**Destination Images of Korea: An Alaskan Perception**

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**ABSTRACT**

Image plays a significant influencing role in destination selection. This study was conducted with the specific goal of determining the destination images of Korea as perceived by both Alaskan travelers and travel agents as a proxy for the general American population. Components of the image construct were identified through the collection of structured and unstructured data. The results showed that both groups possess somewhat different images of the same region of which are, to a degree, contrary to the images promoted by the marketers of Korea. Recommendations are provided to offer valuable direction to Korean tourism officials and marketers to better promote the region to Alaskans and Americans overall.

**Keywords:** Korea, Destination Image, Destination Selection, Tourism, Country Branding

**INTRODUCTION**

For many countries and regions around the world, tourism is becoming an increasingly important source of sustainable income for their local economies. However, realizing this sustainable income can be very problematic due a growing number of issues plaguing the industry that range from improvements in transportation networks, rising levels of income and leisure time and a major growth in the number of possible travel destinations (Echtner and Ritchie, 2003). This increasing number of
issues makes it vital for national and regional tourism authorities and organizations to improve their branding, positioning and marketing strategies. One approach to assist in the overall development of these marketing related strategies relates to the use of destination studies.

As early as the 1960s, the Republic of Korea has been attempting to build its tourism industry as an additional source of revenue and as a way to diversify its economy. In the 21st century, the government has been spending an ever increasing amount of energy and resources to earn its place as a world tourism destination. These efforts have met a fair amount of success; however, many critics have been complaining that the republic is not achieving its true potential, citing issues with lack of focus and inconsistent or nonexistent efforts to properly brand the country, to name a few.

One of the first steps to effective branding requires a marketer to understand the image perceptions that the target customers currently possess of a product since images, especially those of places, have been noted to possess a clear and powerful impact on destination selection. When applied to Korean tourism, one must beg the question, “What image do foreigners already possess of the country?” For a number of reasons explained later in this paper, Alaska, serving as a relative proxy for the rest of the United States, was used to represent a large potential source of additional tourists to the country. However, the number of tourists arriving from the United States to Korea, even discounting for the current economic crisis, has been fairly stagnant in recent years. This lack of growth could be due to issues with the perception of Korea or the general lack of a mental image of the region.
This study was conducted with the specific goal of determining the destination images of the Republic of Korea as perceived by both potential Alaskan tourists and the Alaskan travel agents who would be instrumental in marketing the region. The analysis and comparison of these two sets of images will provide valuable information for the creation of an effective regional tourism strategy.

This paper is organized into 6 parts. Part II will include a review of the literature related to destination image. In part III, the Korean tourism industry is briefly explored and the reasoning behind the focus on identifying the destination image held by Alaskan tourists and travel agents is provided. The following section introduces the data and methodology. Part V offers the empirical framework and results of the data analysis. The last section provides an explanation as well as the potential implications and recommendations for Korean policy makers and tourism marketers.

LITERATURE REVIEW

Marketers have been studying images and their impact on people’s perceptions for over 50 years. The concept of image was originally used to describe “the aura of a...product, a nation, a people, and so forth” (Kunczik 1996, 39), or more specifically, “...brand image consists of everything people associate with the brand” (Echtner and Ritchie, 2003, 39) and was primarily applied to the marketing of physical products. Since those initial studies, the concept of image has been applied to a greater breadth and depth of research. Tourism, through the introduction of the destination image concept, is one discipline that has benefited considerably from this
research by demonstrating its ability to influence tourist behavior (Hunt, 1975). Destination image, introduced in the mid 1970s, has proven that strong images are “an important factor in boosting tourism competitiveness and that (they)...generate an emotional response” (Rahn, 2007). Overall, images can play a major role in tourists’ destination selection decisions and are critical to the travel marketing process (ie. Chon, 1990; Echtner and Ritchie, 1991; Govers and Go, 2004).

