

CHARACTERISTICS

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<Abstract>

The study is to explore Korean cultural tourists' travel behavior patterns on the components as instrument in examining market segmentation for travel behavior in the context of specific cultural attracting attributes. The relationships between different circumstantial environments from socio-demographic and travel characteristics are considered considering tourists' needs and interests.

The data for this study were gathered from interviews with 171 Korean cultural tourists who completed a questionnaire for fifteen items that were determined as representing a range of cultural attractions in the travel destination. The data were analyzed using analysis of variance to determine if in fact such differences existed across different circumstantial environments.

The results of this study presents a considerable cognitive difference on evaluating attributes between Korean cultural tourists' travel choice attitudes and different circumstances. The information enables managers to more effectively and efficiently design marketing mixes for those segments selected as target markets.

Key Words: Korean cultural tourists; Travel behavior; Travel attracting attributes

INTRODUCTION

habitation of early man in Korea appears to have started about five thousand years ago. Korea's rich culture is often described as unique, despite Korea's distinctive characteristics (Korean Overseas Information Service 1993). For this reason, Korea offers a wide range of cultural facilities at all levels and categories. Korea glimpses into the cultural and artistic achievements of Koreans past and present, traditional and modern trends and tastes (Korean Overseas Information Service 1993). However, it has received relatively little formal attention.

Cultural tourism has been regarded as a lucrative niche within the industry and a profitable business by not only local and central governments, but also among tourists and entrepreneurs. Lately, it has been gathering attention within tourism policy and promotion. Cultural tourism is encouraged by the governments and entrepreneurs for the following reasons: 1) almost anything anywhere is suitable to be transformed into a cultural resource for tourism, 2) the direct benefits to the local economy by the development of minimal infrastructure, 3) local culture and heritage is enhanced and appealing for tourists while adverse social impacts are minimized due to the 'cultural' contact between visitors and locals, 4) cultural tourism conforms more easily to development as an industry than some other cultural activities, services and products (Craik & Trotter 1997).

Recent studies have identified the high value of cultural attractions as being a significant market segment, however, the implications of the studies have not yet been fully recognized. This study was designed to provide a qualitative measure of cultural tourists' perception level. The results of this study could lead to a better understanding of cultural tourists' needs and interests. The relationships between different environmental environments from socio-demographic and travel characteristics are explored. The results of this study suggest the priorities that should be assigned to cultural tourism.

II. CULTURAL ATTRACTIONS AND TOURISTS

Atosh & Goeldner(1996) argue that a society's culture includes its fine arts, dance, handicrafts, food and drinks, industry and business, agriculture, education and language, science, government, religion, history, and prehistory. Ritc (1976) framework socio-cultural dimensions which include elements of daily life as language, dress, religion and education, remnants of the past(history, architecture and tradition), leisure life(leisure, art/music and gastronomy), and work. Custom involves customized excursions into other cultures and countries, in order to learn about their people, lifestyle, heritage and arts. This is done in an informed way which not only represents those cultures and their historical contexts(Craik(1995b). This customized excursion also encourages aspects of travel whereby people can learn about each other's way of life and customs.

Several theoretical and empirical studies(Lynch 1972; Patterson 1976; Jung 1996; Kim 1996; Cha 1997; Jung 1998) determine tourists' perception on cultural attractions in different circumstantial environments. Lynch(1972) investigated the importance of historical settings which serve to heighten an appreciation of the flow of the time and gain insight into the social life of the past. On the other hand, Patterson(1976) advocated for joint development action, Jung's(1996) empirical study which examined tourists' appeal found that a cultural experience is experienced better with realistic potential tourism features. The results of Jung's study indicated that the discrepancies between reality and interest dimensions emerged in the attracting cultural experiences. This indicates that Korea's cultural attractions lie in their ability to appeal to foreign tourists.

Regarding the motivation for Korean youth to travel abroad, Kim et al.(1996) de-

pecial interest levels higher than the older group. In their study, Korean travelers are more likely to choose Oceania and Europe for overseas holiday trips, in order to fulfill their desires for learning about new cultures, as well as gaining growth through self-development. The USA is viewed as a less popular destination for Koreans who wish to fulfill cultural interests and self-esteem needs. In a statistical study, which examined the motivation of Korean overseas travel groups to Australia/New Zealand, Cha(1997) concluded that Student/backpacker, honeymoon groups placed the highest value on self-improvement/knowledge and the package group were especially interested in experiencing the new culture.

