

The Effects of Tourism Promotional Videos:

A Case of South Korea Country Image on Thai Students' Audiences

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Abstract— The purposes of this research were to measure and compare the effects of tourism promotional videos of South Korea on audience attitudes and intentions. Seventy five audiences were selected to determine whether their attitude and intention levels were changed after viewing the videos. Statistical instruments such as mean, standard deviation, and t-test with the significant level at 0.05 were selected to complete the process of data analysis of pretest and posttest. The results found that after viewing the videos, the level of audience attitudes and intentions significantly increased to be more positive levels. However, gender was not a significant factor. Both male and female were equally influenced by similar effects of tourism promotional videos.

Keywords—Country Image, Gender Difference, South Korea, Tourism Promotional Video.

I. Introduction

Tourism is an essential industry to a country today since it helps create jobs, generate large income, and promote country image. South Korea is usually one of the top ten countries that Thai tourists would like to visit the most as a country of destination. As reported by Thai Travel Agents Association (TTAA), in 2014, there were approximately 400,000 Thai tourists travelling to South Korea [1]. According to Tanya Mohn, twenty percent of tourist spending was from young students, the most promising growth than other group. In addition, the statistics showed that the number of student tourists has increased every year over the last decade [2]. This means that students are also the important target group for tourism industry.

Since 2000, South Korea has become a popular country for Thai young tourists partly because of South Korean television drama, film, and other kinds of media. South Korea government intentionally used its television drama as a part to promote its tourism as the country strategic plan [3]. The numbers of Thai tourists visiting South Korea and the numbers of South Korean series showing on air in Thailand since the year of 2000 to 2012 was illustrated in Table 1 [4].

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TABLE I
NUMBERS OF THAI TOURISTS AND SOUTH KOREAN SERIES IN THAILAND

Year	Thai Tourists	Korean Series
2000	87,883	2
2001	73,127	0
2002	73,973	6
2003	78,243	17
2004	102,588	6
2005	112,724	11
2006	128,555	24
2007	146,792	23
2008	160,687	43
2009	190,972	43
2010	260,718	27
2011	309,143	37
2012	387,441	28

It proved to be a successfully strategy since the South Korean television drama strongly attracted Thai audiences and caused the Thai people, especially for young students, would like to visit South Korea. These implied that a media like television drama, film, or video, could be a channel to attract tourists to media-related destination. Therefore, the tourism promotional videos should actually induce audiences to travel to the country of destination.

The impacts of media to induce tourism to a country of destination by presenting positive country image have been studied in previous research before, but only a few that studied tourism promotional videos as media. Since today almost every country has its own promotional videos to promote its tourism industry, it is interesting to study how this kind of media can actually influence audiences. Also in order to effectively promote tourism among the young students, it is essential to understand how the South Korean-produced media can make the impacts on their potential tourist perceptions.

II. Literature Review

A. Country Image

According to Nagashima (1970), country image is the picture, the reputation, and the stereotype that consumers attach to products of a specific country [5]. By this definition of country image, it was reasonable to assume that consumers could perceive a country image by their own experience of using the products from the country that produced the product. Since media can be considered to be one of consumer products, consuming the media can also create a country image in the same way as a product does.

Gunn (1997) stated that a country image was a representation of totality of what a person already knew or perceived about that country from different sources of information such as news, documentary, drama, and other entertainments. This can be implied that different kinds of media may affect a country image differently [6].

Brown and Singhal (1993) found that media such as film, drama, motion picture, and video conveyed not only entertainment, but also historical facts, culture, locations, or people's life style [7]. Jeffers (1997) mentioned that only single view of media was significantly enough for audiences to make a decision about country of destination [8]. Besides that, Butler (1990) concluded that video formats (television, film, and recorded media) created the greatest impacts on country image construction compared with other printing media [9].

