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"Is Spain an alternative destination for South Korean tourists? Motivations and destination image"

APTA 2019 Annual Conference
Danang (Vietnam)

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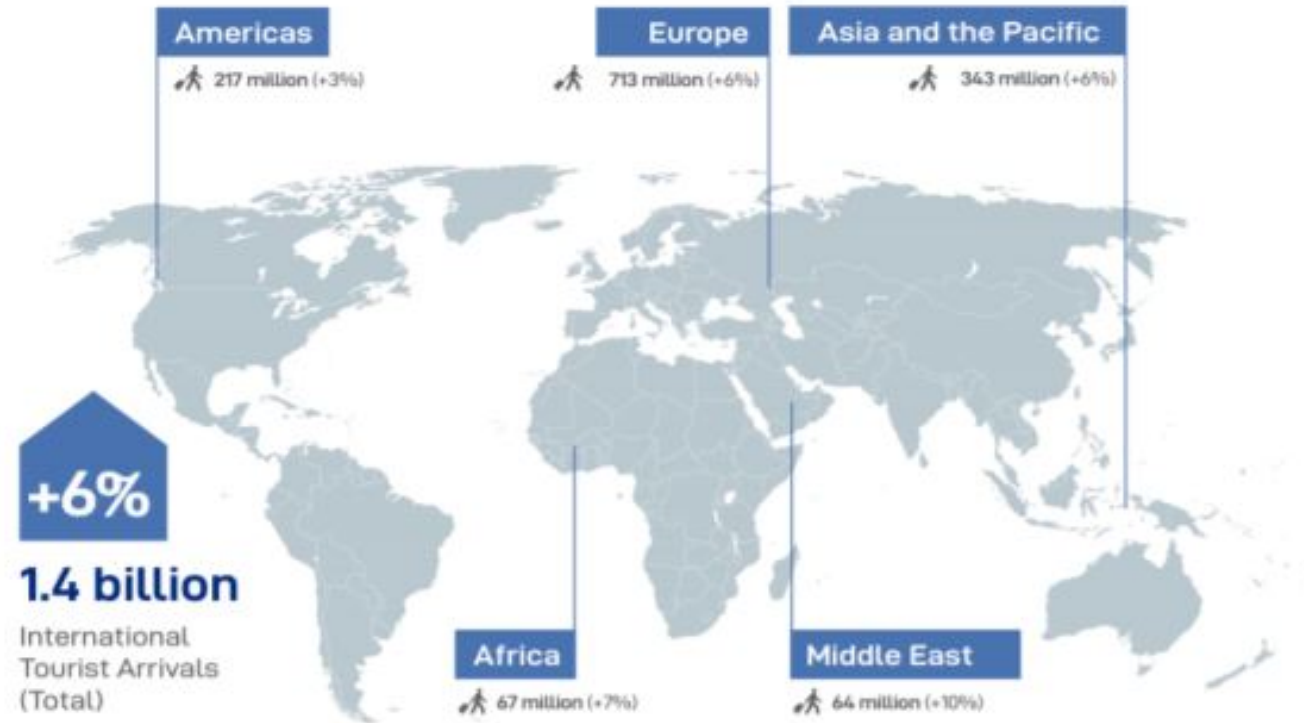Universidad de Málaga (Spain)

Introduction

Why tourism?

One of the most important employment, and economic income, generating instruments globally.

It supposes, in not few occasions, the only alternative to the development of regions and countries.

This global spread of tourism has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

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Introduction

International Tourist Arrivals 2018

Americas
🚶 217 million (+3%)

Europe
🚶 713 million (+6%)

Asia and the Pacific
🚶 343 million (+6%)

+6%

1.4 billion
International Tourist Arrivals (Total)

Africa
🚶 67 million (+7%)

Middle East
🚶 64 million (+10%)

Source: World Tourism Organization (UNWTO), January 2019

More tourist than ever!!!

