

# Factors Attracting Vietnamese Tourists to Visit Korea

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**Abstract:** The tourism industry significantly contributes to the gross national economic product in many countries, promoting cultural exchange and understanding between people from different countries. This article employs exploratory factor analysis (EFA) to identify factors influencing the travel intention of Vietnamese tourists to Korea, given the economic integration between the two countries. The study found that Vietnamese tourists mainly visit Korea because destination image, cultural similarity, culinary background, and Hallyu. Path analysis reveals that responsiveness and price do not correlate with customer satisfaction. For Vietnam, it is essential to implement timely policies and measures to protect the environment and create a clean and beautiful atmosphere that is suitable for tourists, ultimately building a positive image of Vietnam in the eyes of international visitors. Travel agents, travel service companies, restaurants, and hotels to stimulate the local tourism market by reducing prices for domestic tourists, promoting tourism products, and offering reduced entrance fees. Businesses can also offer travel packages with preferential policies for foreign tourists to boost demand.

**Keywords:** Korea travel intention, travel motivation, travel destination, Vietnam, Vietnamese tourists.

**Subject classification:** Economics

## 1. Introduction

In the current era of globalisation and integration, tourism plays a crucial role in a nation's development (Navickas & Malakauskaite, 2009). The tourism industry represents a long-term cooperative relationship between countries, such as the dynamic tourism industry between Vietnam and South Korea. By November 2019, the number of Vietnamese tourists visiting Korea had exceeded 550,000, a 21.9% increase from the previous year, demonstrating the Vietnamese market's importance to Korean tourism. The two countries' diplomatic relations since 1992 have developed socio-economic cooperative

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relationships, including tourism cooperation. The 2002 framework agreement on tourism cooperation paved the way for tourism development and indirectly contributed to both countries' economic development. ASEAN tourism cooperation has also played a crucial role, mainly through tourism promotion supported by Korea in ASEAN countries, such as organising fairs and seminars in Seoul. The Vietnamese government has implemented preferential policies, including a visa exemption policy for Korean citizens, since 2004. In 2016, the Vietnam National Administration of Tourism and the Korea National Administration of Tourism signed an MoU to promote and develop tourism exchange between the two countries.

As the economies of Vietnam and Korea become increasingly intertwined, tourism cooperation activities are expanding, especially in the digital era. Developing digital tourism has become a top priority for businesses and tourism management agencies in both countries. Tourism is a vital service industry that significantly impacts a country's economy, and scholars have recognised the importance of studying the relationship between variables such as tourist motivation, destination image, visitor satisfaction, intention to return, and loyalty to the destination (Huang & Hsu, 2009; Kozak, 2001; San Martín & Del Bosque, 2008).

Vietnamese tourists are drawn to Korea's unique features, such as its beautiful natural scenery, famous movies, cuisine, arts, music, cultural activities, and living environment. However, the exact relationship between these factors and Vietnamese tourists' decision to visit Korea remains unclear. This study aims to clarify this relationship and contribute to the promotion and development of tourism cooperation between the two countries. Additionally, the research will provide data on tourist demand to help companies offering Korean tourism services develop appropriate strategies.

## **2. Theoretical basis, hypothesis, and research model**

### *2.1. Tourism definition*

Tourism is a broad concept with various definitions. The International Union of Official Travel Organisation (IUOTO) defines tourism as travelling to a place other than one's residence for non-business purposes. The United Nations Conference on Tourism meeting in Rome, Italy, in 1963 defined tourism as the total economic relations, phenomena, and activities resulting from journeys and stays of individuals or groups outside their usual residence or workplace for peaceful purposes. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. The 2017 Vietnam Tourism Law defines tourism as activities related to trips outside

regular places of residence for sightseeing, learning, entertainment, or convalescence for a certain period.

Overall, tourism involves interactions between tourists, businesses, authorities, and local communities in the process of attracting and welcoming tourists.

