# An Exploration of Motivational Factors of Post-Secondary Students Visit Korean Restaurants in Metro Vancouver

TOUR 440 – Applied Research in Tourism

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# Introduction



**Vancouver:**
- Global city
- Large Korean population
- Famous for Food Tourism

**Diversity:**
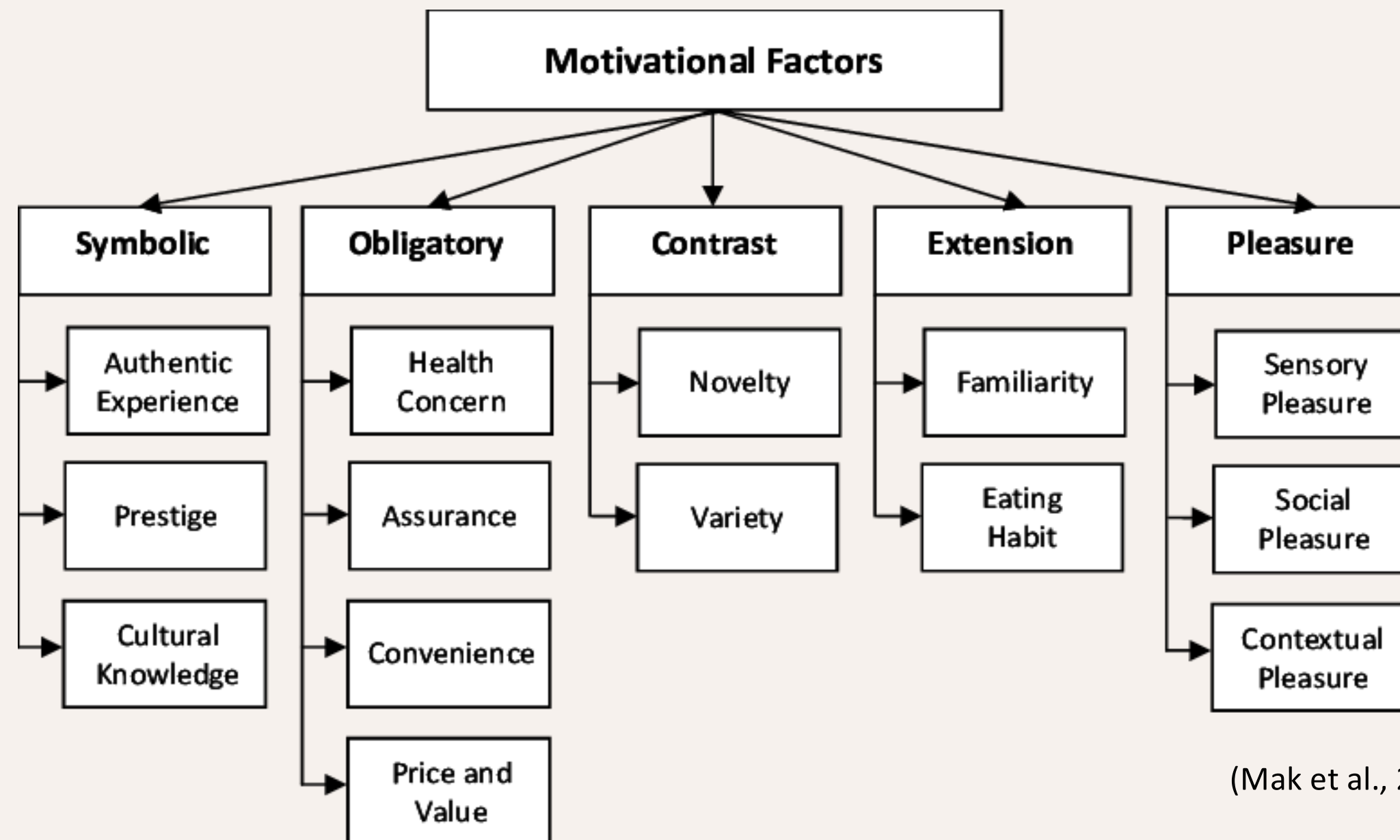- International cuisine options
- Korean restaurants remain popular

**Asian Students:**
- Natural interest in Korean culture & Food
- Curious about students' connections

# Research Question & Purpose

**Main Research Question:**

What factors motivate post-secondary students to have dining experiences at Korean restaurants in Metro Vancouver.



