A Study on Korea Incentive Travel Program and the Influence of Readiness Assessment on Travel Satisfaction
– with focused on the Case-study of China*

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Abstract

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As Korea is experiencing a continuous increase in incentive tourism travel, and in travelers to the country, the current evaluation of Korea’s tourist destinations & travel itineraries, and services offered such as accommodation, transportation, food, etc. are being measured as lacking and insufficient. This paper focuses on the case of the Baojian Corporation’s incentive tour, which sent approximately 11,000 people to Korea in 2011. The incentive travelers were surveyed regarding the incentive destination & itineraries, and services offered. This paper tries to understand the level of Korea’s cultural awareness and the relationship between Korea’s awareness and the overall travel satisfaction. Analysis tools used were simple and multiple regression analysis. Simple regression analysis was used to measure each visitor’s experience of the incentive tour’s itinerary. Multiple regression analysis was used to measure the properties of services offered. The research findings obtained through the evaluation of the Korea incentive travel destinations & itineraries, and services offered, may be used to create a plan and operate an effective incentive tourism program in the future. In particular, the findings may be able to provide a theoretical and practical implication for Korea’s incentive tourism market’s expansion and growth in satisfaction.

Key Words: incentive tourism, travel destination, travel services, travel satisfaction, Baojian Corporation

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I. Introduction

Incentive tourism is a sector that continuously growing, and Kotler, Bowen & Makens (2002) explains incentive tourism is a type of tour that is awarded to an individual or a team of a corporation for achieving or exceeding a goal. Incentive tour destinations for leading global companies and organizations varies greatly, and therefore, interest of the industry professionals in addition to incentive travellers, their families and corporate meeting planners are expected to grow continuously. The incentive travellers obtain information, confidence and motivation through corporate meetings and tours. Positive attitudes towards the company become greater and more focused on common goals and values. This leads to positive sentiments regarding their overall job duties which results in better performance (Yoo Myung-hee, 2007). As a result more corporations are expected to gain interest in incentive travel.

From a global perspective, most of the countries in the world have a great interest in promoting themselves as an incentive travel destination. Activities like seminars, fam tours, sales calls, etc. are growing all over the world to attract corporate meetings and the global trends show strengthening of incentive tourism (Kim Sung-hyuk, Oh Jae-kyung, 2010).

However, according to the global MICE magazine, Corporate Meetings & Incentive and Incentive Research Foundation, due to the recent global economic downturn, the incentive travel market outlook is not bright and according to the results of the survey of meeting planners and corporate planners, 27% experienced incentive travel cancellation, 44% experienced reduced budget and 44% expected a contraction in the market. (http://meetingsnet.com/corporate meetings incentives/news/merch_survey0630). However, unlike the global trend, the Korea Tourism Organization's incentive travel support records show an increase of 34.7% in incentive travel compared to last year, with 1,685 incentive groups and 110,000 travellers (internal data of 2010 Korea Tourism Organization). This resulted in an economic impact of direct consumption expenditure worth \156.1 billion (equivalent of exporting 7,095 Sonata cars) and production inducement effect is expected to be \281.4 billion. Korea's incentive travel growth is influenced by Hallyu in the Asia region, increase in brand value