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INTERCULTURAL RELATIONSHIP BETWEEN SPAIN AND KOREA THROUGH TOURISM

Alumno: Javier Medina Padilla

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Para comenzar me gustaría explicar lo significativo que es este proyecto para mí, el cual ha sido elaborado con muchísimo entusiasmo y dedicación durante años, en los cuales viví en Corea del Sur y España. Durante estos periodos estudié los factores turísticos, sociales, antropológicos y económicos de ambos países con precisión, ya que de forma innata siempre me había preguntado qué es lo que se esconde tras el desarrollo de las actividades turísticas, que no es más que un marco histórico-político y social internacional. Estamos conectados entre todos, en parte por valores invisibles y por la evolución globalizante del mundo en el que vivimos. Pero este camino que llevo recorriendo años no habría sido posible sin el recurso más importante y necesario que hay en el planeta, las personas. Me gustaría resaltar positivamente que me considero afortunado y que estoy agradecido por haber ido progresando por tantos años de la mano de personas de lo más diversas.

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RESUMEN.

España y Corea del Sur son dos naciones no tan diferentes como se cree. Dos penínsulas con conflictos históricos que han buscado su lugar en el mundo, interrelacionándose con mayor facilidad a través de la expansión de sus culturas. El objetivo de este trabajo es dar respuesta a la situación turística actual en la que se encuentran e indicar cómo podrían progresar a través del aprendizaje de sus propias culturas. Mediante una serie de entrevistas realizadas a varios candidatos con experiencia en España y Corea se corrobora la información obtenida y se da respuesta a la dinámica e intención del proyecto en cuestión. Se concluye con una serie de consejos que pueden aportar ideas sobre qué debe aprender un país del otro y qué aspectos negativos deberían eliminar antes de que puedan afectarles a niveles más altos.

Palabras clave: Costumbres españolas, Cambio social, Globalización, Tradición coreana.

ABSTRACT.

Spain and South Korea are two nations that are not as different as one might think. Two peninsulas with historical conflicts that have sought their place in the world, interrelating more easily through the expansion of their cultures. The aim of this work is to respond to the current tourist situation in which they find themselves and to indicate how they could progress through learning about their own cultures. Through a series of interviews with several candidates with experience in Spain and Korea, the information obtained is corroborated and answers to the dynamics and intention of this project are given. The work concludes with a series of tips that may give ideas on what one country should learn from the other and what negative aspects they should eliminate before they can affect them at a higher level.

Keywords: Spanish customs, Social change, Globalisation, Korean tradition.



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INTRODUCTION AND OBJECTIVES

The conceptualization of Tourism has been debated from its beginning. We can explain it as a tool of economy which increases benefits and prevents the loss of money invested. In parallel, the social aspect is one of the main factors for developing correct international relations and for adapting the new knowledge progressively into new generations and, sometimes, changing the facts and minds of the oldest people.

In the second place, culture could look similar to the last point but is, in truth, far from it. It gives the weapons to conserve the patrimony and its subsequent history, as well as to build a connection between the other two points. It provides us with knowledge about humanity at the same time the economic benefit is increasing due to others' attention to our cultural background. In other words, the culture of nations is the fuel of the Tourism Industry: without it, it cannot work.

Therefore, it requires a complex multidisciplinary study for finding the reality completely. The biggest difficulty to perfectly study this topic is the need of separation between all the factors involved. Every discipline implies a point of view which could be useful as a whole for observing all the fragments that shape tourism. The classic model of this conception is that of Leiper (Jimenez, 2005). Explaining tourism from a geographical position allows us to identify the importance to execute a move or transfer out of the place of residence, as well as to observe that the transit route can become a destination region, starting from the tourist interests.

The geography associated with Tourism can be taken as a simple element. Nevertheless, it sustains the foundations of every destination working together with other factors. The desire to travel responds to the impulse to satisfy an imperative need rather than a habit acquired in the remote past. This desire to travel is a human feeling from a philosophical point of view that seeks to satisfy our needs.

On the other hand, it could be converted into a consumer product using an economic view. It started to be included in this category because it concerns the human needs to become satisfied. It is the symbol that represents the individual "something". It is hard to point out how many types of Tourism are going to disappear progressively because they are not attractive for tourists anymore. The new tourist believes in the conception of originality and even more simple and pure lifestyles, sometimes related to a historical context. They are looking for a deeper knowledge of their passions and to get a better perspective than other tourists.

The main objectives of this project are:

- To explain the main characteristics of Spain and Korea from a social and historical point of view.
- To provide knowledge about both countries and how they can improve their competitive advantages through mutual learning.
- To disseminate the real opinion of people who have experienced life in both Spain and Korea.
- To find tools to maximize the benefits of tourism.

1. THEORETICAL FRAMEWORK

1.1. ECONOMY OF TOURISM

Tourism is an international trade from which both sides can easily profit. We must first appreciate that there are different economic perspectives because we are working with a service and could be intangible but also tangible.

Furthermore, when we are working in this area it is really important to know if our actions regarding the foreign markets are being useful. Consequently, it is also essential to know the investments which have been incorporated in National Tourism Trades, Business and their results in a foreign market, such as the Economic-Politic resources as the Offices of Tourism and the Embassy around the world.

A prominent fact takes place when a part of this foreign segment visits other countries while carrying out tourism activities. Usually, these tourists can earn a special benefit due to the change of divisas, in such a way that the National Economy should get part of this for their own country's "Benefits". It is in its subsidiaries that we can find the taxes and duties looking for a balance.

On the other hand, we can appreciate how the premise of the equality between the customer and the entrepreneur could be auspicious for both of them across the exchanges in costs. In this manner, the reductions of cost of air transport and Charter Trips behind technologic innovations can foster the Air Bus, which can reduce the exchange by kilometer and can even increase the Market Share concerning the International Travels.

Coming back to the importance of the Economy, we must point out how significant it is for our society: in this model of Economic System, we should work trying to find the highest possible benefit. Services may involve diverse factors which are unstable at every time, because society progresses daily while people are looking for the best way of adapting to the environment.

Hereinafter, when looking into the Market we should separate business from people for analyzing step by step and realize that the biggest satisfactions of humanity will be an economic benefit for us. Thus, working with this mentality that all those good resources and services that we are giving to them can become a long-term economic profit is the key to succeed in every business.

We must admit that Tourism is one of the strongest weapons to increase the demand of Hospitality Industry in addition to the rest of markets, such as: services, souvenirs, construction and almost all the possibilities that a city or a village can encompass. Continuously the domino effect will keep on being experienced by all the layers of society. In particular, international tourism is one of the most virtuous benefactors about Tourism Economic Progress. As a result, the employment taxes are going to assume a higher rank and, consequently, to produce a social wellness affecting all the social levels.

1.2. TOURISM AND SOCIETY

The social perspective of Tourism is centralized in a hierarchy separate groups on the basis of their social level and circumstances. Every different group is closer to one of the types of Tourism in general, making clusters and segments of population who opt for the most suitable option to their life style. At the same time, it is really meaningful to discover how this activity contributes not just to the economy but also to social development, transforming societies and making huge differences between the areas where tourism has a big impact and others, where it is just another economic feature.

On the other hand, it is necessary to emphasise how the social class promotes a characteristic lifestyle and, particularly, a type of tourism exists thereupon: The Social Tourism Segmentation, as I conceive it where the diversity of tourist's profiles show us how to act in our business at the same time, it reflects how society is growing or changing. We already know about the social class concerning tourism but there is an important point to which enough attention has not been paid, as we will try to do in this work: Elite Tourists, Social Middle-Class Tourists and the Lower-Class Tourists. These three classes are the main categories that come to mind when we study about social classes in Tourism. However, focusing on the medias and the present we are undergoing a huge due to social Medias transforming our societies in the most fluid way.

In recent years, there has been a need to use certain important characters on social media to promote and boost brands throughout the world. Influencers working in the tourism sector are special role models have produced a big evolution evolution, becoming millions of people around the globe through social networks and more. Recently, Tourism has been galvanized with emblematic influencers who transmit the message in a direct and desirable way through their personalities and appearances similarly to what Hollywood Stars, Asian Idols or even Professional Athletes had done during the last century.

In particular, a study by Twitter and Annalect goes further:

- 56% of users follow the recommendations of their friends.
- 49% of people trust the recommendations of influencers on Twitter.
- While 40% of them have bought an article online after seeing that an influencer was using it on Instagram or YouTube.
- According to International Marketing INC. 42 percent of millennial travellers decide their next destination based on where the Influencers they follow and admire have been.

They inspire them, discover them and help prepare their trips. Millennial travellers share everything about their trips on social media.

Taking this information as a point of departure, it is imperative to add how social class division regarding Tourism are disappearing, since nowadays the majority of people pay attention to the same trends making some destinations equally popular because the factor that attracts them is to obtain the same experience of the influencer, usually sweetened through the magic of edition of social medias. This gives rise to a constantly dissatisfied group that can never reach the: ‘‘Perfect’’ goals of their ‘‘Fake’’ role models: *Influencers*.

The attitude of local people on tourism crosses four stages, as they were defined by Doxley (quoted by Fennel, 2007: 47-48):

- euphoria – tourists are welcomed by the community, without control or planning;
- apathy – tourists are considered a given by the community, and the tourists – locals relationship becomes formal and commercial;
- discomfort – reaching saturation with the tourism industry, the community starts to change its attitude towards tourism. Decision makers further develop infrastructure instead of limiting growth;
- antagonism – locals show their irritation with tourism and tourists. Planning should be the remedy, but increased promotional activity is contracted to change the deteriorating image and reputation of the village.