## *2.2. Factors affecting travel intention*

### *2.2.1. Hallyu*

Hallyu is a Korean cultural trend that encompasses various fields, including K-pop, K-drama, K-movies, K-lifestyle, K-culture, cuisine, literature, and traditional languages (Kim, 2015). Hallyu has evolved through different stages, including Hallyu 1.0 with K-drama films in the late 1990s, Hallyu 2.0 with K-music, Hallyu 3.0 with K-culture, and Hallyu 4.0 with K-style. Hallyu has significantly contributed to the growth of international tourism in Korea and increased the purchase of related items such as cosmetics, fashion, and Korean cuisine by foreign customers (Yu, Kaim & Kim, 2012).

Numerous studies have shown that the Korean wave has positive effects on exporting Korean products and increasing tourism revenue (Lee, 2015). Movies and TV filming locations are among the factors that promote tourism, according to Kim and Richardson (2003). Urry (1990) suggests that film locations aim to become famous and attract tourists' attention. Tourists visit these famous landmarks to see the filming locations, creating a connection with movies, novels, or musical productions. This highlights the importance of strategic business considerations for marketers and travel service companies.

*H1: Hallyu culture has a positive impact on Vietnamese tourists' decision to visit Korea.*

### *2.2.2. Similarities in food culture*

Cuisine is a vital element in showcasing a region's traditions through its taste and presentation (Ryu & Jang, 2006). It strongly influences a tourist's experience and creates a familiar image of the community. Among tourism attributes, food is considered more critical than climate, accommodation, and landscape charm (Zainal, Zali, & Kassim, 2010). Local cuisine represents a community's social, environmental, cultural, historical, and economic aspects (Mitchell & Hall, 2006). It symbolises the quality of life and authenticity, and serves as an essential advertising theme (Frochot, 2003). Culinary tourism creates a culinary brand for countries and regions, such as France, Italy, and California (Jaiswal et al., 2013). From an individual perspective, food is necessary for bodily functions and sensory pleasure, influencing tourists' travel experiences (Mak, Lumbers, & Eves, 2012).

*H2: Similarities in food culture have a positive impact on Vietnamese tourists' decision to visit Korea.*

### 2.2.3. Tourist destinations

Tourism researchers commonly study tourist destinations, with the destination being the ultimate goal (Leiper, 1979). The destination image is a general impression that includes both cognitive and emotional aspects, and is a significant factor in attracting or repelling tourists (Gartner, 1994). A favorable destination image is formed by combining various attributes, such as beautiful scenery, shopping, cultural exchange, infrastructure, safety, and operations (Kim, 2014). Echtner and Ritchie's (1993) definition is the most comprehensive, stating that the target image is formed by three factors: overall attributes, psychological function, and uniqueness.

Previous definitions of destination image were deemed unfeasible due to vagueness. However, multiple studies have indicated that a positive destination image has a significant impact on tourists' intentions to visit, promotes re-visits, affects tourist behaviour, and influences consumer reviews (Phau, Quintal & Shanka, 2014; Huang & Hsu, 2009; Gallarza, Saura, & Garcia, 2002; Herrero, San, & Collado, 2017; Phillips, Asperin, & Wolfe, 2013). Several studies have also explored tourists' revisit intentions in different types of tourism or destinations. To contribute to this literature, this study aims to investigate the relationship between destination image and the attitudes of Vietnamese tourists towards tourism decisions. Therefore, the hypothesis is proposed as follows:

*H3: Tourism image has a positive impact on Vietnamese tourists' decision to visit Korea.*

### 2.2.4. Risks caused by COVID-19

Since its outbreak in Wuhan, China in late 2019, the Covid-19 pandemic has had a profound impact on all countries, including Vietnam. As a country with a significant level of economic openness and international integration, Vietnam has experienced disruptions in supply chains, production, and the circulation of goods. Industries such as exports, imports, aviation, tourism, accommodation, healthcare, education, labour, and employment have been directly affected. Many businesses have gone bankrupt, dissolved, suspended operations, or downsized.