In another study examining the cognitive difference, Jung(1998) concluded that historic sites and museums were less favorably perceived by Korean male travelers. However, historic sites, museum and festivals were more favorably perceived by female Koreans. When comparing the different interests no differences were found between males and females. A summary of the results suggest that significant differences in overseas travel experience are noted across groups due to varying customs/cultures. Jung(1998) reported that there is a statistical difference concerning the type of tourists who are visiting historic sites. Significant differences were observed in the importance given to visiting historic sites during overseas travel. The differences were found to be as changing according to one's profession. Moscardo(1992) reported significant differences between domestic and international visitors. Domestic tourists were more specific than local tourists; that is nearby residents, to express educational motives or goals for their visits. International visitors were too general in expressing any educational motives or goals for their visits to these types of attractions.

Based on the results of these studies indicated, it can be expected that one's travel behavior will be according to the preference of the destination. Similarly product choice related to different elements of travel attractions will be varied between different types of

III. METHODS

On the basis of mentioned theoretical background, the attracting features of cultural attractions which were included in this study are dress, religion, history, architecture, handicrafts, tradition, arts/music, gastronomy, regional authentic products/handicrafts, social structure, festivals & events, life style, historical monuments & remains, parks, museum and human feeling/hospitality. These items were determined to be representative of the range of cultural attractions in the tourist region. The categorized cultural attractions what are included in this study are followings;

1. Dress
2. Religion
3. History
4. Architecture
5. Tradition
6. Arts/music
7. Gastronomy
8. Regional authentic products/handicrafts
9. Social Structure
10. Festivals & Event
11. Life style
12. Historical monuments & remains
13. Parks
14. Museum
15. Nationalism/human feeling/hospitality

The data for this study was gathered from interviews with 171 tourists who completed a questionnaire for fifteen items. The fifteen items of cultural attractions were evaluated as a combination of comparing different circumstantial environments such as demographic characteristics and travel characteristics. Subsequent analysis assessed the ratings of relative interest level to tourist attractions. The difference in perceptions of cultural attractions were identified in the sphere of different circumstantial environments.

The data was analyzed using standard analysis of variance to determine if in fact differences existed among persons from different circumstantial environments including demographic and travel characteristics. The study was concerned with the perceptions of the cultural attractions in terms of different variables. A number of univariate analyses were carried out on the data to investigate the relationship between travel behavior on perceived level and cultural attractions.

Table 1 represents respondents' profile with regard to gender, age, profession, income, and education level. 55.6 percent of the respondents were male. Over eight (80.1%) of all respondents were in the under 35. Over 50 year age group represented 8.8% of all respondents.

In terms of the levels of education that had been obtained, the majority (66.1%) of respondents had completed at least college and university, followed by middle and high school graduates (12.7) and under elementary school graduates (1.2%). Among respondents 69.4% of them stated that they sometimes traveled abroad, 12.4% of them frequently traveled, and 18.2% of them never traveled abroad. Just half of the respondents were professors and students, and almost all of the respondents were interested in cultural tourism (81.8%) rather than other tourist attractions such as natural attractions (7.6%) and social attractions (4.1%).

Variables	Percentage of Respondents(%)
Sex	
Male	55.6
Female	44.4
Age groups	
Under 20	39.2
21-34	40.9
35-50	11.1
51-65	7.0
66 and over	1.8
Travel frequency	
No traveled abroad	18.2
Sometimes	69.4
Usual	12.4
Profession	
Businessmen	5.3
Office worker	19.3
Professors/students	45.6
Professional	17.0
Unemployed	12.9
Education	
Under elementary school	1.2
Middle/high school	12.7
Above College or universities	66.1

Table 2 provides a comparative and informative picture of the fifteen attributes ranked according to the rates of preference when selecting attractive travel features. Results suggest that the perception level of festivals/events including architecture and a distinctive appearance to a region. Gastronomy or food preparation was particularly popular to a region such as fishing, farming, cordial reception of guests and traditional characterizes the region, and were strongly revealed. On the other hand, religious significance to a region, styles of dress characteristics of a region, structural circumstances were of less interest.