When we are focusing on the study of social aspect it is mandatory to assume that there is a Two Sides area, because the members of a society do not always react at the same level, time or even with equal actions if a new trend is raising among them

There are many examples such as: Barcelona and Costa del Sol in Spain, the development of Tourism was so huge in this regard that the whole society changed from a post dictatorship to a melting pot of freedom and new cultures having repercussions in local population. This makes them more open-minded than their respective neighbors and at the same time increases in many cases the reject to a massive wave of change. The balance between these two points was taken by nationalism, which is looking for proud manners of living their culture and usually with the repulse of everything that of that is part of the “New Society”.

However, we had already mentioned that this approach has two sides and here we can find the ‘Open Arms Culture’, where local population embraces the foreigner’s cultures and the changes about their traditional values, thus creating a pacific collective society. This last point is usually represented as the biggest desire for a country, though there are other aspects, such as: the principle of forgetting their own traditions and cultures, the unresected attitude about their heritage, leading to the loss of all the parts that make a human being unique and the thinking of inferiority complex facing other cultures. This has usually happened due to the movement of westernization, mainly “North European White Countries and their Colonies”). We have the clear example of the global situation regarding the White North American culture being the biggest spot of ‘wannabes’ people.

1.3. THE CULTURE IN TOURISM

Tourism has always been considered as an interesting resource. It comes from the 70s, when UNESCO developed the Cultural and Natural Heritage and proposed its conservation and promotion as a regular topic in their organizations. It has been especially spread along Europe. Culture gives then an added value to the tourist product and turns it into a cultural industry in which books, magazines, light and sound shows, videos reinvent the cultural landscapes. Culture, along with touristic activities development, assumes an inevitable contact inside the receptive culture, which will be augmenting notably when heritage, costumes and the activities of all type of societies realize how important their actions are for the evolution of tourism (Moragues, 2006: 157). From a pragmatic perspective, it should also be noted that the increase in tourist flows based on cultural attraction contributes significantly to the generation of resources for conservation and to the awareness of the administrative managers of the territory

towards the preservation of cultural assets, which are precisely the dynamic basis of economic development.

Benefits could be counting by thousands. We are going to focus on the most relevant, such as: protection and conservation of Human Heritage, the prosperity of unpopular places which grow up due to tourism, international and personal relations which can appear, and the learning of different cultures. Needless to say, there are material reasons too, such as the economic impact, the employment taxes, the increase of salaries, and the invention of new jobs rationed with culture, art or commercial. “Culture is one of the engines of growth in tourism”, it was said by the Secretary General of the World Tourism Organization (UNWTO), Zurab Pololikashvili.

Cultural demand has been increased by some factors, such as:

- Elderly population imply a big impact in tourism, firstly in North America and Europe, where they became a tourist category because of their passion to discover historic places and cultures, which can bring them the knowledge that they were unable to get because their generation lifestyles.
- The progress in the educational system around the world provides a large interest in culture.
- Development in tourism locations, which are paying attention to how to make a place more suitable, for visitors and the facilities for them.
- Internet has become to a certain extent the new livelihood among us. According to 2020 Digital report, 4.538 million people worldwide are Internet users. This number even increased, resulting in about 298 million. Internet is the new weapon for finding out opinions, prizes, sales, interest places and more.
- Marketing is closely connected with our last point, where internet is emphasized for its power to sell every service at market even online. Furthermore, the new strategies that have been included have a deeper view of costumers, knowing how to show them the perfect product in a peculiar form for buying it.
- The implication of the politics in the sociocultural context, where they assume their responsibility to offer society a plenty of restructured sites sheltered and protected by laws that allow tourists to enjoy their stance at the same time institutions can gain an economic percentage to invest in maintenance and new projects.
- The movements for human rights, mainly LGBTIQ+ and Feminism, have provided more freedom and equality in different societies. Therefore, various communities make

the decision to create more comfortable locations and activities so that all types of visitors can feel peaceful. It also creates new tourism options where the main activity is centralised in them (Moreno Alarcón, 2017: 120). Studies on tourism and gender raise various ideas, such as that tourism has the ability to promote social and cultural change, economic, geographic and political.

Cultural Tourism Trends

Edutainment	Culture is understood as a mixture of cultural, educational and entertainment elements.
New Motivations	A new motivation to travel is the attendance to big cultural events.
Immersion	For this reason, many tourists are interested in learning local dances, gastronomy, crafts or indigenous sports, which provide them with a vital experience, directly related to the place they visit.
City Breaks	Short escapes of 2-3 days to get to know a city and with culture as one of their main activities.
New themes	Many new cultural offerings are now more related to contemporary culture (design, architecture, gastronomy or cultural diversity), than to historical and artistic heritage.
Technology	Elements such as touch screens, the sending of messages based on geo positioning, virtual reality, holograms or the use of robots, can transform the way we consume culture.
Creative Tourism	In recent years there has been much talk about the growth of creative tourism, which is considered the new generation of tourists who want to develop their creative potential when they travel.

Table 1. Made by García R. Trends in cultural tourism.

1.4. GLOBALIZATION

We are living a historical process of worldwide integration in diverse subjects such as culture, economics, politics and technology. These areas can make connectivity of the world easier and faster, making us acquire a new cultural identity while the economy status keep on rising as a collective goal. We will talk briefly about this trend just to lay the foundations of our research. Positive and negative aspects are considered henceforth. Globalization main features are based on: Intercionalized Markets and Economies, Adaptation of Global Culture, Dependency of Technologies, Exceeds Physical Frontiers. (Stenger, 2017: 4-21). Some commentators applaud globalization for its ability to lift millions of people out of poverty and provide instant communication and access to information. Others condemn it as a destructive force bound to annihilate traditional communal values, wreck our Plante, and stretch the disparities in people's wellbeing beyond sustainable levels. Paradoxically, the advocates of both perspectives advance sound arguments and cite tons of "empirical data" to bolster their perspective views. Regardless of which position one favours, it is important to maintain a critical stance that pays attention to the power dynamics involved in globalization.

Advantages

- A globalized business enables low costs until people can get products easily and companies obtain an important benefit.
- Since globalization consumers can obtain every type of product regardless of the physical separation or destination, more equal lifestyles are promoted among nations.
- Competitive systems exert pressure on markets, making them more adaptable and efficient in the long run.
- The distances and the borders between cultures, languages and geography could be eliminated more easily as the result of multicultural societies, which are prepared for coping with catastrophes and the differences from a collective perspective
- The technological culture may be simplified in less advanced countries, which is an important measure in how they evolve and provides a better life quality to their towns.

Disadvantages

Globalization hides some really negative consequences to be analyses, such as:

- Banalization of culture, diminishing the importance of their communities and stories through centuries of evolution and changes, and reducing them to simple attraction of easy-going comprehension and appreciation by the public. Cities visited by tourists in developing countries are not authentic, but rather disinfected and McDonaldized (Paramo La Haine, 2008).
- This last situation has recently become more common: the locals must move to other areas because the centres become a Tourism resource with all the negative consequences it entails.
- The excess of offers in markets: a lot of cities were running for the economic success goal until they realized how bad it can become. However, it was already too late and was already late and their huge investments were empty demand because they had built construction dedicated to tourism or to promote activities without having enough occupation.
- Losing Cultural Heritage and Identity: One of the biggest spots of negative Globalised causes is how people can start to forget about how the lifestyle exists and the reasons behind. Emerging situations reject their traditions and human beings. Therefore, the goal of tourism could be transforming, into 2.0 version, aspects that are already popular and profitable in other countries. Globalization is accused of destroying the socio-cultural identity of the local communities and indigenous values, traditions and lifestyle (MacLeod 2004: 15; Reisinger 2009: 21).

Personally, I believe that there must be disputes and different perspectives, to guess if a new trend or change which affects, which affects society could be the perfect option to reset how aware we are today, as long as the analysis of consequences effectively provides us with enough and correct answers. “The only way to win the war of globalization is to be on the side of the winners.” (Lourdes Flores Former Constituent Congresswoman of the Republic of Peru)

Consequently, Globalization is a process that we cannot undertake but for supporting our nations and increasing the wellbeing opportunities that have appeared respectively. Otherwise, it is necessary to pay special attention to how we act because we must be prepared for the impacts. “The current globalization phenomenon, in its desire to unify markets, is endangering cultural varieties, their identity, as well as deteriorating their creative capacity” (Fuente en Llamas, Ko Un Korean poet)

We already live in a society dominated by Capitalism where benefits can be obtained by everyone but we should take advantage of it and resolve the negative aspects carefully to improve. From an objective point of view, the intrinsic characteristics define the sociocultural context of both countries, but a closer investigation would grant us the familiarities to exploit it and the differences to overcome. This results in appropriate concepts that can be used with each other. Furthermore, It is advisable not to leave your own resources and culture in pursuit of others, because eventually they are our biggest treasure.

In this investigation we are seeking for a new vision of two really different countries such as Spain and Korea: Two cultures tacitly connected which can largely contribute together through numerous tools, one of them being globalization, I will show how the reaction and learning of tourism activities in all their aspects enable us to develop us how develop the best version of our assets.

2. CONTEXTUALIZATION: SPAIN AND KOREA

2.1. HISTORIC CONTEXT OF SPAIN

Firstly, we are going to deal with Spanish's tourism through history briefly. Above all, it is important to concerning the investigation subjects: tourism destination, their repercussions, types of tourism beside cultural motivations. Likewise, we will cover how all these facts had been included and adapted within Spanish society.

Constantly, tourism had been in evolution throughout Europe. Mainly, the commercial motivations have been that Roma and Hispania economic relationships conform the pavement about transport and languages, that culture and art provide us a big piece of our heritage. However, approaching closer to the present, it was the catholic religion which certainly established how foreigners came to Peninsula using and enjoying our services during the pilgrim process, as it is the case of Santiago de Compostela.