(Mak et al., 2012)

# Literature Review

**"Authenticity"**

- Food = culture, identity, and tradition
- Uniqueness and Authenticity attract tourists (Molz, 2004)

**"Barriers"**

- Unfamiliarity to try new food
- Cultural differences
- Food safety concerns
- (Sutiadiningsih et al., 2023)

# Methodology

## 1. Semi-structured Interviews

Target population:

Post-secondary students
(aged 18-30)

"Purposive Sampling"
Targeting a specific group

### Initial Interview Location:

Robson Public Market, downtown Vancouver
- Hub for Korean restaurants
- Multiple secondary institutions nearby

**Changed Interview Location:**
- Capilano University, targeted more easily

## 2. Online Reviews

- TripAdvisor, Google, & Yelp

- Compare & Identify Key trends/factors

# Data Collection

Process

- <u>Time:</u> October 15th–24th

- <u>Interview Location:</u> In-person interviews (downtown & Capilano University)

- <u>Secondary data:</u> TripAdvisor, Google Reviews, and Yelp

- By all research group members

# Data Analysis

Inductive-deductive Mix

- <u>Step 1:</u> Data Preparation (Transcribe and compile interview data)

- <u>Step 2:</u> Data Exploration (Review and reread data, Credibility)

- <u>Step 3:</u> Data Categorization (Label keywords, Consistency)

- <u>Step 4:</u> Data Summarization (Validity and reliability, Conceptual Framework)

- (Hesse-Biber, 2017)

- (Kvale's, 1996)

# Results

| Pseudonyms | Interview Dates | Gender | Times of Dining at Korean Restaurants |
|---|---|---|---|
| Shawn | October 15, 2024 | M | New international student, so still insufficient experience in Vancouver |
| Amy | October 15, 2024 | F | New international student, so still insufficient experience in Vancouver |
| Sam | October 15, 2024 | M | New international student, so still insufficient experience in Vancouver |
| Peter | October 21, 2024 | M | At least once or twice every week |
| Wendy | October 24, 2024 | F | Once a month |
| Mark | October 15, 2024 | M | Once/Twice a month |
| Lilly | October 24, 2024 | F | Once half year |
| Jackson | October 24, 2024 | M | Twice/Once a month |

