

알래스카에 대해 한국인이 가지고 있는 인식: 관광 마케팅에 주는 시사점

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Korean Image Perceptions of Alaska: Implications for Tourism Marketing

Abstract

Image has been shown to have a powerful influence on destination selection. This study was conducted with the specific goal of determining the destination images of Alaska as perceived by both Korean tourists and travel agents. Structured and unstructured information was collected to identify components of the image construct. The results showed that both groups possess the same image of the region that is contrary to what is promoted by the marketers of Alaska and an almost identical lack of destination knowledge. This study offers valuable direction to Alaska tourism officials and marketers to better promote the region to Koreans.

I. Introduction

Tourism is playing an increasingly important role in the economies of countries and regions across the globe as a sustainable source of funding for local

communities. There are many issues with realizing tourism as a viable source of funding, such as the growth in the number of possible travel destinations, rising levels of income and leisure time, as well as improvements in transportation networks (Echtner and Ritchie, 2003). These issues, based on increased global competition, make it more important for

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national and regional tourism authorities and organizations to improve their marketing, branding and positioning strategies. One method of assisting in the development of these strategies has been the use of destination image studies.

The State of Alaska has long employed tourism as a major source of revenue for its people as well as a way to achieve sustainable community development in areas which have little, or no other, sources of industrial or other commercial income. Although the number of visitors has continually been rising, the state is faced with increased competition in the tourism market.

For a number of reasons that will be explained later in this paper, South Korea has been seen as a major potential source of additional visitors to the region. However, based on past tourist activity, Koreans have not actively seen Alaska as a possible travel destination. This lack of activity could be due to problems with the perception of Alaska or the general lack of a mental image of the region. As destination image has been noted to have a clear and powerful impact on destination selection, this study was conducted with the specific goal of determining the destination images of the State of Alaska

as perceived by both potential Korean tourists and the Korean travel agents who could potentially market it. The analysis and comparison of these two sets of images will provide valuable information for the creation of an effective regional tourism strategy.

This paper is organized into 6 parts. Part I of this paper provides the foundational material summarizing the concepts that will be discussed within the course of the article. In part II, a review of the literature related to destination image will be made. Part III briefly explores the Alaskan tourism industry and the reasoning behind the focus on identifying the destination image held by Korean tourists and travel agents. This section is followed by an introduction to the data and methodology in Part IV. Part V offers the empirical framework and results of the data analysis. In the last section, an explanation and implications of Alaska's destination image will be discussed as well as their potential implications for Alaskan policy makers and tourism marketers.

II. Literature Review

The study of images has been of great

interest to marketers for over 50 years. The concept of image was originally used to describe “the aura of a … product, a nation, a people, and so forth” (Kunczik 1996, 39), or more specifically, “… brand image consists of everything people associate with the brand” (Echtner and Ritchie, 2003, 39) and was primarily applied to the marketing of products. Since that time, this study of images has grown considerably in terms of both scope and depth. One discipline that has benefited from this development of image has been the field of tourism. In particular, the concept of destination image was introduced in the mid 1970s and has since proven its importance to tourism marketers through its ability to influence tourist behavior (Hunt, 1975). This influence has given credence to the fact that strong, positive images can play a major role in tourists’ destination selection decisions and hence are critical to the travel marketing process (ie. Chon, 1990; Echtner and Ritchie, 1991; Govers and Go, 2004).

Due to the obvious importance, the need for identifying and understanding destination images has been the focal point of many studies. These studies have tried to develop solid frameworks and methodologies in order to accurately measure

these images (ie. Echtner and Ritchie, 1991; Martineau, 1958; Pearce, 1988; MacCannell, 1989; Boivin, 1986; Tapachai and Waryszak, 2000). These methodologies have typically taken two basic approaches involving those that are structured and quantitative or unstructured and qualitative in measuring the destination image. The structured approach is the most common approach found in the literature as its quantitative nature allows for greater ease in measuring common image attributes. Traditional questions utilize measuring devices, such as Likert scales, in producing ratings or values for each image attribute. This methodology has been used in such studies as Hunt (1975), Pearce (1982), Richardson and Crompton (1988) among many others.

