

# A Study on the Status and Prospects of Korean Female Travelers in Outbound Travel Market from Service Trade Point of View

서 현(Hyun Seo)

우석대학교 교수

김경한(Kyung-Han Kim)

경희대학교 박사과정 수료

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## Abstract

Services could move over the world where they want to go. Especially, travel services shared 29.4 percent of total world exports, 625 billion dollars in 2004 (WTO, 2005). Tourism is a very important sector in service trade in the world.

Of developing countries, Korea has been experiencing remarkable development in female outbound travel market since the complete liberalization on overseas travels in 1989, with about 3.85 million travelers in 2005, 2,000 percent growth rate over 1988. It means woman's social status has been increasing in Korea.

Especially, in the study young housekeepers, solely office ladies, and college students were described as very important market segments in Korean woman outbound travel market. They were not only major decision makers, but also executors because of both enough economic power and social status improvement on small sized family.

This study indicated that woman outbound travel market gets larger because their buying power and status are going to go improved in Korean social system. It is recommended that marketers be worth watching Korean woman travellers as a major target market through continuous observation and analysis.

Key Words : service trade, Korean female travelers, outbound travel market, target market

## I. INTRODUCTION

Services are the largest and most dynamic component of both developed and developing country economies. Important in their own right, they also serve as crucial inputs into the production of most goods (WTO, 2005). Services could move over the world where they want to go. Especially, travel services shared 29.4 percent of total world exports, 625 billion dollars in 2004 (WTO, 2005). It increased to 18 percent over 2003. Tourism is a very important sector in service trade in the world.

Tourism is a one of the successful stories in the 20th century, and in the past two past decades, Korea has been one of the fastest developing nations in the world-both in economic and social terms. The rapid industrial and economic growth has seen Korea reach the status of the 11th largest country in world trade balance in a remarkably short time. In addition, the successful hosting of the 1988 Summer Olympics and 2002 Korea-Japan World Cup not only was take-off time for tourism on both sides of quality and quantity in Korea, but also appeared to have convinced many foreign observers of Korean bright circumstances that the country now has welcoming and stable atmosphere for tourism. Furthermore, 2002 Korea-Japan World Cup played an important role in warming of ties between the Korea and all countries in the world, and Korea has become a hub destination in an international tourism market. Even if it is little doubt that Korea is one of the most potential countries of the third world as a destination in international inbound travel market, the outbound travel market in Korea was a relatively late starter, enacting complete liberalization on overseas travels for all of the public just from 1989. Especially, woman travelers in outbound market took an insignificant position before legislation on complete liberalization of overseas travels.

However, recently woman travel market in outbound has dramatically increased up to about 3.85 million travelers in 2005, 2,000 percent growth rate over 1988, while man outbound market has experienced about 1,000 percent of growth rate (KTO, 2005). Consequently, the growth of woman travelers in Korean outbound market is almost twice as men of that, being an important factor, which can generate Korean outbound travel market.

Therefore, the purpose of this study is to illustrate what are major market segments in woman travel of Korean outbound market through general secondary data such as departures, age, seasonality, purpose of trip, occupation, and destinations. This research will also conclude what is a target market, and determine if woman travel in Korean outbound market will be bright in the future, including their some bright challenges and constraints to travel. There are some other considerations; woman's status in Korea and a brief overview of Korean tourism including both outbound and inbound.

## II. Woman's Status in Korean Society

Women are allowed to venture into the outside world now, but Korea remains a man's world very much. In Korea, like in other Confusion cultures, woman's role is one of deference to men. It is her duty to produce a male heir and manage the family for the comfort of her husband, daughters, and sons. It is interesting that among OECD nations, Korea is still the most rigidly traditional (OECD, 2005).

In modern times, the number of Korean women entering the work force has increased rapidly, particularly over the last decade, with women accounting for 49.8 percent of all the women economically active as of 2004 while with men for 74.8% (National Statistical Office, 2005).

