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UNDERGRADUATE THESIS

THE REPUBLIC OF KOREA AS A POTENTIAL MARKET FOR SLOVENE INBOUND TOURISM

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STATEMENT

I, **Tina Bregant**, a student of the Faculty of Economics, hereby declare that I am the author of this diploma thesis, written under the supervision of mag. **Kir Kuščer**. I authorize the text to be published on the Faculty of Economics' websites.

Ljubljana, March 18, 2010 Signature: _______________

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INTRODUCTION

Korean tourists are becoming diversified and are looking for new unexplored travel options. Long-haul destinations are becoming increasingly popular among the Korean middle and upper social classes. To the Korean consumer, international travel represents an opportunity to become more cosmopolitan and sophisticated and it is furthermore an important source of personal growth, learning, and rejuvenation. Korean tourists are strongly attracted to destinations associated with images promoted by popular culture and mass media, especially if they are also recommended by friends and family (KMS, 2010, p. 16).

According to the Korean Market Strategy (hereinafter referred to as "KMS"), the most promising Korean tourists like to avoid the well-known tourist destinations and prefer to explore those that are less well-known (KMS, 2010, p.16). Although Slovenia still represents a less well-known tourist destination for the Korean tourists, it observed a continuous growth of their arrivals between 2005 and 2008, before the global decrease of international tourist arrivals which lasted until the end of 2009 as a negative consequence of the global economic crisis. Against the backdrop of both the upturn in the international tourism figures and overall economic indicators in the recent months, UNWTO forecasts an increase in the international tourist arrivals of between 3% and 4% in 2010 (UNWTO, 2010, p. 1).

The thesis focuses on the Korean outbound tourism which, according to UNWTO, represents one of the most important outbound tourism markets globally (UNWTO, 2009, p.52). The purpose of the study is to determine the present state of the Korean outbound tourism market and its influence on the Slovene inbound tourism. In addition, the aim of the study is to explore whether South Korea, officially named the Republic of Korea (hereinafter referred to as "Korea"), represents a potential market for the Slovene inbound tourism or not.

The methodology used in this undergraduate thesis includes an exploratory and quantitative approach. A quantitative research is carried out with a questionnaire in which the potential Korean tourists represent the examinee group. In addition, an in-depth interview with Mr. Kim, CEO of the Sketch tourist agency, is carried out. The tourist agency Sketch is one of the leading tourist agencies in the city of Daegu and specialises in organising governmental trips. Both the questionnaire and the in-depth interview are primary researches. Primary findings are related to the secondary data gathered from the relevant governmental publications and other literature.

The thesis is divided into six chapters. A short overview of the study is as follows:

The first part of the thesis focuses on the Development plan and policies of the Slovene tourism 2007-2011 (hereinafter referred to as "DPPST 2007-2011") where the Slovene tourism strategies, policies, and the Slovene tourism market division are represented.

The second part of the thesis focuses on the Korean outbound tourism market. A short introduction to the Korean outbound tourism market is given through a demographical, geographical, and economical overview of Korea, followed by a description of the Korean holidays. In the continuation, the second part ends with the analysis of the outbound Korean tourism.

In the third part, Korea as a Slovene inbound tourism market is explored with the use of a questionnaire which was distributed among the Koreans who represent the potential tourists for Slovene inbound tourism.

The fourth part focuses on the SWOT matrix of the Slovene tourism market for the Korean tourists, representing the strengths, weaknesses, opportunities, and threats of the Slovene inbound tourism market for the Korean tourists.

In the fifth part, recommendations for attracting Korean tourists to Slovenia, created with the help of the in-depth interview, are suggested. The conclusion of the fifth part concentrates on the implementation of a personalized tourism product for the Korean tourists.

The sixth part puts forward recommendations for further research which are derived from the research findings. The thesis closes with a conclusion in which the main findings of the research are summarized.

1. DEVELOPMENT PLAN AND POLICIES OF SLOVENE TOURISM

The strategies and policies of Slovene tourism are described in the Development Plan and Policies of the Slovene Tourism 2007-2011 (hereinafter referred to as "DPPST 2007-2011"). The purpose of this document was to design an efficient development model of Slovene tourism for a defined period of time that would provide an optimum method for evaluating all key attributes and potentials of the Slovene tourism (Uran et al., 2007, p. 10).

Uran et al. (2007, p. 12) proposed development policies and strategies for the Slovene tourism in the envisaged period from 2007 until 2011. The policies and strategies are based on a detailed analysis of the internal and external environment and on the consideration of the latest trends in the tourism development. From the analysis, the vision, corporative and business strategies, policies, and activities for the achievement of the basic strategic objectives are derived.

1.1 Slovene tourism strategies

The strategies for the implementation of strategic objectives are divided into two levels:
- basic strategies, and
- business strategies.

The *business* strategy focuses on small-scale investments into resources, understanding of target consumers, and the formation and designation of the tourism destination. The main reason for seeking above-average and long-term sustainability of tourist development lies in its competitive advantage which is possible to achieve through the strategies of cost-effective management, product differentiation, and market niche development (Uran et al., 2007, p. 37).

The *basic* strategy of Slovene tourism aims at strengthening mutual links and cooperation in common planning, designing, and marketing. In order to successfully compete in the global market, tourist activity (whether at the international, national, regional, or even local level) needs to be integrated into "symbolic networks" (at the international, national, regional or local level) and to cooperate in the network of organizations with others so as to jointly optimize the overall tourist services, tourism supply, and integrated tourism products. This relationship entails the elaboration of upgraded approaches that will provide new benefits to tourist activity (organizational and environmental) so that they will be recognized on the one hand and succeed in the international global area on the other (Uran et al., 2007, p. 28).

The basic strategy is implemented by:

- expanding the model of Slovene tourism organization at all levels;
- internationalizing Slovene tourism and tourism providers;
- designing tourist destinations and key tourism policies, and
- developing new forms of the tourism sector management.

The model for upgrading the system of organisation of the Slovene tourism comprises the following four levels: international, national, regional, and local. Additionally, it includes all major stakeholders acting at separate levels and processes taking place between them in order to attain the jointly defined basic strategic objective, i.e. the long-term competitiveness of the Slovene tourism (Uran et al., 2007, p. 15).

The internationalization of the Slovene tourism supply and tourism providers would, according to Uran et al., enable the Slovene tourism to become globally competitive. With the internationalization of the tourism providers, information about Slovene tourism would become more easily accessible. In consequence, Slovenia would become globally recognized and thus attract more foreign tourists (Uran et al., 2007, p. 15). In addition, Slovenian Tourism Board (hereinafter referred to as "STB") is already making ambitious presentations in distant countries to attract new tourists and to contribute to a better internationalization of the Slovene tourism supply. The official STB travel guide, published on its website (www.slovenia.info), reports on a presentation of the Slovene tourism in Seoul which took place in September 2008 and was also the first of its kind in Korea. The presentation was made with the purpose of presenting Slovenia to Korean tour operators and introducing the Slovene tourism to a wide Korean market of 48.5 million potential travellers (STB, 2008).

When considering Slovenia as a tourist destination, it is necessary to take into account that Slovenia is a small-sized country which can be easily explored in only three days. On the other hand, long-haul tourists such as, for example, the Koreans are not likely to come to Europe because of a short three-day visit to Slovenia. With the aim to attract long-haul tourists, Slovenia has to collaborate with its nearby countries and participate with its tourism supply as an important part of an integrated tourism product (hereinafter referred to as "ITP"). Bieger (2000, p. 395) defines ITP as a product which is bought and spent by tourists. Regarding Bieger's definition, a newly formed tourism product can be called an ITP, because it can be offered by tourism agencies and bought as a final tourism product by the Korean tourists. The so called ITP will consist of the Slovene tourism supply and the tourism supply of other nearby countries, namely Italy, Austria, Germany, Hungary, and the Czech Republic.

1.2 Slovene tourism policies

Policies are based on strategies (basic and business) and include a wide range of guidelines to promote growth and development of Slovene tourism, which are to be followed by individual competent authorities with a view to implement the DPPST (Uran et al., 2007, p. 39).

DPPST 2007-2011 includes the following policies:

- tourist destination development,
- human resource development,
- marketing and promotion,
- sustainable and regional development,
- quality management,
- information technology development,
- business environment and investment development, and
- research and development in tourism.

Management of tourist destination is a comprehensive strategic approach to achieve the competitiveness of tourist destination on the global market where the main role is played by tourists and their demand for the tourist destinations and ITPs. Efficient organization or tourist destination will result in a good ITP, which originates in concepts in such a manner that the service is related to the objective while its attractiveness, effective marketing network and adequate infrastructure, which draws a maximum number of tourists (Uran et al., 2007, p. 42).

The human resources development policy investigates human resources management which deals with general knowledge of human resources and certain measures in this area. The tourism industry is a labour-intensive service industry and, as such, dependent on the social and technical skills of its personnel, their dedication to work, and their behaviour. Improving the quality of human resources in enterprises, i.e. investing in people, undoubtedly represents one of the most direct and cost-effective ways of improving a tourism product (Uran et al., 2007, p. 47).

The marketing and promotion policy should primarily focus on creating a positive experience on the first visit to Slovenia. By developing tourism products aimed at offering tourists a positive experience, Slovenia could become a developed tourism destination (Uran et al., 2007, p. 55).

United Nations World Tourism Organisation (hereinafter referred to as "UNWTO") notes that in 2005, the major information source affecting the outbound Korean travel decision was the Internet. At that time 30.7% of tourists used the Internet as a major information source when looking for information about their tourism destination (UNWTO, 2007, p.12). Uran et al. (2007, p. 70) mentions that in the future, the development of new technologies will bring significant changes in the tourism sector, in particular in the areas of the information services and communication support provision. In the context of tourism industry development, there are a number of areas that are greatly affected by new technologies in terms of ensuring competitive advantages. These fields are particularly the following: collecting and managing tourist related data, Customer Relationship Management (hereinafter referred to as "CRM"), promotion and marketing, e-operations, networking, education, information access in support of decision-making, etc. In this area, there is an opportunity for Slovenia to promote new tourist offers on the global market.

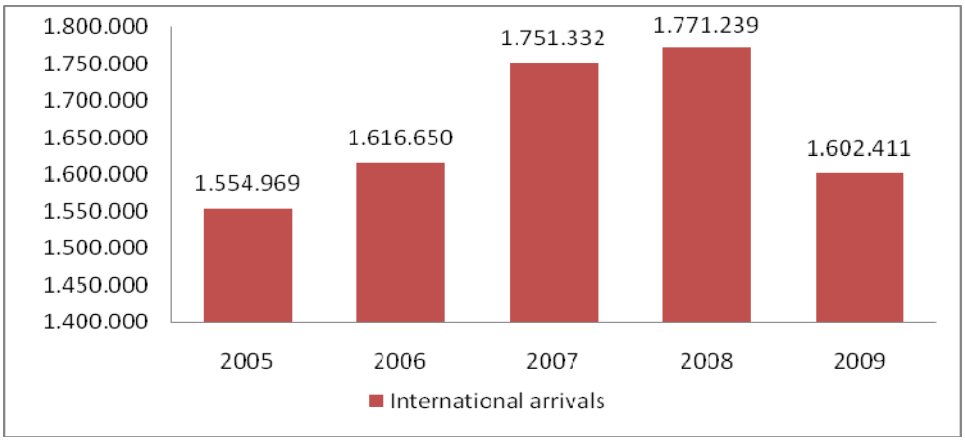
Omerzel Gomezelj and Mihalič (2007, p.1) describe the competitiveness of the Slovene tourism destination as defined by the De Keyser-Vanhove model of competitive destination. The model was applied to Slovenia in 1998 and it also studies the Integrated model of destination competitiveness development in a collaborative effort of researches dealing with the cases of Korea and Australia. It further examines its determinations and individual competitive indicators as perceived by the Slovenian tourist stakeholders on the supply side. The result shows that Slovenia is quite competitive in its natural, cultural, and created resources, but is not very competitive in tourism management.

Given the ever-increasing competition in the global tourist market, a quality assurance policy is very important as it ensures an appropriate level of quality of Slovene tourism for both existing and potential tourists (Uran et al., 2007, p. 66). Furthermore, the Korean tourists are quite demanding customers and therefore the quality of tourist supply is important. Nevertheless, Slovenia has the possibilities and the potential to satisfy the Korean tourists by offering some very appealing tourist attractions in Slovenia, an on the other hand to attract them by the nearness of its several nearby countries.

1.3 Slovene tourism market division

The Slovenian Press Agency (hereinafter referred as an "STA") on its website (http://www.sta.si) reports on a decrease of Slovene tourism in 2009 which was affected by the global economic crisis and a change in tourism trends. According to Statistical Office of the Republic of Slovenia (hereinafter referred to as "SORS") the number of international arrivals to Slovenia decreased by 6% from 1.771.239 to 1.602.411 in 2009 compared to 2008 (SORS, 2010). The number of the international tourist arrivals to Slovenia from 2000-2009 is shown in Figure 1. Additional data on Slovene tourism arrivals and overnight stays of domestic and foreign tourists over the period 2000-2008 can be found in Appendix 1.

Figure 1: International tourist arrivals to Slovenia, 2000–2009



Source: SORS, 2010.

In 2009, tourism accounted for 44% of export services in Slovenia. In the same period, its share in Gross Domestic Product (hereinafter referred to as "GDP") stood at 11.9%, and 1.200 new positions of employment were created in the tourism sector (Bank of Slovenia, 2009). The Ministry of the Economics reports that tourism sector in 2009 accounted 116.000 employment positions which represented 13.6% of all employments in Slovenia in the same year (Ministry of the Economics, 2010).

When taking a look at Slovene tourism market division, STB divides the Slovenian tourism market in four main groups (2010, p.1):

- *key markets* (Germany, Austria, Italy, Croatia),
- *avio destinations* (U.K. and Ireland, Benelux, Scandinavia, Russian Federation and Ukraine, France, Israel, Spain, and Finland),
- *other perspective markets* (Hungary, Russian Federation, USA and Canada, Switzerland, Netherlands, Ukraine, Greece, the Czech Republic, Slovakia, Poland, former Yugoslavian countries, Bulgaria, and Romania),
- *new markets* (USA, China, Japan, and Australia),

At the moment, the existing market division does not place Korea in any of these groups. Furthermore, if we compare the Korean tourist arrivals with the Chinese arrivals to Slovenia, we notice the likeness between these two inbound tourism markets to Slovenia. SORS recorded 5.292 Chinese tourist arrivals to Slovenia in 2009, while in the same period 4.765 Korean tourist arrivals to Slovenia were registered (SORS, 2010). Regarding this comparison, Korea could be placed among the countries which represent new markets for the Slovene tourism, together with the Chinese tourism market. In order to better understand the context of Korean arrivals to Slovenia, Table 1 shows the comparison between top five inbound tourist markets as well as the Korean and Chinese arrivals to Slovenia in 2009. Since Slovenia registered a sharp increase of the Japanese tourism arrivals in the last three years and as Japan represents a neighbouring country to Korea, the table also includes a comparison with the Japanese tourism market. Both in terms of tourist arrivals and overnight stays, Italy remains the leading outbound market for

Slovene inbound tourism with 381.785 arrivals in 2009 (SORS, 2010). Additional data on Slovene inbound tourism can be found in Appendix 2.

Table 1: Top five inbound tourist markets in Slovenia, 2009

2009	Country	Number of arrivals in 2009	%
	Total	1.602.411	100
1.	Italy	381.785	23,8
2.	Austria	191.102	11,9
3.	Germany	166.188	10,4
4.	Croatia	86.595	5,4
5.	United Kingdom	59.583	3,7
12.	Japan	46.062	2,9
36.	China (People's Republic)	5.292	0,3
38.	Republic of Korea	4.765	0,3

Source: SORS, 2010.