In the late 1950's Spain was separated from the rest of the world by more than just geographical limitations; Franco's dictatorship, economic underdevelopment, and traditional religious values had marked the Spanish lifestyle. The population's livelihood consisted of: coastal work, fishing, boat building and agriculture. Tourism was a national and family phenomenon that was not available to everyone on the Mediterranean and Cantabrian coasts. The promotion of the popular term *typical Spanish* is born. Every country has their own stereotypes and of course

Spain too. On the other hand, these represent important and truly symbols of Spanish's: passion, joy, extroversion and the mix of civilization along history.

From the 60's, tourism in Spain was exploited and became a priority; tourism lotteries, institutions, the title of Miss Tourist and any kind of promotion media to increase the attention of tourists, from then on, the mixture of cultures and ways of life changed the mentality and anchored by the dictatorship values of the Spanish people forever. The response to the crisis in the tourism sector in the 80's was to diversify the attractions for foreigners, looking for a tourist with greater purchasing power and specialising in the sector (Quality Tourism). All of this of course brought about very negative consequences as well. If we look at the decade of the 2000s, the evolution of tourism regarding alcohol, low prices and basic supply has notably damaged the situation of the country and the lifestyle of its inhabitants. The British's, Germans and in general north European tourists are very repressed by their societies and their behaviour is not like that of the Spanish, the group pressure to drink and so on at parties is something not so marked in Spanish culture. (Juan Miguel Gonzalez Anleo, sociologist and author).

However, tourism became one of the biggest economic activities for Spain. It has been the most exported service from Spain and it has obtained around 630000 million of revenues.

The only problem that Spain has had with regard to the exterior is that it has not been conveniently projected abroad, but this is not a matter of the present time. Thus far, Spain has been merely perceived as a tourist destination with low purchasing power and sun and beach. But it is more than true that in the last century the model of Spanish tourism is beginning to change, since each time it is the national tourism that is taking prominence as well as the interior tourism, either cultural or rural.

These are just some of the examples that Spanish culture has to show to the outside world. According to data from the Ministry of Industry, Energy and Tourism for 2010, cultural tourism "constitutes a growing segment" that generates annual income of 6,000 million Euros and attracts 7.5 million foreign tourists a year. (Vizcaíno, 2015: 84-85)

We should recognize how Spain had the Midas touch regarding tourism, but it was not the solution for every situation. The negative repercussions will be contrasted with the positives ones henceforth. In this manner, learning about this country will allow us to work on the way of improving tourism benefits and of decreasing, (and even eliminating) all the troubles which may arise.

2.2. TOURIST PLACES (SPAIN)

In Tourism, the concept of *demand* comprises individuals whose needs include consumption and experience of places. Tourists buy souvenirs and clothing and use services such as accommodation and amusement parks. But their main motivation lies in the tourist destination itself, there is a tourist who will want to experience the atmosphere and become part of the local community. The consumption of tourist sites manifests itself as a subjective experience of the tourist, a destination can be a single location, a multiple set of destinations, as part of a tour or a mobile destination such as a cruise.

According to (David Escribano of ViajaVlogs) these are the most popular tourist destinations in Spain:

Barcelona, 6,55 Millions: The city of the Mediterranean welcome's travellers from all over the world who arrive enchanted by the surprising forms of Gaudi's architecture. Despite the political problems it has presented in recent years, Barcelona continues to be the most visited city by foreign tourists in Spain. The artistic characteristics of this city develop as an important symbol of Bohemian culture and human heritage, Sagrada Familia became the most relevant Catalan jewel. It is a historic city owner of the gothic district, being this one of the most important tourist spots. "Las Ramblas" is one of the most visited places of the world. Barcelona is a cosmopolitan city but you can still walk around as if it were a village, with the different features of each of its neighbourhoods. Barcelona is home to most types of tourism, as it is a city with very varied resources, including the possibility of nature, sun and beach, architectural and cultural tourism due to its artistic heritage, and nightlife tourism made up of a mutual movement of nationals and foreigners. Due to its characteristics as a cosmopolitan city, the touristic language acquires a great importance. Since there is an open-minded spirit in Barcelona, the city is also one of the most relevant regarding the LGTB social movement. It is important to mention that religious tourism is not a priority in this area. Besides, nationalist and anti-tourist revolts have affected the image of Barcelona, particularly that of the Spanish people.

Madrid 5,2 Million: The country's capital has museums of vital global importance, such as the Prado Museum. Its cultural heritage is a symbol of Hispanic culture. The Royal Palace, the park of Retiro, Debod temples, Almudena Cathedral, Puerta del Sol etc. It is a city full of life and activity, art exhibitions, events, political and cultural movements, and it is also one of the cities with the largest number of districts, which reflect the differences of the citizens. The most famous neighbourhood are Chueca, Malasaña, La Latina, Las Letras. The touristic importance

of this city is very complex and covers many types of tourism. In sports, Real Madrid football club is prominent. The cultural and even religious tourism of its heritage. The ethnographic due to its particular folklore and mixture of cultures, LGTBIQ since it has one of the most famous districts of the collective worldwide and A tolerant situation is enjoyed in general. On the other hand, the gastronomy keeps on being an important piece since it is representative of the rest of the country.

Palma De Mallorca 1,99 Million: The Cathedral has a gothic style which makes a big spot of culture and tourist attraction, Almudaina Palace y la Lonja. The Leisure Port along Bellver Castle complete the visitor's interest giving them a unique view of the islands and coasts. Mallorca and its islands are projected as the zenith of relaxation, a paradisiacal place where nature and culture are intertwined. In this way, it has become the favourite destination of millions of foreigners looking for a place to relax. In spite of its detractors, nightlife tourism is a very important source of income for Mallorca, in particular for Magaluf where family tourism, typical of other areas, becomes a hobby for young people who come to Spain. Our islands are becoming, at least in high season, a destination for European vacationers who come as a family and see our islands as an enclave with the guarantees of safety, comfort, complementary offer, etc., not guaranteed even in other nearby competitive destinations.

Sevilla 1,53 Million: The Hispanic character is concentrated in Andalusia, particularly in places like Seville, with that sharp, fiery touch. Sevilla is the most outstanding Spanish style city respecting the majority of tourist's opinions. The passion, flamenco, bravery and, in short, Spanish collective image have a tangible representation in this city. Feria de Abril is one of the most important events in Spain, where the most particular traditions are established as a party. La Giralda, la Torre del Oro, el Guadalquivir y la Plaza de España complement a panorama of wonderful culture, history and art. Semana Santa represents everything previously mentioned about religious tourism, but we must add that its cultural and ethnological characteristics are very present around the tourists and all those who witness it. However recently, Sevilla has increased their cosmopolitan and international perspective and figure through the evolution of their own values and the adaptable process in society and economy.

San Bartolome de Tarajana 1,36 Million: It is the largest municipality on the island, combining beach and mountain tourism. In the old part of the town, known as Tunte, stands the Church of San Bartolomé de Tirajana, consecrated in 1922. The Main Altarpiece stands

out, a work made in 1922 by the master Lino Feo Ramos. However, the tourist interest of the municipality is mainly focused on the coast, specifically in the area of Maspalomas where the Moving Dunes, the Palm Grove and the Maspalomas Pond are located, catalogued as a Special Natural Reserve since 1994. This is an area of singular geomorphological, landscape, botanical and fauna value, unique in the Canary Islands. It is inevitable to talk about the importance of the Maspalomas Carnival, which every year brings together up to 600,000 people to enjoy its festivities, drag queen galas, shows and animosity. LGBT tourism is remarkable during these festivals as well as during the rest of the year, and this, together with sun and beach tourism, is the most typical activity of the area.

Benidorm, 1,05 million: Benidorm, despite the fame it may have for national tourists, is one of the favourite Spanish cities for foreign tourists. With a sort of microclimate that ensures more than 300 days of sunshine a year, cheap beer and year-round leisure (not only in the city itself, but also supported by theme parks located a short distance away), Benidorm is the dream destination of a good number of tourists from Northern Europe, with the British, Germans and Scandinavians taking the lead. Although many people may not like it, Benidorm is a magnificent factory of tourism that is perfectly prepared to meet the needs of millions of tourists who decide to spend their vacations there. Its great attraction, in addition of its climate and beaches, is that it has an urban and unique tourist, unknown and envied by many localities' tourism. Benidorm is the paradigm of a city of leisure. The tourist offer is enormous. At certain hours the terraces of the cafeterias are crowded with British people who concentrate to follow sports events in your country on the big screens of televisions enabled for this purpose.

Granada 1 Million: Granada offers an approach to the Spanish history into the Arabic culture. Alhambra's magnificence belongs to the Patrimony of Humanity list. Inside magic palaces and districts, incense scent, teas and a bohemian lifestyle are the predominant features of this city. Seasonality is not a big deal to this province, due to tourism offers such as: Sierra Nevada in winter, sports and mountain, Granada as culture tourism resource, Almuñecar providing sun and beach tourism and lastly, Sierra Morena fauna and flora in spring and even summer. The gastronomic offer of Granada is well known by the national tourist due to the fame of the food, but the Tapas, affordable and tasty, have become part of the internationalization and represent a strong point for Granada. *I don't know if I called this earth I'm walking on heaven, if this below is paradise, what will be the Alhambra, heaven?* (Lope de Vega)

Valencia 0,99 Million: Valencia has been taking shape as a tourist power around the development of the country itself. Being objectively one of the most important and valued products of sun and beach tourism. However, it is important to note that the hotel and restaurant life, the beach bars and the climate are not the only things that this beautiful and well-kept community has to offer. Nowadays Valencia has become a very popular destination for tourists, many of whom arrive on board of large cruise ships. Valencia offers a great deal of multiculturalism, *La Ciudad de las Artes y las Ciencias*, *the Fallas Museum*, *El Museo de Bellas Artes*, *the Colon Market*. On the other hand, we also find an abundant nature and theme parks such as Bioparc, its Albulpheres and recreation as its numerous recreational parks. Adding the most important symbols of the Valencian Community, the Fallas being its typical celebration par excellence and with some distinctive characteristics of the rest of the world, where art and burlesque are mixed. And of course, the origin of probably the most famous food in Spain: Paella.

