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The perception of Korea as a convention destination

Sung-Ae Jung

University of Nevada, Las Vegas

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THE PERCEPTION OF KOREA AS A
CONVENTION DESTINATION

by

Sung-Ae Jung

Bachelor of Arts
Sookmyung Women's University
1983

A thesis submitted in partial fulfillment
of the requirements for the

**Master of Science Degree
Hotel Administration
William F. Harrah College of Hotel Administration**

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University of Nevada, Las Vegas

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The Thesis prepared by

Sung-Ae Jung

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Master of Science in Hotel Administration


Examination Committee Chair


Dean of the Graduate College


Examination Committee Member


Examination Committee Member

Graduate College Faculty Representative

ABSTRACT

**The Perception of Korea As a
Convention Destination**

by

Sung-Ae Jung

Dr. Kathleen P. Brewer, Examining Committee Chair
Professor of Hotel Administration
University of Nevada, Las Vegas

The purpose of this study was to explore the perception of Korea as a convention destination by international convention attendees in the wake of the Asian financial crisis.

Convention business has steadily grown in the past decade to become a significant segment of the Korean tourism industry. In spite of the importance of the market, little research has been undertaken to illustrate the perception of actual international convention attendees about Korea as a convention destination.

This paper reports information derived from a study of the perceptions of 175 international convention attendees. The major findings indicated that there were significant differences in perceptions and satisfaction

levels of Korea as a convention destination between Asians and non-Asians. In addition, the importance and performance analysis was performed to identify the strengths and weaknesses of Korea as a convention destination. The implications for the marketing strategies are discussed, along with suggestions for future research.

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CHAPTER 1

INTRODUCTION

Travel and tourism is the world's largest industry and the largest employer. The industry was estimated to generate \$4.4 trillion of economic activities, and 232 million jobs worldwide in 1998 (APEC, 1998). The meetings and convention industry is contributing greatly to this phenomenal growth, becoming one of the fastest growing sectors in tourism (Oppermann, 1996a, 1996b, 1996d, Oppermann & Chon, 1997; Oppermann, 1998a). The emergence of the meetings industry as a major segment of the tourism industry might be explained as a direct result of the larger role that knowledge-intensive hospitality industries are assuming in the economies of nations throughout the world (TTJ, 1992).

The economic impact of the convention industry is spread throughout the economy of a host destination. It comprises numerous activities, services and products including benefits from hotels and convention centers to catering, tourism attractions, retail business, and transportation (Astroff & Abbey, 1995). In 1994, the convention business generated \$82.8 billion directly in the United States alone, supporting an estimated 1.6 million full-time equivalent (FTE) jobs and

producing an estimated \$12.3 billion in tax revenues at the federal, state and local levels (Convention Liaison Council, 1995). If the convention industry were considered as a single industry, it would rank number 22 among the United States's private sector industries (Tradeshow Week, 1995). In Germany, the convention businesses generated DM43 billion 1994/1995 period, 1% of GNP, in similar proportion to the US. (GCB, 1996). The direct expenditure recorded DM18 billion, indirect expenditures were DM25 billion. Meanwhile, in Australia, convention revenue was recorded at A\$5.86 billion, which was equivalent to U\$3.6 billion, accounting for .9% of GDP for Australia (SCVB, 1997b).

What makes the convention industry an important field in tourism is that the convention participants spent much more than average travelers. In Australia, convention participants spent A\$4,723 (SCVB, 1997a), which was 2.4 times higher than the average traveler's expenditure, A\$1,941 (SCVB, 1997c) in 1996. Singapore showed a similar spending pattern, recording 2.3 times for the same period. Convention participants spent S\$1,688 (STPB, 1997b) compared to S\$726 for the average traveler in 1996 (STPB, 1997a). In addition, convention business constitutes an excellent source for repeat visitors and positive word-of-mouth promotion (Astroff & Abbey, 1995; Oppermann, 1996a, 1996b). Haywood (1989) argued that retention of current visitor costs five times less than obtaining a new visitor. In relation to this, a convention delegate survey conducted by the Sydney

Convention & Visitors Bureau found that some 67% of international convention attendees in Australia expressed intention to revisit the country for a holiday within the next 5 years (SCVB, 1997b).

In convention marketing efforts, producing the maximum delegate attendance has become the critical factor for associations and host destinations, since it directly affects convention revenue (Usher, 1991; Kim, 1994; ASAE, 1995; Montgomery & Strick, 1995; Gant & Weaver, 1996; Oppermann, 1996d). The Las Vegas Convention and Visitors Authority advises that meetings and conventions held in Las Vegas increase delegate attendance (LVCVB, 1996), and previous study findings prove likewise that conventions held in Las Vegas drew more delegates than other cities (Usher, 1991).

Korea, one of the major Asian players of international tourism, has strongly promoted its convention industry. The reason Korea is strengthening the meetings business is that it has stood out as a high-yield sector of Korean tourism. International convention attendees spent \$3,285 during 7.4 days stay (KNTTO, 1995), compared to \$1,491 over 5.3 days by regular travelers (KNTTO, 1996) in Korea in 1995. Furthermore, Korean tourism is relying heavily on repeat visitations (50.4% - KNTTO, 1998d), and convention business provides an excellent opportunity to expose Korea to a large number of visitors gathered at one place for a short period of time. In addition, considering that Korea is substantially depending on the word-of-mouth promotion by visitors (43.2% - KNTTO,

1998d), convention attendees are expected to play this role. The Korean economy has been greatly impacted by the Asian financial crisis in late 1997. During the first quarter of 1998, the exchange rate of Korean won plunged from its pre-crisis level of 800 won per US dollar to nearly 2,000 (Bow, 1998), jeopardizing Korea's outpacing economic achievement for the past three decades in a minute. Economic experts predicted that it will take less than five years for the Korean economy to recover (Lande, 1998). The Korean government has exerted desperate efforts to obtain foreign currencies to support plummeting Korean currency and international tourism has been noted as an effective means to improve the shortage of foreign currency reserves. Edwards (1998) stated that if a destination becomes cheaper relative to others with which it competes, its market share is similarly affected. The author pointed out that a 10 percent reduction in cost due to a change in exchange rates generates an increase in market share of between 10 to 20 percent.

To cope with current financial difficulties and succeed as a tourism destination in the next century, Korea must make the most of this lucrative convention business. The Korean currency was about 60% of its pre-crisis value as of August 1998, which can be a great opportunity to attract more convention attendees with the increased purchasing power and heightened travel value.

Schuldt (1996) emphasized pointed marketing, arguing that a destination should make a complete review of its capabilities in order to

properly target markets. For Korea's future development as a convention destination, it is essential to discern the perception of Korea as a convention destination by international convention participants. By finding out what international convention attendees think about Korea as a convention destination, Korea will be able to market its convention businesses more effectively overseas.

This study analyzes the perception of Korea as a convention destination by international convention attendees. Results of the analysis will reveal Korea's strengths and weaknesses in marketing itself as an international convention destination and make it possible to formulate appropriate marketing strategies for positioning.

Statement of the Problem

The Korean government has been promoting the convention industry as a major sector of tourism. The government enacted the Convention Promotion Law in 1997 and Korea has an ambitious plan to make the nation one of the tops of the first tier of convention destinations. However, no major studies have investigated the perception of Korea as a convention destination from the perspective of the attendees.

Faced with the increasingly competitive task of convention tourism marketing, a pointed marketing approach to identify convention attendees' needs and to develop appropriate programs and strategies to reach them is crucial. Large international meetings have played an

important role in the success of Korea's convention industry, and the future will be all the more dependent on this market. Thus a key question emerges: what is the perception of Korea as a convention destination by international convention attendees? This study will explore how international convention attendees perceive Korea as a convention destination after the financial crisis in Korea.

Objectives of Study

The above problem area in turn leads to four objectives in increasing the understanding of the perception of Korea as a convention destination.

1. To identify the difference in perceptions of Korea as a convention destination between Asian and non-Asian convention attendees
2. To identify the difference in perceptions of Korea as a convention destination between first-time visiting and repeat visiting convention attendees
3. To reveal the strengths and weaknesses of Korea as a convention destination
4. To provide recommendations for improving marketing strategies

Research Hypotheses

Specific research hypotheses related to the above objectives are advanced and presented below.

Hypothesis 1

There are significant differences in perceptions of Korea as a convention destination between Asian and non-Asian convention attendees.

Hypothesis 1-1

There are significant differences in the satisfaction levels of Korea as a convention destination between Asian and non-Asian convention attendees.

Hypothesis 1-2

There are significant differences in attitudes toward Korea as a convention destination between Asian and non-Asian convention attendees.

Hypothesis 2

There are significant differences in perceptions of Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

Hypothesis 2-1

There are significant differences in the satisfaction levels of Korea as a

convention destination between first-time visiting and repeat visiting convention attendees.

Hypothesis 2-2

There are significant differences in attitudes toward Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

Definition of Terms

1. Convention(s): In this study, a convention(s) is defined as “all types of meetings and conventions, conferences, and trade shows. This comprehensive definition is based on the industry’s use of the term” (Kim, 1994a).
2. International convention(s): In this study, two definitions of an international convention are used. Generally, an international convention is defined as a meeting with minimum of 300 participants, minimum of 40% foreign participants, minimum of 5 nationalities and minimum duration of 3 days (UIA, 1998). However, the definition used in the convention statistics on Korea compiled by KNTA and cited in this paper represents a meeting which meets one of the following two criteria:
 - minimum of 300 participants, minimum of 100 foreign participants, minimum of 5 nationalities and minimum

duration of 3 days, or,

- minimum of 150 foreign participants and minimum duration of 2 days (KNTO, 1998a)
- 3. Association meeting: Meeting initiated by an association (CLC & JIC, 1993)
- 4. Perception of convention destination: Any image, intuition, concept, awareness and/or attitude that a convention delegate has about a convention destination
- 5. Convention and Visitors Bureau (CVB): In this study, a not-for-profit umbrella organization that represents a country or a city in the solicitation and servicing of types of convention business
- 6. Professional Congress Organizer: A company engaged in organizing meetings of all types and their related activities
- 7. First-timer: A convention attendee who visits Korea for the first time
- 8. Repeater: A convention attendee who has visited Korea more than one time and who repeats his/her visit to Korea
- 9. Korea: In this study, Korea means South Korea.

Delimitations

This study employed the convenience sampling method. Although it would be ideal to study a sample of different kinds of conventions within

a range of different seasons to make the results to be applicable to a larger population, it is not feasible owing to many constraints including the financial constraints and time (Kim, 1994a). Therefore, the results of this study can not be viewed as having wider significance beyond the study sample (8th Congress of the International Society for Peritoneal Dialysis, the 18th International Display Research Conference, the 5th World Congress on Intelligent Transport System), that represents male-dominated professional fields characterized by high educational background.

CHAPTER 2

REVIEW OF LITERATURE

This chapter provides a literature review relevant to the purpose of this study. First, it begins by reviewing the international meeting trends and the nature of the association convention market to provide an overview of the convention business environment. Next, it discusses destination image studies. It then turns to focus on the development of the Korean convention industry coupled with survey results relevant with this study. Finally, it presents the research hypotheses.

International Meetings Trend

International meetings statistics are compiled by the Brussels based Union of International Associations (UIA) and International Congress and Convention Association (ICCA). The UIA criteria apply to various meetings organized or sponsored by the international organizations registered in the "Yearbook of International Organizations" by UIA and in the "International Congress Calendar" by UIA, as well as national meetings with a minimum of 300 participants, minimum of 40% foreign

attendees, minimum of 5 nationalities and minimum duration of 3 days (UIA, 1998).

According to UIA, the number of international meetings has grown from 8,817 in 1993 to 9,195 in 1997, up 4.3% (See Table 1.). In 1997, Europe ranked number one, followed by the Americas, Asia, Africa, and Oceania. This ranking has been the same over the past five years. Europe's share, however, has been gradually falling from 59.8% in 1993 to 56.5% in 1997, while Asia/Oceania has achieved gradual growth since 1993.

Table 1

Number of International Meetings Held by Continent, 1993~1997

	1993	1994	1995	1996	1997	% market share 1997
Africa	446	470	435	437	498	5.4
Americas	1,802	1,825	1,746	1,745	1,857	20.1
Asia	1,138	1,181	1,195	1,274	1,294	14.0
Oceania	162	211	230	293	350	3.8
Europe	5,269	5,294	5,106	5,146	5,196	56.5
Total	8,817	8,981	8,712	8,895	9,195	100.0

(Source: International meetings: some figures, UIA, 1996~1998)

The top destinations for meetings do not change drastically, particularly if we review the most-favored five destinations worldwide, which have remained the same for the past five years. We can find here the traditional strength of the European market. Together with the United States and Australia, eight European countries took places in the top 10. Rankings in 1997 of the number of meetings hosted are:

1. US, 1954
2. France, 647
3. UK, 593
4. Germany, 519
5. Italy, 379
6. The Netherlands, 341
7. Spain, 300
8. Belgium, 295
9. Australia, 294
10. Switzerland, 260 (UIA, 1998)

Korea ranked 25th with 95 meetings in 1997. This achievement was meaningful to Korea, not only because it indicated continued growth, but also because Korea's share exceeded 1% of the global total for the first time. Among Asian countries, Japan was a leader as a convention destination by hosting 250 international meetings, ranking 12th in the world. Following Japan were Singapore, 17th with 138 meetings; India,

21st with 106; Hong Kong, 24th with 100; and Israel, 30th with 81. Japan and Hong Kong have maintained a strong market share in Asia, while Singapore was a newly rising market to challenge these traditionally strong performers. In city rankings, Seoul ranked 22nd, the same rank as in 1996.

If we look at the number of participants, most meetings fall in the 'less-than-1,000' range. In particular, the '101~500' range accounts for 62.2% of all conventions, followed by '501~1,000' with 14.5%, 'less than 100' with 11.4%, '1,001~3,000' with 9.4%, and 'more than 3,001' with 3.5%. The average length of duration was four days. The peak periods were May ~ June and September ~ October, comprising 48.4% of the total, while winter, namely January, December, and February, were low periods, comprising only 11.6% of the total.

ICCA's criteria are more marketing oriented in an effort to provide marketing information to convention suppliers. Meetings have to meet strict criteria to be included in international conventions; minimum of 50 participants, organized on a regular basis, and rotating among at least 4 different countries (ICCA, 1998).