B. Social Representation Theory

The popularity of South Korean media in Thailand certainly creates a visual country image of South Korea and it can also induce audiences to visit it as the country of destination. In 1961, Serge Moscovici was the pioneer who used the term social representation to psychological research field [10]. Then Pearce applied the social representation theory to tourism research in 1996 [11]. Representation refers to the construction of reality such as places, objects, people, events, culture, and other abstract concepts, from media. For example, what audiences have seen in television show is not exactly what really happens in real world but the media produces only one version of reality. Therefore, the social representation theory is the study of one particular person, people, or groups that being represented to audiences in the media. When social presentation theory is applied in media, especially mass media, it creates a visual representation caused by media. It provides representations that lead to social understanding. Therefore, the media producers can manipulate how the visual representations will be shown to audiences. Generally, tourism promotional videos usually present icons of the country of destination. Icon is a video's symbolic meaning or theme,

featured event, physical characteristic, historical or cultural traits viewed in that media. By functions of tourism promotional videos, tourist can visit the places, people, seasons, and culture that related to the video's icons.

C. The Effects of Media to Induce Tourism

The effects of media on South Korean tourism have been previously studied. Kim et al (2008) studied the impact of Korean pop dramas, movies, and pop music on Hong Kong residents and found that the Korean pop culture was the key factor to create a positive country image to Hong Kong's audiences, and eventually attracted more Hong Kong tourists to choose South Korea as a country of destination [12].

In addition, it was reasonable to assume that different gender might perceive different attitudes toward country image on media. However, the series of previous research found mix results. Some found significant differences between male and female in perceptions [13]. Some argued that there was only little difference in the level of the effect between two different genders [14].

III. Research Purposes and Hypotheses

This study assumed that the positive country image of South Korea from tourism promotional videos that Thai audiences viewed could lead to more willingness to visit South Korea and eventually choose South Korea as a country of destination for travelling. Therefore, the purposes of this research were the followings;

1. To measure and compare the attitudes toward country image and travelling intention before and after viewing the tourism promotional videos.
2. To measure and compare the attitudes toward country image and travelling intention between male and female before and after viewing the tourism promotional videos.

Based on the literature review, the hypotheses of this study were the followings;

- H₁: The attitudes toward country image and travelling intention before and after viewing the tourism promotional videos were different.
- H₂: The attitudes toward country image and travelling intention of male and female were different.

IV. Methodology

A. Research Design

The population of this research was the college students. The data was collected by purposive sampling. The 80 questionnaires were distributed to Bangkok University students to collect the data and 75 questionnaires were completed in return. The respondents were asked to fill-in the questionnaires first before viewing the media. After viewing the media for about 30 minutes, the respondents were asked to fill-in the questionnaires again.

B. Survey Instrument

Four series of South Korea promotional videos and questionnaires were used as tools for study. The four series of videos presented South Korea icons; places, people, seasons, and culture. In general, the content of motion picture that related to country image could produce both positive and negative attitudes for audiences [15]. However, the tourism promotional videos contained only positive icons. Therefore, the questionnaire consisted of 2 major parts; positive icons and positive effects.

The questionnaire was tested for its reliability and had 0.843 and 0.921 reliability of Cronbach's alpha for pretest and posttest. Also, the questionnaire was approved by experts in the related field for its validity. All rated questions were measured on a five-point scale by given 1 as the most disagreement and 5 as the most agreement.

C. Data Analysis

The level of attitude toward country image and travelling intention was explained in mean and standard deviation. Then, the data of pretest and posttest were analyzed to compare the differences in attitude and intention using t-test with the significance level at 0.05. In addition, the attitude and intention levels of both male and female in pretest and posttest were also compared using t-test with the significance level at 0.05.

v. Results

From the total of 75 college students as audiences, the attitude toward country image and travelling intention differences of pretest and posttest was shown in table 2.