2.3. TYPES OF TOURISM (SPAIN)

Within cultural tourism we must include the basis of Hispanic aspects, such as language, habits, lifestyle and even appearance for an international tourism that seeks the so-called *different Spain*. The activities carried out by tourists in the tourist destination can be very diverse. Whether due to fashion, economic situation or cultural change, the types of tourism are constantly evolving and branching out, giving way even to a large number of subcategories. It must be recognised that not all countries have the right conditions for each type of tourism that will be explained to be able to develop prolifically. However, as the world changes and globalisation adapt to our nations, each country will have a more related set of resources to satisfy any type of demand or even to re-emerge with a new type of tourism of its own.

In Spain, **Sun and Beach** represents a generic tourism par excellence and this intimately united to the evolution of the tourism of masses propitiated by the development in the seventies of, tourperadores and flights charter. Identifying to Spain with this typical image being the Costa Brava and Benidorm the main centres of interest. A decisive factor in this tourism was the change in the world's Beauty Standards, giving a flow of foreign tourists who had adopted the tanning style and the custom of showing their bodies in short clothes and swimsuits, this began to spread to foreigners and nationals giving rise to the habit of going to the beaches to get a tan. In addition, *Javier Baños* emphasizes the complementary tourism types which are; other areas that have catalysed the expansion of recreational options for sun and beach tourism have been nautical sports, various sporting activities and, in general, active leisure. Activities such as

diving, sailing, windsurfing, kitesurfing, skiing and jet skiing, as well as hiking, cycling and flying have become the main recreation for active outdoor leisure that can best complement traditional sun and beach tourism.

Cultural Tourism: According to (Arnáez, 2017: 10-37), this type of tourism corresponds to trips carried out with the purpose of get to know other cultures and delve deeper into their identity. It is carried out with the aim of learning about the history, customs and traditions of our past by visiting historical monuments, among other activities. Within cultural tourism it is important to note that the difference between the same event and the classification to which it belongs lies in the motivation of the tourist. According to my own theory on the typological division of tourism, it does not have to have a cultural basis and is part of it intrinsically. However, there is a process of mutual feedback, where culture allows different typologies and customs to settle around it, while at the same time they shape it. But that does not mean that they should fit or belong exclusively to it. Consequently, a tourist may attend a Spanish cultural event of a religious nature either because of his/her faith, because of his/her admiration of the culture or because of the attraction of the event itself.

Architectural tourism: Is mainly developed in those cities that are categorized as World Heritage Site. Spain currently has 15 cities declared as World Heritage Site by UNESCO. The profile that identifies this tourist is usually of a high level of culture, together with a good purchasing power.

Major cultural events: It consists of attending cultural events, such as shows or film festivals, music, opera and art exhibitions, which allow the visitor to get to know the customs, lifestyles and traditions of the destination (Cadiz Carnivals, Canary Islands, Pilar Aragon Festival, Las Fallas in Valencia, Catalonia Gaudi's catwalk, Navarra San Fermin Festival, Basque Country International Film Festival).

Ethnographic tourism: This type of tourism is based on getting to know the traditions, customs and culture of the people through visits to communities of ethnic groups, museums or ethnographic centres, where these aspects are interpreted. It is important to separate the Spanish ethnicity in different segments though, is a mixed of diverse millennial cultures depended of the region has a plenty of differences between them. With that mind, north culture as Galician has a Celtic origin which makes this region more special in terms of Spanish culture. From language, religion, art, culture, habits and even DNA the ancestry and identity of these areas has their magic point to attract tourists and live according to their own traditions.

However, when people think about the Spanish, the most noticeable is their personalities and values such as: the happiness, passion, radical contrast between tradition and modernity,

extroversion, with a fierce individualism at the same time nuclear collective society and familiarly hierarchical, and the ‘*picaresca española*’ (Spanish picaresque). As a result, foreigners develop a huge interest for its distinctive features in comparison with other the Europeans. The most important symbols of all the above written is *El Toreo* (Bullfighting) and the Art of Flamenco.

Flamenco Tourism: Tourism that normally consists in visiting Andalusia and learning its regional dance. It is also the most popular form of tourism since it has been designated as Intangible Heritage of Humanity. Therefore, it is usually a tourism that is demanded by tourists from outside Andalusia, currently in great demand by Asian citizens. Normally each geographical area offers an artistic expression that identifies it. If we go around Spain, each one of them shows some peculiarities that are worthy of admiration: in Galicia la Muñeira, in Catalonia la Sardana, in Zaragoza la Jota. and so it could be followed all over Spain, but all this is identified with the concept of folklore, that is to say, songs and dances that show the culture of a geographical area but that hardly go beyond its borders

Congress Tourism: Tourist activity of attending meetings related to specific topics and organized by professional companies for their planning, programming, implementation and monitoring. This type of tourism, as well as that of exhibitions, is quite linked to business tourism

Industrial Tourism: Frew (2000: 775) defines it as “a type of tourism which includes visits to operating companies and to the industrial heritage offering visitors an experience with respect to products, production processes applications and historical background”. It is really remarkable the studies on this subject, made by (Cruz del Río, Galeana, Álvarez, 2016: 14-17) Industrial tourists Can be identified as a woman or man between 20 and 59 years, of local origin, with a high level of education (Bachelor's, Master's or Doctorate) and whose occupation is associated with liberal professions (doctors, lawyers, teachers,) or techniques. In the case of national or foreign resident visitors the engine of attraction of their trip is cultural tourism and 78.6% had already visited the city (more than nine times on average). This type of tourist is motivated to visit the city to experience their environment and get to know their culture. Among the tourists coming from the abroad, the most prominent nationalities are French and North American tourists. From my own experience, working as tourist guide in this type of tourism, normally, is focused in the seeking of investigators and engineers who want to learn more about the process of transformation or even incorporate similar techniques in their industries. Furthermore, there can be visitors who have enthusiasm for learning all about the local culture, including the industrial heritage and historic facts.

Nightlife Tourism: According to Hosteltur, it is a global phenomenon that especially affects the tourism industry in their countries. 23% of tourists who come to Spain are attracted by its nightlife offer. 22 Spanish clubs among the 100 best in the world. Spain is one of the world leaders in the nightlife sector. Specifically, the nightlife offered in Madrid stands out, a key element in the choice of destination among young visitors and certain segments of the population. The night has been transformed over the last decades into the moment optimal for enjoyment, has been instrumented in a time and space to be with other young people, is the space in in which you do not have to study, work or be with your family, therefore it can be said that the night is the place where friends meet each other and enjoy free time without imposed obligations. (Medina, Cembranos(2002)

Gastronomic tourism: This type of tourism is mainly focused on gastronomy of the place you visit. This tourism can improve the economies of those regions considered poor or agricultural. However, this makes it a contemporary cultural resource. I personally disagree with considering it a cultural tourism type, since it represents the intention and motivation of satisfying an alimentary habit which in occasions could be not related with any interest about the cultural origin of the dish; in other words, a tourist can dislike the culture or care nothing about it though could enjoy a meal. On the other hand, we can differentiate two different types of gastronomic tourism from Spain: oil tourism, which consists in the tasting of olive oil, which currently has 28 Denominations of Origin; and wine tourism, which is dedicated to the tasting of different types of wine. Spain has the largest cultivated area of vineyards of the world, with 69 Denominations of Origin.

Religious tourism: It is a newly created term and generally defines tourist activities linked to religious practices in particular places with a religious significance. Religious tourism is a growing niche tourism market. The destinations for this type of tourism are the places of religious worship with devotional and penitential characteristics that, many times, are notable for their historical and cultural value. Pilgrimage destinations have become, in the last decades, tourist places that welcome both pilgrims and tourists, and consequently are multifunctional spaces.(Aulet, Hakohyann, 2005: 2-16) In addition, it is really important how Spanish culture has a strong component of religious within it, which encompasses events as Semana Santa. It should be divided into various categories, as it could represent believers and practioners faith, learning intention for discovering more about our culture or just enjoying it as an event (watch with friends for fun, going to a restaurant or bar for drink and eat after observe it etc...)

Language tourism.: The World Tourism Organization (1991) defines language tourism as: "activities undertaken by people during their travels and stays in places other than their natural environment for a consecutive period of time of less than one year, with the aim of making a language immersion in a language other than that of their natural environment. The main motivation for this type of tourism is to perfect the language and to be able to grow professionally in the future, although those who embark on this type of experience often cite a second cause: to grow personally. The idea is simple: facing unknown situations allows you to know yourself better, and to overcome complicated situations. In an article by Inout Viajes,(Inoutviajes 2018), it is indicated that, in 2018, almost 860,000 tourists visited Spain for academic reasons and, of these, many did so for language reasons. Therefore, Spanish is the second most spoken language around the world. It has such a large importance in our international tourism that we can easily appreciate it.

-Nature Tourism: Paraphrasing (Lic.A Nieva, 2004: 19-22). The human being of the big cities lives daily tension generated by the pressures to obtain success in his work and the economic remuneration. For that reason, to satisfy his needs, often imposed or created by a fashion or by the same society that suffers the familiar, social and labour isolation by the number of hours that has to spend in an office, workshop or commercial centre, he finds in contact with nature, the necessary and vital complement not to feel alienated by the artificial environment in which he lives and looking through nature. In this way, he can satisfy his needs of self-realization, escaping from the times imposed by the system and technology to live at his own rhythm, traveling actively and responsibly, valuing and respecting the natural and socio-cultural particularities of the places he visits. Spain has different climates in one country, which causes different types of flora and fauna, making Spain a unique enclave. In addition to having numerous National and Natural Parks. We can find different types in rural tourism which can be identified as complementary:

- **Ecotourism or ecological tourism:** is a tourism activity which seeks to develop in a way which damages or interferes with the environmental balance and avoids damage to nature. It has a sustainable intention towards nature and even towards the local population.
- **Adventure tourism:** When an individual goes into adventure tourism, they are clamouring for an opportunity to return to human beginnings away from all technology and overcome the challenges of nature using, their physical and mental abilities, while enjoying and learning about nature.