2 THE REPUBLIC OF KOREA AS AN OUTBOUND TOURISM MARKET

The UNWTO reports that the number of Korean world departures experienced a rapid increase after the liberalization of the overseas travel, introduced in 1986, when Korea observed 450.000 outbound tourists. However, due to the influence of the International Monetary Fund (hereinafter referred to as "IMF") economic crisis in 1998, the Korean outbound tourism diminished in the same year to 3.07 million Korean tourists which means 32.5% less Korean world departures in comparison to the previous year 1997 when 4.54 million Korean world departures were observed. As a result of a gradual recovery of the Korean economy in 1999, the number of outbound tourists increased rapidly by 41.6% to 4.34 million (UNWTO, 2007, p. 5).

The rapid increase of Korean world departures continued over the next years and in 2005 the Korean outbound travel market reached a high record of 10.080.143 Korean world departures. This can be seen later in Figure 3 where the data gathered from Korean Tourism Organization (hereinafter referred to as "KTO") are depicted. The achieved high record was a positive influence of a strong currency exchange rate favouring the Korean won against the US dollar. The Korean outbound tourism carried on with the rapid increase to the peak of 13.324.977 in 2007 which is known as the Korean outbound tourism miracle. In 2008, the decline of Korean travelling abroad was noted due to the global economic crisis as well as due to a series of political tensions and natural disasters (UNWTO, 2010, p. 3).

2.1 Overview of the Republic of Korea

2.1.1 Demography and geography

Korea is situated on the Korean Peninsula that lies on the north-eastern section of the Asian continent. The peninsula shares its northern border with China and Russia, eastern with the East

Sea, and southern border with the neighbouring Japan. The size of Korea can be compared with the size of Britain or Romania (Kim, 1978, p.154).

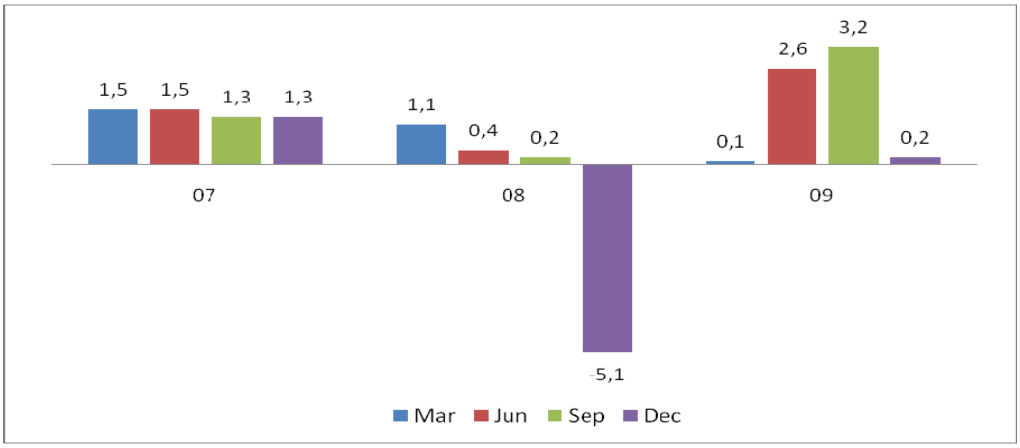
In terms of demographics, the population of Korea as of July 2009 was 48.509 million, among which more than 10 million live in the capital city of Seoul. At the administration level, the country consists of nine provinces; the capital city of Seoul; and six metropolitan cities: Busan, Daegu, Incheon, Gwangju, Daejeon and Ulsan. The people of the whole country speak one language and share distinct physical characteristics since they are believed to be descendants of several Mongol tribes that migrated to the Korean Peninsula from Central Asia (Federal Statistical Office, 2009, p. 6).

2.1.2 Economic profile

The Korean economy recovered quickly from a brutal war with its new neighbour North Korea between 1950 and 1953 and from the economic crisis that struck in 1997 (Song, 2003, p. 83). Korea made a dramatic progress and became an industrial powerhouse over the past 50 years (Gyewan 2009, p. 57). The reason for a fast recovery lies in powerful families, named *chaebols*. Chaebols, better known to the Western world as LG, Hyundai, KIA, and Samsung, are companies led with the help of a strong government involvement, the American and Japanese assistance, top-down economic leadership, and a very high degree of control by the Korean government (Bharadwaj, 2006, p. 43).

The Korean GDP expanded at an annual rate of 0.20 percent in the last quarter of 2009. According to the World Bank, the Korean GDP was worth 929 billion US dollar or 1.50% of the world economy in July 2009 (Bank of Korea, 2010). Figure 3 below depicts the Korean GDP annual growth from 2007 to 2009. More data on the Korean economy profile can be found in Appendix 3**.**

Figure 2: Korean GDP annual growth rate, 2007–2009 (%)



Note: The data are taken from the quarter measurements made in March, June, September and December each year.

Source: Bank of Korea, 2010.

2.1.3 Korean Holidays

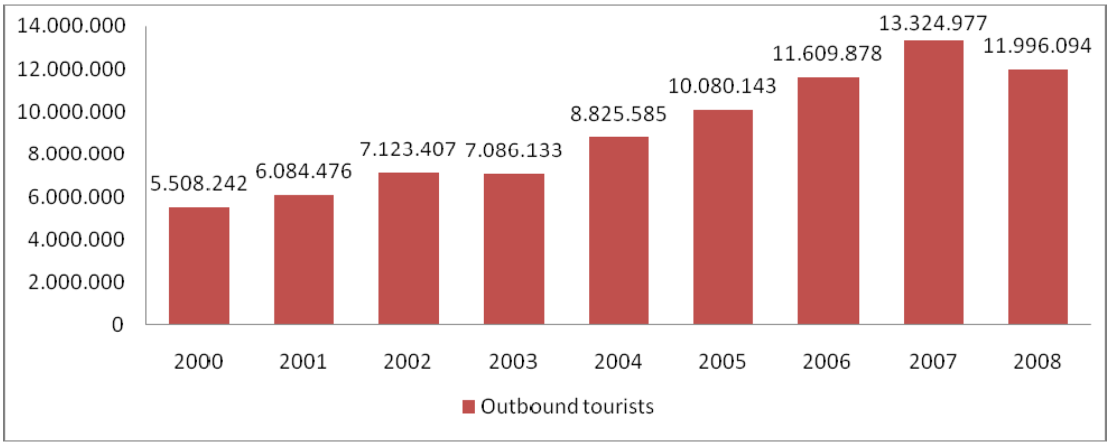
According to the information given in the UNWTO's report on The Asia and the Pacific Intra-regional Outbound Series 2007 for the Republic of Korea (2007, p. 2), Korea established its five-day workweek in 2005 which positively influenced Korean tourism departures and leisure patterns as family or individual travel increased.

Another important factor for designing the Korean destination tourism product of travelling to Europe is a fact that Korean holidays are still limited to less than 11 paid days (UNWTO, 2007, p. 2). Therefore, Koreans mostly decide to save their holidays for a long-haul yearly summer trip.

2.2 Korean outbound tourism

In 2005, the Korean overseas departures reached the number of 10.080.143, an increase of 14.2% in comparison with the previous year, which is represent in Figure 3, giving an overview of the Korean outbound tourism from 2000 to 2008. When considering the size of the Korean outbound tourism market today, the focus is on the latest figures on their overseas travelling which in 2008 represented 11.996.094 Korean outbound tourists, namely 11.1% less than in the previous year (UNWTO, 2010, p. 4).

Figure 3: Korean outbound tourism, 2000–2008



Source: KTO, 2009.

In 2008, the total tourism revenues reached 9.02 billion US dollar and the expenditure of 12.64 billion US dollar was recorded. By the end of 2008, the outrunning revenue was at a 33.5% deficit what can be seen in Table 2. The outbound tourists outnumbered the inbound ones by 40.1% and the Koreans spent more money overseas than foreign tourists spent on visiting Korea. Although the number of Korean outbound tourists in 2008 because of the global economic crisis declined, the year 2008 finished at a 33.5% deficit. Table 3 shows the Korean tourism revenue and expenditure over the four year period, from 2005 to 2008 (UNWTO, 2010, p. 6). Mora data on Korean tourism revenue and expenditure from 1990-2006 can be found in Appendix 4.

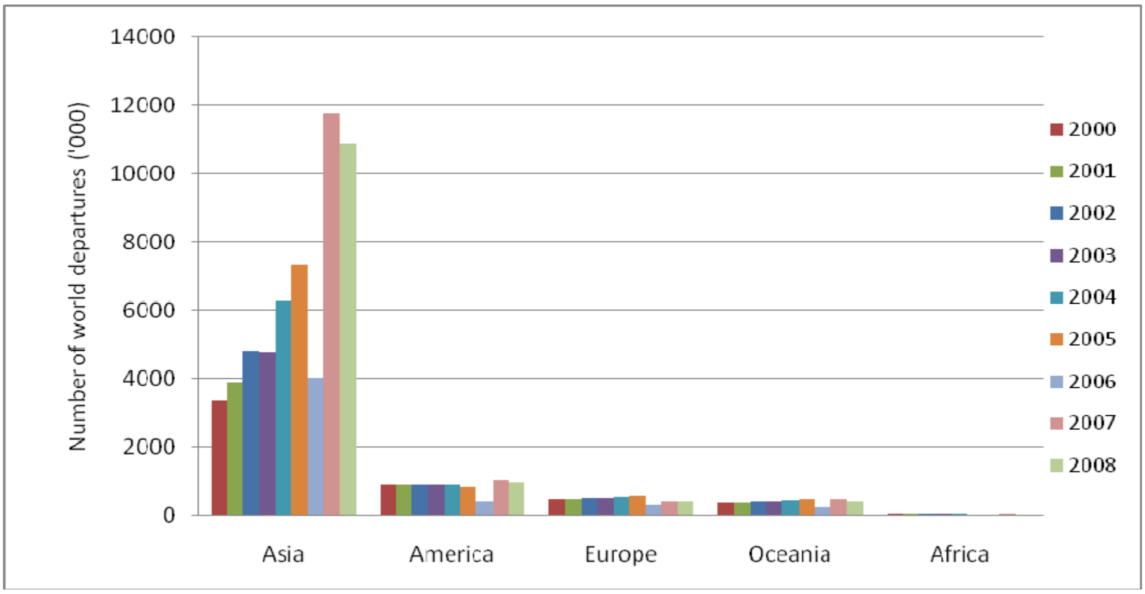
Table 2: Korean tourism revenue and expenditure, 2005–2008

Year	Revenue (US$ million)	Expenditure (US$ million)	Balance (US$ million)	Bilance +/- (%)
2005	5,649.8	11,942.7	- 6.292.9	65.5
2006	5,759.8	14,335.9	- 8,576.1	36,2
2007	6,093.5	16,950.0	- 10,856.5	26,7
2008	9,017.1	12,641.1	- 3,642.0	33,5

Source: KTO, 2009, p. 17.

The favourite travel destinations of Korean outbound tourists are still the Asian countries. In 2008, more than 11.75 million Korean tourists visited Asian countries, among which Japan was visited by 2.38 million Korean tourists and represented the most popular Asian country by Korean tourists. In the same year, America represented the second most popular destination by the outbound Korean tourists as it was visited by 1.01 million Korean tourists. The third most popular destination was Oceania with 463.000 Korean visits. Europe represented the fourth most important inbound tourism market for Korean tourists in 2008, which was visited by 392.000 Korean tourists (KTO, 2009). The Korean outbound tourism to Asia, America, Europe, Oceania, and Africa is represented in Figure 4. More data on Korean outbound tourism can be found in Appendix 5.

Figure 4: Korean outbound tourism, 2000–2008



Source: KTO, 2008.

Travel to Europe represented 4% of the total outbound Korean travels in 2008. In the same year, United Kingdom (hereinafter referred to as "UK") was the Korean most visited European country with 74.422 Korean arrivals. The second most desirable inbound European country in 2008 by Korean tourists was Germany which recorded 57.021 Korean arrivals. The Korean arrivals for the period 2000-2008 to European countries are listed below in Table 3.

Table 3: Korean arrivals to European countries, 2000–2008

	Destination	2.000	2.001	2.002	2.003	2.004	2.005	2.006	2007	2008
	Europe	369.287	394.645	439.777	465.980	536.757	583.098	301.875	411.000	392.000
1.	UK	89.362	98.602	118.552	129.289	141.854	141.606	74.422	/	/
2.	Germany	74.828	75.891	95.101	102.138	111.845	116.224	57.021	160.868	143.439
3.	France	64.685	69.588	78.561	77.950	90.859	95.994	52.556	/	/
4.	Netherlands	33.664	38.267	40.860	40.589	42.883	48.771	25.052	/	/
5.	Switzerland	19.308	17.829	24.153	22.531	26.155	39.542	23.731	/	/
	Slovenia	/	/	/	/	/	2.972	4.337	7.096	6.151

Note: From 2007 onwards Korea does not have any statistics regarding other outbound European countries.

Source: KTO, 2009.

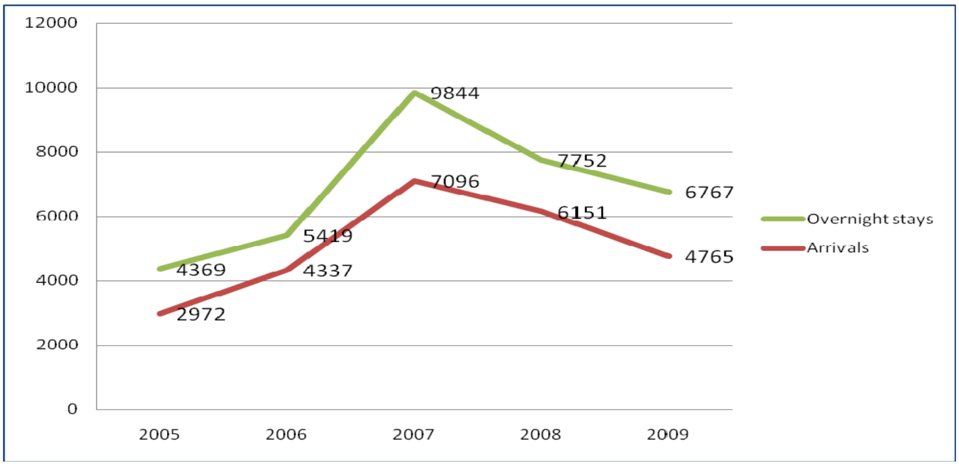
The data on the Korean outbound tourism in 2007 and 2008 are given only for Germany and Slovenia, because KTO from 2007 onwards recorded only the departures to Germany and not to other European countries. The data on the Korean departures to Slovenia was gathered from SORS. From 2000 to 2005, the increase of the Korean arrivals to Europe was noted, followed by a sudden decrease in 2006 which was a consequence of high European prices and of a decrease in value of the Korean wan in comparison with the US dollar. In 2007, the Korean arrivals to Europe increased and it is likely that the improvement of the Korean won contributed to that. In the next year, a decline of the Korean arrivals to Europe was noticed as a consequence of the global economic crisis which touched the world tourism industry (UNWTO, 2009).

3. THE REPUBLIC OF KOREA AS AN INBOUND MARKET FOR SLOVENE TOURISM

Slovenia experienced a growing demand from Korean tourists in the period between 2005 and 2007 when the Korean arrivals reached the peak of 7.096 arrivals to Slovenia which is shown in Figure 5 (SORS, 2010). The economic crisis caused a decrease in the international tourism arrivals worldwide as well as a decrease in the Korean arrivals to Slovenia in 2008, when a fall to 6.151 Korean inbound arrivals was observed. These unfavourable conditions lasted until the end of 2009, when the drop to 4.765 Korean arrivals to Slovenia was observed. On the other hand, in the same period the international tourism arrivals are estimated to decline worldwide by 4% or, in other words, to 880 million.