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Introduction

Llegada de turistas a España

Millones de personas

82,2

75,6

58,7

52,2

Desde 2009
+57,4%
+30 mill. de turistas

46,4

00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17*

The three most important countries in terms of emitting tourists are United Kingdom, France and Germany.
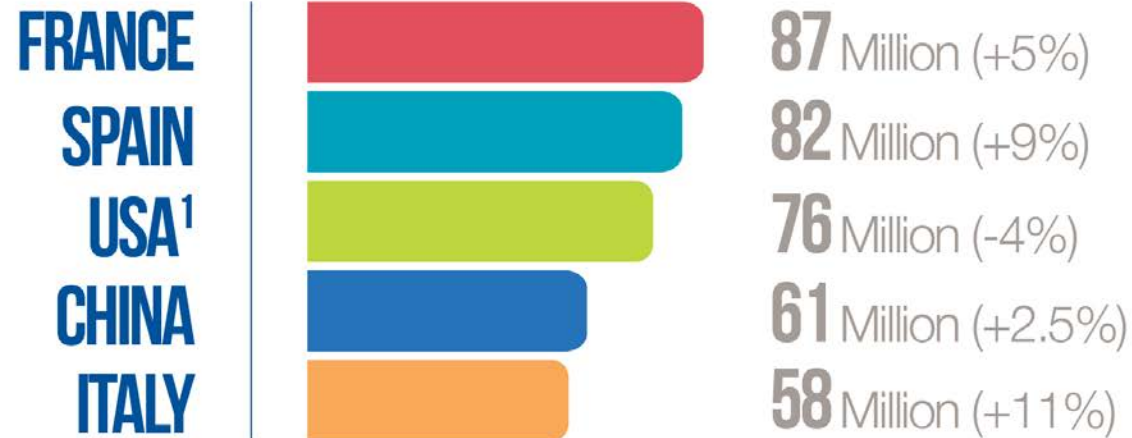
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Introduction

Republic of Korea
Arrivals of Korean tourist to Spain (2012-2016)

Introduction

YEAR	Number of Tourist	Rate of change
2012	91.048	20,4 %
2013	110.016	20,8 %
2014	167.048	51,8 %
2015	236.936	41,84 %
2016	341.104	44,00 %

Fuente:Frontur

In 2018, 490.631 Korean tourist visited Spain!!

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DESTINATION IMAGE

Introduction

high level of competitiveness

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What it depends on the selection of a tourist destination?

Destination selection process

There are a set of factors that influence in the destination selection process.

It is said that:

Those destinations that have a stronger image of agreement with the motivations of the potential tourist, will have major possibilities of being chosen.

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Destination image:
The destination image is defined as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton, 1979; Konenik, 2004).

Literature Review

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Destination image is a concept formed by the consumer´s reasoned and emotional interpretation as the consecuence of two interrelated components:
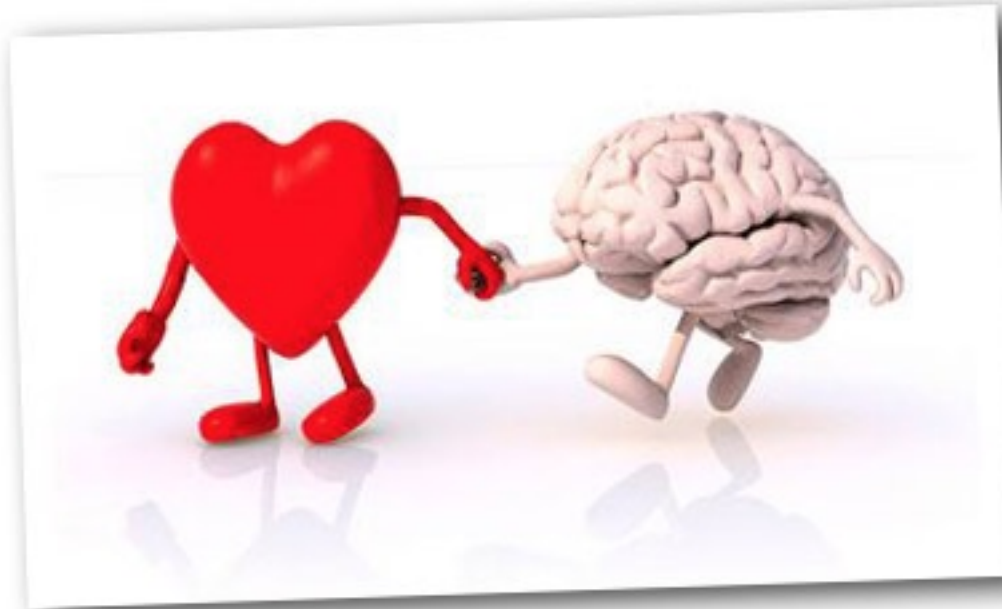
Literature Review

The cogniti... evaluations... to the beliefs and personal knowledge about the destination.

relating to the individual feelings towards the destination.