Although the structured method allows greater ease in providing an empirically based framework, some researchers have worried that accurate measurements of images may require additional treatment. MacInnis and Price (1987) suggested that product information is not only based on the perception of individual attributes, but also on holistic images. Other researchers have noted that images are broken up into components that are both functional, which can be directly observed and mea-

sured, and psychological, or feelings of characteristics that cannot be directly quantified. Based on this new paradigm of destination image, studies such as Reilly (1990) incorporated open-ended questions into their studies to better capture their interviewees' psychological impressions and constructs into their work.

Additional researchers questioned the one sided use of either framework and suggested methods that balanced the strengths of both sides. Echtner and Ritchie (1993) recommended an approach, using a three-dimensional model that is based on a framework identifying functional vs. psychological, common vs. unique and attributes vs. holistic imagery characteristics. Echtner and Ritchie's study attempted to identify a destination image held by travelers that was more complete and

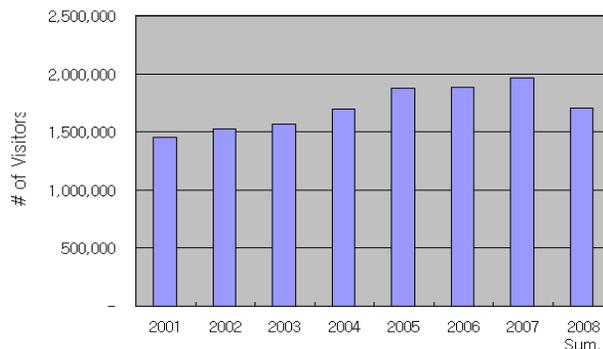
accurate than found in previous studies. Other studies have followed and tried to validate this balanced approach (ie. Varamak, 2004; Grosspietch, 2005). The current study adheres to the approach identified by Echtner and the balanced framework of both structured and unstructured questions.

III. Alaska Tourism and the Korean Focus

1. Tourism in Alaska

Alaska has been a popular tourist destination for many years and is the state's second largest private-sector employer, accounting for one in eight private sector jobs (McMahon, 2007). In 2007 alone,

<Table 1> Alaska Visitor Statistics



Source: Data is from Alaska Visitor Statistics.

almost 2 million visitors came to Alaska, mostly via airplane or cruise ship. Table 1 represents the overall growth of tourist arrivals in the last seven years (Alaska Office of Tourism Development, 2009).

Most tourists come to the state for leisure travel and gravitate towards well established tourist attractions in Anchorage, Whittier and Denali National Park as well as spending at least 1 day on a cruise ship touring Alaska's southern Panhandle region. While in Alaska, there are a great deal of different established activities and tours for tourists to take part in. Major activities include wildlife and nature tours into several of Alaska's national parks, sight seeing tours via motor coach, train, boat or cruise ship to diverse locations and visits to local native villages, remote towns and museums. Important, but lesser activities, involve sport fishing, golfing and skiing. During their stay, visitors stay at a well developed infrastructure of hotels, lodges, bed and breakfasts and other types of accommodations. In 2004 in Anchorage, Alaska's largest city, there were over 7,100 beds that could be utilized by tourists and a number of hotels were then being built (Pardes, 2004).

The basic profile of the typical visitor that made the trip to the Last Frontier, as

of 2005, is a very well educated American who has an average household income of \$103,000 and is about 51 years old. Visitors to Alaska spent over \$1.5 billion annually in the region, equating to around \$934 on average, per person per trip (McMahon, 2007).

Although the largest percentage of tourists are American, a substantial number are from international origins. In the summer of 2006, international travelers accounted for 15% of all arrivals. Of that 15%, the largest groups came from Canada, the UK, Germany and Australia. Asian countries were represented primarily by Japan and followed by Korea, which represented approximately 17% of total Asian tourist arrivals or approximately 2,700 total visitors to the state (Alaska Office of Tourism Development, 2009).

2. Korean Tourism Focus

In 2006, the Alaska Travel Industry Association (Alaska Travel Industry Association, 2009) added Korea to its list of the five primary targets for future marketing. Despite the relatively low 2006 traveler volume as mentioned earlier in this section, Korea's inclusion can be justified for three primary reasons.

The first reason is due to the past 30 years of historical interaction between Alaska and Korea. Starting in the 1960s and 1970s, trade began developing and growing between the two regions. This trend has continued into the present day to the point where Korea has been, at the minimum, Alaska's third most important export partner for the past decade. In 2007 alone, the total volume of Alaska's exports to Korea was valued at \$703 million dollars, down 3.13% from the previous year. This amount was primarily based on the sales of sea food (69% of total exports), minerals (14% of total exports), energy (11% of total exports), and forest products (5% of total exports) (Governor's Office of International Trade, 2008). Although exports and tourism are not exactly congruent, this history could be viewed as, at least partly from a national image and branding standpoint, transferable to the new field (Anholt GfK Roper Nation Brands Index, 2009).