Against the backdrop of both the upturn in the international tourism figures and overall economic indicators in the recent months, UNWTO forecasts a growth in the international tourism arrivals of between 3% and 4% in 2010. Asia is expected to continue showing the strongest rebound, while Europe and the Americas are likely to recover at a more moderate pace (UNWTO, 2010, p. 1). According to the UNWTO's predictions regarding the Asian market, the Slovenian inbound tourism market can soon expect more arrivals from the Asian countries and an increase in the Korean arrivals as a consequence of the strong rebound of Asia.

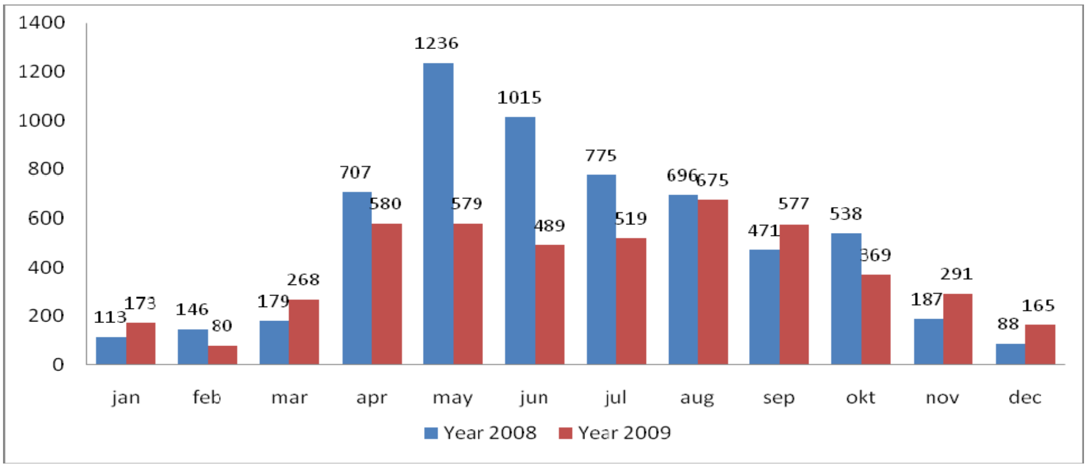
Figure 5: Korean outbound tourist traffic to Slovenia, 2005–2009



Source: SORS, 2010.

Because Korean holidays are limited to less than 11 paid days per year, Koreans mostly decide to save their holidays for a longer distant yearly trip which generally takes place during their summer holidays in June and July (UNWTO, 2007, p.6). The seasonal trend is also observed in Slovenia, where more Korean arrivals were recorded in May, June, and July which coincides with the period of the summer holidays. In 2008, Slovenia observed 6.151 Korean arrivals, among which more than a half were realised during the summer months May, June, July, and August (SORS, 2010). Figure 6 shows the seasonal trend of Korean inbound tourists to Slovenia with a comparison of Korean arrivals to Slovenia in 2008 and 2009.

Figure 6: Seasonality of Korean arrivals to Slovenia, 2008–2009



Source: STB, 2010.

In addition, UNWTO reports that the Korean outbound tourists are becoming less interested in the traditional travel destinations while with the proper packaging and promotion this could be an opportunity for previously less well known destinations (UNWTO, 2009, p. 21). In consequence, the Korean new travel trend can represent an opportunity for the Slovene tourism which is globally still not very well recognized.

3.1 The questionnaire among potential Korean tourists

In order to obtain primary data on the Korean outbound tourism behaviour, a questionnaire was designed. It was made with the help of a Google template survey and was published on the Internet for a period of three weeks. The link to the questionnaire was open for three weeks in December 2009 and was addressed to Koreans who could be potential tourists to the Slovene inbound tourism.

3.1.1 Questionnaire background

The objective of the questionnaire was to answer the following question: Does Korea represents a potential market for Slovene inbound tourism? The question is at the same time also the main research question. The questionnaire analysis will thus provide the final answer which will confirm or reject the main research question. The questionnaire and its analysis can be found in Appendix 6 and 7.

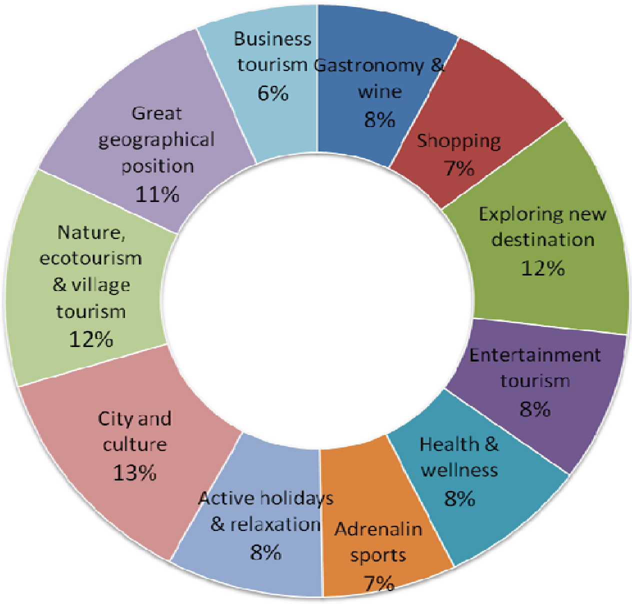
The basic methodology data are as follows:

Time of the research	December 2009
Method of gathering data	Questionnaire was published on the internet
Survey population	N=103
Sample description	29 male (28%) and 74 (72%) female
Age	55% aged 20-30
	35% aged 31-40
	7% aged 41-50
	3% aged 51-60
Occupation	Officer Worker 30%
	Business person 6%
	Self-employed 6%
	Professor 1%
	Student 42%
	Others 16%

3.1.2 Korean purpose of visit Slovenia

The first part of the questionnaire examined the reasons for visiting Slovenia which were described by Korean examinees. The reasons for visit were given through a combination of Slovene tourism products as defined by STB: (business tourism, gastronomy and wine, nature ecotourism and village tourism, city and culture, active holidays and recreation, adrenalin sports, health and wellness, entertainment tourism) and other reasons (great geographical position, shopping, exploring new destination) for visiting Slovenia. The Koreans were asked about the reasons for visiting Slovenia. The examinees were asked to rank each statement containing the Slovene tourism product or reasons for visiting Slovenia from 1 to 5, whereby number 1 represents the least important reason for visiting Slovenia for a Korean tourist and 5 the most important one. The reasons for visiting Slovenia from the view of the Korean examinees, is represented in Figure 7.

Figure 7: Reasons for visiting Slovenia



Source: Own observation, 2010.

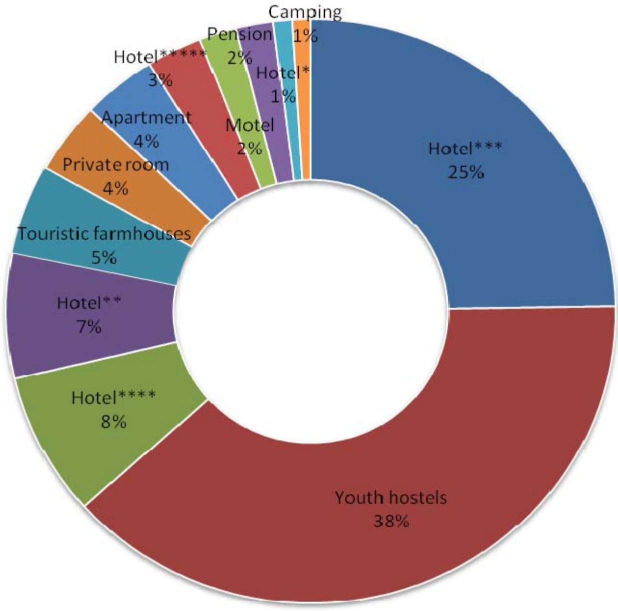
According to the results of the questionnaire, the preferred reasons to visit are cities and culture, followed by natural sceneries and local village tourism, gastronomy and wine, active holidays and health and wellness tourism. This is why Slovenia can be a very interesting unexplored destination for Korean tourists. In addition to the questionnaire observations, the Korean tourists would be interested in: the Karst region (Postojna and Škocijan caves), city heritage (Ljubljana, Ptuj, Piran), active holidays (Soča valley, golf tourism), and natural sceneries (Bled, Bohinj).

The questionnaire also confirms that exploring a new destination which has a good geographical position is one of the most important reasons why the Korean tourists would visit Slovenia. Moreover, Slovenia has to make good use of its advantage of an excellent geographical position and especially of the proximity of other European tourism attractions. If that is not taken into account, Slovenia cannot represent the potential tourism destination for the Korean tourists. Thus, when designing an integrated tourism product (ITP) for the Korean tourists, the nearby countries have to be included. The integrated tourism product will consist of the visits to Munich, Salzburg, Prague, Vienna, Budapest, Venice, Verona, and Milano and the three day visit to Slovenia as an important part of the ITP.

3.1.3 Korean preferential accommodation type while travelling in Europe

The second question was asking the Korean tourists about what type of accommodation they would prefer while travelling to the European countries. The examinees were asked to choose just one accommodation type. Figure 8 shows that the most preferential types of accommodation are youth hostels, for which 38% of Korean tourists decided, and three star hotels, for which 25% of the examinee population opted.

Figure 8: Types of accommodation



Source: Own observation, 2010.

When estimating the results obtained with this question, it has to be taken into account that 55% of the examinees were aged between 20 and 30 years and they mostly represented the student population. In consequence, the youth hostels become the most important type of accommodation for the Korean tourists. If the wide young student population were excluded, the data would most likely be more representative and would probably show that the type of accommodation the Koreans would prefer while travelling to Europe are three or four star hotels. Table 4 confirms the previous forecast which shows that among all types of tourist accommodations in Slovenia, three and four star hotels were the most desirable among Korean tourists in 2008.

Table 4: Occupancy of the Slovene tourism accommodations by the Korean tourists, 2008

	Accommodation	Number of Korean tourists
	Accommodations together	6151
	Hotels together	5755
1.	Hotels***	2816
2.	Hotels****	2586
3.	Hotels**	195
4.	Hotels*****	136
5.	Hotels*	22

Source: SORS, 2009.

Based on SORS data on types of tourist accommodation in Slovenia in 2008, represented in Appendix 8, Slovenia has enough accommodation facilities to accommodate Korean tourists, but they are mainly situated in Ljubljana, Maribor, and on the Slovenian coast. With the increase of

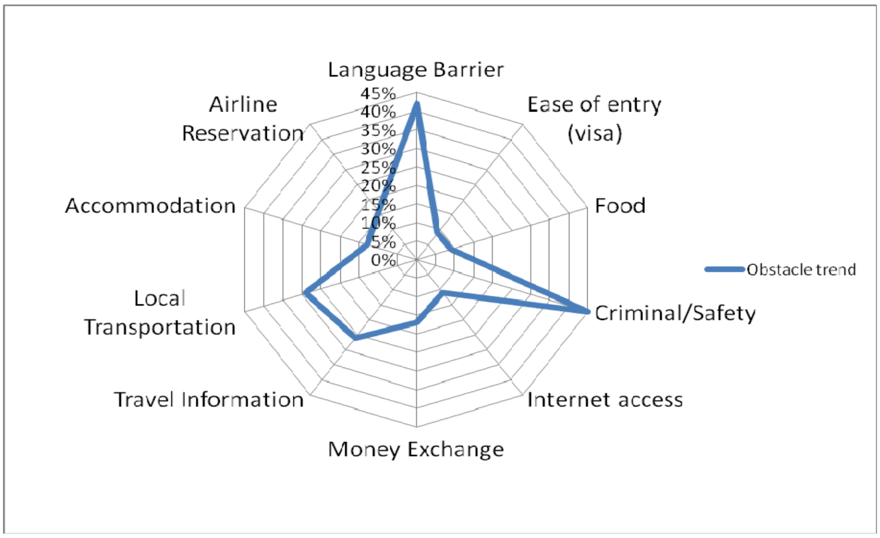
Korean and other Asian tourism arrivals to Slovenia, Slovenia would in the future need more three and four star hotel facilities.

The interesting observation provided by the questionnaire is that many examinees chose farmhouses as an interesting type of accommodation while spending holidays in Europe and Slovenia. This observation confirms the UNWTO statement (2007, p. 21) which reports that Koreans are becoming less interested in traditional travels and, as the questionnaire confirms, the same is true also with regards to the type of accommodation.

3.1.4 Inconveniences of Korean tourists while travelling in Europe

The third question in the questionnaire was stated with the aim to gather data about the main inconveniences for the Korean tourists while travelling to Europe. While UNWTO (2007, p. 4) reports that language was the major inconvenience for the Korean tourists while travelling in Europe, the questionnaire reports two main obstacles while travelling to Europe. The main one is crime and the second one is language barrier. The questionnaire observations are depicted in Figure 9.

Figure 9: Obstacles while travelling abroad



Source: Own observation, 2010.

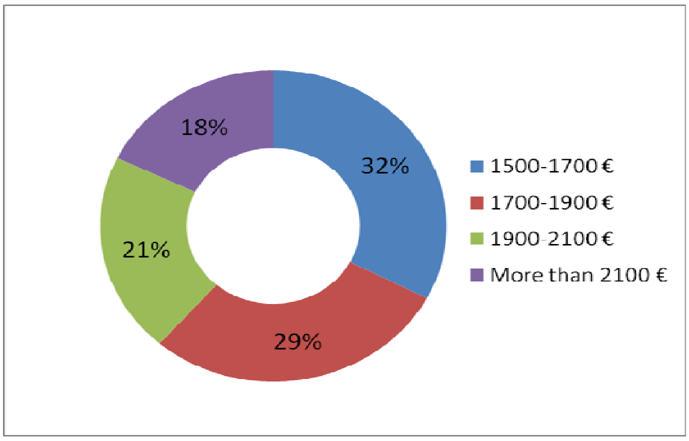
Slovenia is known as a country with a low incidence of criminal and, moreover, almost everyone speaks at least one foreign language, generally English. From this point of view, Slovenia represents a favourable country for the Korean tourists.

3.1.5 Korean expenditure for a 10-day trip to Europe

The last question in the questionnaire considered the Korean expenditure. The aim of the question was to gather the primary information about the expenditure expectations of the Korean tourists to the European countries. The question is divided in two parts. The first one gathers data on the Korean expenditure for a 10-day trip to Europe and the second one collects the information about any extra expenditure.

The results for the first part of the question show that for a 10-day trip to Europe, including the airfare, lodging, food (breakfast and dinner), and transportation, 32% of the examinees would spend between 1500 and 1700 Euro, 29% of the examinees would spend between 1700 and 1900 Euro, and 39% of the examinees were prepared to spend more money for such a trip. However, the large population of young examinees who are mostly students and are usually ready to spend less money on travelling needs to be taken into account. The expenditure expectations from Korean tourists are shown Figure 10.

Figure 10: Expenditure on a 10-day trip to Europe



Source: Own observation, 2010.

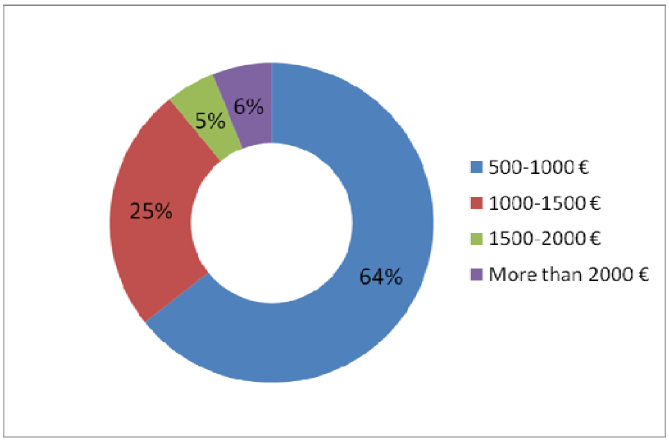
UNWTO (2007, p. 14) reports that the Korean outbound market is quite consumptive and can be compared to the Japanese outbound tourism expenditure. The Japanese Tourism Board (hereinafter referred to as "JTB") reports about the Japanese average expenditure on the overseas travel which was in 2007 2.534 US dollar per travelling person (JTB, 2009). In 2007, due to a sharp increase of the Korean outbound travels, the Korean Tourism Organization measured the expenditure on the overseas Korean travel which amounted to 2.312 US dollar per travelling person (KTO, 2008).