According to the General Statistics Office (2020), in September 2020, international visitors to Vietnam sharply decreased by 99.1% compared to the same period in 2019, and 15.5% compared to February. In the first nine months of 2020, international visitors to Vietnam reached nearly 3,788.5 thousand arrivals, down 70.6% over the same period last year, of which international arrivals in the first quarter of 2020 accounted for 97.3%. Tourism revenue from accommodation and food services in the same period was estimated at VND 369.3 trillion, down 15% over the same period last year. Hotels, accommodations and restaurants, tourism businesses and travel agencies are also facing the Covid-19 pandemic. In 9 months, the number of enterprises temporarily suspending business in the accommodation and catering services industry was 2,414 enterprises, an increase of 120.3% over the same period last year; employment services, tourism and other supporting services are 2,320 enterprises, up 109.4 percent. The number of enterprises completing dissolution

procedures in the accommodation and food service industry is 650 enterprises; in the field of employment services, tourism, and other support services are 646 enterprises. To address this, the Ministry of Culture, Sports, and Tourism implemented a domestic tourism stimulus programme, “Vietnamese people travel to Vietnam”. Thus, the proposed hypothesis is:

*H4: The pandemic has had a negative impact on Vietnamese tourists’ intention to visit Korea.*

#### 2.2.5. Travel motivation

Motivation is conceptualised as a state of need that drives behaviour towards certain activities, interests, and satisfactory results (Backman et al., 1989). Scholars in tourism recognise motivation as a key variable in understanding tourist behaviour and decision-making (Chang, 2007; Correia, do Valle, & Moço, 2007). Motivation has been found to mediate the relationship between destination image and intention to visit (Phillips & Jang, 2007) and is considered a critical psychological factor influencing tourists’ decisions (George, 2004; March & Woodside, 2005).

Studies have identified various motivations for travel, including knowledge, facilities, recreation, socialisation, landscape features, and core attractions (Correia et al., 2007). Chang (2007) found that relaxation and pleasure, social relationships, psychosocial needs, and socio-economic factors motivate ordinary tourists. Kim (2012) emphasises that tourists’ activities drive the motivation for tourism, which directly and indirectly satisfies decision-makers’ needs. Motivations for tourism can be categorised as *Motivators*, driven by factors internal to tourists, and *Pull Factors*, based on destination attributes (Mill & Morrison, 1985). Noh, Lee, and Hwang (2017) found that motivation to provide information and keep records significantly influenced recommendation intention. Therefore, the specific hypothesis to test is:

*H5: Tourism motivation has a positive impact on Vietnamese tourists’ intention to visit Korea.*

#### 2.2.6. Similarity

Various definitions of similarity have been proposed in literature. Kressmann et al. (2006) define image similarity as the match between one’s own views and the image of a product, brand, or store. Similarly, all products have their image defined by price, physical aspects, and advertising (Jamal & Goode, 2001). Self-similarity refers to the match or mismatch between an individual’s perception of a brand and the product (Sirgy, 1982). Similarity between perceived image and product image can influence customer preferences and purchasing behaviour. The concept of similarity has been widely used in social psychology to study consumer behaviour. Kressmann et al. (2006) found that self-similarity affects brand loyalty and preference. Sirgy and Su (2000) also found that similarity has a positive effect on tourist behaviour. Similarity produces a motivational bias that tends to favour functional explanations (Kressmann et al., 2006), and it also affects leisure tourism (Beerli, Meneses, & Gil, 2007).