A second reason for seriously courting Korean travelers involves Korea's growing GDP. Based on a 2008 estimate, South Korea's totaled \$1.3 trillion (purchasing power parity) dollars and was ranked the 14th largest in the world. Based on this estimate, the per capita GDP was \$27,100

(purchasing power parity) (CIA World Factbook, 2009). The overall size of this economy and the current low amount of travelers shows a major source of potential, financially-able visitors that is currently untapped.

The third major reason for enacting a strong marketing campaign in Korea is due to recent political events that lifted the visa requirements for Koreans to travel to the United States (Kim, 2008). Previously, Koreans were required to go through a difficult process to receive even a minimal tourist visa to visit the States. Although many went through the process, many did not attempt to get visas based on the lengthy and non-guaranteed process to acquire the proper visas. Instead, many Korean travelers preferred to travel within Asia, Europe, Oceania or Canada. It is expected that, with the implementation of the visa waiver, there will be an increase in Korean visitors. Effective marketing within Korea will ensure this increase is realized. It is this need for effective marketing that underlies the need for this research study as destination image plays a solid role in the determination of the correct marketing mix and approach that must be taken to attract Korean tourists to Alaska. Thus, utilizing

the infrastructure and tourism system already existing within Alaska for a real potential increase in Korean visitors could potentially prove to be a major boon for the State.

IV. Data and Method

As stated in the introduction, the goal of this paper is to determine and analyze the destination images of the State of Alaska as perceived by both potential Korean tourists and Korean travel agents. To begin this determination, two separate and slightly different questionnaires were developed and circulated amongst the two target groups in February-March, 2009.

The first sample group consisted of Korean adults residing in Korea. Most past studies regarding destination image were based on groups of tourists that were arriving or departing from the targeted country (ie. Varamaki, 2004; Grosspietch, 2005; Reilly, 1990). This study focused instead on sampling the images of adult Koreans who were either experienced or interested in international travel but who did not necessarily have any prior experience or contact with Alaska. This focus was deemed more appropriate due to the

relatively low current travel levels to the region by Koreans and the assumption that any new tourists to Alaska from Korea would be comprised of people who have had little or no direct contact with the state and have not taken steps to choose it as an immediate tourist destination. Thus, this study will “provide a baseline of information from which to build and tailor marketing and service promotions” (Schneider and Sonmez, 1999, 539).

The second sample group consisted of Korean travel agents based in travel agencies in Korea that sell international plane tickets and tour packages to domestic residents. Whether or not the travel agents currently sell tickets to Alaska was not a factor in the selection. This group was selected as they have the potential to direct or guide interested potential travelers towards Alaska. Determining their image could be a critical success factor in the determination of a pragmatic and effective marketing strategy.

1. Questionnaire Development

This study was conducted by using two similar questionnaires provided to the target groups of potential Korean travelers and Korean travel agents. The

questionnaires themselves consisted of both structured and unstructured questions that were designed to identify various components of the image construct. The questions and answers for the following questions can be found in appendices 1~5.

The first questionnaire was developed for potential Korean travelers and was designed to have four sections. The first section tested the respondent's general knowledge of Alaska. Starting with a question asking them to evaluate their personal level of knowledge of the region, the rest of the fact-based questions asked about the location, population, language and the identification of famous Alaskans.

The second section of the questionnaire focused on the respondent's image of Alaska through the use of structured and unstructured questions that included graphical, open answer, comparison and Likert scale based questions. The initial structured graphical questions presented a case where the respondents were provided with two different sets of photographs and asked to determine which best fit their image of the state. The first set of six photos was based on stereotypical images of the state, but none were actually taken in Alaska. The photos dis-

played scenes of an Eskimo (Canada), a boreal forest (Russia), penguins (Antarctica), a Pacific NW style rain forest (Washington), mountains (Colorado) and Santa Claus. The second set of photos showed six real scenes from Alaska that encompassed much of the diversity of images that visitors could encounter. The images included an igloo under the aurora borealis, metropolitan Anchorage, a caribou, an oil derrick, mountains with a glacier and a scene from a commercial crabbing boat.

