

The Expectation and Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea

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Abstract: The purpose of this study is to assess the significant relationship between expectations and satisfaction of the tourists and also to evaluate if there is a significant correlation between the demographic profiles and satisfaction of the tourists in Seoul, South Korea. This study used a quantitative research methodology and a total population sampling. This conducted study had certain limitations: (1) due to the COVID-19 pandemic, the survey questionnaire was created via Google Forms and was disseminated through Facebook Messenger, and (2) the sampling size consisted of 110 tourists – the total number of DLSU-d Tourism students that went to South Korea last 2019, and (3) the variables used such as transportation, attractions, activities, and communication is only focused in Seoul, South Korea. The conclusions of this study include, that there is no significant relationship between the expectations and satisfaction of the tourists, as well as there is also no significant relationship between the demographic profiles of the tourists and their satisfaction in Seoul, South Korea. Researchers who examine the same subject or area can choose to make improvements such as recruiting persons from varied backgrounds rather than confining themselves to students who went to a given destination. Additionally, it could be important to analyze westerners' expectations of South Korea.

Index Terms: South Korea, tourist expectation, tourist satisfaction, tourism

I. INTRODUCTION

South Korea is known to be Asia's most modern and one of the most active countries, where the country makes an excellent place to collect experiences for new adventures (Seoul National University, 2016). According to Statista Research Department or SRD (2022), travelers in their 20's are most likely to visit South Korea. Many visitors are amazed by South Korea's stunning scenery, evident in different tourist attractions (Hanh, 2017). There were 17,241,823 visitor arrivals in Seoul in 2016, up 30.3 percent from 2015 and more than tripling the number of visitors in 2010. In 2016, the total outbound travel to South Korea was 22,383,190, rising to 28,714,247 total outbound travel in 2019 (International Trade Administration, 2021).

Seoul has practically all the attributes necessary to become a tourist attraction magnet. It boasts a more than two-thousand-year history and fascinating Asian culture, food, festivals, and rituals that merge with modern elements of Korean Wave culture (Hanh, 2017). Seoul being one of the world's most modern cities, Seoul boasts world-class infrastructure, including extensive road systems, canals, subways, and two international airports, Incheon International and Gimpo International.

Tourist expectation has been classified as a visualized situation to which a particular level of impression is assigned and a perception that a given activity would be followed by a particular result (Mansouri & Ujang, 2016). The expectations of tourists when visiting a particular location are based on a variety of the destination's characteristics, including culture, architecture, gastronomy, infrastructure, landscape, events, shopping, and many more. These characteristics attract visitors to the destination and add to the entire trip experience. They are essential components of the destinations and significantly impact their success (Vinyals-Mirabent, 2019).

Satisfaction with tourists is crucial for future business growth. Nowadays, many businesses consider visitor pleasure as a criterion for evaluating the quality of their job. The satisfaction of tourists is emphasized by implementing processes that guarantee the quality of services provided (Taghavi & Soleimani, 2017). It is essential for destination marketing success since it impacts destination selection, product, service consumption, and return considerations. Satisfaction is defined as the difference between a customer's pre- and post-consumption expectations. Tourist satisfaction differentiates between visitor expectations and the actual perceived value (Suanmali, 2014).

Seoul, South Korea, is the focus of the study. Transportation, attractions, activities, and communication play a significant role in this study. The researchers examined the relationship between the DLSU-D Tourism Students' expectations and satisfaction during their November 2019 visit to Seoul, South Korea. The study used a whole population sample to determine DLSU-D Tourism students who have had a similar experience in Seoul, South Korea, which assisted the researchers in defining their objectives. The findings of this study will establish if there is a relationship between the expectations and satisfaction of DLSU-D Tourism students and if there is a significant relationship between the tourists' satisfaction and their demographic profiles.

This study aims to determine the relationship between the expectation and satisfaction of the DLSU-D Tourism students in Seoul, South Korea. In addition, this study also aims to know if there is a significant relationship between the demographic profile of the respondents and tourist satisfaction in Seoul, South Korea. Specifically, this study aims to investigate and discuss:

- The respondents' demographic profile in terms of:
 - a. Gender

b. Age

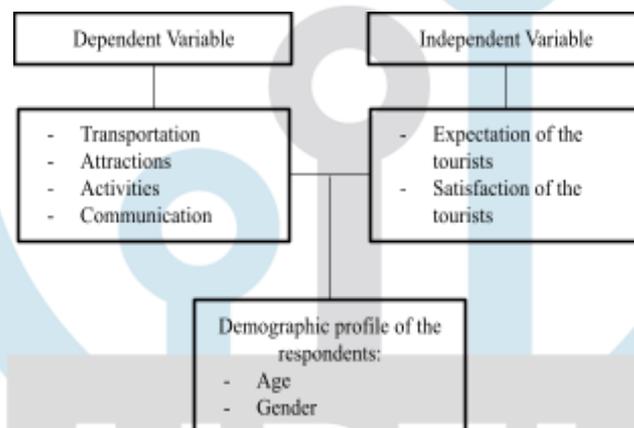
- If there is a significant relationship between the expectation and satisfaction of the respondents in Seoul, South Korea.
- If there is a significant relationship between the demographic profiles and satisfaction of the respondents in Seoul, South Korea.
- What the mean expectation of the respondents regarding Seoul, South Korea is.
- What the mean satisfaction of the respondents regarding Seoul, South Korea is.

The following are the null hypothesis of the study that will be tested.

- There is no significant relationship between the expectation and satisfaction of the respondents in Seoul, South Korea.
- There is no significant relationship between the demographic profile and satisfaction of the respondents in Seoul, South Korea.

