

Abstract

In this research, the researcher took the perception of tourist reference choice on a comparison between hanok-style accommodation and Western-style accommodation in Korea as researcher's subjects. This study started from the background that the demand for experiences of Korean native cultures such as hanok experience programs is growing more and more. Hanok style accommodations are divided into Hanok Hotel and Hanok stays. So, three types of accommodation were compared between inside and outside characteristics.

The purpose of this study is to understand the Hanok style accommodation as a new paradigm tourism, to know advantages and disadvantages of Hanok-Style accommodation for the tourist, to gain action plan of Hanok style of accommodation.

The data gathering in this study is Hotel inside and outside observation, three types of accommodation were compared through comparative analysis, and an indirect online survey was conducted through a survey agency.

The result showed that the facility convenience and various prices are the main reason why tourists prefer Western style accommodation. Korean originality and traditional atmosphere are the main reasons why tourists prefer Hanok style accommodation. Based on these factors, the development plan of the Hanok Hotel will enhance the convenience of the internal facilities while maintaining the traditional appearance.

Keyword: Hanok, Hanok-hotel, Hanok-stay, Traditional Korea, Western-style hotel

Abstract

Dalam penelitian ini, peneliti mengambil persepsi pilihan referensi wisata mengenai perbandingan antara akomodasi pariwisata bergaya hanok dan bergaya Barat di Korea sebagai subyek peneliti. Penelitian ini berawal dari latar belakang bahwa permintaan akan pengalaman budaya asli Korea seperti program akomodasi hanok semakin berkembang. Akomodasi bergaya Hanok terbagi atas Hanok Hotel dan Hanok. Jadi, tiga jenis akomodasi dibandingkan antara karakteristik di dalam dan di luar.

Tujuan dari penelitian ini adalah untuk memahami akomodasi bergaya Hanok sebagai paradigma pariwisata baru, untuk mengetahui kelebihan dan kekurangan akomodasi Hanok-Style bagi wisatawan, untuk mendapatkan rencana akomodasi gaya Hanok.

Pengumpulan data dalam penelitian ini adalah pengamatan Hotel di dalam dan di luar, tiga jenis akomodasi dibandingkan melalui analisis komparatif, dan survei online tidak langsung dilakukan melalui lembaga survei.

Hasilnya menunjukkan bahwa kenyamanan fasilitas dan berbagai harga merupakan alasan utama mengapa wisatawan lebih memilih akomodasi bergaya Barat. Keaslian oriental dan tradisi Korea adalah alasan utama mengapa wisatawan memilih akomodasi bergaya Hanok. Berdasarkan faktor tersebut, rencana pengembangan Hotel Hanok akan meningkatkan kenyamanan fasilitas internal sekaligus menjaga tampilan tradisional.

Kata kunci: Hanok, Hanok-hotel, Hanok-stay, tradisional Korea, hotel, Western-style hotel