A further unstructured question asked respondents to write down five things or images that first came to mind when they thought of Alaska. This question was meant to allow respondents the freedom of expressing their true image of the region without being constrained by the anecdotal images of the first set of photos or the direct Alaskan images from the second set.

The next question requested that a comparison be made between the respondent's image of Alaska and Korea. This question queried the perception of levels of prices, Alaskans' education and professionalism, level of urban infrastructure and development, danger and finally ideas regarding Alaskan culture as compared to

similar levels in Korea. The last question asked for an indication of the respondent's level of agreement concerning 10 pre-developed statements on Alaska anchored with a 5-point Likert scale from 1 (ie. Strongly disagree) to 5 (ie. Strongly agree) . These questions covered a range of areas in which many Alaska-specific stereotyped images are found and can be viewed in appendix 3.

The third section of the questionnaire, which is specific to the potential Korean traveler, develops the respondents' travel profiles. This section determined the relative amount of international travel performed and when the respondents last/will next travel. It also identified with whom the person travels, where they have gone and key criteria in choosing travel destinations. The last questions are related to whether Alaska would be considered as a potential travel destination and their excursion expectations.

The final section determines the respondents' personal profiles with questions determining sex, age, marital status, education, employment and income. The final profile questions also ask if the respondents had ever been to Alaska, had any family or close friends there and where they may have learned about the

state.

The second questionnaire was provided specifically to Korean travel agents and was identical to that of the travelers' with the exception of the third section. This section focused on the agents' professional activities and addressed questions such as primary regions and markets served, percent of clients booking international flights, who their clients traveled with and whether their customers usually booked package flights or made their own arrangements. The questionnaire also asked the agents about their perceived level of influence over their customers' travel planning decisions.

2. Questionnaire Translation and Validation

The questionnaire was originally written in English and translated by a Korean native speaker. A second Korean native speaker then checked the meaning of original script against the new Korean translation to ensure accuracy. The questionnaire was translated to Korean to reduce educational bias and ensure a better quality sample. After the translation and check, the questionnaire was pre-tested with 5 Koreans who fit the selection cri-

teria as a final validation.

3. Data Collection

3.1 Potential Korean Tourists

A web-based survey was employed in this study. A link to the survey was directly emailed to approximately 100 Korean adults who, per request, redirected the link to additional acquaintances who also fit the criteria. The final count on started surveys is 106. The final number of completed surveys is 99 or 93.4% of the total respondents who started survey. This final number of completed surveys provides a 95% confidence level with an interval of approximately 10 based on the overall Korean adult population.

3.2 Korean Travel Agents

The questionnaire for Korean travel agents was based on a paper survey that was hand delivered to different travel agencies in the greater Seoul metropolitan area. The number of surveys completed by travel agents is 36. This number of completed surveys provides a 95% confidence level with an interval of approximately 16 based on the overall Korean travel agent population.¹⁾

V. Results of Estimations

1. Korean Tourist Profiles

Based on the modal responses from the questionnaire, the Korean traveler population was mostly comprised of 19-29 year old (47.9%), unmarried (53.7%), female (63.5%), university graduates (49.5%). In addition, this group enjoyed travel within Asia (84.4%) and Europe (42.2%) with their families (40.2%) and saw visiting new places and relaxation (61.9% and 54.6% respectively) as their most important travel destination criteria.

Three interesting aspects of their profiles, from an Alaska tourism market potential perspective, are family income, propensity to travel and source of travel information. 35.1% of the respondents showed family incomes of over 5M won/month, thus giving them a greater ability to travel for pleasure. The second relevant aspect results from their propensity to travel. A majority of those potential

1) Through phone interview, a representative from the Korean Travel Agent Association estimated that there are roughly 900 to 1,000 travel agencies in Korea with an average of 3 to 4 agents per agency. Liberal interpretation would mean that there are approximately 4,000 travel agents in Korea.

Alaskan tourists traveled abroad less than 1 year ago (57%) and expect to travel again within the next year (76.6%). In addition, a majority of the respondents reported they learned the most about Alaska through the TV/Radio. Lastly, the travelers responded favorably that they would enjoy traveling to the region (3.68 of 5) and expected to participate in wilderness tours, see native culture and go fishing/hunting as their top activities when visiting. Although specific market segmentation was not included within the scope of this study, it appears that a financially able and highly mobile group of potential travelers has been identified that are interested in visiting Alaska and can be reached through TV/Radio advertising. For more information on the Korean Tourist profiles, please reference appendices 1 and 4.