The Korean tourists also like to spend their money on shopping in big European cities and in duty-free shops. They also spend a lot of money on souvenirs and local products (KMS, 2010, p.4). Unfortunately, the Slovenian souvenir supply is not very wide and needs improvement when considering the Korean customers who are looking for unique souvenirs and local products with a substantial add value. Moreover, UNWTO (2009, p. 72) reports that relaxation and shopping are gradually becoming two of the important decision factors for the Korean travellers as more and more Koreans need to escape from the hectic city life. Slovenia can guarantee the relaxation in a number of ways, but high-profile shopping with special supply cannot be assured. This is why Slovenia needs partner markets to satisfy the Korean tourists.

The questionnaire shows that 64% of examinees are ready to spend between 500 and 100 Euro on extra shopping, 25% are ready to spend between 1000 and 1500 Euro, 5% between 1500 and

2000 Euro, while 6% of examinees are ready to spend more than 2000 Euro for extra expenditure. The expenditure distribution can be seen in Figure 11.

Figure 11: Extra expenditure on a 10-day trip to Europe



Source: Own observation, 2010.

According to the UNWTO survey, the Korean tourists are likely to shop in big European cities while travelling to Europe (UNWTO, 2009, p. 5). When designing a package trip to Europe for the Korean tourists it is necessary to consider where to take the Korean tourists shopping and buying souvenirs. Ljubljana has important shopping centres and boutiques where the supply is substantial, but probably still could not satisfy the Korean tourists. Thus, the Koreans should be taken shopping to other cities outside Slovenia, such as Milan, Venice, or Vienna, which could be a part of the ITP for Korean tourists.

The questionnaire confirms the main research question of this undergraduate thesis which states that Korea represents a potential market for Slovene inbound tourism. Furthermore, Slovenia is not meant as a tourism destination for the Korean tourists, but it should be presented as an important part of a wider "visiting area" in which also other nearby European tourism attractions (Vienna, Salzburg, Munich, Prague, Budapest, Venice, Verona, Milan) are taking part in the formulation of the personalized tourism product for Korean tourists.

4 A SWOT MATRIX OF THE SLOVENE TOURISM MARKET FOR KOREAN TOURISTS

Johnson, Scholes, and Whittington (2008, p.119) describe SWOT analysis as one of the most common strategic management models which summarises the key issues from the business environment and the strategic capability of an organisation that are most likely to influence strategy development.

Based on the previous findings of the analysis of the Slovenian tourism highlights and the Korean tourism behaviour, a SWOT matrix was drawn up. The tool provides a systematic approach to identifying strengths, weaknesses, opportunities, and threats to assist the strategic planning process. The strategic aim is to maximize the strategic factors affecting the opportunities of the Slovene tourism market for the Korean tourists. Key strengths and opportunities of the Slovene market will be brought into focus with the purpose to attract the Korean tourists. Figure 12 shows the SWOT analysis of the Slovenian tourism market for the Korean tourists through four main areas of interest: strengths, weaknesses, opportunities, and threats.

Figure 12: SWOT matrix of the Slovenian tourism market for Korean tourists

STRENGTHS	WEAKNESSES
▪ Diverse tourism offer in a small area ▪ Preserved nature, cultural heritage, city culture ▪ Rich contemporary cultural creation ▪ Small-scale Europe ▪ Cuisine and wines ▪ Safe country with a low level of crime ▪ Geographical location (close to the European attractions: Viena, Venice, Salzburg, Budapest, Prague, etc.) ▪ Four season tourism supply ▪ Good weather ▪ Maximum experience in a short time ▪ Local village tourism	▪ Offer is not integrated ▪ Less well known destination ▪ Weakness in level of tourism quality ▪ Lack of standardised offer ▪ Lack of information ▪ Lack of the Internet marketing ▪ No integration between business, foreign investments, and tourism ▪ Lack of organisational and marketing skills for bringing Koreans to Slovenia ▪ Not enough knowledge about Korean tourist market ▪ Lack in personalised offer developement ▪ No direct airline connection between Slovenia and Korea ▪ Short time experience
OPPORTUNITIES	THREATS
▪ Destination with qualitative tourism supply ▪ Easily accessible destination (close to important foreign airports) ▪ Destination with individual offers ▪ Exploring new European destination ▪ Destination with culturally rich offer ▪ Destination with authentic offer ▪ Short travelling distances ▪ Sustainable natural destinations ▪ Promotion on the long-haul destinations ▪ Combined offer of Slovenian tourism sights and other nearby European destinations	▪ European tourism destinations with similar, but cheaper tourism supply ▪ Too high European prices ▪ Not enough cooperation with nearby European tourist markets ▪ Need for longer block holidays for Korean tourists (current maximum is 10 day block holidays) ▪ Loss of target market because of unsuccessful marketing in distant markets (Asian countries)

Source: Own observation, 2010.

The *strengths* are described through the attributes of the Slovenian tourism that are helpful with reaching the Korean tourists. The general strengths of Slovenia for attracting the Koreans are hidden in diverse tourism supply, natural attractions, local village tourism, and city culture. These are the attributes that stir the Korean interest. Discovering the cultural atmosphere in a natural setting of the Alpine, Mediterranean, and Pannonia ambiences and cultures nestled among the world-famous destinations such as Salzburg, Prague, Vienna, Budapest, Venice, Verona, Milan, Munich, and the Adriatic represent attributes that form a maximum experience in a short time. The strengths show the potential of the Slovenian market for the Korean inbound tourism.

The *weaknesses* of the Slovenian market are represented in the lack of information about the Slovenian tourism products and the limping Internet marketing which is one of the reasons why Slovenia is still not well recognized as a tourist destination. Therefore, Slovenia should invest more in the development of the Internet marketing and collaborate with the nearby tourism markets. While there is still no direct airline connection between Slovenia and Korea, Slovenia should emphasize its nearness to other important European airports such as, for example, Munich, Vienna, and Venice. Furthermore, Slovenia can attract more Korean tourists with charter flights from Seoul to Ljubljana or with already existing charter flights from Japan which is a neighbouring country to Korea.

The *opportunities* are the external conditions that help attracting the Korean tourists to the Slovenian tourism destination. Because Slovenia is such a small country, it has to connect its tourism supply to that of the other nearby countries and thus form an ITP. With the help of other close countries, Slovenia could become more recognisable and could be able to be a part of the ITP which could include visits to Slovenia, Austria, Italy, Germany, Hungary, and the Czech Republic. Omerzel Gomezelj and Mihelič (2007, p.7) report that the competitiveness of the Slovenian tourism could be substantially improved by raising the awareness of the Slovene tourism products in foreign markets and by Slovenian geographical location.

The forth group of the SWOT matrix is represented in *threats*, the external conditions which could divert the Korean tourists away from the Slovenian market. The main threat could be a loss of the Korean tourists to the Slovenian market, because of other cheaper European destinations with a similar tourism supply. These countries are mainly the Eastern European countries and the Balkan countries: Slovakia, Poland, the Czech Republic, Hungary, Serbia, Montenegro, and Croatia. Another reason for a threat could be inappropriate current marketing in distant countries, as at the moment in Korea, originating from the cultural misunderstandings. Furthermore, before entering this new market, a study of the Korean culture should be undertaken.

5. RECOMMENDATIONS FOR ATTRACTING KOREAN TOURISTS TO SLOVENIA

The strategy of the Slovenian tourism defines tourism trends which are primarily directed toward increasing the percentage of guests from middle- and long-distance markets (i.e. avio guests). This is also the area where new tourism markets come into account and it may be claimed with quite a lot of certainty that Korea is one of them.

The development of the information technology is the second area where Slovenia needs improvements in order to attract the Korean tourists. The information technology facilitates marketing and promotion at the best price on the one hand and rapid communication on the other. It also requires new approaches which Slovenia will have to adopt. Information technology is present in all branches of tourism; however, it is most relevant in the reservation area. It is necessary to set up a reservation system in Slovenia that will facilitate an easy integration of the individual suppliers. In the Slovenian tourism, certain operators have well established central reservation systems (CRS), while others will have to upgrade and/or introduce them to their businesses (Uran et al., 2007, p. 85).

Major information sources influencing the outbound travel decisions of the Koreans include travel agencies, the Internet searches, and recommendations by others. The Koreans want to know the details of their trip in advance, through various channels, among which the Internet is most frequently used. More than 30% of the Korean travellers make their bookings, payment, and information search prior to travelling on the Internet (UNWTO, 2007, p. 13). From this perspective the Internet access during the travel is a very important factor which has a significant influence on the Korean tourist satisfaction.

In terms of the promotion of the Slovenian tourism, the presence at the Korean market is very important. STB noticed this at the right time and made its first presentation on the Korean market in 2008. On the other hand, STB is representing only the Slovene tourism supply and is not dealing with promotion of the integrated tourism product as suggested in this thesis. Thus, the promotion of the ITP which includes a visit to Slovenia and its nearby markets has to be done by the Slovene tourism agency which would specialise for the Korean tourists. Moreover, Slovene tourism agency would reach more Korean tourists by establishing new contracts with some of the most important tourist agencies in Korea or with the ITP's promotion on other European markets which are integrated in this “visiting area”.

5.1 In-depth interview proposal for entry into Korean market

The following observation was made on the basis of an in-depth interview recorded in Korea in 2009. The in-depth interview was made with Mr. Kim, CEO of the Tourism agency Sketch. Tourism agency Sketch is one of the leading tourism agencies in the city of Daegu which is the Korean third largest city. The agency specialises in organising trips for Daegu’s government personnel and other important delegations trips. With the help of the in-depth interview some proposals for the Slovenian entry into Korean market were made.

Mr. Kim pointed out that Slovenia should be promoted as a country with a great geographical position and the vicinity of other major European attractions such as Vienna, Milan, Venice, Frankfurt, Prague, Budapest, and Salzburg should be emphasized. While promoting Slovenia because of its geographical position, the map with distances to the other cities and attractions is needed. The distances to the closest European major cities should be described with the help of time circles (indicating which cities are 2 hours of drive away, 3 hours away, 4 hours away etc.). This map should also be a part of any advertisement. For promotion of the Slovene tourism in Korea a new catchy slogan would be needed, for example “Slovenia – your new Prague or Paris”, since the majority of the Korean tourist would love to visit Prague or Paris. Promotion with this kind of a slogan may attract more Korean tourists. Words such as “small”, “colourful”, “intensive”, and “diverse” could be used in the new slogan.

Before introducing ITP to the Korean market, the first tourism product for a "trial group" should be offered. The first step would be to bring approximately ten important Koreans (managers, CEOs, governmental personnel) to Slovenia and present them with the new tourism product. At the same time this would be an important promotion for the Slovene tourism as it would also offer some guidelines for the tourism offer improvement. Because the promotion plays a major role in offering a new tourism product, STB should considering opening a representative office in the Korean capital, Seoul. The report about in-depth interview can be found in Appendix 9.

5.2 Implementing personalized tourism products

When designing a trip across central or central Eastern Europe for the Korean tourists, it should be taken into account that Koreans have only 11 days of paid holidays yearly which are usually not available in block and are most often spent during the summer months. From this aspect, the planning of a 10-day trip to Europe is most suitable for the Korean tourists. In consequence, this is an advantage for the Slovenian tourism as Slovenia can be explored in only three days. On the other hand, Korean tourists will mainly never decide to visit only Slovenia as a long-haul destination. Therefore, Slovene tourism offer has to become a part of an ITP prepared in cooperation with its nearby countries. Thus, Slovenia can collaborate with its nearby countries and prepare a personalized integrated tourism product for Korean tourists, consisting of the following: 3-day visit to Slovenia and 5-day visit to other nearby European destinations (Munich, Salzburg, Prague, Vienna, Budapest, Venice, Verona, and Milan). Together with a 2-day return flight, a 10-day tourist trip to Europe can be offered. The behaviour of the Korean tourists and their interests which are depicted by the questionnaire survey influence the design of the travel program which is represented in Appendix 10.

With the promotion of a perfect geographical position and the nearness of other European tourism destinations, Slovenia could attract more Korean tourists. However, the Slovene tourism agency is concentrated on the promotion of the Slovenian tourism only. Therefore, an ITP should be promoted by a Slovenian tourism agency which would specialize in this area, namely in attracting the Korean tourists to Slovenia by offering them package tours. This would be interesting also because UNWTO (2007, p.3) reports that the Korean outbound tourists increasingly prefer package tours and that currently, over 60% of outbound travellers purchase packaged tours.

As Chen (2000, p.347) notes in his research about the case study of the Korean outbound travellers' destinations, the Korean tourists disclosed that Europe or Middle-East Europe were chosen as Korean travel destinations. It needs to be emphasized that from Chen's point of view a tourism product which includes the Slovene tourism supply and the supply of other nearby countries could represent a new tourism destination.

In the definition of the tourism destination Bieger (2000, p. 399) states the main criteria for the formation of the tourism destination. According to Beiger, tourism destination can thus be named as such only if the interests of the tourism supply are represented before the political and other public. Additionally, the tourism supply offered by the countries which compose the new integrated tourism product do not form a new tourism destination, since the tourism product is not represented in the political public nor is it politically represented. Consequently, ITP cannot be referred to as a new destination tourism product. Moreover, Davidson and Maitland (1997, p. 282) define tourist destination as an area which has a public and/or elected board which is responsible for planning and management. Again, according to this definition, a new tourism product cannot be acknowledged as a new tourism destination.

6. RECOMMENDATIONS FOR FURTHER RESEARCH

As the research observation shows, Slovenia with its natural and cultural resources represents an attractive tourism destination for the Korean tourists who show more interest in the long-haul and less known destinations. In order to attract more Korean tourists to Slovenia, collaboration with other nearby Slovene countries is needed, since Slovenia cannot represent the final tourism destination for the Korean tourists because of its small size. Uran et al. (2007, p. 28) report about the importance of the future networking. This of course applies to the Slovene tourism and its integration into global flows. Slovenia will only be successful if it is included into networks with other countries (Uran et al., 2007, p. 28). Furthermore, an ITP with the collaboration of Slovenia and its nearby tourism countries was suggested in this thesis in order to target the Korean tourists, although such a program cannot be represented as a new tourism destination.

The research opens new questions for further research regarding the question of how to attract more Korean tourists to Slovenia. STB is already aware of the fact that Korea represents a new potential market for the Slovene inbound tourism, which STB confirmed with its first representation in Seoul in 2008. The first steps were thus taken with this presentation, but the right marketing and promotion strategy for attracting more Korean tourists to Slovenia still needs to be researched. Moreover, the research opens new questions about the most suitable way to integrate the Slovene tourism supply in the wider European market, where the Korean tourists could also notice it. This thesis presents one of the possible answers to this question, but it may be likely that there are other locations, for example Croatia, that could be interesting for Koreans. Thus, several vacation packages, similar to the one presented in this thesis, could be prepared on the basis of new, geographically extended research. Additionally, this thesis focuses on one specific Asian country. However, new research on travel patterns and preferences of other Asians could be made to find out whether the conclusions about the Korean travel preferences and attitudes described in this thesis are comparable to other Asian nations. In this way, the propositions regarding integrated travel packages, prepared specifically for the Koreans, may be extended to other Asian tourists, such as the Chinese. Finally, once the propositions of this thesis would come into practice, a research on their efficacy should be carried out so as to confirm that they are appropriate for the Korean tourists and to confirm the Koreans' satisfaction with the proposed program. In this way, new suggestions to further improve of the tourism supply could be made.