Numerous researchers have studied the relationship between tourists' expectations and satisfaction in various destinations. This study will help future tourists have a push factor in going to Seoul, South Korea. This study will be beneficial to the city of Seoul, South Korea, as they can use this study as their basis for tourism improvement. The first-hand experience of the respondents will be a great help to both the place that will be visited and the visitors as well. This study will also be beneficial to future researchers who aim to know the relationship between the expectation and satisfaction of the tourists in a particular destination. The practical importance of the DLSU-D Tourism Students who visit Seoul, South Korea, will be able to contribute to assessing the relationship between expectation and satisfaction of a tourist. In addition, the researchers would also like to establish if the demographic profiles of the respondents have a significant relationship to their expectations of Seoul, South Korea.

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK



The independent variables (transportation, attractions, activities, and communication) are the factors that may or may not affect the dependent variables (tourist expectation and tourist satisfaction) in Seoul, South Korea. As a moderating variable, the respondents' demographic profile (age and gender) may reveal whether there is a significant relationship between the tourists' satisfaction and their demographic profile.

Tourism is vital to a country's economic success. Its contribution is perhaps most visible in the growth of foreign exchange inflows, employment possibilities, rate of return on investment, and resource conservation (Zivkovic & Brdar, 2015). After selecting a vacation destination, tourists have specific expectations about the destination's qualities, and their pleasure with the destination during and after their visit results from these expectations (Gok & Sayin, 2015). Expectation has been defined as an imagined situation in tourism. A degree of conviction that it will occur has been assigned, an idea that a given action will result in a specific outcome (Mansouri et al., 2016).

Tourist satisfaction is a critical aspect in ensuring future profit growth. Nowadays, many firms use tourist pleasure as a vital service for assessing their work's quality (Tapak et al., 2019). The study of Haneef (2019) emphasized that the overall tourist satisfaction depends on what remark a destination left the tour after the tourists' visitation. It also defines a tourist's fulfillment pleasure from a trip experience about a product or service (Sangpikul, 2018).

Many factors affect the tourists' satisfaction after visiting a specific destination, which can be an advantage or a disadvantage to the visited destination. Numerous types of local transportation, the nicely constructed environment, the atmosphere in different attractions, and the friendliness of the locals are highly anticipated and experienced in Batangas Province as based on the study of Apritado & Borbon (2020) which focused on the experiences and expectations of the tourists in Batangas Province. The service standards, safety, hospitality, security sites, and environment cleanliness are also factors that can affect tourists' satisfaction (Bogale & Wondirad, 2019). In Parilla & Abadilla's (2019) research, most of the tourists who visit the province of Ilocos Norte are most satisfied with the service and attitude of the shopkeepers and staff, the availability of the restaurants, and the museums and historical places. On the other hand, the study conducted by Huang et al. (2016) in Shiraz, Iran, by international tourists showed that the components of the destination experience, which are attractions, infrastructure, and restaurants, affected tourist satisfaction. However, the experience

with attractions did not appear to be a primary determinant of visitor satisfaction for travelers with less destination knowledge. Nonetheless, destination services supplied by various service professionals had a more substantial effect. According to Viet (2019), numerous essential aspects, such as the natural environment, social climate, green management, housing, size, accessibility, leisure activities, and tourist interest, profoundly influence tourists' satisfaction.

In some studies, age and gender can affect tourists' expectations and satisfaction. According to Li et al. (2017), with young travelers, the association between destination image and satisfaction is often more substantial, as young visitors can tailor their requirements and expectations to the nature of the destination image, which supports the information handling theory: younger travelers are more likely to seek out unique information about the location, the means of transportation, the terrain, entertainment, or time. On the contrary, senior travelers rely on available secondhand information (such as friends or families, TV, travel agencies, and other forms of media). Simultaneously, various information sources may affect tourists' satisfaction levels and perceptions of their destination, which is consistent with prior research findings that age differences can significantly impact visitors' attitudes, perceptions, and purchasing behaviors. In certain circumstances, gender difference has a significant effect on customer satisfaction, whereas, in others, it has no effect at all. Additionally, it has been discovered that even in trials where the overall effect was not significant, there is still a difference in male and female customers' perceptions of service quality satisfaction or expectation levels (Mansoor, 2017). As stated by Kwok et al. (2016), the findings were further analyzed to determine the variables that contribute to the difference in perceived service quality between men and women in this study; while certain qualities are equally important, the concrete components appear to be different for men and women in this study.

In that matter, the relationship between tourist expectation and satisfaction may vary depending on the experience of the tourists. Similarly, the relationship between the demographic profile of the tourists and their satisfaction may or may not be significant and be correlated to each other.

III. METHODOLOGY

The quantitative, descriptive type of research with a total population sampling was used to obtain information in assessing the relationship between the expectation and satisfaction of the tourists (DLSU-D Tourism Students) in Seoul, South Korea. The method used helped the researchers to explain the significant relationship between expectation and satisfaction of the tourists and the significant relationship between the tourists' demographic profile and satisfaction in Seoul, South Korea.

This study focused on the tourist expectation and satisfaction of those tourists (DLSU-D Tourism students) who visited Seoul, South Korea, last 2019. The variables used, such as transportation, attractions, activities, and communication, are focused and only limited to Seoul, South Korea.

The study respondents covered one hundred ten (110) DLSU-D Tourism students, the total number of students who went to Seoul, South Korea, for their trip last November 2019. The researchers used a survey questionnaire to collect the vital data used in the study. However, due to the COVID-19 pandemic, the data gathering tool was disseminated as an e-questionnaire via Google Forms and distributed to the following respondents through Facebook Messenger. The e-questionnaire consisted of 2 sections. The first part consisted of questions regarding the expectations of the tourists scaling from 4-Very High Expectation, 3-High Expectation, 2-Low Expectation, and 1-Very Low Expectation. The second part consisted of questions about the satisfaction of the tourists. The equivalent verbal interpretation of the second part: 4-Very High Satisfaction, 3-High Satisfaction, 2-Low Satisfaction, and 1-Very Low Satisfaction.