ICCA data showed a similar trend to the UIA. Europe leads the market, while Asia's share grows steadily; Europe accounted for 57%, Asia 19%, the Americas 15%, Australia/Pacific 6%, and Africa 3%. The top 10 countries with the number of meetings hosted are:

1. US, 148
2. UK, 147
3. Australia, 118
4. Germany, 107
5. Spain, 103
6. The Netherlands, 102
7. France, 98
8. Italy, 93
9. Japan, 82
10. Finland, 68 (ICCA, 1998)

Japan was included in the top 10 countries, leading the Asian region. The average number of attendees increased gradually from 642 in 1993 to 707 in 1997. The seasonal distribution also showed a trend similar to the UIA. May and June, September and October were high seasons, and November, December, January, and February were low. The average length of duration was 4.6 days in 1997, the same figure as 1996.

In ICCA standards, Korea ranked 23rd in 1997 with 36 meetings, recording gradual growth from 34 meetings in 1996 and 24 meetings in 1995. Seoul ranked 11th in the city rankings with Brussels, with 27 meetings in 1997. The city hosted 27 meetings in 1996 and 17 meetings in 1995 respectively.

The Association Convention Market

Association members like to get together...at meetings, at trade shows, at receptions. It's a way of doing business that in boom times may be a privilege of association but in tough times becomes a necessity. During a recession, association executives quite naturally turn to each other for solutions, empathy, and networking, and what better place to make those crucial connections than at association meetings. (Gorski, 1992, p.55).

This explains well why the association meetings market continues to grow under all situations, whether the economy is good or bad. Myers (1996) stated that some 70% of American adults belong to one or more associations and 25% of them belong to four or more. The author added that there are 1.4 million nonprofit associations in the United States that were big enough to file their own individual tax returns with the IRS in 1995. According to the Convention Liaison Council (1995), the association meetings market includes most major conventions, which are the largest meetings in terms of number of attendees. This is especially true when conventions include exhibitions (CLC, 1995), which occurs in 58% of conventions (Casteuble, 1996). Some 91% of associations hold at least one annual meeting with an average attendance of 1,670 (Casteuble, 1996). This figure is larger than for corporate meetings (Reed Travel Group, 1996; ICCA, 1998).

It is significant that only 37% of association membership attends an association's largest convention (Casteuble, 1996). Association members have memberships in several different associations and do not attend all the meetings of the associations to which they belong (Oppermann, 1995; Oppermann & Chon 1997). They are more selective in the number of conventions they are participating in (Strick, Montgomery & Gant, 1993; Hiller, 1995). This is where the destination can help to promote delegate attendance at conventions. An association membership survey revealed that traveling to a desirable location ranked 6th among 16 variables of convention attendees' decision variables (Oppermann, 1995).

Consequently, boosting delegate attendance is of critical interest to associations and host destinations (Usher, 1991; Kim, 1994; Oppermann, 1995, ASAE, 1995; Oppermann, 1996d; Gant & Weaver, 1996), since they are all beneficiaries of increased attendance.

Conventions account for an average of more than 25% of associations' income, and are the next-largest source of associations' revenue following membership dues (ASAE, 1994). This means association revenue is largely dependent on the membership turnout at major conventions. Relatedly, many associations conduct membership surveys regarding their wishes on future destinations, and consider them in the site selection process (Clark, Price & Murrmann, 1996), since it is ultimately

up to the individual members to decide on attending a specific convention in a specific destination (Oppermann, 1996d).

The American Society of Association Executives (ASAE) surveys its membership every other year about current practices and future plans for meetings. In a 1995 survey, one question deals with important factors in site selection of association conventions/annual meetings (ASAE, 1995). The question asked about the degree of importance of 12 variables in the selection criteria. The result showed that the most important variable was exhibition facilities at 88%, followed by meeting room facilities at 69%, quality of service at 64%, overall affordability at 53%, and number of sleeping rooms at 53% each. Membership appeal or destination image was considered as a very important factor by 44% of respondents.

The 1996 meetings market report assigned by Meetings and Convention Magazine (Reed Travel Group, 1996) demonstrated that 14% of meeting planners indicated that a glamorous or popular image of a location is a very important factor in selection priorities for conventions. The most important factor was availability of hotels or other facilities for meetings at 85%, followed by affordability of the destination at 65%, ease of transporting attendees to/from the location at 51%, transportation costs at 37%, distance traveled by attendees at 33%, climate at 26%, tourism attractions at 24%, availability of recreational facilities (golf,

tennis, etc.) at 20%, mandated by by-laws at 17%, and glamorous or popular image of location at 14%. What is interesting is that in the same survey, corporate planners did not view the image of a destination as a site selection priority for conventions which are more business-oriented and in which participation is mandatory.

Oppermann (1996a) conducted a convention destination image study as perceived by association meeting planners toward the 30 North American cities. In this study, he asked association meeting planners to rate the importance of 15 variables of convention city. Of the given 15 attributes, service-related factors such as convention facilities, and room availability were perceived most important (See Table 2.). On the other hand, tourism-related factors such as nightlife, climate, and tour opportunities were measured as least important variables. However, it is interesting to note that clean/attractiveness of the location was perceived as substantially important, by being ranked 4th. Also notable is that city image ranked 9th in terms of importance. Consequently, it would appear that attractiveness of the location, or image of the location has some influence over the site selection of the association conventions.

Table 2

Convention Destination Attributes: A Comparison of Association
Meeting Planner Survey Results

ASAE (1995)	M&C (1996)	Oppermann (1996a)
1. Exhibition facilities	Availability of facilities	Meeting rooms/ facilities
2. Convention facilities	Affordability	Hotel service quality
3. Quality of service	Access to location	Hotel room availability
4. Overall affordability	Transportation costs	Clean/attractive location
5. Hotel room availability	Distance from attendees	Safety/security
6. Location image	Climate	Air transportation access
7. Geographic rotation	Tourist attractions	Food & lodging costs
8. Types of site	Recreation facilities	Overall affordability
9. Highway accessibility	Mandated by by-laws	City image
10. Climate	Glamorous/ popular image	Transportation costs
11. Dining/entertainment		Restaurant facilities
12. ADA facilities		Exhibition facilities
13.		Scenery/sightseeing
14.		Climate
15.		Night-life
(Source: ASAE 1995; Reed Travel Group, 1996; Oppermann, 1996a)		

Perception of the Destination Image

Destination image has become a modern phrase (Bramwell & Rawding, 1996). National tourist offices spend a huge amount of money to enhance the image of their countries as a destination (Travel Industry Monitor, 1995), and destination selling is often regarded as image selling. Although the essential idea remains similar, there are several definitions of destination image. Crompton (1979) defined it as “the sum of belief, ideas, and impressions that a person has of a destination”. (p. 18) Gartner (1986) defined tourism image as “a function of brand (political entity) and the tourists’ and sellers’ perception of the attributes of activities or attractions available within a destination area.” (p. 637)

Destination images have a significant influence on the selection of the destination. Hunt (1975) argued that “image, as perceived by individuals in the travel market, may have as much to do with an area’s tourism development success as the more tangible recreation and tourism resources.” (p. 1). Destinations with favorable images are most likely to be chosen as tourist destinations (Hunt, 1975; Goodrich, 1978; Pearce, 1982; Woodside and Lysonski, 1989; Chon, 1990; Ahmed, 1994; Selby & Morgan, 1996). In relation to this, Woodside and Lysonski concluded that choice of a particular destination becomes more likely when tourists perceive that the destination has adequate and desirable facilities, which they consider important.

The image formation process has been an active and interesting field of research for the past two decades. Gunn (1972) proposed that images evolve in two stages -- one an organic image and the other an induced image. The author argued that an organic image is formed as a result of exposure to news media and other specific information sources not provided by destination marketers. He added that the organic image develops into an induced image, which is formed by the promotion on the part of a tourist organization. He further articulated that once tourists arrive at the destination, their images tend to be more realistic and differentiated.

Fakeye and Crompton (1991) developed the image formation process and compatible tourism promotion. These authors proposed that there are three stages in image formation, namely organic, induced and complex. Basically, they added one more stage to Gunn's model, the 'complex' image, which evolves after a visit occurs. These authors argued that after the actual visit to the destination, the tourist will develop a more complex image from the direct experience of the area. Furthermore, these authors stated that previous studies implied that the number of visits to a destination or the extent of previous experience at a specific destination might have an impact on the image of the destination. Finally, they recommended that different types of promotion should be applied based on the different stages of the image formation

process. At the organic stage, informative promotion is appropriate to potential tourists so that they are aware of the destination when making a site selection. During the induced image formation, persuasive promotion is effective so that the relevant destination can be chosen from among other alternative destinations. Finally, reminding promotion is suggested toward tourists who already have visited the destination in order to have them revisit the destination and provide positive promotion by word of mouth.

Table 3

Relationship between Type of Image, Type of Promotion and Composition of the Study Sample

Type of Image	Type of Promotion	Composition of the Sample
Organic	Informative	Non-visitors
Induced	Persuasive	First-timers
Complex	Reminding	Repeaters

(Source: Fakeye & Crompton, 1991)

Overview of the Development of Korean Convention Industry

The development of the convention industry in Korea dates back to 1979, when KNTTO established Korea Convention Bureau (KCB) within its organization. As UIA and ICCA statistics illustrated previously, the number of conventions held in Korea has gradually increased (See Table 4.), though the number of participants went up and down depending on whether the year saw any large international conventions or not (See Figure 1.). During the 10-year period, the number of conventions has increased by 246%, while the number of foreign participants has grown by 380%.

In 1997, Korea attracted 248 meetings and 104 exhibitions, making a total of 352 conventions (See Table 4.). The number of meetings showed strong growth of 9.3%, attracting 30,087 international convention attendees, up 4.6% over 1996. Some 43.4% of meetings can be classified as Asian or Pacific region meetings (KNTTO, 1998a). This well reflects the gaining importance of intra-regional conventions. A similar trend can be witnessed in the case of Singapore. The majority of convention attendees in Singapore was Asians, accounting for 64.4% of the total number of participants in 1996 (STPB, 1997b). Therefore, it is reasonable that the same figure for Korea would probably be similar to Singapore in size, since Korea is located in Asia as well. The peak months for meetings

Table 4

The Number of International Conventions held in Korea, 1988~1997

	<u>Meetings</u>		<u>Exhibitions</u>		<u>Total</u>	
	#1	Participants	#2	Participants	#3	Participants
1988	102	13,478	41	31,816	143	45,294
1989	108	41,120	52	60,900	160	102,020
1990	145	25,802	46	81,824	191	107,626
1991	110	9,226	74	88,615	194	97,841
1992	139	13,972	80	96,149	219	110,121
1993	150	24,689	85	182,960	235	207,649
1994	146	19,164	111	181,020	257	200,184
1995	184	40,437	96	124,559	280	164,996
1996	227	28,567	106	108,563	333	137,130
1997	248	30,087	104	141,936	352	172,023

(Source: Trend of Korean Convention Industry, KNTA, 1998a)

* Participants means foreign participants.

** #1: Number of Meetings

#2: Number of Exhibitions

#3: Combined number of Meetings and Exhibitions

were October, September and November, which altogether accounted for slightly less than a half (45.2%) of all meetings throughout the year (See Figure 2.). The months of August, September and October attracted the

most number of meeting delegates. Some 6,085 international participants came to Korea on meetings in August, while September and October saw 5,233 and 3,966 delegates respectively. Events with 50 or less foreign participants continued to form the bulk of meetings (129, 52.0%) held in 1997 (See Figure 3). Meetings between 50~99 represent 20.2% (50), between 100~499, 23% (57). There were twelve (4.8%) meetings that had over 500 delegates.

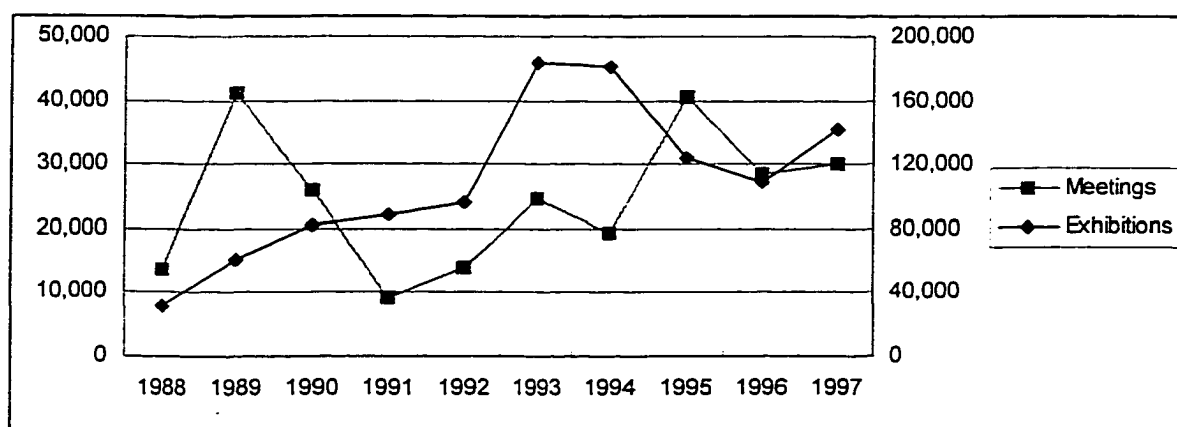


Figure 1. Growth of Convention Participants

In 1997, the number of exhibitions fell by 1.9% from 106 to 104 in 1996, though the number of participants rose strongly by 30.7% to reach 141,936 (See Table 4.). October was the peak month hosting 16 exhibitions, followed by May with 14, March, July and September with 10 each (See Figure 2.). In terms of number of participants, April, May and July were months which received more exhibition participants.

These three months together accounted for 46% of the total participants. Exhibitions with 100~499 participants were the most common, representing 33.7% of the total (See Figure 3.). Exhibitions with 1,000 and more participants accounted for 29.8%, followed by less than 100 with 19.2%. Some 17.3% of the exhibitions had between 500~999 foreign participants.