Furthermore, regarding the marketing of ITP, a new contract between the Slovene tourism agency and the Korean tourism agency should be taken into consideration. Moreover, the possibility of the cooperation between STB and the Slovenian tourism agency (i.e. public private partnership) has to be analysed, which on the other hand illustrates the importance of the collaboration between the private and the national sector (i.e. Slovene tourism agency and STB).

CONCLUSION

The thesis answered the research question of the Korean market potential for the Slovene inbound tourism. The statement that the Republic of Korea may be a prospective market for Slovene inbound tourism is confirmed through the questionnaire observation, the in-depth interview findings, and literature review.

Slovenia observed an increase of Korean arrivals since 2005. The continuity of the increase in the Korean arrivals was interrupted by the global economic crisis in 2008 when the Korean outbound tourism to Slovenia decreased by 13.32% in comparison to 2007. The reduction trend continued in 2009 when the negative consequences of the economic crisis could still be observed. UNWTO already reports the improvement of prospects for the global tourism arrivals in 2010. Given the recent upturn in both international tourism figures and the overall economic indicators, UNWTO forecasts a growth in the international tourism arrivals of between 3% and 4% in 2010 (UNWTO, 2010, p. 1). Positive predictions foresee an increase in the international tourism arrivals which should in consequence positively contribute to the growth of the Korean outbound departures to Europe and Slovenia.

The questionnaire observations confirm that the Korean tourism behaviour includes interest in natural scenery, city culture, and local village tourism. Relaxation and shopping are gradually becoming two other important decision factors for the Korean travellers. In addition, Slovenia has a wide supply of leisure and wellness tourism, but does not offer high-quality shopping which could satisfy more demanding guests such as the Koreans. With the linking of a wider tourism offer which would, for example, also include shopping in Milan or Venice, Slovenia can form a perfect tourism destination for Korean tourists.

Since Koreans have 11 days of paid holidays yearly, a trip to Europe cannot exceed 10 days. Taking that into account, a suggestion for a final trip was made which would consist of a 3-day visit to Slovenia and a 5-day visit to other nearby European countries. Because Korea is a distant country, 2 extra days need to be considered for the return flight.

The overall conclusion is that Korea represents a potential market for the Slovene inbound tourism. This conclusion is reached on the basis of the UNWTO observation which states that the Koreans are becoming less interested in traditional travel destinations which could represent an opportunity for previously less well known destinations such as Slovenia (UNWTO, 2009, p. 21). The results of this thesis further imply that it is important to emphasize that Slovenia cannot represent the final tourist destination for Koreans by itself, but needs to cooperate in this endeavour with partners from other nearby European countries. A visit to Slovenia should thus also be related to a visit of some of the most important tourist cities in nearby countries, such as Munich, Salzburg, Prague, Vienna, Budapest, Venice, Verona, and Milan.

POVZETEK DIPLOMSKEGA DELA V SLOVENŠČINI

Korejski turisti postajajo vse bolj raznoliki in dobro osveščeni o novih turističnih destinacijah ter o trendih, ki jih narekuje svetovni turistični trg. Tradicionalne in znane turistične destinacije postajajo za korejski emitivni turistični trg vedno manj zanimive, zato korejski turisti iščejo nove turistične destinacije, med katerimi prevladujejo vse bolj oddaljene. Obisk nove, doslej še manj znane turistične destinacije, ki je oddaljena, predstavlja za korejske turiste vir osebne rasti, s katero se Korejci radi ponašajo. Korejski turisti se za potovanje najraje odločijo na podlagi priporočil prijateljev ter znancev, še raje pa informacije pridobijo sami s pomočjo interneta (Korean Market Strategy, 2010, str. 16). Medtem ko se korejski turisti vse bolj izkazujejo interes ter naklonjenost manj znanim turističnim destinacijam, se v ospredje postavlja priložnost slovenskega turizma, ki je v obdobju 2005-2007 zabeležil strmo naraščanje prihodov korejskih turistov.

Diplomsko delo z naslovom *The Republic of Korea as a potential market for Slovene inbound tourism* se v osnovi osredotoča na korejski emitivni turistični trg, ki po besedah Svetovne turistične organizacije Združenih narodov (v nadaljevanju UNWTO), v svetu zaradi svoje velikosti (48,5 milijona ljudi) predstavlja enega bolj pomembnih emitivnih turističnih trgov svetovnega turizma. Namen diplomske naloge je preučiti značilnosti korejskega emitivnega turizma ter njegovo odražanje na slovenskem receptivnem turističnem trgu. Cilj diplomske naloge je odgovoriti na naslednje raziskovalno vprašanje: Ali Republika Koreja (v nadaljevanju Koreja) predstavlja potencialni trg za Slovenski receptivni turizem?[1]

Rezultati raziskave temeljijo na odgovorih potencialnih korejskih turistov, pridobljenih s pomočjo vprašalnika. Vprašalnik predstavlja glavni vir primarnih podatkov, ta primarnost pa se dopolnjuje s globinskim intervjujem z gospodom Kimom, generalnim direktorjem turistične agencije Sketch, ki je specializirana za organizacijo potovanj vladnih služb (Kim, 20009). Medtem ko vprašalnik in intervju predstavljata zbor primarnih podatkov, je zbor sekundarnih podatkov nastal s pomočjo znanstvene literature (članki, knjige) ter publikacij vladnih služb ter drugih organizacij.

Diplomsko delo je razdeljeno na šest poglavij. Prvo poglavje je osredotočeno na Razvojni načrt ter usmeritve slovenskega turizma 2007-2011 (v nadaljevanju RNUST). Poglavje povzema politiko ter strategije slovenskega turizma, kot tudi delitev slovenskih turističnih trgov. V drugem poglavju je predstavljen korejski emotivni turistični trg, kjer je opisana korejska geografska lega, ekonomija in drugi osnovni podatki, ki se zaključi s predstavitvijo korejskega emitivnega turizma. V tretjem poglavju je predstavljena analiza potencialnih korejskih turistov

[1] Kot navaja Mihalič (1998, str. 17), ima v turistični literaturi vsak izraz svoje mesto in bolj ali manj natančno določa vsebino. Tako je izraz receptivni turizem nastal v povezavi z izrazom recepcija, ki pomeni sprejemanje gostov, sprejemanje potnikov. Izraz receptivni turizem pa nekateri avtorji, med katerimi je tudi Gospodarska zbornica Slovenije (v nadaljevanju GZS) enačijo z izrazom vhodni turizem, zato se naslov diplomske naloge v prevodu glasi: Republika Koreja kot potencialni trg za Slovenski vhodni turizem, pri čimer izraz vhodni predstavlja sopomenko receptivnemu turizmu.

za slovenski receptivni turizem. V četrtem poglavju je predstavljena analiza prednosti, slabosti, priložnosti in nevarnosti (v nadaljevanju PSNP analiza) slovenske turistične ponudbe za korejske turiste, ki se nato nadaljuje v peto poglavje, kjer so predstavljeni predlogi, kako v Slovenijo privabiti korejske goste. Predlogi so bili oblikovani na podlagi intervjuja in rezultatov vprašalnika. Peto poglavje se nato zaključi z implementacijo personaliziranega turističnega produkta za korejske turiste. Šesto poglavje predstavlja zadnje poglavje, kjer so podani predlogi za nadaljnja raziskovanja, temu pa sledi sklep.

1. RAZVOJNI NAČRT TER POLITIKA SLOVENSKEGA TURIZMA

Strategija in politika slovenskega turizma sta zajeta v Razvojnem načrtu in usmeritvah slovenskega turizma 2007-2011 (v nadaljevanju RNUST), ki je ključni strateški dokument na področju razvoja turizma in opredeljuje vlogo in pomen posameznih akterjev na področju razvoja turizma (Uran idr., 2007, str. 1).

Strategije za uresničevanje strateških ciljev so razdeljene na dve ravni:

- temeljna strategija,
- poslovna strategija.

Temeljna strategija slovenskega turizma v obdobju 2007-2011 je usmerjena v krepitev povezovanja in sodelovanja pri skupnem načrtovanju, oblikovanju in trženju slovenskega turizma po načelih javno zasebnega partnerstva na vseh ravneh ter v krepitvi odličnosti (Uran idr., 2007, str. 13). Da bi turistična dejavnost (organizirana bodisi na nadnacionalni, nacionalni, regionalni ali celo lokalni ravni) uspešno tekmovala na novem, globalnem in rastočem tržišču, se mora integrirati v "simbolične mreže" (na nadnacionalni, nacionalni, regionalni in lokalni ravni) in sodelovati v mreži organizacij na tak način, da skupno optimirajo storitev/ponudbo/integralni turistični produkt (v nadaljevanju ITP). Tak odnos zahteva izdelavo novih, nadgrajenih pristopov, ki bodo turistični dejavnosti zagotavljali take prednosti (organizacijske in okoljske), da bodo prepoznavni v mednarodnem globalnem prostoru. Mreženje predstavlja prihodnost za slovenski turizem (Uran idr., 2007, str. 6). Pri tem je potrebno poudariti, da je za privabitev korejskih turistov potrebna integracija slovenske turistične ponudbe v širši geografski prostor, saj večina korejskih turistov ne bi izbrala Slovenije za ciljno turistično destinacijo. Z namenom pridobitve korejskih turistov kot ciljnega trga je potrebno oblikovati novo turistično ponudbo, ki bi Korejcem ponudila razloge za obisk tako Slovenije kot drugih bližnjih evropskih turističnih atrakcij. Zato je potrebno oblikovati ITP, ki bi povezal ponudbo slovenskega turizma ter ponudbo bližnjih evropskih držav. Bieger (2000, str. 395) opredeljuje ITP kot turistični produkt, katerega značilnost je, da ga turisti kupijo ter potrošijo kot celoto. Na podlagi Bieger-ove definicije, lahko novonastali turistični produkt poimenujem ITP, kateri zajema ponudbo slovenskega turizma ter ponudbo njej bližnjih držav, kot so Italija, Avstrija, Nemčija, Češka in Madžarska, ki bi pritegnila korejske turiste.

Slovenska turistična organizacija (2010, str. 1) v svoji delitvi trgov slovenskega turizma izpostavlja delitev na štiri trge:

- *ključni trgi*: Nemčija, Avstrija, Italija ter Hrvaška;
- *avio destinacije*: Velika Britanija in Irska, Beneluks, Skandinavija, Ruska federacija in Ukrajina, Francija, Izrael, Španija ter Finska;
- *ostali perspektivni trgi*: Madžarska, Ruska federacija, ZDA in Kanada, Švica, Nizozemska, Ukrajina, Grčija, Češka, Slovaška, Poljska, države nekdanje Jugoslavije, Bolgarija ter Romunija;
- *novi trgi*: ZDA, Kitajska, Japonska ter Avstralija.

Slovenska turistična organizacija (v nadaljevanju STO) v tej delitvi slovenskih turističnih trgov Koreje še ne omenja, a jo bo po vsej verjetnosti kmalu, saj je že opazila pomembnost ter priložnost korejskega emitivnega trga za slovenski turizem. Na Uradnem slovenskem turističnem informacijskem portalu (www.slovenia.info) najdemo podatek, da je STO svojo prvo predstavitev na korejskem trgu pripravila že septembra 2008. Če primerjamo število turističnih prihodov korejskih turistov s številom prihodov drugih narodov v Slovenijo, ugotovimo, da bi Korejo lahko primerjali s kitajskimi prihodi ter jo na podlagi primerjav z drugimi trgi uvrstili med nove trge, kamor spadajo Japonska, Avstralija, Kitajska in ZDA. Statistični urad Republike Slovenije (v nadaljevanju SURS) je v letu 2009 zabeležil 5.292 kitajskih prihodov ter 4.765 prihodov korejskih turistov (SURS, 2010). Kontinuirana rast mednarodnih turističnih prihodov v Slovenijo je bila leta 2008 zaradi gospodarske krize, ki je prizadejala tudi svetovni turistični trg, prekinjena. V primerjavi z letom 2008 je bil v Sloveniji v letu 2009 opazen upad mednarodnih turističnih prihodov za 6 % , in sicer z 1.771.239 na 1.602.411 (SURS, 2010).

Banka Slovenije poroča, da je v letu 2009 doprinos slovenskega turizma v bruto domačem proizvodu (v nadaljevanju BDP) znašal 11,9 %, turizem pa je istega leta predstavljal 44 % izvoza države ter 13,6 % celotne zaposlitvene strukture (STO, 2010).

2. KOREJSKI EMITIVNI TURISTIČNI TRG

Kontinuirana rast korejskega emitivnega turističnega trga se je nadaljevala vse do leta 2007, ko je dosegla višek v številu 13.324.977 mednarodnih korejskih odhodov. Leta 2008 je sledil upad na 11.996.094 mednarodnih odhodov, kar je v večji meri posledica gospodarske krize, ki je s svojimi posledicami še danes prisotna v turističnem sektorju kot tudi gospodarstvu nasploh (UNWTO, 2010, p. 3).

Podatki iz leta 2008 kažejo, da je bilo v tistem letu realiziranih 40,1 % več mednarodnega emitivnega kot receptivnega turizma ter da so korejski turisti zapravili več v tujini kot tuji turisti pri njih, kar je prispevalo k 33,5 % bilančnemu deficitu (Bank of Korea, 2009).

Po podatkih Korejske turistične organizacije (v nadaljevanju KTO) azijske države še vedno predstavljajo najbolj zaželene turistične destinacije za korejske turiste, med katerimi kot najbolj zaželena destinacija izstopa Japonska. Druga najbolj zaželena turistična destinacija so ZDA, sledi pa ji Oceanija in nato Evropa s 392.000 prihodi korejskih turistov v letu 2008. Med najbolj priljubljene evropske destinacije za korejske turiste štejejo Združeno kraljestvo Velike Britanije, Nemčija ter Francija (KTO, 2009).

3. REPUBLIKA KOREJA KOT RECEPTIVNI TRG ZA SLOVENSKI TURIZEM

V obdobju 2005-2007 je bilo v Sloveniji opazno povečanje prihodov korejskih turistov, ki se je leta 2007 povzpelo na rekordnih 7.096 prihodov. Glavna razloga za kontinuirano rast prihodov korejskih turistov v Slovenijo pripisujejo stabilizaciji korejskega wona ter uvedbi petdnevnega korejskega delavnika, ki je stopil v veljavo šele leta 2005 (UNWTO, 2009, str. 12). Leta 2008 je v Sloveniji sledil znaten upad prihodov korejskih turistov, predvsem kot posledica svetovne gospodarske krize. Upad prihodov korejskih turistov je bil prisoten tudi preko celotnega lanskega leta, ko je Slovenija zabeležila le 4.765 prihodov korejskih turistov, kar je 29 % manj prihodov kot leta 2008, ko jih je bilo zabeleženih 6.151 (SURS, 2010). Po besedah UNWTO se je število mednarodnih turističnih prihodov v letu 2009 zmanjšalo za 4 %, kar predstavlja 880 milijonov mednarodnih prihodov. Vendar pa UNWTO v letu 2010 že napoveduje dvig mednarodnih turističnih prihodov za 3-4 % ter nadaljnje hitro okrevanje azijskega turističnega trga, ki bo po napovedih med vsemi svetovnimi trgi okrevalo najhitreje (UNWTO, 2010, str. 3). Pozitivna napoved je dobro znamenje za okrevanje svetovnega turističnega gospodarstva, kar lahko pozitivno vpliva na slovenski receptivni turizem ter povečanje prihodov korejskih turistov v Slovenijo.

UNWTO poroča, da je Korejcem na voljo le 11 dni letnega plačanega dopusta, zato te dni najraje privarčujejo za daljši poletni dopust ter se takrat odpravijo na daljše potovanje. Posledično pa tudi SURS beleži največjo gostoto korejskih prihodov v polenih mesecih, in sicer maja, junija in julija (SURS, 2010).

