SAT2 (0.344) and Malay tourists. Thus, H_{3c} was confirmed.

Table 4.16: T-test for ethnicity and travelling motivation, experience and satisfaction

	Mean		<i>t</i>	<i>Sig (2-tailed)</i>
	Chinese (<i>N</i> =219)	Malay (<i>N</i> =104)		
<i>Travelling Motivation</i>				
MOT 1	-0.228	0.483	-6.359	*0.000
MOT 2	-0.106	0.245	-3.193	*0.002
MOT 3	0.223	-0.472	6.226	*0.000
MOT 4	0.027	0.031	-0.033	0.974
MOT 5	-0.119	0.197	-2.690	*0.008
<i>Travelling Experience</i>				
EXP 1	-0.064	0.115	-1.525	0.128
EXP 2	0.024	-0.075	0.838	0.403
EXP 3	-0.057	0.156	-1.842	0.066
<i>Travelling Satisfaction</i>				
SAT 1	-0.006	-0.005	-0.001	0.999
SAT 2	-0.156	0.344	-4.414	*0.000
SAT 3	0.002	0.015	-0.116	0.908

*Significant level with $p < 0.025$

MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5=relationship enhancement

EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour

SAT1= quality of environment, SAT2= accessibility. SAT3= pricing

H_{4a}: The marital status of tourist influences travelling motivation (pre-trip).

Hypotheses H_{4a}–H_{4c} were suggested for the examination of the influence of marital status towards the travelling process. Table 4.17 indicates the results for Hypothesis H_{4a}.

Results showed MOT1 was significantly influenced by marital status (with $p < 0.05$). Post Hoc was employed to examine the differences between the marital statuses towards MOT1 (relaxation) (see Table 4.18). Results denoted that tourists who had been identified as either single or divorced differed significantly from other statuses. However, the results for the divorced group might have been affected by the sample size (Hair, 2006) as there were only two respondents in the cell. Nevertheless, H_{4a} was confirmed.

Table 4.17: MANOVA for marital status and travelling motivation

	Mean					Levene's Test of Equality	Test Between- Subjects
	Single ($N=189$)	Married, with children ($N=50$)	Married, without children ($N=92$)	Divorce ($N=2$)	Others ($N=2$)		
MOT 1	0.128	-0.019	-0.221	-1.479	0.055	^b 0.297	^c 0.017
MOT 2	0.129	-0.049	-0.228	-0.096	-0.343	^b 0.560	0.080
MOT 3	-0.029	0.029	0.044	0.939	-0.871	^b 0.326	0.454
MOT 4	0.091	-0.039	-0.187	0.033	0.927	^b 0.325	0.158
MOT 5	0.058	-0.314	0.047	0.331	-0.098	^b 0.595	0.199
Pillai's Trace							*0.023

*Pillai's Trace significant level with $p < 0.05$, Levene's Test is referred.

^bLevel of significant is large ($p > 0.05$), and the assumption of homogeneity between variances has not been violated. Test between-subjects is referred.

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Marital Status is referred (see Table 4.18).

MOT1 = relaxation, MOT2 = knowledge enhancement, MOT3 = novelty, MOT4 = visiting filming location, MOT5 = relationship enhancement

Table 4.18: Result of Post Hoc for marital status and travelling motivation

Marital Status		LSD for MOT 1	
		Mean Difference	Significance
Single	Married, with children	0.147	0.350
	Married without children	0.349	*0.006
	Divorce	1.606	*0.023
	Others	0.0731	0.917
Divorce	Single	-1.606	*0.023
	Married with children	-1.459	*0.041
	Married without children	-1.258	0.076
	Others	-1.533	0.121

*Significant level with $p < 0.05$

H_{4b}: The marital status of tourist influences travelling experience (on-site).

Table 4.19 presents the results for Hypothesis H_{4b}. Results showed that EXP2 was significantly different (Kruskal–Wallis Test $p < 0.05$). From the Post Hoc test (Table 4.20), it was indicated that marital status without children showed a significant difference. Therefore, H_{4b} was confirmed.

Table 4.19: **MONOVA for marital status and travelling experience**

	Mean					Levene's Test of Equality	Test Between Subjects	Kruskal Wallis Test
	Single (N=189)	Married , with children (N=50)	Married , without children (N=92)	Divorc e (N=2)	Other s (N=2)			
EXP 1	0.036	-0.134	0.047	-1.068	-1.103	^b 0.251	**0.195	
EXP 2	0.171	-0.141	-0.272	-0.251	0.097	^a 0.019		^c 0.009
EXP3	0.051	-0.128	-0.028	0.319	-0.631	^b 0.089	**0.671	
Pillai's Trace								*0.038

*Significant level with $p < 0.05$

** Test Between-Subjects is not significant with $p > 0.05$

^aLevel of significant is less ($p < 0.05$), and Kruskal-Wallis test is referred.

^bLevel of significant is large ($p > 0.05$), and the assumption of homogeneity between variances has not been violated. Test between-subjects is referred.

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Marital Status is referred (see Table 4.20). EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour

Table 4.20: **Result of Post Hoc for marital status and travelling experience**

Marital Status	Games-Howell for EXP 2	
	Mean Difference	Significance
Married without children	Single	-0.443 *0.003
	Married, with children	-0.130 0.968
	Divorce	-0.209 1.000
	Others	-0.369 *0.006

*Significant level with $p < 0.05$

H_{4c}: The marital status of tourist influences travelling satisfaction (post-trip).

Table 4.21 presents the results for H_{4c}. The results denoted that SAT3 was significant (Test Between Subjects $p < 0.05$). Post Hoc was employed to examine different levels and the results showed that the marital status of single was significantly different (see Table 4.22). Therefore, Hypothesis H_{4c} was confirmed.

Table 4.21: **MONOVA for marital status and travelling satisfaction**

	Mean					Levene's Test of Equality	Test Between- Subjects
	Single (N=189)	Married, with children (N=50)	Married, without children (N=92)	Divorce (N=2)	Others (N=2)		
SAT 1	0.038	-0.069	-0.001	-1.311	-0.531	^b 0.634	**0.342
SAT 2	0.111	-0.318	-0.052	0.364	-0.552	^b 0.431	**0.072
SAT 3	0.146	-0.336	-0.094	-0.690	-0.386	^b 0.359	^c 0.019
Pillai's Trace							*0.015

*Pillai's Trace significant level with $p < 0.05$, Levene's Test is referred.

** Test Between-Subjects is not significant with $p > 0.05$

^bLevel of significant is large ($p > 0.05$), and the assumption of homogeneity between variances has not been violated. Test between-subjects is referred.

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Marital Status is referred (see Table 4.22).

SAT1= *quality of environment*, SAT2= *accessibility*. SAT3= *pricing*

Table 4.22: **Result of Post Hoc for marital status and travelling satisfaction**

Marital Status		LSD for SAT 3	
		Mean Difference	Significance
Single	Married, with children	0.481	*0.002
	Married, without children	0.239	0.058
	Divorce	0.836	0.235
	Others	0.532	0.449

*Significant level with $p < 0.05$

H5a: The education level of tourist influences travelling motivation (pre-trip).

Hypotheses H_{5a}–H_{5c} were proposed to examine the influences of education level on the travelling process and MONOVA was employed in the analysis. Table 4.23 presents the results for H_{5a}. The results indicated that MOT1, MOT3 and MOT4 were significant (Test Between Subjects and Kruskal–Wallis Test at $p < 0.05$).

Post Hoc in Table 4.24 shows that in MOT1, tourists who had attained a secondary school level of education (-1.626) were significantly different from tourists who had obtained a bachelor's degree (0.108) and a master's degree or higher level (0.234). Moreover in MOT3, tourists with a primary level of education significantly differed from all other levels. However, this result might have been affected by the unequal cell size of each education level (Hair, 2006). Lastly, in MOT4, the results indicated that tourists with a master's degree level of education or above showed a significant difference (-0.544) in comparison to those with a secondary school education (0.234), diploma holders (0.085), and a bachelor's degree (-0.009). Hence, Hypothesis H_{5a} was confirmed.

H5b: The education level of tourist influences travelling experience (on-site).

Table 4.25 indicates the results for H_{5b}. The results revealed that education level was not significant in travelling experiences (Kruskal–Wallis Test $p > 0.05$). Hence, H_{5b} was not confirmed.

Table 4.23: MANOVA for education level and travelling motivation

	Mean					Levene's Test of Equality	Test Between- Subjects	Kruskal -Wallis Test
	Primary school (N=2)	Secondary school (N=44)	Diploma (N=78)	Bachelor degree (N=184)	Master or above (N=27)			
MOT 1	-1.626	-0.413	-0.060	0.108	0.234	^a 0.015		^c 0.011
MOT 2	0.433	-0.192	-0.092	0.089	-0.063	^a 0.001		0.437
MOT 3	1.258	0.292	0.102	-0.103	-0.158	^a 0.001		^c 0.014
MOT 4	-0.233	0.234	0.085	-0.009	-0.544	^b 0.640	^c 0.025	
MOT 5	0.774	0.063	0.181	-0.083	-0.117	^b 0.191	0.234	
Pillai's Trace								*0.00

*Pillai's Trace significant level with $p < 0.05$, Leven's Test is referred.

^aLevel of significant is less ($p < 0.05$), and Kruskal-Wallis test is referred.

^bLevel of significant is large ($p > 0.05$), and the assumption of homogeneity between variances has not been violated. Test between-subjects is referred.

^cLevel of significant is less ($p < 0.05$), Table of Post Hoc Tests Education is referred (see Table 4.24).

MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5= relationship enhancement

Table 4.24: Result of Post Hoc for education level and travelling motivation

		Games-Howell for MOT 1		Games-Howell for MOT 3		LSD for MOT 4	
Education		Mean Difference	Significance	Mean Difference	Significance	Mean Difference	Significance
Secondary school	Primary school	1.212	0.922				
	Diploma	-0.353	0.426				
	Bachelor degree	-0.521	*0.029				
	Master or above	-0.648	*0.031				
	Secondary			0.965	*0.000		
Primary school	Diploma			1.155	*0.000		
	Bachelor degree			1.361	*0.002		
	Master or above			1.416	*0.000		
	Primary school					-0.310	0.669
Master or above	Secondary					-0.778	*0.001
	Diploma					-0.629	*0.005
	Bachelor					-0.534	*0.009
	Degree						

Note. LSD Test is applied when $p > 0.05$ for Levene's Test. Games-Howell Test is applied when $p < 0.05$ for Levene's Test.

*Significant with value $p < 0.05$

Table 4.25: MONOVA for education level and travelling experience

	Mean					Levene's Test of Equality	Kruskal- Wallis Test
	Primary school (N=2)	Secondary school (N=44)	Diploma (N=78)	Bachelor degree (N=184)	Master or above (N=27)		
EXP 1	-0.030	-0.156	-0.047	0.015	0.290	0.049	**0.730
EXP 2	-0.292	-0.145	-0.061	0.083	-0.128	0.002	**0.748
EXP 3	-0.414	0.083	-0.202	0.055	0.106	0.741	**0.169
Pillai's Trace							^d 0.502

^dPillai's Trace not significant with $p > 0.05$, Kruskal-Wallis Test is referred.

**Kruskal-Wallis Test not significant with $p > 0.05$

EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour

H_{5c} : The education level of tourist influences travelling satisfaction (post-trip).

Table 4.26 presents the results for H_{5c} . These results indicated that education level was not significant in travelling satisfaction ($p > 0.05$). Therefore, H_{5c} was not confirmed.

Table 4.26: MONOVA for education level and travelling satisfaction

	Mean					Levene's Test of Equality	Kruskal- Wallis Test
	Primary school (N=2)	Secondary school (N=44)	Diploma (N=78)	Bachelor degree (N=184)	Master or above (N=27)		
SAT 1	0.007	0.013	-0.090	-0.006	0.281	0.000	**0.490
SAT 2	0.475	-0.228	-0.073	0.065	0.101	0.011	**0.273
SAT 3	-0.181	-0.103	-0.185	0.116	-0.076	0.425	**0.238
Pillai's Trace							^d 0.38

^dPillai's Trace not significant with $p > 0.05$, Kruskal-Wallis Test is referred.

**Kruskal-Wallis Test not significant with $p > 0.05$

SAT1=quality of environment, SAT2= accessibility. SAT3= pricing

4.1.4.2 Path Model 2: the influences of travelling modes toward the travelling process

H_{6a} : The travelling modes influences travelling motivation (pre-trip).

H_{6b} : The travelling modes influences travelling experience (on-site).

H_{6c} : The travelling modes influences travelling satisfaction (post-trip).

Path Model 2 denotes the T-test results on the influence of tourist travelling modes towards the travelling process (H_{6a} – H_{6c}) (see in Table 4.27). For H_{6a} , the results showed a

positive significance in the relationship between MOT1 (0.255) and tourists that followed an independent tour. Meanwhile, results showed a positive significance in the relationships between MOT3 (0.143) and tourists under a package tour. Therefore, H_{6a} was confirmed.

In H_{6b}, meanwhile, the results pointed out no significant relationship between tourist travelling modes and travelling experience. Thus, H_{6b} could not be confirmed.

In H_{6c}, the results showed a positive relationship between SAT2 (0.482) and tourists that followed an independent tour. As a result, H_{6c} was confirmed.

Table 4.27: T-Test for tourist travelling modes and travelling process

	Mean		<i>t</i>	<i>Sig (2-tailed)</i>
	Package Tour	Independent Tour		
<i>Travelling Motivation</i>				
MOT 1	-0.150	0.255	-3.637	*0.000
MOT 2	-0.039	0.066	-0.921	0.358
MOT 3	0.143	-0.244	3.474	*0.001
MOT 4	-0.015	0.025	-0.351	0.726
MOT 5	0.011	-0.019	0.265	0.791
<i>Travelling Experienced Image</i>				
EXP 1	-0.027	0.047	-0.654	0.513
EXP 2	-0.092	0.157	-2.220	0.027
EXP 3	-0.073	0.123	-1.737	0.083
<i>Travelling Satisfaction</i>				
SAT 1	0.073	-0.123	1.737	0.083
SAT 2	-0.283	0.482	-7.268	*0.000
SAT 3	-0.050	0.086	-1.204	0.229

*Significant level with $p < 0.025$

♦ MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5= relationship enhancement

EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour

SAT1= quality of environment, SAT2=accessibility. SAT3= pricing

4.1.4.3 Path Model 3: the influences of the DW group and the non-DW group towards the travelling process

H7a: Watching Korean drama influences the travelling motivation (pre-trip).

H7b: Watching Korean drama influences the travelling experience (on-site).

H7c: Watching Korean drama influences the travelling satisfaction (post-trip).

Path Model 3 denotes T-Test results on the influences of K-drama watching on the travelling process (H_{7a}–H_{7c}) (see in Table 4.28). In H_{7a}, the results showed a positive significance in the relationships between MOT2 (0.091), MOT4 (0.203) and the DW group. Hence, H_{7a} was confirmed. Meanwhile, findings indicated that there was no significant difference in H_{7b} and H_{7c}. Therefore, H_{7b} and H_{7c} were not confirmed.

Table 4.28: T-Test for DW group and non-DW group towards the travelling process

	Mean		<i>t</i>	<i>Sig (2-tailed)</i>
	Non-DW	DW		
Travelling Motivation				
MOT 1	-0.053	0.025	-0.669	0.504
MOT 2	-0.188	0.091	-2.407	*0.017
MOT 3	0.078	-0.038	0.989	0.323
MOT 4	-0.421	0.203	-5.201	*0.000
MOT 5	0.017	-0.008	0.222	0.825
Travelling Experienced Image				
EXP 1	-0.049	0.024	-0.620	0.536
EXP 2	-0.143	0.069	-1.829	0.068
EXP 3	0.146	-0.070	1.862	0.063
Travelling Satisfaction				
SAT 1	-0.060	0.029	-0.760	0.448
SAT 2	-0.005	0.002	-0.060	0.952
SAT 3	-0.095	0.046	-1.208	0.228

*Significant level with $p < 0.025$

MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5= relationship enhancement

EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour

SAT1= quality of environment, SAT2= accessibility. SAT3= pricing

4.1.4.4 Path Model 4: Correlation between k-drama images and travelling process

H8a: Projected K-drama images influence the travelling motivation (pre-trip).

H8b: Projected K-drama images influence the travelling experience (on-site).

H8c: Projected K-drama images influence the travelling satisfaction (post-trip).

Path Model 4 denotes the CCA results between projected K-drama images and travelling process. Table 4.29 indicates the findings for H_{8a} from which two significant relationships were extracted ($p < 0.05$). For the first relationship, Root1 ($R=0.774$), a positive significance in the relationship was found between DRM1 (0.780), DRM2 (0.437) and MOT1 (0.505), MOT2 (0.664) and MOT3 (0.499). For the second relationship, Root 2 ($R=0.366$) indicated significance between DRM3 (-0.828) and MOT1 (-0.473), MOT2 (0.547), MOT4 (-0.651). Out of the results, Root 2 was not taken into account due to the impractically low canonical weight ($R > 0.7$). Hence, only Root 1 was accepted and the results suggested that tourists who experienced positive projected images leaned toward a positive travelling motivation. Figure 4.1 portrays a clearer relationship for both Root 1 and Root 2. Therefore, H_{8a} was confirmed.

Table 4.29: Canonical Correlation between projected k-drama images and travelling motivation

	Canonical Weight	
	Root 1	Root 2
<i>Independent variables (Left set)</i>		
DRM 1	*0.780	0.317
DRM 2	*0.437	0.336
DRM 3	0.396	*-0.828
DRM 4	0.209	-0.317
<i>Dependent variable (Right set)</i>		
MOT 1	*0.505	*-0.473
MOT 2	*0.664	*0.547
MOT 3	*0.499	0.170
MOT 4	0.106	*-0.651
MOT 5	0.259	-0.114
	**0.000	**0.002
<i>p value</i>		
Canonical R	0.774	0.366
Chi-Square	235.946	35.563
df	24	15
Lamda Value	0.341	0.850
Eigenvalue	0.599	0.134
Redundancy	0.149	0.033
**Root with significant level $p < 0.05$ is shown in the result		
*Canonical weight greater than 0.4 should be considered for the interpretation		
<i>DRM1= country development, DRM2= daily practices, DRM3= Korean entertainment, DRM4= Korean appearances</i>		
<i>MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty,</i>		
<i>MOT4= visiting filming location, MOT5= relationship enhancement</i>		

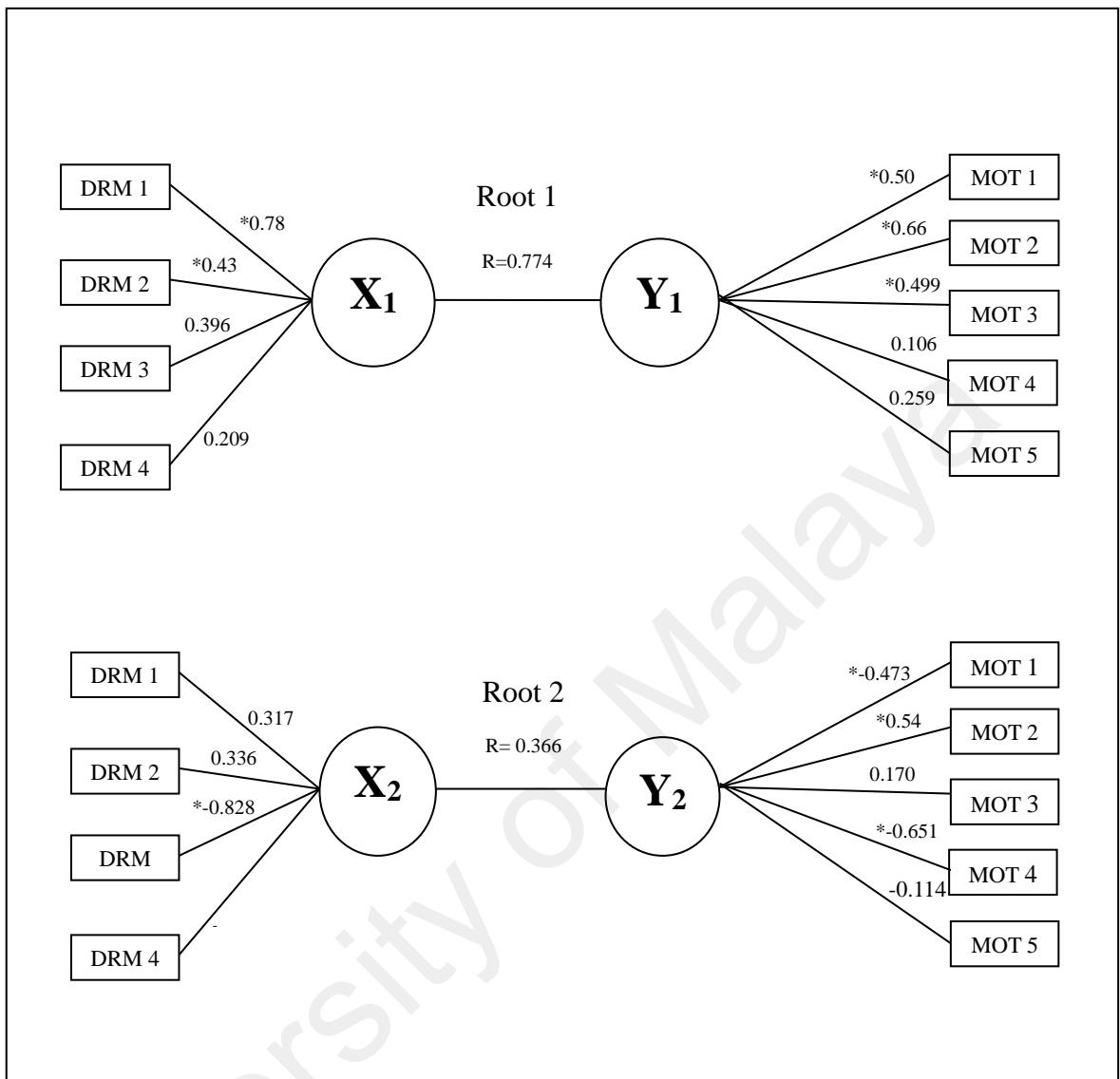


Figure 4.1: Canonical Correlation analysis between projected K-drama images and travelling motivation

Table 4.30 shows the result for H_{8b} , from which three significant relationships were extracted ($p < 0.05$). In Root 1 ($R=0.775$), a negative tendency relationship was presented between DRM1 (-0.614), DRM2 (-0.597), DRM3 (-0.445) and EXP1 (-0.776), EXP2 (-0.467), EXP3 (-0.431).

For the second relationship, Root 2 ($R=0.398$) was presented as being placed significantly between DRM2 (-0.758), DRM3 (0.519) and EXP1 (0.600), EXP2 (-0.429), EXP3 (-0.682). As for the third relationship, Root 3 ($R=0.169$), indicated significance in the

relationship between DRM1 (0.729), DRM3 (-0.634) and EXP2 (0.772), EXP3 (-0.590). Although the Canonical strength (R) in Root 2 and Root 3 are significant, the Canonical weights were impractically low (a normal weight >0.7 is strong), hence only Root 1 was taken into account.

In sum, the results proposed projected images that were perceived to reflect negatively on travelling experience, especially on the image of country development, daily practices and Korean entertainment. Figure 4.2 illustrates a clearer picture of the extracted relationships. Hence, H_{8b} was confirmed.

