



## Analysis of the Factors Attracting Foreign Tourists to South Korea, with Emphasis on the Visual Media and Mass Communication

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**Abstract.** Tourism is generally considered to be a recreational vacation. Organized tourism nowadays is an important industry in the whole world because it creates jobs and increases income, thereby leading to economic development of the country. In this paper, while presenting factors that attract foreign tourists to South Korea, it's attempted to analyze major factors that cause the differentiation of South Korea from other countries. Among factors affecting the attraction of foreign tourists to South Korea, we can mention the following: nature, culture, historical monuments, recreational places, advanced technology, and visual media and mass communication as the most important factor, the last mentioned factor can be regarded as the distinctive characteristic of South Korea compared to other countries. Koreans have been able to take advantage of the visual media and mass communication, art and artists, and applying innovation and creativity to attract more tourists and therefore contribute to the development of their country's economy. For example, by producing diverse TV dramas, culture, civilization, natural beauties, recreational and historical places of their country, Koreans show themselves to the world with a managed style and motivate tourists to travel to their country.

**Keywords:** Economic importance of tourism, tourism future, South Korea, factors affecting the attraction of foreign tourists to South Korea, impact of visual media and mass communication on attracting foreign tourists to South Korea

### 1. INTRODUCTION

Organized tourism nowadays is an important industry in the whole world. In case of taking appropriate strategies in the tourism industry, countries and governments can increase the national income and employment, thereby gaining a remarkable economic development. In this article, while investigating the factors attracting foreign tourists to South Korea, we analyze visual media and mass communications and evaluate the influence of these factors on the tourism industry of South Korea.

### 2. THEORETICAL FOUNDATIONS AND LITERATURE REVIEW

#### 2.1 Basic concepts

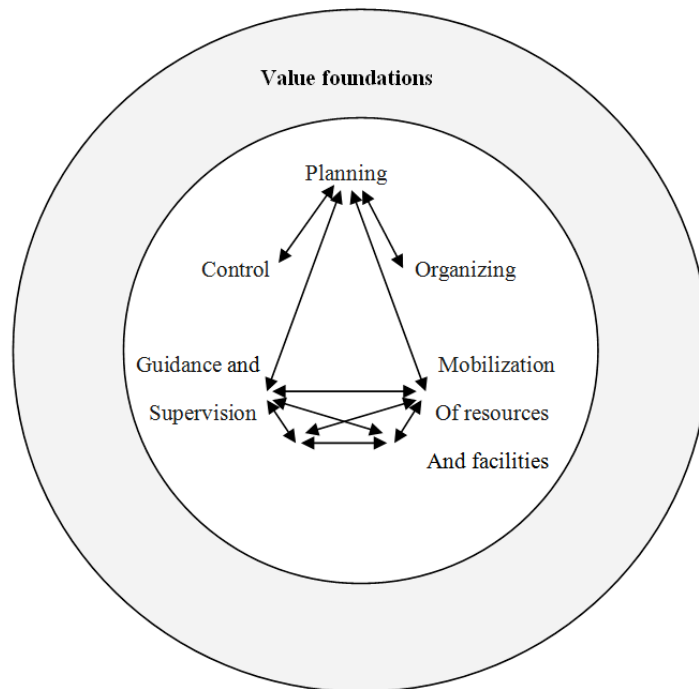
- Management

Process management is the effective and efficient utilization of human and material resources on the basis of an accepted value system which is done by planning, organizing, mobilizing resources and facilities, directing, and controlling operations to achieve the determined goals (Figure 1). This definition includes the following five key points which are the fundamentals of general management concepts in the areas of theory and application:

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1. Management is a process;
2. Management implies human organization guidance;
3. Effective management is based on making appropriate decisions and gaining desired results;
4. Efficient management involves a judicious consumption and allocation of resources;
5. Management focuses on targeted activities, (Rezaian, 2011).



