

II

**International Session/
Poster Session**

**THE 98TH
TOSOK
GYEONGBUK·
GYEONGJU
INTERNATIONAL
TOURISM
CONFERENCE**

**06. 24 - 26
Commodore Hotel Gyeongju**

THE 98TH TOSOK
GYEONGBUK · GYEONGJU
INTERNATIONAL TOURISM CONFERENCE

International Session6

Tourism

6.25(WED) 13:30-15:00



6-1. Assessing the Influence of Bilateral Visa-Free Policies on Travel Intentions to China and Korea
: Two Qualitative Studies

Chenchen Zhao(Macau University of Science and Technology),
Qianhui Chen(Macau University of Science and Technology) ,
Sung Hee Park(Macau University of Science and Technology),

6-2. Exploring VFR hosting experiences of marriage immigrant women in South Korea
Nargil Khereid(Kyung Hee University), So Young Bae(Kyung Hee University)

6-3. The Economic Impact of convention Centers in South Korea
JeongIm Han(Sogang University), Inhwan Park(Sogang University), Hyunjoo Yang(Sogang University)

6-4. Turning First-Timers into Repeat Visitors : Motivational Drivers to South Korea's Regional Tourism
Alaa Nimer AbuKhalifeh(Kyungdong University), Mazni Saad(International Islamic University,)
Siti Yuliandi Ahmad(International Islamic University) ,Nor Azilah Husin(Albukhary International University)

6-5. Arctic tourism in an Asian century : a regional perspective from Norway
Young-Sook Lee(UiT The Arctic University of Norway)

6-6. Between Hyper-Connectivity and Mindful Disconnection : A Conceptual Investigation of FoMO and JoMO in Contemporary Tourism
Miyoung Sim(Busan University), Hany Kim(Busan University), Nigina Alisherovna Djafarovac(Busan University)



Turning First-Timers into Repeat Visitors: Motivational Drivers to South Korea's Regional Tourism

Alaa Nimer AbuKhalifeh^a, Mazni Saad^{b*}, Siti Yuliandi Ahmad^c and Nor Azilah Husin^d

^aInternational Hotel Management (IHM) Kyungdong University-Global Campus Gosung, Gangwondo, 24764, South Korea

^{b,c}Department of Tourism, Kulliyah of Tourism and Contemporary Languages, International Islamic University, Edu Hub Pagoh, 84600 Muar, Johor, Malaysia.

^dSchool of Business and Social Sciences, Albukhary International University, Jalan Tun Abdul Razak, 05200 Alor Setar, Kedah Darul Aman, Malaysia

*Corresponding author: maznisaad@iium.edu.my

Abstract

Regional tourism and revisit intention have been highlighted as important research topics in the competitive market of tourism destinations. Despite the extensive amount of research on repeat visitors, it remains unclear why people undertake repeat visits and what kind of characteristics hold repeat visitors. This research aims to (1) identify tourists' first impression and (2) identify factors K-Drama Scenery, K-Pop, K-Drama Celebrities, K-Cuisine, K-Beauty Product influencing revisit intention to South Korea. This study implements a mixed-methods design using an online survey Google Form, with 222 data collected, but only 196 data were usable. An open-ended question was asked to answer the first objective, and a structured instrument was used for the second objective. The data was analyzed using thematic analysis to investigate tourists' impressions after the visit. Multiple linear regressions were used to investigate the strongest variable that explains the variance in revisit intention using IBM SPSS version 29. The qualitative results showed that Korean culture such as K-Cuisine, K-Drama scenery, K-Pop music, and K-Drama celebrities leave a strong impression on international tourists during their visits. The regression model showed 62% variance, which was explained by the revisit intention. The standardized beta coefficients revealed that Korean beauty products (Beta = .314, $t = 4.267$, $p < .001$) and Korean cuisine (Beta = .251, $t = 3.372$, $p < .001$) were the most influential predictors of revisit intention. Through the lens of international tourists, K-cuisine and K-beauty products are major factors influencing revisit intention, significantly shaping their strong desire to return to South Korea. This shift to cultural immersion through Hallyu encourages sustainable tourism, boosts local economies, fosters cross-cultural exchange, and redefines destination loyalty, challenging traditional tourism by focusing on repeat visits and deeper cultural connections.

Keywords: Revisit Behavioural Intentions, Relationship Marketing, South Korea, Regional Tourism, Sustainable Development Goal.