Based on the above findings, it can be assumed that similarity is an appreciation of the destination image and sensory motivation for tourists. Therefore, the hypothesis is as follows:

*H6: There is a significant positive relationship between similarity and travel motivation.*

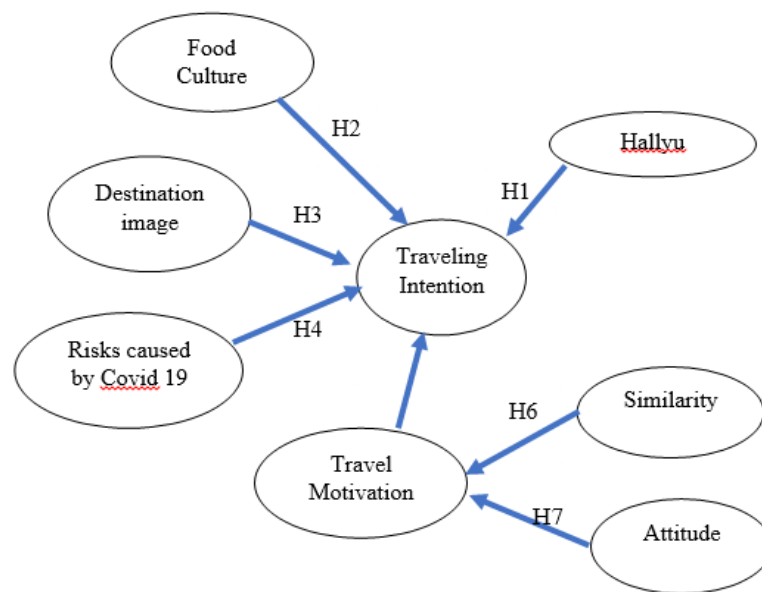
### 2.2.7. Attitude

Attitude refers to consistent judgments, thoughts, and inclinations towards an object or idea. It shapes people’s likes and dislikes and is a crucial factor in consumer decision-making. The Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) emphasise beliefs and attitudes as determinants of consumer behaviour. Attitude has been extensively studied in consumer behaviour research.

In tourism, attitude plays a significant role in shaping tourist motivation and behaviour. Tourists’ attitudes towards an object are determined by their perceived needs and price system (Gnoth, 1997). Factors influencing tourist behaviour include motivation, attitude, and situational factors (Venkatesh, 2006). Attitudes also influence tourist decisions and behaviour (Sirgy & Su, 2000; Luo & Deng, 2008). Therefore, attitude affects travel motivation, leading to the following hypothesis:

*H7: Attitude positively affects travel motivation.*

Figure 1: Research Model



The relationship between factors and visit intention has been extensively studied in the academic literature. In this study, the author has developed a conceptual model that illustrates the relationship between service quality dimensions, destination image, Hallyu,

similarity, customer satisfaction, attitude, and tourist motivation, leading to the intention to visit Korea. The conceptual model is based on the theory of tourist motivation, attraction, repulsion, and the Motivation-Ability-Opportunity (MAO) model (MacInnis, Moorman & Jaworski, 1991). The model proposed by the author is depicted in the Figure 1.

### 3. Research object and methodology

To clarify the research problem, the author reviews and synthesises previous studies to identify the urgent research question and novelty of the topic. Then, the author uses a desk-based research method, examining data and reports from organisations such as Google, Facebook, KTO, DataLab, and TradingEconomics to analyse the current situation and trends of Korean tourism. The author also examines Vietnamese people in different countries and recent developments in Vietnam, identifying the strengths, weaknesses, opportunities, and challenges of the market. Based on the analysis, the author proposes solutions to help develop the Korean tourism market in Vietnam.

Hair et al. (2006) suggest that for exploratory factor analysis (EFA), the minimum sample size required is calculated using the formula:  $n \geq 5 \cdot x$ , where  $n$  is the sample size and  $x$  is the number of observed variables. Applying this formula to our study, with 21 observed variables and three variables for travel intention, the minimum required sample size is  $n \geq 5 \cdot 24 = 120$  survey subjects. This ensures the accuracy and reliability of the study. Therefore, a minimum sample size of 120 survey subjects is required for this research.

To ensure a sufficient number of valid samples and increase the reliability of this study, the authors randomly distributed questionnaires to 229 individuals between the ages of 18-30 who expressed an interest in visiting Korea. The study used a 5-point Likert scale to collect data. After data collection, the authors assessed the reliability of the data using Cronbach's Alpha coefficient. Then, exploratory factor analysis (EFA) was used to identify the observed variables that had significant correlations with each other.