TRAVELERS PROFILE

TRAVEL CHARACTERISTICS

The relative perception of cultural elements in determining the cultural attraction index was measured. The results are found in Table 2 for the case of domestic travelers and Table 3 for overseas travelers. As seen in these tables, there were both similarities and differences in the ratings accorded for domestic and overseas travelers.

The perception level of attractions, such as festivals & events, gastronomy, architecture and hospitality were highly perceived by both domestic and overseas travelers. Conversely, religion, dress and social structure appeared as less interesting.

In terms of evaluation criteria on interval order of perception, it is interesting to note the comprehensiveness of perception attributed to dress, religion, and history that were given the highest regard. While gastronomy, historical monuments/remains and architecture/hospitality were less regarded.

Table 2: Mean values and order of perception level

Variable	Domestic(A)			Overseas(B)			Mean difference of Interest in Interval Scale(A-B)	Interval Order of Interest	Overall Mean of Interest
	Mean	Std. Dev.	Ordinal Rank in Interest	Mean	Std. Dev.	Ordinal Rank in Interest			
Dress	2.5087	1.0920	14	3.3040	1.2275	14	0.7953	1	5.8127
Religion	2.3099	1.2189	15	2.7777	1.3450	15	0.4618	2	5.0876
History	3.3391	1.2231	9	3.6900	1.1182	5	0.3509	3	7.0271
Architecture	3.6666	1.1427	3	3.9941	1.0145	2	0.3275	4	7.6607
Tradition	3.5146	1.1080	6	3.6666	1.1219	6	0.1520	11	7.1812
Arts/music	3.3391	1.1228	9	3.5321	1.1846	10	0.1922	8	6.8712
Gastronomy	3.7076	1.1411	2	3.7251	1.1429	3	0.0175	15	7.4327
Regional Authentic Product	3.3274	1.1823	11	3.4736	1.1897	11	0.1462	12	6.8010
Social structure	3.0409	1.1290	13	3.3333	1.0737	13	0.2924	5	6.3742
Festivals & Events	3.7777	1.0559	1	4.0175	1.0027	1	0.2398	6	7.7952
Life style	3.4385	1.0903	7	3.6315	1.0894	7	0.1930	7	7.0700
Historic monuments & remains	3.5321	1.0969	5	3.5964	1.0985	8	0.0643	14	7.1285
Parks	3.2865	1.1706	12	3.4736	1.1078	11	0.1871	9	6.7601
Museum	3.3918	1.1700	8	3.5672	1.1529	9	0.1754	10	6.9590
Human feeling/hospitality	3.5789	1.1419	4	3.7076	1.1359	4	0.1287	13	7.2865

s ranged from 1=very un-interested to 5=very interested.

Higher mean score indicates a higher level of interest.

In regard to travel characteristics, the average variance of the criterion hierarchy perception level is found to be the greatest in the gender and education level of domestic traveler. There is, as well, significant variance in the socio-demographic characteristic such as gender, profession and education of the overseas travelers. Conversely, there exists the smallest difference between the other sets of segments such as age, and travel frequency. As for the differences among other evaluation criteria shown in Table 3 and Table 4..

Table 3 : ANOVA results(Domestic travelers)