2. Korean Travel Agent Profiles

From a Korean Travel Agent standpoint, the majority was married (58.3%), female (66.7%), university graduates (63.9%) who were between 30~45 years old (52.8%). Most of the agents reported that over 80% of their business came from travelers heading overseas (30.6%) on group

(38.9%) packages (69.4%). The agents were primarily involved in culture, golf and educational travel specializations where their international customers traveled to Asian (61.1%), European (55.6%) and North American (50%) destinations.

Several characteristics of this group might be of particular interest to international marketers. The first is that the group mainly relied upon the internet (69.4%) and travel guides/brochures (63.9%) to research travel destinations. A second significant factor is that they felt they are fairly influential (3.67 out of 5) in directing their clients towards specific travel destinations. These facts could serve to better develop marketing campaigns to attract more Korean tourists to Alaska. For more information on the Korean Travel Agent profiles, please reference appendices 1 and 5.

3. Korean Traveler-Alaska Knowledge

As knowledge about a place plays a role in determining the destination image, this survey queried travelers as to their knowledge of the state. Based on the initial question asking them to rate their knowledge, the potential travelers felt they only knew a little about the region (2.5

of 5). This self-evaluation was confirmed when only 60.8% of the respondents correctly identified the state on a map of the northern hemisphere, in addition to only 38% identifying the correct population range and only a few more than half could confirm that English is the primary language of Alaska (54.5%). Due most likely to the recent US presidential elections, 37.8% of the potential travelers identified Sarah Palin as being an Alaskan. All other “famous” Alaskans received a maximum 13% recognition. It is interesting to note that Wayne Gretsky, a Canadian hockey player, received as much recognition as Sarah Palin. This misidentification of Gretsky as an Alaskan might be attributed to his cold weather sport participation which fits the respondent’s image of the region identified by the research. See appendix 2 for more detailed information.

4. Korean Travel Agent-Alaska Knowledge

The Korean travel agent responses, with the surprising exception of a substantially worse identification of the state on the map (51.4% vs. the traveler’s 60.8%), were all within a maximum 5%

difference of those of the Korean travelers in the categories of perceived AK knowledge, famous Alaskan identification, population size and language spoken. This relative closeness can demonstrate that their knowledge of the region is essentially that of the rest of the population and that they have not received any extra, specialized education. See appendix 2 for more detailed information.

5. Korean Traveler-Alaska Image

The area of greatest importance to this study relates to the image Koreans have of the State of Alaska. This section examines the structured and unstructured questions regarding Korean travelers’ images of the region. The first two questions were based on stereotypical photos of Alaska and the top 3 images that held the most relevance to the potential travelers were of an Eskimo (38.4%), mountains (30.3%) and penguins (23.2%) from the non-Alaskan scenes and an igloo under the aurora borealis (64.3%), mountains with a glacier (48%) and a caribou (34.7%) for the real Alaskan scenes. The other structured questions revealed that the respondents felt that Alaskan prices, people’s education/professionalism, urban

development and culture were all below the level of Korea. The only point that they felt was above Korea's level regarded the fact that they felt Alaska was just a little more dangerous than Korea. The last structured question showed that the travelers strongly felt that Alaska was cold, exotic and unusual with a diversity of natural attractions and made a good overall destination for travel. Falling slightly below the norm was the feeling that Alaska wasn't a wealthy place and that the products/services produced there were not the highest of quality.

The unstructured question in this section requested the respondent to write in their primary images of the state. The top 5 specific word responses were: Eskimo, snow, igloo, ice berg and cold. These responses show a strong, consistent image of Alaska in the minds of the potential Korean travelers that Alaska is a very cold region. See appendix 3 for more detailed information.

6. Korean Travel Agent-Alaska Image

Similar to previous sections, Korean travel agents answered virtually the same as the travelers for several questions in terms of the ranking but differed in the

percentages. The first two questions, based on stereotypical photos of Alaska and the images the held the most relevant to the potential travelers, were also of the Eskimo (44.4%), mountains (22.2%) and penguins (22.2%) from the non-Alaskan scenes and an igloo under the aurora borealis (77.7%), mountains with a glacier (47.2%) and a caribou (33.3%) for the real Alaskan scenes.