Table 4.30: Canonical Correlation between projected K-drama images and travelling experience

	Canonical Weight		
	Root 1	Root 2	Root 3
Independent variables (Left set)			
DRM 1	*-0.614	0.220	*0.729
DRM 2	*-0.597	*-0.758	-0.250
DRM 3	*-0.445	*0.519	*-0.634
DRM 4	-0.264	0.326	-0.062
Dependent variable (Right set)			
EXP 1	*-0.776	*0.600	-0.191
EXP 2	*-0.467	*-0.429	*0.772
EXP 3	*-0.431	*-0.682	*-0.590
<i>p value</i>	**0.000	**0.000	**0.040
Canonical R	0.775	0.398	0.169
Chi-Square	247.632	44.56	6.424
df	12	6	1
Lamda Value	0.326	0.817	0.971
Eigenvalue	0.601	0.158	0.029
Redundancy	0.150	0.039	0.007
**Root with significant level $p < 0.05$ is shown in the result			
*Canonical loading greater than 0.4 should be considered for the interpretation			
DRM1= country development, DRM2= daily practices, DRM3= Korean entertainment, DRM4= Korean appearances			
EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour			

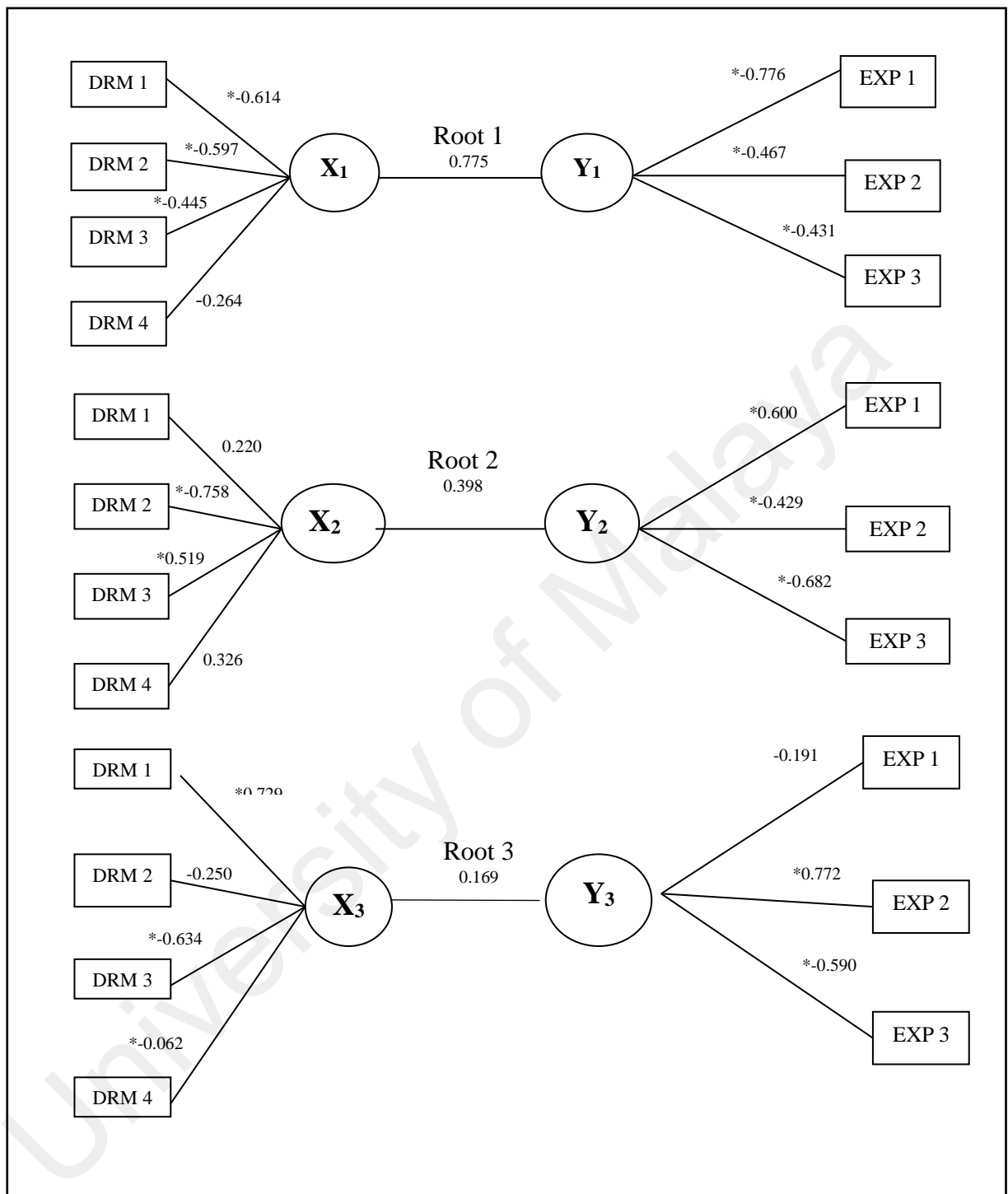


Figure 4.2: Canonical Correlation analysis between projected K-drama images and travelling experience

Table 4.31 presents the results for H_{8c} and only a significant relationship was extracted ($R=0.722$). The findings showed positive tendencies in the relationship between DRM1 (0.656), DRM2 (0.516), DRM3 (0.530) and SAT1 (0.862), SAT2 (0.454) (see Figure 4.3). From these results, it was indicated that projected images that were perceived positively reflect positively on travelling satisfaction. Hence, H_{8c} was confirmed.

In sum, Section 4.1.3 reported the results of four path models that were examined. The summary of the findings is shown in Table 4.32. Among 24 sub-hypotheses, 15 hypotheses were confirmed; meanwhile 9 hypotheses were unconfirmed.

Table 4.31: Canonical Correlation between projected K-drama images and travelling satisfaction

	Canonical Weight
	Root 1
<i>Independent variables (Left set)</i>	
DRM 1	*0.656
DRM 2	*0.516
DRM 3	*0.530
DRM 4	0.151
<i>Dependent variable (Right set)</i>	
SAT 1	*0.862
SAT 2	*0.454
SAT 3	0.273
<i>p value</i>	**0.000
Canonical R	0.722
Chi-Square	181.299
df	12
Lamda Value	0.440
Eigenvalue	0.520
Redundancy	0.130

**Root with significant level $p < 0.05$ is shown in the result

*Canonical loading greater than 0.4 should be considered for the interpretation

DRM1= country development, DRM2= daily practices, DRM3= Korean entertainment, DRM4= Korean appearances

SAT1= quality of environment, SAT2= accessibility. SAT3= pricing

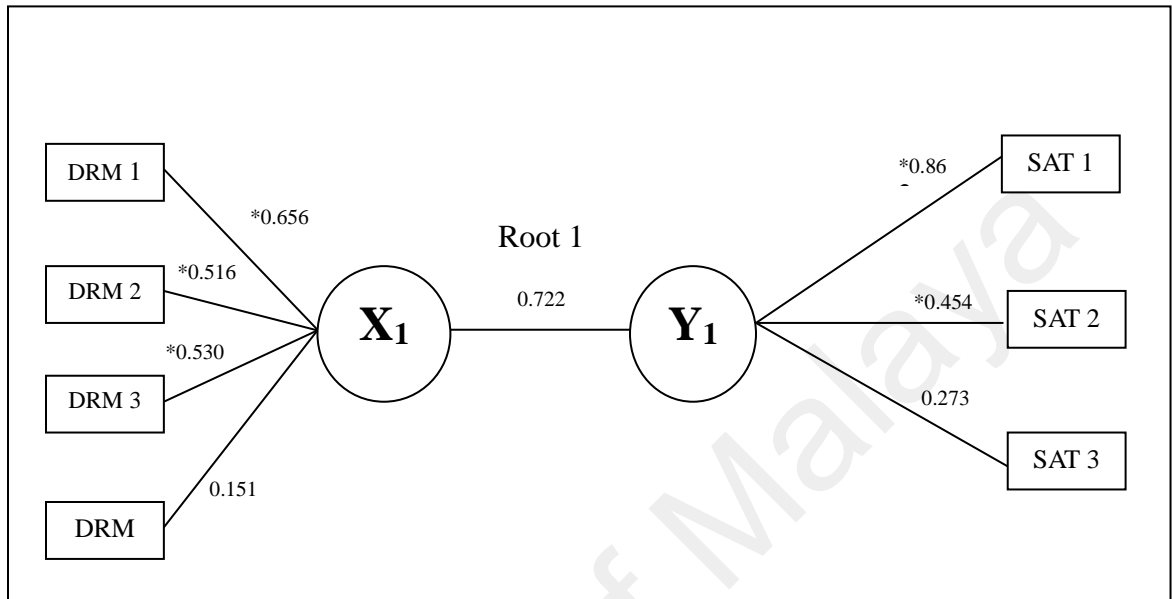


Figure 4.3: Canonical Correlation analysis between projected K-drama images and travelling satisfaction

Table 4.32: A Result Summary of the Tested Hypotheses

Path Model 1				
Socio-demographics				
<i>Age</i>				
H _{1a}				Confirmed with MOT2,3,4
H _{1b}				Confirmed with EXP2
H _{1c}				Unconfirmed
<i>Gender</i>				
H _{2a}				Confirmed with MOT2,4,5
H _{2b}				Unconfirmed
H _{2c}				Unconfirmed
<i>Ethnic</i>				
H _{3a}				Confirmed with MOT1,2,3,5
H _{3b}				Unconfirmed
H _{3c}				Confirmed with SAT2
<i>Marital Status</i>				
H _{4a}				Confirmed with MOT1
H _{4b}				Confirmed with EXP2
H _{4c}				Confirmed with SAT 3
<i>Education Level</i>				
H _{5a}				Confirmed with MOT1,3,4
H _{5b}				Unconfirmed
H _{5c}				Unconfirmed
Path Model 2				
Travelling modes				
H _{6a}				Confirmed with MOT1,3
H _{6b}				Unconfirmed
H _{6c}				Confirmed with SAT2
Path Model 3				
DW & non-DW tourist groups				
H _{7a}				Confirmed with MOT2,4
H _{7b}				Unconfirmed
H _{7c}				Unconfirmed
Path Model 4				
Projected K-drama images				
			Independent variables	Dependent variables
H _{8a}	Confirmed with one relationships	Root 1	DRM1,2	→ MOT 1,2,3
H _{8b}	Confirmed with one relationships	Root 1	DRM 1,2,3	→ EXP 1,2,3
H _{8c}	Confirmed with one relationship	Root 1	DRM 1,2,3	→ SAT 1,2
<p><i>MOT1= relaxation, MOT2= knowledge enhancement, MOT3= novelty, MOT4= visiting filming location, MOT5= relationship enhancement</i></p> <p><i>EXP1= environment, EXP2= shopping & cuisine, EXP3= resident's behaviour</i></p> <p><i>SAT1= quality of environment, SAT2= accessibility. SAT3= pricing,</i></p> <p><i>DRM1=country development, DRM2=daily practices, DRM3=Korean</i></p>				

4.2 Qualitative Analysis

The qualitative analysis was presented in two sections. The first section described the data preparation work, while the second section reported on the analysis findings.

4.2.1 Data preparation

The qualitative data consisted of 14 unstructured interviews which were collected during the field work. The interviews were recorded either with a voice recorder or handwritten notes. The conversations were transcribed verbatim and interviewees were given anonymous codes (see Table 4.33). Three types of coding methods were applied to analyse the contents which involved provisional coding, descriptive coding and axial coding. At the end of the analysis, the results were presented in the form of a “Network View”. The coding procedure involved the division of the text into small parts, to which relevant codes were subsequently assigned, then similar codes were grouped under family codes. The coding process was accomplished with the aid of Atlas.ti version 5.5 (Frieze, 2012).

Table 4.33: **Socio-demographics and travelling mode of interviewees**

Interviewee	Transcript I.D	Gender	Age	Ethnicity	Travelling Mode
1) MI. 4	I.4	Female	36-45	Chinese	Package Tour (P.T)
2) MI.6	I.6	Male	45-55	Chinese	Package Tour (P.T)
3) MI. 8	I.8	Male	56 and above	Chinese	Package Tour (P.T)
4) MI. 9	I.9	Male	56 and above	Chinese	Package Tour (P.T)
5) MI. 10	I.10	Female	36-45	Chinese	Package Tour (P.T)
6) MI.11	I.11	Female	25-35	Chinese	Package Tour (P.T)
7) MI.14a	I.14	Female	25-35	Malay	Independent tour (I.T)
8) MI.14b	I.14	Female	25-35	Malay	Independent tour (I.T)
9) MI.14 c	I.14	Female	25-35	Malay	Independent tour (I.T)
10) MI.14d	I.14	Female	25-35	Malay	Independent tour (I.T)
11) MI.17a	I.17	Female	25-35	Chinese	Independent tour (I.T)
12) MI. 17b	I.17	Female	25-35	Chinese	Independent tour (I.T)
13) MHN. 1	H.N 1	Female	25-35	Chinese	Ground tour & Independent tour (I.T)
14) MHN.2	H.N.2	Female	25-35	Malay	Independent tour (I.T)

4.2.1.1 Provisional coding

Initially, data analysis began with provisional coding where an application with predetermined codes was set prior to the field work and analysis (Saldana, 2009). These predetermined codes were generated based on the research framework. Predetermined coding is a deductive approach that is concerned with an explorative investigation from the beginning and aids in refining the problem statement (Cobin & Strauss, 2008).

The three main variables in the travelling process were focused on in this analysis, namely motivation, experience and satisfaction. Therefore, each of these variables was coded as a '*Family code*', and each family code contained a list of predetermined codes which carried the same code names as the dimensions from the quantitative findings. It was not necessary that all the dimensions found in the quantitative analysis were quoted in the qualitative analysis. It depended on the contents of the interviews and only relevant issues were quoted.

4.2.1.2 Descriptive coding

The following step involved descriptive coding which was used as an approach to analyse the basic topics of data and were usually summarised in a word or short phrase (Saldana, 2009). The primary goal of this step was to discover new issues and themes which were unable to be discovered from the questionnaires. Therefore, new codes were created whenever the contexts did not belong to any of the predetermined codes.

4.2.1.3 Axial coding

The final step involved Axial coding—an extension of the analytic work on provisional and descriptive coding. It is an application used to describe properties of a category and explore how codes are related. The properties refer to components such as *cause, consequence and condition*; this includes components underlying the questions concerning if, when, how and why a situation happened amongst the codes (Saldana, 2009).

4.2.2 Analysis findings

The findings suggested *three* predetermined codes, *six* descriptive codes and *four* axial codes as shown below:

Predetermined codes:

i. Family Code: travelling motivation

Predetermined codes:

- Relaxation
- Knowledge enhancement
- Novelty
- Visiting filming locations
- Relationship enhancement

ii. Family code: travelling experience

Predetermined codes:

- Environment
- Shopping & Cuisine
- Resident's behaviour

iii. Family code: travelling satisfaction

Predetermined codes:

- Quality of environment
- Accessibility
- Pricing

Descriptive codes:

- K-drama
- TV programme
- K-pop
- Language barrier
- Travel agency
- Revisit intention

Axial codes:

- induced (For example: K-drama *induced* tourists to visit filming locations)
- is associated (For example: K-drama *is associated* with K-pop)
- – is part of (For example: visiting a filming location *is part of* knowledge improvement)
- – is a cause (For example: Language barrier *is a cause* of resident's behaviour)

The findings were summarised in an aggregate network to illustrate all the codes found in the analysis. In addition, the relationships (axial coding) between codes were clearly linked in the network. In order to present a clearer picture of the findings, Figure 4.4 shows a simplified version of the network view, which only comprises family codes (motivation, experience and satisfaction), descriptive codes (K-drama and language barrier for example) and the axial codes (is associated with and induced for example). Next, Figure 4.5 illustrates an extensive network view by including all the quotations in detail. A completed quotation list can be found in APPENDIX B. Meanwhile, Figure 4.6 to Figure 4.8 illustrate the network view of each of the family codes (motivation, experience and satisfaction).

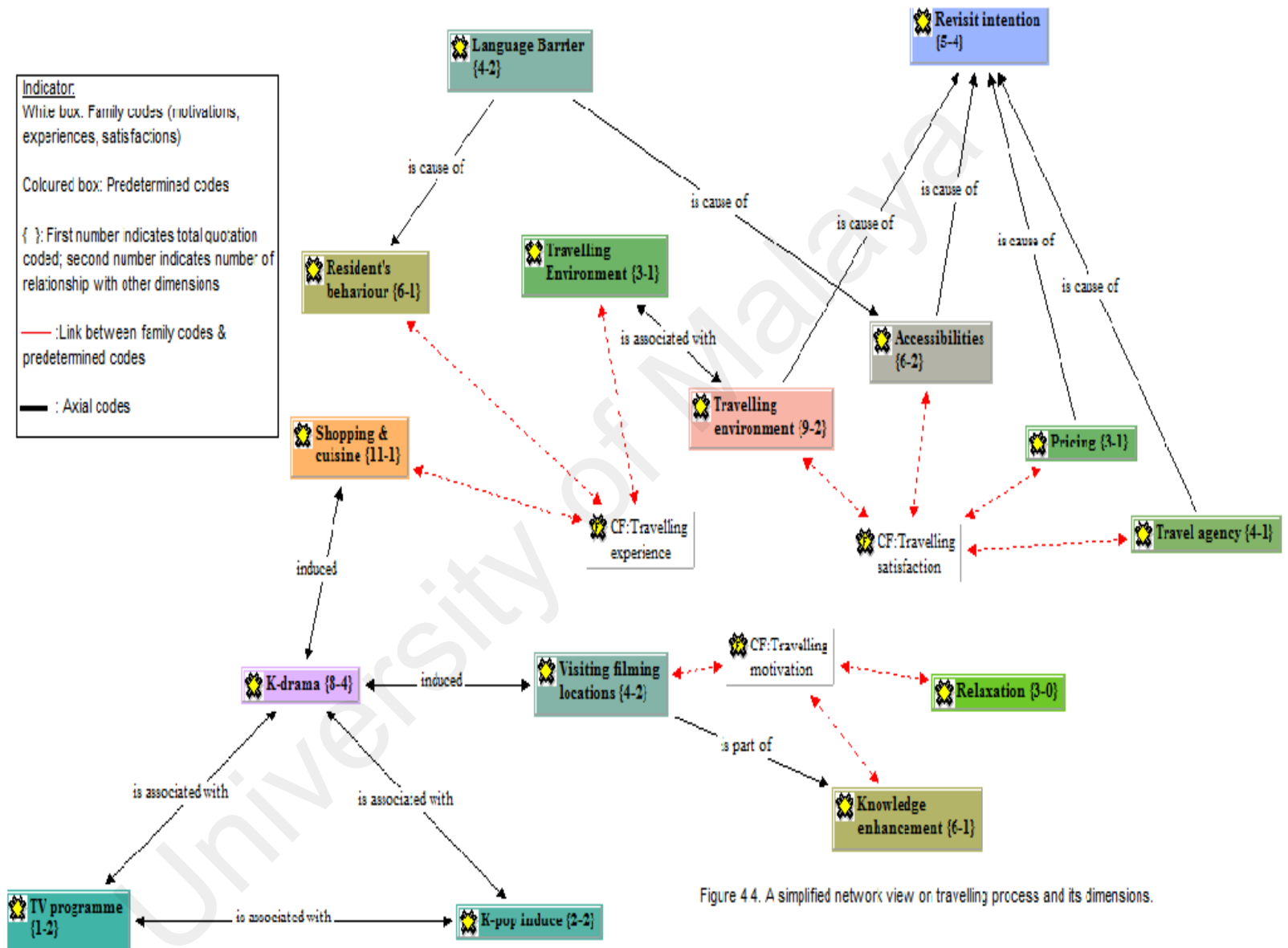
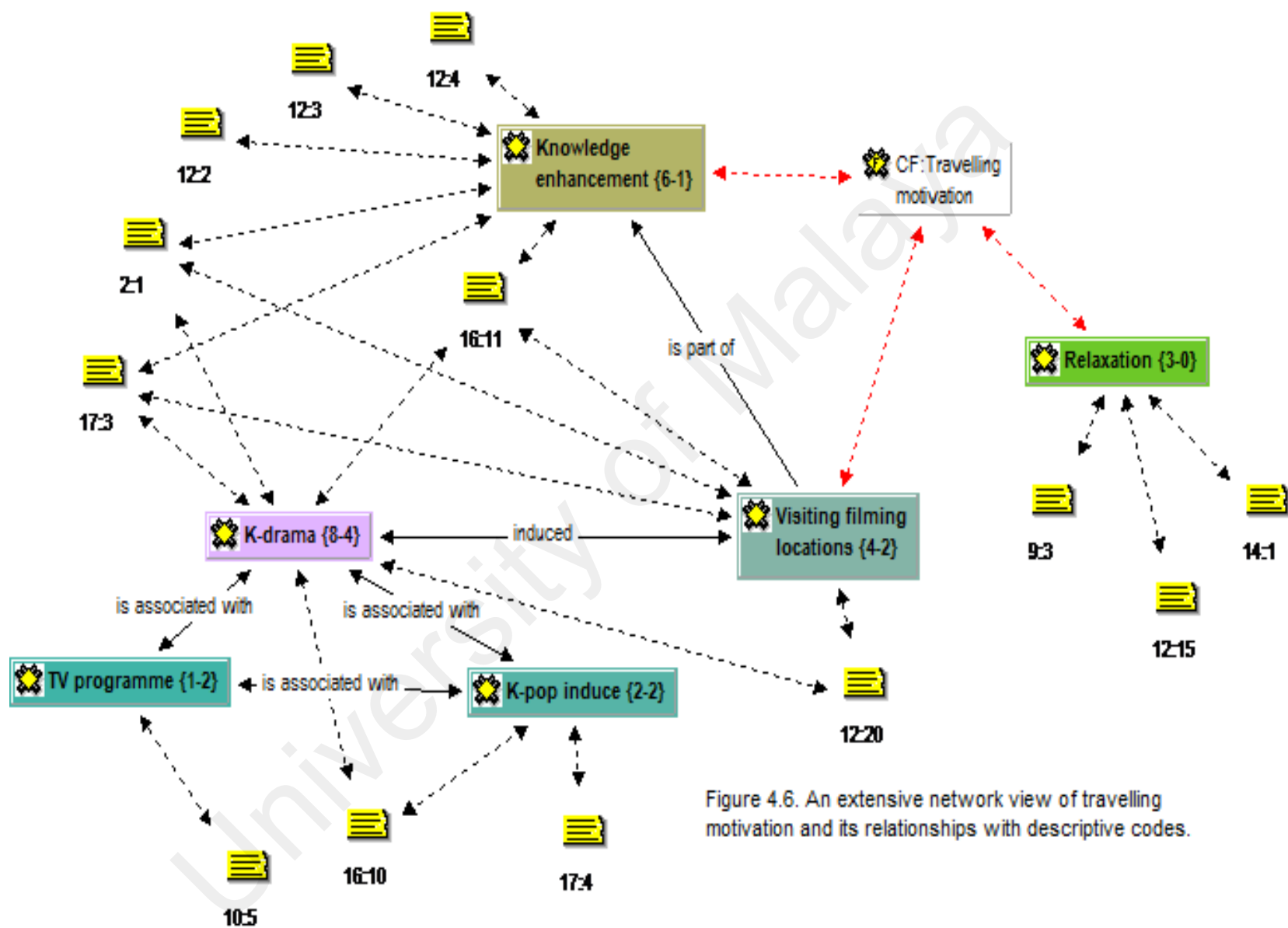
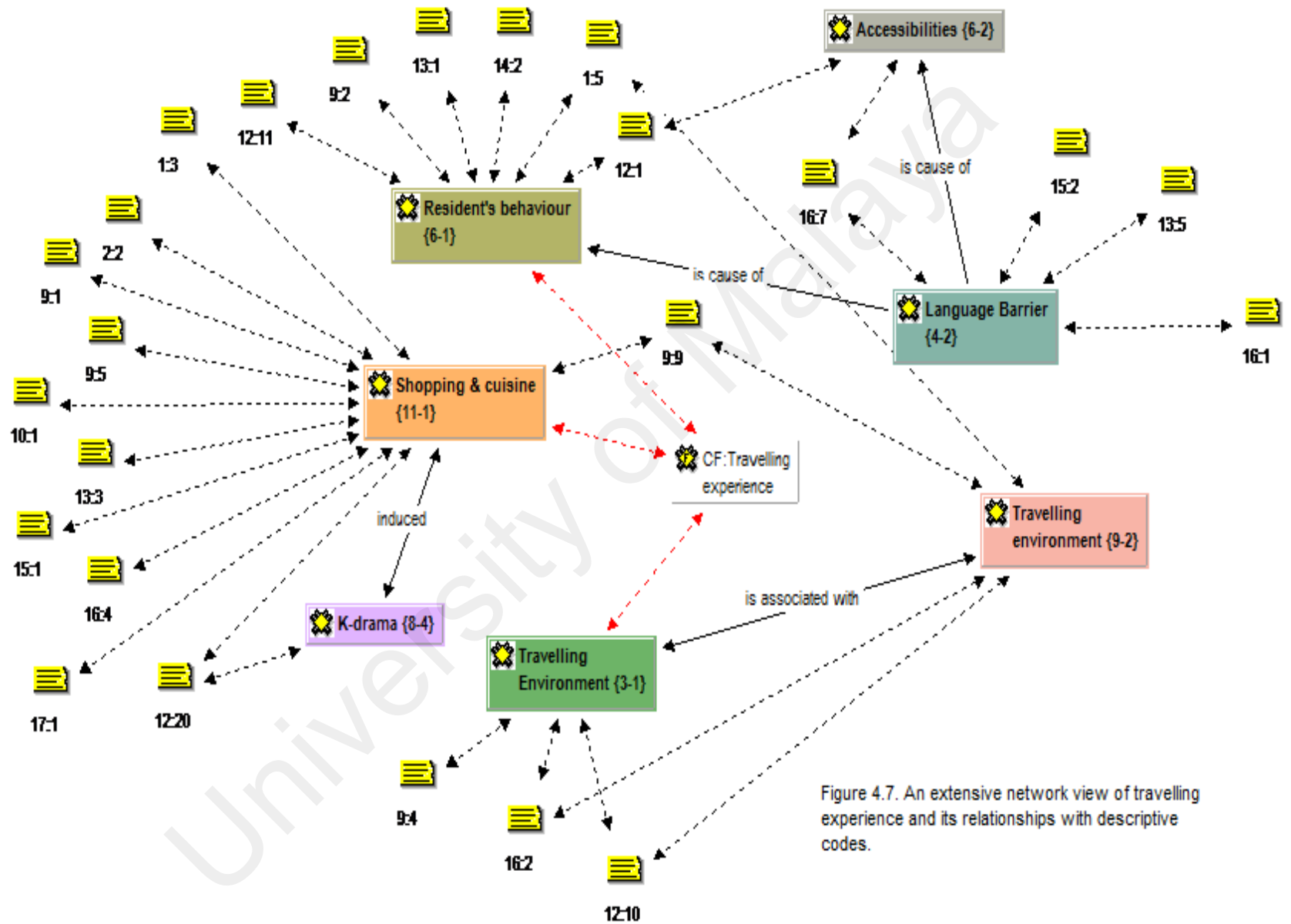


Figure 44. A simplified network view on travelling process and its dimensions.