The researchers used "mean" to measure the level of satisfaction and expectation, "Pearson's r" to measure the relationship between satisfaction and expectation, and the "Chi-square test" for the significant relationship between the demographic profile and satisfaction of the respondents.

IV. RESULTS AND DISCUSSIONS

The results and discussions contain four parts wherein the first part of the discussion evaluates the profile of the respondents. The variables analyzed were the frequency and percentage of age and gender. The second part of the discussion shows the mean and interpretation of the respondents' expectations in Seoul, South Korea, regarding transportation, attractions, activities, and communication. The variables were assessed using a 4-point Likert Scale with a verbal interpretation: 1-Very Low Expectation, 2-Low Expectation, 3-High Expectation, and 4-Very High Expectation. The third part of the discussion shows the mean and interpretation of satisfaction of the respondents in Seoul, South Korea, in terms of transportation, attractions, activities, and communication. The variables were assessed using a 4-point Likert Scale with a verbal interpretation: 1-Very Low satisfaction, 2-Low satisfaction, 3-High satisfaction, and 4-Very high satisfaction. The last part of the discussion identifies the relationship between respondents' expectations and satisfaction, age and satisfaction, and gender and satisfaction.

Presentation of Results and Discussion for Quantitative Data**Table 1 Age of the Respondents**

Age Bracket	Frequency	Percentage
21 years old	27	24.545
22 years old	56	50.909
23 years old	20	18.182
24 years old	5	4.545
25 and above	2	1.818
Total	110	100%

Table 1 shows the demographic variable “age” of the respondents with a sample size of 110. The table indicates that 27 respondents were 21 years old (24.545%), 56 respondents were 22 years old (50.909%), 20 respondents were 23 years old (18.182%), 5 respondents were 24 years old (4.545%), and 2 respondents were 25 years old and above (1.818%).

Table 2 Gender of the Respondents

Gender	Frequency	Percentage
Male	31	28.182
Female	79	71.818
Total	110	100%

Table 2 shows the demographic variable “gender” of the respondents with a sample size of 110. The table indicates that 31 of the respondents were male (28.182%), and 79 of the respondents were female (71.818%).

Table 3 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of TRANSPORTATION

Transportation	Mean	Interpretation
Seoul Subway (train)	3.6	Very High Expectation
Color-coded bus (public bus)	3.627	Very High Expectation
Taxis	3.455	High Expectation
Bus Card (t-money)	3.7	Very High Expectation
Seoul City Tour Bus	3.518	Very High Expectation
Total	3.58	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 3 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul South Korea in terms of TRANSPORTATION. The respondents had a very high expectation of transportation in Seoul, South Korea with a total mean of 3.58. Bus cards or also known as T-money had the highest expectation with a mean of 3.7 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are the color-coded buses with a mean of 3.627, the Seoul subway (trains) with a mean of 3.6, and the Seoul City tour bus with a mean of 3.518. The respondents had the least expectation of taxis which was interpreted as a high expectation with a mean of 3.455.

Locally, six cities in South Korea have modern and various types of unique public transit systems and efficient modes of transportation. Most Asian cities, including Seoul, allow travelers to return their cards to station counters and receive a full or partial deposit refund. Ticketing and fare automation can impact the travel experience and the desire to use public transportation (Kim, 2022; U.S News and World Travel, 2022).

Table 4 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ATTRACTION

Attraction	Mean	Interpretation
Bukchon Hanok Village	3.573	Very High Expectation
Lotte World	3.645	Very High Expectation
N-Seoul/Namsan Tower	3.736	Very High Expectation
Myeongdong Shopping District	3.773	Very High Expectation
Gyeongbokgung Palace	3.58	Very High Expectation
Total	3.649	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 4 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ATTRACTION. The respondents had a very high expectation of attractions in Seoul, South Korea with a total mean of 3.549. Myeongdong Shopping District had the highest expectation with a mean of 3.773 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are the N-Seoul/Namsan Tower with a mean of 3.736, Lotte World with a mean of 3.645, Gyeongbokgung palace with a mean of 3.58, and Bukchon Hanok Village with a mean of 3.573.

According to Lee & Kim (2018), Myeongdong was recorded as one of the highest degrees compared to other attractions. N-Seoul/Namsan Seoul Tower is the second-highest expectation from the results, and the said destination is included in the top 10% of networks for tourist attractions. The researchers also stated that one of the tourists' motivations to visit one destination is to experience destination uniqueness. It also gained popularity because of various Korean dramas like "My Love from the Star," "Rooftop Prince," "True Beauty," and "Boys over Flowers" (Lee & Kim, 2018; Nerva & Angela, 2021).

Table 5 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Bukchon Hanok Village)

Activities	Mean	Interpretation
Wearing Hanbok (traditional Korean attire/costume)	3.682	Very High Expectation
View of Hanok (traditional house) with artisan displays	3.609	Very High Expectation
View of different street arts/murals	3.427	High Expectation
Souvenir Shops	3.518	Very High Expectation
Café hopping	3.345	High Expectation
Total	3.516	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 5 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Bukchon Hanok Village. The respondents had a very high expectation of activities in Bukchon Hanok Village with a total mean of 3.516. Wearing Hanbok (traditional Korean attire/costume) had the highest expectation with a mean of 3.682 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are the view of Hanok (traditional houses) with artisan displays with a mean of 3.609 and souvenir shops with a mean of 3.518. The respondents had the least expectation of the view of different street arts with a mean of 3.427 and cafe hopping with a mean of 3.345.