Table 1. Economically Active Population by Gender

Year	Economically Active Population		Participation Rate(%)	
	Male	Female	Male	Female
2000	13,366,000	9,098,000	73.9	46.5
2001	13,392,000	9,255,000	74.1	47.3
2002	13,411,000	9,466,000	74.8	48.7
2003	13,518,000	9,397,000	74.6	48.9
2004	13,703,000	9,668,000	74.8	49.8

Source : National Statistical Office, 2005

In general, women's wages are about 62.8 percent to work force by men in Korea while 80.5% in OECD (National Statistical Office, 2005). Besides, wage controls have forced many women to work in service industries rather than to accept lower factory wages and poorer working conditions, and most women still quit their jobs when they marry or have a child. In terms of social status, Korea's 1948 Constitution introduced a legal equality in gender. Article 8 guaranteed the equality of all citizens, and prohibited any political, economic, or social status (Park, 1992). Unlike women in the West who had to fight for women's rights, Korean women have been granted constitutional equality. However, although there has been much improvement in woman's participation in Korean society (especially in education and economics), this constitutional guarantee has not enhanced women's social status.

In terms of politics, Korean women, who have managed to rise in the power hierarchy, especially those appointed under the proportional representation system, have generally been confined to women's issues in their activities. They participated as functional representatives of women rather than as professional politicians. Thus,

their participation was concentrated in an area that is given low priority in legislative activity. As a result, their power has been relatively insignificant (Kim, 1996). Today, women occupy less than 10 percent of higher government posts, and the top-ranking female civil servant is the second minister of affairs of state (Economic Planning Board, 2005).

In sum, the perceived backwardness of Korean women stems not only from the traditional cultural characteristics of Confusion, but also from the institutionalization of those traditional elements coupled with a lack of institutional mechanism for implementing sexual equality. On the other hand, if opportunities for women in Korean society still remain greatly limited, attitudes towards their visibility in these traditionally male domains are gradually changing. Modernization and the subsequent battering of Korean society's strict Confucian dictates by changing lifestyles and family patterns have forced a rethinking of the conventional view that a woman's place in the home.

Finally, the work force by women in Korea is rapidly increasing, and their work participation is getting more distributed to tertiary industry, especially tourism industry sectors (Kotler, Bowen, & Makens, 2002).

### III. LITERATURE REVIEW

Within the field of Korean outbound market, in recent years, female tourists has been regarded as a very precious customer because they were more likely to feel the impulse to travel abroad (Jung, 2003). However, there have been few studies on outbound women travelers although their growth rate have surpassed that of men (KTO, 2005).

Most studies investigated the relationship between women and travel in domestic market because it is easy to study and measure domestic woman travelers. Of studies, Jin (1994) studied the improvement of woman welfare through tourism business. Jin's study indicated woman resources were more easily absorbed into tourism industry through the diverse tourism businesses than those of man, and female workers in tourism were not satisfied with the social welfare system related to their advantage. In order to settle such a problem, it was desirable that tourism companies or the authorities concerned should have special concern and interest in resolving the pending issues such as settlement of the pay system, holidays after childbirth, extension of day nursery or pre-kindergarten facilities, and so on. Kim (1994) discussed women's propensity to travel and perception on tourism in city residence. Woman travelers living in a city preferred traveling to any of residence areas, but they felt that travel was not related to themselves due to house work forces.

Lee & Lee (2004) studied the influence of woman's role type on family tour decision-making. This study stressed that according to the level of involvement from woman's economic activity and family mood, woman's role type

had influence upon family tour decision-making process. Women's high involvement had greater influences on family tour decision-making process. The authors indicated that the study would be useful for the effective tourism marketing development and new product advertising.

Jung (2003) tried to illustrate the difference between male and female travelers on destination choice behavior. There were significant differences between male and female travelers' perception towards certain attracting attributes. It was interesting that female travelers perceived favorably to the attributes such as cleanliness, accommodation, service, and friendliness in order while male did to cost, accessibility, something different, transportation in order. Jung suggested a tool for decision making regarding tourism policy activities and measures for determining priority of assignments aimed at improving elements of the tourist supply.