Variables	Gender	Age	Travel attraction	Travel frequency	Profession	Education	Tot
	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value
Dress	1.07(0.30)	0.34(0.35)	0.25(0.89)	0.27(0.76)	1.64(0.16)	0.22(0.80)	0.6790
Religion	2.47(0.11)	2.05(0.09)	1.26(0.29)	0.53(0.58)	0.78(0.54)	3.82(0.02)	1.6400
History	0.14(0.70)	1.64(0.16)	0.67(0.57)	1.52(0.20)	3.18(0.01)	0.50(0.60)	1.6000
Architecture	1.68(0.19)	0.62(0.64)	0.19(0.90)	1.23(0.29)	0.74(0.56)	0.18(0.83)	0.6600
Tradition	0.23(0.63)	0.06(0.99)	1.73(0.16)	0.54(0.58)	1.67(0.16)	1.33(0.26)	1.0000
Arts/Music	4.20(0.04)	1.18(0.32)	0.61(0.60)	0.09(0.91)	0.82(0.51)	0.58(0.56)	0.9600
Gastronomy	1.04(0.30)	1.62(0.17)	0.61(0.61)	0.62(0.53)	0.44(0.77)	1.14(0.32)	0.9100
ional authentic products	0.29(0.58)	1.40(0.23)	0.28(0.84)	0.77(0.46)	0.70(0.59)	0.62(0.54)	0.7700
Social structure	2.07(0.15)	1.71(0.15)	0.85(0.46)	0.15(0.86)	0.23(0.92)	0.80(0.44)	0.8900
Festivals & Events	0.21(0.04)	0.77(0.54)	0.86(0.46)	0.48(0.62)	0.15(0.96)	0.10(0.90)	0.4800
Life style	3.61(0.05)	1.23(0.30)	1.12(0.34)	0.96(0.46)	0.80(0.52)	1.19(0.360)	1.1900
historical monuments	0.05(0.82)	1.81(0.12)	1.41(0.24)	1.41(0.24)	1.05(0.38)	1.48(0.23)	1.3400
Parks	6.31(0.01)	0.13(0.96)	0.86(0.46)	0.57(0.56)	0.90(0.46)	1.57(0.21)	1.0800
Museum	1.06(0.30)	0.99(0.41)	0.20(0.89)	2.45(0.08)	0.15(0.96)	0.84(0.43)	0.8000
Human feeling	0.04(0.86)	1.41(0.23)	0.34(0.79)	0.70(0.49)	0.18(0.07)	1.63(0.53)	1.1300

ivals & events, gastronomy and architecture were rated highly in both ion and dress were accorded little perception for both groups. The most nences between the evaluations for domestic/overseas involved the re tance of dress and religion.

ificant differences in the attribute evaluations assigned by middle and younger s, and younger groups existed in about two-thirds(69%) of the attribute ed in this study. In the attributes evaluation by gender, the youngest group tte significantly higher than did their older counterparts. Where signi nences in evaluation response existed, men consistently offered more perc

of the cultural attractions dimension examined.

Table 4 : ANOVA results(Overseas travelers)

Variables	Gender	Age	Travel attraction	Travel frequency	Profession	Education	Tot
	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value(pro.)	F-value
Dress	6.36(0.01)	0.45(0.76)	0.43(0.73)	1.27(0.28)	1.17(0.32)	0.06(0.93)	1.05((
Religion	6.60(0.01)	1.35(0.25)	0.39(0.75)	0.62(0.54)	1.25(0.29)	1.25(0.29)	1.37((
History	0.14(0.70)	2.26(0.06)	0.12(0.95)	2.78(0.06)	3.12(0.01)	0.71(0.49)	1.81((
Architecture	1.58(0.21)	0.15(0.96)	0.31(0.81)	0.69(0.50)	1.33(0.26)	0.31(0.73)	0.65((
Tradition	0.00(0.95)	0.78(0.53)	0.56(0.65)	1.45(0.23)	1.78(0.13)	2.62(0.07)	1.25((
Arts/music	2.85(0.09)	0.94(0.44)	0.14(0.93)	2.59(0.07)	0.59(0.66)	1.06(0.34)	1.04((
Gastronomy	3.10(0.05)	0.44(0.77)	1.05(0.37)	0.24(0.79)	0.48(0.74)	0.64(0.52)	0.73((
Regional authentic products	1.53(0.21)	0.38(0.82)	1.11(0.34)	0.56(0.57)	2.72(0.03)	0.80(0.82)	1.17((
Social structure	1.99(0.16)	0.41(0.80)	2.06(0.10)	1.23(0.29)	0.78(0.54)	0.66(0.51)	1.04((
Festivals & Events	4.40(0.03)	0.59(0.67)	0.97(0.40)	0.52(0.59)	1.07(0.37)	0.85(0.42)	1.04((
Life style	1.93(0.16)	2.21(0.07)	0.27(0.84)	0.48(0.61)	4.10(0.00)	5.50(0.00)	2.50((
Historic monuments	0.18(0.66)	1.34(0.25)	0.28(0.83)	1.32(0.26)	1.00(0.08)	2.48(0.08)	1.14((
Parks	8.32(0.00)	0.06(0.99)	1.82(0.14)	0.26(0.77)	1.38(0.24)	0.27(0.76)	1.28((
Museum	0.23(0.63)	1.28(0.27)	0.20(0.89)	1.09(0.33)	0.55(0.70)	0.66(0.51)	0.73((
Human feeling	0.08(0.78)	1.58(0.18)	0.52(0.66)	0.38(0.68)	1.68(0.15)	0.07(0.92)	0.97((