The importance of identifying and understanding destination images has been the justification for many studies. In trying to accurately measure images and their effects, these studies have tried to develop empirical frameworks and methodologies that intelligently capture relevant image constructs (ie. Echtner and Ritchie, 1991; Martineau, 1958; Pearce, 1988; MacCannell, 1989; Boivin, 1986; Tapachai and Waryszak, 2000). These methodologies have typically taken two basic approaches in measuring destination image: structured and quantitative and unstructured and qualitative. The structured approach is the most commonly used in the literature as its quantitative nature allows for greater ease in measuring common image attributes. Traditional questions utilize measuring devices, such as Likert scales, to produce ratings or values for each image attribute. This approach has been used in such studies as Hunt (1975), Pearce (1982), and Richardson & Crompton (1988).

Many researchers have noted that, despite the greater ease in working with the empirically-based framework provided by the structured method, an unstructured approach may allow for more accurate measurements of destination images. Some researchers have suggested
that the images of products or destinations are not only based on the perception of individual attributes, but also on holistic images (MacInnis and Price, 1987). Others have noted that images are broken up into components that are both functional, which can be directly observed and measured, and psychological, or feelings of characteristics, that cannot be directly quantified. Incorporation of this new paradigm of destination image has given birth to studies like Reilly (1990), which directly incorporated open-ended questions into their research to better capture and incorporate their interviewees’ psychological impressions and constructs.

Building upon the earlier work in this field, researchers continued to develop a framework that could balance the strengths of both the structured and unstructured methods. Echtner and Ritchie (2003) attempted to identify a destination image held by travelers that was more complete and accurate than found in previous studies by recommending an approach using a three-dimensional model that is based on a framework identifying functional vs. psychological, common vs. unique and attributes vs. holistic imagery characteristics. Additional studies have tried to validate this balanced approach (i.e., Varamaki, 2004; Grosspietch, 2005). The current study has also tried to utilize the strengths of both approaches by incorporating this balanced framework of both structured and unstructured questions.

KOREAN TOURISM AND ALASKAN FOCUS

Tourism in Korea

Korea, as a tourist destination, has been growing in popularity since
the government recognized the industry’s importance and began efforts to promote it in the early 1960s. These efforts have grown to over 7.8 million visitors in 2009 and accounted for over $5.2 billion in receipts (Korea Tourism Organization). Although visitors are from around the globe, the vast majority of them come from 5 different nations. In 2009, Japan, China, the United States, Taiwan and the Philippines accounted for 72.5% of all incoming travelers. US tourists made up only 7.8% of that figure.

The Korean government has recently been trying to promote Korean tourism. Officials at the Korea Tourism Organization have launched an ambitious campaign to bring more than 10 million tourists to Korea in 2010 and reach over $10 billion in tourism revenue (Do, 2009). To achieve this number, they are not only promoting the typical forms of tourism, but are focusing heavily on future growth engines that include the Meeting, Incentive, Convention and Exhibition (MICE) industry, green related tourism and especially medical tourism.

The Korean tourism industry is not without its challenges though which can be illustrated through its overall ranking of 31st in the World Economic Forum’s 2009 Travel & Tourism Competitiveness Index (Do, 2009). These challenges are not necessarily from the lack of things to see or do, but stem from issues regarding price competitiveness, a general lack of English proficiency, and the seeming inability to build clear, consistent, and unique images that represent modern Korea.

The last challenge is something that many industry experts have counseled governmental officials about multiple times, but which has not yet seemed to have enacted any significant change. The Korean Tourism Organization has developed and changed the content and flavor of Korea’s
tourism brand message many times over the last decade. In the last seven years alone, the Korea government has conceived of and executed a number of different promotions intent on upgrading Korea’s image to foreigners. The promotions, such as “Hi Seoul,” “Korea Sparkling,” “Dynamic Korea,” and “Korea, be inspired,” have been the source of criticism by experts citing a lack of input by foreigners, incoherence, no common direction and it has even been reported that many foreigners “find the slogans to be comical” (Coyner, 2008).

**Alaskan Tourism Relevance**

This study focuses on travelers and travel agents from the State of Alaska through its potential ability to represent the destination image and knowledge held by the much larger population of the overall United States. Due to the limited population, Alaska doesn’t represent a substantial enough market to warrant specific focus. However, based on many extremely similar key demographic factors such as per capita income, education level, age, sex, and racial make up, the state has the ability to at least partially represent mainstream of American society. See Table 1 for comparative statistics.