Hwang (2003) studied woman tourists' benefits sought from the pleasure travel experiences. The study categorized 9 benefits through previous studies, but there were 5 significant factors such as rest, relax, shopping, pleasure with family, and outdoor recreation. Natural resources, learning, something different, and safety were insignificant. Especially, one thirds of total responses agreed that safety was a significant benefit through a travel. Ironically, Howell, Moreo, & DeMicco (1993) indicated that safety was not important for Korean woman travelers even if safety was an important factor for woman travelers

Only two studies on outbound woman travelers were conducted by Jeong (1997) and Park (2001). Jeong aimed to explore the propensity of outbound travel for single working women by referring various woman travelers' literature and utilizing a survey method, and to focus on marketing strategy for developing outbound travel product in travel agencies. The results indicated the significant differences between experienced tourists for outbound travel and unexperienced tourists for outbound travel. The experienced tourists for outbound travel were more sensitive to such factors as their habits, attitudes, priorities, and pleasure points.

Park (2001) tried to reveal the choice behavior of woman travelers about overseas travel products. He choose 7 physical environments influencing woman travelers's choice behavior of overseas travel products. This study divided woman travelers into two group, individual and group. Two groups showed differences on 7 physical environments, variables such as attractions, accommodation, transportation, shopping, cost, food and cultural experience, and activities. In a group tour, attractions, accommodation, shopping, and activities were significant for travelers. On the other hand, in individual tourists, attractions, cost, food and cultural experience, and shopping were significant for them.

All of researchers agree that woman tourists are a very important customer in Korean travel market, but there are not enough studies pointing out the importance of woman outbound travelers in Korea. It is the time to reveal who is a target market through segmenting woman travelers for outbound and to determine if woman travel in Korean outbound market will be bright in the future, including their some bright challenges and constraints to travel.

## IV. Korean Tourism

### 1. Inbound Travel

Korean inbound market experienced two dramatic turning-points, 1988 Seoul Olympics and 2002 Seoul-Japan World Cup after enacting complete liberalization on overseas travels for all of the public in 1997. Korean inbound tourism has been in a boom cycle for the past several years since hosting 2002 Seoul-Japan World Cup. It seems that Korean Government, however, fails to keep pace with a nation's continuous growth in tourism because in 2003 there was a decrease in total foreign arrivals, even though 2002, 2004, and 2005 experienced an increase. Also, although Korean Government has operated Korea Visit Year to increase inbound foreign tourists every two years since 1994. While it registered modest growth, Visit Korea Year fell the considerable visitors short of its original goal arrivals in 1994, 1998, 2000, and 2004.

Especially, the dramatic downturn in 2003 was due to Severe Acute Respiratory Syndrome(SARS), which prevented foreign tourists from visiting Korea. They avoided traveling to East Asia because SARS was prevalent. Furthermore, WTO (2004) also pointed out that SARS, in particular, had a huge impact on the demand for air travel, and as a result, became a great challenge for the tourism industry. Although Korea was not a SARS-inflicted country, Korea experienced a decrease in the number of foreign tourists because Korea is located in East Asia.

Table 2. Inbound Tourist Arrivals

Year	Total Inbound Arrivals	Change(%)
2001	5,147,204	-3.3
2002	5,347,468	3.9
2003	4,752,762	-11.1
2004	5,717,138	22.4
2005	6,021,764	3.6

Source : Korean Tourism Organization (KTO), 2006

In 2005, Korean inbound tourism topped 6,021,764 visitors, a 3.5 percent increase over 2004. This number did not reach the 22.4 percent growth of 2004, due to the shortage of tourist resorts and facilities, and the low growth of Japanese visitors, who have been regarded as a very precious customer because they were the first

place in the number of tourists visiting Korea for the last 30 years. Since 2000, the growth of Korean inbound tourism has remained in single digits as opposed to the double digits growth experienced in 2001 to 2005 (KTO, 2005).

Finally, Korean inbound tourism is today playing a tough game in an international destination market. Korean inbound tourism is still poised at a stage of stagnation.