The application of qualitative and quantitative research to domestic and overseas travelers has created an increasing number of issues. These include identifying individual differences between them, discovering the contextual trends of behavior in tourist decision-making and identifying the different types of influential domestic and overseas travelers. Significant differences in the attribute evaluation existed by elderly groups, and middle and elderly groups existed in almost all of the items.

ators, while the differences between maximal value and minimal value is 0.0 for probability. As for the differences among other evaluation criteria, the 1 in the Tables. In the category of three frameworks such as "no traveled ab times" and "usual", the results indicate that there is a significance differer dual travel.

ie case of perception on arts, as indicated from the results, the most conc ites by the choice group is the issue of age, seconded by education and profe est are more or less the same in regard to the attention received.

O-DEMOGRAPHIC SEGMENTS

information provided by socio-demographic characteristics, is usefu oping promotional media(Engle et al. 1979; Haley 1968; Davis and Stern , and marketing strategies as well as available audience profiles for most 1 les and market segmentation. In the development of promotional strateg; on-makers should use demographic information about the average tourist ig media selections. Next, the message structure should be developed to app xt segments based on indicated attributes(Davis and Sternquist 1987).

o-demographic variables included in this study were sex, age, profe tion and travel frequency, these variables turned out to be significant in sis. The results of analysis present information on different character nine the differences in related characteristics between different socio-demogr ents. Thus the study seeks to improve the knowledge base concerning t ents by building on the analysis.

ificant differences in the evaluations provided by the two groups existed in on, gastronomy, festivals/events and parks. On average, males tended to al attributes more strongly than their female counterparts. In about rs(76%) of the cases where significant differences in responses existed,

Table 5 : Socio-Demographic characteristics

tributes	Mean Score Differences										
	Gender		Age					Attractions			
	Male	Female	Under20	21-34	35-50	51-65	+65	Cultural	Natural	Industrial	Soci:
Dress	0.68	0.94	0.88	0.81	0.53	0.50	1.34	0.85	0.82	0.73	0.14
Religion	0.35	0.60	0.48	0.48	0.36	0.59	0.00	0.84	0.51	0.00	-0.29
History	0.41	0.27	0.45	0.20	0.47	0.58	0.33	0.69	0.33	0.18	0.28
Architecture	0.34	0.72	0.22	0.43	0.21	0.58	0.00	0.24	0.33	0.27	0.29
Tradition	0.20	0.09	0.02	0.22	0.34	0.25	0.00	0.24	0.10	0.64	0.00
Arts/music	0.22	0.16	0.25	0.20	0.11	-0.09	0.34	0.39	0.13	0.54	0.14
Astronomy	-0.04	0.09	0.15	0.35	-0.47	-0.41	0.00	0.31	-0.04	0.46	-0.14
Natural authentic product	0.01	0.32	0.17	0.33	-0.21	-0.33	-0.33	0.62	0.13	0.00	-0.44
Local structure	0.08	0.56	0.32	0.41	0.00	-0.08	0.33	0.69	0.24	0.27	0.43
Festivals & Events	0.13	0.37	0.26	0.78	0.42	0.25	0.33	0.31	0.25	0.27	-0.29
Coffee style	0.24	0.14	0.14	0.17	0.27	0.58	0.00	0.61	0.17	0.00	-0.14
Historical remains	0.05	0.08	0.07	0.07	-0.16	0.17	0.67	0.61	-0.01	0.36	-0.14
Parks	0.17	0.20	0.17	0.26	0.06	0.17	0.00	0.23	0.21	-0.18	0.00
Museum	0.29	0.02	0.20	0.13	0.21	0.33	0.00	0.53	0.17	-0.09	0.14
Local feeling	0.12	0.13	0.15	0.12	0.42	-0.16	0.00	0.16	0.14	-0.18	0.14

*Notes ranged from 1=very uninterested to 5=very interest.
 Higher mean score indicates a higher level of interest.*

However, differences in the extent of such gender-based distinctions varied according to different conditions. Females were most different from men in their assessments of historical monuments and social structures. In contrast, no significant differences in scores were apparent between men and women on historical monuments and remains, including historical buildings. Both groups expressed similar and somewhat lower levels of perceived interest in historical monuments and remains.