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Those destinations that have a stronger image of agreement with the motivations of the potential tourist, will have major possibilities of being chosen.

Literature Review

We have already seen the concept of destination image...
Now we are going to see the tourist motivations...

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Literature Review

Motivations are the inner state of a person or certain needs of a person, which forces them to act in a specific way to satisfied it.

Travel motivations relates to why people travel. Motivations for travel cover a broad range of human behaviors and human experiences.
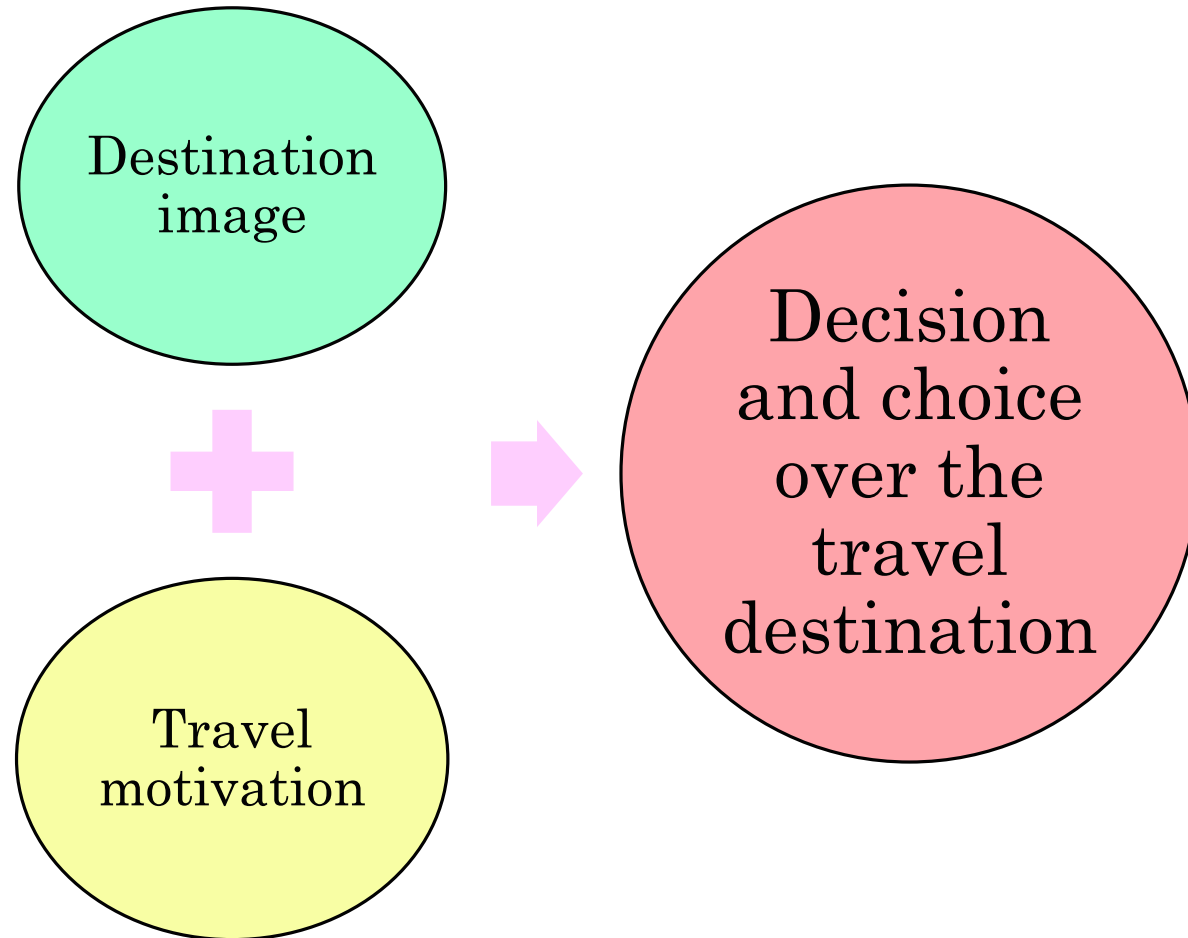
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Travel motivations:

Literature Review

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Outline Summary:

Summary

Destination image

Travel motivation

Decision and choice over the travel destination

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Main objetive of the study:

Objetive

To know (1) the **image of Spain** as a tourist destination for Korean citizens, to know (2) the **travel motivations** of them and then check (3) if Spain is a **suitable/alternative destination** to the motivations of Korean tourist.
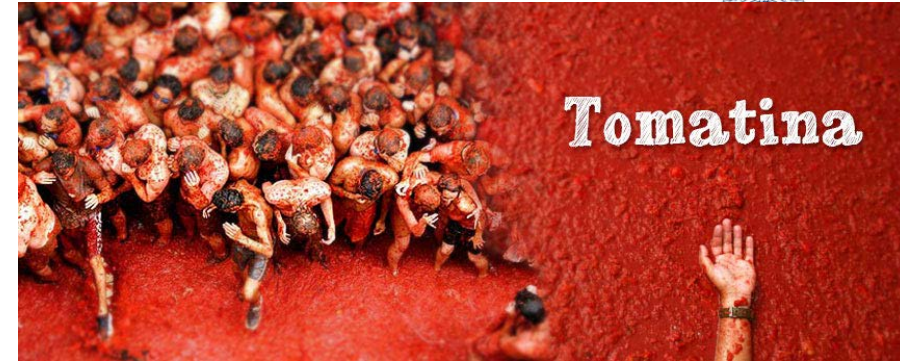
Results

Destination Image

Travel Motivations

Factorial Analysis:

Infraestructure, natural enviroment, atmosphere, cultural enviroment and affective image.

Groups of tourist based on their motivations (regardless of destination):

Culture, relax and socialization

Is Spain a suitable/alternative destination for South Korean tourists?

Multivariate analysis method (MANOVA)

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Results

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Results

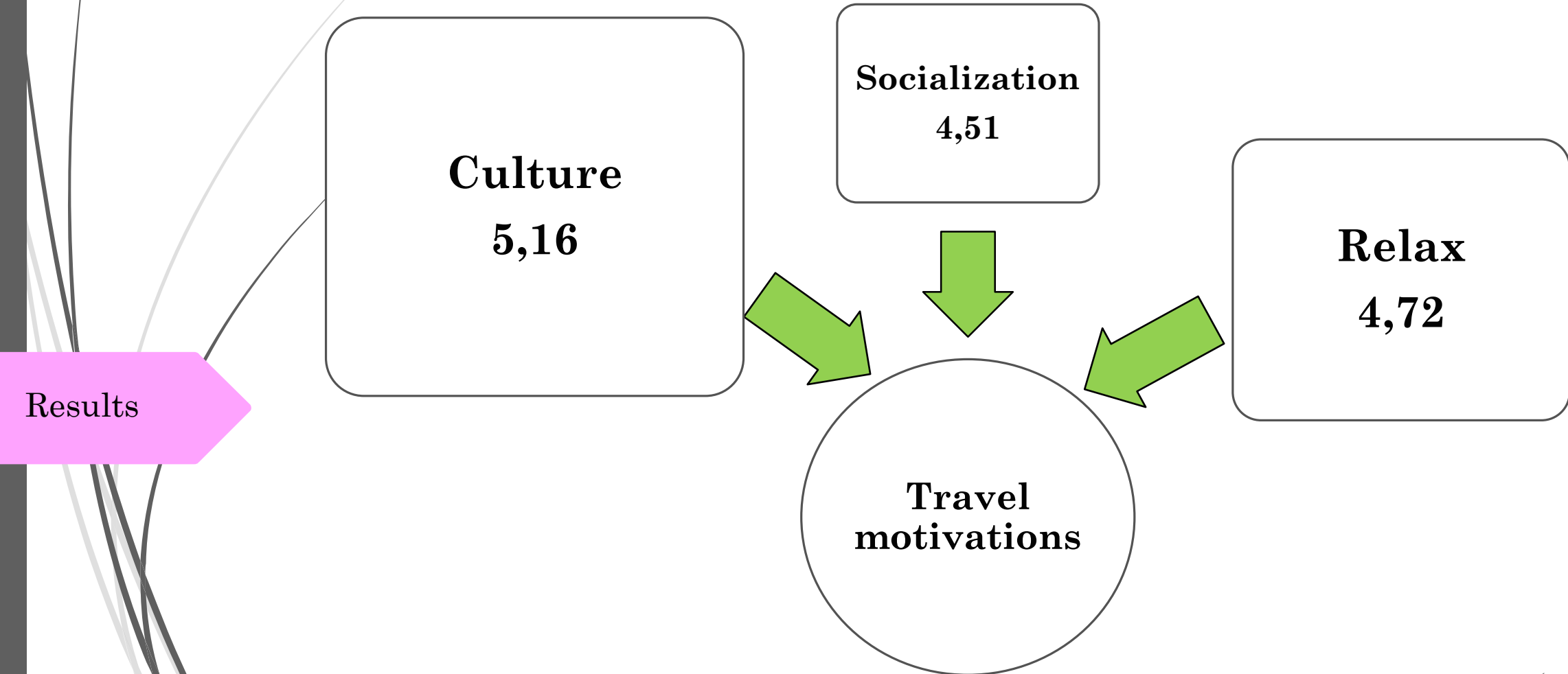|	
Spain has beautiful landscapes	**5,14**
Spain is a pleasant place to visit	**5,1**
Spain is a exciting place to visit	**5,05**
Beaches are attractive	**5,01**
Spain is a funny place to visit	4,95
Weather is pleasant	4,89
Spain offers interesting cultural activities	4,87
Spain has a lot of cultural attactions to visit	4,83
Spain has a beautiful parks and areas	4,82
It´s nice to learn about the local customs	4,74
Gastronomy is rich and varied	4,71
Spain is a relaxing place to visit	4,63
Spain is a very appropiate place to rest	4,57
Spain is a peaceful destination	4,48
Spain offers many opportunities for the adventurous	4,46
People are friendly and hospitable	4,37
In general, Spain is good value for money	4,28
Good quality accommodation	4,17
Spain is a safe place to visit	4,12
Spain offers many shopping facilities	4,07
Spain has a great variety of fauna and flora	4,02
Access to Spain from other countries is easy	3,9