In Wu et al. (2017) study, their destination image for Bukchon Hanok Village was from the internet and verbal of friends. Through diverse Hallyu (Korean Wave) contents, South Korea's traditional clothing and jewelry have gained recognition as contemporary things (Seoul Tourism Organization, 2021). The result from table 5 is consistent with where Hanbok or the traditional Korean attire/costume had the highest expectation.

Table 6 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Lotte World)

Activities	Mean	Interpretation
Food and snacks	3.618	Very High Expectation
Indoor adventures/rides	3.591	Very High Expectation
Outdoor adventures/rides	3.655	Very High Expectation
Underground adventures/rides	3.573	Very High Expectation
Mask Parade	3.364	High Expectation
Total	3.56	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 6 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Lotte World. The respondents had a very high expectation of activities in Lotte World with a total mean of 3.56. Outdoor adventures/rides had the highest expectation with a mean of 3.655 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are the food and snacks with a mean of 3.618, indoor adventures/rides with a mean of 3.591, and underground adventures/rides with a mean of 3.573. The respondents had the least expectation of the mask parade with a mean of 3.364.

The overall expectation in Lotte World for table 6 was interpreted as a very high expectation. In line with this, TripHobo (2022) acknowledged that Lotte World is one of the most popular locations in Seoul and can be called a must-see location.

Table 7 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (N-Seoul/Namsan Tower)

Activities	Mean	Interpretation
Souvenir shops	3.627	Very High Expectation
Panoramic city views in the N-Seoul Tower Observatory	3.691	Very High Expectation
Different dining options	3.627	Very High Expectation
Hanbok Culture Experience Center	3.618	Very High Expectation
Love Padlocks	3.7	Very High Expectation
Total	3.653	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 7 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in N-Seoul/Namsan Tower. The respondents had a very high expectation of activities in N-Seoul/Namsan Tower with a total mean of 3.653. Love Padlocks had the highest expectation with a mean of 3.7 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are the panoramic city views in N-Seoul Tower Observatory with a mean of 3.691, souvenir shops and different dining options with a mean of 3.627, and the hanbok culture experience center with a mean of 3.618.

According to various blogs and articles, love locks are a distinct feature famous around the world, especially among couples who go to N-Seoul/Namsan Tower. It has become one of the particular reasons to set foot in the tower aside from its panoramic scenery during nighttime (Cheng, 2016; Mimay, 2017).

Table 8 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Myeongdong Shopping District)

Activities	Mean	Interpretation
Popular Korean skincare and cosmetics shops	3.755	Very High Expectation
Branded clothes and accessories	3.618	Very High Expectation
Different Korean/Asian food	3.718	Very High Expectation
Souvenir Shops	3.682	Very High Expectation
Views of modernly built buildings around Myeongdong	3.636	Very High Expectation
Total	3.682	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 8 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Myeongdong Shopping District. The respondents had a very high expectation of Activities in the Myeongdong Shopping District with a total mean of 3.682. popular Korean skincare and cosmetic shops had the highest expectation with a mean of 3.755 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are Korean/Asian restaurants and street food with a mean of 3.718, souvenir shops with a mean of 3.682, views of modernly-built buildings around Myeongdong, and branded clothes and accessories with a mean of 3.618.

According to the Statista Research Department (2022), shopping is one of the most anticipated activities in South Korea. In support of this, table 8 is also consistent with the study of Ryu & Kwon (2021), which also had high shopping expectations.

Table 9 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Gyeongbokgung Palace)

Activities	Mean	Interpretation
Changing of the Royal guards' ceremony	3.636	Very High Expectation
Gyeongbokgung palace gate opening ceremony	3.591	Very High Expectation
View of the Gyeongbokgung Palace	3.709	Very High Expectation
History of the palace	3.627	Very High Expectation
Photo opportunity around the palace	3.618	Very High Expectation
Total	3.636	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 9 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Gyeongbokgung Palace. The respondents had a very high expectation of activities in Gyeongbokgung Palace with a total mean of 3.636. The view of the Gyeongbokgung Palace had the highest expectation with a mean of 3.709 with the interpretation of very high expectation. The following also had the interpretation of very high expectations which are changing of the royal guards' ceremony with a mean of 3.636, history of the palace with a mean of 3.627, photo opportunity inside the palace with the mean of 3.618, and the palace gate opening ceremony with the mean of 3.591.

Films have been recognized as one of the most effective indirect marketing tools for tourism promotion. According to previous research, a film can increase knowledge of and interest in film settings. (Rewtrakunphaiboon, 2020). The palace was a filming site for Korean historical and non-historical dramas like Goblin, Kingdom, Rooftop Prince, and many more (Camp, 2022; KKday, 2016). For that reason, many tourists became curious about the palace, so as a result, the view of the Gyeongbokgung palace had the highest expectation.

Table 10 Mean and Interpretation of Expectations of DLSU-D Tourism Students in Seoul, South Korea in terms of COMMUNICATION

Communication	Mean	Interpretation
Transportation drivers (bus, taxi)	3.482	High Expectation
Tourist guide	3.655	Very High Expectation
Food servers	3.364	High Expectation
Locals	3.482	High Expectation
Saleslady/salesman (convenience store/ souvenir shops)	3.527	Very High Expectation
Total	3.502	Very High Expectation

3.50-4.00 Very High Expectation, 2.50-3.49 High Expectation, 1.50-2.49 Low Expectation, 1.00-1.49 Very Low Expectation

Table 10 shows the Mean and Interpretation of Expectations of the DLSU-D Tourism Students in Seoul, South Korea in terms of COMMUNICATION. The respondents had a very high expectation of communication in Seoul, South Korea with a total mean of 3.502. Communication with the tour guide had the highest expectation with a mean of 3.655 with the interpretation of very high expectation. Communication with the Saleslady/salesman also had the interpretation of very high expectation with a mean of 3.527. The respondents had the least expectation of communication with the transportation drivers and locals with a mean of 3.482, and food servers with a mean of 3.364 with the interpretation of high expectation.