Primarne informacije o korejskih turistih so bile pridobljene s pomočjo vprašalnika. Vprašalnik je bil sestavljen s pomočjo Googlovih aplikacijah in je bil na internetu objavljen natanko tri tedne. Zbranih je bilo 103 pravilno rešenih vprašalnikov, rešilo ga je 29 žensk (28 %) ter 74 moških (72 %). Anketiranci so bili različnih starosti. Največ je bilo takih, ki so spadali v starostno skupino med 20 in 30 let, saj je bilo takih kar 55 %. Sledili so jim tisti, ki so predstavljali starostno skupino med 31 in 40 let (35 %), najmanj pa je bilo starejših od 41 let (10 %).

Analiza vprašalnika je pokazala, da so za korejske turiste najbolj pomembni razlogi za obisk Slovenije mestna dediščina, lokalna kultura ter neokrnjena narava. Potrebno je poudariti, da je večina anketirancev izpostavila odlično geografsko lego ter neraziskanost destinacije kot glavni atribut za obisk Slovenije. To mora Slovenija izkoristiti z integracijo slovenske turistične ponudbe in ponudbe bližnjih turističnih krajev za oblikovanje novega ITP-ja, ki bi obsegal ogled Salzburga, Prage, Dunaja, Budimpešte, Benetk, Verone, Milana in Münchna ter tridnevni obisk slovenskih krajev. Potrebno pa je poudariti tudi, da v formulaciji novega ITP ne moramo govoriti o nastanku nove turistične destinacije, saj mora biti med drugim ta tudi formalno priznana. Davidson in Maitland (1997, str. 282) med mnogimi razlogi za formulacijo turistične destinacije navajata potreben izvoljeni javni organ/ali odbor. Še več, Bieger (2000, str. 399) navaja, da mora biti turistična destinacija tudi javno in politično priznana.

V Sloveniji je bilo leta 2008 zabeleženih največ korejskih gostov v hotelih s tremi in štirimi zvezdicami (SURS, 2009). Vprašalnik je v tem segmentu prikazal podatke, ki so bili proti pričakovanjem, saj naj bi se za mladinske hotele odločilo 38 % anketirancev, temu pa bi sledili hoteli s tremi zvezdicami. Na te rezultate je najverjetneje vplivala sestava anketirane populacije, med katerimi je 55 % predstavljala mlajša populacija med 20 in 30 leti.

UNWTO (2007, str. 17) poroča, da korejski turisti v svetu spadajo med bolj zahtevne goste, ter goste, kateri so za dopust v povprečju pripravljeni odšteti več denarja kot v povprečju drugi gostje. To potrjuje tudi dejstvo, saj jih je moč primerjati z Japonskimi turisti, ki po turistični potrošnji spadajo v sam svetovni vrh. KTO poroča, da je v letu 2009 povprečna potrošnja korejskega turista na izlet znašala 2312 ameriških dolarjev (KTO, 2010). Po besedah Japonske turistične organizacije (v nadaljevanju JTO) je potrošnja japonskega turista na izlet v povprečju znašala 2534 ameriških dolarjev, kar je le 9,1 % manj kot je znašala povprečna potrošnja japonskega turista na izlet v letu 2009 (JTO, 2010). Rezultati vprašalnika so pokazali, da je 32 % takih, ki so za desetdnevni obisk Slovenije in Evrope pripravljeni odšteti med 1500 in 1700 evri. 29 % je pripravljenih odšteti med 1700 in 1900 evri, 21 % med 1900 in 2100 evri, 18 % anketirancev je pripravljeno za takšen izlet odšteti več kot 2100 evrov. Kljub temu lahko sklepamo, da je zaradi visoke zastopanosti mlade populacije anketirancev v vprašalniku vzorec anketirancev ni reprezentativen ter da so korejski turisti v povprečju za obisk Slovenije ter njej znanih bližnjih turističnih destinacij pripravljeni porabiti več. Drugi del vprašanja se je navezoval na dodatno potrošnjo, ki je namenjena za nakup spominkov ter druge nakupe. Med anketiranci je bilo 64 % takih, ki so pripravljeni dodatno zapraviti med 500 in 1000 evri. Ostalih 36 % anketirane populacije je za dodatna nakupovanja pripravljenih zapraviti več denarja. Če bi bilo med anketirano populacijo več starejših, je možno, da bi bili rezultati drugačni.

4. PSPN ANALIZA SLOVENSKEGA TURISTIČNEGA TRGA ZA KOREJSKE TURISTE

Analiza prednosti, slabosti, priložnosti ter nevarnosti (v nadaljevanju PSPN analiza) predstavlja enega najbolj pogosto uporabljenih managerskih modelov, ki pomaga analizirati notranje ter zunanje faktorje vpliva na razvojno strategijo nekega podjetja ali organizacije (Johnson, Scholes, Whittington, 2008, str. 119). PSPN je bila strukturirana na podlagi dognanj s področja turističnega vedenja korejskih turistov ter analize njihovih interesov. Prednosti slovenskega turizma za korejske turiste so vidne v pestrosti turistične ponudbe, neokrnjeni naravi, bogati kulturi, vinskemu turizmu in kulinarika ter bližini večjih evropskih destinacij. Slabosti so vidne v neintegrirani turistični ponudbi, neprepoznavnosti Slovenije v svetu, marketinški nerazvitosti, nepoznavanju korejske turistične kulture, majhnosti destinacije in pomanjkanju kvalitetne turistične ponudbe. Priložnosti se kažejo predvsem v dobri geografski legi, majhnih razdaljah ter v integraciji Slovenske turistične ponudbe s ponudbo bližnjih evropskih držav. Nevarnosti so vidne v drugih cenejših destinacijah s podobno turistično ponudbo, še vedno previsokih evropskih cenah, neuspešnem marketinškem pristopu na korejskem trgu ter v neučinkovitem sodelovanju slovenske turistične ponudbe z ostalimi bližnjimi turističnimi trgi.

5. PREDLOGI ZA PRIVABLJANJE KOREJSKIH TURISTOV V SLOVENIJO

Za učinkovitejše privabljanje korejskih gostov sta pomembna dva primarna segmenta. Uran idr. (2007, str. 85) pravi, da je za Slovenijo nujno izboljšanje informacijskega sistema, kamor spada tudi preoblikovanje centralnega rezervacijskega sistema, ki bi tujini ponudil več informacij o slovenskem turizmu ter večjo dostopnost trga. Poleg tega se kot drugi dejavnik omenja boljša informiranost o turističnih produktih s strani organizatorjev potovanj, saj so korejski turisti eni od tistih, ki želijo biti o podrobnostih potovanja informirani veliko prej.

Gospod Kim, generalni direktor turistične agencije Sketch, je v intervjuju poudaril, da se mora Slovenija promovirati predvsem z odlično geografsko lego ter izpostaviti bližino drugih zanimivh mest – Benetk, Dunaja, Salzburga, Milana, Pise, Münchna ter Prage. Po njegovem mnenju bi bilo v novo turistično destinacijo nujno vključiti ogled Prage, ki za Korejce predstavlja zelo atraktivno evropsko destinacijo.

6. PREDLOGI ZA NADALJNJE RAZISKOVANJE

Raziskava je pokazala, da Slovenija s svojo pestro turistično ponudbo predstavlja zanimivo turistično destinacijo za korejske turiste, toda zaradi svoje majhnosti ne more predstavljati ciljne turistične destinacije za korejske turiste, zato je potrebna integracija slovenske turistične ponudbe s ponudbo sosednjih in drugih bližnjih evropskih držav. Odpirajo pa se sledeča vprašanja, ki se nanašajo na nadaljnje raziskovanje: Kako Slovenijo najbolje približati korejskemu tržišču in jo integrirati v evropski prostor tako, da bodo informacije o njeni turistični ponudbi dostopne širši korejski javnosti? In kako najbolje povezati zasebni in javni sektor v primeru trženja novega ITP-ja? Jasno je namreč, da bi morala biti dokončna izdelava ter trženje v rokah turistične agencije, ki bi bila specializirana za korejski receptivni trg, zato bi bilo potrebno raziskati zainteresiranost slovenskega turističnega gospodarstva ter STO za tovrstno sodelovanje. Poleg tega bi bilo dobro opraviti raziskavo, ki bi pokazala, ali bi bile za Korejce zanimive še kakšne druge turistične destinacije, npr. Hrvaška, ki bi jih lahko vključili v turistično ponudbo. Možnost za novo raziskavo predstavlja tudi primerjanje ugotovitev iz te diplomske naloge o preferencah in željah korejskih turistov s potovalnimi navadami drugih azijskih prebivalcev. V primeru, da bi na podlagi takšnih raziskav prepoznali določene vzporednice med njimi, bi predloge iz te diplomske naloge lahko razširili tudi na druge azijske države poleg Koreje, npr. na Kitajsko. V primeru izvajanja novega ITP-ja za korejske turiste, bi bilo potrebno z nadaljnjo raziskavo tudi ocenili njegovo uspešnost. Tako bi ugotovili, ali je takšna ponudba dejansko primerna za to ciljno skupino in kakšne bi bile morebitne izboljšave programa.

SKLEP

Diplomsko delo preko analize vprašalnika, globinskega intervjuja ter literature, pritrdilno ugotavlja, da Republika Koreja resnično predstavlja potenciali trg za Slovenski receptivni turizem. Toda potrebno je poudariti, da zaradi majhnosti slovenskega tržišča Slovenija ne more predstavljati ciljne evropske destinacije za korejske turiste, temveč jo je potrebno obravnavati kot pomemben sestavni del širšega obiskanega območja, kjer bi bil oblikovan nov ITP lahko korejskim gostom ponudi največ v najkrajšem času.

Analiza vprašalnika potrjuje, da je Slovenija zaradi svoje naravne ter zgodovinske pestrosti zanimiva destinacija za korejske turiste, kar je skladno z ugotovitvami UNWTO. Poleg tega UNWTO omenja nakupovanje kot enega od glavnih razlogov pri odločanju glede izbora turistične destinacije pri korejskih gostih, kar so potrdili tudi rezultati vprašalnika v tem diplomskem delu. Toda zaradi premajhne ponudbe Slovenija v tem primeru ne more povsem zadovoljiti korejskih gostov, zato bi jih bilo potrebno odpeljati na bolj kvalitetno nakupovanje v bližnji Milano, Benetke ali na Dunaj.

Po besedah UNWTO (2009, str. 9) postajajo korejski turisti vse manj zainteresirani za tradicionalne turistične destinacije ter iščejo turistične destinacije, ki so nove in doslej še večinoma neprepoznavne. Posledično se tu odpirajo možnosti slovenskega turizma, ki bi s svojo ponudbo in odlično geografsko lego lahko privabil več korejskih turistov.

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APPENDICES

List of Appendices

Glossary of Terms

Republic of Korea	Official name for the South Korea
KMS	Korean Market Strategy
DPPST	Development Plan and Policies of Slovene Tourism
STB	Slovenian Tourism Board
ITP	Integrated Tourism Product
ITD	Integrated Tourism Destination
UNWTO	United Nations World Tourism Organization
CRM	Customer relationship Management
SORS	Statistical office of the Republic of Slovenia
STA	Slovenian Pres Agency
GDP	Gross Domestic Product
IMF	International Monetary Fund
Seoul	The capital of the Republic of Korea
KTO	Korean Tourism Organization
KRW	Korean won
UK	United Kingdom
JTB	Japanese Tourism Board
CRS	Central reservation System

APPENDICES

Appendix 1: Tourism traffic to Slovenia, 2000-2008

Table A-1: Tourism traffic to Slovenia, 2000–2008

Overnight stays							Arrivals					
Year	Domestic	Index	%	Foreign	Index	%	Domestic	Index	%	Foreign	Index	%
2000	3.314.901	100	49,30%	3.404.097	124,2	50,70%	867.567	100,2	44,30%	1.089.549	123,2	55,70%
2001	3.316.125	100	46,50%	3.813.477	112	53,50%	867.001	99,9	41,60%	1.218.721	111,9	58,40%
2002	3.300.262	99,5	45,10%	4.020.799	105,4	54,90%	859.941	99,2	39,80%	1.302.019	106,8	60,20%
2003	3.327.184	100,8	44,30%	4.175.385	103,8	55,70%	872.931	101,5	38,90%	1.373.137	105,5	61,10%
2004	3.225.954	97	42,50%	4.362.783	104	57,50%	842.429	97	36,00%	1.498.852	109	64,00%
2005	3.173.338	98	41,90%	4.399.246	101	58,00%	840.041	100	35,90%	1.554.969	104	64,90%
2006	3.233.438	103	41,90%	4.488.829	115	58,10%	867.955	103	34,90%	1.616.650	119	65,10%
2007	3.393.408	104,9	41,10%	4.867.900	108,4	58,90%	929.846	107,1	34,70%	1.751.332	108,3	65,30%
2008	3.569.141	101,7	42,40%	4.842.547	110,8	57,60%	994.957	103,2	36,00%	1.771.237	110,5	64,00%

Source: SORS, 2010

Appendix 2: Slovene inbound tourism, 2003-2008

Table A-2: Slovene inbound tourism, 2003-2008

YEARS	2003	2004	2005	2006	2007	2008
COUNTRIES - TOTAL	2246068	2341281	2395010	2484605	2681178	2766194
FOREIGN	1373137	1498852	1554969	1616650	1751332	1771237
DOMESTIC	872931	842429	840041	867955	929846	994957
Italia	288507	313448	338274	357101	368711	376133
Germany	229372	237870	219257	204813	211067	196077
Austria	201367	205674	201852	203520	207248	195195
Croatia	93639	92045	93968	101827	106412	106901
United Kingdom	50220	76273	90872	91001	87122	79499
Netherlands	46762	56213	53602	51847	56845	61630
France	34745	50400	55900	54007	60464	58697
Hungary	37111	37954	41873	42843	50148	52500
Czech Republic	31314	32135	31660	35830	43494	46526
Serbia	-	-	-	-	38722	44356
USA	29647	38504	41347	47169	49620	43722
Japan	6539	8985	12152	19880	24506	38795
Belgium	25000	27733	27668	31162	35462	38307
Poland	20360	18650	18145	22507	27258	32638
Spain	12951	17726	20091	24578	30659	30760
Israel	39852	35436	31868	33856	37087	29939
Russian federation	16030	14680	16310	17321	21980	28805
Switzerland	22514	23778	24365	23230	28059	25410
Bosnia and Herzegovina	27644	23549	20382	21523	22221	23633
Finland	5568	7012	7856	8695	19473	20463
Australia	8360	12504	14175	16366	18725	18385
Sweden	10940	12783	13969	15846	16560	18106
Bulgaria	7915	8700	8887	11912	15213	18065
Romania	8080	7251	7351	9966	15662	15671
Slovakia	10370	8640	9226	11129	14607	14592
Denmark	9740	11454	13798	13302	12115	14160
Ukraine	5008	4698	4621	5321	8272	12428
Turkey	4509	5689	8782	8671	10265	11074
Macedonia	9233	9482	8562	8013	8794	10272
Other Asian countries	-	-	5462	6756	7308	9931
Ireland	8624	11596	10314	9661	10813	8901
Norway	5542	5819	7217	6660	6990	8697
Canada	6298	7376	7089	8095	8791	8383
Other European countries	6133	7043	10072	7782	10529	8110
Portugal	3222	4208	5363	6624	7701	7639
Greece	3372	3801	4406	3940	5422	6260
Latvia	-	-	3672	3591	4895	6204
Korea (Republic)	-	-	2972	4337	7096	6151

"Continued on p.3"

"Continued from p.2"

YEARS	2003	2004	2005	2006	2007	2008
China (People's Republic)	-	-	1754	2615	3503	4640
Lithuania	-	-	2488	2543	4231	4371
Other countries of South America	-	-	4958	5680	3309	3910
Monte Negro	-	-	-	-	2830	3364
New Zealand	2242	2748	2069	1486	3370	3071
Estonia	-	-	2113	2231	2575	2701
Other countries of North America	-	-	4877	4652	3329	2643
Other African countries	-	-	897	898	1303	2630
Luxembourg	1113	953	1357	1112	1250	2367
Brasilia	-	-	1032	1563	1851	2352
Iceland	922	1396	4154	5223	3733	1637
Malta	-	-	985	654	1031	1591
Cyprus	-	-	916	752	1135	1304
Other countries and territories in Oceania	-	-	1042	931	769	835
South Africa	-	-	649	511	797	806
Baltic countries	4405	5816	-	-	-	-
Belarus	572	779	-	-	-	-
Serbia and Montenegro	25119	29987	32298	35117	-	-
Other non European countries	12276	18064	-	-	-	-

Source: SORS, 2009.