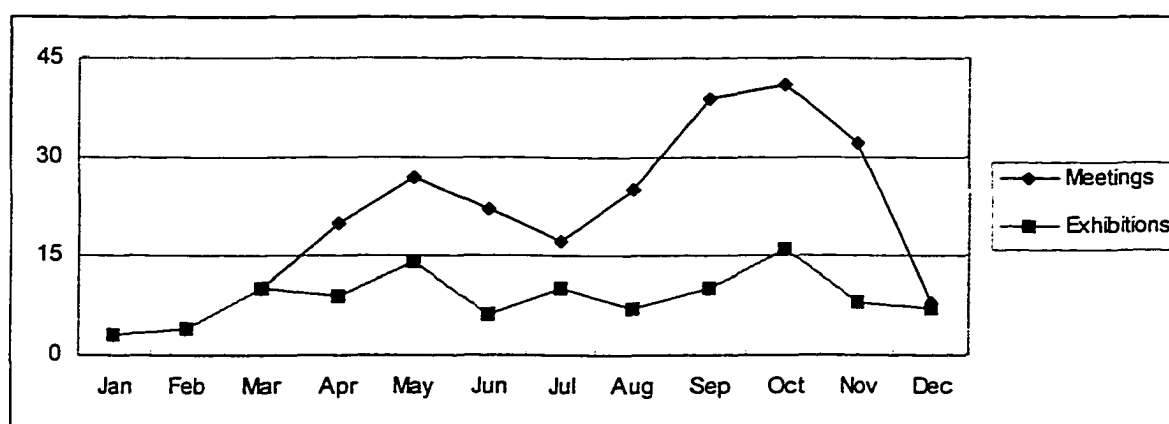


Figure 2. Number of Conventions by Month, 1997

The Korean convention industry has developed significantly by hosting large international conventions such as the 1979 and 1994 annual conventions of the Pacific Asia Travel Association (PATA), 1983 World Congress of the American Society of Travel Agents (ASTA), 1995 Lion's Club International Convention, 1996 Junior Chamber International World Congress, and 1998 World Congress of the Federation Dentaire Internationale. The hosting of large international

events such as the 10th Asian Games in 1986, 24th Seoul Olympic Games in 1988, and Taejon International Expo in 1993 contributed substantially not only to enhancing the image of Korea as a convention destination, but also to the development of tourism infrastructure (TTJ, 1992). Especially for the 1988 Seoul Olympic Games, world-class tourism facilities were developed to attract and host international meetings. The Korean convention industry aims to advance itself when it hosts the 3rd Asia Europe Meeting (ASEM) in 2000, and the 2002 FIFA Soccer World Cup Games. ASEM is a summit of 10 Asian countries and 15 European Union countries and some 5,000 visitors are expected to visit Korea on this occasion. Korea and Japan will hold the 2002 World Cup Soccer Games in Asia for the first time, jointly.

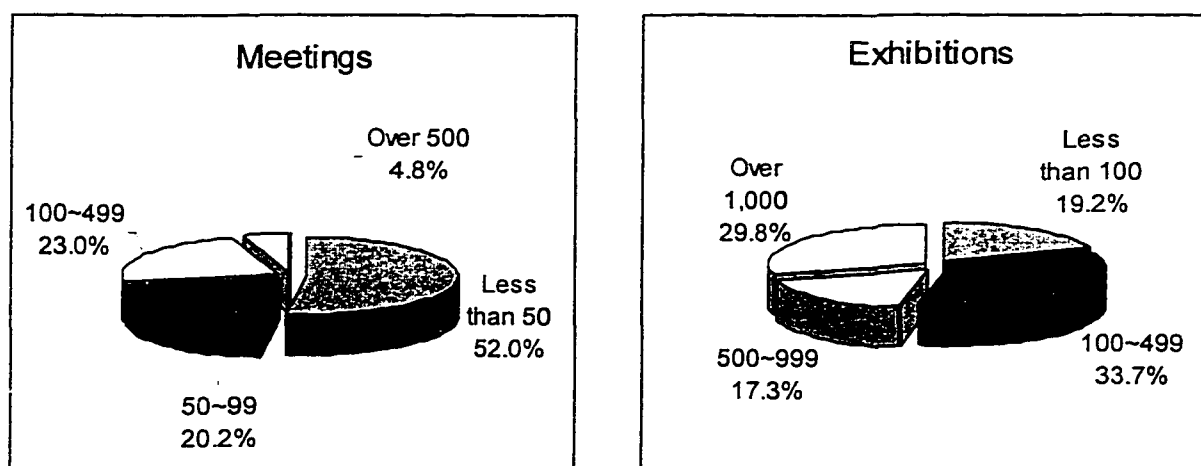


Figure 3. Size of Conventions, 1997

The Role of KNTO

KNTO has the sole responsibility of promoting Korea as a convention destination. It develops and implements a range of marketing activities aimed at winning convention businesses for Korea. The main convention promotion activities of KNTO are:

- Collecting and distributing data to be used by official and private organizations,
 - Attracting meetings and events by publicizing Korea's fully equipped modern convention facilities and experienced personnel to foreign organizations and institutions,
 - Networking with foreign counterparts, exchanging information and experiences,
 - Providing technical assistance to domestic organizations with the aim of promoting the development of this sector,
 - Training and educating able personnel to lead the industry
- (KNTO, 1993)

Data collection is carried out through industry magazines, memberships in international convention organizations, and KNTO's 18 overseas offices: four in North America (LA, New York, Chicago, Toronto), five in Japan (Tokyo, Osaka, Fukuoka, Nagoya, Sendai), three in Europe (Paris, Frankfurt, London), and six in Asia/Oceania (Hong Kong, Singapore, Taipei, Bangkok, Beijing, Sydney). Data collected through

various mechanisms is compiled and distributed to numerous groups to be used in marketing resources via the Internet or seasonal convention newsletters.

The promotion and marketing of Korea as a convention destination is done by the publication of marketing aids, production of visual materials, participation in world convention tradeshow, advertisements in industry magazines, arrangement of site inspection tours for the site selection committee members of international organizations, and familiarization tours for industry magazine personnel. The following are the major points that Korea is emphasizing in their marketing:

- Excellent convention and accommodation facilities
- Easy access
- 5000-year history and unique cultural heritage
- Natural scenic beauty
- Shoppers' paradise
- Delicious Korean cuisine
- Koreans' warm-heartedness and hospitality
- Wide variety of nightlife

Since the financial crisis in late 1997, Korea has strongly emphasized the tourist's increased purchasing power and the high travel value in Korea due to the sharply devaluated Korean currency, in addition to the basic elements above. Publications include yearly convention calendars, meeting planners' guides, convention slide films, videos, and CD-ROMs. These materials are provided to groups in the process of bidding to

attract or prepare to host international conventions, or are distributed overseas through KNTO's overseas network. Direct marketing of Korea as a convention destination is conducted at major convention exhibitions including Destination Showcase, International Confex, Asia Pacific Incentives & Meetings Expo, European Incentive & Business Travel & Meetings Exhibition, Incentive Travel & Meeting Executives Show, and the ASAE annual conference and trade show. Industry magazine advertising is also conducted through such industry publications as Successful Meetings, Meetings & Conventions, Corporate Meeting & Incentive, Medical Meetings, Insurance Conference Planner and Association Meetings throughout the year. Also, familiarization tours are carried out for meeting planners and editors of industry magazines.

Networking is maintained with foreign counterparts through memberships in various international convention organizations. KNTO joined the Asian Association of Convention & Visitor Bureaus (AACVB) as a founding member in 1983. Its membership includes major Asian destinations such as Japan, Thailand, Singapore, China, Indonesia, Malaysia, Macao and Hong Kong. The main purpose of the association is to promote Asia as a convention destination. It represents member destinations in major convention exhibitions and conducts joint advertisements in industry publications. Besides this, the KNTO joined the American Society of Association Executives (ASAE) in 1981, the

Society of Incentive Travel Executives (SITE) in 1985, and the Union of International Association (UIA) in 1980, and attends the annual conventions of these organizations.

Providing technical assistance to domestic organizations is done to attract and host conventions. First, KNTD provides the following services to groups that have plans to attract international conventions:

- Guide bidding procedure and provide assistance
- Assist site inspection tours of target organizations
- Write supporting letters to target organizations
- Provide publications (travel brochures, posters, visual aids, etc.)
- Hold presentations for groups
- Conduct lobbying and provide representation in international organizations

To groups in the planning stage, it provides the following services to promote delegate attendance:

- Exhibit a display booth at the preceding convention
- Provide promotion materials for distribution at the preceding convention

Then, to groups in the hosting of actual conventions, it provides the following services to promote revisitation by the convention delegates.

- Provide free gifts and publications

- A display booth at the convention venue
- Multi-slide or video show featuring the core of Korean tourism attractions

Training and educating personnel to serve the industry are accomplished by offering training programs to industry workers. KNTTO has conducted a free training program since 1995 to enhance the work capability of industry personnel. The program was designed based on the models of existing meeting management programs operated by the ICCA (International Congress and Convention Association) and MIAA (Meeting Industry Association of Australia). Since its inception, some 200 industry personnel have participated in a three-day training program. KNTTO has a plan to expand the program, introducing advanced courses and complying with the increasing demand from the business sector.

The Korea Convention Promotion Law

Korea enacted the Convention Promotion Law in 1997, which stipulates support to be rendered by the government or a designated agency to strengthen the promotional activities of Korean associations and groups. KNTTO has been chosen by the government as the executing agency to carry out the schemes and intensify its services promoting attractions and facilitate easy hosting of international conventions.

As an executing agency, KNTA has established its own promotion strategy. The convention promotion strategy is two-fold: to stimulate the attraction of international conventions, and to boost the numbers of delegates. Means to stimulate the attraction of international conventions range from helping the bidding Korean groups or organizations with making proposals, to dispatching KNTA delegates to present Korea as an ideal convention destination before the general membership or decision-makers of the target organization. These efforts are usually directed toward the members of site selection committees or the executive officers of organizations. Once Korea is selected as a convention destination, the efforts to boost delegate attendance begin. These efforts include maintaining promotional booths, distributing PR materials, and hosting events directed toward the general membership at preceding conventions. The degree of promotion usually depends on the estimated economic impact of an organization's conventions.

Another main feature of the law is the designation of convention cities. The government can designate convention cities that already have or plan to construct proper facilities required to host international conventions along with tourism attractions in and around the cities. The present trend shows that Seoul, the capital city of Korea, is the dominant convention destination, comprising 71.8% of meetings and 86.5% of exhibitions held in 1997 (KNTA, 1998a). The law is expected to

contribute to the balanced distribution of conventions. Once a city is designated as a convention city, it will receive support primarily from the government. As of July 1998, eight cities are under a screening process by the government.

Lastly, the law stipulates the simplification of administrative procedures to build convention facilities. Throughout Korea there are no convention centers besides convention halls in hotels, exhibition centers, or sports/entertainment halls. This fact has worked as a major deterrent to promoting and attracting large-scale international conventions to Korea. However, on the occasion of the implementation of the law, seven cities have embarked upon or reviewed the construction of convention centers, including one, which will be built in a major convention complex in Seoul, thus signaling a bright future in terms of convention facilities. Additionally, the inclusion of convention facilities into the social overhead capital, by which various kinds of governmental support including tax and contribution exemption will be rendered to the convention facilities, accelerates the construction of facilities.

Finally, training of convention personnel will be strengthened as well. KNTTO is planning to begin providing industry personnel with a chance to attend convention education programs offered by international organizations. In addition, it congruently renders various services to

convention education organizations from giving practical advice on designing curricula to recruit teaching staff.

Convention Infrastructure in Korea

Accessibility

Korea's convention infrastructure has improved drastically through the 1988 Seoul Olympic Games. Korea has three major international airports - Kimpo Airport in Seoul, Kimhae Airport in Pusan, the second largest city, and Cheju Airport on Cheju Island. Any destination in Korea can be reached within 50 minutes by air from any of these three international airports. Major convention facilities are located within an hour's reach through various transportation means.

Major airlines have over 840 scheduled flights per week between Seoul and major cities worldwide. A state-of-the-art world-class International Airport, close to Seoul, is under construction to meet the demand for air travel in the 21st century. The first phase of construction is to be completed in 2000 and initial operations to begin in 2001. At that time, the airport will be able to handle 170,000 flights and 27 million passengers annually. When the final stage is completed, the airport will be able to take up to 530,000 flight

operations and 100 million passengers annually, to become one of the world's top airports. Korea is ambitiously expecting that the airport will be a front gate to the Asia and Pacific, the world's most dynamic region, by providing foreign visitors with easy access to Korea.

Convention facilities

Compared to competing Asian countries, convention facilities have been a weak area mainly because of the absence of purpose-built convention centers. Conventions have widely been held at hotel ballrooms, exhibition centers, arts and cultural centers and sports stadiums. Although such facilities do suffice to hold medium and small-sized conventions and events, this has been a stumbling block in attracting large professional convention groups. With the new convention infrastructure continually under way, the situation will be reversed. For the occasion of the Asia-Europe Meeting in 2000, seven convention centers are being constructed or in the planning stage nationwide.

Seoul ranked the world's 11th most popular convention city in 1997, according to the International Congress & Convention Association. Adding to this prestige, Seoul is building one of Asia's largest convention centers. The center will feature an ultra-modern convention and exhibition center, equipped with state-of-the art communication, multimedia and lighting systems, capable of hosting large-scale

international meetings and exhibition events. This center will be the biggest of its kind in Asia, with 2.3 million square feet, when the expansion is finished in 2000. It will feature a 6,000-seat convention hall, a 1,600-seat ballroom and a 1,100-seat auditorium. The exhibition hall will have 400,000 square feet of floor space.

Cheju Island, off the southern coast of Korea, combines world-class beach resort facilities with its own distinctive culture, which developed as a result of its isolation from the main land. The Cheju International Convention Center will open in 2000 and feature a 3,500-seat ballroom, a 2,500-seat convention hall with dozens of small and medium-sized meeting rooms.

In the second largest city, Pusan, the Convention and Exhibition Center will be equipped with a main convention hall with a 2,800 person capacity and dozens of meeting rooms along with an exhibition hall of 330,000 square feet. More convention centers are under construction or in the planning stage in major cities including Taejon, Taegu and Incheon.

Accommodations

The hotel room inventory increased substantially on the occasion of 1986 Asian Games and the 1988 Seoul Olympics. However, since 1988, the supply of hotel rooms has been extremely limited due to the government regulations to control the oversupply.