### 4. Experimental results

#### 4.1. Cronbach's Alpha test

According to Nunnally (1978) and Peterson (1994), a scale must meet two conditions to be considered reliable and valid: Cronbach's Alpha coefficient for the population must be greater than 0.6, and Total Correlation (Corrected Item-Total Correlation) must be greater than 0.3.

Based on the theoretical model, the questionnaire used in this study includes seven groups of independent variables and one dependent variable. The Likert scale has a value line of 1 to 5, used to measure participants' perceptions of variables that affect customer satisfaction. *Table 1* presents the results of the Cronbach's Alpha reliability analysis for each variable group.

4.2. EFA test

To ensure the accuracy and reliability of the analysis, several requirements must be met. These include:

- KMO coefficient between 0.5 and 1
- Factor loading greater than 0.5
- Bartlett test significance level less than 0.05
- Percentage of variance greater than 50%

4.3. Rotation Matrix

Table 1: Rotation Matrix of Independent Variables

	Rotated Component Matrix <sup>a</sup>				
	Component				
	1	2	3	4	5
MO3	.786				
MO2	.776				
MO1	.761				
AT3	.685				
AT2	.626				
AT1	.626				
FO2		.764			
IM1		.703			
IM3		.678			
FO3		.671			
FO1		.641			
IM2		.582			
HA1			.794		
HA2			.790		
HA3			.762		
HA4			.564		
SI3				.798	
SI2				.737	
SI1				.697	
CO2					.783
CO1					.777
CO3					.694

Source: Author's calculation results.



- Group 1: includes variables MO3, MO2, MO1, TM3, TM2, TM1: variables are renamed according to common characteristics of the variables in the group, namely Travel Motivation.
- Group 2 includes variables FO3, FO2, FO1, IM3, IM2, IM1, and they are renamed as Destination Image variables.
- Group 3: includes variables HA1, HA2, HA3, HA4, the group's characteristic is Hallyu
- Group 4: includes variables SI1, SI 2, SI, the group's characteristic is Similarity
- Group 5: includes variables CO1, CO2, CO, the group's characteristic is COVID-19

#### **Five independent factors and one dependent factor**

- MO – Travel Motivation – is set as a representative variable for variables in group 1
- IM – Destination Image – is set as a representative variable for the variables in group 2
- HA – Hallyu – is set as representative variable for group 3
- SI – Similarity – is set as a representative variable for group 4
- CO – COVID-19 – is set as representative variable for group 5
- DE – Decision – is set as a representative variable for the dependent variable

#### *4.4. Correlation test*

The Pearson correlation analysis indicates that the dependent variable (work motivation) and the independent variables (other variables) have significant correlations ( $p < 0.01$ ), confirming the relationship between them. Additionally, all independent variables are highly correlated ( $p < 0.01$ ). However, the author will test for multicollinearity after conducting the regression, as there is also a correlation between the independent variables.

#### *4.5. Multi-factor regression model*

Paradigm:

From the theory in Section 3, the author created a model of factors affecting the travel decision of Vietnamese people to Korea with the following formula:

$$DE = a + b1*HA + b2*SI + b3*IM + b4*MO + b5*CO$$

In there:

- DE is a dependent variable, representing Vietnamese people's decision to travel to Korea.
- HA is the independent variable, showing the elements of Korean Hallyu culture.
- SI is the independent variable, showing the similarity between the culture of Vietnam and Korea.
- IM is an independent variable, showing the image of Korea and Korean cuisine according to Vietnamese people.
- MO is an independent variable, showing tourism motivation and attitude of Vietnamese people when coming to Korea.

- CO is an independent variable, showing the impact of COVID-19 on Vietnamese people when deciding to travel to Korea .

- *a* is the intercept factor.