**Figure 1.** Relationship between management principles and value principles governing the organization (Rezaian, 2011)

- **Tourism and Tourist**

In International Conference of the year 1991 which was held in Ottawa, the capital of Canada, experts and scholars gathered and by basic and underlying suggestions chose the terms Tourism, Traveler, and Tourist. Ultimately, these words were accepted and implemented as a principle since March, 1993. In other places, tourism was known as the temporary movement of people to destinations different from everyday working and residential life, residing in a destination with diverse activities and goals of living happily and exciting hobbies. Finally they accepted Tourist in the following two sections with a minimum of time, i.e. 24 hours:

1. Tourists start tourism for spending their leisure time, using holidays for health, happiness, visiting historical and religious places, and doing sports activities.
  2. A group of people begin tourism with business goals, visiting family and friends, religious propaganda, and taking part in a conference. This kind of tourists shows the following three characteristics:
    - 1) They often cross international borders.
    - 2) They change the currency of their own country to that of the destination country.
    - 3) They spend some time outside of their country (Gharanejad, 2007).
- **Types of Tourism**
    1. International Tourism
    2. Domestic-Local Tourism
    3. Domestic-National Tourism (Gharanejad, 2007).

- Tourism Management Growth

The most important view in tourism management is focused on three following main points:

1. The quality of developing works, usually coordinated with existing standards.
2. Management of work in terms of development quantity; it usually measures the development in a percentile growth rate.
3. Much emphasis on local development according to tourist attracting regions development and expansion of tourist attractions (Gharanejad, 2007).

## 2.2 The Importance of Tourism Economics

- Revenue Increase

When tourists enter a country, they must necessarily pay some costs in that country, including the cost of food, the cost of accommodation, hotel, guesthouses, entertainment expenses, transportation costs, costs for tours and local trips, money paid for souvenirs and commodities of the host country, and the cost of entering museums and places of interest. These costs help boom economic of the host country through the money injected to it. Tourists are also called invisible exports (Wikipedia, 2015).

- Job Creation

With the development of tourism activities, the ground for employment opportunities is provided and it would be very helpful for countries facing young and applicant population. One job opportunity is created per 10 tourists entering the country (Wikipedia, 2015).

In modern economy as a result of a transition from agriculture to industry or, in other words, traditional economy to modern economy, a rupture took place in national income. This category generally includes a higher proportion in terms of capital-work, which resulted in the need for more skilled and more efficient work force and consequently in unequal income distribution. But the passivity of provided services in the field of tourism caused the reduction of skill levels of the workforce. Thus, making money and its distribution in the form of capital flexibility in post-fordistic controls around tourism strengthened the approach to national income.

Tourist attractions attract tourists and it will be followed by revenue and profit for countries that attract tourists. Countries can use different ways such as agriculture, industry, and manufacture to produce income, each of which requires special facilities and resources. Many communities are not in a good state in terms of making money through the mentioned ways but almost all communities can earn money through tourism and tourism facilities are provided in every country in a particular way. In the meantime, tourism can be a double-sided trend, that is, while a country earns currency income as a result of the attraction of tourists, travel of its own residents to abroad will result in currency costs. Therefore, the net use of tourism is related to the relationship between the resulted income and expenses, which is considered "invisible import and export" in the balance of payments. Tourism takes the money and population away from industry towards rural and natural areas. Tourism is called "invisible exports of goods and services" in economic terms, because its economic impact on a country's balance of payments is apparent and evident so its revenues, including revenues obtained from the services of people in a country, is not visible in a foreign country. These invisible exports are a valuable trophy especially to countries that do not have a significant income.

Costs that are usually created by a tourist, including the cost of food, entertainment, accommodation, internal transport, internal tours and trips, post, telegraph and telephone, plus the purchase of local goods and souvenir, are paid by the currency that is brought by tourists. In practice, it resembles the situation in which goods and services are exported to the country of