Korea has a total of 450 tourist hotels, with 47,000 rooms altogether. Major international chains have been introduced such as Marriott, Inter-Continental, Sheraton, Hilton, Hyatt, Ritz-Carlton and Westin. Local chains such as the Shilla and Lotte also offer world-class facilities and services.

Seoul has 17,500 guestrooms in 100 tourist hotels, Pusan has 5,700 rooms in 57 hotels, Cheju Island has 37 hotels with 4,700 rooms, and Kyongju has six convention hotels with a total of 1,800 rooms. Many deluxe hotels around the country are equipped with convention facilities. At peak season, hotel room availability could be a problem to large-group booking. The government and KNTTO are examining the idea of utilizing Korean traditional inns for large events such as the 2002 FIFA World Cup Soccer Games.

Professional Congress Organizers

There are 27 professional congress organizers (PCOs) in Korea as of August 1998. These PCOs are assigned to organize and maintain the international meetings and conventions attracted to Korea. PCOs have to register with the government to ensure their reliability. The Tourism Promotion Law stipulates the standards required for registration and the PCOs' business responsibilities. Among the 27 PCOs, less than ten are active in business. The government and KNTTO have continuously

supported these PCOs to be strong enough to take international convention business.

Korea Convention Income Survey, 1995

KNTO conducted its only convention survey in 1995. The study was aimed at appraising the economic impact of convention businesses and to investigate convention attendees' travel pattern and areas for improvement that Korean convention industry needed to address. Most convention and visitor bureaus have assigned marketing research to marketing researchers, but this survey was designed and conducted by KNTO, and it leaves much to be desired. Nevertheless, there are some revelations that deserve attention.

The sample was collected from July to October in 1995, and the respondents were chosen from six large conventions held during the period. The survey was conducted by self-administered survey. With the help of hotels, the survey forms were distributed to the hotel rooms where convention participants were staying. The respondents exchanged the completed questionnaire for a gift at the front desk when they checked out. In all, 3,953 survey forms were distributed and 1,778 usable forms were collected. The response rate was 44.8%, which was remarkably high due to the advantage of a government agency having conducted the survey with full support of the industry.

This portion of the paper will discuss major results of the survey. The regional distributions of respondents were Asia 28.5%, non-Asia 71.5% (See Figure 4.). US accounted for 21.9%, representing the largest single nation, followed by Japan with 10.8%. The gender of respondents was male 70.6%, and female 29.4%. The length of stay was 7.4 days, which was also higher than 5.3 days of the average traveler in 1995 (KNTTO, 1996). The average expenditure was \$3,285, or 2.2 times higher than the average traveler's expenditure in 1995, which was \$1,491 (KNTTO, 1996). It needs some caution when we compare these two figures. The figure \$1,491 was arithmetic mean compiled by the Bank of Korea which divided the total tourism revenue by the total number of foreign visitors, while the figure of \$3,285 was acquired by the survey collections. Further, the big difference was partly due to the dominant response rate of the 78th World Congress of Lions' Club, which accounted for 64% of sample population and whose members are known for big spending. If we compare the visitor's spending with their nationality, Central/ South Americans spent the most recording \$3,520 during 9.3 days, followed by Japanese, \$3,490 with 4.7 days, Americans (US), \$3,401 with 8.2 days, Africans, \$3,236 with 10.8 days, Asians, \$3,209 with 6.2 days, and Europeans \$2,961 with 7.2 days (See Table 5.). It is interesting to note that the average daily expenditure illustrated differences by nationality. Japanese ranked first with \$742.60, followed by other Asians with

\$517.70%, verifying the popular notion that Asians are big spenders.

The remaining respondents averaged at \$400 levels: Americans (US), \$414.80, Europeans \$411.30, and Central/South Americans \$378.50.

Accommodation ranked first by accounting for 30.8% of total expenditure, followed by shopping 19.9%, food and beverage 15.4%, transportation/tour 14.8%, entertainment 9.1%, and others 10% (See Figure 5.).

Table 5

Spending Pattern by Nationality

Nationality	<u>Expenditure</u>		
	Total	Daily	Length of Stay
Central/South Americans	\$3,520	\$378.50	9.3 days
Japanese	\$3,490	\$742.60	4.7 days
Americans (US)	\$3,401	\$414.80	8.2 days
Africans	\$3,236	\$327.41	10.8 days
Asians*	\$3,209	\$517.70	6.2 days
Europeans	\$2,961	\$411.30	7.2 days
(Source: Korea Convention Income Survey, KNTTO, 1995)			
* Asians: excluding Japanese			

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Korea Foreign Visitors' Survey, 1998

KNTO has conducted foreign visitors' surveys since 1974, either yearly or biennially depending on the need for data. Since 1995, it has been done every year with the increased importance of international tourism.

The 1998 survey sample was collected in March, May, July and September at the departure gates of international airports in Seoul, Pusan and Cheju Island, using self-administered survey method. The questionnaire was prepared in the languages of the three leading tourist-generating countries: English, Japanese, and Chinese.

The questionnaire was designed in three parts. The first part was about the travel pattern: times and purpose of visits, travel type, length of stay, accommodation type, and destinations visited in Korea. The second part was about spending behavior: total amount and breakdown of spending; items purchased and places shopped. The third part was about the evaluation of the travel: prices, satisfaction, impressive points, and intention to revisit.

The sample consisted of 2,125 respondents. The Asian respondents represented 62.4% of the sample population, and Japan alone accounted for 43.5%, confirming the importance of Asia's position in international tourism in Korea. Convention attendees numbered 106, comprising 5.0% of the total respondents. The breakdown of their number of visits

to Korea was: once, 58.5%; twice, 13.2%; three times, 4.7%; four times and more, 23.6%. The average length of stay was 7.1 days, longer than the entire sample population, which was 6.2 days. Once again, the fact that convention participants stay longer than regular travelers is verified. Hotels represent the dominant accommodation type for convention participants, accounting for 74.8%.

This part will examine some revelations relevant with this study, focusing on the responses of the convention participation purpose. First, respondents were asked to indicate price levels of five elements, using a five-point Likert scale from 1 (very inexpensive) to 5 (very expensive): accommodation, shopping, food and beverage, tour/transportation, and entertainment. The price levels of all five elements measured by respondents demonstrated substantial differences over a year period prior and after financial crisis. As shown Figure 7, the percentage of inexpensive or reasonable was higher in 1998 compared to 1997, suggesting the effect of a weakened Korean won.

Then, respondents were asked to rate the satisfaction levels, using a five-point Likert scale from 1 (very dissatisfied) to 5 (very satisfied) in four elements: tourism attraction, accommodation, food/beverage and shopping. As shown in Figure 8, the satisfaction levels of all four elements by the sample were relatively higher in 1998 compared to 1997.

It would appear that perceived lowered price levels affected satisfaction of convention participants.

In respect to questions asking about the positive impressions of Korea for multiple choices among seven attributes, friendly people came on the top list at 67.9%. The other impressions were beautiful scenery 50.0%, modern and developed 48.1%, pleasant climate 41.5%, good shopping opportunities 40.6%, unique cuisine 31.1%, unique culture 21.7% and other 1.9% in 1998. Compared to 1997, other than climate and shopping, the percentages were similar. Interestingly, good shopping opportunities almost doubled from 22.7% in 1997 to 40.6% in 1998. This indicates that Korea's promotional campaign "Double your shopping value" is right on track.

Regarding intention to visit Korea again, 90.7% said yes, 0% no, 9.3% don't know in 1998. The 1997 figures were 79.1% yes, 2.7% no, 17.9% don't know. The percentage of yes group was increased by 11.6%. It would seem that the ratio of intention to revisit was affected by the increased satisfaction.

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Hypothesis 1

There are significant differences in perceptions of Korea as a convention destination between Asian and non-Asian convention attendees.

This hypothesis is based on the results of various destination studies (KNTO, 1989; D.H.M.R.I., 1997; KNTO, 1998d). According to the studies, it was found that Asian visitors and non-Asian visitors had different perceptions of Korea as a tourist destination. Since the convention industry is a segment of tourism, it would be logical to assume that these perceptual differences would apply to convention tourism.

Hypothesis 1-1

There are significant differences in the satisfaction levels of Korea as a convention destination between Asian and non-Asian convention attendees.

This hypothesis is based on the assumption that if the perception of Korea is different between Asians and non-Asians, the same logic applies to satisfaction, since the perception of the destination is strongly correlated to satisfaction.

Hypothesis 1-2

There are significant differences in attitudes toward Korea between Asian and non-Asian convention attendees.

This hypothesis is based on the assumption that the perceived travel value of Korea should be different between Asians and non-Asians. Regional currencies in Asia have suffered enormous levels of devaluation against the dollar and European currencies in the wake of the financial crisis in late 1997 (Kim, 1998b). Hence, it is rational to hypothesize that Asians' attitudes, especially in terms of travel value toward Korea should be different from non-Asians.

Hypothesis 2

There are significant differences in perceptions of Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

This hypothesis is based on the results of previous studies that first-time visitors have different perceptions from those of repeaters (Fakeye & Crompton, 1991; KNTA, 1998d, Oppermann 1999). Ryan cited in Oppermann (1999) stated that multiple repeat visitors showed a higher identification of the destination compared to first-time visitors. Relatedly, Fakeye & Crompton found that visitors with more frequent visitations have significantly more positive images of the destination in terms of social opportunities and attractions over first-time visitors (1991). Therefore, it can be hypothesized that the first-timers' perception of Korea should be different from repeaters'.

Hypothesis 2-1

There are significant differences in the satisfaction levels of Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

This hypothesis is based on the same assumption of Hypothesis 2 that if the perception of Korea is significantly different between first-time visiting and repeat visiting convention attendees, it is rational to assume that the same logic holds true to the satisfaction, since performance of the destination is strongly correlated with satisfaction.

Hypothesis 2-2

There are significant differences in attitudes toward Korea between first-time visiting and repeat visiting convention attendees.

This hypothesis is based on the assumption that repeaters would compare the travel value of Korea pre and post financial crisis in Korea, while first-time visitors do not, generating a significant gap in terms of attitudes toward Korea between the two groups. Therefore, it is logical to hypothesize that Korea's travel value will be more appreciated by repeaters than first-timers.

Summary

The aim of this chapter was to review the related literature regarding the studies of convention attendees' perceptions toward convention

destinations. To this end, it discussed the trends of international meetings, association convention market. The review indicated that the association meetings market accounts for substantial portions of meetings and convention market. However, it is significant that only a portion of an association's membership attend their convention. This is why the destination can help to promote delegate attendance at association conventions.

Review of literature has also found that preferences for tourism destinations are largely dependent on a favorable perception of the destination. In relation to this, it is indicated that to be successful as a tourism destination, it is necessary to access the perceptions of tourists and formulate pointed and effective promotional strategy for better image.

Lastly, this chapter reviewed the development of Korean convention industry, the role of Korea National Tourism Organization and the Convention Promotion Law. Then, it ended with discussions about major findings of the Korea Convention Income Survey and KNTTO Foreign Visitors' Survey, a composite index to measure the perception of Korea as a convention.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter discusses the research methodology to be used in this study. The first part introduces questionnaire construction, the second part describes the survey method, the third part discusses sample selection, and the remainder of the chapter describes data analysis.

Questionnaire Construction

First, procedure for generating the list of convention destination attributes carried out. After the literature review and focus interview composed of KNTD staff and professional convention organizers, a total of 24 attributes were identified. Second, to avoid problems that might arise because of respondents' fatigue in filling out a lengthy question, an attempt was made to reduce the number of attributes. To achieve this, internal discussion was held, and finally twelve attribute factors were selected: six are service-related attributes and the remaining six are tourism-related attributes. Service attributes include convention facilities, hotel service, personal safety, accessibility, affordability and image of the destination. Tourism attributes are cultural heritage,

natural scenic beauty, shopping value, quality of cuisine, hospitality of people and extra-conference opportunities.

Using the 12 attributes, a preliminary questionnaire was designed and reviewed within KNTO. Then, it was sent to professional convention organizers to examine for content and logical flow. Based on their comments the questionnaire was corrected. The revised questionnaire was sent to PCOs for their second review, based on their input a sample questionnaire was prepared.

The revised questionnaire was pre-tested on international visitors who visited the Tourist Information Center located in the basement of the KNTO. The researcher contacted 15 persons individually and conducted the pretest. After the pretest, the questionnaire was finally revised.

Sample Questionnaire

The sample questionnaire was composed of three parts. Part I deals with the perception of the international convention destination. Respondents were asked to measure their perceived importance level toward each of 12 convention attributes on a five-point Likert scale: 1 (very unimportant), 2 (unimportant), 3 (neutral), 4 (important), 5 (very important)

In Part II, respondents were asked to measure the performance of Korea as a convention destination using the same 12 attributes used in Part I on a five-point Likert scale: 1 (very poor), 2 (poor), 3 (neutral), 4

(good), 5 (very good). Then the respondents were asked to rate their perceived satisfaction levels in terms of tourism attractions, prices in general, convention facilities and services, accommodation quality, and food on a five-point Likert scale: 1 (very dissatisfied), 2 (dissatisfied), 3 (neutral), 4 (satisfied), 5 (very satisfied). Part II contained additional questions asking about attitude toward Korea, focusing on the travel value in the wake of depreciated Korean won; the respondents were asked to rate how they agree or disagree in five statements using a five-point Likert scale from: 1 (strongly disagree) 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree). First, it asked whether the devaluated Korean won had been important in their decision to attend the relevant convention. Second, it asked whether Korea proved to be a good value for money, followed by whether Korea was a good value in general, and whether Korea was a good value compared to other Asian destinations. Lastly, the respondents were asked their intention to return to Korea for a holiday.

Part III contained seven questions to extract the respondent's demographic profile including country of residence, gender, birth year, education level, travel expense payer, the number of intended nights and the number of times visiting.

The questionnaire consisted of four pages including a letter of transmittal printed on KNTTO letterhead. Bourque & Fielder (1995) stated that the quality of presentation is important to increase respondents'

interest and the use of letterhead is supported by all surveyors, because it helps establish the credibility of the study and gives information about the sponsorship of the study. They further asserted that when the respondent is contacted by a renowned organization, this contributes to the legitimacy of the study.