<table>
<thead>
<tr>
<th>Table 1. Assorted Demographic Comparison of the USA to Alaska</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong>: Per Capita Income (2008)</td>
</tr>
<tr>
<td>$38,138</td>
</tr>
<tr>
<td><strong>Education</strong>: Bachelor Degree or higher (2000)</td>
</tr>
</tbody>
</table>
Age**: People between 18 ~ 64 years old (2008)  
58.9%  56%

Sex**: Female Persons % (2008)  
47.9%  50.7%

Race**:  
Non-Hispanic White people (2008)  
65.7%  65.6%
Blacks  
4.3%  12.8%
American Natives  
16%  1.2%
Hispanics  
6.1%  15.4%
Asians (2008)  
4.5%  4.5%


In addition to the comparative demographic statistics, this assumption can be further substantiated from the origin of the sample population of this study. The vast majority of the survey respondents (75.2%) hail from all corners of the US with the top three groups coming from various states in the Midwest (35.6%), West (30.5%) and the North East (16.7%). Thus, the similarities between Alaska and the overall United States might allow marketers to approximate commonalities between them and in understanding the perceptions of one will allow them to more effectively anticipate the images of the other.

DATA AND METHOD

The goal of this research is to determine and analyze the destination images of the Republic of Korea as perceived by both potential Alaskan tourists and Alaskan travel agents. To achieve this goal, two separate and
slightly different questionnaires were developed and circulated amongst the two target groups of Alaskan travelers and travel agents in November-March, 2010 and January-February, 2010 respectively.

Adults living in Alaska comprised the first sample group. In the past, most destination image studies focused on groups of tourists that were arriving or departing from the targeted country (ie. Varamaki, 2004; Grosspietch, 2005; Reilly, 1990). This study focused instead on sampling the images of adult Alaskans who were either experienced or interested in international travel, but who did not necessarily have any prior experience or contact with Korea. This focus was deemed more appropriate based on the fact that, by percentage, Americans and hence Alaskans currently have a relatively low level of travel to Korea, new tourists to Korea from Alaska would have had little or no direct contact with the country and have not taken steps to choose it as an immediate tourist destination. Therefore, this study will act to “provide a baseline of information from which to build and tailor marketing and service promotions” (Schneider and Sonmez, 1999, 539).

The second sample group consisted of Alaskan travel agents that promote and sell international plane tickets and tour packages to Alaskan residents. This group was selected as they have the potential to direct or guide interested potential travelers towards Korea. Determining their image perception could be a critical success factor in the development of a pragmatic and effective marketing strategy.

**Questionnaire Development**

Two similar questionnaires were provided to the target groups of
potential Alaskan travelers and Alaskan travel agents. The questionnaires contained both structured and unstructured questions that were designed to identify various components of the image construct.

The first questionnaire was developed for potential Alaskan travelers and had four sections. The first section tested the respondent’s general knowledge of Korea. Starting with a question asking the reader to evaluate their personal level of knowledge of the region, the rest of the fact-based questions asked about the location, population, language and the identification of contemporary and historic famous Koreans.

The second section of the questionnaire focused on the respondent’s image of Korea through the use of structured and unstructured questions that included graphical, open answer, comparison and Likert scale based questions. The initial structured graphical questions presented a case where the respondents were given a set of photographs and asked to determine which best fit their image of the country. The photos showed eight stereotypical scenes from Korea that encompassed much of the diversity of images that visitors could encounter. The images included a crowd of people with a Korean flag, metropolitan Seoul at night, the DMZ, an auto factory, a mountain scene, a Buddhist temple, North Korea’s Kim Jung Il, and a rice paddy. The following question asked respondents to write down five things or images that first came to mind when they thought of Korea and was meant to allow respondents the freedom of expressing their true image of the region in an unstructured fashion without being constrained by the anecdotal images of the provided photos.

The respondent was then asked to make a comparison between their image of Korea and Alaska. This question queried the perception of
the levels of prices, Koreans’ education and professionalism, level of urban infrastructure and development, danger and finally ideas regarding Korean culture as compared to similar levels in Alaska. The last question asked for an indication of the respondent’s level of agreement concerning 10 pre-developed statements on Korea anchored with a 5-point Likert scale. These questions covered a range of areas in which American’s possess many Korea-specific stereotyped images.