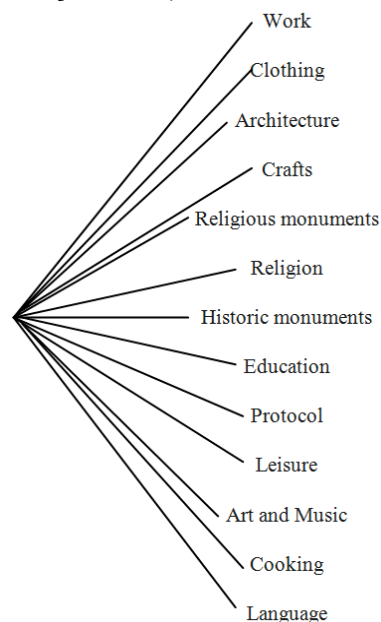
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the tourists and because this flow is not exactly calculated, this economic current is called "invisible exports". Thus, by directly studying the effects of tourism on the national income, it can be concluded that the costs of the domestic and foreign tourists in general will lead to an increase in national income. Many developed countries and developing countries obtain large revenues from tourism and the share of national income in these countries is rising, even in some countries it is regarded as the main source of national income. Tourism is an important tool in gaining foreign exchange, introduction of domestic products to foreigners, and extension and expansion of export markets which results in earning income (Persian Gulf Studies Center website, 2015).

### 2.3 Factors affecting tourist attraction

Most tourists are interested in climate, culture or the nature of other countries more than anything else. The rich have always traveled to distant parts, not by accident, but eventually for a particular purpose, for example, to see the famous buildings and works of art, to learn new languages and taste different foods (Wikipedia, 2015). Landscapes and views are considered to be the most constitutive elements of tourist objectives. These goals have been approved since a very long time ago. Some of the purposes are listed below:

1. Attention to the consumption behavior of target people
2. Being happy and living happily after several months of continuous effort
3. Visiting Friends and relatives
4. Visiting exhibitions, pilgrimage sites, and historical monuments
5. Selecting the transportation vehicles, hotel etc. appropriate to different income levels
6. Visiting the natural landscapes, towns, villages and rare ecosystem views
7. Studying and visiting past architectures
8. Buying gifts and crafts (Gharanejad, 2007).



**Figure 2.** Social and cultural elements and other attractions in tourism area (Gharanejad, 2007)

## 2.4 The Future of Tourism

The increasing development of tourism is inconceivable in comparison with the previous half century. As the World Tourism Organization (WTO) raises scientific points in the following areas:

1. Almost from the beginning of the 1950s, international travels began and became achievable for a large part of the population so that travel and tourism activities increase by an average of about 1.7 percent every year. The arrival of individuals and groups to the destination from 25 million people reached 625 million people in 1988. Consequently, with calculations by transport-related organizations, current costs of international transportation from 1.2 billion US dollars totaled 445 billion US dollars per year.
2. Money received in international tourism sector shows a higher growth than the world trade in 1980. Now, in the combination of exports except for crude oil, petroleum products, automobiles and spare parts, tourism's income share is high and its growth will continue in the future.

Therefore, based on the idea of all economists we conclude that tourism in late 1990 constituted the largest and most active part of the economy of countries. Due to rapid growth and dramatic changes in the field of tourism, we must believe that a new season starts in the production and economic development with tourism variables. On the other hand, flexibility of tourism issues is itself a leverage that helps the rapid growth of tourism, which makes it stable and active in all major sectors of the economy (Gharanejad, 2007).

## 2.5 South Korea

Republic of South Korea, which is briefly called Korea (in Korean: □ □ □ □), is one of the East Asian countries which is located in the southern half of the Korean Peninsula.

Official Name: Republic of Korea

Population: 51,302,044 million (until March, 2013) of which 17.7% are between 1 and 14 years old, 72.3% between 15 and 64 years old, and 9.9% are over 65 years old .

Area: 99,538 km<sup>2</sup>

The capital: city of Seoul, the capital of South Korea, is home to over 10 million people in this country.

Important cities and population: Seoul (10 million), Pusan (8.3 million), Taegu (4/2 million), Incheon (3/2 million).

Official Language: Korean (Hangul), which was invented by Kings of Chosun and has 28 letters.

Religion: about 43% of South Korean people lack religious beliefs. Among the other 57 percent, 31% are Christian, 24% Buddhist, 2% Confucius and 1% followers of other religions. 30 to 35 thousand people in the country (mostly immigrants) are Muslims.