# Result Map
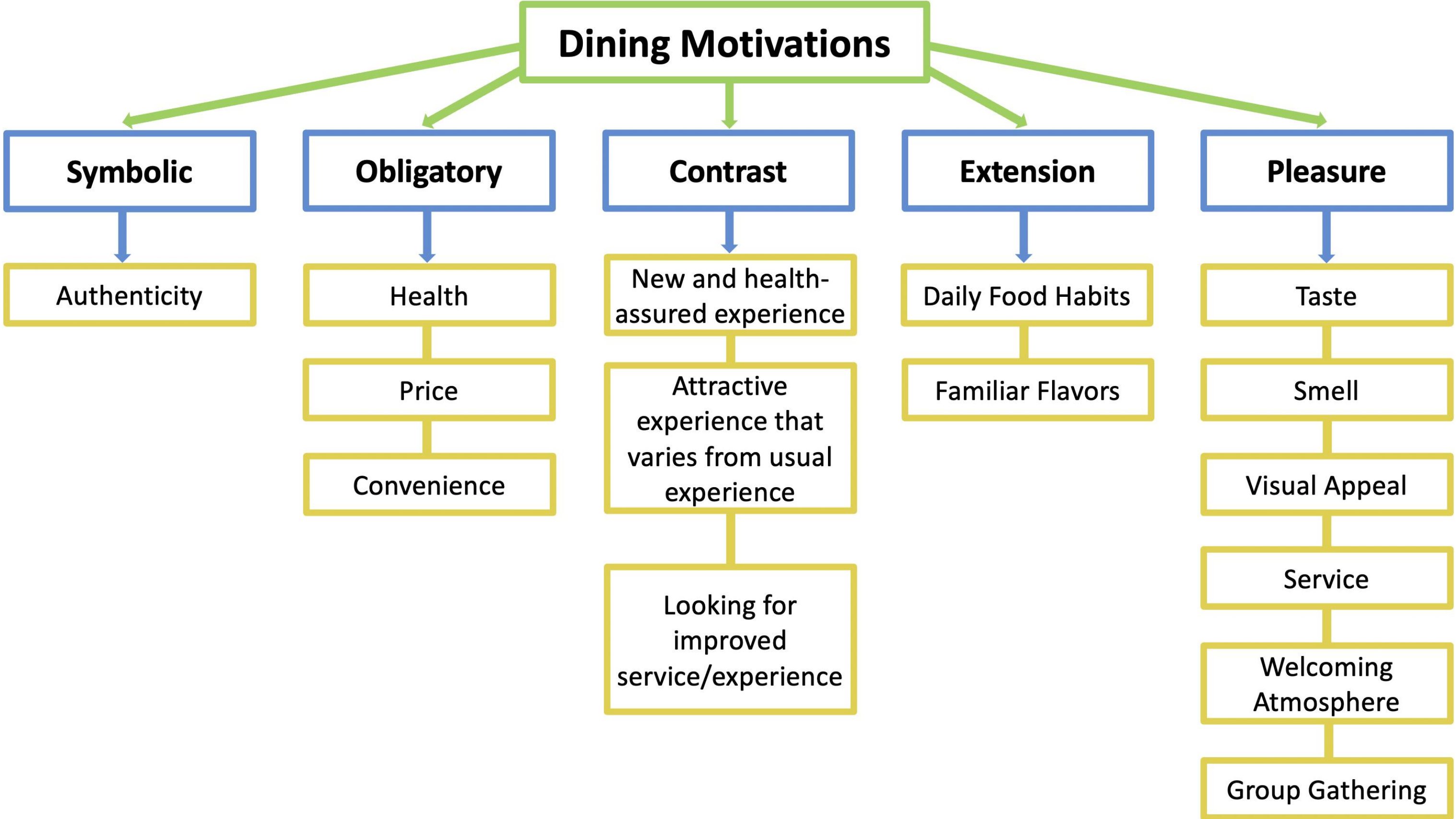
# Results

**Symbolic Motivation**

Definition: authentic experiences, cultural knowledge, & prestige

Category: Authenticity

Findings: Authentic experiences influenced by Korean dramas, reviews, and restaurant decorations

Example Quotes:
- "I chose the restaurant based on recommendations from Koreans for an authentic experience."
- "[I prefer] traditional-style decorations over fusion."

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# Results

## Obligatory Motivation

Definition: Practical considerations

Categories: Health, price, and convenience

Findings: Health-conscious choices (low sugar, high-quality food), price (promotion) and accessibility

Example Quotes:

- "Kimchi helps with weight loss."
- "The restaurant was great for the price and convenience."

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# Results



**Contrast Motivation**

Definition: A desire for novelty and variety by trying new and unfamiliar foods

Categories: Novelty and variety

Findings: Motivated by new and health-assured experiences and improved-service-experience

Example Quotes:
- "I try interesting food that varies from my culture."
- "The restaurant setup allowed us to enjoy everything at our own pace."

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# Results

## Extension Motivation

Definition: Presence for familiar taste and eating habits while traveling

Categories: Familiar flavors and dietary habits

Findings: Cultural connections and comfort food

Example Quotes:
- "The taste reminds me of home."
- "Adaptation to local ingredients is important."

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# Results



## Pleasure Motivation

Definition: Sensory pleasure, social pleasure, and overall dining contextual pleasure

Categories: Tastes, smells, visual appeal, services, welcoming atmosphere, and group gathering

Findings: Combination of sensory appeal, lively atmosphere, and suitability for group dining

Example Quotes:

- "The fried chicken was fresh, juicy, and crispy."
- "The welcoming atmosphere and attentive staff made it a great experience."

# Discussions

**Results Summary**

- The motivation to visit a Korean restaurant is complex and multi-dimensional.

- A mix of 15 factors were identified under five themes: Symbolic, Obligatory, Contrast,

  Extension, and Pleasure.

# Discussions

## Outcomes for Real World

- Korean traditional decorations, offer authentic Korean cuisine, & play Korean drama

- Consistent food safety, promotion, & convenience

- Ice cream (refreshment) to reduce heavy flavour

- Options for trying food that adapted to local cultures, appealing visuals

- Service quality & welcoming atmosphere, repeated customers

## Limitations

- Interview locations, downtown ----> campuses

- Some participants who have had less dining experience

- However, it brought different perspectives (opportunities)

- Interview questions without the balance of different concepts

# Questions?

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