Managerial Implications of Korea’s International Travel Market Demand

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Abstract- To establish tourism development, policy and the promotion of travel destination, it is necessary to achieve a clear profile of the travel behavior and trends of effective, differed and potential demand. This study attempts to analyze the changing patterns of Korea's inbound and outbound travel demand. The aim of this study is to determine the probability of being tourist as a function of characteristics.

In considering the outlook for growth in international travel demand of Korea, it seems to be recognized that the potential markets with continually sustained historical, political, and highly developed economical relationships, other social relationships are still considerable. Proximity and accessibility also are of consideration, as in the case of Asia and America. A more active travel behavior is made by males, pleasure travelers and professors/students groups throughout the geographical district of Asia and America than in other regions.

In the point of marketing and political views, specific market segments need to be addressed in marketing by the enlargement and diversification of new markets such as Africa and South America in all segments. Especially, growth of the Oceania and European markets was significant considerable. Although the effectiveness of the tourism benefits of Oceania and African tourism remains doubtful, the phenomenon can be predicted to be bright. The results of this study will provide a valuable resource for tourism practitioners and policy makers, and a set should be available in every tourism management.

Keywords- Inbound and Outbound Tourism, Korea, Managerial Implications

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