As mentioned by Çetinkay & Öter (2016), a tourist guide is often referred to as a "middleman," "cultural broker," or "mediator." These duties indicate that a tour guide operates as a cultural bridge between visitors and the host community and plays a crucial role in conveying the host culture to visitors. That said, communication with the tour guide had the highest expectation for table 10.

Table 11 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of TRANSPORTATION

Transportation	Mean	Interpretation
Seoul Subway	3.645	Very High Satisfaction
Color-coded bus (public bus)	3.573	Very High Satisfaction
Taxis	3.382	High Satisfaction
Bus card (t-money)	3.691	Very High Satisfaction
Seoul City Tour Bus	3.682	Very High Satisfaction
Total	3.595	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 11 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of TRANSPORTATION. The respondents had very high satisfaction with transportation in Seoul, South Korea, with a total mean of 3.595. Bus cards (t-money) had the highest satisfaction with a mean of 3.691 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction: Seoul city tour bus with a mean of 3.682, Seoul subway with a mean of 3.645, souvenir shops with a mean of 3.518, and color-coded buses with a mean of 3.573. The respondents had the lowest satisfaction with the taxis with a mean of 3.345 with the interpretation of high satisfaction.

The result in table 11 is in line with the study of Lu et al. (2018), wherein he stated that the smart card is more convenient to use than traditional fare payment alternatives such as paper tickets and magnetic cards. There is no need to place the card into the reader. Lee (2021) also said it is convenient for eligible passengers such as children and senior citizens.

Table 12 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ATTRACTION

Attraction	Mean	Interpretation
Bukchon Hanok Village	3.536	Very High Satisfaction
Lotte World	3.473	High Satisfaction
N-Seoul/Namsan Tower	3.582	Very High Satisfaction
Myeongdong Shopping District	3.627	Very High Satisfaction
Gyeongbokgung Palace	3.509	Very High Satisfaction
Total	3.545	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 12 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ATTRACTION. The respondents had very high satisfaction with attractions in Seoul, South Korea with a total mean of 3.545. Myeongdong Shopping District had the highest satisfaction with a mean of 3.627 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction which are N-Seoul/Namsan Tower with a mean of 3.582, Bukchon Hanok Village with a mean of 3.536, and Gyeongbokgung Palace with a mean of 3.509. The respondents had the lowest satisfaction with Lotte World with a mean of 3.473 with the interpretation of high satisfaction.

The shopping district gained much positive feedback – from cosmetic products and clothing brands, local food, and cuisine – from different tourists that have visited the attraction. Table 12 is consistent with the result and supports the tourists' reviews from Trip.com (2021) & LemiMarket (2019).

Table 13 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Bukchon Hanok Village)

Activities	Mean	Interpretation
Experience wearing Hanbok (traditional Korean attire/costume)	3.473	High Satisfaction
Admiring Hanok (traditional houses) with artisan displays	3.482	High Satisfaction
Viewing different street arts/murals	3.482	High Satisfaction
Souvenir shopping (key chains, ref magnets, etc.)	3.5	Very High Satisfaction
Café hopping around the village	3.364	High Satisfaction
Total	3.46	High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 13 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Bukchon Hanok Village. The respondents had high satisfaction with activities in Bukchon Hanok Village with a total mean of 3.46. Shopping for souvenirs had the highest satisfaction with a mean of 3.5 with the interpretation of very high satisfaction. The following had the interpretation of high satisfaction which is admiring hanok with artisan displays and viewing different arts with the means of 3.482, experience wearing hanbok with the mean of 3.473, and cafe hopping around the village with the mean of 3.364.

Among the tourists that were interviewed by Wu et al. (2017), all clusters had positive feedback and stated that their experience was close to their expectation of the destination and were not disappointed. However, in contrast to the study, the overall satisfaction results from table 13 were lower than the respondents' overall expectations in Bukchon Hanok Village.

Table 14 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Lotte World)

Activities	Mean	Interpretation
Food and snacks (Jungle Snack, Lotteria, etc.)	3.418	High Satisfaction
Indoor experience (Giant Loop, Jungle Adventure, etc.)	3.418	High Satisfaction
Underland experience (4D Shooting Theater, Wild Wing, Dragon Train, etc.)	3.355	High Satisfaction
Magic Island experience (Lotte World Castle, Gyro Drop, Monorail, etc.)	3.245	Low Satisfaction
Witness the World Mask Parade	3.427	High Satisfaction
Total	3.373	High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 14 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Lotte World. The respondents had high satisfaction with activities in Lotte World with a total mean of 3.373. Witnessing the World Mask Parade had the highest satisfaction with a mean of 3.427 with the interpretation of high satisfaction. The following also had the interpretation of high satisfaction which are food and snacks and indoor adventure experience with a mean of 3.418, and underland experience with a mean of 3.355. The respondents had the lowest satisfaction with magic island with a mean of 3.245 with the interpretation of low satisfaction.

The overall satisfaction in Lotte World is lower than the overall expectation. In some reviews from Traveloka (2019), the experiences inside the amusement park that affected their satisfaction are as follows: the long queue for different rides, especially the popular ones, bad service from other staff, and some of the great spots being hard to find, and it was less than what they had expected.