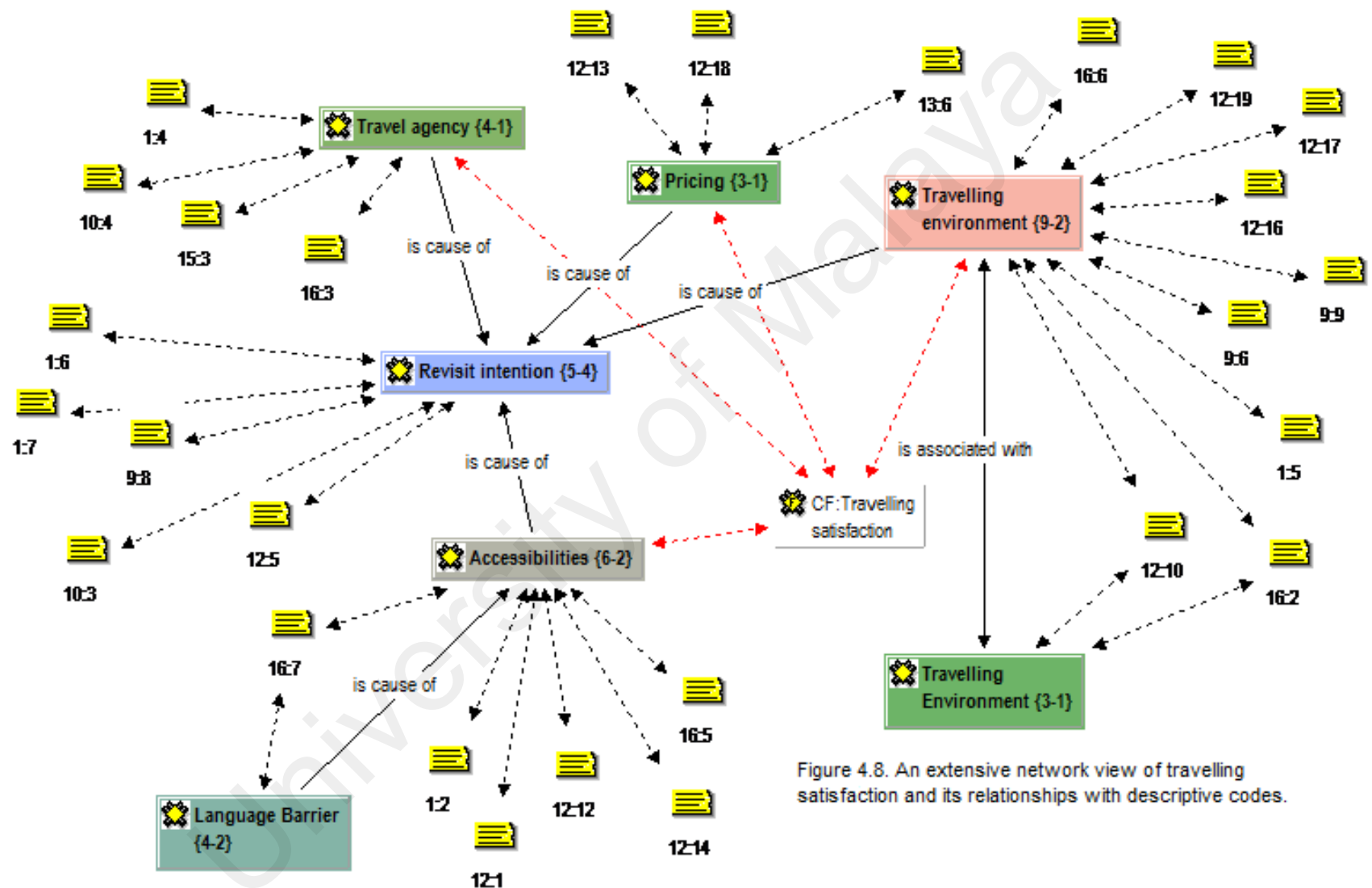


Figure 4.8. An extensive network view of travelling satisfaction and its relationships with descriptive codes.

4.2.2.1 Travelling motivation

In Section 4.2.2.1, three predetermined codes were coded into the findings which were: i) visiting filming locations, ii) knowledge enhancement and iii) relaxation. The findings proposed that the motivation of ‘visiting filming locations’ *is caused* by K-dramas (in quotation 2:1, 12:20, 16:11, and 17:3). The analysis also found that ‘visiting filming location’ *is part of* ‘knowledge enhancement’. Regardless of whether the respondents were Chinese or Malay, they were attracted by the historical dramas and would like to explore the Korean culture which existed in the dramas they watched.

‘She is a super hard core fan of K-dramas. That is the main reason why she wants to travel to Korea to experience the Korea that appears in the dramas.’
(MHN.2_Female_Malay_25-35_I.T, hand note, in quotation 2:1)

‘When I was watching K-dramas, I saw the food seems delicious. So, when I have arrived Korea I tried that food. When I saw a place, I wish I could find this place when I visited Korea, I always wondering how is this place look like.’
(MI.17a_Female_Chinese_25-35_I.T, in quotation 12:20)

‘The Jeju Island...the love movie...and also the others movies! The whole Malaysia become the K-drama fans!..Though the language could not be understood, but they translated it! It is touching, everybody like it and suitable to Asian’s taste! In contrast, western people might not be influenced by the dramas. Chinese is especially influenced by K-drama. Korea historical dramas....similar to our ancient China, this is because Korea was a tributary state of China.’
(MI.9_Male_Chinese_56 or above_P.T, in quotation 16:11)

MI.14a: *Story of K-drama...*

MI.14c: *Places are beautiful..*

MI.14a: *Ah...Honeymoon, they will not choose anywhere but excited to go to Jeju Island. So, Jeju can..make foreigners to visit..oh...the story...shown the beautiful places...teddy museum or something like that, so attract all of us to go...*

MI.14b: *Same thing like historical storyline, such as <Jewel of Palace>, I like the most is their costumes, places, village, everything is exciting'*

(MI.14a/b/c_Female_Malay_25-35_I.T, in quotation 17:3)

In sum, qualitative findings suggested two relationships in travelling motivation—those of ‘visiting filming location’ *is part of* the ‘knowledge enhancement’ and K-drama *is a cause of* visiting filming location induces (see Figure 4.6). As such, the qualitative findings help to support the research objective in which K-drama has a certain level of influence on Malaysian tourists’ travel to Korea. Furthermore, this is partly pushed by the internal factor, *knowledge enhancement* of an individual. Findings also suggest that the push factor is relevant to the pull factor of *visiting filming location*. In other words, an individual may be curious concerning the tangible and intangible elements that occurred in the drama. This curiosity has triggered their internal motive to understand and learn about the elements, especially elements that had been notified in the K-drama. These elements could be reflected in Path Model 4—projected images from K-drama, namely country development, daily practices, Korean entertainment and Korean appearance.

4.2.2.2 Travelling experience

In Section 4.2.2.2, three predetermined codes were coded: i) shopping & cuisine, ii) residents' behaviour and iii) travelling environment. The findings propose that 'travelling environment' *is associated* with 'quality of environment' (one of the dimensions in the satisfaction variable), 'shopping & cuisine' *is induced* by the K-drama and tourists' experience with 'residents' behaviour' *is cause of* language barrier.

Shopping & Cuisine: Besides travelling motivation, K-drama has influenced respondent travelling experiences, especially the dimension of 'shopping & cuisine'. In quotation 12:20, the respondent not only visited the filming location, she also liked to experience the actual taste of the Korean foods which had appeared in the dramas. From the recording, respondent MI. 17a is a hard core fan of K-drama. She is not only watching K-drama, but also learning Korean language because of the drama. She and her travel mate, respondent MI. 17b, share the same interests and is fond of the Korean culture.

'When I was watching K-dramas, I saw the food seems delicious. So, when I have arrived Korea I tried that food. When I saw a place, I wish I could find this place when I visited Korea, I always wondering how is the place looks like.'

(MI.17a_Female_Chinese_25-35_I.T, in quotation 12:20)

In contrast, minority Chinese respondents felt that Korean foods were tasteless and provided very few options.

'Every day I have to eat similar foods, not like us in Malaysia, we can have Chinese food, Malay food, and Indian food. Here in Korea, every day is Korean food' (MI.10_Female_Chinese_36-45_P.T, in quotation 9:1)

'For Korean food! Honestly...too tasteless for us. Actually I understand it is good for our health! But, for Asian, curry...the spicy, sour...they (Korean) all don't provide' (MI.9_Male_Chinese_56 or above_P.T, in quotation 16:4)

From the observation, the results can explain the reasons of the different experience and interest of shopping & cuisine due to the socio-demographics background. Respondent MI. 17a is single and in her early twenties, she has K-drama fever and likes to explore Korea through an independent tour (backpack in Korea for 30 days with a same interest travel mate). Meanwhile, respondent MI. 9 and MI. 10 are married tourists above 40 years old. They are not attached to Korean drama as often as respondent MI. 17a. In addition, they were connected with package tour, which limited them from exploring more Korean food. Therefore, the travelling experience was reflected differently. They also perceived the residents' behaviour differently due to the different socio-demographics background, which will be discussed later.

In addition, research also revealed that Muslim tourists faced problems with Korean cuisine. In quotation 2:2 and 17:1, respondents faced a shortage of *Halal* foods during the entire trip. Although these Muslim respondents found inconvenience in

relation to food, they still greatly enjoyed the trip, especially seeing and visiting places that they were looking forward to experiencing due to K-dramas.

'For the respondent MHN.2, she is a Muslim and encountered that food was a problem for her when she was visiting Korea. Therefore, she decided not to bring her children to come along.' (MHN.2_Female_Malay_25-35_I.T, hand note, in quotation 2:2)

'During the interview, researcher observed that they are Muslim, and they were busy packing lunch in the hostel kitchen before they started travelling.' (MI.14a/b/c/d_Female_Malay_25-35_I.T, Hand note, in quotation 17:1)

Residents' behaviour: The findings showed that residents' behaviour was slightly influenced by communication barriers. Quotation 12:1 and 12:11 show that respondent MI.17b has a great experience with the local residents because she speaks Korean.

'In the service aspect, especially transportation...whenever I asked the Koreans about the direction...they helped us as possible as they could...therefore I think they really helped us a lot...service was very polite' (MI.17_Female_Chinese_25-35_I.T, in quotation 12:1)

'About the people! Er...Regardless the people in town. Basically, the people in small town...the elderly or young people, they were more friendly and warmer...of course they were curious about you, but their intentions were kind. The people in the city would avoid you, but still they were helpful. In general, you can see they are polite.' (MI.17_Female_Chinese_25-35_I.T, in quotation 12:11)

In contrast, those respondents who could not speak Korean might have encountered communication problems, which appeared to have caused negative impressions regarding residents' behaviour.

'Not saying they were rude! They did not scold on us, but they always knocked on us without saying excuse me...they just simply knocked you. Not only was I the one to say so, but other tour mates also telling the same thing.' (MI.10_Female_Chinese_36-45_P.T, in quotation 9:2)

'They are like....in the past of Hong Kong...People in Hong Kong nowadays are friendly...last time they didn't... I think Korea is like the past time of Hong Kong... Also there was the possibility that they didn't understand what we were asking.' (MI.4_Female_Chinese_36-45_P.T, in quotation 13:1)

Travelling Environment: It is worthy of note that the analysis revealed most respondents had a great travelling experience due to the safe environment.

'I think...it is very peaceful. I feel that the security in this country is good. When travelling here, I didn't worry about this. For example, I leave my thing here, when I get back to the place, my thing was still around. Every corner in Korea, even the small town I also can feel the security. So we can travel happily, comfortable...don't have to be worry about safety.'

(MI.17a_Female_Chinese_25-35_I.T, in quotation 12:10)

'Another matter...there is...the security here is good, so you don't feel to be aware of unsecure environment and able to walk around easily.'

(MI.9_Male_Chinese_56 or above_P.T, in quotation 16:2)

In sum, three relationships were suggested such as 'shopping & cuisine' is induced by K-drama; 'resident behaviour' is caused by language barrier; and 'environment' is associated with the 'quality of environment' (see Figure 4.7). In addition, the observation also revealed that not only K-drama influenced the travelling experience, but also the travelling modes and socio-demographics background of the tourists. Travelling modes in particular, statistically do not indicate any significant result on the travelling experience; whereas, observation and interviews suggest that travelling in different modes may affect the tourist's perception of the place. This may relate to the service given by the travel agency and further explanations will be discussed in the following section on travelling satisfaction.

Meanwhile, for socio-demographics, the statistics results also indicate that young age tourists show a significant relation with ‘shopping & cuisine’ experience compared to those aged 36 and above. This may also reflect K-drama watching percentage, as the majority of the K-drama audience is in the range of 18–35 (see Appendix C). However, K-drama watching is not necessary to be able to reflect a positive travelling experience. Canonical correlation explains that those who perceived negative images from K-drama have reflected negatively on travelling experiences.

Interestingly, through observation, it was found that an individual’s travelling experience can be influenced by communication, or so called language barrier. Although speaking English is a common practice among Malaysians, it is not however a primary language in Korea. Even though it might not be a major issue that influences the travelling experience, it remains as a communication obstacle between Malaysians and local hosts.

4.2.2.3 Travelling satisfaction

In Section 4.2.2.3, three predetermined codes were coded which were i) quality of environment, ii) accessibility and iii) pricing. Besides, qualitative findings also reveal a new variable that influences the tourists’ satisfaction, namely *travel agency*. The findings propose that language barrier *is a cause* that influences the accessibility satisfaction. Furthermore, the research also indicates that quality of environment, accessibility, pricing and travel agency *are the causes* that affect an individual to revisit a destination in the future.

Quality of environment: Besides the security issue, positive comments about the accommodations were gained from the independent tour respondents.

'To be honest, I think guest house, hostel, and dorm are well developed...We arrived here, but could not find the host [they were couch surfing tourist],so we simply found motel on the street, or even home stay. You don't have to worry about the accommodation.' (MI.17_Female_Chinese_25-35_I.T, in quotation 12:19)

On the other hand, according to the MNH.1 respondents, the owner of the hostel where she was staying provided a warm welcome and the helpful staff changed her negative image of Korea to a positive impression and made her willing to revisit Korea.

'MHN1 was under 5-days ground tour and later extended another three days for independent tour. She was extremely dissatisfied with the bad service provided by the ground tour and felt disappointed about Korea. However, situation was changed during her three-day independent trip. She was staying at a very good service hostel, with the warm welcome and helpful staffs. And impression about Korea has changed from extremely negative to positive and satisfied.' (MHN1_Female_Chinese_25-35_ground tour & I.T, hand note, in quotation 1:5)

Furthermore, respondents were satisfied with the cleanliness of the places and conservation of heritage sites.

'I think they conserve their history (heritage sites)... Right, I think they do it quite well.' (MI.17a_Female_Chinese_25-35_I.T, in quotation 12:16)

'I think Korea provides many tourism destinations. I don't have enough time for me to visit all of them. There are so many destinations and majority are the natural destinations.' (MI.17a_Female_Chinese_25-35_I.T, in quotation 12:16)

'Place is very clean, as well I think they develop the tourism destinations very well, even just the simple thing, yet able to make it well.'
(MI.9_Male_Chinese_56 or above_P.T, in quotation 16:6)

Accessibility: The findings suggest that the language barrier *is a cause* that influenced satisfaction. For respondents MI.17a and MI.17b who could speak Korean, they were satisfied with all the tourism accessibility, such as public transport, tourist information and facilities.

'Actually...we were at the busy district, such as Myeong Dong, Eujiro, I saw many tourist volunteers. When they saw us from other countries, they will offer "May I help you" or "Do you need any help" and etc' (MI.17b_Female_Chinese_25-35_I.T, in quotation 12:12)

'Right, I think they have a great job in providing information... I think they have a prefect transportation facility. In each station, they have very nice design. I think they are improving instead of deteriorating.' (MI.17a_Female_Chinese_25-35_I.T, in quotation 12:12 &12:14)

In contrast, respondent MHN.1 and MI.9 who were not fluent in Korean encountered accessibility problems.

'Respondent was under a five-day ground tour package, and stayed for another three days for independent tour. The reason she and her travel-mates follow ground tour was because of the destination accessibility. They found that some of the places are difficult to reach on their own.' (MHN1_Female_Chinese_25-35_ground tour & I.T, hand note, in quotation 1:2)

'This time, we travelled to Jeju Island...but our flight directly touched down in Seoul, and from Seoul to Jeju was about one to two hours...and back to Seoul with two three hours...check-in and check-out spent us a lot of times. Though our package was eight days, but end up we spent about two days on the matters of check-in/out and flight departure. So, we only spent four to five days in travel... We don't understand Korean language! Therefore, some places....should provide more English language! Foreign languages should be provided in the tourist destinations and public places. International languages!
(MI.9_Male_Chinese_56 or above_P.T, in quotation 16:5 & 16:7)

Further investigation revealed that dissatisfaction was not only due to the ‘language barrier’, but also because of travel agencies². Therefore, ‘travel agency’ was suggested as a new dimension under travelling satisfaction.

Travel agency: The findings made possible the proposal that ‘travel agency’ was a factor which influenced tourist satisfaction levels towards the place. The results indicated that those respondents who showed positive satisfaction about the destination were attached to a travel agency that provided good services.

‘Our tour guide is a Korean Chinese....Therefore, no problem! So we can speak a little bit (Korean and Chinese) ...no problem! Language is not a problem’
(MI.8_Male_Chinese_56 or above_P.T, in quotation 15:3)

Some respondents however, were dissatisfied with the trip due to what was considered to be an irresponsible attitude on behalf of the tour guide.

‘They felt very dissatisfy with the local travel agency in Korea. The service was not good and impatient. In addition, the local travel agency forced them to buy a photo album without a notice for which album costs 85,000won. During the five-day trip, they felt very dissatisfied, disappointed and felt a dislike for Korea.’
(MHN.1_Female_Chinese_25-35_ground tour & I.T, hand note, in quotation 1:4)

²Travel agency refers to the Malaysian organisations that conducted the conventional package tour to Korea and is also associated with the host’s travel agents upon arrival.

'We didn't go to filming locations. We only went to the general destinations. Sceneries are good...but we didn't have enough time to walk around. Schedule was tight and many other destinations were not reachable.'
(MI.11_Female_Chinese_25-35_P.T, in quotation 10:4)

'Most of the tour guides have a bad behaviour...I hope it can improve if compare to other countries. For example, shopping, he will let you go whenever you want...even the time was out of the schedule...but they urge us when we were visiting tourist destinations, 15 minutes, 20 minutes. If you aren't able to make it on time, they show you the black face. This is an imperfect point.'
(MI.9_Male_Chinese_56 or above_P.T, in quotation 16:3)

In fact, interview findings revealed that some Malay tourists who travelled independently hired private tour guides during their trip in Korea (S. Leha, personal interview, Dec 2012). Leha was one of the private tour guides who had been studying in Korea for a couple of years. According to Leha, a majority of the private tour guides are Malaysian Malay who study in Korea. They offered private tours (minimum four days three nights, maximum six days five nights) with reasonable prices. In general, they provided tours for small groups of tourists around the city via public transport. The advantage of this private tour was that both parties (tourist and tour guide) were Muslim, therefore, Malay tourists did not need to worry about their daily customs, such as finding *Halal* foods and locating prayer facilities. In addition, tourists were able to have closer contact with the local culture and customs because they were led by a tour guide who had been staying in the host country for a certain period of time. Furthermore, tourists were able to customise their itinerary if necessary as this service was not

typically offered by conventional travel agencies. Importantly, language barrier is not a major issue for these tourists because all these private tour guides are able to speak Korean fluently as they have studied in Korea for at least one year. As mentioned before, language barrier *is a cause* that affects the satisfactory level on accessibility.

Revisit intention: The findings suggested that travelling satisfaction was the factor which *causes* the intention for respondents to revisit. Both ‘quality of environment’ and ‘pricing’ in particular were factors which had an influence on any intent to revisit Korea in the future.

‘I think there is nothing special to attract to me come next time... I came this time, that’s all. I don’t think I will come back again.’

(MI.10_Female_Chinese_36-45_P.T, in quotation 9:8)

‘The air fare is expensive...and flight is up to six hours’

(MI.11_Female_Chinese_25-35_P.T, in quotation 10:3)

Moreover, findings showed that high revisit intentions were due to high satisfaction levels towards the ‘quality of environment’ and ‘accessibility’. Specifically, respondents were impressed by the friendliness of the local people, high security and variety of attractions.