Survey Method

Within KNT0, it was decided to use a self-administered survey procedure similar to the one KNT0 had used to conduct convention income survey in 1995. This method was thought to provide ample time for respondents to answer the questionnaire.

Bourque and Fielder (1995) asserted that three kinds of information should be reviewed in deciding whether or not the data should be collected by mail or a self-administered survey; the literacy level and the motivation level of the target population, and characteristics of the research design. According to these authors, a self-administered or mail questionnaire can be applied only with literate respondents, which seems based on obvious reasons. Then, they further stipulated that the motivation of the target population to answer the question is also important and one of the indicators of motivation might be the amount of loyalty that individuals have toward the group being investigated. In relation to this, they added that a mail or self-administered survey could be more successfully administered to identifiable groups such as the

members of professional organizations. Regarding the amenability of the study, they suggested that four characteristics of a research question should be reviewed: the study should have a single objective; the questionnaire focus on the present for the best results; ideally the questionnaire should be structured in a manner that every respondent answers every question; and the survey method should be applied only when the researcher should have a concrete idea of the research objectives, and the study should not be used in exploratory studies. Since this study met all the above criteria, the decision was made to utilize a self-report questionnaire procedure.

Selection of Sample

This study employed the convenience sampling method. Kim (1994a), Oppermann (1995), Oppermann & Chon (1997) and Price, Murramann & Clark (1998) employed the convenience sampling method in their studies of convention attendees' attitude. To select target conventions, three considerations were reviewed to best represent the population: the period, field and size of the conventions. First, three months, August, September and October were peak months and registered 50.8% of the total number of international convention attendees in 1997. Second, medical science, technology and transport/communications were the leading segment of conventions, attracting 39.3% of participants in 1997. Third, the expected number of international convention attendees should

be over 500 from at least 30 different countries to comply with the purpose of this study. After thoroughly examining the list of conventions, three conventions were chosen: 8th Congress of the International Society for Peritoneal Dialysis, August 23 ~ 26; the 18th International Display Research Conference, September 28 ~ October 1, and the 5th World Congress on Intelligent Transportation, October 12 ~ 16. The researcher contacted and asked permission to conduct a survey explaining the purpose of the study and providing a sample questionnaire. The target organizations graciously gave permission. In the meantime, through the contacts with these organizations, it has disclosed that these particular conventions have male majority membership profile. However, this was considered congruent with the respondent profile of Korea's largest convention survey of 1,778 international attendees, where 70.6% of respondents were male (KNTTO, 1995).

Next, the researcher contacted the participating hotels of these three conventions for their help in distributing and collecting the data. In Korea, the private sector is usually willing to be cooperative with the government sector. The hotel industry is not an exception, promising to do their utmost to help collect the data.

Hotels distributed the questionnaires on the very day the target conventions officially closed. The instruction was that one questionnaire per room was to be distributed regardless of the number of people in the

room to reduce the sampling bias. When the respondents checked out, the housekeepers collected the questionnaires and the hotels returned the questionnaires to the researcher.

Data Analysis

The data obtained from the survey was analyzed with the SPSS (Statistical Package for Social Science) software package. All the data gathered from the questionnaires were summarized according to the characteristics of the respondents. Then, an importance-performance analysis matrix was employed to identify the strengths and weaknesses of Korea as a convention destination as perceived by convention attendees. The I-P matrix is a graphic technique that examines the strengths and weaknesses of a destination and has been successfully applied in several tourism studies (Um & Steffens, 1998). Xiao (1993) used the matrix in his study of China's image as perceived by US tour operators. He examined the strengths and weaknesses of China evaluated by US tour operators using 24 attributes. Oppermann (1996b) employed the matrix in his study of convention destination image. He compared the strengths and weaknesses of three north American cities (San Diego, Honolulu, Quebec City) using 14 variables. Um & Steffens (1998) applied it in their study of Korean's image of Scandinavia as a travel destination. These authors compared the strengths and

weaknesses of Scandinavia with four other European regions employing ten attributes.

Finally, the t-test was performed to test the research hypotheses. Since the purpose of this study was to compare the means of two different groups (Asians vs. non-Asians; first-timers vs. repeaters), the t-test is a proper application (Fink, 1995; Weisberg, Krosnick & Bowen, 1996). The significant level was chosen at .05%.

Summary

The first part of this chapter discussed questionnaire construction, sample questionnaire, sample selection and survey method. Then, it described the statistical analysis that this study employed.

A survey questionnaire was designed within three parts for the purpose of this study: First, the respondents were given a list of 12 international convention attributes and asked to rate the perceived importance on a five-point Likert scale. Second, the respondents were given the same list of 12 attributes and asked to rate the performance of Korea on a five-point Likert scale. Then, an evaluation of satisfaction of the respondents in five factors on a scale of five was included. Third, the respondents were asked to evaluate the attitude toward Korea in five statements focusing on the travel value of Korea after the financial crisis on a scale of five. Finally, the questionnaire contained seven questions about the demographic profile of the respondents.

Convenience sampling and self-administered survey procedure was chosen based on the related literature review.

The data obtained from the survey was analyzed with the SPSS software package. The t-test was performed to test the research hypotheses. Further, the importance-performance analysis was employed to reveal the strengths and weaknesses of Korea as a convention destination.

CHAPTER 4

RESULTS ANALYSIS AND DISCUSSIONS

This chapter first describes the data collection, then presents the results of the statistical analysis with attention to the research analyses.

Data Collection

The sample population for this study was composed of individuals in attendance at three international association conventions: the International Society for Peritoneal Dialysis (ISPD), the International Display Research Conference (IDRC), and the Intelligent Transportation System (ITS). ISPD was held in Sheraton Walker Hill and Tower during the period of August 23 to 26, 1998 and was attended by 658 foreign delegates from 52 countries. IDRC was held during September 28 to October 1, 1998 in Sheraton Walker Hill and Tower, attracting 498 international attendees from 30 countries. ITS was held from October 12 to 16, 1998 at Hotel Inter-Continental, Seoul, with related exhibition at the Korea Exhibition Center. Some 2,320 foreign members from 50 countries attended the convention, recording the biggest ever since the association's creation in terms of both the number of nationalities and

participants: 1994 Paris, 1,219 from 34 countries; 1995 Yokohama, 748 from 38 countries; 1996 Orlando, 1,500 from 40 countries; 1997 Berlin, 1,119 from 43 countries. The survey was conducted under the auspices of the Korea National Tourism Organization with the help of hotels and professional convention organizers. Questionnaires were distributed to the hotel rooms on the day when the convention officially closed with a message requesting that the respondents fill out the questionnaire and leave it in the room when they check out. After convention attendees checked out, housekeepers collected the questionnaires and the participating hotels delivered them to the researcher. In all, 685 questionnaires were distributed and 191 were collected. Sixteen questionnaires were discarded that had insufficient data and the remaining 175 were usable for final data analysis, recording a 25.6% response rate. The response rate is similar to that of the previous surveys of convention attendees by Oppermann (1995 - 25.7%) and by Price (1993 - 23.4%). The completion rate of the questionnaires was comparatively high, since the respondents had enough time to fill them out.

The Crombach's alpha was employed to appraise the reliability of the attributes. Reliability estimates for Part 1 and 2 were high with alpha coefficients ranging from .86 to .88, averaging at .87. Since an alpha of 0.7 or higher is generally thought to indicate an acceptable level of

internal reliability, the set of questions selected for this study would be considered as constituting a reliable scale (Cha & Kim, 1998).

Respondent Characteristics

The respondent's profile is summarized and presented in Table 6.

Country of Residence

The 175 respondents came from 27 countries. Asians account for 39.3% and non-Asians for 60.7%. In particular, Japan and the United States represented 39.4% of the respondents. This respondent profile is comparable with the previous convention survey conducted by the KNTA collected from 1,778 international attendees (1995 - Asians, 28.5%, Japan and the US, 32.7%).

Visiting Experiences to Korea

Regarding the experiences of the convention attendees' visiting Korea, 71.4% said it was their first time, 16.0% said visited twice, 6.9% three times, and 5.7% four times or more. First-time visitors were a majority of the respondents. These results were consistent with the convention delegate survey of Australia, where 72% of the respondents were first-time visitors (SCVB, 1997b).

Gender

The dominant majority was male (92.0%), a similar pattern with the previous convention attendee survey by the KNTTO (1995 - 70.6%). The discrepancy could be explained by the make-up of the respondents of the male-dominant professional field for these particular conventions.

Age

The majority of participants were between 39 and 48 years of age (46.6%), followed by 49 to 58 (25.6%), 29 to 38 (16.5%), less than 28 (6.2%), and older than 58 (5.1%), respectively. This age distribution is slightly different from the KNTTO's previous survey (1995), where 50 to 59 (30.4%) and 40 to 49 (25.3%) accounted for majority of the respondents. This is because the dominant respondents of KNTTO's survey were participants in Lion's Club's convention (64.8%), who formed more aged profiles.

Education

The education level was comparatively high because of the high education requirements to be professional association members. Some 33.1% of the population had doctoral degrees, 37.7% had master's degrees, 20.1% had bachelor's degrees, 5.7% had associate degrees, and only 3.4% were limited to a high school education.

Travel Sponsorship

Some 18% of attendees replied that their travel expenses were paid by their employer leaving only 8.1% that were paid by attendees. The remaining 4.6% specified that the government paid their travel expenses. Since the majority of respondents were high-educated professionals, their companies or the government took care of their travel expenses.

The Number of Intended Nights

Some 71.4% of respondents reported they intended to stay 5 to 7 nights resulting in an average number of nights of 5.76, which was equivalent to 6.76 days. This figure is slightly lower than 7.4 days of the KNTTO's convention attendee survey (1995). The difference was partly due to a particular convention among six conventions surveyed by the KNTTO, the duration of this convention was twelve days. The respondents from this convention accounted for 9.8% of the total.

Table 6

Respondent Characteristics

Characteristics	Number	Percent
Nationality		
1. Japan	37	21.0
2. US	32	18.3
3. UK	14	8.0
4. Germany	12	6.9
5. Taiwan	11	6.3
6. The Netherlands	10	5.7
7. Australia	7	4.0
8. Norway	7	4.0
9. Sweden	6	3.4
10. Finland	5	2.9
11. Belgium	4	2.3
12. Canada	4	2.3
13. France	4	2.3
14. Italy	3	1.7
15. Turkey	3	1.7
16. China	2	1.1
17. Hong Kong	2	1.1
18. Singapore	2	1.1
19. Switzerland	2	1.1
20. India	1	0.4
21. Indonesia	1	0.4
22. The Philippines	1	0.4
23. Brunei	1	0.4
24. New Zealand	1	0.4
25. Brazil	1	0.4
26. Spain	1	0.4
27. Luxembourg	1	0.4
	175	100.0
Times to visit Korea		
1. Once	125	71.4
2. Twice	28	16.0
3. Three times	12	6.9
4. Four times or more	10	5.7
	175	100.0

(Table continues)

Table 6 (continued)

Characteristics	Number	Percent
Gender		
1. Male	161	92.0
2. Female	14	8.0
	175	100.0
Birth year		
1. Before 1940	9	5.1
2. 1940 ~1949	45	25.6
3. 1950 ~ 1959	82	46.6
4. 1960 ~ 1969	29	16.5
5. After 1969	11	6.2
	175	100.0
Education		
1. High school	6	3.4
2. Associate degree	10	5.7
3. Bachelor	35	20.1
4. Master's	66	37.7
5. Doctorate	58	33.1
	175	100.0
Travel sponsorship		
1. Yourself	14	8.1
2. Your company	151	87.3
3. Other	8	4.6
	173	100.0
Number of intended nights		
1. 2 nights	2	1.1
2. 3 nights	11	6.3
3. 4 nights	22	12.6
4. 5 nights	48	27.4
5. 6 nights	40	22.9
6. 7 nights	37	21.1
7. 8 nights	6	3.4
8. 9 nights	1	0.6
9. 10 nights	7	4.0
10. 18 nights	1	0.6
	175	100.0

Importance and Performance Analysis

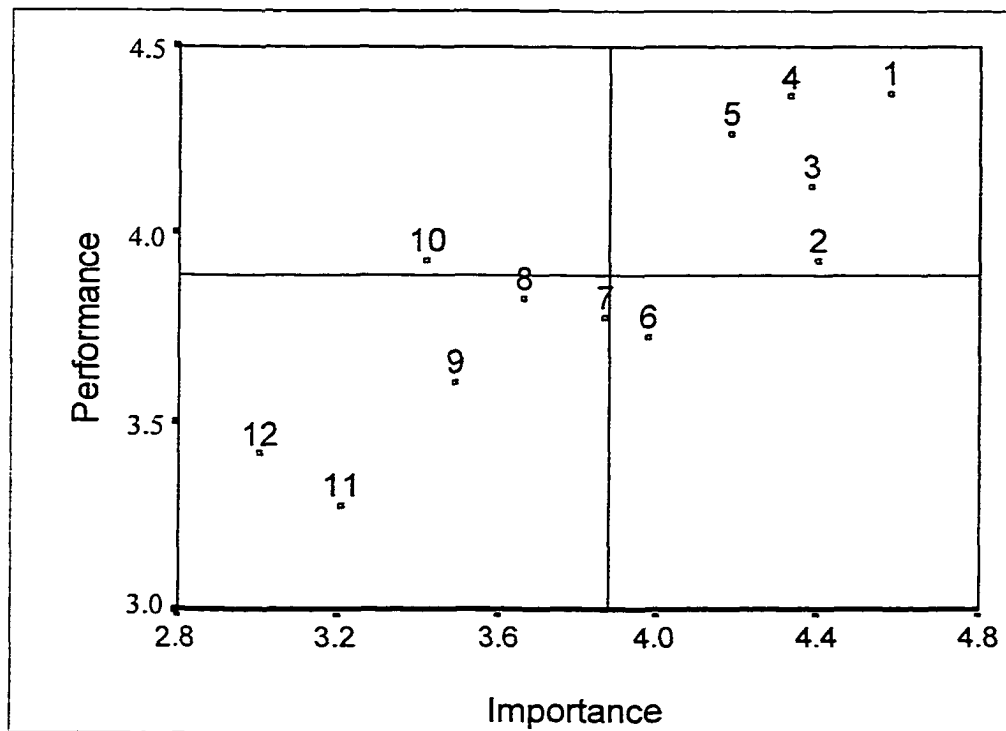
The mean values of the 12 convention attributes in terms of importance and performance were summarized and shown in Table 7. Ranks of importance were assigned from the highest mean (most important) to the lowest (least important). As can be seen from the table, the statistical results indicated that convention attendees perceived service factors more important than tourism factors. These results were compatible with previous studies about the destination image (Xiao, 1993; Oppermann, 1996b, 1997d; Jung, 1998).