- *bs* are the coefficients of the independent variables, showing the degree of impact of the factors on the decision of Vietnamese people to travel to Korea.

**Results of regression model**

The author employed the Stepwise method in multivariate regression and found that motivation and attitude are the primary factors that influence Vietnamese individuals’ decision to travel to Korea.

Table 2: Regression Model

Coefficients <sup>a</sup>							
Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.312	.286		1.091	.277		
MO	.445	.089	.360	4.987	.000	.467	2.141
IM	-.092	.094	-.067	-.981	.328	.519	1.926
HA	.075	.073	.062	1.033	.303	.667	1.499
SI	.229	.073	.210	3.115	.002	.536	1.866
CO	.248	.071	.231	3.469	.001	.549	1.821

a. Dependent Variable: DE

Source: Author’s calculation results.

$$DE = 0.312 + 0,445*HA + 0.229*SI - 0,92*IM + 0,445*MO + 0,248*CO$$

Out of the five factors studied, the perception of Korea’s image and cuisine by Vietnamese people, as well as the Hallyu factor, were found to be statistically insignificant, as their sig values exceeded 0.05.

Vietnamese tourists are primarily attracted to Korea due to their curiosity and perception of Korean culture, which they learn about through various channels such as TV, books, and word of mouth. They believe that the cultural similarities between Korea and Vietnam make Korea an attractive tourist destination. However, with the ongoing COVID-19 pandemic, many Vietnamese tourists were choosing to postpone their travel plans to Korea until the situation improved.

**Assessing the regression model**

Table 3: Model Summary Statistics

Model Summary <sup>b</sup> Watson					
Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-
1	.677 <sup>a</sup>	.458	.446	.65222	2.009

*Notes:* a. Predictors: (Constant), CO, HA, SI, IM, MO

b. Dependent Variable: DE

Source: Author's calculation results.

The adjusted R<sup>2</sup> coefficient was used to evaluate the impact of independent variables on the dependent variable in the model.

The model's adjusted R<sup>2</sup> value was 0.446, indicating that the independent variables account for 44.6% of the variance in the dependent variable. The Durbin-Watson coefficient was approximately 2, demonstrating that the model is suitable for measuring the factors that influence Vietnamese tourists' travel decisions to Korea.

## 5. Solutions

Through an analysis of the factors that influence tourists' travel decisions to Korea, the author proposes recommendations for not only the government to improve the country's offerings but also for travel operators, media companies, and entertainment companies to recognize the significance of these factors in attracting tourists. By doing so, these businesses can increase their profits while also contributing to the promotion and development of the country's tourism industry.

### 5.1. Korea's strengths need to be promoted

Alongside policies aimed at stimulating tourism, the Korean tourism industry has also focused on utilising popular music groups, singers, and actors to promote the country's culture, scenic beauty, and people. This strategy has been successful in garnering global attention for Korea. Although bringing in top Asian stars requires a significant investment, the benefits for the country make it worthwhile for investors. Similarly, artists who participate in such international promotions are eager to enhance their reputation further. This symbiotic relationship has contributed to the country's dazzling and enchanting image.

- *In-depth tourism construction and development plan*

Korean drama producers have been savvy in featuring famous Korean landmarks in their films, utilising cinema as a means to promote tourism. The country's renowned tourist destinations and unspoiled natural beauty are often highlighted in Korean films. After watching a Korean film, viewers are frequently drawn to these places and may eventually decide to purchase a plane ticket to visit the locations that left an impression on them. As cinema is considered the seventh art, Korea has effectively used it to boost its tourism industry.

*- Building a clean and beautiful environment, suitable for tourists' tastes*

As air pollution in Korea continues to worsen, people are increasingly seeking places with clean, fresh air and a pleasant atmosphere. Recognizing this trend, the country has planted a variety of trees and flowers along its roads, high-rise buildings, schools, and residential areas. Honeysuckles and maples are among the most commonly planted trees, boasting wide foliage and vibrant colors that attract visitors. During the autumn season, the foliage transforms into a stunning red and golden hue, creating a poetic, dreamy, and romantic landscape that captivates visitors.