‘She was staying at a very good service hostel, with a warm welcome and helpful staff. And impression about Korea has changed from extremely negative to positive and satisfied. She decided to come to visit Korea again for sightseeing and shopping’ (MHN1_Female_Chinese_25-35_ground tour & I.T, hand note, in quotation 1:7)

'Err...Korea is the first country which I can travel independently. The previous trips in other countries were under package tour. I don't feel to revisit other countries that I have visited, at least I will not revisit within two years. For Korea, I will revisit one year later, I will choose to come back to this country'
(MI.17a_Female_Chinese_25-35_I.T, in quotation 12:5)

In sum, travelling satisfaction presents a complicated network of relations compared to motivation and experience (see Figure 4.8). Additionally, *travel agency* is a new dimension under the satisfaction variables. Furthermore, the findings suggested that the language barrier *is a cause* that affects *accessibility*. Lastly, the analysis implied that all the dimensions under satisfaction are the *causes* that influence the *revisit intentions* of the tourists.

4.2.2.4 Other descriptive codes

Korean drama and other Korean entertainment productions: The analysis suggests that K-drama functions as a trigger to induce tourism in Korea. The findings also suggested that some respondents were visiting Korea to experience the reality of the filming locations and experience the taste of Korean cuisine. Besides K-drama, the analysis indicated that Korean entertainment productions were additional factors that stimulated travel motivations. From the observation, it has been found that some of the tourists also involve themselves in other productions, such as Korean music, MTV, movies and TV programmes. Therefore, the results could aid in the proposal that K-drama and other Korean entertainment productions are *associated* with each other.

'Actually I do watch K-dramas...but I am not addicted like others. I only watch once in a while...but I watch TV programme about Korea, it introduce the sceneries, foods, etc...this is more impact to compare others.' (MI.11_Female_Chinese_25-35_P.T, in quotation 10.5)

'The other of them like Japanese dramas, for me, 2004-2009, I like J-pop. I like J-Pop but I like K-drama, hence I don't like K-Pop. After that, when Super Junior came for concert, that time is SS3...my friends and I watch it...' (MI. 14a_Female_Malay_25-35_I.T, in quotation 17:4)

Language barrier: The findings underpin that the language barrier is an external cause that affects travelling experience (*resident's behaviour*) and satisfaction (*accessibility*). From the previous discussion, results have indicated that tourists (see respondent MI. 17b below) who can speak and read Korean fluently have different perceptions about the destination, unlike those who do not understand Korean.

'In the service aspect, especially transportation...when refer to the Korean about the direction...they helped us as possible as they can...therefore I think they really helped us a lot...service is very politely... actually...we were at the busy district, such as MyeongDong, Eujiro, I saw many tourist volunteers. When they saw us from other countries, they will offer "May I help you" or "Do you need any help", etc...' (MI. 17b_Female_Chinese_25-35_I.T, in quotation 12:1)

Language is a communication medium between tourist and host in internal tourism (Cohen & Cooper, 1986). Therefore, travel agent or tour guide plays an important role for both parties (see respondents below). From the previous discussion, findings show

that travel agency is a factor that influences travelling satisfaction and it is a cause that affects a tourist to have intentions as to whether or not the destination will be revisited. Hence, it may help to explain how language plays a role as an essential medium to reflect images of a destination, especially in a new environment.

'...because our tour guide is Korean Chinese....Therefore, no problem! We can speak a little bit ...no problem! Language is not a problem!' (MI.8_Male_Chinese_56 or above_P.T, in quotation 15:3)

'They are like..what...in the past of Hong Kong...People in Hong Kong nowadays are friendly...last time they don't... Also there is the possibility that they do not understand what we were asking' (MI.4_Female_Chinese_36-45_P.T, in quotation 13:5)

'Here..the impression for me...er...about the people here...the only I can say that they don't speak English...totally out of communication... We don't understand Korean language! Therefore, some places....should provide more English language! Foreign language should be provided in the tourist destinations and public places. It is International languages!' (MI.9_Male_Chinese_56 or above_P.T, in quotation 16:7)

Travel agency: The interviews and observation have highlighted that travel agency is a factor that influence tourists' satisfactory level and affects their intentions to revisit the destination or not. As discussed above, language in Korean tourism is a barrier for Malaysian tourists, particularly with accessibility and communication. Hence, a good tour guide is able to reduce misunderstandings between tourists and the local host. The interviews have shown that a less responsible tour guide, in terms of attitude and service provided, can make a tourist have a negative perception of the destination.

'In most of the tour guide they have a bad behaviour...I hope it can improve...compare to other countries. For example, shopping, he will let you be whenever you want...even the time has out of the schedule...but they urge us when we were visiting tourist destinations, 15 minutes, 20 minutes. If you didn't able to make it on time, they shown the black face. This is the imperfect point' (MI.9_Male_Chinese_56 or above_P.T, in quotation 16:3)

'They felt very dissatisfy with the local travel agency in Korea. The service is not good and impatient. In addition, the local travel agency force them to buy photo album without the prior inform. The photo album cost 85,000won. During the five days trip, they felt very dissatisfy and disappointed and feel dislike about Korea' (MHN1_Female_Chinese_25-35_ground tour & I.T, hand note, in quotation 1:4)

This study has indicated two different types of tour guides: a conventional tour guide from a travel agency and private tour guides offered by Malaysian students who are studying in Korea. Obviously, the private tour guide mainly targets the Muslim travellers as these private tour guides are able to provide all necessities that are needed by the Muslim travellers. Although it might not be representative as a whole, but these findings are partly able to assist in an explanation and support the statistic results as to why a majority of Malays travelled to Korea via independent tour. In addition, Malaysia has very few travel agencies that are able to provide Muslim packages to Korea (see Appendix F).

4.3 Findings Summary

The challenge with a convergent parallel mixed method is how to reconcile qualitative and quantitative findings in an orchestrated and cohesive fashion to yield a unified work. In order to interpret data into the overall results, the findings were compiled to produce a side-by-side comparison table (Creswell & Clark, 2011). In this study, quantitative findings served as the primary result to answer the hypotheses; while the qualitative findings operated as an intermediary stage to discover or support both the unidentified and identified variables in the primary results (See Table 4.34).

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
Travelling motivation	MOT1: Relaxation	<p><u>Path Model 1</u></p> <ul style="list-style-type: none"> Female tourists show significant on MOT2 and MOT4 Young age tourists gear towards MOT3; while elderly tourists are relatively less interest in MOT2 and MOT4 Malay tourists lean to MOT1, MOT2 and MOT5; meanwhile Chinese tourists gear towards MOT3 Tourists who are in single status show significant on MOT1 Tourists in Master degree level or above show less interest in MOT4; meanwhile tourists who at the secondary school level 	<ul style="list-style-type: none"> Four motivation dimensions are found – MOT1, MOT2, MOT4 Malay and Chinese tourists are attracted by Korean culture via historical dramas Findings propose that MOT4 <i>is part of</i> the MOT2; and K-drama <i>induces</i> tourists to visit filming location 	<p>1. Regardless Chinese or Malay tourists, they were mainly attracted by the K-drama, particular in the culture and history of the destination. K-drama has triggered their internal push factor– knowledge enhancement to discover the distinctive culture of the place. And, mainly visiting the filming location is the pull factor, as it can be explained that the elements occurred in the drama is the first contact of audiences with the destination. The elements that occurred in the dramas can reflect to the Path Model 4, namely country development, daily practices, Korean entertainment, and Korean appearance. This findings help to support and explain the result in</p>
	MOT2 : knowledge enhancement			
	MOT3 : Novelty			
	MOT4 : Visiting filming location			

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
	MOT5 : Relationship enhancement	<p>shows less interest in MOT1</p> <p><u>Path Model 2</u></p> <ul style="list-style-type: none"> •Independent tour tourists show significant on MOT1; meanwhile package tour tourists gear towards MOT3 <p><u>Path Model 3</u></p> <ul style="list-style-type: none"> •DW tourists gear towards MOT2 and MOT4 <p><u>Path Model 4</u></p> <ul style="list-style-type: none"> •Projected K-drama images DRM1 and DRM2 shows positive correlation with MOT1, MOT2 and MOT3 		<p>Path Model 2.</p> <p>2. Apart from the qualitative findings, canonical correlation findings also indicate that tourists who have received positive images from K-drama reflect a positive relationship on travelling motivations. The images of country development and daily practices from K-drama have relatively match to the tourists who were keen to for relaxation, knowledge enhancement, and novelty.</p>

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
Travelling experience	EXP1: Environment	<p><u>Path Model 1</u></p> <ul style="list-style-type: none"> • Compare to tourists in the age of 36-55, those at the age of 18-24 show significance on EXP2 • Tourists who are married without children indicate negatively on EXP2 	<ul style="list-style-type: none"> • Three experience dimensions coded – EXP1, EXP2, and EXP3 • Findings suggest that EXP2 is induced by K-dramas, and different socio-demographics background have reflected the experiences differently. • Additionally, study discover that Muslim tourists were facing problem to look for Halal foods. • Findings suggest that EXP3 is caused by <i>language barrier</i>. Tourists who fluent in Korean found local residents were friendly and helpful, whereas tourists who don't speak Korean found it another way. • Findings suggest that tourists have a positive experience on EXP1 was due to the peaceful and safety of Korea. 	<p>1. Travelling experience is influenced by K-drama, such as shopping & cuisine, and resident's behaviour. In addition, experience is also depends on an individual socio-demographics background; in this case namely ethnicity, age and religion. Furthermore, travelling modes, language application and the level of an individual attach to the K-drama can influence on the travelling experiences.</p> <p>2. From the observation, findings suggest that K-drama induce tourists' experience on shopping & cuisine and residents behaviour in Korea, but it does not necessary reflect a positive experience. However, statically proved that negative</p>
	EXP2: Shopping & Cuisine	<p><u>Path Model 4</u></p> <ul style="list-style-type: none"> • Different from motivation, findings found that tourists who perceived negative DRM1, DRM2 and DRM3 have reflected travelling experience negatively (EXP1, EXP2, and EXP3) 		
	EXP3: Resident's behaviour			

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
				<p>images perceived from the K-drama will reflect negative experiences of an individual. Therefore, K-drama may be apply as a platform for people to learn the host culture, and induce them to travel. However, perception about a destination is very depending on an individual socio-demographics and level of attachment towards the place (sense of place).</p>

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
Travelling satisfaction	SAT1: Quality of environment	<p><u>Path Model 1</u></p> <ul style="list-style-type: none"> • Tourists who are single have positive satisfaction on SAT3, especially in contrast with those who married with children <p><u>Path Model 2</u></p> <ul style="list-style-type: none"> • Malay tourists and those travel independently are highly satisfy on SAT2 	<ul style="list-style-type: none"> • Besides the three satisfaction dimensions, qualitative findings suggest another new dimension – <i>travel agency</i>. In addition, findings suggest that a destination image is highly influenced by the travel agencies (including behaviour of tour guides) that tourists' attached with • Findings suggest that language barrier <i>is a cause</i> that reduces the satisfaction level of SAT2 • Meanwhile, positive experience on EXP1 <i>is associated with</i> a high satisfaction level of SAT1 	<p>1. Apart from the three predetermined satisfaction variables, qualitative interview has discovered that <i>travel agency</i> is another critical factor that can influence tourist's satisfaction on the destination, especially the service and attitude of tour guide. This is not only bounded to package tour, but also to the ground tour and F.I.T tourists. At this current trend, free and easy trip is relatively common among travellers. Further into this case, F.I.T Muslim travellers relied so much on personal tour guide who can provide them important information about where to get <i>Halal</i> food, praying facility, transportation, attraction points, and etc. Therefore, this findings able to partly support the explanation from the statistics result why Malay tourists were significant on accessibilities.</p>

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
Travelling satisfaction	SAT2: Accessibility	<p><u>Path Model 4</u></p> <ul style="list-style-type: none"> Findings also suggest that positive K-drama images DRM1, DRM2 and DRM3 reflected positive travelling satisfaction on SAT1 and SAT2 	<ul style="list-style-type: none"> Independent tour tourists shown significant on SAT1, especially on the accommodations facility that providing in Korea Lastly, findings suggest that high level of satisfaction on SAT1 and SAT3 are <i>a cause</i> that influence tourists' revisit intention 	<p>1. In sum, statistics results do not present much significant results on satisfactory variables. However, qualitative findings have partly discovered that these variables—quality of environment, accessibilities, pricing and travel agent are the critical factors that <i>cause</i> the tourists' revisit intention. Due to the reason of less significance satisfactory level may cause the revisit intention, it may explain the reason why statistics result shown a high percentage of uncertainty to revisit Korea by the respondents.</p>
	SAT3: Pricing			

Table 4.34: Comparison of information from questionnaires and interviews data

	Dimensions	Quantitative	Qualitative	Summary
Additional findings		<ul style="list-style-type: none"> Majority of the Malay tourists travelled via independent tour (see Appendix E) The major K-drama audiences fall in the age in between 25-35, and are mainly female (see Appendix C&D) 	<ul style="list-style-type: none"> K-drama and <i>Korean entertainment productions</i> are associated with each other <i>Language barrier</i> – this item were eliminated in quantitative analysis, however, it was being emphasized by the respondents in the interviews. It is a <i>cause</i> that affected the travelling experience (EXP3) and satisfaction (SAT2) <i>Travel agency</i> – also referring to the behaviour of tour guided from Korea. It is also partly a <i>cause</i> that affects the revisit intention <i>Revisit intention</i> – can be a <i>cause</i> that influenced by travelling satisfaction 	<ol style="list-style-type: none"> Qualitative findings suggest four others variables that have not been covered in quantitative–<i>Korean entertainment productions, language barrier, travel agency, and revisit intention.</i> In <i>Korean entertainment productions</i>, research found that drama is not the only entertainment production for some of the tourists. They also watch movies, TV programmes, MTV, or listening to Korean music. In <i>language barrier</i>, this item was being eliminated in factor analysis. However, in qualitative analysis, it has suggested that language is a relatively important between tourists and host communication. Language comprehension can helps to reduce miscommunication and misunderstanding between two parties, and therefore may be able to generate a better travelling experience by the tourists.

4.4 Chapter Summary

In conclusion, the quantitative findings indicated highly significant results that help to answer the hypotheses; whereas the majority of the qualitative findings supported the statistical results. To display the overall results from the mixed method analysis, both findings were shown in a side-by-side comparison table. The discussions and implications of the results have been reported in the following chapter.

University of Malaya

CHAPTER V: DISCUSSION AND CONCLUSIONS

5.1 Discussion of the Findings

This chapter presents an intensive review of the research findings. Each model is discussed in detail and followed by a summary discussion. Subsequently, the research findings are explored within managerial and academic aspects. Limitations of study are emphasised and future studies are suggested. Lastly, the conclusion is made to finalise the entire research.

5.1.1 Path Model 1

The relation of Malaysian tourists' socio-demographics with the travelling process

The research findings presented an overall picture of the characteristics of Malaysian tourists who travelled to South Korea for a vacation destination (see Section 2.6.1). This discussion emphasises the three most significant socio-demographics of the study, which are age, gender and ethnicity. In general, the results have illustrated the tourist characteristics as young, single, Chinese, female tourists.

Among all the tourists, the majority of them are young and between the ages of 25–35. This may reflect previous studies where young consumers are easily attracted to the product (destination) as long as its image is parallel to their self-image and lifestyle (Murphy *et al.*, 2007; King, 2002); K-pop culture is an especially popular trend among Malaysian youths as they adopt Korean fashions and language (Lim, 2015). Their motivation was reflected in their behaviour; they were keen to seek out novelty, such as visiting fashionable places and enjoying local cuisine. The results showed that they had a positive experience through feedback on shopping and cuisine activities during the entire trip. Additionally, the explanation was supported by the results from Path Model 4, as tourists who received positive K-drama images (product image) gave a positive

reflection on the travelling process (see Section 5.1.4).

In contrast, this study indicated that the travelling process was significantly different for males and females, particularly as the latter was dominant. The results were similar to a previous study where the majority of the tourists who visited Korea were female (Kim *et al.*, 2007; Hirata, 2008; Chung 2010). The motivation of male tourists who go to Korea was more for social enhancement, while females expressed interests in knowledge enhancement and visiting filming locations. The differences in travel motivation between genders could be influenced by K-drama watching behaviours. Statistical results indicate that the majority of the female tourists were also associated with the K-drama audience (see Appendix D), while as for male tourists, the number who watch K-drama was relatively low. Pleasure and attachment easily emerged out of the female audiences (tourists) when they watched the dramas. This was because the feeling of attachment with Korea could be structured by the female audiences, particularly when the storyline affirmed their experiences in life. Furthermore, the females appeared to be more easily attracted by the beauty of the drama, kindness of the characters and strong relationship bonding. (Hirata, 2008, Chung, 2010). In order to better understand how the dramas influenced the travelling process, Path Model 3 has provided a further in-depth discussion on it (see Section 5.1.3).

Statistical results indicated that both Chinese and Malay tourists were significant in the travelling process, but both were directed by different motivations, experience and satisfaction. The Chinese tourists were keen to seek out novelty, by enjoying local cuisine or visiting fashionable and romantic places. In contrast, Malay tourists explored for the purposes of knowledge, relaxation, and friendship enhancement; these motivations were consistent with the previous study. Battour *et al.* (2012) indicates that Muslim travel motivations are skewed towards knowledge, family togetherness, natural scenery and relaxation. The different

endeavours between Chinese and Malays could be related to cultural and religious backgrounds as Chinese are multi-religious, practicing Buddhism, Catholicism, Protestantism or other belief systems, while Malays follow Islam. Comparatively, regarding the host destination, the South Koreans observe a variety of practices such as Buddhism, Protestantism, Catholicism, Confucianism, or Shamanism (Korea Tourism Organization, 2015b), whereas only a small minority practice Islam. The similarity between Korean and Malaysian Chinese backgrounds could be attributed to the *sinification* impact in which Chinese culture had penetrated into Korean society during the early period of travel along the Silk Road, which involved other activities such as literature, religion, food and daily practices (Honey, 1996). The influence was heavily adopted by Koreans and remained important in their modern society.

Due to the similarity of cultural backgrounds and social practices, the daily practices among the Chinese tourists were closer to the Koreans, whereas Malay Muslims appeared to be more constrained by parts of their daily practices, such as with *Halal* food and fashion (Henderson, 2002). Therefore, this could aid in explaining why the findings indicated that Chinese tourists endeavoured to visit fashionable places and craved local cuisine; this could also be an indicator as to why Chinese reflected positively on their travel experiences concerning cuisine and shopping.

Malay tourists however, were focused on knowledge enhancement, according to the observation findings, Malay tourists exhibited curiosity and were attracted by historical dramas, the period backgrounds and costuming. Interest was also indicated about the history and ancient architecture, such as palaces in Seoul. The results additionally highlighted that no significant interest was present regarding knowledge enhancement among Chinese. It could be due to a lack of awareness on behalf of the Chinese tourists, or that historical places and ancient architecture might not have been attractive to them due to the *sinification* effect. In general, it could be

explained that although Malay tourists might not have been able to enjoy local cuisine in the same fashion as Chinese tourists, they did however perceive Korea as a relaxing place where they could enjoy the trip with their friends while enhancing their knowledge of Korea. Moreover, the research has led to the discovery that different ethnicities adopted travelling modes differently. In order to further understand about the differences, see Path Model 2 for further discussion (see Section 5.1.2).

5.1.2 Path Model 2

The impact of different tourist travelling modes towards the travelling process.

The results made it possible to distinguish that independent tour (IT) and package tour (PT) tourists formed their objectives according to different motivations. The results revealed that IT tourists intended to have a relaxing holiday while PT tourists were motivated by novelty seeking. The findings revealed that the majority of the Malay tourists were under IT (see Appendix E). From the observation, the research discovered that very few numbers of travel agencies offer Muslim trips to Korea, such as Malaysian Harmony Tour & Travel, POTO Travel & Tours, Triways Travel Network and TARA Tours & Travel (sources provided from MATTA Fair Exhibition, 2012, see Appendix F). Furthermore, the interview findings identified that Malay tourists hired private tour guides in Korea. These tour guides were Malaysian students studying in Korea, the majority of which were Malay (S. Leha, personal interview, Dec 2012). They offered inexpensive tour fees and allowed for customized tour itineraries; particularly noteworthy was that they were fluent in the Korean language, were familiar with the host environment, could locate Muslim tourist necessities such as where to get *Halal* food and prayer mosques and helped to assist with the language barrier. They were also familiar with Korean culture and the environment since they had been staying in Korea for at least a year. Due to these reasons, these private tour guides served as intermediaries between tourists and the host. They

helped to scale down the status gap between tourist and host (*tourist talk*) (Cohen & Cooper, 1986) while providing the Malay tourists an ‘environment bubble’ in which they felt secure in the foreign country where Islamic practices were barely applied. This also helped to explain the reason why IT tourists had a significant result on accessibility satisfaction, in which private tour guides could help them to travel via public transport and utilise public facilities in the same fashion as the host.

Unlike IT, PT tourists showed dissatisfaction with tour guides. As package tours took part in mass groups, the number of tourists was relatively large compared to private tour guides. Therefore, the tour guides may not have been able to provide satisfactory service to each of the tourists. From the interview findings, a few factors were discovered; for instance, a scheduled itinerary forced tourists to rush from one destination to another or the tour guide’s attention was distracted due to the number of tourists. Compared with a private tour guide, the group could be smaller and everyone was able to be treated equally. Furthermore, the intention of the PT tourist was to enjoy the novelty of the place (such as shopping, cuisine, and the feel of the environment), but due to unsatisfactory issues such as insufficient time for shopping or to view the scenery, the conformity of food in pre-arranged restaurants, dissatisfaction developed because their travelling intentions were not fulfilled. From the aspect of language, although the tour guides were able to speak Korean, they couldn’t attend to every tourist from moment to moment. Due to the communication barrier, observation findings found these factors escalated tourists’ accessibility dissatisfaction.

5.1.3 Path Model 3

The differences in perception of the travelling process between drama-watching (DW) and non-drama-watching (non-DW) tourists.

The findings indicated that drama-watching tourists (DW-tourists) were significantly

influenced with respect to the travelling process, particularly their motives which were organised to seek knowledge enhancement and visit filming locations (see Section 2.6.1). This result was particularly significant with female tourists. In other words, K-drama, to a certain degree, could influence tourist perceptions of a destination. In this study, K-drama is perceived as an autonomous information agent (Gartner, 1993) which projects secondary images of a place to tourists prior to a trip. Places or backgrounds from the screen become symbolic signs (Echtner, 1999; Hunter, 2012) that trigger travel intentions. In addition, the 'sound', 'emotion' and 'sight' of drama serve as important guidelines to produce an intimacy with the context between the audience and the media (Chung, 2010; Hao & Ryan, 2013). All of the above destination attributes, such as sign, sound or sight, acted as pull factors to induce audiences (the tourists) to travel to South Korea. Therefore, this explained the reason why tourists are induced to go on a 'pilgrimage' (MacCannell, 1973) to a place to 'gaze' (Urry, 2002) upon the places, landmarks or architecture that exists on the screen and are keen to visit the filming location.

Furthermore, the results revealed that knowledge enhancement was one of the travel motivations among DW-tourists. According to some of the tourists (interviewees), they were attracted by the backgrounds and customs from the historical dramas. This reflected Busy & Klung's (2010) study regarding media, such as film or drama, helps to deliver cultural meaning and values to the audience. Unlike visit filming locations, knowledge enhancement is a kind of push motivation of the cultural motive dimension which consists of education and novelty elements (Crompton, 1979; Goodall 1990).

