



Impact of the 2002 World Cup Soccer Championship on Awareness, Image, and Destination Choice

At Dongguk University, we are conducting a survey to evaluate how much the 2002 World Cup Soccer Championship has increased your awareness - or enhanced your image - of Korea and, if so, whether those factors have influenced or will influence your choice of Korea as a tourist destination. We greatly appreciate your time and assistance in completing this questionnaire. Thank you very much.

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1. How many times have you visited Korea including this trip?

_____ Time(s)

2. What is the main purpose of this trip? (Please check all that apply)

- ① Holidays ② Business ③ Visiting friends/relatives ④ Study/research
⑤ Religion ⑥ Conference/meetings ⑦ Sports ⑧ Other: _____

3. Who are you accompanied by? (Please check all that apply)

- ① Family ② Friends/relatives ③ Alone ④ Tour group ⑤ Other: _____

4. Which of the following information sources did you use in planning this trip?

(Please check all that apply)

- ① Advice of a travel agency ② Friends/relatives ③ TV/radio ④ Newspapers/magazines
⑤ Brochure ⑥ Internet ⑦ Past visit ⑧ 2002 World Cup Soccer ⑨ Other: _____

5. Before this visit, were you aware that Korea would co-host the 2002 World Cup Soccer Championships?

- ① Yes ② No (☞ Go to Question 6)



5-1. (If so) How much did the World Cup Soccer influence you to choose Korea as an international tourist destination?

<i>No influence</i>	<i>Very little influence</i>	<i>Some influence</i>	<i>Strong influence</i>
-2	-1	+1	+2

5-2. (If so) How much did the World Cup Soccer increase your awareness and enhance the image of Korea as a tourist destination?

	<i>No increase (enhance)</i>	<i>Neutral</i>			<i>Strong increase (enhance)</i>		
Awareness	-3	-2	-1	0	+1	+2	+3
Image	-3	-2	-1	0	+1	+2	+3

6. How much do you think the World Cup Soccer will influence you to choose Korea as a tourist destination in the future?

<i>No influence</i>	<i>Very little influence</i>	<i>Some influence</i>	<i>Strong influence</i>
-2	-1	+1	+2

7. How much do you think the World Cup Soccer will increase your awareness and enhance the image of Korea in the future?

	<i>No increase (enhance)</i>		<i>Neutral</i>		<i>Strong increase (enhance)</i>		
Awareness	-3	-2	-1	0	+1	+2	+3
Image	-3	-2	-1	0	+1	+2	+3

8. Would you like to watch the 2002 World Cup Soccer Championship on TV (or visit a stadium)?

<i>Never</i>	<i>Probably not</i>	<i>Undecided</i>	<i>Probably</i>	<i>Definitely</i>
-2	-1	0	+1	+2

9. Would you recommend Korea to your family or friends interested in travel overseas?

<i>Strongly discourage</i>	<i>discourage</i>	<i>Neutral</i>	<i>Recommend</i>	<i>Strongly recommend</i>
-2	-1	0	+1	+2

10. If the exchange rate of the Korean Won against the US dollar increases by _____%, would this affect the likelihood of your visiting Korea again?

- ① Yes ② No

Demographic Characteristics

1. Your country of residence: _____

2. You are: ① Male ② Female

3. Your age:

- ① Under 20 ② 20~29 ③ 30~39 ④ 40~49 ⑤ 50~59 ⑥ 60~69 ⑦ Over 70

4. Your education level:

- ① High school or less ② Junior college ③ University ④ Graduate school

5. Annual household income (before Tax)? Currency: _____ Household Income: _____

6. Marital status:

- ① Single ② Married ③ Other

■ Below is a list of 'positive' aspects of Korea. Please check with √ to each characteristic according to your degree of agreement.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
Beautiful scenery/natural attractions	-2	-1	0	+1	+2
Shopping opportunities	-2	-1	0	+1	+2
Outstanding historical/cultural attractions	-2	-1	0	+1	+2
Suitable accommodations	-2	-1	0	+1	+2
Quality of food & beverage	-2	-1	0	+1	+2
Various recreational opportunities	-2	-1	0	+1	+2