Appendix 3: Korea economic profile, 2010

Table A-3: Korean economic profile, 2010

Population	48,508,972 (July 2009 est.)
GDP (official exchange rate)	$800.3 billion (2009 est.)
GDP - real growth rate	-0.8% (2009 est.) 2.2% (2008 est.) 5.1% (2007 est.)
GDP - per capita (PPP)	$27,700 (2009 est.) $28,000 (2008 est.) $27,500 (2007 est.)
GDP - composition by sector:	agriculture: 3% industry: 39.4% services: 57.6% (2008 est.)
Unemployment rate:	4.1% (2009 est.)
Inflation rate (consumer prices):	2.8% (2009 est.)
Exports:	$355.1 billion (2009 est.) $433.5 billion (2008 est.)
Imports:	$313.4 billion (2009 est.) $427.4 billion (2008 est.)
Exchange rates: (South Korean won (KRW) per US dollar)	1,296.88 (2009) 1,101.7 (2008) 929.2 (2007)

Source: Bank of Korea, 2010.

Appendix 4: Korean tourism revenue and expenditure, 1990-2006

Table A-4: Korean tourism revenue and expenditure, 1990-2006

Year	Visitor Arrivals (Number)	Korean Departures (Number)	Tourism Receipts (US$ 1,000)	Tourism Expenditures (US$ 1,000)	Balance (US$ 1,000)
1990	2,958,839 (8,5)	1,560,923 (28,7)	3,558,666 (0,1)	3,165,623 (21,7)	393,043
1991	3,196,340 (8,0)	1,856,018 (18,9)	3,426,416 (-3,7)	3,784,304 (19,5)	-357,888
1992	3,231,081 (1,1)	2,043,299 (10,1)	3,271,524 (-4,5)	3,794,409 (0,3)	-522,885
1993	3,331,226 (3,1)	2,419,930 (18,4)	3,474,640 (6,2)	3,258,907 (-14,1)	215,733
1994	3,580,024 (7,5)	3,154,326 (30,3)	3,806,051 (9,5)	4,088,081 (25,4)	-282,030
1995	3,753,197 (4,8)	3,818,740 (21,1)	5,586,536 (46,8)	5,902,693 (44,4)	-316,157
1996	3,683,779 (-1,8)	4,649,251 (21,7)	5,430,210 (-2,8)	6,962,847 (18,0)	-1,532,637
1997	3,908,140 (6,1)	4,542,159 (-2,3)	5,115,963 (-5,8)	6,261,539 (-10,1)	-1,145,576
1998	4,250,216 (8,8)	3,066,926(-32,5)	6,865,400 (34,2)	2,640,300(-57,8)	4,225,100
1999	4,659,785 (9,6)	4,341,546 (41,6)	6,801,900 (-0,9)	3,975,400 (50,6)	2,826,500
2000	5,321,792 (14,2)	5,508,242 (26,9)	6,811,300 (0,1)	6,174,000 (55,3)	3,637,300
2001	5,147,204 (-3,3)	6,084,476 (10,5)	6,373,200 (-6,4)	6,547,000 (6,0)	-173,800
2002	5,347,468 (3,9)	7,123,407 (17,1)	5,918,800 (-7,1)	9,037,900 (38,0)	-3,119,100
2003	4,752,762 (-11,1)	7,086,133 (-0,5)	5,343,400 (-9,7)	8,248,100 (-8,7)	-2,904,700
2004	5,818,138 (22,4)	8,825,585 (24,5)	6,053,100 (13,1)	9,856,400 (19,5)	-3,803,300
2005	6,022,752(3,5)	10,080,143(14,2)	5,793,000(-6,7)	12,025,000(21,2)	-6,232,000
2006	6,155,047(2,2)	11,609,879(15,2)	5,294,500(-8,6)	13,783,000(14,6)	-8,488,500

Remark: ( ) = Growth (%)

Source: KTO, 2007.

Appendix 5: Korean outbound tourism, 2000-2006

Table A-5: Korean outbound tourism, 2000-2006

Destination	2000	2001	2002	2003	2004	2005	2006
G.TOTAL	**5.508.242**	**6.084.476**	**7.123.407**	**7.086.133**	**8.825.585**	**10.080.143**	**11.609.878**
Departures Korean	4.828.634	5.401.534	6.375.377	6.343.382	8.008.903	9.208.716	10.671.123
Crew	679.608	682.942	748.030	742.751	816.682	871.427	938.755
ASIA	3.326.240	3.891.676	4.721.598	4.697.845	6.245.177	7.323.735	4.020.117
Middle East Asia	31.132	37.203	46.021	58.542	78.755	112.702	66.768
Americas	845.517	813.604	836.790	817.728	777.109	815.841	407.860
Europe	369.287	394.645	439.777	465.980	536.757	583.098	301.875
U.K.	74.828	75.891	95.101	102.138	111.845	116.224	57.021
Germany	89.362	98.602	118.552	129.289	141.854	141.606	74.422
France	64.685	69.588	78.561	77.950	90.859	95.994	52.556
Netherland	19.308	17.829	24.153	22.531	26.155	39.542	23.731
Sweden	2.089	2.128	2.239	2.190	2.300	2.666	1.056
Switzerland	16.029	13.039	14.364	17.204	17.916	18.084	9.951
Italy	33.664	38.267	40.860	40.589	42.883	48.771	25.052
Denmark	1.831	1.926	2.022	1.975	2.103	2.461	1.346
Norway	1.109	1.130	1.055	1.089	1.150	1.645	898
Belgium	2.067	1.436	1.361	1.440	1.610	1.761	783
Austria	3.173	3.225	3.441	4.385	4.710	6.077	2.884
Spain	6.424	5.729	7.206	7.402	9.356	12.332	4.487
Greece	1.357	1.530	2.097	2.735	5.034	3.980	2.260
Portugal	1.131	1.378	1.211	1.177	1.568	1.541	1.400
Finland	1.274	1.401	1.349	1.441	1.621	1.790	935
Ireland	467	606	756	811	946	1.137	566
Luxembourg	123	105	103	161	170	174	141
Vatican	1	-	-	1	1	1	-
Malts	36	34	41	189	90	109	78
Iceland	12	11	14	10	22	31	11
Liechtenstein	2	4	5	7	17	3	2
San Marino	3	12	9	16	21	8	3
Svalbard	23	16	21	7	18	17	2
Faeroe Is.	25	35	13	20	50	27	5
Andora	26	14	16	16	13	-	1
Monaco	11	9	44	42	12	39	3
Gibraltar	63	31	16	9	29	10	4
Others British	-	-	-	-	-	-	-
Lithuania	30	27	97	64	76	90	38
Latvia	7	9	26	26	33	37	30
Estonia	31	16	45	30	48	55	52
Yogoslavia	22	12	39	23	-	-	-
Slovenia	81	50	72	82	131	111	73
Croatia	452	407	89	178	115	110	97

"Continued on p.6"

“Continued from p.5”

Destination	2000	2001	2002	2003	2004	2005	2006
Bosnia-Herceco	23	16	33	28	31	31	1
Macedonia	1	3	-	15	10	11	3
Serbia	-	-	-	-	41	45	9
Romania	535	547	539	567	610	684	336
Czech Rep.	921	1.075	1.281	2.360	14.294	23.435	14.405
Solvac	23	11	62	145	611	1.228	871
Bulgaria	177	191	184	291	441	449	132
Poland	1.501	1.239	1.367	1.349	1.857	2.145	1.441
Hungary	1.024	1.884	1.993	2.237	2.293	2.356	1.219
Albania	27	29	40	45	35	38	9
Russia	44.989	54.762	38.846	42.982	52.942	55.096	23.052
Ukraina	293	307	377	534	623	907	365
Belalus	5	9	29	41	34	40	11
Moldova	5	13	5	5	17	9	4
Armenia	1	31	5	3	30	5	2
Azerbaijan	9	15	21	114	86	158	111
Georcia	6	14	15	33	46	28	16
Greenland	1	2	-	1	-	-	-
Others	-	-	2	3	-	-	-
Oceania	262.330	283.369	356.421	342.655	423.773	455.563	233.144
AFRICA	25.260	18.240	20.791	19.174	26.081	30.479	18.728

Source: KTO, 2009.

Appendix 6: The Questionnaire, 2010

The Questionnaire about Korean tourists traveling to Europe and Slovenia

* Required

General information about you.

Please, circle the letter before the suitable answer.

Gender: *

- ○ Male
- ○ Female

Age: *

- ○ 20-30
- ○ 31-40
- ○ 41-50
- ○ 51-60
- ○ 61-70

Occupation: *

- Officer worker (government)
- Business man
- Self-employed
- Professor
- Student
- Others

The following are some of the main characteristics and highlights of Slovenian tourism. How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia?

Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

Gastronomy & wine
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Shopping
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Exploring new destination
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Entertainment tourism (casinos, events,...)
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Health and wellness
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Adrenalin sports
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Active holidays & relaxation (golf, cycling, winter sports, fishing...)
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

City and culture
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Nature, ecotourism & village tourism (Karst phenomena, caves, landscape,...)
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Great geographical position (close to: Vienna, Venice, Salzburg, Firenze,...)
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Business tourism
How would you like to spend your holidays in Slovenia and why would you decide to visit Slovenia? Please circle the most suitable number that suits your main motive for visit Slovenia (1=not important; 5=very important)

	1	2	3	4	5	
not important	○	○	○	○	○	very important

Types of accommodation.

Which of the following types of accommodation do you prefer for visiting Slovenia and Europe?
Please choose just one and circle the most appropriate type of accommodation.

- ○ Hotel*
- ○ Hotel**
- ○ Hotel***
- ○ Hotel****
- ○ Hotel*****
- ○ Motel
- ○ Pension
- ○ Apartment
- ○ Camping
- ○ Private room
- ○ Youth hostels
- ○ Touristic farmhouses

Obstacles while traveling

What do you see as the biggest obstacle while travelling abroad?
Please, choose three of the following obstacles, which you believe are the biggest while travelling to Europe.

- ☐ Language Barrier
- ☐ Ease of entry (visa)
- ☐ Food
- ☐ Criminal/Safety
- ☐ Internet access
- ☐ Money Exchange
- ☐ Travel Information
- ☐ Local Transportation
- ☐ Accommodation
- ☐ Airline Reservation

Money spendature

How much money would you budget on spending on a 10 day trip to Europe? The trip includes: airfare, lodging, food (breakfast & dinner) and transportation.

Please, circle only one option. Prices are in €. (1 € =1.5 US$ or 1 US$ = 0.7 €)

- ◯ 1500-1700 €
- ◯ 1700-1900 €
- ◯ 1900-2100 €
- ◯ More than 2100 €

How much money would you spend extra on a 10 day trip to Europe on: souvenirs, clothes, presents, drinks...?

Please, circle only one option. Prices are in €. (1 € =1.5 US$ or 1 US$ = 0.7 €)

- ◯ 500-1000 €
- ◯ 1000-1500 €
- ◯ 1500-2000 €
- ◯ More than 2000 €

Source: Own observation, 2010.

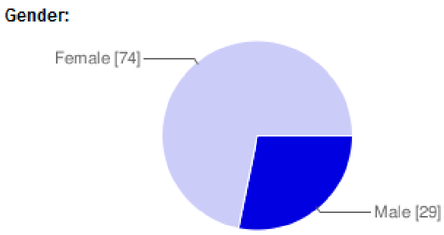
Appendix 7: Questionnaire analysis, 2010

103 responses

Figure A-6: Gender

General information about you.

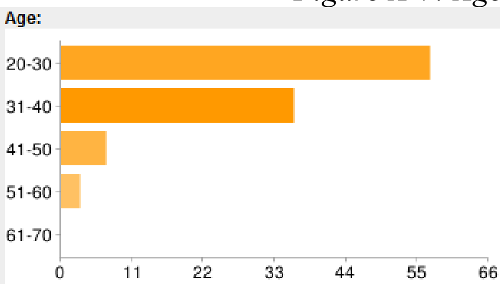
Please, circle the letter before the suitable answer.



Male	**29**	28%
Female	**74**	72%

Source: Own observation, 2010.

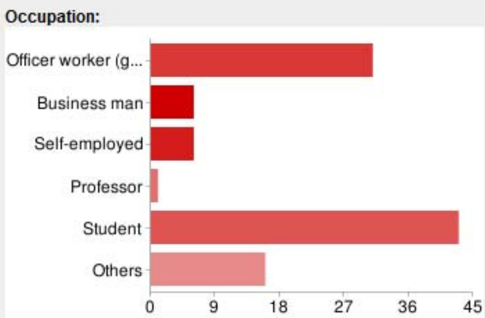
Figure A-7: Age



20-30	**57**	55%
31-40	**36**	35%
41-50	**7**	7%
51-60	**3**	3%
61-70	**0**	0%

Source: Own observation, 2010.

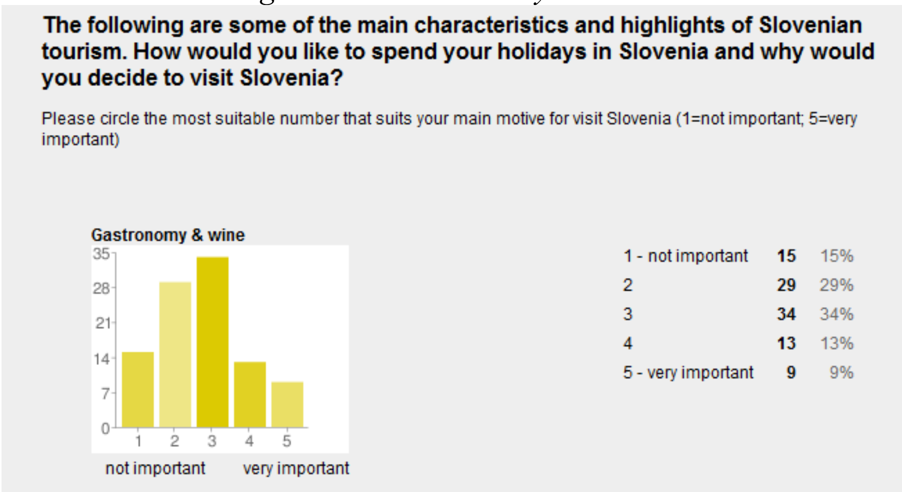
Figure A-8: Occupation



Officer worker (government)	**31**	30%
Business man	**6**	6%
Self-employed	**6**	6%
Professor	**1**	1%
Student	**43**	42%
Others	**16**	16%

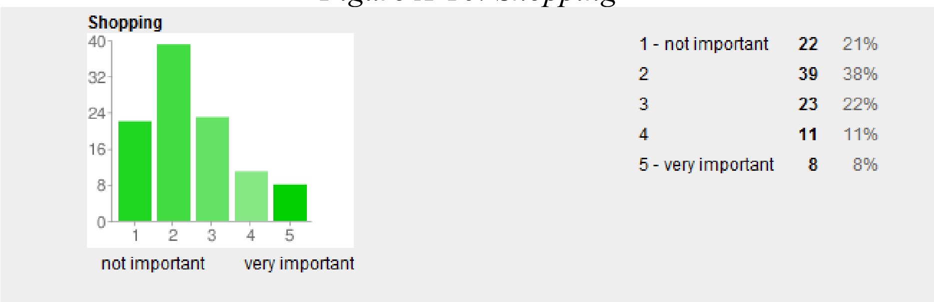
Source: Own observation, 2010.