The third section of the questionnaire was specific to the potential Alaskan traveler and profiles the respondents’ travel habits as to how much they had traveled abroad and when they last/will next travel. It also identified with whom the person travels, where they had gone and key criteria in choosing travel destinations. The last questions were related to whether Korea would be considered as a potential travel destination and the respondents’ visit expectations.

The respondents’ personal profiles were recorded in the final section with questions determining sex, age, martial status, education, employment and income. The final profile questions also asked if the respondents had ever been to Korea, had any family or close friends there, and where they may have learned about the region.

The second questionnaire was specifically given to the travel agents and was identical to that of the travelers’ with the exception of the third section. Travel agents, in this section, were asked about their professional activities and addressed questions such as primary regions and markets served, percent of clients booking international flights, and their clients’ traveling habits. The questionnaire also asked the agents about their perceived level of influence over their customers’ travel
planning decisions.

Data Collection

Potential Alaskan Tourists

A combination of web-based survey usage and a paper survey that mirrored the web survey were employed in this study. Recruitment was achieved through snowball sampling. Paper surveys or the link to the survey was directly provided to approximately 150 Alaskan adults who live and reside in the state. There are 108 final completed surveys which provide a 95% confidence level with an interval of approximately 10 based on the overall Alaskan population.

Alaskan Travel Agents

The questionnaire for Alaskan travel agents was based on a paper survey similar to that of Alaskan travelers and was hand delivered to different travel agencies in the greater Anchorage metropolitan area. Travel agents completed a total of 38 surveys providing a 95% confidence level with an interval of approximately 15 based on the overall Alaskan travel agent population of approximately 400 agents according to the Alaska Travel Industry Association.

RESULTS OF ESTIMATIONS

Alaskan Tourist Profiles – Interesting Aspects

There are four potentially interesting aspects for Korean tourism marketers that relate to international travel habits, sources of travel information and interest in traveling to Korea. Alaskans tend to travel a
great deal with over 90% having traveled abroad, 64.1% of them have done so in the last 3 years and 68.9% anticipating doing so again within the 2010~2012 time frame. A second aspect shows that most potential Alaskan tourists learned the most about Korea through the television and from their friends and relatives that have traveled to the region. The last especially relevant aspect determined from the general tourist profiles regards their intentions of future travel to Korea. The average of the respondents’ desire to visit Korea is somewhat positive (3.02 of 5) with 32.2% planning on eventually traveling to the country.

Alaskan Travel Agent Profiles – Interesting Aspects

There are several aspects belonging to the Alaskan travel agents that might be relevant to Korean tourism marketers. The first is that they generally sourced the majority of their information about destinations from travel guides, brochures and the internet. Another interesting point is that they do not consider themselves particularly influential (2.5 out of 5) in directing travelers towards specific travel destinations. This lack of influence might suggest that Korean tourism officials should not put undue marketing attention solely on the travel agents.

Alaskan Traveler - Korean Knowledge

As noted by Echtner and Richie (2003), destination knowledge includes the perceived image reserved by the traveler for their journey’s terminus. With this in mind, the survey asked about the respondents’ knowledge of Korea. The basic response was overwhelmingly that the population knew little of the region (2.2 of 5). This self-evaluation was not
exactly confirmed when solid percentages chose correct answers for the map position, language, population and Korean famous person identification,

**Alaskan Travel Agent - Korean Knowledge**

Responses by the Alaskan travel agents show a bit lower perception of regional knowledge (2.08 of 5) followed by a decidedly worse overall level of correct responses in map location identification, population selection and famous Korean selection. These differences between the two respondent groups could indicate that not only have the travel agents not received any specialized regional knowledge, it may also show that the relative need for additional knowledge has not been required.