Although K-drama partially helps to induce tourism, the findings of this study showed however, that no significant difference of experience and satisfaction existed between DW-tourists and non-DW-tourists. These findings paralleled previous studies that motivation and satisfaction are interrelated, and trip experience will influence satisfaction levels (Dunn Ross &

Iso-Ahola, 1991). However, in the qualitative results, it was indicated that some of the DW-tourists had a positive experience, especially with regard to shopping and cuisine due to influences of K-drama. For instance, food that was presented in the drama had urged them to taste the food during the trip. This reflected on how well a tourist was able to construct the sense of place with respect to the destination (Tuan, 1975; Tuan, 1979). Different tourists had different levels of knowledge that were received from drama, the higher the level a tourist was able to articulate the knowledge, the more it helped the respondent to interact with the novelty of a place.

5.1.4 Path Model 4

The impacts of projected-K-drama-images on the travelling process.

From the findings of the research, it has been suggested that three types of K-drama images have significantly influenced the travelling process, namely ‘country development’, ‘daily practice’ and ‘empathy to Korean entertainment’. The study revealed that those perceived K-drama images have mirrored the travelling process. In other words, those who received positive K-drama images interacted positively with their travelling process. For instance, the results indicated that tourists who had positive perceptions of K-drama images reflected positively on motivations and satisfaction, whereas negative K-drama images caused a negative reflection on the experience.

This could be explained from the standpoint of age (Murphy *et al.*, 2007), tourist lifestyle and self-image (King, 2002). The younger tourists always had a greater intention to seek out a destination image that could reflect their self-image. In Malaysia, K-pop is popular with the contemporary culture amongst the youngsters, they are inspired by the idols and interested in adopting the Korean fashion and learning the language in their daily lifestyle (Lim, 2015). They actively communicate with other K-pop fans via social media, as well as participate in offline events, such as flashmobs and K-pop dance competitions. Therefore, from observations based on the research, it could also be suggested that interest to visit Korea is not only induced by K-

drama but other Korean entertainment programmes. Hence, the closer the projected destination image matched with the self-image, the greater the chance of a visit to the destination. Unlike youngsters, the elderly overall, expressed a less emphatic self-image towards the destination. Therefore, the observations revealed that some elderly tourists were dissatisfied with their travel experience, such as the blandness of the food, unattractive points concerning tourism and the unfriendliness of local residents.

Apart from the above discussion, research on projected-K-drama-images is relatively new and the result is very constrained. For instance, the study tested the projected images with respect to motivation, experience and satisfaction from separate aspects. It may be suggested that in future studies, a Structural Equation Model (SEM) could be applied to develop a better constructed concept.

5.1.5 Summary of the discussion

In general, this study revealed that Malay and Chinese tourists exhibited different patterns in their travelling process. The majority of the Malay tourists travelled by utilising independent tours, whereas Chinese tourists relied on package tours (see Appendix E). In fact, the study portrayed that the reason Malay tourists were able to travel independently in a foreign environment was because they hired private tour guides to assist them during their stay in Korea. These private tour guides were Malay students who were studying in Korea. This also explains why they had a higher satisfaction level regarding accessibility. In addition, travelling motivation for both ethnicities differed from each other. Malay tourists were more concerned with quality life improvement, such as relaxation and knowledge and social enhancement, whereas Chinese tourists were more interested in novelty seeking. Another factor that induced Muslims to travel to South Korea—a country that barely provides amenities that cater to Muslims—might be due to

the context of K-drama. Through the drama, a closer relationship and understanding between Malaysia and South Korea has been constructed, such as lifestyles, customs, food and language.

Interestingly, the results revealed that tourists with a higher degree level and elderly tourists in general indicated less interest in visiting filming locations. Young tourists however, unlike the elderly, had directed interests concerning the novelty of the place and expressed positive experiences in shopping and cuisine. Additionally, those who were single tourists had indicated higher satisfaction levels with regard to pricing and money value as compared with married tourists.

In contrast to private tour guides, the service provided by the travel agencies was partly a cause that affected revisit intentions. Findings highlighted that tour guide attitudes had a great influence towards tourist perceptions on the destination images, satisfaction levels and revisit intentions. The number of tourists under the package tour was relatively high; therefore, travel agencies remain important for the tourism business. These findings reflected Cohen's (1972) study where not all tourists are able to adapt to strange environments, particularly in international tourism. This further indicates that package tours are still essential to create a bubble environment to secure tourists. Moreover, this study portrayed that the language barrier partly affected the travelling experience and satisfaction, especially resident behaviour and accessibility respectively. The lower the language barrier, tourists were more positive towards travelling experience and accessibility, whereas greater language barriers generated more negative responses. These findings are supported by the study of Cohen & Cooper (1986) on local–foreigner communication, whereby, tourists experienced a higher situation status than the host, who was required to learn tourist languages instead so communication with tourists was possible. In other words, the length of stay of a tourist is short and their purpose is for vacation. In this sense, the reason for them to learn the host's language is relatively low. Tourists may have

certain expectations from the host to understand them. Unlike the tourist, hosts need to face many different tourists from different countries daily and they may not be able to serve every tourist consistently. By failure to achieve the tourist's expectations via experience, miscommunication and misunderstanding happened which lead to the tourist's dissatisfaction.

The findings indicated that K-drama able to induce audiences to travel because drama watching tourists showed a high tendency for visiting filming locations. Additionally, K-drama not only triggered travelling motivation, but also influenced travelling experience, especially with regard to shopping and cuisine. It can be proposed that drama is a platform to deliver information on landmarks or about the destination and motivate a tourist to visit. However, it does not mean that watching the dramas will bring in positive travelling experiences from tourists. This is because findings have discovered that travelling experience was also affected by the individual's socio-demographics background, namely age, gender and ethnicity. The study also revealed that in addition to K-drama, K-pop music and other Korean TV programmes were associated with inducing audiences to visit Korea. This result is consistent with previous studies, whereby media such as drama is popular as a marketing tool to project and promote tourism destination images to trigger motivation into a real trip (Phelps, 1986; Goodall, 1990; Echtner & Ritchie, 1993; Riley et al., 1998). The findings also mirrored previous studies whereby tourists in modern tourism are more likely to make a pilgrimage due to the symbols that they saw in media and gaze on it upon visiting (MacCannell, 1973; Boorstin, 1992; Urry, 2002). The study had produced four destination images that had been projected by K-drama, namely country development, daily practice, Korean entertainment and Korean appearance. From the research, it has been suggested that drama serves as a magnifier, focusing and projecting a destination through the TV screen in a faster and more efficient way. Compared to conventional tourism advertisements that only project the destination itself, dramas provide a wider spectrum of the

place, which reflects the real life of the host's society by integrating some fictional storyline to generate an attachment by the audience towards the destination.

These results showed that the perceived projected images worked in a parallel fashion to the travelling process. In other words, the more positively the images are perceived, the more positive the relation to the travelling process; a more negative relationship occurred when images were negatively perceived. Additionally, the study indicated an interesting finding in which the majority of the K-drama audience was between the ages of 25–35, and mainly female (see Appendix C & D). Therefore, it could explain the reason why female motivations were directed toward knowledge enhancement and filming location visitations; male motivations were dominated by relationship enhancement.

In sum, the findings of this study validated the relationship between tourist backgrounds and the travelling process. In addition, findings also presented statistically significant correlations between projected-K-drama-images and the travelling process. Furthermore, each of the problem statements had been referenced correspondingly with previous studies. Next, implications for management and academics are discussed.

5.2 Implications

5.2.1 Managerial implications

In the competitive tourism market, tourist awareness towards a destination is a critical point for the success of the tourism industry of a country. In addition, tourism is not a uniform industry; it involves a series of complex processes. Different tourist backgrounds and needs are also decisive keys to make sure a trip will be purchased. Therefore, a successful application in a particular region may not suitable for others. For that reason, this study specifically provides four practical implications on how to improve and increase the frequency of how often Malaysian tourists visit Korea by integrating K-drama as an influential tool.

K-drama could be perceived as a new cultural platform for potential tourists to understand the culture and daily practices of the host country in order to reduce cultural conflicts during the trip. As it has been discussed before, storyline in the dramas very often project the daily lifestyle of the destination. Therefore, via the projected images from K-dramas a certain level of information is able to be delivered about the destination to the audience. From there, audiences or potential tourists are at least able to absorb the culture, lifestyle or language via K-drama, regardless of how much an individual is able to accept of the foreign culture, it is relatively closely linked to his or her socio-demographics background and the attachment to K-dramas. Through watching drama, potential tourists not only understand about the culture and lifestyle of the destination during the watching period, audiences are actually 'educated' and prepared themselves to accept how the macroenvironment of the destination may be during their trip. Hence, upon their arrival, the culture shock of a tourist in relation to the host could be reduced. One of the interesting findings that supports this cultural platform are the Muslim tourists who have a distinctive religious background from the host and yet are willing to travel to Korea for other reasons, such as visiting filming locations.

Muslim tourists are a relatively important market in the tourism industry and Japan is a rival of Korea due to the similar geographical location and J-pop entertainment attraction. In order to strengthen the destination attributes, convenience of obtaining Muslim facilities, such as prayer rooms and *Halal* foods is critically essential. Not only that, further research on what other attributes that are actually requested by Muslim tourists or attract them to visit a non-Muslim country should be further studied.

On top of that, K-drama should be perceived as a promotional tool for three marketing purposes: i) to target young age tourists, ii) promote new and lesser-known destinations, iii) develop new man-made attractions. As mentioned earlier, K-drama is very popular among the

younger generation who can easily absorb new culture. The trend of increasing the number of younger tourists to travel nowadays may also be supported by cheaper air fare, such as AirAsia as well as trendy and convenient vacation rental concepts, such as airbnb. Importantly, the youths today are heavily influenced by the media and web-based channels. Most of them watch dramas through websites like YouTube.

Additionally, K-drama could be applied to promote new and lesser-known destinations to reduce the overcrowding of certain locations. The impact of a drama on the filming destination can be significant. Swarms of tourists that flow into the filming location could negatively affect the place, especially if the drama captures the audiences' curiosity and motivation. Compared to conventional tourism advertisements (overt induce agents, Gartner, 1993), drama as an autonomous agent could provide a deeper impression of the destination to the potential tourist, as drama is aired for a longer time on the TV screen. Since drama-induced tourism effect exists, destination marketers and drama producers could collaborate to promote new or lesser-known destinations in order to disperse the over-crowded tourist population at certain touristic points to newly introduced places.

Although generate tourist visitation will be able to increase local residents income and job opportunity, negative social impacts could however overwhelm all the above advantages. Another option for governments to maintain tourist visitation while reducing social impact is to establish other man-made attractions that are slightly removed from residential areas. Since drama is able to introduce new places, it would be an appropriate marketing tool to promote more hidden or novel places that are currently unknown. By utilising drama to disperse the tourist crowd, it would help in reducing environmental and social impacts, while aiding to balance the economic impact in different places. Apart from these two stakeholders, assistance could also be incorporated from travel agencies or tour guides.

By increasing the quality of package tours, tourists could enjoy a better travelling experience with greater satisfaction regarding destinations. Although drama is able to trigger and encourage tourists to visit Korea, travelling experience and satisfaction however do not necessarily reflect similarities to positive impressions as in pre-trip. One of the factors that affect the tourist's experience and satisfaction is the service from tour guides. A tour guide who provides good service helps to increase the positive destination image and directly influences travelling experience and satisfaction in a positive manner; or vice-versa. For those under package tours, a tour guide is important as he or she is the person that tourists rely on for the entire trip. Tourists choose package tours because of insecure feelings concerning an unfamiliar environment; they need to remain in the bubble environment to see the new place. A good itinerary with a responsible tour guide is able to present a positive image of the destination. This is in contrast with tourists who select independent tours to explore and contact the host in person without the bubble environment for protection. Additionally, high levels of satisfaction may help to generate positive word-of-mouth feedback from the tourists after they return.

5.2.2 Academic implications

In this research, two academic implications were proposed in order to enrich the knowledge of the study discipline, i) from the theoretical implication; and ii) methodological implication. For the theoretical implications, previous theories and findings were articulated and discussed; furthermore, the methodological implication was discussed and involved the application of a triangulation approach regarding the tourism study.

First, the findings suggest that projected images from Korean dramas have a significant influence on the travelling process. Therefore, the study suggests that dramas can be perceived as an education agent. In other words, dramas can serve as an *education stage* for potential tourists. Borrowing the concept of *stage authenticity* from MacCannell (1973) and *authenticity and*

commoditization from Cohen (1988), the *education stage* provides a platform for potential tourists to understand about the culture and social background of a destination before their trip. Through this platform, the impact of cultural shock and social conflict between tourist and host might be reduced.

Indeed, how much an audience is able to absorb the foreign culture is relatively close to their sense of place (Tuan, 1979) and generated from watching the dramas. While watching the dramas, a sense of the visual is initially experienced, as an audience gazes at the symbols that appear on the screen. At this stage, film language is very important (Hao & Ryan, 2013), namely the sound, sight and emotion that create attachment for an audience towards the destination. This attachment gradually encourages the audience to watch more drama produced by that nation, so the more the dramas he or she watches, the more this individual learns about this nation, such as the history, culture, language, daily lifestyle and attracting places. As mentioned earlier, the storyline of a drama can actually reflect the real life of the country, such as the manner in which they speak, the food they consume and depict the actual cities where they reside. This process relates to the above statement in which drama is a platform for audiences to learn and be educated about other countries. The gazed symbols and developed attachment can become pull and push factors to trigger an individual to visit the country.

Knowing the place of the drama is not enough to fulfil an individual's curiosity. Conducting a pilgrimage to places that appear in the dramas, then gaze upon and take photos of symbols (such as buildings, people and food) from the drama in person are the characteristics of modern tourism. During the trip, a second stage of a sense of place can be generated. These senses include hearing, smelling, tasting and touching. However, how well a person generates the sense of place of the destination is related to how well this individual has been educated and has absorbed the new culture from the dramas before the trip. The level of cultural shock could be

reduce if he or she was able to absorb and accept the novelty of the host country and therefore, have the experience lead to a positive impression of the place.

More importantly, previous studies barely focused on projected image dimensions. Therefore, this research suggested four dimensions of the projected images from K-drama. Although these dimensions are relatively new, it might be helpful in directing future research for refining the perception of the destination image. Further study should be suggested in the future to enhance the value of images from drama or related TV media.

For the methodological implication, this study has adopted a mixed-method approach to analyse K-drama induced tourism from the Malaysian tourists setting. K-drama tourism is not a new research topic, however few studies adopted mixed-method approaches, except for a recent study by Rittichainuwat and Rattanaphinanchai (2015). The reason a mixed-method approach was adopted was because tourism is not a uniform discipline, whereby each setting may differ due to the diverse backgrounds of the respondents, which include ethnic and cultural factors. Malaysia represents a particularly appropriate subject for research as it is composed of multiple ethnicities with diverse cultural and religious practises. This setting provides interesting content to be explored, as the travelling process is comprised of a variety of ethnicities, ages, genders and travelling modes; how the drama-watching and non-drama-watching tourists perceived the trip differently; and the influence of projected images from K-drama on the tourists' travelling process.

The advantages of applying a mixed-method analysis in tourism studies will provide a wider angle for exploring the reasons and factors behind the research problems. For instance, this case has explored the reasons why different ethnic groups perceived the destination differently and how the projected K-drama images were actually perceived and had influenced the tourists' travelling process. Furthermore, a mixed-method approach made it possible to discover new

issues that not been emphasised within previous studies. Hence, it aids in the overall enrichment of knowledge, yet constrains the study within the main scope of the research topic.

5.3 Limitations

Firstly, the limitations of this study helped to set the boundaries for the proposed research framework which focused on tourist backgrounds, projected-K-drama-images, and the travelling process (pre-trip, on-site and post-trip). However, tourism studies is a complicated discipline which comprises various approaches. Tourist backgrounds can vary and include different factors such as economic and sociocultural dimensions. As such, this study had partially covered tourist socio-demographics. In addition, the travelling process is more complex and expands far beyond the set boundaries of the pre-trip, on-site and post-trip experience. In order to better comprehend the travelling process, a greater number of perspectives should be examined to obtain an overall understanding of the process, such as decision-making and information searching. Besides tourist perspectives (demand), this study barely included the supplier side, such as the tourism industry management and tourism agencies.

Secondly, the selection of observed indicators and variables were constrained in this study. Although the indicators and variables were adapted from the extensive literature review, other vital variables may provide further contributions to the study. Due to the time constraints with each respondent on the self-administrated questionnaire, the selective variables were limited. In order to provide further insight on travel motivations, experience and satisfaction, a greater number of variables should be included in a future study. Furthermore, while projected-K-drama-images are relatively new in this study area, refinement is especially necessary for future research.

Lastly, the study was constrained by the questionnaire distribution coverage. Due to time and human resource limitations, data were only collected in Seoul city. However, the researcher

covered the distribution range from the airport to the hostels in Seoul in order to reduce the impact on the research validity. Thus, it was expected that more respondents could be collected from the sampling population.

In sum, the research limitations should be perceived as important references for future studies. It is necessary to consider the research limitations in order to produce more comprehensive results in future research.

5.4 Suggestions for Future Studies

As indicated in the research findings and limitations, relatively few important suggestions are proposed for future studies. Those suggestions are addressed in this section. Firstly, drama is suggested to be perceived as a platform to deliver useful knowledge about the social and cultural background of a destination. In addition, drama also significantly influences the travelling process. Therefore, future studies about the dimensions of the destination images from dramas could be developed. In order to enhance tourism competitiveness within the Asian region, other case studies that might examine destinations like Hong Kong, Singapore, Japan, Thailand and Malaysia could be developed to promote further examinations.

Secondly, previous studies such as those conducted by Kim et al. (2007) and Chong (2010) have suggested that other than the film context itself, the socio-demographics of the audience are of critical importance as push factors in tourism studies. In this study, the findings also suggested that the socio-demographics of tourists have a significant influence on the travelling process, especially concerning ethnicity. The results indicated that the percentage of Indian tourists Korea receives is relatively low. Therefore, future research is needed to examine the factors behind this situation. Findings also suggest that the travelling trend for younger tourists is gradually increasing. This indicates that young tourist travelling behaviours in the context of the travel process holds potential for examination.

Lastly, the findings suggest that tourist typologies (Cohen, 1972) are of critical importance as they have influence on the travelling process. Further study is suggested to discover wider perceptions, particularly in the competitive tourism market.

5.5 Conclusions

Film induced tourism has gradually gained the attention of tourism institutes as a destination marketing tool. By borrowing from the rapid growth of Korean dramas in Asia and its impact on Korean tourism development, this study has proposed a test to examine the effects of projected images from K-dramas on the travelling process. Additionally, this study also examined tourist backgrounds in relation to the travelling process, this included age, gender, ethnicity, education level, marital status and travelling modes. The findings of the study provided support that the projected images from K-dramas had influenced the travelling process (pre-trip motivation, on-site experience, post-trip satisfaction). These images were perceived in four different dimensions. Furthermore, the findings indicated that the tourist backgrounds had a certain degree of impact on the travelling process, particularly the age, gender, ethnicity and tourists' travelling modes.

The study provided some valuable contributions to aid in the understanding and insight about drama induced tourism and tourist behaviours. The findings suggested that tourism institutions could promote more new destinations through dramas and they could be applied via a cultural platform to reduce travelling conflicts between tourist and host. It is also possible to potentially open up the market to Muslim tourists by enhancing Muslim facilities and services. In addition, tourism institutes could provide better quality package tours to reduce dissatisfaction concerning the destinations. Finally, although the study is only limited to the case of Malaysian tourists who travel to Korea due to the influence of Korean dramas, the researcher hopes that the findings and implications of the study would be helpful in future marketing practices and

academic contributions.

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APPENDIX A Questionnaire

No: _____

Date: _____ TRAVELLINGMODE: _____

Visitor's Questionnaire

Soal Selidik Pelancong

Dear respondent,

Annyeonghaseyo! This is a survey mainly to evaluate visitor's image of South Korea and the satisfaction level of the place. The purpose of the survey is to purely compile information for academic research. As such, I hope you could kindly complete the questionnaire according to the instructions. The content of the survey is **STRICTLYCONFIDENTIAL** and will not be disclosed under any circumstances.

Thank you for your time and hope you have an enjoyable trip!

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Supervisor: Dr. Hong Ching, Goh

Institute: Asia-Europe Institute, University of Malaya

Kepada pelancong yang dihormati,

Anyeonghaseyo! Ini adalah satu tinjauan untuk menilai imej dan kepuasan pelancong tentang Korea Selatan. Peninjauan ini adalah untuk kegunaan akademik sahaja. Dengan ini, saya berharap anda boleh melengkapkan soal lidik ini dengan mengikut panduan. Isi kandungan soal selidik adalah **SULIT**.

Terima kasih atas kerjasama anda!

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Penasihat: Dr. Goh Hong Ching

Institusi: Asia-Europe Institute, University of Malaya

Please circle (O) on the most relevant choice of your opinion.
Sila bulatkan (O) pada jawapan yang paling sesuai

Section 1: The purpose I travel to Korea is.....

Seksyen 1: Tujuan saya melancong di Korea adalah.....

	Strongly disagree Sangat tidak besetuju <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> Strongly agree Sangat bersetuju				
1. To discover new cultures Untuk mengalami budaya baru	1	2	3	4	5
2. To improve knowledge Untuk meningkatkan ilmu pengetahuan	1	2	3	4	5
3. To visit historical places Untuk melawat tempat bersejarah	1	2	3	4	5
4. To attend cultural event Untuk menghadiri acara-acara kebudayaan	1	2	3	4	5
5. To enjoy the foreign language Untuk menikmati bahasa asing	1	2	3	4	5
6. To learn the Korean traditional customs Untuk mempelajari adat resam Korea	1	2	3	4	5
7. To fulfill personal curiosity Untuk memenuhi perasaan ingin tahu sendiri	1	2	3	4	5
8. To relax the mind Untuk melapangkan pemikiran	1	2	3	4	5
9. To seek for fun Untuk mencari kerianan	1	2	3	4	5
10. To escape from daily routine Untuk elak diri daripada kesibukan harian	1	2	3	4	5
11. To satisfy the need of others Untuk memenuhi kepuasan orang lain	1	2	3	4	5
12. To enjoy the trip with family Untuk menikmati pelancongan dengan keluarga	1	2	3	4	5
13. To enjoy the trip with friends Untuk menikmati pelancongan dengan kawan	1	2	3	4	5
14. To seek adventure Untuk mencari pengembaraan	1	2	3	4	5
15. To discover new places Untuk mempelajari tempat-tempat baru	1	2	3	4	5
16. To visit fashionable places Untuk melawat tempat yang bergaya	1	2	3	4	5
17. To make new friends Untuk menemui kawan baru	1	2	3	4	5
18. To enjoy the local cuisine Untuk menikmati makanan tempatan	1	2	3	4	5
19. To feel the romance of the place Untuk mengalami tempat yang romantik	1	2	3	4	5

20. To go to places that friends have not visited Untuk melawat tempat yang tidak pernah dilawati oleh kawan-kawan	1	2	3	4	5
21. To be able to tell friends about this vacation Supaya boleh bercerita kepada kawan-kawan tentang cuti ini	1	2	3	4	5
22. To visit the filming locations Untuk melawat tempat peefileman	1	2	3	4	5
23. To fulfill the curiosity of “Korea” which exist from watching Korean dramas Untuk memenuhi inign tahu tentang “Korea” yang muncul dari Drama Korea	1	2	3	4	5

Section 2: After experienced in Korea, the image of this place is...

Seksyen 2: Selepas berpengalaman di Korea, imej bagi tempat ini adalah.....