To identify the strengths and weaknesses of Korea as a convention destination, the importance and performance analysis matrix was applied (Figure 9). The I-P matrix divided the sample into four different quadrants of a two dimensional model based on importance and performance, in which sample means formed two axes; X axis represents importance and Y axis performance. Since the median scores represent the middle point of the responses, it is reasonable to use the median as the cut-off point for the four quadrants on the matrix (Um & Steffens, 1998).

Table 7

Mean Values of Importance and Performance

Attributes	<u>Importance</u>		<u>Performance</u>	
	Mean	SD	Mean	SD
1. Level of personal safety	4.58	.61	4.38	.63
2. Access to the destination	4.40	.70	3.93	1.00
3. International-standard convention facilities	4.38	.73	4.13	.81
4. Hospitality of the people	4.33	.69	4.37	.71
5. Standard of service in hotels	4.18	.71	4.27	.75
6. Affordability of the destination	3.98	.79	3.73	.84
7. Quality of cuisine	3.87	.75	3.78	.82
8. Image of the destination	3.66	.85	3.83	.83
9. Natural scenic beauty	3.49	.84	3.61	.88
10. Unique cultural heritage	3.42	.86	3.93	.78
11. Extra-conference opportunities (Nigh-life, sports, etc.)	3.21	.95	3.28	.74
12. Shopping value	3.01	.99	3.42	.91
Average Mean	3.88		3.90	
* Scale: five-point scale				
- Importance: very unimportant (1) to very important (5)				
- Performance: very poor (1) to very good (5)				



* Note:

- | | |
|---|----------------------------------|
| 1. Level of personal safety | 7. Quality of cuisine |
| 2. Access to the destination | 8. Image of the destination |
| 3. International-standard convention facilities | 9. Natural scenic beauty |
| 4. Hospitality of the people | 10. Unique cultural heritage |
| 5. Standard of service in hotels | 11. Extra-conference opportunity |
| 6. Affordability of the destination | 12. Shopping value |

Quadrant	Importance/ Performance	Descriptions
I (Upper right corner)	High / High	Major strength
II (Upper left corner)	Low / High	Minor strength
III (Bottom left corner)	Low / Low	Minor weakness
IV (Bottom right corner)	High / Low	Major weakness

Figure 9. Importance-Performance Matrix I

As shown in Figure 9, five attributes were placed in QI and Q3, and one attribute each on QII and QIV. Safety, accessibility, convention facilities, friendliness of the people and hotel service were revealed as Korea's strengths by being located on QI. These attributes should be emphasized in marketing efforts and maintain good achievement.

Unique cultural heritage stood out as a minor strength by being placed on QII, which represents high performance and low importance. Marketing budget and improving efforts should be limited on this area, since this area implies possible overkill (Martilla & James, 1977; Oppermann 1996b). Five thousand year of cultural heritage was not perceived importantly by convention attendees. However, since the opportunity for convention delegates to experience unique culture is a big draw in international tourism (Beyond Borders, 1996), it is suggested that Korea should maintain some amount of resources on the historic and cultural attractions to appeal to the international convention attendees.

Quality of cuisine, image of the destination, natural beauty, extra-conference opportunities, and shopping value were located on QIII, divulging Korea's minor weaknesses. Interestingly, all these five attributes are tourism-related attributes. Shopping value received lowest score in importance, implying that shopping is of little interest to convention attendees. Next was extra-conference opportunities, followed by natural beauty, image of the destination and quality of cuisine.

Quality of cuisine is almost close to the cut-off line. Korea should limit the resources expanded on these low priority and low performance attributes. However, since the attractive destination can be more appealing in enticing convention attendees than unattractive destination, when all other factors being similar (Rutherford & Kreck, 1994), it is suggested this area should not entirely be neglected in the marketing and improvement efforts.

The one attribute, affordability is located in QIV, implying Korea's major weakness as a convention destination. This is the very area that improvements are required (Oppermann, 1996b). It seems noteworthy that affordability was identified as a major weakness even under the sharply depreciated Korean won. This is probably because of the widely known high hotel room rates of Seoul. Convention delegate studies illustrated that accommodation was a leading spending factor (Korea, 30.8% - KNTD, 1995; Singapore, 43.6% - STPB, 1997b; Australia, 30.7% - SCVB, 1997b). Generally, room rates are imposed in US dollars to convention delegates, being included in the registration fee. Therefore, the hotel prices remained high regardless of the depreciation of Korean won. Korea should come up with ways to price hotel room rates in Korean currency, so that travelers as well as convention participants can benefit from the devaluated Korean won. And above all, immediate measures should be taken to increase room inventory, so that the hotel

room rate could be competitive compared with other Asian destinations with balanced supply and demand.

Evaluation of Satisfaction and Attitude toward Korea

First, to evaluate satisfaction levels of convention attendees in their evaluation of the five attributes, mean rating scores for each attribute are presented in Table 8. Accommodation quality acquired the highest score, which was 4.02. Others were convention facilities and service (3.99), food (3.78), tourism attraction (3.50) and prices in general (3.47). Prices turned out to be the least satisfying attribute, even with the devaluated Korean currency. The overall satisfaction of these five attributes was 3.76. This is slightly higher than that of previous satisfaction study of Pusan (3.68), Korea's second largest city (Sohn & Park, 1998).

Next, to evaluate the attitude toward Korea as a destination in attendees' evaluation of the five statements, mean scores for each statement are presented in Table 9. As the Table shows, "Korea is good value in general" acquired the highest score of 3.65, followed by "Korea has proved to be good value for the money" (3.47), "I would like to return to Korea for a holiday" (3.44), "Korea is good value compared to other Asian destinations" (3.40), and "The devaluated Korean won was important in my decision to attend this convention (2.21). It seemed Korea's overall value has gained positive momentum because of the rapid

Table 8

Evaluation of Satisfaction I

Satisfaction	Number	Mean	SD
1. Accommodation quality	174	4.02	.82
2. Convention facilities and services	174	3.99	.72
3. Food	175	3.78	.83
4. Tourism attractions	174	3.50	.75
5. Prices in general	175	3.47	.92
Average Mean		3.76	

* Scale: five-point scale, very dissatisfied (1) to very satisfied (5)

Table 9

Evaluation of Attitude I

Attitude	Number	Mean	SD
1. Korea a good value in general	175	3.65	.75
2. Korea a proved money-value destination	175	3.47	.91
3. Will return to Korea for a holiday	175	3.44	1.07
4. Korea a good value compared to other Asian destinations	175	3.40	.80
5. Devaluated Korean won important in the participation decision.	175	2.21	1.21
Average Mean		3.24	

* Scale: five-point scale, strongly disagree (1) to strongly agree (5)

currency depreciation, though price itself seemed not to directly affect the satisfaction level. The low mean value of the importance of currency depreciation in the decision process of convention participants was probably because the dominant number of the respondents (91.9%) traveled to Korea at the expense of others. Moreover, convention attendees seemed not aware of the currency depreciation before they came to Korea. Therefore, the devaluated Korean won had little influence on their decision. Finally, regarding the revisit intention, 49.7% indicated that they would like to revisit Korea again for a holiday, 30.9% were neutral, and 19.4% disagreed. The percentage of revisit intention was somewhat low compared to the convention participants in Australia, which was 67% (SCVB, 1997b).

Perceptual Difference in Market Segments

An examination of four different segments of convention attendees in this study revealed some differences in perceptions of importance and performance (see Table 10 & 11.). These four segments were 1) Asians; 2) non-Asians; 3) first-time visitors; 4) repeat visitors.

Importance and Performance Analysis

The importance-performance analyses in the four market segments were performed and the results are presented in Figure 10. The responses placed on Q1 showed close similarity among market segments,

Table 10

Mean Values of Importance and Performance: A Comparison between
Asians and Non-Asians

Attributes	<u>Asians (n=69)</u>		<u>Non-Asians (n=106)</u>	
	IM	PM	IM	PM
1. Level of personal safety	4.59	4.27	4.56	4.44
2. Access to the destination	4.30	3.93	4.45	3.91
3. International-standard Convention facilities	4.25	3.84	4.43	4.29
4. Hospitality of the people	4.25	4.09	4.37	4.54
5. Standard of service in hotels	4.24	4.09	4.14	4.38
6. Affordability of the destination	3.95	3.52	4.00	3.95
7. Quality of cuisine	3.87	3.77	3.86	3.78
8. Image of the destination	3.72	3.81	3.61	3.84
9. Natural scenic beauty	3.68	3.65	3.37	3.59
10. Unique cultural heritage	3.46	3.80	3.39	4.00
11. Extra-conference opportunities	3.24	3.25	3.19	3.31
12. Shopping value	3.33	3.33	2.80	3.47
Average Mean	3.92	3.79	3.86	3.96
*Scale: five-point scale				
-Importance: very unimportant (1) to very important (5)				
-Performance: very poor (1) to very good (5)				
** Note: Im: Importance, PM: Performacne				

Table 11

Mean Values of Importance and Performance: A Comparison between First-timers and Repeaters

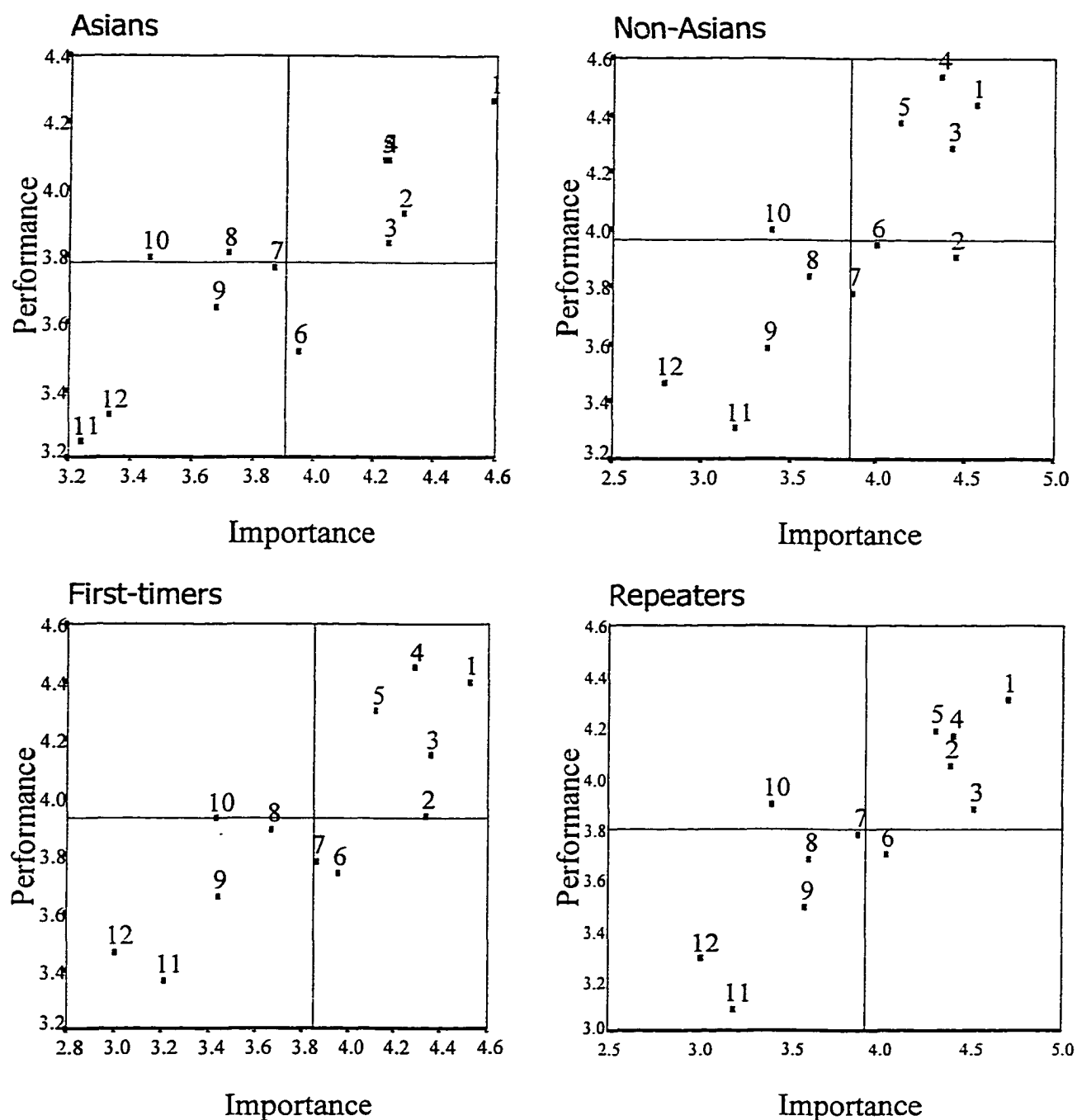
Attributes	First-timers (n=124)		Repeaters (n=51)	
	IM	PM	IM	PM
1. Level of personal safety	4.52	4.40	4.70	4.31
2. Access to the destination	4.34	3.94	4.52	3.88
3. International-standard Convention facilities	4.36	4.15	4.39	4.05
4. Hospitality of the people	4.29	4.45	4.41	4.17
5. Standard of service in hotels	4.12	4.30	4.31	4.19
6. Affordability of the destination	3.95	3.74	4.04	3.70
7. Quality of cuisine	3.86	3.78	3.88	3.78
8. Image of the destination	3.67	3.89	3.60	3.68
9. Natural scenic beauty	3.44	3.66	3.58	3.49
10. Cultural heritage	3.43	3.93	3.39	3.90
11. Extra-conference opportunities	3.21	3.37	3.19	3.09
12. Shopping value	3.00	3.47	3.01	3.29
Average Mean	3.86	3.93	3.93	3.81
*Scale: five-point scale				
-Importance: very unimportant (1) to very important (5)				
-Performance: very poor (1) to very good (5)				
** Note: IM: Importance, PM: Performance				

revealing Korea's major strengths. Like the importance-performance analysis of entire sample population, five attributes fell into this quadrant for Asians, first-timers and repeaters: personal safety, accessibility, convention facilities, hospitality of the people and hotel service. However, for non-Asians four attributes were located in this area, pushing accessibility to QIV, which represent major weakness. It seems reasonable that non-Asians felt Korea less accessible because Korea is a long-haul destination from outside of Asia. However, since the accessibility was located just below the cut-off line of performance, it was not perceived seriously as a serious weakness of Korea.