Questions regarding the other structured questions proved to have greater differences. As the travelers, the agents also felt that Alaskan people's education/professionalism, urban development and culture were all below the level of Korea, but thought that the prices and danger were comparable to that of Korea. The last structured question showed that travel agents felt virtually the same as the travelers in all categories except for 1. The only real difference between the two respondent groups was that the agents agreed more strongly that Alaska was a wealthy place.

The travel agents' unstructured question responses were also quite similar to those of the travelers. Of the top 5 responses, the only difference, other than ranking, was the agents' use of the word "ice" and the travelers' use of "cold".

The rest of the words (Eskimo, snow, iceberg, igloo) were duplicated. Again, the agents display a very strong image of a cold region. See appendix 3 for more detailed information.

VI. Traveler/Travel Agent-Data Comparison and Implications

A comparison of the images perceived by potential Korean travelers and those of Korean travel agents, as shown in appendix 6, shows remarkable similarity. From the structured questions involving the real and stereotyped Alaskan pictures and the comparisons between Alaska and Korean index based questions, there appears to be a great deal of similarity. The unstructured descriptive images are even the same for 4 of the 5 key words. This similarity shows a remarkable lack of any specialized knowledge on the part of the travel agents, who one could assume, make a living providing travelers information on destinations.

This point is reinforced when the general knowledge on Alaska is also considered. Although this general knowledge

doesn't completely form the basis of peoples' images of a destination, it can play a role in making sure that the image is one anchored close to reality. For two very critical informational points, location and language, both parties of respondents noted between a 52% and 61% accuracy. The correlation of this large a degree of similarity between images perceived by both the travelers and travel agents and coupled with a lack of general knowledge indicates that a priority for Alaskan tourism marketers should be the education of both parties. Based on data from appendix 1, marketers should consider using TV as the primarily media form for potential travelers and a combination of the internet and tourism brochures for the agents.

A second important implication can be made from the data regarding the specific destination image that both parties have of the region. Although only 4 of the 5 top images the travelers and travel agents share of the region are exactly the same, all 5 of the top descriptive images for both parties relate to something cold or frozen (shared: Eskimo, snow, ice berg, and igloo; Different: ice and cold). This destination image seems strongly centered on cold, despite that fact the region

possess a wide range of climates and temperature and seasonal ranges. The image that is perceived in the minds of both the agents and travelers does not fit the reality of the region for a good part of the year. Although a strong, consistent destination image can be a good thing, it is best for a marketing program that the perceived image corresponds with the image the marketers are trying to promote. The vast majority of tourists visit Alaska during the summer months (87%) due to the fact that winter tourism doesn't seem to appeal to most visitors (Alaska Office of Tourism Development, 2009). The primary implication here is that if international tourism marketers are looking to promote summer vacations to the state from Korea, they must attempt to modify the mental constructs held by the Korean population to allow for images other than ice.

Additionally, images held by both Korean travelers and agents alike pegs Alaska as having its culture, product quality, development, infrastructure and the education and professionalism of its people as being inferior to that of Korea. These negative images may not exactly correspond to the image the state markets wish to convey. As with the perceived image of the state being an ice cube, better educa-

tion of all parties must be considered.

VII. Conclusion

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

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

A future study could be a comparison of perceived images between the potential tourists of this study and actual tou-

rists, either on their way to Alaska or those just leaving, to identify differences in images and knowledge.

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Appendix

Appendix 1: Korean Potential Traveler and Korean Travel Agent Personal Profile Information					
Potential Traveler (n = 104) Travel Agent (n = 36)		Traveler		Travel Agent	
Characteristic		Frequency	Percentage	Frequency	Percentage
Gender	Male	35	36.5	12	33.3
	Female	61	63.5	24	66.7
Age	16~29	46	47.9	11	30.6
	30~45	36	37.5	19	52.8
	46~59	13	13.5	6	16.7
	Over 60	1	1	0	0
Marital Status	Married	44	46.3	21	58.3
	Unmarried	51	53.7	15	41.7
Education	High School	25	26.3	5	13.9
	Junior College	8	8.4	7	19.4
	University	47	49.5	23	63.9
	Graduate School	11	11.6	1	2.8
	Other	4	4.2	0	0
Current Employment	Employed	33	35.1	Not Asked	
	Self-employed	9	9.6		
	Student	35	37.2		
	Unemployed	3	3.2		
	Other	14	14.9		
Family Income	Less than 3M/Month	16	17	Not Asked	
	3~4M/Month	22	23.4		
	4~5M/Month	23	24.5		
	More than 5M/Month	33	35.1		
Previous Visit to Alaska?	Yes	5	5.3	3	8.3
	No	89	94.7	33	91.7
Family/Close Friends in Alaska	Yes	8	8.5	7	19.4
	No	86	91.5	29	80.6
Through what media have you learned the most about Alaska? (Select 1)	Nowhere	2	2.2	2	5.6
	Friends/Relatives	9	9.8	2	5.6
	TV/Radio	46	50	13	36.1
	Travel Guides/Brochures	8	8.7	10	27.8
	Books	13	14.1	0	0
	Internet	10	10.9	8	22.2
	Other	4	4.3	1	2.8