## 2. Outbound Travel

As Korea's economy improved during the late 1970s and the early 1980s, the latent demand for overseas pleasure travel grew through, but it remained prohibited. In January of 1983, it was finally permitted, but only on a limited basis with several restrictions. Foremost was the age restriction. Only Korean aged 50 or more were permitted to obtain a single use passport for the purpose of tourism. Other notable restrictions were bank deposits and the lengthy intervals imposed between overseas travels. In the end of 1987, the age limitation was lowered to 45. In January of 1988, it was lowered to 40, and in July it was lowered to 30. Then in January of 1989 all age restrictions were removed and multi-use passports were issued for periods of three to five years (KTO, 2005). Just 1988 and 2002, the year of the Seoul Olympics and Korea-Japan World Cup, were the landmark year for Korean inbound tourism, while 2005 became the landmark year for Korean outbound tourism because exceeded 10,000,000 outbound tourists initially. Korean tourism industry finally became a fully fledged member of the international tourism community.

Table 3. Outbound Tourist Departures

Year	Total Outbound Arrivals	Change(%)
2001	6,084,476	10.5
2002	7,123,407	17.1
2003	7,086,133	-0.5
2004	8,825,585	24.5
2005	10,077,619	14.2

Source : Korean Tourism Organization (KTO), 2006

From 1984 to 1987 total outbound tourists of Koreans were about 500,000 each year. In 1988, with the outbound age restriction reduced to 40 and then to 30 for the second half of the year, the total jumped to 725,000. In 1989, there was tremendous increase in outbound departures, more than 1.2 million people, and this

was followed by another large increase in 1990 over 1.5 million departures. Moreover, last year, outbound tourists rose 14.2 percent to 10.1 million while inbound tourists increased to 6.1 million with 3.5 percent (KTO, 2005). Outbound travel market has went over 10 percent every year since 2001 in spite of late starter from outbound travel. Only 2003 decreased slightly because of SARS.

### 3. Travel Data

The Korea National Organization (KTO), the non-profit national office for Korea, is the principal provider of published tourism data on all aspects of the Korean tourism industry. The Annual Statistical Report compiled at the end of each year by KTO is a source of data on various aspects of both inbound and outbound tourism. Statistical information for the report is contributed by the Ministry of Justice, the Bank of Korea, National Statistical Office, and the Korea Tourist Association (KTO, 2005).

The Korean Tourism Annual Report, also published at the end of each year by KTO, includes overview of Korean tourism as a destination in detailed. A number of other informative KTO publications and press releases are released throughout the year. The data obtained from official government organizations are considered reliable.

## V. Statistical Flow in Woman Outbound Tourism

### 1. Departures

A total of about 10.1 million women traveled abroad in 2005. This represented an increase of 14.2 percent over 2004. It is a fact that there was woman outbound market got through about 2,000 percent of growth rate over 1988, the year before complete free from restrictions on outbound tour, while man tourists did about 1,000 percent. Currently, woman outbound market shared 41.8 percent of total outbound travelers. Especially, in 2004, woman tourists recorded 28.9 percent of increase rate over 2003 when woman outbound market recorded minus growth rate, 2.6% because woman outbound market relatively included less business travelers than man market. Due to SARS, woman travelers for the purpose of pleasure tended to avoid overseas travels in 2003 (KTO, 2004). Nowadays, woman outbound tourists have achieved a tremendous growth in Korean outbound travel market, especially since 1989, the year of complete liberalization on overseas tours.