**Alaskan Traveler – Korea Image**

With the primary focus of this study being the identification of Alaskan travelers’ image of Korea, this study posed a number of structured and unstructured questions. The first question was based on stereotypical photos of the region and the top 3 images that held the most relevance to the potential travelers were of a large crowd of people with the Korean flag (66.7%), the DMZ (49.1%) and of Seoul city at night (43.5%). Additional structured questions revealed that respondents felt that only Korean prices were below the level found in Alaska. All other comparisons dealing with education, urban development, danger and culture showed levels above that of Alaska. However, they only moderately felt that Korea was exotic, exciting, a good destination for travel and had an interesting cultural history.
The unstructured question in this section requested the respondent to write in their primary images of the country with the top 5 specific responses: kimchi, crowds/too many people, Korean War or just war, Kim Jong Il or something related to ‘dictator’, and the DMZ. These images correlate with the identification of 3 of the 5 top photo images selected as well as with the perceived level of danger. However, the top two images were only held by 6.3% each of the people and the last several images were shared by 2.7%, displaying a substantial lack of a common view of Korea. It is interesting to note that kimchi, the most widely chosen key word, directly corresponds with a study conducted in 2007 in Seoul that showed 20% of the foreign travelers chose kimchi as being the most representative image of Korea. See Appendix 1 for additional information.

**Alaskan Travel Agent – Korea Image**

As in other sections, Alaskan travel agents displayed some similarities as the travelers but still showed some very distinct differences. Two of the three top choices of the stereotypical Korean photos were also chosen in the same order as those that best met the destination images held by the potential travelers. Exactly as the primary choices of travelers, Alaskan agents also chose the image of the large Korean crowd with the flag (63.2%) and followed it with the night image of urban Seoul (42.1%) as the third choice. The non-matching image was of an auto factory (50%).

The additional structured questions also displayed a growing number of differences with the agents feeling that Korean prices and level of danger was below Alaska with the level of urban development and infrastructure roughly equal to the state. Coming in above Alaska, agent
respondents perceived that Korean people’s education and professionalism as well as their culture was above the Alaskan level. The last structured question showed that the agents felt fairly neutral about Korea’s cold temperatures, wealth and wildlife whereas they had a very strong agreement about all of other categories to the point where their feelings were far greater than those of the travelers regarding Korea’s exotic aura, level of expense, quality of Korean products, and that the region is a good destination for travel.

The unstructured question responses were also quite different to those of the travelers. The resulting images held by the travel agents were food (referenced to exotic, strange, or similar response), crowds/overcrowded, high tech, culture and scenic countryside. Comparing the top 10 agent responses to those of the travelers only provided 3 to 4 common associations of which the primary strong images were of overcrowding, war and those related to food. The travel agent views were only slightly more commonly held than those of the travelers with the top image held by 10.8% of the agents and the last several images were shared by 3.4% displaying a continued lack of a unified view of Korea. See Appendix 1 for additional information.

**Traveler / Travel Agent – Data Comparison and Implications**

Comparing the structured and unstructured images held by Alaskan travel agents and potential travelers brought many similarities and substantial differences to light. For the structured questions involving the Korean photographs, the travel agents and potential travelers showed a great deal of similarity in choosing 2 of the 3 top pictures. However, the
other structured questions only yielded relative similarities regarding the perceptions of 5 of the 15 separate questions. The rest of the queries revealed moderate to substantial differences. The unstructured descriptive images also displayed the same lack of close similarities with close key word correlations for only 3 of the top 10 responses as well as being held in common by only a fairly small percentage of the group members. These definite differences in perceptions reinforce the notion held by many Korean tourism industry advisors and officials that Korea lacks a clear, consistent image in the minds of foreigners.

This point is also substantiated when the sample groups’ general knowledge of Korea is considered. Even though general knowledge about a region does not necessarily form the entire basis of the destination image in peoples’ minds, it does play a role in ensuring that the image is one anchored close to reality. Although the potential travelers showed a much higher tendency overall than travel agents to identify correct answers, especially in both the map location identification and famous Koreans, both parties felt that they possessed a distinct lack of knowledge about Korea. One negative implication of this information is that the greater tendency for incorrect answers by the travel agents shows a remarkable lack of any specialized knowledge on the part of the travel agents, one could assume, make a living providing travelers information on destinations. This implication, combined with the agents’ self-perceived lack of influencing power, might construe that Alaskan travel agents see themselves as more ticket processors than travel advisors and thus removing their need for greater destination education.