Respondents placed four to five attributes on QIII, disclosing Korea's minor weakness. They agreed on three attributes: natural scenic beauty, extra-conference opportunities and shopping value. Non-Asians and first-timers added destination image, while Asians added quality of cuisine to these three attributes making a total of four. However, repeaters added both destination image and quality of cuisine, making a total of five.

Asians and repeaters placed one attribute in QIV, which showed major weakness, namely 'affordability', while first-timers placed two attributes adding 'quality of cuisine', and non-Asians placed three, adding 'accessibility' to the above two. It is understandable that Korea is perceived as less accessible for non-Asians as discussed above. On another note, notable is that 'affordability' fell into this quadrant by all

four segments, in spite of the depreciation of the Korean won. This leaves some ground for assumption that the devaluated currency did not much affect the convention participants' stay in Korea, since they are largely prepaid packaged travelers. Further, the hotel rates for convention attendees of large conventions were fixed long before the conventions are held, when the destinations bid for the conventions, which were four to five years before the actual conventions. In addition, most meals were included in the convention program. Therefore, convention delegates would not be able to experience price-cuts caused by the weakened Korean won.



* Note:

- | | | |
|--------------------------|-----------------------|-----------------------|
| 1. Personal safety | 5. Hotel service | 9. Natural beauty |
| 2. Accessibility | 6. Affordability | 10. Cultural heritage |
| 3. Convention facilities | 7. Quality of cuisine | 11. Extra-Con. oppor |
| 4. Hospitality | 8. Destination Image | 12. Shopping value |

Figure 10. Importance-Performance Matrix II

Respondents from all four segments placed unique cultural heritage in QII, which represents minor strength. Asians added one more, which is 'image of the destination'. The high performance of image of the destination by Asian respondents is congruent with previous image studies conducted by KNTTO and other organization (KNTTO, 1989; D.H.M.R.I., 1997).

Evaluation of Satisfaction and Attitude toward Korea

The mean scores of the satisfaction level are summarized and presented in Table 12. As can be seen from the table, mean scores for non-Asians were higher than those for Asians in all five attributes. Non-Asians' overall satisfaction of these five attributes was 3.84, while that of Asians' was 3.62. Examining the attitude toward Korea, it is revealed that the devaluated Korean won played a more important role to Asians than to non-Asians, suggesting that Asians could have been more aware of the financial crisis in Korea before they visited to Korea, since financial crisis in Korea was a part of Asian crisis (See Table 13.). However, regarding the intention to visit Korea again for a holiday, the mean score in the case of Asians was higher than that of non-Asians. Asian's mean score was 3.65, while that for non-Asians' was 3.31. It is interesting to note that non-Asians' higher satisfaction led to a low intention to revisit. It would seem that the more favorable image by non-Asians may

Table 12

Evaluation of Satisfaction II

Satisfaction	AS (n=66)	NA (n=106)	FR (n=124)	RE (n=51)
1. Accommodation quality	3.80	4.14	4.00	4.03
2. Convention facilities and services	3.78	4.11	4.00	3.94
3. Food	3.60	3.88	3.79	3.74
4. Tourism attractions	3.47	3.51	3.55	3.37
5. Prices in general	3.37	3.53	3.40	3.64
Average Mean	3.62	3.84	3.76	3.75

* Scale: five-point scale, very dissatisfied (1) to very satisfied(5)
 ** Note: AS: Asians, NA: Non-Asians, FR: First-timers, RE: Repeaters

not be significant enough to overcome the physical distance between Korea and non-Asian countries. Sheppard (1996) argued that non-revisitation by satisfied visitors is not necessarily a bad thing if they are passing on positive word-of-mouth promotion.

Next, in the comparison between first-timers and repeaters in terms of the evaluation of satisfaction, mean scores are summarized and represented in Table 12. The mean scores of first-timers were higher in three attributes, which were tourism attraction, convention facilities and services, and food, while repeaters had higher mean scores in prices in general and accommodation quality. Notable is that the repeaters'

perception of prices in general was 3.64, while that of first-timers was 3.40, recording a fairly wide gap. This can be explained by the assumption that repeaters are likely to compare prices before and after the rapid depreciation of the Korean won. Finally, the combined overall satisfaction of first-timers was slightly higher than that of repeaters.

With regard to the attitude toward Korea in the five statements, mean values for each statement are summarized and presented in Table 13. It is notable that the first-timers' revisit intention was 3.52, while that of repeater's was 3.23, suggesting that higher overall satisfaction of first-timers reflected on the revisit intention likewise. This result is contrary to that of Korea Foreign Visitors' Survey conducted same year (KNTTO, 1998d). The reason could be explained by the different profile of the respondents. The majority of this sample were non-Asians (60.7%), who had less visiting experience and the majority of KNTTO's survey respondents were Asians (62.4%), who formed major portion of repeaters. As discussed above, non-Asians who were mostly first-timers seem to express lower intention to revisit in spite of higher satisfaction. With regard to the attitudes toward Korea in the five statements, mean values for each statement were summarized and presented in Table 13. The mean values of first-timers were higher than those of repeaters in three statements: Korea has proven to be good value for money; Korea is good value in general; I would like to return to Korea for a holiday. The repeaters' mean values were higher in two statements: The devaluated

Korean won was important in my decision to attend this convention;
 Korea is good value compared to other Asian destinations. It would seem
 that repeaters were more aware of the depreciation of Korean currency.
 Further, repeaters may have had experiences visiting other Asian
 destinations, since their mean value is close to that of Asian participants.

Table 13

Evaluation of Attitude II

Attitudes	AS (n=66)	NA (n=106)	FR (n=124)	RE (n=51)
1. Will return to Korea again for a holiday	3.65	3.31	3.52	3.23
2. Korea a good value in general	3.60	3.66	3.69	3.52
3. Korea good value compared to other Asian destinations	3.45	3.36	3.38	3.43
4. Korea a proved money-value destination	3.36	3.54	3.50	3.41
5. Devaluated Korean won important in the participation decision.	2.63	1.96	2.16	2.35
Average Mean	3.34	3.17	3.25	3.19
* Scale: five-point scale, strongly disagree (1) to strongly agree (5)				
** Note: AS: Asians, NA: Non-Asians, FR: First-timers, RE: Repeaters				

Hypotheses Testing

Hypothesis 1

There are significant differences in perceptions of Korea as a convention destination between Asian and non-Asian convention attendees.

To test Hypothesis 1, a t-test was performed on the combined mean value of twelve convention attributes of Asians and non-Asians. The test results are summarized and presented in Table 14. The results showed that there were significant differences in perceptions between Asians and non-Asians (at $p < .05$). Non-Asians' mean value was significantly higher than that of Asian's. Therefore, the Hypothesis 1 is not rejected.

To identify individual attribute that showed statistical differences, a t-test was performed toward each of the twelve attributes. Among these twelve attributes, four attributes were noted with significant differences in perceptions between Asians and non-Asians: convention facilities, standard of service, hospitality of the people, and affordability. The mean values of these four attributes for non-Asians were higher than for Asians (See Table 15.).

Table 14

T-test Result I

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
Asians (n=65)	Non-Asians (n=108)				
3.79	3.96	-2.335	171	.021*	-0.1681

* Significant level: $p < .05$

Table 15

T-test Result II

Performance	T	DF	Sig. (2-tailed)	Mean Difference
1. Convention facilities	0.3627	173	0.0001*	0.445
2. Service in hotels	-2.544	173	0.012*	0.294
3. Hospitality of the people	-4.268	172	0.0001*	0.455
4. Affordability	-2.523	172	0.013*	0.330

* Significant level: $p < .05$

Hypothesis 1-1

There are significant differences in the satisfaction levels of Korea as a convention destination between Asian and non-Asian convention attendees.

Regarding the Hypothesis 1-1, a t-test was performed on the combined mean value of five satisfaction elements of Asians and non-Asians. As Table 16 shows, there were significant differences in the satisfaction levels between Asians and non-Asians (at $p < .05$). Non-Asians' mean value was significantly higher than that of Asian's. Therefore, the Hypothesis 1-1 is not rejected.

Table 16

T-test Result III

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
Asians (n=64)	Non-Asians (n=109)				
3.62	3.84	-2.683	171	.008*	-.2179
* Significant level: $p < .05$					

To identify the attributes that recorded statistical differences between the two groups, a t-test was performed toward each of five satisfaction

elements. As can be seen from Table 17, non-Asians' satisfaction ratings with three attributes were significantly higher than those for Asians: convention facilities and services, accommodation quality and food. The higher satisfaction of non-Asians might have been affected by higher performance recorded by non-Asians.

Table 17

T-test Result IV

Satisfaction	T	DF	Sig. (2-tailed)	Mean Difference
1. Convention facilities and services	-2.943	172	0.004*	0.326
2. Accommodation quality	-2.742	172	0.007*	0.347
3. Food	-2.14	173	0.034*	0.275

* Significant level: $p < .05$

Hypothesis 1-2

There are significant differences in attitudes toward Korea between Asian and non-Asian convention attendees.

Regarding the Hypothesis 1-2, a t-test was performed on the combined mean value of five attitude elements of Asians and non-Asians. As Table 18 shows, there were no significant differences in attitudes toward Korea between the two groups (at $p < .05$). Therefore, Hypothesis 1-2 is rejected.

Table 18

T-test Result V

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
Asians (n=66)	Non-Asians (n=109)				
3.34	3.17	1.845	173	.067*	.1718
* Significant level: $p < .05$					

Hypothesis 2

There are significant differences in perceptions of Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

To test Hypothesis 2, a t-test was conducted toward the computed mean of twelve convention attributes of two groups: first-time visitors and repeat visitors. The test results are summarized and presented in

Table 19. The results showed that there were no significant differences between the two groups (at $p < .05$). Therefore, Hypothesis 2 is rejected.

Table 19

T-test Result VI

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
First (n=123)	Repeat (n=50)				
3.93	3.81	1.589	171	.114*	.1232
* Significant level: $p < .05$					

Hypothesis 2-1

There are significant differences in the satisfaction levels of Korea as a convention destination between first-time visiting and repeat visiting convention attendees.

To test Hypothesis 2-1, a t-test was conducted toward the combined mean of five satisfaction elements of the two groups: first-time visitors and repeat visitors. As Table 20 discloses, there were no significant differences in the satisfaction levels between first-time visiting and repeat

visiting convention attendees (at $p < .05$). Therefore, the Hypothesis 2-1 is rejected.

Table 20

T-test Result VII

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
First (n=123)	Repeat (n=50)				
	3.75	.114	171	.909	9.997E-03
* Significant level: $p < .05$					

Hypothesis 2-2

There are significant differences in attitudes toward Korea between first-time visiting and repeat visiting convention attendees.

Regarding the Hypothesis 2-2, a t-test was performed on the combined mean value of five attitude elements of first-timers and repeaters. As Table 21 shows, there were no significant differences in attitudes toward Korea between first-timers and repeaters (at $p < .05$). Therefore, the Hypothesis 2-2 is rejected.

Table 21

T-test Result VII

<u>Mean</u>		T	DF	Significance (2-tailed)	Mean Difference
First (n=66)	Repeat (n=109)				
	3.19	.610	173	.543	6.107E-02
* Significant level: $p < .05$					

The results of the hypotheses testing are summarized as below:

Hypothesis 1	Perceptual differences between Asians and non-Asians As F: Significance = .021 < .05	Not rejected
Hypothesis 1-1	Satisfaction differences between Asians and non-Asians As F: Significance = .008 < .05	Not rejected
Hypothesis 1-2	Attitude differences between Asians and non-Asians As F: Significance = .067 > .05	Rejected
Hypothesis 2	Perceptual differences between First-timers and Repeaters As F: Significance = .114 > .05	Rejected
Hypothesis 2-1	Satisfaction differences between First-timers and Repeaters As F: Significance = .909 > .05	Rejected
Hypothesis 2-2	Attitude differences between First-timers and Repeaters As F: Significance = .543 > .05	Rejected

Summary

This chapter has presented the results of the data analysis. First, it presented the characteristics of the respondents. Second, the importance and performance analysis was performed to investigate strengths and weaknesses of Korea as a convention destination. Third, the evaluation of satisfaction and attitude toward Korea as a convention destination were analyzed and summarized. Fourth, perceptual differences by four market segments were identified. Finally, the results of research hypotheses were presented.

The statistical analyses indicated six important findings. First, there were significant differences in perceptions of Korea as a convention destination between Asian convention attendees and non-Asian convention attendees. Second, there were significant differences in satisfaction levels of Korea as a convention destination between Asian and non-Asian convention attendees. Third, there were no significant differences in attitudes toward Korea between Asian and non-Asian convention attendees. Fourth, there were no significant perceptual differences of Korea as a convention destination between first-time visiting and repeat visiting convention attendees. Fifth, there were no significant differences in the satisfaction levels of Korea between first-time visiting and repeat visiting convention attendees. Sixth, there were no significant differences in attitudes toward Korea between first-time visiting and repeat visiting convention attendees.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the findings and its marketing implications, and finally makes a recommendation for future research.

Summary of Findings

The purpose of this study was to ascertain the perception of Korea as a convention destination by international convention attendees along selected convention destination attributes. Six research hypotheses related to these objectives were established and tested.