Table 4. Departures by Gender

Year	Woman Travelers		Man Travelers	
	Total(Portion)	Change(%)	Total(Portion)	Change(%)
2001	2,215,323(41%)	13.4	3,186,211(59%)	10.8
2002	2,649,766(41.6%)	19.6	3,725,611(58.4%)	16.9
2003	2,581,517(40.7%)	-2.6	3,761,865(59.3%)	1.0
2004	3,326,559(41.5%)	28.9	4,682,344(58.5%)	24.5
2005	3,848,800(41.8)	15.7	5,357,392(58.2%)	14.4

Source : Korean Tourism Organization (KTO), 2006

## 2. Age

By age, the 21-30 year old group of woman tourists led, with 26.8 percent of total outbound travelers in 2005. Next was the 31-40 years old. The 41-50 year old group reached 16.3 percent. On the other hand, the 31-40 year old group led, with 32.2 percent of total man travelers for outbound in 2005, and next was the 41-50 age group. Also, even though the number of woman travelers has increased to about 2,000 percent from 1989, there was very slight difference of market share after the year of complete liberalization on outbound travel, 1989 : for example, the order of all the ages were little changed in portion, and the 21-30 age group, first dominant group of woman tourists, had moved only 2.3 percent of market portion from 2001 to 2005.

Table 5. Departures by Gender & Age

Gender & Age	2001		2003		2005	
	Woman(%)	Man(%)	Woman(%)	Man(%)	Woman(%)	Man(%)
Below 20	9.4	6.7	9.1	7.8	9	8
21-30	24.5	19.4	26	18.7	26.8	18
31-40	20.9	31	20.5	31.9	21.1	32.2
41-50	16	21.9	16.2	22	16.3	22.2
51-60	16.8	13.5	16.7	13.7	16.7	13.8
Above 60	12.4	7.5	11.5	6.9	11.1	7.8
Total	100	100	100	100	100	100

\* Data are published every two years

Source : Korean Tourism Organization (KTO), 2006

### 3. Seasonality

Without the doubt like most other outbound markets, the summer months of July and August are peak season in woman travel of Korean outbound, while February and June shows low seasonal pattern. Second peak season is December and January. February is the lowest month of all months in a year because it is the shortest month and normally includes Lunar New Year Holidays in Korea. It is a tradition that during the Holidays people visit their hometowns, and spend most of the time with families. Especially, it is not good time when women travel out of home. Consequently, there now is little difference on seasonal pattern between both travel groups, women and men. However, in the early year of complete free from restrictions of overseas travels, second peak season in man tourists was Fall because business travel was a major factor for outbound travel in Korea. From the early of 1990s two travel markets have begun to be unanimous in seasonality (KTO, 2005). Also, relatively man outbound travelers in seasonal pattern are impartially distributed over a year.

Moreover, Korea's student travel market, one component of 21-30 age group, has two large semester breaks : mid-December to the end of February, and mid-June through to the end of August. It may also be an important fact affecting seasonality.

Table 6. Departures by Gender and Seasonality

Gender & Month	2001		2003		2005	
	Woman(%)	Man(%)	Woman(%)	Man(%)	Woman(%)	Man(%)
January	9.6	8.9	9.8	8.9	10.5	8.8
February	5.4	6.1	6.5	7.1	6.9	7.3
Mar	6.4	7.3	6.8	7.4	7.1	7.5
April	7.2	7.8	7.1	7.6	7	7.5
May	8.2	8.4	7.7	8	7.2	7.5
June	7.7	8.3	7.4	8.1	7	7.6
July	12	10.3	11.7	9.9	11.3	9.7
August	12.2	10.2	11.6	10	11.7	9.9
September	7	8	7.2	7.9	7.3	8
October	7.6	8.7	7	8.6	6.5	8.4
November	7.5	8.3	7.3	8.5	7.4	8.8
December	9.2	7.7	9.9	8	10.1	9
Total	100	100	100	100	100	100

\* Data are published every two years

Source : Korean Tourism Organization (KTO), 2006

#### 4. Purpose of Trip

In 2001, the 2,646,847 Korean travelers, who went abroad for the purpose of pleasure travel, accounted for 43.5 percent of total outbound tourists. Woman travelers was 57 percent for the purpose of pleasure while man did 29.9 percent. In 2005, woman outbound tourists by purpose of pleasure were up to 64.3 percent, following in VO (visiting and observation) travelers with 18.8 percent.