Table 15 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (N-Seoul/Namsan Tower)

Activities	Mean	Interpretation
Shopping for souvenirs	3.436	High Satisfaction
Admiring the night, panoramic views in the N-seoul Tower Observatory	3.662	Very High Satisfaction
Experiencing the famous Love Padlocks	3.627	Very High Satisfaction
Different dining options	3.555	Very High Satisfaction
Traditional Cultural experience in the Hanbok Culture Experience Center	3.609	Very High Satisfaction
Total	3.582	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 15 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in N-Seoul/Namsan Tower. The respondents had very high satisfaction with activities in N-Seoul/Namsan Tower with a total mean of 3.582. Admiring the night, panoramic views of Seoul in the N-Seoul tower Observatory had the highest satisfaction with a mean of 3.662 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction, which are experiencing the famous love padlock with a mean of 3.627, traditional cultural experience in the Hanbok Culture Experience Center with the mean of 3.609, and dining with different dining options with the mean of 3.555. The respondents had the lowest satisfaction with shopping for souvenirs with a mean of 3.436 with the interpretation of high satisfaction.

The result for table 15 is in line with the reviews (the year 2019-2022) from the Trip advisor, wherein tourists stated that they are very much satisfied with the panoramic views from the observatory. They also liked their experience placing love padlocks, a popular and well-known activity in Namsan Tower. Some tourists also mentioned that it is good to visit it at night because of the city lights and restaurants inside the tower.

Table 16 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Myeongdong Shopping District)

Activities	Mean	Interpretation
Shopping at popular Korean skincare and cosmetic shops (Innisfree, Nature Republic, Etude House, etc.)	3.691	Very High Satisfaction
Shopping for branded clothes and accessories	3.564	Very High Satisfaction
Food experience to different Korean/Asian restaurants and street food	3.573	Very High Satisfaction
Shopping for souvenirs (Korean products and K-pop merchandise)	3.682	Very High Satisfaction
Views of modernly built buildings around Myeongdong	3.564	Very High Satisfaction
Total	3.615	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 16 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Myeongdong Shopping District. The respondents had very high satisfaction with activities in Myeongdong Shopping in popular Korean skincare/cosmetic shops and had the highest satisfaction with a mean of 3.691 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction which are shopping for souvenirs like k-pop merchandise with a mean of 3.682, food experience to different Korean/Asian restaurants and street food with a mean of 3.573, and view of modernly built buildings around Myeongdong, and shopping to clothes and accessories with international brands with a mean of 3.564.

South Korea is very well-known for various things like K-Pop music, K-fashion, and cosmetic and skincare products. Several cosmetic and skincare products are popular such as Innisfree, Nature Republic, Etude House, The Face Shop, and many more (Ford, 2016; Klook Team, 2020; Cha, 2017; Sallegue, 2020). As a result, the activity in Myeongdong that had a very high satisfaction is shopping for different skincare and cosmetic products.

Table 17 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES (Gyeongbokgung Palace)

Activities	Mean	Interpretation
View of the Gate Opening Ceremony	3.483	High Satisfaction
View of the changing of the Royal Guards' Ceremony	3.436	High Satisfaction
Learning about the history of the Palace	3.509	Very High Satisfaction
Photo opportunity around the palace	3.536	Very High Satisfaction
Sight of the Gyeongbokgung Palace	3.7	Very High Satisfaction
Total	3.533	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 17 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of ACTIVITIES in Gyeongbokgung Palace. The respondents had very high satisfaction with activities in Gyeongbokgung Palace with a total mean of 3.533. The sight of the Gyeongbokgung Palace had the highest satisfaction with a mean of 3.7 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction, which are the photo opportunity in the palace with a mean of 3.536 and learning about the history of the palace with a mean of 3.509. The respondents had the lowest satisfaction of view of the gate opening ceremony with a mean of 3.482 and changing of the royal guards' ceremony with a mean of 3.436 with the interpretation of high satisfaction.

Gyeongbokgung Palace is exceptionally vital to the history of Korea. One-way Koreans might experience a sense of belonging is through their efforts to restore and preserve what was lost (Shoaib, 2019). According to different reviews from Trip advisor dated from 2019 to 2022, the palace is recommended for photo-taking and learning about the rich culture and history of South Korea. The reviews are related to the results from table 17, wherein the palace's sight, photo opportunity, and history had a very high satisfaction.

Table 18 Mean and Interpretation of Satisfaction of DLSU-D Tourism Students in Seoul, South Korea in terms of COMMUNICATION

Communication	Mean	Interpretation
Transportation drivers (bus, taxi)	3.564	Very High Satisfaction
Tourist Guide	3.591	Very High Satisfaction
Food servers	3.455	High Satisfaction
Locals	3.582	Very High Satisfaction
Saleslady/salesman (convenience store/souvenir shop)	3.573	Very High Satisfaction
Total	3.553	Very High Satisfaction

3.50-4.00 Very High Satisfaction, 2.50-3.49 High Satisfaction, 1.50-2.49 Low Satisfaction, 1.00-1.49 Very Low Satisfaction

Table 18 shows the Mean and Interpretation of Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea in terms of COMMUNICATION. The respondents had very high satisfaction with communication in Seoul, South Korea with a total mean of 3.553. Communication with the tour guide had the highest satisfaction with a mean of 3.591 with the interpretation of very high satisfaction. The following also had the interpretation of very high satisfaction which are the communication with the locals with a mean of 3.582, communication with the saleslady/salesman with a mean of 3.573, and communication with the transportation drivers with the mean of 3.564. The respondents had the lowest satisfaction with their communication with food servers with a mean of 3.455 with the interpretation of high satisfaction.

Tour guides can be a factor in tourists' satisfaction. As stated in the managerial implication in Kuo et al. (2018) study, their research implies that if service providers fail to manage adverse impacts associated with the quality of tour guide services, tourist satisfaction will decrease substantially. In other words, tourists are typically more unsatisfied when tour guide service is inadequate. Favorable evaluations of tour guides should remain their excellent performance and continue to maximize tourists' satisfaction. As a result, the respondents are highly satisfied with their communication with the tour guide.