Figure A-9: Gastronomy and wine



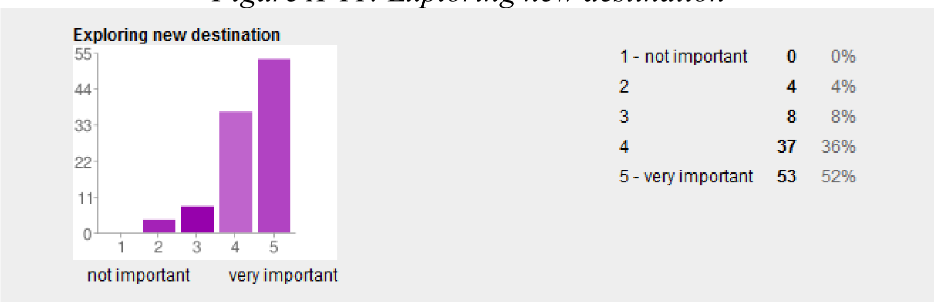
Source: Own observation, 2010.

Figure A-10: Shopping



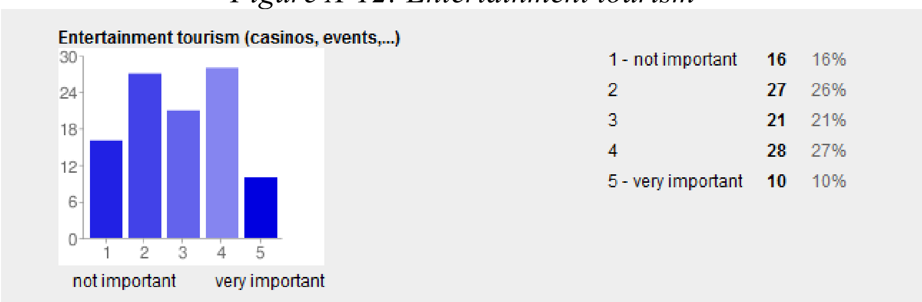
Source: Own observation, 2010.

Figure A-11: Exploring new destination



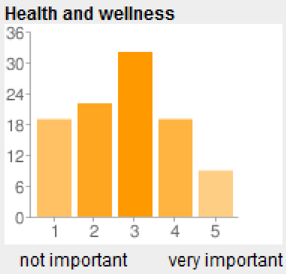
Source: Own observation, 2010.

Figure A-12: Entertainment tourism



Source: Own observation, 2010.

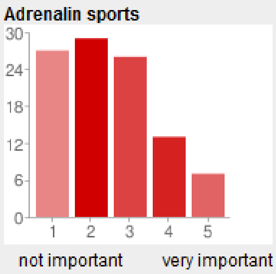
Figure A-13: Health and wellness



1 - not important	**19**	19%
2	**22**	22%
3	**32**	32%
4	**19**	19%
5 - very important	**9**	9%

Source: Own observation, 2010.

Figure A-14: Adrenalin sports



1 - not important	**27**	26%
2	**29**	28%
3	**26**	25%
4	**13**	13%
5 - very important	**7**	7%

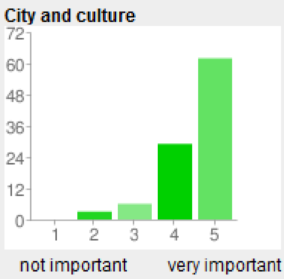
Source: Own observation, 2010.

Figure A-15: Active holidays and relaxation

1 - not important	**17**	17%
2	**20**	20%
3	**26**	26%
4	**26**	26%
5 - very important	**11**	11%

Source: Own observation, 2010.

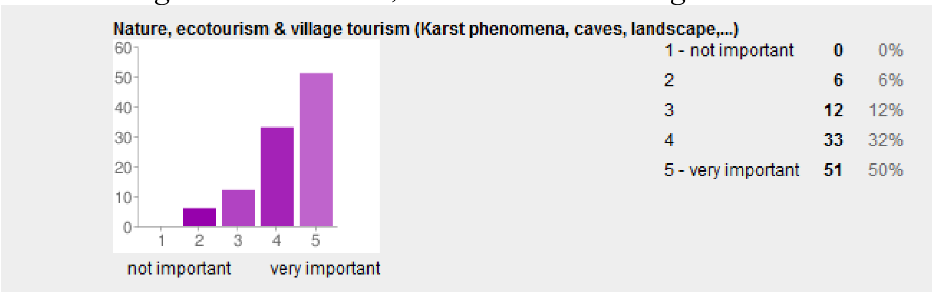
Figure A-16: City and culture



1 - not important	**0**	0%
2	**3**	3%
3	**6**	6%
4	**29**	29%
5 - very important	**62**	62%

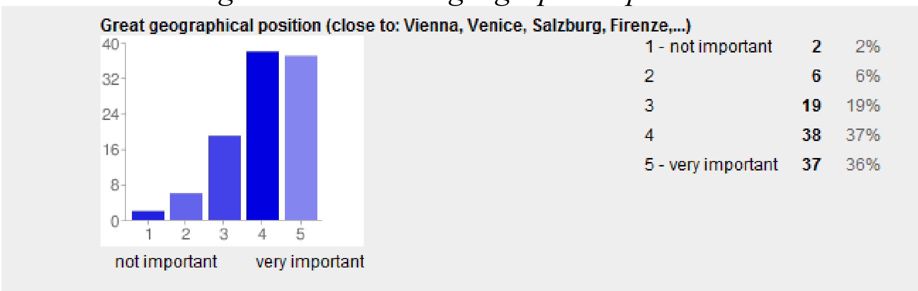
Source: Own observation, 2010.

Figure A-17: Nature, ecotourism and village tourism



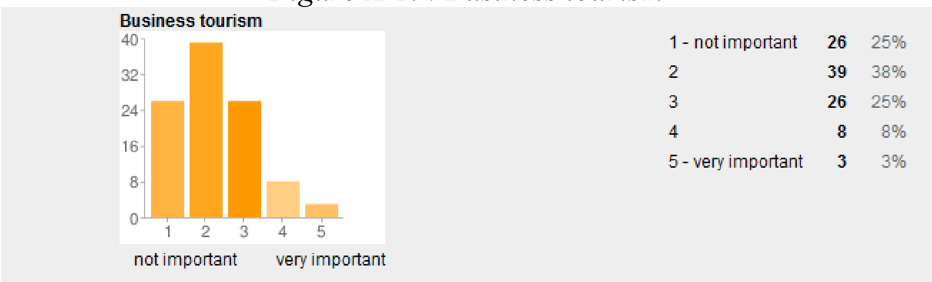
Source: Own observation, 2010.

Figure A-18: Great geographical position



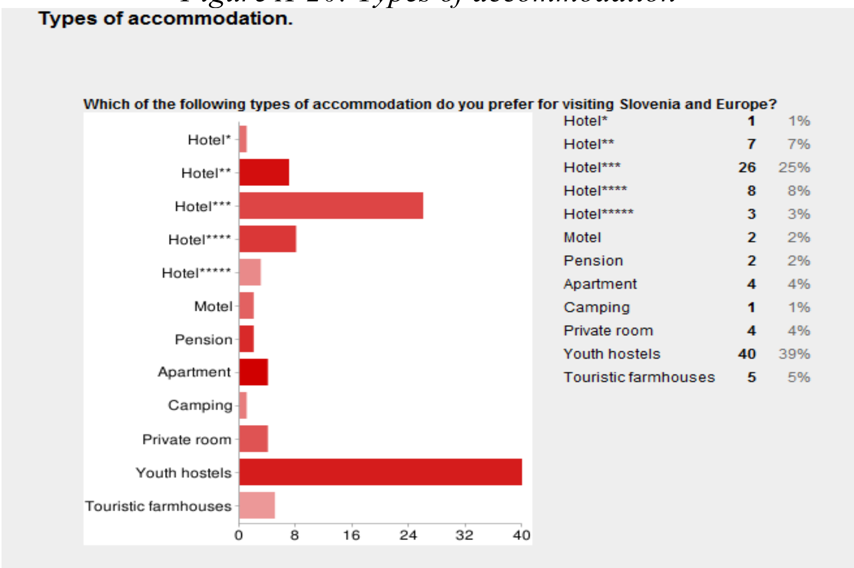
Source: Own observation, 2010.

Figure A-19: Business tourism



Source: Own observation, 2010.

Figure A-20: Types of accommodation

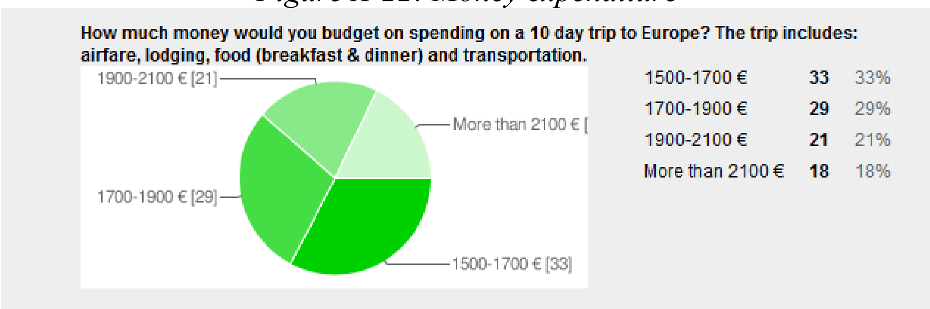


Source: Own observation, 2010.

Figure A-21: Obstacles while travelling

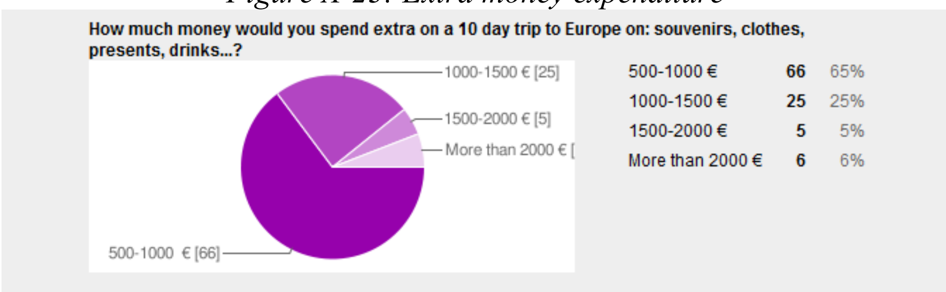
Source: Own observation, 2010.

Figure A-22: Money expenditure



Source: Own observation, 2010.

Figure A-23: Extra money expenditure



Source: Own observation, 2010.

Appendix 8: Types of tourist accommodations in Slovenia, 2008

Table A-24: Types of tourist accommodations in Slovenia, 2008

SLOVENIA	Number of rooms	Facilities - bed - Total
Types of tourist accommodations - TOTAL	31954	83157
Hotels	15640	32729
..Hotels*	37	100
..Hotels**	702	1576
..Hotels***	5913	12842
..Hotels****	7900	16064
..Hotels*****	1088	2147
Motels	179	381
..Motels*	-	-
..Motels**	114	241
..Motels***	65	140
..Motels****	-	-
..Motels*****	-	-
Boarding houses	727	1871
..Boarding houses*	82	202
..Boarding houses**	204	525
..Boarding houses***	335	874
..Boarding houses****	106	270
..Boarding houses*****	-	-
Inns	878	2134
..Inns*	118	286
..Inns**	391	965
..Inns***	306	728
..Inns*****	63	155
Overnight accommodations	282	736
..Overnight accommodations*	63	139
..Overnight accommodations**	121	339
..Overnight accommodations***	93	240
..Overnight accommodations****	5	18
Apartments	1811	6217
..Apartments*	9	27
..Apartments**	279	889
..Apartments***	812	2866
..Apartments****	711	2435
Camping sites	5977	15846
..Camping sites*	899	2235
..Camping sites**	2318	6134
..Camping sites***	2460	6877
..Camping sites****	300	600
..Camping sites*****	-	-

"Continued on p.17"

"Continued from p.16"

SLOVENIA	Number of rooms	Facilities - bed - Total
Tourist farms with accommodation	393	1139
..Tourist farms with accommodation 1apple	21	52
..Tourist farms with accommodation 2 apples	118	355
..Tourist farms with accommodation 3 apples	123	354
..Tourist farms with accommodation 4 apples	123	352
..Tourist farms with accommodation 1-4 apples	8	26
Private accommodations	2270	6587
Rooms	554	1374
..Rooms*	121	301
..Rooms**	326	805
..Rooms***	107	268
Holiday dwellings	85	295
..Holiday dwellings*	2	8
..Holiday dwellings**	77	268
..Holiday dwellings***	6	19
Dwellings and holiday houses	1	10
..Dwellings and holiday houses*	1	10
..Dwellings and holiday houses**	-	-
..Dwellings and holiday houses***	-	-
Rooms, apartments rented via reception desk	1630	4908
Mountain huts	724	4556
Company vacation facilities	747	2915
Vacation facilities for youth	298	1891
Other vacation facilities	157	448
Other accommodation facilities	755	2279
Temporary accommodation facilities	842	2328
Marinas	274	1100

Source: SORS, 2009.

Appendix 9: The in-depth interview report, 2010

Ways to promote Slovenia:

- Good location to other major tourist cities, such as Vienna, Milan, Venice, Frankfurt, Prague
- Reasonable price for hotel accommodation (50-60 euro per night – special price for tourist agency)
- New slogan is needed "Slovenia your new Prague or Paris"
- Daily spending should be at maximum of 150 euro (including overnight staying, food, activities)

Tourism attractions:

- 2. Cave (Postojna, Škocjan)
- 3. City tourism (Vienna, Prague, Venice, Munich, Ljubljana, Zagreb…)
- 4. Wine tourism
- 5. Baths

How to start:

- Preparation for the “expert group”. Ten CEOs from Korean tourism agencies should be brought to Slovenia as an “expert group”. We have to make them know about Slovenia and our tour program/offer and sell on behalf of Slovenia. This should be also sponsored from the Slovenian government. These 10 CEOs will then make changes in our program, make new suggestions and what is the most important: They will be our first marketing and advertisement.
- Slovenia should start with Slovenian presentation office in Seoul. To promote Slovenia in this way government money and material for promotion is needed. We need something similar as Korean Tourist Organization.

Strategy:

- 1/Final tourist products should be made with help of Kompas d.d, if they are interested in Korean market. We have to be careful and know that Korean tourists are not looking for “working busy holidays” as Japanese. They are looking for leisure and relaxation.
- 2/ we need 10 Korean tourism Experts for “expert group” and then for promotion. We can save a lot of money in this way.
- 3/ After CEOs visits we should make the improvements of Slovenian tourist products.

Source: Own observation, 2010.

Appendix 10: The integrated tourism product (ITP) for Korean tourists

The new ITP for Korean tourists could be formulated as follows:

- Day 1: arrival to Munich,
- Day 2: departure to Salzburg, visit to Salzburg, arrival to Prague,
- Day 3: visit to Prague, transfer to Vienna, visit to Vienna, transfer to Budapest,
- Day 4: visit to Budapest, transfer to Slovenia,
- Day 5: visit to Prekmurje region, visit to Maribor, transfer to Ljubljana, visit to Ljubljana,
- Day 6: visit to Bled, Bohinj, Soča valley,
- Day 7: visit to Karst region, visit to Škocjan caves, visit to Primorska region,
- Day 8: visit to Venice, transfer to Verona, visit to Verona, transfer and visit to Milan,
- Day 9: transfer to Munich, visit to Munich,
- Day 10: departure from Munich.

Source: Own observation, 2010.