On the other hand, in terms of man outbound travel market, man travelers by purpose of pleasure and business are distinct tour groups. Tour group by purpose of pleasure in Korean woman outbound market has increased steadily. Visiting and observation (VO) category includes overseas language program, which is the most popular form of overseas travels for young people and internship programs.

Table 7. Departures by Gender & Purpose of Trip

Gender & Purpose	2001		2003		2005	
	Woman(%)	Man(%)	Woman(%)	Man(%)	Woman(%)	Man(%)
Pleasure	57	29.9	58.5	30.1	64.3	35.2
Business	5.6	36.3	5.9	36.5	5.4	34.8
VO	20.1	6.8	22.7	8.3	18.8	6.9
Official	0.2	0.9	0.2	1.1	0.1	0.9
Convention	0.5	1.3	0.4	1.3	0.4	1.5
Others	16.6	24.8	12.3	22.7	1.2	20.7
Total	100	100	100	100	100	100

\* V O (visiting and observation)

\*\* Data are published every two years

Source : Korean Tourism Organization (KTO), 2006

#### 5. Occupation

In 2005, others, one group of occupation, include housekeepers and single office ladies (SOL), and were a big major tourist group with 67 percent of total outbound. Members of the academic community (students and professors) made up 19.9 percent, and registered the fastest growth of woman travelers of Korean outbound. A group, others, is a very meaningful group in woman outbound market because family travel and SOL travel will continuously be increasing; for example, family travel will go up as government's enacting Saturday to a holiday, and SOL will avoid getting a marriage as making enough money to travel. Traditionally, woman official, press and engineer market poised at low percent in order.

In terms of man outbound travel, businessmen remained still a major tourist group with 25.5 percent in 2005. The group of academic travelers totalled 15.1 percent.

Table 8. Departures by Gender &amp; Occupation

Gender & Job	2001		2003		2005	
	Woman(%)	Man(%)	Woman(%)	Man(%)	Woman(%)	Man(%)
Official	0.9	1.3	1	1.3	1.2	1.4
Businessmen	8.3	35	8.5	29.7	9.9	25.5
Pro. & Stu.	14.5	17	18.3	16.2	19.9	15.1
Cul. & Spor.	1	1.9	0.9	1.3	0.9	1.1
Press	0.1	0.2	0.2	0.3	0.1	0.3
Engineer	1.8	0.9	0.9	7.8	1	6.9
Others	73.4	45.7	70.2	48.4	67	49.7
Total	100	100	100	100	100	100

\* Pro. & Stu. (professor and student), Cul. & Spor. (culture and sports)

\*\* Data are published every two years

Source : Korean Tourism Organization (KTO), 2006

## 6. Destination

In 2005, Korean woman travelers traveled in Asia and Americas as main destinations, respectively 77.9 percent and 9.5 percent in outbound destination market. In Oceania as a destination, they exceeded man tourists up to 1.9 percent. The place, which woman tourists in Korea like the best of outbound destinations is Asia, traditionally due to an appropriate food, similar customs, and relatively economic budget. Of destination areas, Americas and Oceania jumped up man travel market, respectively 1.1 and 1.9 percent over. The reason why Americas are the second major destination is that Koreans visit many immigrants living in the United States.

Table 9. Departures by Gender &amp; Destination

Gender & Destination	2001		2003		2005	
	Woman(%)	Man(%)	Woman(%)	Man(%)	Woman(%)	Man(%)
Asia	69.6	73.7	71.4	76.3	77.7	80.9
Americas	16.4	14.1	14.3	11.8	9.5	8.4
Europe	7.2	7.7	7.4	7.2	6.4	6.2
Oceania	6.5	4.1	6.7	4.4	6.1	4.2
Africa	0.3	0.4	0.2	0.3	0.3	0.3
Total	100	100	100	100	100	100

\* Data are published every two years

Source : Korean Tourism Organization (KTO), 2006

## VI. Market Segments

We looked over some characteristics of Korean woman travelers in outbound through general statistical information. Next procedure is to analyze what are key market segments in Korean woman outbound. Market segment has widely used as a measure that develops a marketing strategy. According to Morrison (1988), a market segment is an identifiable component group of an overall market whose members have something in common, and to which a specific service appeal.