- **Rural tourism:** It is but a temporary return to the nearer past, to simpler times, where we can enjoy a life away from stress and learn about our ancestors or about local ways of life abroad to our own.

- **Oleotourism and Wine Tourism:** The recollected of grapes and olives, together with their transforming process. It is necessary for this investigation to pay special attention to these types which represent three important sides, a cultural part where harvest of olives and grapes had been represented in thousands of local identities; gastronomic because of their obvious alimentary origin; and an industrial component in their transformation into final products. Finally, we can find a rural type, where small populations are still developing their economies through these systems using them even as tourism resource, such as the ones that have been already mentioned.

Sport Tourism

Sport tourism refers to those who travel motivated by three different main circumstances.

- To participate as spectators in sporting events.
- To enjoy, learn or practice some sport activity.
- To participate in sports competitions.
- **White Tourism:** This type of tourism is practiced in the snow, it has a seasonal component as it is closely linked to winter, such as skiing, ice climbing, sledding, mushing, snowboarding, snowmobiling, snowshoeing, heli-skiing.
- **Nautical tourism:** this type of alternative tourism is defined as active holidays in contact with water, through activities such as sailing in boats or yachts, and other recreational and sporting activities that involve the enjoyment of nature in this environment. The Mediterranean Sea has a great infrastructure for this type of tourism, specifically, 69% of this tourist product is found in the Mediterranean Sea.
- **Football tourism:** It has a major importance in Spain. In the first place, we found that the attendance on football stadiums has indeed a statistically significant and positive effect over the number of tourists in the city even when you control for other relevant factors, such as the population of the urban area, the number of UNESCO World Heritage sites and whether the city is a capital or not. Therefore, the local municipality and tourism companies might succeed to increase the number of travellers and to reduce the seasonality of tourism through investing and promoting a local football team, which can put the city on the map and give rise to other positive externalities. Thus, creating a brand out of a team and out of a city is a long-term process that requires decades to

become profitable. In addition, we have to admit that teams like Barça or Madrid have created their own international brand, contributing each year a great amount of income to their federations, localities and competitive destination cities. The football team is the reflection of the actual cities' situation.

LGBTIQ+ Tourism: The evolution of moral values with the traditional indifferent and optimistic Spanish personalities, propitiated a society where individual freedom was established among the social dogmas, while collective opinion could remain in force but the latter had the task of change. A study by the European Travel Commission, which includes 33 national tourism offices, places our country as one of the favourite destinations of the LGBTIQ+ community in Europe based on three variables: the quality of life it offers to its residents, the experiences that tourists from this segment get, and its festivals and specific events for the gay public. The figures confirm this: according to the latest data from the LGBT Capital consultancy firm and relating to 2018, Spain receives around 5.5 billion euros from these tourists, ahead of other surrounding countries such as the United Kingdom, Germany, France and Thailand.

2.4. TOURISM CULTURAL UNDERSTANDING OF SPAIN

Spain is a country of contrasts. The unstoppable changes through the last 60 years until these days are so powerful that have transformed a country isolated in itself, with a conservative tradition and dictatorial politics, into an oasis of freedom in many cases. All the same, it still maintains a part of its values and tradition. Before explaining the values, foundations and characteristics of the Spanish, it is necessary to understand another part of their historical context, although we have previously been able to read a little about it. It is a country of constant change, we are talking about a nation that came from being inhabited by the most varied tribes and ethnic groups that left their mark in more or less profound ways, until the most recent times. It was only 100 years ago that we went through a republic, a situation of crisis, civil war and dictatorship. After many changes of sides and influences they opened up to the world. Again, in order to evolve. Since then, every year has been a path towards constant progress, with the problems of different ideologies, mentalities, cultural features, etc. There has been a big influence of the philosophy that travelled through Europe in the so-called May '68, a movement with a libertarian character, whose slogan was forbidden to ban. Above all, the change that took place in the education and habits of young people was important. It advocated greater sexual freedom, free abortion, the abolition of military service, of exams, the suppression of the authority of the teacher, and it gave priority to the culture of equality. The “you” was replaced by the “tuteo”, which has become almost universal, sometimes accompanied by that offensive

familiarity used for example by some nurses in hospitals or geriatric centres to address people in their 90s. If there is anything that defined the first years of the democratic transition, it was the so-called *Movida Madrileña*, a term coined by the writer and journalist Francisco Umbral, which served to define a social and cultural movement that characterized the young people of the time. Although it began in the mid-1970s - after Franco's death - it was in 1981 that this term became popular and expanded into the so-called 'Spanish Movement' which dragged a whole generation to enjoy the first years of democratic freedom. The *Movida Madrileña* is music, it is cinema, it is literature, it is journalism and it is, above all, freedom of expression. The first young people of the democracy broke the chains of a 40-year-old repression and emulated the young people of such cosmopolitan cities as London, New York or Los Angeles. The goal, freedom at all levels. The *Movida Madrileña* defined a tolerance of homosexual expression in music and cinema. It symbolized the emergence of a different Spanish identity. The main transformation is found in the field of social behaviour, in which factors of different kinds are involved, including the existence of a new legal framework. The educational and socio-professional level (mainly that of women), for example, is revealed as an essential positive factor in the development of egalitarian behaviour. In the opposite sense, age acts: the more traditional behaviours and values are found in high age groups, in retirees of both sexes. The climate of family relationships is very different: authority and parental control, authoritarian and rigid discourse lose prestige in favour of a more affective relationship, of support from parents to children, of tolerance and freedom which also covers the normal assumption of the existence of emotional relationships of young people that include premarital sex. Young people, as a result, feel at home and satisfied with their family life.

<i>CHARACTERISTICS OF SPANISH</i>		
<i>Noisy</i>	<i>Helpful, Fair, Protectors</i>	<i>Expressive</i>
<i>Spontaneous</i>	<i>Passionate about life in general</i>	<i>Friendly and Extroverted</i>
<i>Strong Community Spirit</i> <i>Very Adaptative</i>	<i>Kind of Mellow</i> <i>Permissive</i>	<i>Direct</i>

Table 2. Made by the author. Social characteristics of Spanish people.

* Needless to say, we are talking about stereotypes and not all of Spanish society will feel represented. However, they are part of the culture and even if these features are intangible, we can notice them in the way the people behave.

Culturally Spaniards are noisy, it is practically a habit to speak at a high volume. Normally speaking in a public place at a very low volume is not even well seen as it can be understood that you may be criticizing the people around you. However, depending on the context, it is not the same to be in a bar as in a train. As to their spontaneous character, they are well known for dealing with plans on the fly and easily creating new ideas.

There is a strong community spirit between family and friends, it is common to feel more comfortable inside a group and sharing the same ideas; social life is remarkable in general. According to Pew Research Center, Spain is the country with the least superiority complex in Europe, also one of the most tolerant respecting homosexuality and Muslims.

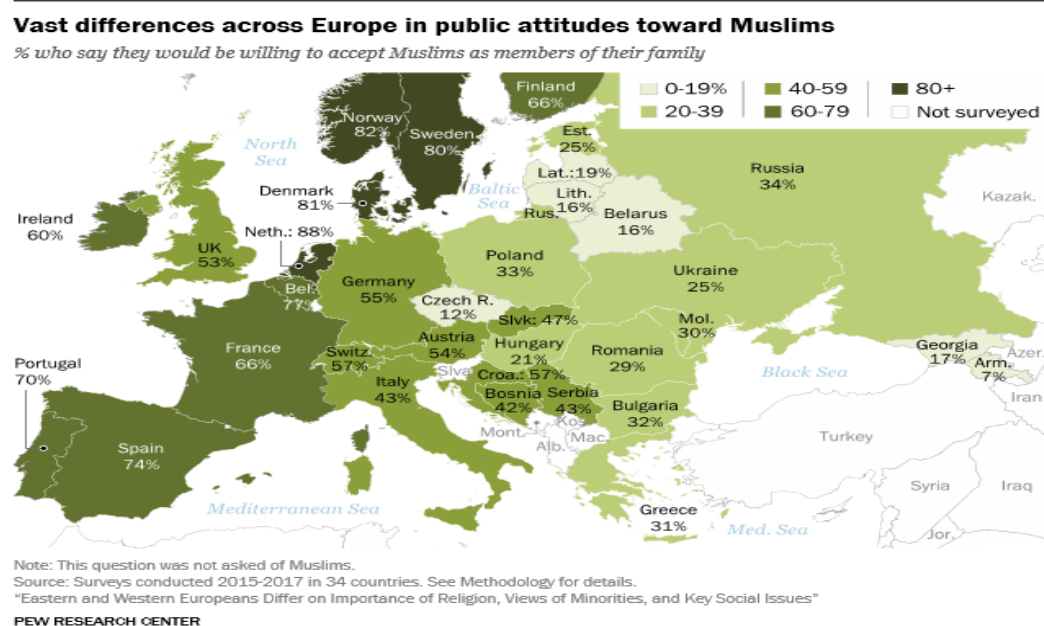


Figure 1. Picture taken by Pew Research Center. European thought differences about Muslims.