Table 19 The Relationship between Expectation and Satisfaction

Variable		E_Q1	E_Q2	E_Q3.1	E_Q3.2	E_Q3.3	E_Q3.4	E_Q3.5	E_Q4	Overall Expectation
S_Q1	Pearsons' r	0.58	0.644	0.608	0.644	0.685	0.555	0.703	0.542	0.719
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q2	Pearsons' r	0.591	0.432	0.706	0.777	0.539	0.593	0.51	0.622	0.702
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q3.1	Pearsons' r	0.552	0.435	0.679	0.668	0.443	0.607	0.503	0.547	0.651
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q3.2	Pearsons' r	0.559	0.409	0.669	0.616	0.452	0.561	0.478	0.562	0.633
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q3.3	Pearsons' r	0.489	0.463	0.606	0.636	0.614	0.622	0.574	0.577	0.669
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q3.4	Pearsons' r	0.487	0.53	0.525	0.556	0.528	0.537	0.594	0.453	0.611
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
S_Q3.5	Pearsons' r	0.504	0.4	0.594	0.646	0.424	0.61	0.456	0.527	0.611
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001

S_Q4	Pearsons' r	0.506	0.442	0.425	0.538	0.44	0.508	0.454	0.534	0.562
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
Overall Satisfaction	Pearsons' r	0.62	0.536	0.705	0.739	0.587	0.669	0.611	0.634	0.747
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001

Satisfaction Questions: S_Q1: Satisfaction in Transportation in Seoul, South Korea; S_Q2: Satisfaction in Attractions in Seoul, South Korea; S_Q3.1: Satisfaction in Activities in Bukchon Hanok Village; S_Q3.2: Satisfaction in Activities in Lotte World; S_Q3.3: Satisfaction in Activities in N-Seoul/Namsan Tower; S_Q3.4: Satisfaction in Activities in Myeongdong Shopping District; S_Q3.5: Satisfaction in Activities in Gyeongbokgung Palace; S_Q4: Satisfaction in Communication in Seoul, South Korea;
Expectation Questions: E_Q1: Expectation in Transportation in Seoul, South Korea; E_Q2: Expectation in Attractions in Seoul, South Korea; E_Q3.1: Expectation in Activities in Bukchon Hanok Village; E_Q3.2: Expectation in Activities in Lotte World; E_Q3.3: Expectation in Activities in N-Seoul/Namsan Tower; E_Q3.4: Expectation in Activities in Myeongdong Shopping District; E_Q3.5: Expectation in Activities in Gyeongbokgung Palace; E_Q4: Expectation Communication in Seoul, South Korea

Table 19 shows the relationship between Expectations and Satisfaction of the DLSU-D Tourism Students in Seoul, South Korea. All expectation categories are positively and significantly correlated with all the satisfaction categories since the p-value (in yellow) is less than the 0.05 significance level. The overall resulting value is 0.747 this indicates that it is a positive high correlation. Thus, the null hypothesis of significant correlation is rejected. This also indicated that the higher the expectation per category, the higher will also be the satisfaction per category. Likewise, the overall expectation is also positively and significantly correlated with the overall satisfaction since the p-values are less than the 0.05 significance level. Thus, the null hypothesis of no significant correlation is rejected. This also indicated that the higher the overall expectation, the higher will also be the overall satisfaction. The result is in line with the study of Kung (2018), as it also stated that tourist expectation and tourist satisfaction have a significant positive correlation in Neivan Street, Taiwan. According to this study, the higher the visitors' expectations for Neivan Street, the higher the level of satisfaction.

Table 20 The Relationship between Respondent Age and Satisfaction

Satisfaction Categories vs AGE	Chi-square Value	p-value	Interpretation
Transportation in Seoul, South Korea	1.702	0.79	not significant
Attractions in Seoul, South Korea	2.471	0.65	not significant
Activities in Bukchon Hanok Village	9.932	0.128	not significant
Activities in Lotte World	5.389	0.495	not significant
Activities in N-Seoul/Namsan Tower	3.269	0.514	not significant
Activities in Myeongdong Shopping District	6.052	0.195	not significant
Activities in Gyeongbokgung Palace	8.085	0.232	not significant
Communication in Seoul, South Korea	1.27	0.866	not significant
Overall Satisfaction	5.214	0.266	not significant

Note: * $p < 0.05$

Table 20 shows the relationship between Respondent Age of the DLSU-D Tourism Students and their Satisfaction in Seoul, South Korea. There is no significant correlation between AGE and all the satisfaction categories since the resulting Chi-square values of 1.702, 2.471, 9.932, 5.389, 3.269, 6.052, 8.085, and 1.27 respectively, have p-values greater than 0.05 significance level. Thus, the null hypothesis of no significant correlation is accepted. This indicated that AGE does not affect the satisfaction per category of the respondents. Also, there is no significant correlation between AGE and the overall satisfaction since the Chi-square value of 5.214 has a p-value greater than 0.05. Thus, the null hypothesis of no significant correlation is accepted. This indicated that AGE does not affect the overall satisfaction of the respondents.