History: The history of its civilization goes back to 5,000 years ago. Legend or story of the formation of the Korean kingdom goes back to 2333 B.C. The most important royal period of Korea consisted of three ancient kingdoms (Silla, Goguryeo, Baekje). Silla kingdom was established in the year 57 B.C. until 668 in that Silla defeated two other kingdoms and established an empire which lasted until 935 A.D. From then until 1392, there was the period of Goguryeo Empire, from 1392 to 1910 Chosun dynasty reigned over the country, and after that till 1945 Korea was directly colonized by Japan. After the liberation, northern part of Korea was occupied by Russia and China, its southern part was occupied by Americans, and finally the country was divided on 35 degrees orbit from 1945 to 1948. South Korea was under the

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supervision of Americans and after that, the first Republic of Korea was established by Syngman Rhee. The two countries North Korea and South Korea have been at war with each other in 1950 to 1953.

**Governmental Structure:** The political system in South Korea is counted as democratic and in double of Presidential and Parliamentary classifications, this government is classified among Presidential system groups.

**Economy:** South Korea began building its policy in the field of commercial development since 1964. With the right strategy and right time division, this country began to strengthen the economic infrastructure and manpower from 1964 to 1977 in order to achieve massive developmental objectives to enter the global market and increase competitive coefficient of industrial production, and it has implemented its development programs in the form of a 5-year plan. Since 1998, the country has been trying to increase its trade items, maintain its commercial surplus and diversification of its export products, and their quality was also on the agenda. Korea also strengthened the competitive position in the industry through development of new technologies, facilitation of information services industry, and establishment of research and development institutions (R & D). As a result of these measures, Korean exports increased in five parts of Semiconductors, automotive industries (Automobile), Mobile Communication Equipment, Computers, and Ship. China, Japan, and America became the consumption market of about 45 percent of Korean production. Korea already planned to increase its per capita income to 20 thousand dollars in 2008 (with the approach of increasing the volume of exports up to 400 billion dollars). In 2008, the per capita income reached 21 thousand dollars and exports increased to 420 billion dollars, surpassing the predictions. But at the end of the same year, the global economy and financial crisis had also affected the economy of Korea and 2009 became the year of global economic downturn. However, in recent years, export items are diversified and IT and BT industries products increased up to 800 items based on the world market demand and e-commerce increased by 70%.

The country adopted the following strategies to achieve these goals:

- 1) promotion of competitive export products
- 2) Strengthening international marketing and trading cooperation
- 3) development of commercial advanced infrastructures (Hamshahri online website, 2007).

### **3. DESCRIPTION OF RESEARCH TOPIC**

#### **3.1 Factors Affecting the Absorption of Foreign Tourists to Korea**

##### 1. Nature

South Korea is mostly a mountainous country and its heights are mainly located in central and northeastern areas (including Tismak Mountains). The plain areas are so vast and the country's most important rivers include Han, Nakdong, Geum, Buk han, and Nam han. It has numerous islands and the extension of forests in the area is great. The weather is hot, humid, and very rainy (Wikipedia, 2015).

Among natural attractions of South Korea we can mention: Jeju Island, Bukhansan National Park of Seoul.

## 2. Cultural and Social Customs

Koreans traditionally tend to follow the clan system. Korean people have a strong emphasis on the family foundation, respecting the family tradition is considered one of the necessities of the Korean people behavior, they also have respect for parents and adults. They behave humbly with high-class people and are friendly with friends or low-class people (Hamshahri Online Website, 2007).

## 3. Historical Monuments

- Palace of Changdeokgung
- Hwaseong Fortress
- Dong Daemoon Gate
- Others (South Korea lovers' website, 2012).

## 4. Entertainment Venues

- Everland Seoul
- Seoul Tower
- Seogang Bridge
- Others (South Korea lovers' website, 2012).