It is of vital importance to review this study to understand how advanced national values are to the point of not interfering with the quality of life of their inhabitants, integrating them into society more easily than the vast majority of countries. Spaniards are more protective and their helping character is related to how direct they are towards others. Hence, if anybody have a problematic situation, such as discrimination, usually people realize and defend even if attacking the attacker is going to be confronted by others due to the straightforward of the culture. It is possible to argue about even invade the personal space of an unknow. Adaption skills that we find are really higher than the expectations of a country who get out from a *Dictatorial Regime*.

There is a concept which associates Spain with passion. Since long time ago, literature had been a reflection of the romantic experiences and love that people are imbued with. Additionally, this is usually connected with the *Carpe Diem* definition around the culture making population more interested in living happily and with the philosophy of approaching the youth specially.

At first sight, Spanish culture can look too much calm or even lazy for some foreigners. On the contrary, Spanish people work 280 hours more than Germans people, but culturally, having a relaxed life is a habit. Moreover, this point is related with the permissive nature, the rules are not too strict as with the social code of Korea or other countries, and can be even broken sometimes; it is not culturally unexpected to be on time.

Usually, people express their emotions through words, gestures. People can even frown to show seriousness or to be more inexpressive. It is not perceived as unprofessional, but perhaps as a lack of personality or even insecurities. Cultural aspects such as greeting with two kisses make the approach between two people easier, the social practices of joining several groups. *Donde caben 3 caben 4* is a popular phrase that means if we are 3 friends being 4 or more it is also fine, make our personalities more open to meet new people.

Spain today is a country with a nationalist orientation towards progress. Mainly the younger generations support these movements more than the previous ones, but in recent years the position has taken on traditional symbolism to proudly highlight tradition, hence artists such as Rosalía, Los Javis, Antonio Banderas, Bad Gyal, Pedro Almodovar, Penelope Cruz. The Spanish series such as *La Casa de Papel*, *Vis a Vis* and *Elite* have showed the rest of the world part of the mentality and habits of Spain, developing an imaginary image of international fans about our population that is normally pretty positive. Moreover, all these influences are going through the respect of the culture, at the same time they show the best version of current Spanish nationalism.

Culturally we cannot forget how important religion and art are, together with the tendency to develop the structure and the competitive elements of Nations. Despite being traditional, not many people are religious. In fact, it is within the cultural image, in festivals, events, aesthetics, art, folklore, vocabulary, music. The Spanish religious identity cannot be erased; however, it can be used to make everyone feel identified as part of a citizenry but not within religion. This allows to take advantage of the most positive values and to generate social welfare. Actually, Spanish people, especially the younger generations, are often opposed to religious institutions as an organisation, but not as a dogma or as a cultural and artistic aspect. Moreover, the culture has several divisions and differences between communities, for example: Madrid being the

richest of Spain, Murcia is the most religious, Catalunya the most open-minded and cosmopolitan, Andalucía the most inhabited region and usually considered the chattiest and extroverted among Spanish people. Regions as Aragon, Castilla y Leon is considered more conservative and pretty focalised in cultural tourism, due to the huge artistic and arqueology elements. Galicia is an example of north European colonisations and Celtic traditions. Pais Vasco is a community whose heritage is separated from that of other civilizations. Thus, tourism has an important position in Spain but, this does not mean that it lacks multicultural facts, as we already explained. Moreover, now we can use all the information provided and understand Spanish types of tourism and their evolution. Sun and Beach tourism became a trend around the world and Spain knew how to develop their own economy approaching all the useful factors of the environment and culture. Progressively, the attraction of national and international tourists defined Spain as a complementary paradise, where everyone who looked for a cheap exotic, relaxed and ethnic experience could find here the biggest spot.

Culturally, Spain has a very rich history. From the Iberian peoples to the Phoenicians. There are current historical attractions due to Roman influence. The dominance of Germanic tribes was part of history as well as the important Moorish invasion in 711 AD which lasted about 7 centuries, especially in Andalusia. After the Christian reconquest, the artistic style consisted of a mixture of Muslim and Christian elements.

Flamenco Tourism: One of the biggest symbols of Spain around the world, Flamenco is the Guadalquivir of the Andalusian culture, which identifies us inside and outside our borders. The intention of learners for connecting with this art is to increase the flow of tourists in the cities which own important academies. Spain is at a very high level of development in most sectors, and its status as a desirable tourist country in every sense makes it a perfect place for industrial and congress tourism. As far as nightlife tourism is concerned, the fact that it is an open and less strict culture than others, even in Europe, has increased this type of tourism around coastal areas and capitals. Here young people look for parties that allow them to get away from their problems and opt for more cheerful and carefree values typical of our nation. The Spanish gastronomy compete as one of the healthiest and tastiest of the world, and so, the visitors are looking for trying it. Furthermore, it has a special value as more natural because components like olive oil are used in the way we cook.

As we have previously mentioned, in Spain Catholicism is not practiced factually, although it is culturally, so many religious people will seek to live experiences of this kind and visit places

of spiritual comfort. Whether it is because of the language and its global irrelevance or because of the rapprochement to welcoming cultures such as the Hispanic ones, there is a clear need for knowledge of it and this implies a socio-economic benefit.

Without a shadow of doubt, the geostrategic situation of the Iberian Peninsula, as well as of its many islands, makes it different from other regions of the world and especially from Europe. A link between two continents like Europe and Africa, with thousands of kilometres of coastline in the Atlantic and the Mediterranean, four different climates and a varied orography are the key to the growth of such a large number of habitats and truly impressive figures for animal and plant species. Both on land and in the sea. Whether because of the rural attraction coupled with the culture differentiated from the rest of Europe or because of the environmental factors involved, the exploitation of local populations by adding environmental elements, protecting the areas and obtaining economic benefit for the locals and the fauna and flora is worthy of admiration. Furthermore, it should not be forgotten that at the beginning of the evolution of tourism there was a complete ignorance and warning about these issues which has not only been alleviated but has also become very much aware among the citizens.

The culture of sport in Spain is tremendously strong. On the part of the citizens themselves it has become a cultural fact, mainly football. It is not surprising that in the face of such an inclination and sporting proposal it is becoming more and more relevant at an international level. Always united with the image of strength and archaic manhood, an intangible symbolism has been created that identifies Spaniards with sportsmen and women and therefore the country, increasing the cultural and sporting attraction of foreigners to the Iberian nation.

LGBTBIQ tourism has become a growing trend. But how did it happen that Spain, such a traditional and closed-minded country, became the nation of freedom? Mainly we have to point out the characteristics of the Spanish people, being so protective of their own families and friends will accept their own way of being and expressing themselves, together with the ideological and human rights movements, which brought knowledge to those who would fight to be who they are in a social context. Despite the fact that the opinion of others could be negative, and a very important cultural one, the seek for that feeling of self-esteem or with another person prevailed. It was a Spanish symbol to defend who you are and to face difficult situations, even by Catholic morality such as martyrs. Consequently, the situation changed to one of constant pride and protest against social discontent by any oppressed group.

2.5. THE RELATION BETWEEN TOURISM AND GLOBALIZATION (SPAIN)

Last year, Spain broke its own record by receiving more than 75 million foreign visitors, as (HOSTELTUR, 2017) published.

- 1.- Spain is a leading destination. It has always been among the most important destinations in terms of international arrivals, especially for many Europeans.
- 2.- It offers unique proposals. The Spanish cultural offer is one of the most important attractions for tourists. Its gastronomy is among the most respected in the world, and of course, the climate, lifestyle and hospitality are important tourist assets.
- 3.- It has a very high tourist growth rate. Among the most important destinations in the world, Spain is the one with the highest growth.
- 4.- Attracts new markets. The growth of those traditionally distant markets is increasingly more relevant than the supposedly traditional ones. For example, Chinese tourists are aware of the Spain brand and are expected to visit the country on their holidays. Spanish tourism bodies have prioritised long-stay travellers, and in 2016 plans were developed specifically for this market segment.
- 5.- Attracts tourists with high purchasing power Spanish luxury tourism is at its peak, and Spanish cities are key to attracting these visitors. Spain has clearly adopted a strategy to be able to attract luxury travellers from new markets.
- 6.- Our country is a well-known destination throughout the world, with a consolidated position as a priority in Europe for those tourists who come from far away.

Globalization in Spain

Buildings serving tourism began to be constructed along the coast, destroying natural ecosystems, many of them with state aid as part of the attraction plan to the foreign tourist. Hence, it is thought that the 1960s is when the tourism boom in Spain, but the real tourism boom in Spain is in the 1980s, with the mass arrival of foreign tourists taking advantage of the sun and beach and the introduction of tourism marketing to attract tourists not only to the coast but also an inward looking one encouraging cultural and national tourism.

There is no denying that Spain is increasingly a global power, but a power global mid-range. It is not in vain that Spain is in the top positions of the various international GDP rankings¹¹ - Spain is the eighth largest economy in the world - investment in abroad, participation in multilateral organisations, etc. However, Spain is late in joining the world, and furthermore does so partially, because, in comparison to other countries, it is less globalised in many

respects, especially in the economic, social and technological. Moreover, in geographical terms, the regions in which Spain is more present are basically Latin America and the European Union, its visibility is much lower in the rest of the world. One can therefore speak of a Partial globalisation. Over the last ten years, "clashes" and social conflicts have increased (unemployment, inequalities, racist groups) which have polarised Spanish society and increased social inequalities. These are partly the result of globalisation. Globalisation is beginning to be perceived as a threat to human rights and their social achievements, and countries are increasingly cutting back on freedoms and aid in an attempt to be competitive.

For years Spain was a nation closed in on itself, but thanks to globalization we began to open up to a new world. I do not personally believe that Spain will change radically because of this, but it does have enough influence in the area of human rights, economic sense and multiculturalism, these being the great needs of all countries for a society that advocates equality and socio-economic progress. Unfortunately, it is true that some of the values and traditions of our people have disappeared or lost their significance. It is important to find a middle ground between moving forward, opening up to other countries and maintaining our essence. The negative consequences are very palpable what would have Spain been without the economic help from Europe? What would have happened to us if foreigners had never appreciated what we considered as common? If they had not shown us that there is more than one model of life and morals, we could not have chosen the one that best suits us. Despite the fact that there is still much work to be done, the last few years have shown that we can contribute art, culture, technology, talent, industry and new ideas to the rest of the world and that our strength lies in being the best version, in all senses, of ourselves.