TABLE II
PRETEST AND POSTTEST OF ATTITUDE AND INTENTION DIFFERENCES

Questions of positive icons and positive effects		Pretest		Posttest		Sig.
		Mean	S.D.	Mean	S.D.	
Positive icons	Q1: South Korea is the country of many beautiful places to visit.	3.91	0.774	4.11	0.953	0.018*
	Q2: South Korea is the country of nice people to know.	3.00	0.615	3.63	0.955	0.000*
	Q3: South Korea is the country of pleasant seasons to stay.	3.71	0.712	4.16	0.806	0.000*
	Q4: South Korea is the country of interesting culture to see.	3.68	0.720	4.19	0.766	0.000*
Positive effects	Q5: I like South Korea.	3.45	1.082	3.95	1.077	0.000*
	Q6: I would like to travel to South Korea.	3.79	1.189	4.08	1.050	0.003*
	Q7: I decide to travel to South Korea.	3.95	1.150	4.20	1.013	0.005*

* Significant at 0.05 level

From table 2, the significant difference was found in every question of positive icons and effects. The level of positive attitudes significantly increased from slightly high to very high levels in most of aspects. When data was divided by gender, the pretest attitudes of 31 male and 44 female audiences were analyzed and shown in table 3.

TABLE III
PRETEST OF ATTITUDE AND INTENTION IN DIFFERENT GENDERS

Questions of positive icons and positive effects	Pretest				
	Male		Female		Gender Diff. Sig
	Mean	S.D.	Mean	S.D.	
Q1: South Korea is the country of many beautiful places to visit.	3.77	0.762	4.00	0.778	0.216
Q2: South Korea is the country of nice people to know.	2.97	0.482	3.02	0.698	0.706
Q3: South Korea is the country of pleasant seasons to stay.	3.65	0.661	3.75	0.751	0.534
Q4: South Korea is the country of interesting culture to see.	3.61	0.715	3.73	0.727	0.501
Q5: I like South Korea.	3.00	1.033	3.77	1.008	0.002*
Q6: I would like to travel to South Korea.	3.58	1.089	3.93	1.246	0.210
Q7: I decide to travel to South Korea.	3.77	1.087	4.07	1.189	0.278

* Significant at 0.05 level

According to table 3, the attitudes toward country image and travelling intentions between male and female in pretest were not significantly different at all, except for Q5 which revealed that female significantly liked South Korea (country image) more than those of male. After viewing the promotional videos, the posttest attitudes of both male and female audiences were analyzed and shown in table 4.

TABLE IV
POSTTEST OF ATTITUDE AND INTENTION IN DIFFERENT GENDERS

Questions of positive icons and positive effects	Posttest				
	Male		Female		Gender Diff. Sig
	Mean	S.D.	Mean	S.D.	
Q1: South Korea is the country of many beautiful places to visit.	4.00	0.894	4.18	0.995	0.419
Q2: South Korea is the country of nice people to know.	3.61	0.803	3.64	1.059	0.917
Q3: South Korea is the country of pleasant seasons to stay.	4.00	0.816	4.27	0.788	0.150
Q4: South Korea is the country of interesting culture to see.	4.03	0.752	4.30	0.765	0.144
Q5: I like South Korea.	3.77	1.055	4.07	1.087	0.247
Q6: I would like to travel to South Korea.	3.94	1.093	4.18	1.018	0.320
Q7: I decide to travel to South Korea.	4.11	1.044	4.27	0.997	0.463

* Significant at 0.05 level

From table 4, after viewing the tourism promotional videos in posttest, the attitudes toward country image and travelling intentions between male and female found no significant difference. The video viewing did increase the positive attitude of male into the level that had no significant difference from those of female.

VI. Conclusion

This study found that the tourism promotional videos definitely increased the positive attitudes toward country image and travelling intentions as they were designed to function that way. The video viewing could change the positive attitudes to even more positive attitude. Then it transformed the positive attitudes into positive actions. Hence, it was likely to encourage more audiences to travel to that country. Again, it confirmed that media had a great impact on country image, country of destination, and audiences' decision.

The study found that gender was not a significant factor. The tourism promotional videos contributed relatively similar

great impacts on both male and female. Both genders were equivalently influenced and their attitudes and intention were both positively increased with no significant difference. In conclusion, a tourism promotional video is one of the important marketing tools to promote the country's tourism industry.

In conclusion, the tourism promotional videos could induce audience attitudes toward country image or country of destination just like any other kind of media such as film and television drama. However, the tourism promotional videos will always show the positive aspects of the country only. This might be major advantage of using a tourism promotional video as a tool to attract the target tourists. Therefore, understanding the effects of tourism promotional videos could bring great benefits for the countries that rely on tourism industry.

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