Table 21 The Relationship between Respondent Gender and Satisfaction

Satisfaction Categories vs AGE	Chi-square Value	p-value	Interpretation
Transportation in Seoul, South Korea	1.082	0.582	not significant
Attractions in Seoul, South Korea	0.713	0.7	not significant
Activities in Bukchon Hanok Village	1.925	0.588	not significant
Activities in Lotte World	4.834	0.184	not significant
Activities in N-Seoul/Namsan Tower	0.211	0.9	not significant
Activities in Myeongdong Shopping District	1.392	0.499	not significant
Activities in Gyeongbokgung Palace	1.074	0.783	not significant
Communication in Seoul, South Korea	3.63	0.163	not significant
Overall Satisfaction	1.469	0.48	not significant

Note: * $p < 0.05$

Table 21 shows the relationship between Respondent Gender of the DLSU-D Tourism Students and their Satisfaction in Seoul, South Korea. There is no significant correlation between GENDER and all the satisfaction categories since the resulting Chi-square values of 1.082, 0.713, 1.925, 4.834, 0.211, 1.392, 1.074 and 3.63 respectively, have p-values greater than the 0.05 significance level. Thus, the null hypothesis of no significant correlation is accepted. This indicated that GENDER does not affect the satisfaction per category of the respondents. Also, there is no significant correlation between GENDER and the overall satisfaction since the Chi-square value of 1.469 has a p-value greater than 0.05. Thus, the null hypothesis of no significant correlation is accepted. This indicated that GENDER does not affect the overall satisfaction of the respondents. This result is in line with the study of Akinici et al. (2018), indicating that academic education was not affected by gender-based satisfaction.

Based on the results, the overall mean and interpretation of expectation is 3.597 with the interpretation of a very high expectation, whereas the DLSU-D Tourism Students had the highest expectation for Myeongdong Shopping District with a total mean of 3.682 and the respondents had the lowest expectation for Bukchon Hanok Village with a total mean of 3.516. In addition, the overall mean and interpretation for satisfaction are 3.532, with the same interpretation very high satisfaction. The respondents' level of satisfaction with Myeongdong Shopping District was the highest, with a total mean score of 3.615, while their level of contentment with Lotte World was the lowest, with a total mean score of 3.373 and an interpretation of high satisfaction.

V. CONCLUSION

This research covered 110 DLSU-D tourism students who went to Seoul, South Korea, last November 2019. The respondents consisted of 110 participants, with 31 males and 79 females who were tourism students of DLSU-D. Their ages ranged from 21 years old (27), 22 years old (20), 23 years old (5), and 25 years and above (2). The study results found that the respondents have high expectations and satisfaction with Seoul, South Korea. Also, the respondents' age and gender did not affect their satisfaction categories in any areas. It also did not affect their overall satisfaction.

The overall results regarding respondents' expectations in Seoul, South Korea, are assessed as very high (from table 3 to table 10). Tourists in Seoul, South Korea, had the highest expectations, which can be translated as very high expectations: Transportation = bus card/t-money, attractions = Myeongdong Shopping District, activities (Bukchon Hanok Village) = Hanbok (traditional Korean attire/costume) wearing, activities (Lotte World) = outdoor adventures/rides, activities (N-Seoul/Namsan Tower) = Love Padlocks, activities (Myeongdong Shopping District) = Korean skincare and cosmetic shops, activities (Gyeongbokgung Palace) = view of the Palace, and communication = communication with the tour guide.

The overall results in terms of tourist satisfaction are evaluated as very high satisfaction (from tables 11, 12, 15 to table 18). Tourists in Seoul, South Korea, were most satisfied with the following, which is translated as very high satisfaction: Transportation = bus card/t-money, attractions = Myeongdong Shopping District, activities (N-Seoul/Namsan Tower) = admiring the panoramic city views of Seoul in the N-Seoul Tower Observatory, activities (Myeongdong Shopping District) = shopping at Korean skincare and cosmetic shops, activities (Gyeongbokgung Palace) = sight the Palace, and communication = communication with the tour guide. While the following are interpreted as high satisfaction (tables 13 and 14): activities (Bukchon Hanok Village) = shopping for souvenirs and activities (Lotte World) = witnessing the World Mask Parade.

The correlation between respondents' expectations and satisfaction was extraordinarily high and statistically significant ($r = 0.747$). The respondents' high expectations will result in their high satisfaction with Seoul, South Korea.

According to the researchers' study, aside from having high expectations, the respondents also expressed high satisfaction after their trip. The Korean skincare/cosmetic shops are the specific activity in Myeongdong that has the highest expected level. On the other

hand, tourists' satisfaction levels are relatively similar to their expectations of Seoul, South Korea. Tourists, in particular, are also satisfied with their shopping experience at Myeongdong Shopping District for Korean skincare and cosmetics. Overall, tourists had high expectations for Seoul, South Korea, and were quite satisfied with their visit, regardless of their age or gender. Their expectations for a visit to the country are strong, which may help the popularity of future Korean shows and advertisements.

In addition, the analysis found a correlation between tourism students' expectations and satisfaction with Seoul, South Korea. In Seoul, South Korea, a positive association also suggests that a high expectation will usually result in a high level of satisfaction. This study suggests that, although tourists in Seoul have high expectations, South Korea exceeds them. The researchers' findings are similar to prior studies that show that in Seoul, South Korea, the destination image is one of the essential sources of expectations. Tourists in Seoul, South Korea, who have high expectations for their next trip are more likely to be apprehensive about their future trips because they have set a high standard of visitation. A high level of satisfaction, on the other hand, adds to positive word of mouth, a greater likelihood of returning, and high service quality.

The study's findings will benefit future research on tourist visits to South Korea, specifically to Seoul. This study will aid businesses trying to establish themselves in and around Seoul, South Korea, because it will show them what is expected and what satisfies the most among the tourists. It means that businesses must upgrade their products to meet tourists' high expectations while maintaining the same degree of satisfaction. This study will benefit researchers interested in South Korean tourism since it will provide insight into what tourists expect and seek. Researchers working on the same subject or place can choose to improve their work by choosing people from various backgrounds rather than limiting themselves to students who have visited a specific location. It could also be good to look into Westerners' perceptions of South Korea.

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