Appendix 2: Korean Potential Traveler and Korean Travel Agent General Alaska Knowledge					
Potential Traveler (n = 104) Travel Agent (n = 36)		Traveler		Travel Agent	
Question		Index Value (1 = None/5 = Good)		Index Value (1 = None/5 = Good)	
Perceived Alaska Knowledge		2.52		2.46	
		Frequency	Percentage	Frequency	Percentage
Identification of AK on the Map (bold is correct)	Russia	5	4.9	1	2.9
	Finland	2	2	4	11.4
	Sweden	2	2	0	0
	Norway	1	1	0	0
	Iceland	4	3.9	1	2.9
	Greenland	20	19.6	6	17.1
	Canada	4	3.9	4	11.4
	Alaska	62	60.8	18	51.4
	Japan	0	0	0	0
	Korea	2	2	1	2.9
Famous Alaskan Identification (bold are correct)	Michael Jordan	1	1	2	6.7
	Hilary Lindh	5	5.1	1	3.3
	Will Rogers	9	9.2	2	6.7
	Britney Spears	3	3.1	2	6.7
	Sarah Palin	37	37.8	13	43.3
	Wayne Gretsky	37	37.8	12	40
	Jewel	4	4.1	2	6.7
	George Bush	1	1	0	0
	Libby Riddles	13	13.3	5	16.7
Population of Alaska (bold is correct)	Under 500,000	37	37	14	40
	500,000~1M	38	38	12	34.3
	1~2M	17	17	8	22.9
	More than 2M	8	8	1	2.9
Mother Tongue of Most Alaskans (bold is correct)	Eskimo	34	34.3	13	36.1
	Russian	8	8.1	3	8.3
	English	54	54.5	19	52.8
	Other	3	3	1	2.8

Appendix 3: Korean Potential Traveler and Korean Travel Agent Alaska Image Questions					
Potential Traveler (n = 104) Travel Agent (n = 36)		Traveler		Travel Agent	
		Frequency	Percentage	Frequency	Percentage
Stereotyped Alaska (Non-AK Scenes) Images (1 image only)	Eskimo	38	38.4	16	44.4
	Boreal Forest	6	6.1	2	5.6
	Penguins	23	23.2	8	22.2
	Pacific NW Rain Forest	1	1	1	2.8
	Mountain scene	30	30.3	8	22.2
	Santa Claus	1	1	1	2.8
Stereotyped Alaska Images (Real AK Scenes) (Multiple image selection allowed)	Igloo with Aurora Borealis	63	64.3	28	77.8
	Metropolitan Anchorage	10	10.2	2	5.6
	Caribou	34	34.7	12	33.3
	Oil Derrick	19	19.4	3	8.3
	Mountains with Glacier	47	48	17	47.2
	Commercial Crabbing	29	29.6	5	13.9
Open-Ended Question-Images of Alaska (Top 10 Images are listed)					
Tourist Responses		Agent Responses			
Eskimo	Eskimo	39	10.1	14	12
Snow	Ice	30	7.8	9	7.7
Igloo	Snow	26	6.8	9	7.7
Ice berg	Ice berg	25	6.5	7	6
Cold	Igloo	19	4.9	5	4.3
Dog Sled	Cruise	18	4.7	5	4.3
Oil/Crude Oil	Aurora Borealis	17	4.4	5	4.3
Ice	Anchorage	15	3.9	5	4.3
Polar Bear	Dog Sled	14	3.6	4	3.4
Penguins	Polar Bear	11	2.9	4	3.4
Alaska/Korea Comparison Questions		Index Value (1 = Below Korean Level, 2 = Equal to Korea, 3 = Above Korea)		Index Value (1 = Below Korean Level, 2 = Equal to Korea, 3 = Above Korea)	
1. Prices in Alaska		1.93		2	
2. Alaskan people's education/professionalism		1.7		1.43	
3. Alaskan level of urban development and infra.		1.5		1.33	
4. Alaska is dangerous.		2.21		2.03	
5. Alaskan culture		1.82		1.85	
Feeling of what Alaska is like.		Index Value (1 = Strongly Disagree/ 5 = Strongly Agree)		Index Value (1 = Strongly Disagree/ 5 = Strongly Agree)	
1. It is very cold in Alaska.		4.55		4.06	
2. AK is an exotic and unusual place.		4.39		4.11	
3. AK is a wealthy place.		2.92		3.31	
4. AK is a good destination for travel.		3.46		3.28	
5. AK is too expensive.		3.13		3.17	
6. AK has a great diversity of natural attractions		4.15		4	
7. AK has an interesting cultural history.		3.88		3.59	
8. AK is an exciting place.		3.51		3.21	
9. AK products/services possess good quality.		2.81		2.84	
10. There are many animals in AK.		4.03		3.79	