First, Hypothesis 1 was tested to determine whether there were perceptual differences of Korea as a convention destination between Asian and non-Asian convention attendees. The results indicated that there were no significant differences in perceptions between Asians and non-Asians (at $p < .05$). Next, Hypothesis 1-1 was tested and it was found that there were significant differences in the satisfaction levels of Korea between Asians and non-Asians (at $p < .05$). Then, Hypothesis 1-2 was tested to determine whether there were significant differences in attitudes toward Korea between Asian and non-Asian convention

attendees. The results disclosed that there were no significant differences in attitudes toward Korea as a convention destination (at $p < .05$). The test on Hypothesis 2 was performed to investigate whether there were perceptual differences of Korea as a convention destination between first-time visiting and repeat visiting convention attendees. The results found that there were no perceptual differences of Korea as a convention destination between first-timers and repeaters (at $p < .05$). Then, the test went on to Hypothesis 2-1 to verify whether there were significant differences in the satisfaction levels of Korea between first-time visiting and repeat visiting convention attendees. The results illustrated that there were no significant differences in the satisfaction levels between first-time visiting and repeat visiting convention attendees (at $p < .05$). Finally, Hypothesis 2-2 was tested to examine whether there were significant differences in attitudes toward Korea as a convention destination between first-time visiting and repeat visiting convention attendees. The results disclosed that there were no significant differences in attitudes toward Korea between first-time visiting and repeat visiting convention attendees (at $p < .05$).

In addition, this study attempted to identify the strengths and weaknesses of Korea as a convention destination. As noted previously based on the importance-performance matrix, the major strengths of Korea turned out to be mostly service-related attributes. The one attribute, affordability was identified as Korea's major disadvantage.

Of the 12 given attributes, the respondents rated personal safety highest in terms of importance, followed by accessibility of the destination, convention facilities, hospitality of the people, and standard of service in hotels. The least important variable was shopping value. Other less important attributes were extra-conference opportunities, unique cultural heritage, natural scenic beauty, and affordability of the destination.

The top five rankings of Korea's performance in the above 12 attributes were personal safety, hospitality of the people, service of hotels, convention facilities, and unique culture. The respondents rated extra-conference opportunities the least performing attribute, followed by shopping value, natural beauty, affordability, and quality of cuisine.

It is essential to note that service-related attributes were perceived to be higher in performance than tourism attributes, indicating a bright future for the Korean convention industry.

Further, in the evaluation of satisfaction levels, accommodation quality and convention facilities recorded high compared with tourism attributes such as food and tourism attractions. Prices were recorded as the least satisfying factor, even under the sharply weakened Korean won. The overall satisfaction of these five attributes was 3.76 on the five-point scale. This result is similar to the previous satisfaction study of Pusan, the second largest city in Korea (3.68 - Sohn & Park, 1998). In addition, it was disclosed that the deprecated Korean won has barely affected the

participation decision making process. However, it has shown that the respondents somewhat perceived Korea as a good-value destination in general.

Finally, the analysis of four market segments (Asians, non-Asians, first-timers, repeaters) of convention attendees reported the differences in perceptions between the market segments. Those differences should be taken into account in designing marketing strategies to cater to different market segments (Xiao, 1993).

Recommendations for Marketing Strategies

In the wake of the increasing economic importance of convention tourism in Korea, a pointed marketing approach to explore the perception of convention attendees and to formulate effective marketing strategies is needed more than ever. Researching convention attendees' perceptions can help convention marketers identify strengths and weaknesses of Korea as a destination and better focus their communication strategies with the consumers' respective markets (Tourism Management, 1991). The findings of this study will address several indicators needed to establish a more pointed marketing approach to capitalize on this lucrative meetings business.

This study will make a two-fold recommendation: boosting delegate attendance and retaining convention delegates. First, to increase the delegate attendance at the conventions held in Korea, it is suggested that

a majority of the promotional activities should focus on enhancing the attributes which were rated high in terms of priority and also in terms of performance by the respondents. Korea's major strengths were identified as good safety, easy accessibility, international-standard convention facilities, hospitality of local residents, and sophisticated hotel service. Safety was revealed as one of the important attributes of a tourism destination (Pizam, Tarlow & Bloom 1996; Beyond Borders, 1996; Sirakaya, E. Sheppard, A. G. & McLellan, R. W., 1997), and a safe environment can maximize delegate attendance (Schuldt, 1996). Therefore, it is suggested that Korea maintain its good safety record. Accessibility has also turned out to be a major factor that influences the level of convention attendance (Var, Cesario, & Mauser, 1985; Witt, Dartus & Sykes, 1992). In relation to this, Beyond Borders (1996) supported that air accessibility is a crucial factor in site selection of international conventions. Easy accessibility should also be accentuated by focusing on the new mega international airport to be open in 2002, and it's expected expanded services to and from Korea making the nation an air hub of northeast Asia. International standard convention facilities should also be stressed, emphasizing Korea's new Convention Center, which will be open in the year 2000, and seven other convention centers being constructed nationwide with state-of-the-art facilities. Regarding the friendliness of local residents, Korea should widely promote the receptiveness of Korean people. Previous studies found that the

hospitality of local residents was noted as one of key attributes affecting the revisit intention of visitors (Hoffmann and Lou, 1981; Ross, 1993). In the meantime, it is recommended that the nation should continue to wage its national campaigns that “Your smiling face makes foreign travelers come back”, along with the educational campaign addressing the economic importance of tourism. Finally, with respect to the service quality of hotels, Korea should also stress its highly rated standard of services. Previous studies have indicated that quality of service is correlated with satisfaction of the customers (Getty & Thompson, 1994; Danaher & Arweiler, 1996; Babin and Griffin, 1998).

Attention to tourism factors should be lowered on the promotional agenda, since tourism attributes were perceived as low in importance and low in performance. These attributes were quality of cuisine, image of the destination, natural scenic beauty, extra-conference opportunities, and shopping values. But, it is recommended that some amount of attention and improvement should continue to be given to these attributes, since an attractive location can more likely entice visitors than an unattractive location (Usher, 1991; Rutherford & Kreck, 1994), if other factors were similar. According to Beyond Borders (1996), inconveniences of traveling long distances to an overseas destination can be overcome by the appeal of the destination. With regard to this, it is recommended that convention marketers should discern different preferences over tourism attributes between market segments in

promotional strategy. Once the basic needs of convention attendees toward the service-related attributes are met, it is up to these tourism attributes to determine how many more delegates Korea attracts. As for the Asians, shopping and natural beauty should be prioritized among tourism attributes, and for non-Asians, unique cultural aspects and extra-conference opportunities. When Korea promotes toward the Asia/Pacific regional conventions, it should emphasize the attributes favored by Asians. Likewise, when the target conventions are universal, it is suggested that a different marketing approach should be taken toward Asians and non-Asians.

In the meantime, efforts should be made to improve the weaknesses of Korea. Affordability was identified as a major disadvantage across all market segments. A major culprit may be the widely known high hotel room rate. Pre-financial crisis period, high room rates had played a key role in making it possible for travelers to switch to other alternative destinations (KNTTO, 1998e). Seoul, the major convention destination in Korea ranked as the 21st most expensive city among 100 cities in terms of accommodation in the research conducted by the Organization Resources Counselors right before the financial mishap (Business Traveler News, 1998). However, KNTTO's hotel room rates research conducted in April 1998, amid financial difficulties, disclosed that the change in exchange rate produced 27% discount effect on the room rate, making Korea competitive to other reasonable destinations. However,

convention attendees were not able to benefit from this price-cut effect, since the same room rates are charged in US dollar to convention attendees, regardless of changes in exchange rate. Therefore, pricing hotel room rates in Korean currency or US dollars according to the current exchange rate is recommended. In addition, non-Asians promotions should include more practical efforts to render Korean food presentable internationally, besides making other western food more accessible outside of hotels. Further, for non-Asians accessibility should be improved on the occasion of the opening of the new international airport. Concerted efforts should be made to have many international airlines launch service to and from Korea.

With respect to revisitation promotion, marketing strategy should be reminding convention attendees about Korea. (Fakeye & Crompton, 1991). On-going efforts should be exerted toward convention visitors to Korea to continuously keep them informed of Korea. The list of convention delegates to Korea and meeting planners who have organized conventions in Korea should be entered in a database and distributed to each KNTTO overseas office. Then, the relevant KNTTO offices can mail information about new tourism products or major tourism events in Korea to provide them with the latest tourism developments. As for the KNTTO head office, it is recommended that it should include convention participants in an e-mail marketing program as well. The direct purpose

of this promotion is aimed at increasing revisitation, or alternatively positive-word-of-mouth communication.

Recommendations for Future Research

This study has been a limited attempt to investigate the perception of Korea as a convention destination from the attendees' perspective. While the study shed some light in understanding the position of the Korean convention industry, a considerable amount of information is still needed to properly market Korea in an ever-increasing competitive environment. Therefore, several future studies are suggested to respond to this study's limitations.

First, a replication of this study could be made to identify the changes in perceptions of Korea as a convention destination from the perspective of attendees at the end of Korea's financial crisis. The changes over time will be meaningful for convention marketers and suppliers.

Second, this study was limited to testing the perception of attendance only in selected conventions on a small scale, and during a specific time frame. Therefore, a longitudinal study is suggested using large samples of representative population.

Third, similar studies are suggested for international meeting planners. Meeting planners are very important in promoting conventions to Korea because they are able to influence convention site selection (Oppermann, 1996a; Clark, Price & Murrmann, 1996).

Finally, similar studies are suggested comparing Korea and other competing Asian countries with regard to selected attributes. Korea's major competitors are the other Asian countries. It is critical to identify the differences and similarities between Korea and its competitors to better position Korea as a convention destination.

APPENDIX

Survey Questionnaire



Korea Convention Delegate Study

All information provided will be treated in the strictest confidence and will not be individually identified.

Dear Convention Participant:

This questionnaire is part of a survey on the image of Korea as a convention destination. The convention industry is extremely important for Korea, but so far very few studies have been made. This study will provide valuable insights for us.

The survey's success will entirely depend on your participation. For constructive results, we urgently need every participant's contribution. Could you please take ***five minutes*** and answer the questions on the following page? Your assistance is greatly appreciated.



한국관광공사
KOREA NATIONAL TOURISM ORGANIZATION
<http://www.kto.or.kr>

10 Ta-dong, Chung-gu, Seoul 100-180, Korea
Telephone +82-2-729-9600 Facsimile +82-2-757-5997

PART I: PERCEPTION OF INTERNATIONAL CONVENTION DESTINATIONS

Please read each item below and rate **how important** you perceive the attribute in each question to be for an international convention destination. For example, if you strongly perceive that it is important for an international convention destination to have "international-standard convention facilities," then please circle 5.

	Very Important		Neutral		Very Unimportant
1. International-standard convention facilities	5	4	3	2	1
2. Standard of service in hotels	5	4	3	2	1
3. Unique cultural heritage	5	4	3	2	1
4. Natural scenic beauty	5	4	3	2	1
5. Shopping value	5	4	3	2	1
6. Quality of cuisine	5	4	3	2	1
7. Hospitality of the people	5	4	3	2	1
8. Extra-conference opportunities (night-life, sports, etc.)	5	4	3	2	1
9. Level of personal safety	5	4	3	2	1
10. Access to the destination	5	4	3	2	1
11. Affordability of the destination	5	4	3	2	1
12. Image of the destination	5	4	3	2	1

PART II: PERFORMANCE OF KOREA AS A CONVENTION DESTINATION

Please give us your opinion of Korea according to the attributes listed below. If you are not entirely familiar with any particular item, then please score based on **any impressions** you may have.

A. Performance of Korea	Very Good		Neutral		Very Poor
1. International standard-convention facilities	5	4	3	2	1
2. Standard of service in hotels	5	4	3	2	1
3. Unique cultural heritage	5	4	3	2	1
4. Natural scenic beauty	5	4	3	2	1
5. Shopping value	5	4	3	2	1
6. Quality of cuisine	5	4	3	2	1
7. Hospitality of the people	5	4	3	2	1

	Very Good		Neutral		Very Poor
8. Extra-conference opportunities (night-life, sports, etc.)	5	4	3	2	1
9. Personal safety	5	4	3	2	1
10. Access to Korea	5	4	3	2	1
11. Affordability of Korea	5	4	3	2	1
12. Image of Korea	5	4	3	2	1

B: Satisfaction of Korea:

	Very Satisfied		Neutral		Very Dissatisfied
1. Tourism attractions	5	4	3	2	1
2. Prices in general	5	4	3	2	1
3. Convention facilities and services	5	4	3	2	1
4. Accommodation quality	5	4	3	2	1
5. Food	5	4	3	2	1

C: Your Attitude toward Korea

	Strongly Agree		Neutral		Strongly Disagree
1. The devaluated Korean currency (Won) was important in my decision to attend this convention.	5	4	3	2	1
2. Korea has proved to be good value for money.	5	4	3	2	1
3. Korea is good value in general.	5	4	3	2	1
4. Korea is good value compared to other Asian destinations.	5	4	3	2	1
5. I would like to return to Korea for a holiday.	5	4	3	2	1

PART III: ABOUT YOURSELF

1. Country of **normal residence**: _____.

2. **Gender**:

☐ Male

☐ Female

3. **Birth year**:

☐ Before 1930

☐ 1930-39

☐ 1940-49

☐ 1950-59

☐ 1960-69

☐ 1970 and later

4. **Education level**:

☐ High school

☐ Associate Degree

☐ Bachelor

☐ Masters

☐ Doctorate

5. Who pays your **travel expense** to attend this convention?

☐ Yourself

☐ Your company

☐ Other: Please specify: _____.

6. How **many nights** will you stay?

Please specify the **number of nights**: _____.

7. So far how **many times** have you visited Korea INCLUDING THIS TRIP?

☐ Once

☐ Twice

☐ Three times

☐ Four times or more

- THANK YOU FOR YOUR COOPERATION -

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VITA

Graduate College
University of Nevada, Las Vegas

Sung-Ae Jung

Local Address

2301 Redwood St. #4605
Las Vegas, NV 89146

Home Address

30-9 Sinsa-dong, Eunpyung-gu
Seoul 122-180, Korea

Degree:

Bachelor of Arts, 1983
Sookmyung Women's University, Seoul, Korea

Special Honors and Awards:

Korea National Tourism Organization's Overseas Study
Sponsorship (1995. 8 - 1997. 6)

International Association for Exposition Management (IAEM)'s
Cultural Diversity Scholarship (1996. 6)

Thesis Title: The Perception of Korea As A Convention Destination

Thesis Examination Committee:

Chairperson, Dr. Kathleen P. Brewer, Ph.D.
Committee Member, Dr. Rhonda Montgomery, Ph.D.
Committee Member, Prof. Patti Shock, M.S.
Graduate Faculty Representative, Dr. William Corney, Ph.D.