Special events/festivals	-2	-1	0	+1	+2
Easy accessibility	-2	-1	0	+1	+2
Refreshing/relaxing atmosphere	-2	-1	0	+1	+2
Convenient local transportation	-2	-1	0	+1	+2
Good nightlife/entertainment	-2	-1	0	+1	+2
Personal safety/security	-2	-1	0	+1	+2

Low travel costs/prices	-2	-1	0	+1	+2
Lack of language barrier	-2	-1	0	+1	+2
Friendly and hospitable people	-2	-1	0	+1	+2
Pleasant climate	-2	-1	0	+1	+2
Exotic atmosphere	-2	-1	0	+1	+2
Clean environment	-2	-1	0	+1	+2

■ How did you feel about Korea before visiting the country? Please complete the following sentence: "I thought of Korea as . . ." Then check with √ for each of the following items to indicate how you felt.

	<i>extremely</i>	<i>somewhat</i>	<i>a little</i>	<i>neutral</i>	<i>a little</i>	<i>somewhat</i>	<i>extremely</i>	
bad	-3	-2	-1	0	+1	+2	+3	good
weak	-3	-2	-1	0	+1	+2	+3	strong
slow	-3	-2	-1	0	+1	+2	+3	fast
unpleasant	-3	-2	-1	0	+1	+2	+3	pleasant

powerless	-3	-2	-1	0	+1	+2	+3	powerful
calm	-3	-2	-1	0	+1	+2	+3	exciting
little	-3	-2	-1	0	+1	+2	+3	big
awful	-3	-2	-1	0	+1	+2	+3	nice
inactive	-3	-2	-1	0	+1	+2	+3	active

■ Now please reconsider your impressions of Korea with the knowledge that Korea will co-host the 2002 World Cup Soccer Championship. How would this knowledge change your characterization of Korea? Please indicate your degree of agreement with √ to each characteristic.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
Beautiful scenery/natural attractions	-2	-1	0	+1	+2
Various shopping opportunities	-2	-1	0	+1	+2
Outstanding historical/cultural attractions	-2	-1	0	+1	+2
Suitable accommodations	-2	-1	0	+1	+2
Quality of food & beverage	-2	-1	0	+1	+2
Various recreational opportunities	-2	-1	0	+1	+2

Special events/festivals	-2	-1	0	+1	+2
Easy accessibility	-2	-1	0	+1	+2
Refreshing/relaxing atmosphere	-2	-1	0	+1	+2
Convenient local transportation	-2	-1	0	+1	+2
Good nightlife/entertainment	-2	-1	0	+1	+2
Personal safety/security	-2	-1	0	+1	+2

Low travel costs/prices	-2	-1	0	+1	+2
Lack of language barrier	-2	-1	0	+1	+2
Friendly and hospitable people	-2	-1	0	+1	+2
Pleasant climate	-2	-1	0	+1	+2
Exotic atmosphere	-2	-1	0	+1	+2
Clean environment	-2	-1	0	+1	+2

■ Considering that Korea will co-host the 2002 World Cup Soccer Championship, please tell us if you think *Korea will be* _____ :

	<i>extremely</i>	<i>somewhat</i>	<i>a little</i>	<i>neutral</i>	<i>a little</i>	<i>somewhat</i>	<i>extremely</i>	
bad	-3	-2	-1	0	+1	+2	+3	good
weak	-3	-2	-1	0	+1	+2	+3	strong
slow	-3	-2	-1	0	+1	+2	+3	fast
unpleasant	-3	-2	-1	0	+1	+2	+3	pleasant

powerless	-3	-2	-1	0	+1	+2	+3	powerful
calm	-3	-2	-1	0	+1	+2	+3	exciting
little	-3	-2	-1	0	+1	+2	+3	big
awful	-3	-2	-1	0	+1	+2	+3	nice
inactive	-3	-2	-1	0	+1	+2	+3	active

Thank you for your cooperation and Have a nice trip!