*- Building a rich and diverse transportation system*

Korea offers a variety of transportation options, including the subway, bus, taxi, train, car, and bicycle. The country strictly enforces traffic safety rules, with pedestrians given high priority. When a pedestrian crosses the street, all other vehicles must stop to give way. The sidewalk system is also well-paved and slip-resistant, ensuring safe pedestrian travel.

## *5.2. Proposing lessons for Vietnam*

*- Government and competent authorities*

Korea has expanded its visa scheme to promote cultural and economic exchanges with Southeast Asian countries, particularly Vietnam, and attract more tourists. The government and agencies could also consider extending the visa period for tourists, while still maintaining strict controls to prevent international criminals from entering the country. Infrastructure development is crucial for both tourism and overall national development. Building and improving the transport system, national highways, skyscrapers, and traditional architectural works can enhance Vietnam's image in the eyes of international tourists while improving citizens' quality of life. Additionally, it is essential to implement timely policies and measures to protect the environment and create a clean and beautiful atmosphere that is suitable for tourists, ultimately building a positive image of Vietnam in the eyes of international visitors.

*- Travel agencies combined with media businesses and entertainment companies*

A long-term solution for sustainable tourism development is for travel agents, travel service companies, restaurants, and hotels to stimulate the local tourism market by reducing prices for domestic tourists, promoting tourism products, and offering reduced entrance fees. Businesses can also offer travel packages with preferential policies for

foreign tourists to boost demand. Service quality is a key factor that influences the reputation of travel agents and the tourism industry as a whole. Therefore, each business needs to strengthen their assessment of service quality, improve their human resources, implement food hygiene and safety regulations, maintain clean environments at tourist destinations, and improve the quality of transportation services. In addition, promoting Vietnam's beauty through cinematic and musical works is an effective means of attracting tourists from all over the world.

*- Prevent any future health crises*

The research findings demonstrate that COVID-19 had a significant impact on Korea's tourism industry. The pandemic had far-reaching effects on Vietnam's tourism industry, economy, and social life as well. While international tourism is showing promising progress after the pandemic, the government must remain vigilant and prepared to take timely measures in response to future pandemics.

## **6. Conclusion and limitations**

As economic integration gains momentum, tourism development and bilateral relations with countries worldwide have become top priorities during this period of integration. The laws of the market and societal evolution require all countries to have campaigns, development plans, and specific policies to integrate and develop in tandem with the rest of the world. This study aimed to identify the factors influencing Vietnamese tourists' intention to visit Korea. Based on the findings, destination image, cultural similarity, culinary background, and Hallyu influence visitors' intentions to visit Korea through tourism attitudes and motivations. Path analysis reveals that responsiveness and price do not correlate with customer satisfaction.

The presented conceptual model outlines the relationship between seven constructs, with individual constructs such as destination image and Hallyu contributing positively to satisfaction levels, attitudes, and motivation. The hypotheses derived from this model were tested and supported, confirming the findings of previous studies. By understanding the factors that motivate Vietnamese people to travel to Korea, we can comprehend why Korea has become one of the most popular Asian tourist destinations, not only for Vietnamese tourists but also for visitors worldwide. Therefore, Korean tourism businesses, as well as those based in Vietnam, must consider the critical role of these factors to meet the needs and expectations of Vietnamese tourists in a timely and efficient manner. The results of this study can serve as a valuable source of information for marketing managers to design effective business and advertising strategies that not only attract more visitors to Korea but also encourage them to promote the destination to new tourists in Vietnam.

While this research paper provides a preliminary assessment of the factors that motivate Vietnamese people to travel to Korea and proposes solutions for reference, it is hoped that

it will make a practical contribution by creating a foundation for the development of a project to promote the tourism industry and bilateral relationship between Vietnam and Korea. Further research and analysis will be required to comprehensively evaluate the factors and solutions outlined in this study.

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