	Strongly disagree Sangat tidak setuju ← → Strongly agree Sangat setuju				
1. Many modern buildings Banyak bangunan baru	1	2	3	4	5
2. Remaining many old architectures Banyak seni bina yang lama	1	2	3	4	5
3. Language is a barrier Bahasa merupakan rintangan	1	2	3	4	5
4. Local residents are friendly Penduduk tempatan mesra	1	2	3	4	5
5. Local residents are helpful Penduduk tempatan sentiasa sedia menolong	1	2	3	4	5
6. Local people are fashionable Penduduk tempatan bergaya	1	2	3	4	5
7. Local environment is hygienic Persekitaran bersih	1	2	3	4	5
8. A secure place to visit Tempat yang selamat dilawati	1	2	3	4	5
9. A Relaxing place Tempat yang sesuai untuk beristirahat	1	2	3	4	5
10. Political stability Kestabilan politik	1	2	3	4	5
11. Systematic town planning Perancangan bandar yang sistematik	1	2	3	4	5
12. Good quality of life Qualiti hidup yang baik	1	2	3	4	5
13. Peaceful environment Persekitaran aman	1	2	3	4	5
14. Natural sceneries are beautiful Alam semulajadi yang cantik	1	2	3	4	5

15. Variety of tourist destinations Pelbagai jenis tempat pelancongan	1	2	3	4	5
16. Pleasant weather Cuaca yang menyenangkan	1	2	3	4	5
17. Delicious Korean cuisines Makanan Korea sedap	1	2	3	4	5
18. Many varieties of food Terdapat pelbagai jenis makanan	1	2	3	4	5
19. Wide variety of shopping places Mempunyai kepelbagaian tempat membeli-belah	1	2	3	4	5

Section 3: My satisfaction level towards Korea...

Seksyen 3: Tahap kepuasan saya terhadap Korea.....

	Very dissatisfied Amat tidak memuaskan <div> </div> Very satisfied Amat memuaskan				
1. Convenience of public transportation Kemudahan pengangkutan awam	1	2	3	4	5
2. Tourism facilities Kemudahan pelancongan	1	2	3	4	5
3. Availability of travel information Informasi pelancongan yang senang diperolehi	1	2	3	4	5
4. Ease of accessibility to the places of attraction Tempat pelancongan mudah dilawati	1	2	3	4	5
5. Cleanliness of the places Kebersihan persekitaran	1	2	3	4	5
6. Security of the places Keselamatan	1	2	3	4	5
7. Price of shopping products Harga barangan	1	2	3	4	5
8. Price of foods Harga makanan	1	2	3	4	5
9. Maintenance of historical sites Pemeliharaan tempat-tempat bersejarah	1	2	3	4	5
10. Quality of entertainment facilities Kualiti kemudahan hiburan	1	2	3	4	5
11. Maintenance of natural attractions Pemeliharaan alam semulajadi	1	2	3	4	5
12. Quality of cultural performances Kualiti persembahan budaya	1	2	3	4	5
13. Quality of cuisines Kualiti masakan	1	2	3	4	5
14. Variety of shops Kepelbagaian kedai	1	2	3	4	5
15. Quality of products Kualiti barangan	1	2	3	4	5

16. Quality of accommodation Kualiti tempat tinggal	1	2	3	4	5
17. Friendliness of local people Kemesraan orang tempatan	1	2	3	4	5

Section 4: From the Korean drama, it gives me an image about Korea....

Seksyen 4: Dari drama Korea, ia memberi saya satu imej tentang Korea.....

Do you watch Korean dramas? Adakah anda menonton drama Korea?							
<input type="checkbox"/> NO Tidak		<input type="checkbox"/> YES Ya					
If YES , please answer the following questions. If NO , please proceed to section 3 . Jika YA , sila jawab soalan seterusnya. Jika TIDAK , sila teruskan ke seksyen 3 .							
How frequently do you watch Korean drama? Berapa kerap anda menonton drama Korea?							
<input type="checkbox"/> Everyday Setiap hari		<input type="checkbox"/> 4-6 days per week 4-6 kali seminggu		<input type="checkbox"/> 1-3 day(s) per week 1-3 hari seminggu			
				<input type="checkbox"/> Uncertain Tak pasti			
Drama Korea memberi saya satu imej tentang Negara Korea ialah.....			Strongly disagree ← Strongly agree Sangat tidak setuju ← Sangat setuju				
1. Seems like a romantic place Merupakan tempat yang romantik			1	2	3	4	5
2. Many places of heritage Mempunyai banyak tempat warisan			1	2	3	4	5
3. Korean culture is unique Budaya Korea adalah unik			1	2	3	4	5
4. A modern nation Merupakan negara yang moden			1	2	3	4	5
5. The design of the skyscrapers are attractive Rekaan bangunan pencakar langit adalah menarik			1	2	3	4	5
6. Korean ladies are beautiful Wanita Korea cantik			1	2	3	4	5
7. Korean men are good-looking Lelaki Korea tampan			1	2	3	4	5
8. Korean people are fashionable Orang Korea bergaya			1	2	3	4	5
9. Korean people are creative Orang Korea kreatif			1	2	3	4	5
10. Korean people are well-mannered Orang Korea berbudi bahasa			1	2	3	4	5
11. Korean language is polite Bahasa Korea adalah bahasa yang sopan			1	2	3	4	5
12. Korean food seems delicious Makanan Korea nampak sedap			1	2	3	4	5
13. The traditional costume is unique Pakaian tradisi Korea adalah unik			1	2	3	4	5
14. Korea traditional practices are similar to Chinese Adat resam Korea seakan-akan adat resam Cina			1	2	3	4	5

15. Korea popular music is melodious Muzik popular Korea adalah menarik	1	2	3	4	5
16. Korean dramas are motivating Drama Korea adalah bermotivasi	1	2	3	4	5
17. Korean celebrities are attractive Selebriti Korea menawan	1	2	3	4	5
18. Korean drama are romantic Drama Korea romantik	1	2	3	4	5

Section 5: Personal Information (Strictly Confidential due to unidentified respondent)

Seksyen 5: Informasi Peribadi (Kesulitan adalah terjamin tanpa ketahuan identiti responden)

1. Gender Jantina	<input type="checkbox"/> Male Lelaki	<input type="checkbox"/> Female Perempuan
2. Age Umur	<input type="checkbox"/> 18-24 <input type="checkbox"/> 46-55	<input type="checkbox"/> 25-35 56 or above 56 atau lebih
3. Ethnic Bangsa	<input type="checkbox"/> Chinese Cina	<input type="checkbox"/> Malay Melayu
	<input type="checkbox"/> Indian India	<input type="checkbox"/> Others Lain-lain : _____
4. Marital status Status perkahwinan	<input type="checkbox"/> Single Bujang	<input type="checkbox"/> Married, no children Berkahwin, tiada anak
	<input type="checkbox"/> Married, with children Berkahwin, beranak	<input type="checkbox"/> Divorced Bercerai
	<input type="checkbox"/> Others Lain-lain	
5. Highest education level Tahap pendidikan tertinggi	<input type="checkbox"/> Below primary school Di bawah sekolah rendah	<input type="checkbox"/> Primary school Sekolah rendah
	<input type="checkbox"/> Diploma Diploma	<input type="checkbox"/> Secondary school Sekolah Menengah
	<input type="checkbox"/> Bachelor degree Sarjana Muda	<input type="checkbox"/> Master or above Sarjana atau lebih
6. This is my _____ to visit Korea since year 2000. Ini adalah _____ saya melawat Korea sejak 2000 tahun.	<input type="checkbox"/> 1 st time Kali pertama	<input type="checkbox"/> 2 nd times Kali ke-2
	<input type="checkbox"/> 3 rd times Kali ke-3	<input type="checkbox"/> 4 th times Kali ke-4
	<input type="checkbox"/> 5 th times or above Kali ke-5 atau lebih	
7. Where did you obtain information about South Korea? (Ticks ONLY THREE most appropriate choices) Di manakah anda memperoleh maklumat tentang Korea Selatan? (Pilih TIGA yang paling berkenaan)	<input type="checkbox"/> Newspapers/magazines/articles Surat khabar/majalah/artikel	<input type="checkbox"/> Korea tourism advertisement Iklan pelancongan Korea
	<input type="checkbox"/> Travel agencies Ajen pelancongan	<input type="checkbox"/> Korean MVs MTV Korea
	<input type="checkbox"/> Travel fairs Pameran pelancongan	<input type="checkbox"/> Friends Kawan-kawan
		<input type="checkbox"/> Korean entertainment TV programs Program hiburan dari Korea
		<input type="checkbox"/> Korean dramas Drama Korea
		<input type="checkbox"/> Family Keluarga

No: _____

Date: _____ TRAVELLING MODE: _____

☐ Websites
Laman web

☐ Others
Lain-lain : _____

8. What are the factors attract you the most to visit Korea? (Ticks ONLY **THREE** most appropriate choices)

Apakah factor-faktor yang paling menarik hati anda datang ke Korea? (Pilih **TIGA** yang paling berkenaan)

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Weather
Cuaca | <input type="checkbox"/> Natural landscape
Alam semulajadi | <input type="checkbox"/> Korean pop music
Muzik popular Korea | <input type="checkbox"/> Because it is the most affordable package tour
Kerana pakej ini dalam kemampuan saya |
| <input type="checkbox"/> Fashion
Fesyen | <input type="checkbox"/> Korean cuisine
Makanan Korea | <input type="checkbox"/> Filming locations
Lokasi perfileman | <input type="checkbox"/> I just follow others' decision to purchase Korea Tour
Mengikut pilihan orang lain |
| <input type="checkbox"/> Shopping
Membeli-belah | <input type="checkbox"/> World Heritages
Tempat warisan | <input type="checkbox"/> Korea traditional culture
Budaya tradisi Korea | <input type="checkbox"/> Others
Lain-lain: _____ |

9. I will revisit Korea _____.

Saya akan melawat Korea lagi _____.

- | | | |
|---|--|---|
| <input type="checkbox"/> Within 1 year
Dalam setahun | <input type="checkbox"/> Within 2-4 years
Dalam 2-4 tahun | <input type="checkbox"/> 5 years later
Selepas 5 tahun |
| <input type="checkbox"/> Uncertainty
Tidak pasti | <input type="checkbox"/> Not willing to revisit again
Tidak akan melawat Korea lagi | |

Comment (If any) :

Komen(Jika ada) :

-----FINISH-----

Visitor's Questionnaire

游客问卷

Dear respondent,

Annyeonghaseyo! This is a survey mainly to evaluate visitor's image of South Korea and the satisfaction level of the place. The purpose of the survey is to purely compile information for academic research. As such, I hope you could kindly complete the questionnaire according to the instructions. The content of the survey is **STRICTLY CONFIDENTIAL** and will not be disclosed under any circumstances.

Thank you for your time and hope you have an enjoyable trip!

Researcher: Pek Yen, Teh, PhD. Candidate

Contact: vivpyteh@siswa.um.edu.my

Supervisor: Dr. Hong Ching, Goh

Institute: Asia-Europe Institute, University of Malaya

各位朋友：

欢迎光临韩国。这是一份游客对韩国印象和地方满意度的调查问卷。本次调查问卷的目的仅用于学术研究，所有内容均会保密。我们恳切希望您能拨冗回答我们的调查问卷。

感谢您的配合，祝您旅程愉快！

研究员：郑碧茵，博士生

联络电邮：vivpyteh@siswa.um.edu.my

指导教授：Dr. Goh, Hong Ching

研究所：马来亚大学亚欧研究所

Please circle (○) on the most relevant choice of your opinion.

请在最适当的选项里画圈 (○)

Section 1: The purpose I travel to Korea is.....

第一章：我到韩国旅游的目的地。。。

	<div>Strongly disagree ← Strongly agree</div> <div>非常不同意 ← 非常同意</div>				
24. To discover new cultures 探索新文化	1	2	3	4	5
25. To improve knowledge 增广见闻	1	2	3	4	5
26. To visit historical places 参观历史名胜	1	2	3	4	5
27. To attend cultural events 参加文化活动	1	2	3	4	5
28. To enjoy the foreign language 感受异国语言	1	2	3	4	5
29. To learn the Korean traditional customs 学习韩国的传统习俗	1	2	3	4	5
30. To fulfill personal curiosity 纯粹出于个人好奇心	1	2	3	4	5
31. To relax the mind 放松思绪	1	2	3	4	5
32. To seek for fun 寻找娱乐	1	2	3	4	5
33. To escape from daily routine 逃避日常工作	1	2	3	4	5
34. To satisfy the need of others 满足他人的需求	1	2	3	4	5
35. To enjoy the trip with family 享受天伦之乐	1	2	3	4	5
36. To enjoy the trip with friends 享受结伴同游的乐趣	1	2	3	4	5
37. To seek adventure 探险之旅	1	2	3	4	5
38. To discover new places 探索新的地方	1	2	3	4	5
39. To visit fashionable places 浏览潮流的地方	1	2	3	4	5
40. To make new friends 结交新友	1	2	3	4	5
41. To enjoy the local cuisine 享受当地料理	1	2	3	4	5
42. To feel the romance of the place 感受当地浪漫的气氛	1	2	3	4	5
43. To go to places that friends have not visited 想到朋友不曾去过的地方	1	2	3	4	5
44. To be able to enjoy with friends about this vacation 能够与朋友分享这次旅游经验	1	2	3	4	5
45. To visit the filming locations 观光摄影基地	1	2	3	4	5
46. To fulfill the curiosity of "Korea" which exist from watching Korean dramas 满足对韩剧中“韩国”的好奇心	1	2	3	4	5

Section 2: After experienced in Korea, the image of this place is...

第二章：体验了韩国之旅，这个地方给我的印象是。。。

	Strongly disagree 非常不同意 ←————→ Strongly agree 非常同意				
20. Many modern buildings 有很多现代化的建筑	1	2	3	4	5
21. Remaining many old architectures 保留很多古老的建筑	1	2	3	4	5
22. Language is a barrier 语言障碍	1	2	3	4	5
23. Local residents are friendly 当地居民很友善	1	2	3	4	5
24. Local residents are helpful 当地居民乐于助人	1	2	3	4	5
25. Local people are fashionable 当地居民很时尚	1	2	3	4	5
26. Local environment is hygienic 当地环境很卫生	1	2	3	4	5
27. A secure place to visit 一个安全的观光地	1	2	3	4	5
28. A Relaxing place 一个可放松心情地方	1	2	3	4	5
29. Political stability 政局稳定	1	2	3	4	5
30. Systematic town planning 城市设计有规划	1	2	3	4	5
31. Good quality of life 生活环境健康	1	2	3	4	5
32. Peaceful environment 环境安宁	1	2	3	4	5
33. Natural sceneries are beautiful 风景优美	1	2	3	4	5
34. Variety of tourist destinations 旅游景点繁多	1	2	3	4	5
35. Pleasant weather 气候宜人	1	2	3	4	5
36. Delicious Korean cuisines 韩国美食可口	1	2	3	4	5
37. Many varieties of food 食物种类多	1	2	3	4	5
38. Wide variety of shopping places 是个购物的天堂	1	2	3	4	5

Section 3: My satisfaction level towards Korea...

第三章：我对韩国的满意度。。。

	Very dissatisfied Very satisfied 很满意				
18. Convenience of public transportation 公共交通便利性	1	2	3	4	5
19. Tourism facilities 观光设备	1	2	3	4	5
20. Availability of travel information 观光资讯的实用性	1	2	3	4	5
21. Ease of accessibility to the places of attraction 通往旅游景点的交通	1	2	3	4	5
22. Cleanliness of the places 地方的卫生	1	2	3	4	5
23. Security of the places 当地的安全	1	2	3	4	5
24. Price of shopping products 商品的价格	1	2	3	4	5
25. Price of foods 餐饮的价格	1	2	3	4	5
26. Maintenance of historical sites 历史遗址的维护	1	2	3	4	5
27. Quality of entertainment facilities 娱乐设备的品质	1	2	3	4	5
28. Maintenance of natural attractions 自然景观的保护	1	2	3	4	5

29. Quality of cultural performances 文化表演的品质	1	2	3	4	5
30. Quality of cuisines 料理的品质	1	2	3	4	5
31. Variety of shops 商店的种类	1	2	3	4	5
32. Quality of products 商品的品质	1	2	3	4	5
33. Quality of accommodation 住宿环境	1	2	3	4	5
34. Friendliness of local people 当地人的友善度	1	2	3	4	5

Section 4: From the Korean drama, it gives me an image about Korea....

第四章：通过韩剧，我对韩国的形象是。。。

Do you watch Korean dramas? 请问您看韩剧吗？ <input type="checkbox"/> NO <input type="checkbox"/> YES 不 是 If YES, please answer the following questions. If no, please proceed to section 3 . 如果是，请回答以下的问题。 如果不，请跳到 第三章 。					
How frequently do you watch Korean drama? 请问您看韩剧的次数是？ <input type="checkbox"/> Everyday <input type="checkbox"/> 4-6 days per week <input type="checkbox"/> 1-3 day(s) per week <input type="checkbox"/> Uncertain 每天 每星期 4-6 天 每星期 1-3 天 不确定					
Korean drama gives me an image of Korea is..... 韩剧里给我对韩国的形象是。。。			Strongly disagree \longleftrightarrow Strongly agree 非常不同意 非常同意		
19. Seems like a romantic place 似乎是一个浪漫的地方	1	2	3	4	5
20. Many places of heritage 有很多古迹	1	2	3	4	5
21. Korean culture is unique 韩国文化非常独特	1	2	3	4	5
22. A modern nation 似乎是一个现代化的国家	1	2	3	4	5
23. The design of the skyscrapers are attractive 高楼大厦的设计独特	1	2	3	4	5
24. Korean ladies are beautiful 韩国女士漂亮	1	2	3	4	5
25. Korean men are good-looking 韩国男士英俊	1	2	3	4	5
26. Korean people are fashionable 韩国人非常时尚	1	2	3	4	5
27. Korean people are creative 韩国人富有创造力	1	2	3	4	5
28. Korean people are well mannered 韩国人彬彬有礼	1	2	3	4	5
29. Korean language is polite 韩语很文雅	1	2	3	4	5
30. Korean food seems delicious 韩国料理似乎很美味	1	2	3	4	5
31. The traditional costume is unique 传统服饰非常独特	1	2	3	4	5
32. Korea traditional practices are similar to Chinese 韩国传统习俗类似中国	1	2	3	4	5
33. Korea popular music is melodious 韩国流行音乐悦耳动听	1	2	3	4	5
34. Korean dramas are motivating 韩剧具有励志性	1	2	3	4	5
35. Korean celebrities are attractive 韩国艺人很有魅力	1	2	3	4	5
36. Korean drama are romantic 韩剧非常浪漫	1	2	3	4	5

Section 5: Personal Information (Strictly Confidential due to unidentified respondent)

第五章：个人资料（由于不用附上姓名，所以绝对保密）

10. Gender 性别	<input type="checkbox"/> Male 男	<input type="checkbox"/> Female 女
11. Age 年龄	<input type="checkbox"/> 18-24 <input type="checkbox"/> 46-55	<input type="checkbox"/> 25-35 <input type="checkbox"/> 56 or above 56 或以上
12. Ethnic 种族	<input type="checkbox"/> Chinese 华人 <input type="checkbox"/> Malay 马来人	<input type="checkbox"/> Indian 印度人 <input type="checkbox"/> Others 其它: _____
13. Marital status 婚姻状况	<input type="checkbox"/> Single 单身 <input type="checkbox"/> Married, no children 已婚, 无小孩	<input type="checkbox"/> Married, with children 已婚, 有小孩 <input type="checkbox"/> Divorced 离异 <input type="checkbox"/> Others 其它
14. Highest education level 教育程度	<input type="checkbox"/> Below primary school 小学以下 <input type="checkbox"/> Diploma 文凭学位	<input type="checkbox"/> Primary school 小学 <input type="checkbox"/> Bachelor degree 学士学位 <input type="checkbox"/> Secondary school 中学 <input type="checkbox"/> Master or above 硕士或以上学位
15. This is my _____ to visit Korea since year 2000. 自二零零零年, 这是我_____到韩国旅游。		
<input type="checkbox"/> 1 st time 第一次	<input type="checkbox"/> 2 nd times 第二次	<input type="checkbox"/> 3 rd times 第三次 <input type="checkbox"/> 4 th times 第四次 <input type="checkbox"/> 5 th times or above 第五次或以上
16. Where did you obtain information about South Korea? (Ticks ONLY THREE most appropriate choices) 请问您是从哪里得知韩国? (只需选出 3 个最相关的选项)		
<input type="checkbox"/> Newspapers/magazines/articles 报纸/杂志/文章	<input type="checkbox"/> Korea tourism advertisement 韩国观光广告	<input type="checkbox"/> Korean entertainment TV programs 韩国综艺节目
<input type="checkbox"/> Travel agencies 旅行社	<input type="checkbox"/> Korean MVs 韩国音乐电视	<input type="checkbox"/> Korean dramas 韩国电视剧
<input type="checkbox"/> Travel fairs 旅游展	<input type="checkbox"/> Friends 朋友	<input type="checkbox"/> Family 家人
<input type="checkbox"/> Websites 网站	<input type="checkbox"/> Others 其它: _____	
17. What are the factors attract you the most to visit Korea? (Ticks ONLY THREE most appropriate choices) 您到韩国旅游的原因有哪些? (只需选出 3 个最相关的选项)		
<input type="checkbox"/> Weather 气候	<input type="checkbox"/> Natural landscape 自然景观	<input type="checkbox"/> Korean pop music 韩国流行音乐 <input type="checkbox"/> Because it is the most affordable package tour 可以承担的费用
<input type="checkbox"/> Fashion 时尚	<input type="checkbox"/> Korean cuisine 韩国饮食	<input type="checkbox"/> Filming locations 拍摄场景 <input type="checkbox"/> just follow others' decision to purchase Korea Tour 听从他人意见
<input type="checkbox"/> Shopping 购物	<input type="checkbox"/> World Heritages 世界遗产	<input type="checkbox"/> Korea traditional culture 韩国传统文化 <input type="checkbox"/> Others 其它: _____
18. I will revisit Korea.... 我_____会再来韩国旅行。		
<input type="checkbox"/> Within 1 year 一年之内	<input type="checkbox"/> Within 2-4 years 2-4 年之内	<input type="checkbox"/> 5 years later 五年之后 <input type="checkbox"/> Uncertainty 不确定 <input type="checkbox"/> Not willing to revisit again 不会再来韩国旅行

OPINIONS: _____

APPENDIX B: List of Transcript Quotations

Code Family: Travelling Motivation**Code: Visiting filming locations**

Quotation no. [Recorder ID]	Quotations
2:1 [H.N.2_Female_Malay_25-35]	MHN.1 : She is a super hard core fans of K-dramas. That is the main reason why she wants to travel to Korea to experience the Korea that appears in the dramas.
12:20 [I.17_Female_Chinese_25-35]	MI.17a: 我在看韩剧的时候, 我看到这个东西很好吃, 来到韩国就会来这里试吃。看了那个地方, 想去韩国找回这个地方, 看看他的感觉是怎样的。(* When I watching K-dramas, I saw this food seems delicious. So, when I arrive Korea I will try on that food. When I saw that place, I wish I can find that place when I visit Korea, I am wondering how is that place look like)
16:11 [I.9_Male_Chinese_56 or above]	MI.9: 那个在济州岛的那个。。那个叫什么的爱情片, 还有一个以前有三四套片啊! 我们整个马来西亚的电视迷啊!。。虽然语言不通, 可是他们翻译过来了啊! 他们很感动, 看了都喜欢, 而且他们都很合亚洲人的味道。反而西方人可能不会受到影响。尤其是中国人, 很受这个韩国的影响。韩国的古装片啊。。就是以前我们中国人的古装片, 因为韩国是以前我们中国的附属国(* That Jeju Island...the love movie...and also the others movies! The whole Malaysia become the K-drama fans!..Though the language could not be understood, but they translated it! They are touchable, everybody like it and suitable to Asian's taste! In contrast, western people might not be influenced. Chinese is especially influence by Korea. Korea historical dramas...similar to our ancient China, this is because Korea was an tributary state of China.)
17:3 [I.14_Female_Malay_25-35]	MI.14a: Cerita Korea...(*Story of K-drama...) MI.14c: Tempat cantik...(*Places are beautiful..) MI.14a: Ah...honey moon pun, dia tak akan pergi ke tempat lain, tau, kalau excited, dia orang tunjuk excited ke Jeju Island. So, dia boleh...orang negara lain boleh tengok...oh...cerita tu...oh...cantik tempat-tempat dia orang tunjuk ...teddy museum or something like that, so tertarik kita semua pergi...(* Ah...Honeymoon, they won't choose anywhere, and excited to go to Jeju Island. So, Jeju can..make foreigners to visit..oh...the story...shown the beautiful places...teddy museum or something like that, so attract all of us to go...) MI.14b: Sama lah kalau cerita Korea yang zaman lama-lama, macam <Jewel of Palace>, saya paling suka itu sebab saya suka baju dia, kawasan dia, kampung, semua-semua seronok. (* Same thing like historical storyline, such as <Jewel of Palace>, I like the most is their costumes, places, village, everything is excited.)