2.6. HISTORICAL CONTEXT OF KOREA

South Korea is a peninsular country at the north-eastern end of the Asian continent. About 45 million of population, South Korea ranks as the 26th most populous country in the world. Due to its lifestyle, almost 50% of its population is concentrated in the capital, Seoul, where most economic activities are developed. Korea is surrounded by North Korea, China and Japan, being these the main countries with which more political, social and economic relations have been carried out. However, the United States, another Pacific power, has important strategic and economic interests in South Korea. Koreans are ethnically and linguistically distinct from Han Chinese. The Korean people belong to the Tungusica branch of the Mongoloid race. Their polysyllabic and binding language is a branch of the Altaic language family, which includes

other languages such as Turkish, Mongolian and Japanese. Hangul was created by King Sejong, the fourth king of the Joseon dynasty of Korea, because of the high rate of illiteracy and the fact that most of the population could not express themselves properly in Chinese characters. He created this language as a gift for his people, which would allow them to prosper.

In its recent history, South Korea has managed to stand out for its high economic growth in short periods of time and for its ability to emerge from crises efficiently. As Arroyo (2016) notes, the phenomenon has commonly been called "the Korean economic miracle", to explain how a country that was in deep poverty after a war was able to grow so rapidly in just a few decades from being a country considered third world to one of the most important emerging economies in Asia. The occupation of Japan in Korea was decisive to mark the destiny of Korea in the upcoming years. In addition, this occupation destroyed part of the Korean heritage, avoiding the usage of language, names, cultural facts, and even forcing them to publish every news and publish only in Japanese. Massacres, rapes, and killing were a part of the cruel dictatorship inflicted on the Korean people. After that, the Civil War of Korea had started turning into one of the darkness periods of human history. The ensuing three-year Korean War was a holocaust in terms of human lives lost: some three million Koreans, both military and civilian. The Korean success was due to several factors. We are going to focus on the investigation of Toussaint (2009). The main ones are: strong state intervention, very significant financial (in the form of donations) and technical support from the United States; the implementation of a radical agrarian reform from the outset; the implementation of an industrialisation model, which progressively became a resource of exchange for exports; and the permanent policy of repression of the workers' movement; the over-exploitation of peasants and workers; state control over the banking sector; the application of authoritarian planning; strict control of exchange and capital movements; state fixing of prices for a wide range of products; the benevolence of the United States, which were tolerating Korea's politics what it prohibited in other countries. The Korean state also made a great effort in education, which enabled it to offer companies a highly skilled workforce. It is important to note that the low quantity of natural resources favoured South Korea's development, as the country was able to avoid the economic intentions of nations such as the United States. They saw Korea as a strategic military zone vis-à-vis the "communist" bloc, not as an essential source of raw materials. For years war policies and revolts shaped the mentality and character of Koreans, structuring a society with historically Confucianist foundations. Despite the Japanese occupation, which lasted almost 40 years, the Korean national spirit survived.

Korea's international tourism image has evolved from 10,000 international tourists in 1960 to reach and maintain 1 million tourists in the 1980s, and finally surpassing the 10 million mark by 2012, with 14 million tourists coming from all over the world. Through General Chun Doohwan (1987), Korea began a process of constitutional reform that was carried out during the the Sixth Republic of South Korea, recovering the much-desired civil liberties and establishing democratic institutions. Capitalism was established by North Americans due to their influences in the war. Koreans have taken the market system to another level. The national and historic values are merged with the economy and generate a big sense of competitiveness, obsession with efficiency, well detailed aspects, and strict mentality. All the same capitalism created conglomerates, also known in South Korea as Chaebols. The Chaebols can control easily the country's economy, the government and therefore facilitates the sale and promotion of their goods and services through the media, generating consumerist ideas, finally affecting the behaviour of the society. The media are an important point to understand how successful Korea is in trades, business and sales. Normally the population was unaware of this politics and easily manipulated, but in these days even when they realized that are still in tune with the constant trends, luckily, they are becoming oriented towards self-care, changing in more self-care recently, because the progressive young minds are not accepting more repression or carelessness about their mental health.

On the other hand, this is also due to new technologies, such as wireless electronic devices that generate an online streaming that modify the behaviour of society. According to my own experience and to Perez (2015), the tendency to pretend wealth is followed by an excessive interest in beauty because of the social pressure and consumption of makeup, cosmetics and even plastic surgery advertising. This phenomenon creates a "body dysmorphic disorder", which produces an addition that is socially accepted.

As to the Tourism Industry, part of the archaeological heritage was stolen or even destroyed due to the Japanese occupation (1910-1945), one of the reasons why Korean tourism does not enjoy as much heritage as most of the other long-lived countries. The Hallyu Wave is an important movement of music, culture, films, and TV programs that have made a path for Korean well-known status of today internationally. Being one of the biggest weapons for tourism, sales, industry and more.

2.7. TOURIST PLACES (KOREA)

Korea is a country that is seasonally stable, where tourists can enjoy any type of activity throughout the year. The country has four very different seasons in which you can enjoy incredible landscapes, such as the spring flowers and autumn leaves that decorate the country and give it a magical atmosphere. A very remarkable point is the ability of Korean nation to incorporate and design any place as a tourism activity or destination, which separates them from other countries with more resources. The Korean creativity and ideas explore the limits until they find the key to obtain profits.

Seoul: The city that never sleeps, Seoul is the main destination for most tourists because of its cosmopolitan vibe. It is the capital of the country and it is divided into a series of districts, each with its own particularities. This time we are going to explain the main areas. In Seoul we will find a great contrast between of tradition and modernity that represents Korea. This is the case of areas such as Jongro or Bukcheon, where traditional Korean architecture is a seal of identity and attracts the attention of those seeking to return to a simpler past. Its beautiful landscapes stand out, as well as the Hanok houses with a style integrated into nature, where anyone who wants can use the traditional Korean "Hanbok" clothing and walk around the area, as if it were a journey through time. Traditional music, arts and dance performances complete the experience. Moreover, Gyeongbokgung is one of the most important palaces in Korea. The traditional Korean spirit is important, of course, but we cannot forget how technology and the use of technology implies a very realistic perspective of the country. There are districts like Gangnam, famous for the PSY song that satirizes the consumerist and capitalist lifestyle of the rich people of this area. Mainly congress, medical and general event tourism has a great importance, as it is the most identifying and relevant area in these sectors. Lotte World Tower Seoul Sky is one of the fundamental recreational areas, both for its large amusement park and for its shops and views. Yet, if we look for a more youthful style where we can disconnect and have fun, we can find Hongdae and Itaewon. The first one is more focused on an artistic Asian style, with a multitude of events, thematic cafes, fashionable places, musicality, K-pop covers, even a more anime style like Japan. But if what we want is to feel like in the United States, the place is Itaewon. Foreign-oriented shops, great diversity, cosmopolitan atmosphere and party places, such as clubs and bars, make this place a must for anyone who wants to get to know Korea's international nightlife. It is also one of the first areas to integrate sexual diversity, even though it is still a taboo for society. But that is not

all this city has to offer. The largest number of shops, whether for cosmetics, merchandising, traditional items or even gastronomy, are in Insadong and Myeong-Dong. Especially, the last one is the place where all foreign customers are concentrated looking for the best offers in any type of goods.

Suwon: Suwon is the city that hosts the Hwaseong Fortress, a UNESCO World Heritage Site since 1997. In terms of artistic value, Hwaseong (which means "beautiful castle") is an aesthetic building whose construction implied a big effort. It was not meant for military reasons, but rather for political and economic purposes, as well as for devotion and ethical and moral values. The castle itself contains the oriental philosophy of "Hyo" (filial piety), and it also transmits spiritual and philosophical values. King Jeongjo, the 22nd king of the Joseon dynasty, built Suwon Hwaseong Fortress as an expression of his motivations and intentions to restructure the nation and show filial piety to his father. Hwaseong Fortress's ecological, recreational and educational values, as well as historical and artistic values. Since 2017, Suwon City has been conducting a "Four Season Healing through Forest Walks" experience at the fortress. It is a programme that aims to relieve stress and enhance positive life emotions through outdoor physical activities, as well as taking advantage of nature as a touristic resource, more focused in nature and culture. Sports infrastructure allows to sports activities and events, which has a positive impact on tourism. Architectural tourism is of great importance, with monuments beyond the so-called fortress: the secret Bukamun gate, the Buddha of the Daeseungwon temple on the mountain. Next to Suwon Railway Station is Hyanggyoro Street, Suwon Station Rodeo Street. It is a place where the shops abound and you can enjoy the gastronomy in the purest Korean style, both in the restaurants and in the street stalls. There is also Samsung Innovation Museum, where you can see the more technological side of the culture. Needless to say, it is a must for any new technology enthusiast.