Appendix 4: Korean Potential Traveler-Basic Travel Questions			
Potential Traveler Profile (n = 104)		Traveler	
Question		Index Value (1 = Never/5 = Often)	
How often travel internationally?		3.03	
		Frequency	Percentage
With whom do you travel?	In a group	23	25
	Alone	25	27.2
	With a partner	7	7.6
	With family	37	40.2
Last time traveled abroad?	Never	6	6.5
	Less than 1 year ago	53	57
	2~3 years ago	22	23.7
	More than 3 years ago	12	12.9
When do you expect to travel next?	This year/Next year	72	76.6
	3~5 years	13	13.8
	No plans	9	9.6
Where have you traveled?	North America	45	50
	South America	9	10
	Asia	76	84.4
	Africa	3	3.3
	Europe	38	42.2
	Oceania	30	33.3
	Antarctica	0	0
What is important to you when choosing a destination? (Multiple answers allowed)	Relaxation	53	54.6
	Activities	17	17.5
	Visiting new places	60	61.9
	Cheap prices	29	29.9
	Visiting places no-one I know has gone	26	26.8
	Shopping	11	11.3
	Recom. of friends/family	16	16.5
	Other	8	8.2
If you traveled to Alaska, do you expect to see/visit: (Multiple answers allowed)	Wilderness Tour	80	81.6
	City Tour	17	17.3
	Go Shopping	7	7.1
	See Native Culture	48	49
	Outdoor Activities	22	22.4
	Fishing/Hunting	31	32
Question	Index Value (1 = Never/5 = Def. Go)		
In the future, would you consider going to Alaska?	3.68		

Appendix 5: Korean Travel Agent-Basic Travel Questions			
Potential Traveler Profile (n = 36)		Frequency	Percentage
Question			
What % of your clients travel internationally?	0~20%	6	16.7
	21~40%	2	5.6
	41~60%	10	27.8
	61~80%	7	19.4
	Over 80%	11	30.6
What is your area of specialization? (Multiple answers allowed)	Nature	7	19.4
	Adventure	8	22.2
	Business	9	25
	Culture	15	41.7
	Golf/sports	14	38.9
	Education	10	27.8
	Other	9	25
Where do your clients usually travel? (Multiple answers allowed)	Domestic Korea	14	38.9
	North America	18	50
	South America	5	13.9
	Asia	22	61.1
	Africa	3	8.3
	Europe	20	55.6
	Oceania	17	47.2
How do your clients usually travel?	In a group	14	38.9
	Alone	6	16.7
	With a partner	5	13.9
	With family	11	30.6
How do they typically arrange their itineraries?	Package/Tour	25	69.4
	Individual arrangements	11	30.6
How do you learn about travel destinations? (Multiple answers allowed)	Nowhere	1	2.8
	Co-workers, indust. assoc.	9	25
	TV, Radio, Magazines	3	8.3
	Travel Guides/Brochures	23	63.9
	Books	6	16.7
	Internet	25	69.4
	Other	3	8.3
Question		Index Value (1 = Not infl./5 = Very influential)	
How influential do you feel you are in directing your clients towards specific destinations?		3.67	