In general, woman travel has been an outsider in tourism industry even though some researchers discussed gender issues in tourism field. Woman travel in tourism has been regarded as an invisible market. They was not only a truly invisible market; their potential was totally unrecognized by most travel marketers whose conventional wisdom was that men were the prime customers for both inbound and outbound industry. However, in Korea it is not late time that we should recognize the potential of women as a major customer for outbound travel. It is good time that we should perceive woman travel as an important market segment for huge growth of outbound even if history of woman travel is not long time.

### 1. Demand of woman travelers in outbound

Korean travelers have certainly progressed from the days when they were permitted to travel only on officially sanctioned missions that benefited national development. However, since 1989, Koreans have enjoyed the freedom to travel for whatever reasons they choose, and many have been inspired to travel abroad simply for the thrill of experiencing foreign cultures. Especially, the dramatic increase of woman travel has meant a change in Korea's travel industry and has also created new types of travelers such as young college student, single office lady, and housekeeper groups. Market segments are still emerging as this new component of outbound travel continues to evolve.

Package tours in woman travel are currently popular because the average Korean tourists perceive them to be cheaper, safer, and more practical in terms of the general lack of knowledge and experience among Koreans of overseas travel. Item of safe is a very important fact for woman travelers. Independent travel by college students, single office ladies, or a couple of friends, however, is a growing preference that will continue to expand because Korean tourists begin pursuing interests beyond basic sightseeing. It is a popular fact that young backpacking tourists in Europe travel together with specific interests, or for safety even though they meet there

## 2. Key Market Segments

Young woman travelers, 21-30 age group, are a prominent segment of the Korean outbound market. It will probably become even more because this group includes growing three kinds of tourists such as college students, single office ladies, and newly wedding young housekeepers ( in Korea they are called Missy, meaning that their status is married, but their characters concerning consumption and travel are very similar with Miss, not married women). In terms of college students, the intention to learn foreign languages abroad and to experience foreign cultures by college students has made the new student travel market a substantial one, especially because their financial status are enough to travel abroad through making money from part time working (KTO, 2005). During the college summer vacation, Europe is a main destination of backpackers, and during the winter it is South East Asia. Europe is popular for history and culture, ease of travel with Euro pass, and the complete absence of visa requirements. South East Asia is warm, nearby, cheap, and offers a degree of cultural similarity, while at the same time being exotic landscape. Also, during the summer and winter breaks many college students travel abroad to take language programs consisting of studying and touring. The United States are the most popular destination for them. In Korea it is not strange that almost a half of college students participate in travel of overseas language programs during the college time (KTO, 2005).

Korea's single office lady (SOL) market also blossomed in much the same way as in Japan and Taiwan a few years ago. Traditionally, young Korean women studied or worked prior to marriage and protective parents kept them on a short leash. Nowadays, young ladies earning their own salaries have made overseas travel, one of their priorities, normally by package tour. Among backpacking students, girls also greatly outnumber young men, who often have not yet fulfilled their military commitment.

In terms of newly wedding young housekeepers, Korean honeymooners, of which there are about 400,000 new couples each year (KTO, 2005), are well known as one of the most potential overseas travelers. They now flock overseas to destinations such as Guam, Saipan, Hawaii, and Oceanian regions. Especially, the reason why almost equal number of outbound travelers between women and men travel in Oceania as a destination is travel by honeymooners; difference is only 2,836 persons (KTO, 2005). Moreover, newly those having double income will be a very important factor that generate outbound travel in the future.