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Travel motivations of South Koreans

|	
To escape from everyday routine	**5,65**
To discover new places	**5,59**
To learn about their culture and way of life	**5,23**
To know its natural enviroment	5,06
To have an enjoyable time with family and/or friends	5,03
To release estress and tension	5,02
To explore historical and cultural heritage	4,90
To live exciting experiences	4,81
To take a rest/ to relax	4,61
To get close to nature	4,61
To meet people	4,6
To seek diversion and entertainment	4,52
To look for adventures	4,46
To integrate yourself into the life and activities of local people	4,17

Results

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Targets according to their motivations

Results

**Culture
5,16**

**Socialization
4,51**

**Relax
4,72**

**Travel
motivations**

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Attributes relevant to measuring perceived image (Mean)					
	Infrastructure	Natural environment	Atmosphere	Cultural environment	Affective image
Relax	3,85	**4,61**	4,17	**4,62**	**4,80**
Culture	4,46	5,13	4,93	**5,17**	**5,33**
Socialization	3,21	**3,44**	3,13	3,38	**3,28**
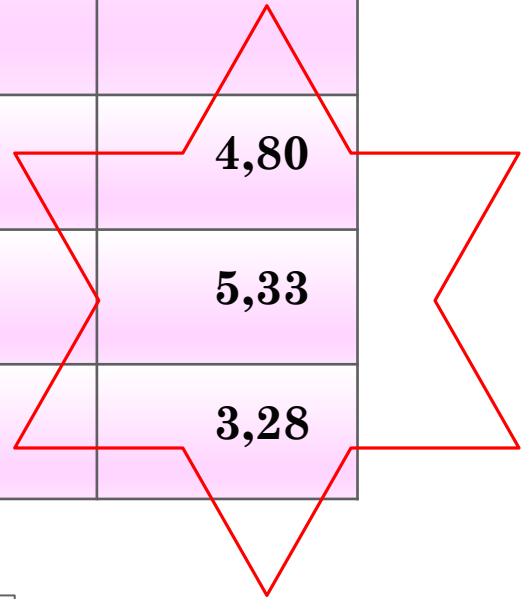
The studies link the influence of the motivations to the affective component of the image (Gartner, 1993; Baloglu and McCleary, 1999) and this assumes that the motivations are related to emotional aspects (Yoon and Uysal, 2005)

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Results

Conclusions

Conclusions

Implications

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Thank you very much for your attention!

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