In addition, the lack of a common image between the two groups,
coupled with the travel agents’ greater lack of destination knowledge seems to indicate that a priority for Korean tourism marketers should be the establishment and promotion of a clear, strong image for modern Korea and the identification of what contextual knowledge that will be most important and effective in the education of potential foreign tourists and those who assist them in their travel plans. Based on collected data, marketers should consider using TV as the primary media form for potential travelers, travel guides and brochures for travel agents and appropriate internet tools as a secondary tool to reach both groups.

Another important implication regards the specific destination image that both parties have of the region. Many of the strongest images for both groups, as selected amongst the stereotypical photographs and unstructured key words, are based on potentially quite negative images that associate Korea with being a crowded nation plagued with war and unrest. Although, by many standards, Korea is a fairly crowded nation, the current reality behind the images of war and unrest is not accurate. The primary implication here is that tourism marketers in Korea shy away from heavily promoting the past war, the on-going negative interactions with North Korea or anything that portrays Korea as poor or crowded. An example of this is the Korean government’s attempt to shift the focus away from DMZ, the demilitarized zone boundary between the two Korea’s, as a hostile relic of the Cold War to one that attracts green tourism to this unintentional ecological reserve (Oh, 2009). The continued association of these negative images with the region clearly implies that tourism marketers have a long way to go before they can fully realign the image of Korea away from that of a poor, war ravaged country to one
closer to its self chosen strategic direction.

The last implication from the data might provide the foundation of an effective marketing campaign aimed at directly and effectively reaching perspective travelers. As evidenced from the data, a relatively high proportion of the sample populations (49.5%) have had close friends who have lived in or visited Korea. In addition, 54.8% of the same group of potential travelers also used their close friends and family as their primary source of travel information. Presumably, some of those same people who have previously lived in Korea would also be used as references for the country. Due to the fact that travel agents do not feel themselves to have a very great power over ticket buyers, directly or indirectly, using friends and family who have visited the country as goodwill ambassadors or at least positive references to assist in creating a favorable impression from a trusted source amongst the potential traveler community. This approach might prove to have some value to regional marketers.

Overall Recommendations:

✧ Develop/introduce a consistent, clear and unique image based on a long-term plan.

✧ Create an educational program for both potential US travelers and travel agents. Focus should be on the travelers.

✧ Implement a plan to cultivate visitors and people who have lived in Korea to act as goodwill ambassadors or at least provide positive feedback to friends/family.
CONCLUSION

This study has identified both the great similarities and differences in destination image held by both potential Alaskan travelers as well as travel agents. It has also identified that many of those similar perceptions are incorrect, negative or contrary to what the region’s marketers might want to promote. Without a modification of this image through education or other means, marketers will not be able to attract the numbers of Alaskan/American tourists as they may hope.

There are several issues that might have had negative impacts on the results of this study. If larger numbers of either potential travelers or travel agents had participated, different results may have been identified is the first issue. A second potential problem may have resulted from the questions or organization of the survey. A different survey might have resulted in a different set of answers that may or may not be closer to reality than those received in the initial study.

Future studies could include a comparison of perceived images between the potential tourists of this study and actual tourists, either on their way to Korea or those just leaving, to identify differences in images and knowledge.

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Per Capita Income by State. (n.d.) Available online at

http://www.infoplease.com/ipa/A0104652.html


## APPENDIX

Appendix 1: Alaskan Potential Traveler and Alaskan Travel Agent Korean Image Questions