Another is housekeeper market including three major groups, such broad ranges of ages as above 40, purpose of pleasure, and others in occupation. There is no doubt that the travel needs and interests of unmarried women traveling alone or together are vastly different from those of the traveling married couple. The fact, however, both groups are free to travel and have the motivation and money to do so makes them valuable prospects for the marketer. Also, although the presence of children seems to limit the travel activities of housekeepers, it as a deterrent to travel abroad is a temporary condition. There are some evidences. First, in departures of age

main markets groups participating outbound travel are broadly distributed from age above 40 to age group, 61 and above with about 40 percent (KTO, 2005). They almost have children who are able to travel abroad. Housekeepers in Korea prefer to travel during vacations of children with a husband (KTO, 2005). They will also be in the position to indulge their desire to travel without concern for the responsibilities that currently keep them close to home, as their children grow up and take care of themselves. So, age groups above 51 are 29 percent of all groups, while men of those are 21 percent (KTO, 2005). Finally, housekeepers think that children is not major constraint to overseas travels. Moreover, in terms of occupation, it is a good example that others, a category including housekeepers, shares 67 percent of total markets, and first major market (KTO, 2005).

Another Korean tradition is the 60th birthday party for parents. Children spend an equal amount to honor them on this auspicious occasion. Prior to liberalization of overseas travel, huge parties coasting the equivalent of several thousands dollars were often thrown at good hotels. Now, the children are not hesitant to offer parents an overseas trip for the same money. Age group above 60 is 11.1 percent, while men are 7.8 percent.

### 3. Who is a target market?

According to Morrison (1988), target market is defined as a market segment selected by any organization for marketing attention. Finally, target market of woman travel in Korean outbound is mainly bisected into young woman travelers and housekeepers including such groups as age above 40, purpose of pleasure, and others by occupation.

## VII. Future Prospects

Until very recently the marketing of most travel products has been directed to men. The assumption seemed that heavy travelers are men and that when selecting a destination in family travel, men are, of course, the key decision-makers for that kind of travel as well. It has taken a long time for travel marketer to recognize the potential of women as customers for travel (Bartos, 1982). While this market is a dynamic and lucrative business, it is also intertwined with many other aspects of governmental economic policy and traditional Confucian culture. Korean government recently enacted an article that limits expenditures of overseas travels within cash, \$3,000 and credit limit, \$3,000 per person (KTO, 2005). Confucian culture prevailing over Korean society is the most serious constraint to development of woman outbound travel. In Korean society, women's status is relatively very low due to its ideology. Housekeepers whose the most basic mission and obligation are

to take care of and support their family and children within a category of household. So, it is very difficult to leave home without special reason and permission by a husband. It is common that if a woman get married, her parents think that she is not a member of origin family anymore but a member of husband's family. Finally, she has to follow husband's intention mainly. It is also the worst case that women spend over night out of their home. Parents usually protect daughters' travel before marriage. As a result, the mode of Confucian culture can not be ignored. The tradition of male superiority of neo-Confucianism is still very much alive in Korean's belief system. Women have been marginal members of Korean society for centuries with no access to property, force, and position (Park, 1992).

In contrast, there are some bright challenges for Korean woman travel of outbound market in the future. The flood of women entering the work force is the strongest point that can offer economic wealth and social participation for them. Finally, it not only affects a profound impact on travel patterns of woman travelers, but also changes male-dominated society, moving to the equality between women and men. In Korea, the tourism industry was completely opened to international investment and participation in 1995 (KNTA, 2005). International standards and procedures will help to pull Korea's tourism industry into the mainstream of international policy and practice. They have provided the quality of product for tour package with low price and credibility. Korean tour companies have problems in operating and managing tour products because they have a relatively short history on outbound tourism.

Finally, among those arguments woman travel in Korean outbound market has rapidly grown, overriding man travel market. There is no question that there is a strong and growing market for travel among women. There is also no question that working force by women is a main factor in the travel marketers. Therefore, the travel marketers, who think that the prime target is men, should really check an old assumption in light of the new realities. There has been a not so quite revolution in the woman's travel market in Korean outbound since 1989. The target is changing and moving to woman travelers. I would like to say "Korean woman travel in outbound market will be bright in the future. Also, I suggest that the travel marketers, who want to meet the challenge of the new opportunities, remember the duck hunter's maxim, "The way to hit a target is to aim at where it is going to be, not where it's been."

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