Between 5 sets of age groups, the results indicated that dress in the age group of 21-34, and festivals and events of the age group of 21-34, were evaluated as being different.

ial authentic products in the older age group were seen more favorably by domestic travelers. Significant differences in the ratings by respondents among age groups existed in about half (53%) of the attributes items of religion in this study.

Significant mean differences in the response patterns of these groups were apparent in the category of museum and arts/music within the lower level of education group. The largest number of significant differences in the attributes of religion and dress items were assigned by groups with higher levels of education. Over a third of the items such as life styles, historical remains and monuments, were seen differently by the groups with lower levels of education. Conversely, far more significant differences in evaluations existed in the attributes such as dress and religion among groups with lower levels of education. An interest in tradition in the group with middle/high school education varied between two categories of domestic and overseas travelers.

Among 3 sets of age groups, the results indicated that tradition in the education level elementary, gastronomy and regional authentic, festival and events in the education group of middle/high school graduates, were evaluated as being more appealing to overseas travelers. However, the other attributes were viewed more favorably by the domestic travelers.

The highest ratings tend to be distributed randomly according to each profession across different variables. Concretely, dress in the group of all, religion and life style were significantly different. History especially appeared as a highly significant difference in domestic travelers, whereas history and life style were statistically different between different professions. The ANOVA results indicated that the highest ratings occurred in the attributes of history ($F=3.12$; $p=0.01$) and dress ($F=4.10$; $p=0.00$) among the overseas travelers. In domestic travelers,

In contrast, other variables which were associated with lowest aggregate attribute rating ratings were much clearer, although differences between destinations were not significant respectively.

Significant differences were observed in the attributes of dress of non or occasional travelers, whereas religion, history, architecture and art/music in the usual travelers were significantly different in the set of travel frequency. There is no significant difference between travel frequency in the attributes of parks of no-experienced travelers, and, historical monuments and history of experienced travel groups. The results indicate there are no significant difference between travel types, and travel frequency in both populations having equal proportions of travel types and travel frequency. On an overall basis, it was found that arts/music were more interested in the experienced group, and gastronomy was more interested in the frequency of casual travelers. This was clearly judged as the single most important determinant of the attractiveness of a given attribute.

V. CONCLUDING REMARKS

Successful tourism is not simply a matter of having better transportation and infrastructure. If adding a particular national flavor in keeping with traditional ways of life, cultural tourism has been regarded as a lucrative niche from the industry and a profitable proposition by not only local or central governments but also the tourism entrepreneurs. Moreover, much evidence has identified a high value in cultural tourism as being an important market segment. However, the implications of cultural tourism have not yet been fully recognized. This embodies projecting a favorable image and benefits to tourists of such goods and services (Goeldner 1986). To maximize the value potential offered by the cultural tourism industry, it is necessary to give

components. It could be reached by better targeting of tourism development along with a better understanding of visitor's needs and interests.

study's results indicated that the perception level of cultural tourism attracted somewhat between domestic travelers and overseas travelers. For both domestic and overseas travelers, events and gastronomy were consistently rated the most essential elements from a tourism standpoint. History was also rated highly from the perspective of overseas travelers, while religion and dress were considered least interesting from the point of view of domestic travelers. Conversely, regional authentic products were generally viewed as less perceived, although they were rated slightly higher than in the case of domestic travelers. This study found that there were differences in the respondents' travel choice behavior and different travel destinations between domestic and overseas. The study results indicate that there was a strong association between travel behavior and different circumstantial environments such as gender, age, profession, travel frequency and education. From the tourist's perspective, the attractiveness of an area's cultural elements depends upon the tourists' interest. Therefore, the cultural attractions of an area in the future rests largely on how we develop the area.

The presence of a considerable cognitive difference in perception between travel circles and different travel destinations was found. The results provide a more in-depth multi-dimensional understanding of the tourism market structure. The information enables managers to more effectively and efficiently design marketing mixes for segments selected as target markets. The findings indicate that segmenting this market based on interests produces identifiable and exploitable market segments. It can be effectively used to segment travel market and marketing strategies.

The findings' profiles help in setting marketing objectives for different target markets and designing positioning and marketing mix strategies to meet the needs of the segments. The implications for the tourism industry include understanding reasons

gy issues for all members of the policy makers and planners. Based on the r
s study, it is possible to illustrate the attraction design making process in c
tourism.

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