## 5. Advanced technology

South Korea in the global statistics:

- The first country in the world in terms of per capita consumption of steel per year (one ton)
- The first country in the world in terms of internet speed
- The First in the world in terms of shipbuilding industry
- The third country in the world in terms of research and development
- The fourth largest economy in Asia
- The fourth country in the world in terms of construction machinery
- The fifth country in the world in terms of annual car production
- The fifth country in the world in terms of electronics
- The eighth country in the world in textile industry
- The ninth country in the world in terms of the volume of world trade
- The eleventh industrialized country in the world
- The fifteenth country in the world in terms of GDP
- And holder of 6.2% share of World Export Market (Hamshahri online website, 2007).

## 6. Visual Media and Mass Communication

In next section, we will examine and describe it independently and in detail.

### *3.2 The Impact of Visual Media and Mass Communication on Attracting Foreign Tourists to South Korea*

- Visual media and mass communications in South Korea

Since 2002 by broadcasting satellite TV channels, numerous private television channels were provided for Korean people. Nowadays, there are many Korean television networks among which four public networks of KBS-1, KBS-2, MBC, EBS and the private network SBS are of high importance. These channels have large audiences throughout South Korea (Hamshahri online website, 2007).

- Korean cultural wave

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Since the mid-90s, due to Korea's economic development, strengthening the dimensions related to cultural identity of the country as well as capacity enhancement in cultural industries, cultural institutions of South Korea tried to define a new place in globalization process and therefore by policy making, precise planning, and producing new cultural productions that are a combination of traditional and modern ones, Korean culture could enter the worldwide cultural competition and created a wave called "Korean Wave", or Haliu in local language. Some examples are Korean Drama, Korean fashion, introducing Korean cuisine and tea ceremony, Korean hair style, encouraging tourism policies, promoting Korean language and meditation, which all could bring a special place in different countries of the world, particularly Latin America and the Middle East (Hamshahri online website, 2007).

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Among visual media and mass communication products in South Korea, the following items can be mentioned:

- 1) Movies
- 2) Korean dramas, which are of two types: 1-historic, 2-modern
- 3) festivals, concerts, entertaining programs etc.

Koreans by using the above items show their culture, civilization, natural beauties, and recreational and historical places to the world in a managed style and motivate people to travel to their country.

#### 4. RESEARCH METHODOLOGY

The research in this paper is an evaluation research which is of subdirectories of descriptive study. The statistical population is South Korea and samples are factors attracting foreign tourists to South Korea. Books and Internet sites have been used as research tools, and we analyzed data using statistics and tables which were derived from these sources.

#### 5. RESULTS

Table 1 shows the predicted number of tourists by 2020. According to Table 1, we will see that the number of tourists will increase in the future, resulting in a thriving tourism industry.

**Table 1.** Prediction of international tourism around the world in 2020 (Gharanejad, 2007)

	1995	2000	2010	2020
<b>Europe</b>	335	390	527	717
<b>East Asia</b>	80	116	231	438
<b>America</b>	111	134	195	284
<b>Africa</b>	20	27	64	75
<b>Middle East</b>	14	19	37	69
South Asia	4	6	11	19
<b>Rest of the world</b>	564	692	1046	1602

Source: World Tourism Organization (WTO)

As seen in Table 2, the number of international tourists in South Korea has increased by about 80 times from 1970 to 2014.



**Table 2:** The number of international tourists **arriving** in South Korea from 1970 to 2014

Year	Number of international tourists arriving in S. Korea
1970	173,335
1980	976,415
1990	2,958,839
2000	5,321,792
2005	6,022,752
2008	6,890,841
2009	7,817,533
2010	8,797,658
2011	9,794,796
2012	11,140,028
2013	12,175,550
2014	14,201,516

Source: en.wikipedia

## 6. CONCLUSION

Overall, it can be concluded from the findings of this research that visual media and mass communication had a great influence on attracting foreign tourists to travel to South Korea.

Countries and governments by taking appropriate strategies, applying creativity and innovation, using art and artist, and producing cultural products such as films and series with a managed style (Managed style means that in the context of these films and serials, tourist attractions, culture, civilization, history, etc. is included) develop tourism industry and cause the development of their country.

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