<table>
<thead>
<tr>
<th>Stereotyped Korean Images (Multiple image selection allowed)</th>
<th>Traveler</th>
<th>%</th>
<th>Travel Agent</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korean Crowd w/Flag</td>
<td>72</td>
<td>66.7%</td>
<td>24</td>
<td>63.2%</td>
</tr>
<tr>
<td>Nighttime Seoul</td>
<td>47</td>
<td>43.5%</td>
<td>16</td>
<td>42.1%</td>
</tr>
<tr>
<td>DMZ</td>
<td>53</td>
<td>49.1%</td>
<td>7</td>
<td>18.4%</td>
</tr>
<tr>
<td>Auto Factory</td>
<td>39</td>
<td>36.1%</td>
<td>19</td>
<td>50%</td>
</tr>
<tr>
<td>Mountains</td>
<td>18</td>
<td>16.7%</td>
<td>8</td>
<td>21.1%</td>
</tr>
<tr>
<td>Buddhist Temple</td>
<td>15</td>
<td>13.9%</td>
<td>18</td>
<td>47.4%</td>
</tr>
<tr>
<td>NK Kim Jong Il</td>
<td>36</td>
<td>33.3%</td>
<td>11</td>
<td>28.9%</td>
</tr>
<tr>
<td>Rice Paddy</td>
<td>21</td>
<td>19.4%</td>
<td>13</td>
<td>34.2%</td>
</tr>
</tbody>
</table>

### Open-Ended Question – Images of Korea

(Top 10 Images are listed)

<table>
<thead>
<tr>
<th>Tourist Responses</th>
<th>Agent Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Kimchi</td>
<td>1. Food(Exotic/Diff.)</td>
</tr>
<tr>
<td>2. Crowds/Too Many People</td>
<td>2. Crowds/Overcrowding</td>
</tr>
<tr>
<td>5. DMZ</td>
<td>5. Scenic Countryside</td>
</tr>
<tr>
<td>6. Divided Nation</td>
<td>6. Big Cities</td>
</tr>
<tr>
<td>7. Korean Food</td>
<td>7. Traditional</td>
</tr>
<tr>
<td>8. Bulgogi/Korean</td>
<td>8. Old</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>BBQ</th>
<th>Architecture/Bldgs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>2.7%</td>
</tr>
<tr>
<td>5</td>
<td>3.4%</td>
</tr>
<tr>
<td>10. Rice</td>
<td>10. Poor</td>
</tr>
<tr>
<td>12</td>
<td>2.7%</td>
</tr>
<tr>
<td>5</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Korea/Alaska Comparison Questions</th>
<th>Index Value (1=Below AK Level, 2=Equal to AK, 3=Above AK)</th>
<th>Index Value (1=Below AK Level, 2=Equal to AK, 3=Above AK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prices in Korea</td>
<td>1.6</td>
<td>1.92</td>
</tr>
<tr>
<td>2. Korean people’s education/professionalism</td>
<td>1.87</td>
<td>2.41</td>
</tr>
<tr>
<td>3. Korean level of urban development and infra.</td>
<td>2.51</td>
<td>2.05</td>
</tr>
<tr>
<td>4. Korea is dangerous.</td>
<td>2.25</td>
<td>1.62</td>
</tr>
<tr>
<td>5. Korean culture</td>
<td>2.44</td>
<td>2.76</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feeling of what Korea is like.</th>
<th>Index Value(1=Strongly Disagree/5=Strongly Agree)</th>
<th>Index Value (1=Strongly Disagree / 5=Strongly Agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. It is very cold in Korea.</td>
<td>2.85</td>
<td>2.26</td>
</tr>
<tr>
<td>2. Korea is an exotic and unusual place.</td>
<td>3.76</td>
<td>4.32</td>
</tr>
<tr>
<td>3. Korea is a wealthy place.</td>
<td>2.7</td>
<td>2.45</td>
</tr>
<tr>
<td>4. Korea is a good destination for travel.</td>
<td>3.37</td>
<td>4</td>
</tr>
<tr>
<td>5. Korea is too expensive.</td>
<td>2.72</td>
<td>3.32</td>
</tr>
<tr>
<td>6. Korea has a great diversity of natural attractions</td>
<td>3.26</td>
<td>3.67</td>
</tr>
<tr>
<td>7. Korea has an interesting cultural history.</td>
<td>4.26</td>
<td>4.58</td>
</tr>
<tr>
<td>8. Korea is an exciting place.</td>
<td>3.52</td>
<td>3.5</td>
</tr>
<tr>
<td>9. Korea products/services possess good quality.</td>
<td>3.21</td>
<td>3.9</td>
</tr>
<tr>
<td>10. There are many animals in Korea.</td>
<td>2.57</td>
<td>2.7</td>
</tr>
</tbody>
</table>