Code: Knowledge enhancement

2:1 [H.N.2_Female_Malay_25-35]	MHN.2: She is a super hard core fans of K-dramas. That is the main reason why she wants to travel to Korea to experience the Korea that appears in the dramas.
12:2 [I.17_Female_Chinese_25-35]	MI17b: 要体验一下那种文化啊。。。或者是呃。。。要更加深入的了解他们。(*Want to experience their culture...or...deeper understand about Korean)

12:3 [I.17_Female_Chinese_25-35]	MI.17a:	其实我们有在学韩语啦！想直接来这个国家，然后环境可以让我自己practice 我的韩语这样子。(*Actually we study Korean language! Wish to have a direct contact with this country, and also hope the environment provides me a chance to practice my Korean.)
12:4 [I.17_Female_Chinese_25-35]	MI.17b:	我学韩语，但是在学的同时，我觉得这是一个很有趣的语言。而韩语上是牵涉到关于习俗、礼貌，然后文化上的东西，所以就加深了我的好奇心，而想要真正的来这个国家，体验一下这里的风情。(*I'm studying Korean language, while I'm learning; I found that this language is very interesting. As well, the language involves daily practice, politeness, and culture. Therefore, I am curious and wish to come to this country and experience it by myself.)
16:11 [I.9_Male_Chinese_56 or above]	MI.9:	那个在济州岛的那个。。。那个叫什么的爱情片，还有一个以前有三四套片啊！我们整个马来西亚的电视迷啊！。。。虽然语言不通，可是他们翻译过来了啊！他们很感动，看了都喜欢，而且他们都很合亚洲人的味道。反而西方人可能不会受到影响。尤其是中国人，很受这个韩国的影响。韩国的古装片啊。。。就是以前我们中国人的古装片，因为韩国是以前我们中国的附属国(* That Jeju Island...the love movie...and also the others movies! The whole Malaysia become the K-drama fans!..Though the language could not be understood, but they translated it! They are touchable, everybody like it and suitable to Asian's taste! In contrast, western people might not be influenced. Chinese is especially influence by Korea. Korea historical dramas...similar to our ancient China, this is because Korea was an tributary state of China.)
17:3 [I.14_Female_Malay_25-35]	MI.14a: MI.14c: MI.14a:Ah... MI.14b:	Cerita Korea...(*Story of K-drama...) Tempat cantik...(*Places are beautiful...) honey moon pun, dia tak akan pergi ke tempat lain, tau, kalau excited, dia orang tunjuk excited ke Jeju Island. So, dia boleh...orang negara lain boleh tengok...oh...cerita tu...oh...cantik tempat-tempat dia orang tunjuk ...teddy museum or something like that, so tertarik kita semua pergi...(* Ah...Honeymoon, they won't choose anywhere, and excited to go to Jeju Island. So, Jeju can..make foreigners to visit..oh...the story...shown the beautiful places...teddy museum or something like that, so attract all of us to go...) Sama lah kalau cerita Korea yang zaman lama-lama, macam <Jewel of Palace>, saya paling suka itu sebab saya suka baju dia, kawasan dia, kampung, semua-semua seronok. (* Same thing like historical storyline, such as <Jewel of Palace>, I like the most is their costumes, places, village, everything is excited.)

Code: Fulfil someone's need

16:8 [I.9_Male_Chinese_56 or above]	I: MI.9:	你为什么这次又选韩国呢? (* Why you choose to come to Korea?) 因为我早期，以前我20多年前来做生意。我太太没有来过。(*I came to Korea for business trip in the past 20 years. And my wife has not been here.)
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Code: Relaxation

9:3 [I.10_Female_Chinese_36-45]	MI.10:	其实我们比较喜欢天气而已，因为马来西亚没有嘛！(*Actually we only like the weather, because we don't have it in Malaysia.)
12:15	MI.17b:	我这一趟来，主要不是消费，主要是要relax的。(*The main

[I.17_Female_Chinese_25-35]		purpose for me to have this trip is not for consuming, but to relax.)
14:1 [I.6_Male_Chinese_45-55]	MI.6:	去MATTA FAIR 介绍秋天。(* I went to MATTA Fair and they recommend autumn here.)
	I:	哦!。。。所以是。。。 (oh...therefore...)
	MI.6:	是来看秋天。。。是来看秋天。(Come to experience autumn...for autumn)

Code Family: Travelling Experience

Code:Shopping & Cuisine

1:3 [H.N.1_Female_Chinese_25-35]	MHN.1 :	They purposely stay in Seoul for another three days after the ground tour, just because they want to do shopping.
2:2 [H.N.2_Female_Malay_25-35]	MHN.2:	For this respondent, she is a Muslim and she think food is the problem for her when she visit Korea. Therefore, she decided not to bring her children to come along.
9:1 [I.10_Female_Chinese_36-45]	MI. 10:	天天都吃一样不像我们那边, 有华人餐, 马来餐, 有印度餐, 天天都换。这边不是, 天天都韩餐。(* Everyday have to eat the similar foods, not like us in Malaysia, we can have Chinese food, Malay food, and Indian food. Here in Korea, every day is Korean food.)
9:5 [I.10_Female_Chinese_36-45]	MI.10:	有特别的地方是服装。。。那种比较时尚。服装。。。(* The speciality here is fashion..more trendy..the attire..)
9:9 [I.10_Female_Chinese_36-45]	MI.10:	我们也买, 但是不是讲每一样都适合啦! 因为天气的关系, 布料也不适合。。。(* We also do shopping, but not everything is suitable! Because of the weather, the materials are not suitable...)
10:1 [I.11_Female_Chinese_25-35]	I: 有疯狂shopping 吗? (* Did you shop crazily?) MI.11:	你看就知道啦! {Hand note: they bought a lot} (*As you can see! {from observation, they bought a lot with begs})
12:20 [I.17_Female_Chinese_25-35]	MI.17a:	我在看韩剧的时候, 我看到这个东西很好吃, 来到韩国就会来这里试吃。看了那个地方, 想去韩国找回这个地方, 看看他的感觉是怎样的。(* When I watching K-dramas, I saw this food seems delicious. So, when I arrive Korea I will try on that food. When I saw that place, I wish I can find that place when I visit Korea, I am wondering how is that place look like)
13:3 [I.4_Female_Chinese_36-45]	MI.4:	Korean food, 我们吃素, 很多食物我们都不对。。。(* Korean food...We are vegetarian, therefore many foods are not right to us...)
15:1 [I.8_Male_Chinese_56 or above]	I: 吃的OK吗? (* How about the foods here?) MI.8: 吃OK。。。没问题! (* Food OK...no problem!) I: Shopping? (* Shopping?) MI.8:	Shopping 也是很好啊! 很好! 吃啊。。。什么都很那个。。。他们(旅行社)带去吃。。。不过他们泡菜是每一餐都有啦! 泡菜啦。。。那个黑豆啦。。。豆干煮汤啦。。。豆干煮酸辣汤啦!。。。这些咯! 安鱼也是好吃。最后我们是去吃螃蟹。。。大大只。。。

好吃! (* Shopping also good...eat also good...everything is fine... they (Travel agency) brought us to eat...but every meal come with Kimchi! Kimchi...black bean...toufu spicy soup!...about the same... “An Yu” (a kind of fish) also delicious. Lastly, we went to eat crab...the very big one..very delicious!)

16:4
[I.9_Male_Chinese_56 or above]

MI.9: 他们吃的啊! 老实讲。。。太清淡了对我们来讲。其实，健康对我们来讲是好啊! 可是，对我们亚洲人来说，咖喱啊，什么刺激的啦，辣的，酸的，他们统统都没有。(* For Korean food! Honestly...too tasteless for us. Actually I understand it is good for our health! But, for Asian, curry...the spicy, sour...they (Korean) all don't provide.)

17:1
[I.14_Female_Malay_25-35]

Hand Note: During the interview, research observed that they are Muslim, and they are busy packing lunch in the hostel kitchen before they start travelling.

Code: Environment

9:4
[I.10_Female_Chinese_36-45]

MI.10: 还可以啦! 其实我们比较喜欢天气而已，因为马来西亚没有嘛! 其他玩的地方，你讲Everland 那些。。。没有什么特别了拉! 因为我们那里都有玩得到啦! 一个云顶都有啦! (*Actually we only like the weather, because we don't have it in Malaysia. Other tourism places, for example Everland...nothing special! Because we can find it in Malaysia, like Genting Highland.)

12:10
[I.17_Female_Chinese_25-35]

MI.17a: 我觉得很。。。很平安。我觉得是一个治安很好的国家。旅游在这边，我不用担心这个，担心那个。就比如我东西留在这边，我再到回去，我的包包还在那边。就。。。就在那个地区都一样，就韩国的每个。。。有可能是小地方都让我觉得治安很好，所以我们可以玩得很开心，很舒服。就是。。。不会很拘谨，要我小心这个，小心那个。(* I think...it is very peaceful. I feel that the security in this country is good. When travelling here, I don't have to worry about this, worry about that. For example, I leave my thing here, when I get back to the place, my thing is still around. For example this area is the same, Every corner in Korea, even the small town I also can feel the security. So we can travel happily, comfortable...don't have to be caution.)

16:2
[I.9_Male_Chinese_56 or above]

MI.9: 还有一个问题呢。。。就是。。。感觉上这里的治安是比较好，那么你是比较放心，那你就跑动以下。(* there is another matter...there is...the security here is good, then you won't feel caution and easily can walk around.)

Code: Resident's behaviour

1:5
[H.N.1_Female_Chinese_25-35]

MHN.1 : At first this respondents was mad about the travel agency. However, thing change during their three-day independent trip. They able to stay at a very good service hostel, with the warm welcome and helpful staffs. And their impression about Korea has changed from extreme negative to extreme positive and satisfies.

9:2
[I.10_Female_Chinese_36-45]

MI. 10: 不是讲不礼貌啦! 他不是大口乱骂啦，可是碰碰撞撞，没有。。。没有好像借位这样子，这样子撞你。不是我而已，其他团友都会这样讲。(* Not saying they are rude! They do not scold on us, but they always knocked on us without saying excuse me...they

just simply knocked you. Not only I'm the one to say so, but other tour mates also telling the same thing.)

- 12:1
[I.17_Female_Chinese_25-35] MI.17b: 服务方面, 对, 尤其是那些交通啊。。。向人询问。。。呃。。。路啊。。。他们都会尽量的帮我们。。。所以我觉得他们有帮到我们啦。。。服务上也很有礼貌咯! (* In the service aspect, especially transportation...whenever I asking to the Korean about the direction...they helped us as possible as they can...therefore I think they really helped us a lot...service is very politely)
- 12:11
[I.17_Female_Chinese_25-35] MI.17b: 人啊! 呃。。。先不要说town里面的人啦。。。基本上, 在那种小地方的。。。那些老一辈的人, 或者是年轻人, 他们都会比较亲切, 比较热情。。。当然他们都会对你很好奇, 可是他们的本意都是好的。在城市里面他们会防备你, 可是他们还是会帮你的。所以在人情上的方面, 可以看出他们的礼仪很好。(*About the people! Er...Let's don't talk about the people in town..Basically, the small town...the elderly or young, they are more friendly and warmer...of course they were curious about you, but initially they are kind. The people in the city will avoid from you, but still they are helpful. Therefore, from the human behaviour, you can see they are polite.)
- 13:1
[I.4_Female_Chinese_36-45] MI.4: 他们很像。。。什么啊。。。香港的那个时候。。。香港的人现在就很friendly。。。last time 就是(*They are like..what...in the past of Hong Kong...People in HongKong nowadays are friendly...last time they don't.
I: 现在。。。(*now...)
MI.4: 我觉得Korea 就好像last time 香港的时候。(*I think Korea is like the past time of Hong Kong)
I: 是哦?! 所以你们觉得他们态度没有很好啦? (*Really?! So you think their attitude is not good right?)
MI.4: 有可能是他们不懂我们在问他们什么东西。(*Also there is the possibility that they do not understand what we were asking.)
- 14:2
[I.6_Male_Chinese_45-55] I: 住或shopping 还好吗? (* Is accommodation or shopping OK for you?)
MI.6: ok啊! 可以。。。全部都很有礼貌。。。没有买都很有礼貌啊! (*OK!Fine...everyone is very polite...even I don't buy, they also very polite.)

Code Family: Travelling Satisfaction

Code: Quality of environment

- 1:5
[H.N.1_Female_Chinese_25-35] MHN.1 : However, thing change during their three-day independent trip. They able to stay at a very good service hostel, with the warm welcome and helpful staffs. And their impression about Korea has changed from extreme negative to extreme positive and satisfies.
- 9:6
[I.10_Female_Chinese_36-45] I: 质底还OK吗? (* How about the quality {referring merchant quality}?)
MI.10: 质底如果made in Korea 的, 但是很多都中国进口呀! (*The quality is good provided it is made in Korea, but mostly are from China!)
- 9:9
[I.10_Female_Chinese_36-45] MI.10: 我们也买, 但是不是讲每一样都适合啦! 因为天气的关系, 不料也不适合。。。(* We also do shopping, but not everything is suitable! Because of the weather, the materials are not suitable...)

12:10 [I.17_Female_Chinese_25-35]	MI.17a:	我觉得很。。。很平安。我觉得是一个治安很好的国家。旅游在这边，我不用担心这个，担心那个。就比如我东西留在这边，我再到回去，我的包包还在那边。就。。。就在那个地区都一样，就韩国的每个。。。有可能是小地方都让我觉得治安很好，所以我们可以玩得很开心，很舒服。就是。。。不会很拘谨，要我小心这个，小心那个。(* I think...it is very peaceful. I feel that the security in this country is good. When travelling here, I don't have to worry about this, worry about that. For example, I leave my thing here, when I get back to the place, my thing is still around. For example this area is the same, Every corner in Korea, even the small town I also can feel the security. So we can travel happily, comfortable...don't have to be caution.)
12:16 [I.17_Female_Chinese_25-35]	MI.17a:	我觉得他们在一个，怎么讲呢？他们的历史，怎么讲呢。。。他们保留它的历史。。。(*I think they are..how should I describe? Their history...how should I say....they conserve their history... I: 古迹。。。保留古迹那一块吗？(*Heritage...heritage conservation?) MI.17a: 对，我觉得他们做得非常的好。(* Right, I think they do it quite well.)
12:17 [I.17_Female_Chinese_25-35]	MI.17a:	我觉得韩国有很多旅游景点。我觉得我来十次也玩不完，它的景点真的很多很多，很多自然的景点。(*I think Korea possesses many tourism destinations. I don't think is enough to visit all of them even I come here ten times. There are so many destinations, majority are the natural destinations.)
12:19 [I.17_Female_Chinese_25-35]	MI.17b:	老实说啦，我觉得guest house, hostel, dorm 都很发达。(*To be honest, I think guest house, hostel, dorm are well developed.) I: 发展得很好？(*Well developed?) MI.17b: 发展得很好。就算我们来到这里，找不到住宿，就走在街上，都会有motel，或者是所谓的民宿等等之类的，你不用担心找不到地方住。(*Well developed, Even we arrive here, but can't find the host {they are couch surfing tourist} simply can find motel on the street, or even home stay. You don't have to worry about the accommodation.)
16:2 [I.9_Male_Chinese_56 or above]	MI.9:	还有一个问题呢。。。就是。。。感觉上这里的治安是比较好，那么你是比较放心，那你就跑动以下。(* there is another matter...there is...the security here is good, then you won't feel caution and easily can walk around.)
16:6 [I.9_Male_Chinese_56 or above]	MI.9:	很干净，很清洁，而且我觉得他们就是说景点做得很好，简简单单他们都做得很好。(*place is very clean, as well I think they develop the tourism destinations very well, even the simple thing but they able to make it well.)

Code: Pricing

12:13 [I.17_Female_Chinese_25-35]	MI.17a:	他们物价其实是有提高。(*They have increased the price) I: 物价有提高？(*Price up?) MI.17a: 呃。。。[agreed]。。。不过提高的不大，我看10pa [10%](*Er..[agrees]...but not that much, I think is about 10%)
12:18 [I.17_Female_Chinese_25-35]	MI.17b:	花费最多是交通费。(*Most expenses was on transportation) MI.17a: 对。。。交通。(Yes...transportation) MI.17b: 尤其我们去偏远的地方，我们都坐高速巴士，再不然就是郊外巴

士，价格通常都会在10,000w以上。就像等于马币RM30。这是一个很。。怎么说。。是一个负担，可以说是一个负担啦！所以，他们火车方面也是。。价格偏贵。就是我们一天以来有换车的话，可能那边就整百块马币没了，就是for交通费而已。所以，我觉得用的最多应该是交通费。(*Especially to the outskirt area, we commute by bus express or transit bus. Price is around 10,000W above, is around RM30. This is a...how to say...a burden...is a burden! In addition, about their train...is a bit expensive. For example, if that day we have to transit buses, maybe we have to consume around RM100, only for transportation. Therefore, we spent the most in transportation.)

13:6
[I.4_Female_Chinese_36-45] MI.4: 不便宜，especially designer brand. 我有一件 shirt 我在 Taiwan 买的，200 多[RM]，after 20%，is about RM200. Here ah...less 40% already...baru ah [showing expensive] (*Not cheap, especially designer brand. I have one shirt bought in Taiwan was about RM200, after 20%, is about RM200. Here ah...less 40% already...[showing expensive]

Code: Accessibility

1:2 [H.N.1_female_chinese_25-35]	MHN.1 :	The interviewee is under a 5-day ground tour package, and stay for another three days for independent trip. The reason she and her travel-mates follow ground tour is because of the destination accessibility. They think some of the places are difficult to reach by their own.
12:1 [I.17_Female_Chinese_25-35]	MI.17b:	服务方面，对，尤其是那些交通啊。。向人询问。。呃。。路啊。。他们都会尽量的帮我们。。所以我觉得他们有帮到我们啦。。服务上也很有礼貌咯！(* In the service aspect, especially transportation...when refer to the Korean about the direction...they helped us as possible as they can...therefore I think they really helped us a lot...service is very politely)
12:12 [I.17_Female_Chinese_25-35]	MI.17b:	就算。。其实。。我们在比如说比较繁忙的地方，比如说明洞这一带，Eujiro这一带，我都看到有一些观光旅游社派出来的义工，看到我们这些外国来的游客，都会上来说“May I help you”或者是“需要帮忙吗”等等的。(* actually...we were at the busy district, such as MyeongDong, Eujiro, I saw many tourist volunteers. When they saw us from other countries, they will offer “May I help you” or “Do you need any help”, etc...)
	MI.17a:	对。。我觉得在information 这一块做得非常的完善。(* Right, I think they have a great job in providing information)
12:14 [I.17_Female_Chinese_25-35]	MI.17a:	我觉得他们transport 的facility 做得更完善。然后，他们会每一个站，有一些站他们会设计都很美。就是觉得他们一直在进步，而不是退步。(* I think they have a prefect transportation facility. Then, in every station, they have very nice design. I think they are improving, and not deterioration.)
16:5 [I.9_Male_Chinese_56 or above]	MI.9:	这次我们来吧，我们游到济州岛去。。可是我们的飞机直接飞到那个SEOUL去，那由SEOUL那边等到一两个小时飞过来。。回来又要两三个钟头，又从济州岛飞过来。。check-in hotel Seoul 一个晚上，那么check-in 了一个晚上呢，明天早上又check-out。这个check-in check-out 的时间就花了很多，我们总共。。我算一算来啦！我们虽然说八天的旅游行程，可是

啊。。。我们花了差不多两天多的时间来check-in, check-out, 飞机场, 所以真真试试游玩的时间只有四五天. (* This time, we travelled ti Jeju Island...but our flight directly touched down at Seoul, and from Seoul to Jeju is about one to two hours...and back to Seoul with two three hours...check-in and check-out has spent us a lot of times. Though our package was eight days, but end up we spend about two days on the matters of check-in/out and airport. So, we only spent four to five days in travel.)

16:7
[I.9_Male_Chinese_56 or above]

MI.9: 我们不懂的韩语啦! 所以, 有些地方啊。。。应该多放一些英文呀! 旅游景点的地方, 公众的地方, 放一些外国语言。那个国际语言呀! (*We don't understand Korean language! Therefore, some places...should provide more English language! Foreign language should be provided in the tourist destinations and public places. International languages!)

Code: Travel Agency

1:4 [H.N.1_Female_Chinese_25-35]	MHN.1 :	They felt very dissatisfy with the local travel agency in Korea. The service is not good and impatient. In addition, the local travel agency force them to buy photo album without the prior inform. The photo album cost 85,000won. During the five days trip, they felt very dissatisfy and disappointed and feel dislike about Korea.
10:4 [I.11_Female_Chinese_25-35]	I:	其他场景那些都OK? 你们有去什么电视的场景. (* Is other destination OK? Did you go to any filming location?)
	MI. 11:	哦! 没有! 没有去到。我们只是去那些普通的景点看风景. (*Oh! No! Didn't. We only go to the general destinations)
	I:	那风景还好吗? (Is the scenery OK?)
	MI.11:	不错啊。。。只是没有时间走完 (时间太紧凑)。。。很多个点还是没有去到. (Not bad...but have no enough time to walk around...many other unreachable destinations.)
15:3 [I.8_Male_Chinese_56 or above]	I:	语言沟通还可以吗?
	MI.8:	因为我们的领队是这边的华侨。。。所以就没问题了! 我们会讲一点点。。。没问题啦! 语言没问题啦! (* because our tour guideis Korean Chinese....Therefore, no problem! We can speak a little bit ...no problem! Language is not a problem!)
16:3 [I.9_Male_Chinese_56 or above]	MI.9:	一般的导游都是有一种坏习惯, 就是说。。。我希望能够改进的。。。比其它地方做得更好。就比如说你买东西, 他就让你, 放你多久都可以。。。啊。。。过了买东西的时间啊。。。旅游景点就赶到你要命, 15分钟, 20 分钟, 来到来不及的时候, 脸都黑起来。而这个地方就美中不足的地方(*In most of the tour guide they have a bad behaviour...I hope it can improve...compare to other countries. For example, shopping, he will let you be whenever you want...even the time has out of the schedule...but they urge us when we were visiting tourist destinations, 15 minutes, 20 minutes. If you didn't able to make it on time, they shown the black face. This is the imperfect point.)

Other Codes:

Code: Revisit Intention

1:7 [H.N.1_Female_Chinese_25-35]	MHN.1 :	This respondent felt very dissatisfy with the local travel agency in Korea. The service was not good and the tour guide was impatient. In addition, the local travel agency force them to buy photo album
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		without the prior inform. The photo album cost 85,000won. During the five days trip, they felt very dissatisfy and disappointed and feel dislike about Korea. Therefore, they made decision not to come back to Korea again. However, situation changed when they able to stay at a very good service hostel, with the warm welcome and helpful staffs. And their impression about Korea has changed from extreme negative to extreme positive and satisfies. They decided to come to visit Korea again for side seeing and shopping
9:8 [I.10_Female_Chinese_36-45]	MI.10:	不是讲很特别特别吸引到。。。下一次一定要来，没有咯！我是来过算了。（* I think there is no special to attract to me come next time... I came this time, that's all. I don't think I will come back again.）
10:3 [I.11_Female_Chinese_25-35]	I: 下次可以自己再来玩。。。 (* you can come again next time) MI.11: 机票很贵的。。。 (*The air fare is expensive) I: Air Asia 啊！。。。 Air Asia 满多人的。。。 (* Air Asia! Many people is using Air Asia) MI.11: 我知道。。。可是它的位子。。。要六个小时多。（*I know...but the seat...and have to up to six hours flight）	
12:5 [I.17_Female_Chinese_25-35]	MI.17a: I: MI.17a: 会！ (*Yes) I: MI.17a:	呃。。。韩国是我第一个能够自由行的国家，就是自己能够自由行的国家。之前那种都是跟团的。可是，一个特别的地方就是。。。其它国家我去过就不想第二次，就是讲我不会我还想要去，就是近期，一两年内会再去那个国家，我不会这样子想。韩国是我在一年后，我又选择到回来这个国家。（*Er...Korea is the first country which I can travel independently. The trips before were under package tour. There is one special thing...I won't feel to revisit other countries that I have visited, at least I won't revisit within these two years. Korea – I will revisit one year later, I will choose to come back to this country.） 所以第一次来韩国的时候，就会决定你会来第二次？ (*So, when the first time you visited this country, you already determined to visit for the second time?) 现在你第二次过来，又会决定第三次。。。 (*And now is your second time, so you determined to come for the third time?) 我会第三次过来，有可能也会短期内会过来。（*I will come for the third time, and it is possible in near future）
Code: Language Barrier		
13:5 [I.4_Female_Chinese_36-45]	MI.4: I: MI.4: I: MI.4:	他们很像。。。什么啊。。。香港那个时候。。。香港的人现在就很friendly。。。 last time 就是(*They are like..what...in the past of Hong Kong...People in Hong Kong nowadays are friendly...last time they don't.) 对。。。现在。。。 (*now...) 我觉得Korea 就好像last time 香港的时候。（*I think Korea is like the past time of Hong Kong {mean respondent feels that Koreans are not friendly}.） 是哦？！所以你们觉得他们态度没有很好啦？ (*Really?! So you think their attitude is not good right?) 有可能是他们不懂我们在问他们什么东西。（*Also there is the possibility that they do not understand what we were asking.）
15:2	MI.8:	因为我们的领队是这边的华侨。。。所以就没问题了！我们会

[I.8_Male_Chinese_56 or above]		讲一点点。。。没问题啦！语言没问题啦！因为韩国这边啊。。。英语能通。。。华语也能通。(* because our tour guide is Korean Chinese....Therefore, no problem! We can speak a little bit ...no problem! Language is not a problem! This is because Korea...English is OK...Mandarin is OK.)
16:1 [I.9_Male_Chinese_56 ABOVE]	MI.9:	这里。。。我一般的印象是这样。。。哦。。。人呢。。。我不过只是说他们一点韩语都不讲。。。不是一点英文都不讲。。。不通 (*Here..the impression for me...er...about the people here...the only I can say that they don't speak English...totally out of communication.)
16:7 [I.9_Male_Chinese_56 or above]	MI.9:	我们不懂的韩语啦！所以，有些地方啊。。。应该多放一些英文呀！旅游景点的地方，公众的地方，放一些外国语言。那个国际语言呀！(*We don't understand Korean language! Therefore, some places....should provide more English language! Foreign language should be provided in the tourist destinations and public places. It is International languages!)
Code: Korean Drama		
2:1 [H.N.2_Female_Malay_25-35]	MHN.2:	She is a super fan of K-dramas. That is the main reason why she wants to travel to Korea to experience the Korea that appears in the dramas.
9:7 [I.10_Female_Chinese_36-45]	MI.10:	只是这里，看韩剧看到，好像。。。很。。。跟我们差很远。其实，都不是，我们那边生活都很好。(*But here..when watch K-drama...seems...very different from us. But actually, it is not, our life in Malaysia is very good.)
12:20 [I.17_Female_Chinese_25-35]	MI.17a:	我在看韩剧的时候，我看到这个东西很好吃，来到韩国就会来这里试吃。看了那个地方，想去韩国找回这个地方，看看他的感觉是怎样的。(* When I watching K-dramas, I saw this food seems delicious. So, when I arrive Korea I will try on that food. When I saw that place, I wish I can find that place when I visit Korea, I am wondering how is that place look like)
13:2 [I.4_Female_Chinese_36-45]	MI. 4:	I watch Korean Dramas, that's why I like to come and take a look.
16:9 [I.9_Male_Chinese_56 above]	I:	你为什么这次又选韩国呢？(* Why you choose to come to Korea?)
	MI.9:	以前我20多年前来做生意。我太太没有来过。他们又说韩国现在很不错，济州岛又 再加上那个韩国的电影啊。。。什么大长今啊。。。什么。。。什么。。。还有那个什么济州岛的电影啊！(*I came to Korea for business trip in the past 20 years. And my wife has not been here. And people said Korea nowadays is very good. In addition to the Korean movie....<Jewel in the Palace>...what...what...and also the movie in Jeju Island!)
16:10 [I.9_Male_Chinese_56 above]	MI.9:	电影是对韩国影响很大，这个电影打的广告啊。。。在最近他们的那个gangnam style。。。(*Movie has a great impact to Korea, this is a movie marketing...and recently they have "GangNam Style...)

16:11 [I.9_Male_Chinese_56 above]	MI.9:	那个在济州岛的那个。。。那个叫什么的爱情片，还有一个以前有三四套片啊！我们整个马来西亚的电视迷啊！。。。虽然语言不通，可是他们翻译过来了啊！他们很感动，看了都喜欢，而且他们都合亚洲人的味道。反而西方人可能不会受到影响。尤其是中国人，很受这个韩国的影响。韩国的古装片啊。。。就是以前我们中国人的古装片，因为韩国是以前我们中国的附属国 (* That Jeju Island...the love movie...and also the others movies! The whole Malaysia become the K-drama fans!..Though the language could not be understood, but they translated it! They are touchable, everybody like it and suitable to Asian's taste! In contrast, western people might not be influenced. Chinese is especially influence by Korea. Korea historical dramas...similar to our ancient China, this is because Korea was an tributary state of China.)
17:3 [I.14_Female_Malay_25-35]	MI.14a: MI.14c: MI.14a:	Cerita Korea...(*Story of K-drama...) Tempat cantik...(*Places are beautiful.. Ah...honey moon pun, dia tak akan pergi ke tempat lain, tau, kalau excited, dia orang tunjuk excited ke Jeju Island. So, dia boleh...orang negara lain boleh tengok...oh...cerita tu...oh...cantik tempat-tempat dia orang tunjuk ...teddy museum or something like that, so tertarik kita semua pergi... (* Ah...Honeymoon, they won't choose anywhere, and excited to go to Jeju Island. So, Jeju can..make foreigners to visit..oh...the story...shown the beautiful places...teddy museum or something like that, so attract all of us to go...)
	MI.14b:	Sama lah kalau cerita Korea yang zaman lama-lama, macam <Jewel of Palace>, saya paling suka itu sebab saya suka baju dia, kawasan dia, kampung, semua-semua seronok. (* Same thing like historical storyline, such as <Jewel of Palace>, I like the most is their costumes, places, village, everything is excited.)
Code: TV Programme		
10:5 [I.11_Female_Chinese_25-35]	MI.11:	韩剧其实我有看。。。可是我不会像每个人追追追到很多这样。我是偶尔看一下。(*Actually I do watch K-dramas...but I am not addicted like others. I only watch once in a while.)
	I:	OK. 所以影响没有很大? (*OK. SO there is not much impact from K-drama?)
	MI.11:	没有很大。。。可是我也是看电视机里面那些介绍韩国节目，就是会介绍它的风景，食物那些。。。这个会比较。。。比较。。。(*Not very big...but I watch TV programme about Korea, it introduce the sceneries, foods, etc...this is more impact to compare others.)
Code: K-Pop Induce		
16:10 [I.9_Male_Chinese_56 or above]	MI.9:	电影是对韩国影响很大，这个电影打的广告啊。。。在最近他们的那个gangnam style。。。(*Movie has a great impact to Korea, this is a movie marketing...and recently they have "GangNam Style...)

17:4
[I.14_Female_Malay_25-35]

- MI.14a: Dia orang memang suka Japan drama, pada saya, 2004-2009, saya minat J-pop. Saya minat J-Pop, tapi saya minat K-Drama dan saya tak layan K-pop. Lepas tu, bila Super Junior datang concert, masa tu SS3, baru tu...teman-teman sayakan tengok. (*The other of them like Japanese dramas, for me, 2004-2009, I like J-pop. I like J-Pop but I like K-drama, hence I don't like K-Pop. After that, when Super Junior came for concert, that time is SS3...my friends and I watch it...)
- I: SS3 apa tu?(* What is SS3?)
- MI.14c: <Super Junior>, nama title punya concert, tahun 2010, bulan tiga...(*<Super Junior>, is the title for the concert, year 2012 in March...)
- MI.14a: Saya dengan teman saya, baru kita tengok...bukan...tengok K-pop, muzik Korean...minat Korean Muzik, sebelum itu, saya lebih cenderung kepada J-pop (*Me and my companions, then we listen to K-Pop, like K-pop. Before that I am more to J-pop.

APPENDIX C: Different Age Groups of Tourists who Do/Don't Watch K-drama Prior the Trip

Age	K-drama user		Non-K-drama user	
	<i>N</i>	%	<i>N</i>	%
18-24	36	15.9	14	12.8
25-35	133	58.8	63	57.8
36-45	33	14.6	18	16.5
46-55	15	6.6	5	4.6
56 and above	9	4.0	9	8.3
<i>Total</i>	<i>226</i>	<i>100</i>	<i>109</i>	<i>100</i>

APPENDIX D: Different Genders and Ethnicities who Do/Don't Watch K-drama Prior the Trip

	Ethnicity	K-drama users		Non-K-drama users		
		<i>N</i>	%	<i>N</i>	%	
Male	Chinese	28	71.8	44	75.9	97
	Malay	11	28.2	6	10.3	
	Indian	0	0	5	8.6	
	Others	0	0	3	5.2	
	Total	39	100	58	100	
Female	Chinese	105	56.1	42	82.4	238
	Malay	78	41.7	9	17.6	
	Indian	1	0.5	0	0	
	Others	3	1.6	0	0	
	Total	187	100	51	100	
<i>Grand Total</i>		<i>226</i>		<i>109</i>		<i>335</i>

APPENDIX E: Differences between ethnicities and travelling modes

Ethnicities Modes	Chinese		Malay		Indian		Others		<i>Total</i>	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Package Tour	165	75.3	42	40.4	3	50	1	16.7	211	63.0
Independent Tour	54	24.7	62	59.6	3	50	5	83.3	124	37.0
<i>Total</i>	<i>219</i>	<i>100</i>	<i>104</i>	<i>100</i>	<i>6</i>	<i>100</i>	<i>6</i>	<i>100</i>	<i>335</i>	<i>100</i>

APPENDIX F: Brochures of travel agencies

KOREA JEJU 8 HARI 6 MALAM

Korean Air

Hari 01

Kuala Lumpur - Incheon

- Berkumpul di KLIA, daftar masuk
- Menaiki penerbangan ke Incheon

Hari 02

Incheon - Seoul - Yeoju - Namiseom (MT / MM)

- Tiba di Incheon, disambut oleh wakil kami disana
- Menuju ke Seoul
- Melawat Itaewon Mosque & membeli-belah di Itaewon Market
- Makan tengahari
- Membeli-belah di Yeoju Outlet
- Makan malam, bermalam di Namiseom

Hari 03

Namiseom - Sorak (SP/MT/MM)

- Sarapan pagi.
- Melawat ke Chuncheon & Nami Island, Myeong-dong Street, membeli-belah, Road of Happiness
- Makan tengahari
- Menuju ke Mount Sorak
- Melawat Teddy Bear Museum & Deapohang
- Seafood Market
- Makan malam, bermalam di Sorak

Hari 04

Sorak - Everland - Seoul (SP/MM)

- Sarapan pagi.
- Melawat sekitar Mount Sorak
- Lawatan di Everland Theme Park
- Petang, menuju ke Seoul
- Membeli-belah di Dongdaemun market
- Makan malam
- Bermalam di Seoul

Hari 05

Seoul (SP/MT/MM)

- Sarapan pagi
- Melawat sekitar Bandar Seoul: Gyeongbok Palace, National Folklore Museum, Blue House, Kedai Ginseng, Pembuatan Kimchi + Memakai Hanbok, Amethyst Factory, Kedai Kosmetik
- Makan tengahari
- Membeli-belah di Nandeamun Market
- Makan malam, kembali ke hotel
- Bermalam di Seoul

Hari 06

Seoul - Gimpo - Jeju (SP/MT / MM)

- Sarapan pagi.
- Menuju ke lapangan terbang Gimpo
- Menaiki penerbangan ke Jeju
- Setelah tiba, makan tengahari
- Lawatan sekitar Jeju: Dragon Head Rock, Glass Castle
- Makan malam
- Bermalam di Jeju

Hari 07

Jeju (SP/ MT/ MM)

- Sarapan pagi
- Lawatan sekitar Jeju: Seongeup Folk Village, Mystery Road, Sunrise Peak, Makan tengahari semasa lawatan
- Makan malam
- Membeli-belah di Tapdong Market
- Bermalam di Jeju

Hari 08

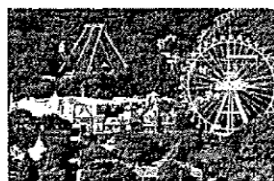
Jeju - Gimpo - Incheon - Kuala Lumpur (SP)

- Sarapan pagi
- Menuju ke lapangan terbang Jeju
- Menaiki penerbangan ke Gimpo
- Tiba di Gimpo, menuju ke lapangan terbang Incheon
- Menaiki penerbangan ke Kuala Lumpur
- InshaAllah, Selamat tiba di Kuala Lumpur

TEMPAT - TEMPAT MENARIK

GYEONGBOKGUNG PALACE

Gyeongbokgung, juga dikenali sebagai Gyeongbok palace, merupakan istana diraja yg terletak di Seoul selatan, Korea Selatan, oleh Joseon Dynasty. Ianya dibina pada tahun 1394 dan kemudiannya dibina semula pada tahun 1867 dan merupakan istana utama dan terbesar antara Five Grand Place. Nama istana Gyeongbokgung dalam bahasa inggeris boleh diterjemah sebagai "Istana Kegembiraan". Istana ini juga hampir dimusnahkan oleh kerajaan Jepun awal abad ke 20, dan kemudiannya dibina semula secara perlahan-lahan mengikut bentuk asal istana tersebut.

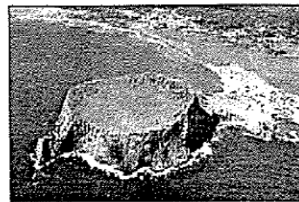


EVERLAND

Everland merupakan taman tema yg terletak di Yongin, Korea Selatan. Ianya merupakan taman tema yg terbesar di negara ini. Dengan jumlah pengunjung mencecah 8.6 juta setahun, Everland merupakan antara 10 taman tema yang menerima pengunjung paling ramai pada tahun 2007. Bersama dengan banyak tarikan utamanya, Everland juga terkenal dengan taman tema air iaitu Caribbean Bay. Dimiliki oleh Samsung Group Everland juga dikenali sebagai mini-Disneyland dengan seni bina serta infrastruktur yg menarik. Nama Everland dlm bahasa Korea disebut sebagai "Ebeoraendeu" yg bermaksud taman semula jadi. Nama dahulunya dipanggil "Natural Farm" oleh orang disini.

JEJU SUNRISE PEAK

Nikmati pemandangan indah dikala matahari terbit di Sunrise Peak. Kita akan mendaki ke puncak dan dari situ, anda dapat melihat pemandangan lautan biru yang luas terbentang, bandar yang penuh warna-warni dan juga padang rumput yang menghirau.





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**TARA MUSLIM
HOLIDAYS**



6 H 4 M

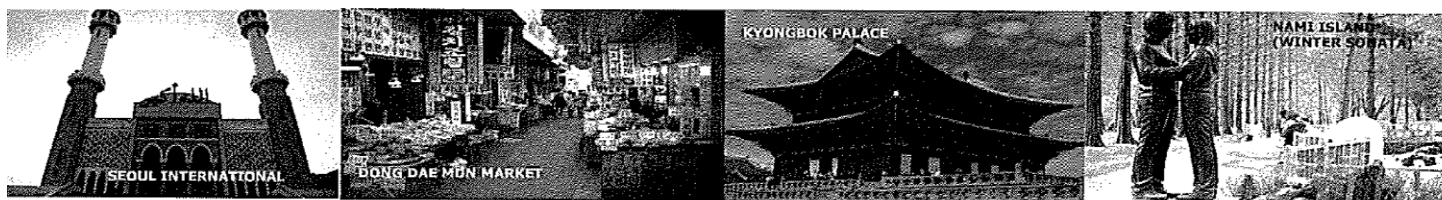
SEOUL/ NAMI ISLAND/ MT.SORAK

- Hari 01** KUALA LUMPUR → INCHEON (Kudapan dalam Penerbangan)
✓ Berkumpul di KLIA tingkat 5, untuk penerbangan anda ke Seoul, Ibu Kota di Selatan Korea.
- Hari 02** SEOUL / NAMI ISLAND / MT. SORAK (MT / MM)
✓ Bertemu sapa dengan wakil tempatan kami sebaik ketibaan di Lapangan Terbang Antarabangsa Incheon.
✓ Belayar dengan Seagulls Cruise ke Nami Island di Tempat Penggambaran "Winter Sonata" untuk menikmati pemandangan taman indah
✓ Bertolak ke Mt. Sorak, Taman Negara Tercantik di Korea
✓ Lawatan Ladang Strawberry – alami pengalaman memetik sendiri buah strawberry
✓ Lawatan Pasar Ikan Daepo dan Ladang Teddy Bear
- Hari 03** MT. SORAK / EVERLAND / SEOUL (S / - / MM)
✓ Sarapan di hotel
✓ Bertolak ke Everland dengan tiket tanpa had.
✓ Lawatan ke Masjid di Itaewon
✓ Membeli belah di Itaewon.
- Hari 04** SEOUL – CITY TOUR (S / MT / MM)
✓ Sarapan di hotel
✓ Lawatan ke Bandar Seoul termasuk The Blue House, Istana Gyeongbok,
✓ Muzium Kebudayaan Negara – Dinasti Joseon
✓ Membeli belah di Amethyst showcase & Kedai Herba Ginseng
✓ Membeli belah di Pasaraya Namdaemun & Jalan Myeongdong Fesyen
✓ Petang, menonton Persembahan Nanta
- Hari 05** SEOUL- BANDAR SONGDO (S / MT / MM)
✓ Sarapan di hotel.
✓ Pembuatan Kimchi – DIY dan berpeluang memperagakan Hanbok – Pakaian Tradisi Korea.
✓ Membeli belah di LG Cosmetic shop , The Face shop, Kedai Bebas Cukai
✓ Membeli belah di Pasaraya Dongdaemun dan Jalan Insadong Antik
✓ Bertolak ke Sinchon, Fesyen dan Bandar Kafe.
✓ Bertolak ke Songdo, Bandar baru di Seoul.
- Hari 06** SONGDO / INCHEON → KUALA LUMPUR (S / Kudapan dalam Penerbangan)
✓ Sarapan di hotel.
✓ Bertolak ke Pasaraya Tempatan – membeli cookies dsb.
✓ Bertolak ke Lapangan Terbang Antarabangsa Incheon, untuk penerbangan pulang anda.

Hidangan : Ikan Panggang, Stimbot Makanan Laut & Sayuran , Ayam Ginseng Halal, 5 Hidangan Halal

The order of itinerary is subject to the final discretion of local land operator, we reserve the rights to amend the itinerary due to unforeseen circumstances without prior notice.

KOREA



6Days / 5Nights

FIT-ICN

KOREAN ROMANTIC TOUR - SEOUL, EVERLAND & JEJU ISLAND

**Korea
Sparkling**

from

RM 2840

ITINERARY:

Day 1: Incheon Airport (No Meal)

Meet our representative at Incheon airport. And check in hotel in Seoul

Day 2: Seoul / Korean Folk Village / Everland Theme Park (B/L/D)

After breakfast, Proceed to Korean folk village Enjoy Korean traditional dance, performance and variety house shape. Proceed to Everland Theme Park with Free Tickets. Visit proceed to Kim-chi school with wearing Han-Bok (Korean traditional costume). Check in Hanhwa Resort. (Pray in Everland)

Lunch : served Turkish kebab or Sandwich (pack lunch)
Dinner : served at a Korean Steam fish restaurant

Day 3: Seoul Shopping Tour (B/L/D)

After breakfast 2002 World Cup Stadium. Shopping at National Ginseng Center, Amethyst Factory and Korean cosmetic duty-free shop. Shopping at Donghwa duty-free department store. Free Shopping at Namdaemun Street Market & Myeong-dong Fashion Street. (Pray in restaurant)

Lunch : served at a Korean Seafood restaurant (Seafood Hotpot)
Dinner : served at a Muslim restaurant

Day 4: Seoul/ Jeju island (B/L/D)

After Breakfast, The city tour of Kyongbok Palace, National Folk Museum and Presidential Blue House. Visit chunggye stream & Gwanghwamun plaza where you can enjoy filming site for KBS drama "IRIS". Free Shopping Hovenia dulcis Shop transfer to Kimpoo airport. Fly to Jeju island. Halfday tour of Yongduam Dragon Head Rock and Mystery road after dinner check in Jeju hotel. You can find out detail information of Jeju from this website <http://www.jeju.go.kr/>.

Lunch : served at a Muslim restaurant
Dinner : served at a Seafood restaurant

Day 5: Jeju Island (B/L/D)

After breakfast, Seongsan Ilchulbong Peak and Seopjikoji. Visit Sung-Eup Jeju folk Village. Visit Cheonjjeon Water Fall and teddy bear museum. You can find out detail information of Jeju from this website <http://www.jeju.go.kr/>

Lunch : served at a Korean Seafood restaurant
Dinner : served at a Korean Seafood restaurant

Day 6: Seoul Tour—Departure (B/L/D)

After Breakfast, Fly back to Seoul. Free Shopping at Dongdaemun Market. Visit Seoul N Tower (NOT INCLUDE OBSERVATORY). After dinner visit Korean product duty-free shop and go to the airport for departure. (Pray in international mosque or restaurant)

Lunch : served at a Muslim restaurant
Dinner : served at a Muslim restaurant

EVERLAND THEME PARK



Includes:

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Note:

- Price base on per person in Ringgit Malaysia
- The sequence of the itinerary may vary on the actual tour
- Peak Season Surcharge is to be advise
- Rates are applicable for all flights (AK,MH,KE,TG etc)
- **VALIDITY: 1st April — 30th November 2012**

HOTEL	2 - 3 PAX	4 - 6 PAX	7 - 9 PAX	SINGLE SUPPLEMENT
Coop Residence, Centro Hotel, Seoul Leisure Hotel, Biwon Hotel, Valentine Hotel, M Hotel, Kobus Hotel or similar class 3*	3860	3360	2840	930

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✓ Masa Sembahyang (Jadual Perjalanan terpilih sahaja) ✓ Jadual Perjalanan yang berkualiti & komprehensif

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