Busan: Busan is Korea's second largest city, surrounded by mountains, rivers and the ocean. Its landscapes are mythical for the nation, evoking disconnection. From its narrow valley of the Nakdong River, the popular Haeundae Beach, they represent one of the keys to the successful development of the popularity of the region and the nation. Haeundae Beach is the most famous beach in Busan and actually even in Korea as a whole. It has plenty of beautiful white sand, clear and calm waters, and it is perfect for swimming and sunbathing. Local and Asian visitors are not so interested in spending time here or in tanning their skin. Therefore, this place is usually visited and enjoyed by non-Asian tourists who are looking for a sun and beach style

while they are living or visiting Korea. Gwangalli is quite popular in this segment too. Haedong Yonggungsa Temple is situated on the coast of the north-eastern portion of Busan. It is a superb attraction which offers visitors the rare find of a temple along the shore line. People often come to this place on New Year's Day to make a wish for the new year as they see the sun coming up. But April is an especially beautiful time too, due to cherry blossoms in full bloom. The birth of Buddha is also celebrated in the fourth month of the lunar calendar and offers a spectacular night view as the temple area is aglow with lit lanterns. Busan has cultural spaces scattered throughout the city. The cultural centres can be divided into exhibition centres, performance facilities, museums, art centres. It is important to note that Busan universities contribute to regional society through performance facilities and museums. Among BEXCO (Busan Exhibition and Convention Centre), the Busan Museum of Modern Art and many others, major international events are held every year. Busan as a representative film city of Asia has the Busan Film Centre in the city of Centum. It is comprised of different multi-purpose theatres such as three exclusive theatres, an open-air stage, "BIFF Hill" and "Cinemountain". We also find important and very touristic festivals such as the Busan International Film Festival. Besides, red carpet events are held here. Gastronomically, it is a complete place full of flavour, although the specialities are seafood, fish and in general seafood products, with unique flavours from my point of view. Some examples are Ssia Hooteok, a type of bun with nuts, Busan Eomuk (a type of processed seafood with more ingredients) and the Busan Milmyeon a type of “noodles”.

Gyeongju: In the east of the country is the former capital of the country for almost 1000 years. During that period the city was the capital of the Silla Kingdom, which occupied more than a half of the Korean territory. It is a place of worship for national history and for understanding the evolution of Korea over the centuries. It is characterized by its abundance of architectural and cultural heritage. The National Museum of Gyeongju houses ancient relics that are valuable to Korean and human heritage, as well as some 30,000 archaeological artifacts and works of art that have been unearthed over the years at various sites around Gyeongju. Highlights include the Divine Bell of Great King Seongdeok the Great and the Goseonsaji Stone Pagoda. The Bulguksa was built in 528, shortly after Buddhism was officially accepted by the Silla Dynasty in the reign of King Beopheung. To fulfil the wishes of his mother, Lady Yeongje and his wife, Queen Gi Yun, he built a temple with the names Beopryusa or Bulguksa. The second one has a simpler design but with perfect symmetry and balance, inside it we find what could be the oldest wood block impression in the world. In 1995, Bulguksa and Seokguram were designated as

world cultural heritage by UNESCO. We find the Daereungwon Tomb or the Heavenly Horse. In Taejong-ro, you can see wide expansion of grass with the low mounds where the rulers of the old dynasty are buried. Gyochon Hanok Village. The village consists of a small number of ‘‘Hanoks’’ that can be visited without paying an entrance fee. Some of these have been transformed into businesses of all kinds. Others allow visitors to wander around the grounds. The village is very popular with visitors, mainly Koreans, although this has been changing in recent years. It is typical to rent a *hanbok* to take pictures and walk around in total harmony with the environment. It is common to visit its monuments and surroundings by bicycle.

Jeju Island: It is a subtropical island in the south of Korea in a volcanic territory covered by vegetation. It was named a UNESCO Biosphere Reserve and World Heritage Site. Here we find the highest mountain in Korea, in the Hallasan National Park. The geographical features are very diverse, Dawn Peak, Manjaggul Lava Tube Cave and many more caves. We find ourselves surrounded by a multitude of tourist attractions, although there are an important number of them that focus on sport, sun and beach tourism. We also find striking architecture such as the Yakcheonsa temple. From a cultural point of view, the history about the diving women, the monuments and the ethnographic aspect they represent acquire a significant value. Natural areas are a key premise, such as Yeomiji Botanical Garden. Moreover, no less important are the eccentric and or beautiful museums and parks that we can find: O'Sulloc Tea Museum, where the famous Inisfree brand tea comes from, the Museum of Alice through the Hole, Jeju Light Garden and Photo Studio and the one that usually attracts the most attention from tourists, Loveland, where sexual themes are not taboo at all.

2.8. TYPES OF TOURISM (KOREA)

The case of Korea is somewhat different from that of Spain. To a certain extent there is larger connection between the types of tourism which, due to the powerful development of Korean culture and identity that have been commercialised in recent decades, have assimilated many aspects in a systematic and apparently simple manner. The activities carried out by tourists in the tourist destination will not be the same, but there will be more points of connection than that in the case of Spain. The constantly changing Korean trends have to do with this situation. The characteristics of the country make it suitable for the emergence of some tourist branches that in other countries have not yet been explored.

Cultural: Cultural tourism is considered as one of the most important parts of tourism. The results of caring about every nation heritage remain in the time. In more orient collective

societies, the development of population's welfare gets importance. However, there are cases, as Korea, where the interest in the evolution had not made them forget completely about their traditions. There is a strong sense of nationality in the minds of Korea people. They identify themselves as Koreans. They believe that everyone's participation in developing the country can make the whole society better (Chen, 2008).

Architectural: The architectural heritage is but a reflection of a constantly changing history. It ranges from the mortuary aspects of Goguryeo, Baekje influences from China, Silla with its Korean-spirited creations, to the religious changes from Buddhism to Confucianism with the Joseon Dynasty. The identity of Korean palaces and fortresses extends through their passage between wars and revolts. The very essence of the country can be perceived just by looking at these places. Changdeokgung is one of the best examples of residential buildings that were integrated into and harmonized with their natural environment. It is important to comment on the large number of places of architectural category that are a part of the World Heritage: Bulguksa Temple, Haeinsa Temple Janggyeong Panjeon, Royal Tombs of the Joseon Dynasty and more.

Ethnographic tourism: As I mentioned already, this type of tourism is based on getting to know the traditions, customs and culture of the people through visits to communities of ethnic groups, museums or ethnographic centres, where these aspects are interpreted. Korean ethnicity is famous for staying separate from the others and for preserving the authenticity despite attempts of cultural attacks. Being Korean is more than we can imagine, the conflicts throughout history have shaped the values and behaviours of the nation. We can talk about the Korean character, since they have Confucianism ideals which have marked moral code within society. The importance of harmony, the respect to hierarchy and the aptitude of do-good actions, at least you do not mind about destroying your reputation being so fundamental.

When tourists want to experience Korean culture, they pay attention to borderlines. For example, the motivation to wear traditional clothes such as "Hanbok", discover about the history of palaces, or learn about the habits that have lasted until today.

Hallyu Tourism: Hallyu is a term that has been used for only a few decades. It has progressively established itself in the collective mind of anyone who thinks about Korea, and has therefore become one of the most influential factors in promoting the country and its culture. Hallyu, also known as the "Korean Wave", represents South Korean popular culture, music, television programs, movies or Korean "dramas". It is one of the main reasons for the global boom that catapulted the country as a tourist destination. K-pop is a mixture of many musical styles, from the most international pop, Hip Hop, Rap, R&B and a myriad of styles with the contribution of

talent, language and Korean influence. Korean stars have been thriving on the international scene for years, from “Seo Tai-ji & Boys”, S.E.S, Shinwa, H.O.T and many more started the way. And the boom from 2007-2012 came from Girl's Generation, Super Junior, Big Bang, Kara, 2NE1, 4Minute, Infinite, F(X), Shinee, and a long list. But it is currently that groups such as BlackPink, which has international titles and awards, have produced videos that are among the most viewed among Asian people on Youtube. Even Twice, which is a great influence in Asia as a whole, enjoys an undeniable popularity. In 2018, the K-Pop Boyband BTS received credit from the Seoul Metropolitan Government for boosting the tourism industry. BTS is now considered the world's most famous children's music group. They first ventured into China, spreading throughout East and Southeast Asia, including Japan, Hong Kong, Singapore, Taiwan, Malaysia, the Philippines, Vietnam, Thailand, and even the Middle East and Eastern Europe. The charm of the “Idol” culture (Korean celebrities) has not only been in the consumption of popular media, but it has also generated an interest in the more traditional popular music and knowledge about it, the Korean language, gastronomy, fashion and trends, make-up and appearance in general, providing a more friendly approach to plastic surgery, and even computer games.

Major cultural Events: Korean events have a special touch that distinguish them from others. We can appreciate closely the real traditions, the meals, the dances or the clothes. Korean people know how to impress the audience by using cultural elements and making the most of them. Until the middle of the 20th century, Korea was a general agricultural society, where the seasonal rhythms of daily life were organised by the lunar calendar. Agriculture was a major factor, developing a wide variety of semi-religious events for a good harvest and abundant food. These gradually turned into communal celebrations and festivals which, despite having been slightly transformed, still maintain traditional elements that are known to the whole population, such as the Lunar New Year's Day (Seollal), “Chuseok” (Korean Thanksgiving). In addition, there are festivals that attract millions of tourists every year such as Andong Maskdance Festival, Jinhae Gunhangje Festival, Busan International Film Festival, Seoul Lantern Festival, Jeju Fire Festival.

Congress Tourism: This type of tourism is already really well-developed by Korean government and organizations. In advance, the page of Korean Convention explain the motivations why we should choose them to celebrate any event, such as being the most innovative technologic country, safety, the long term experienced workers, the traditions and exotic culture, attractive of their environment, the ease of their companies to adapt to any context (2017), 14th World Congress of the Organization of World Heritage Cities (OWHC)

and the annual event which make history in Esports 2018 *League of Legends* World Championship.

Industrial: The Korean industry gained strength from the beginning of its development. Progressively, Korea's role in exports has become one of the most important internationally, such as T.um of SK Telecom in Seoul. T.um is SK Telecom's Information and Communication Technology (ICT) experience centre, where visitors can experience the present and future technology. One of the ways to visit is to use smart phones to demonstrate the latest services to visitors. There are two exhibition rooms: Play Dream, which offers a guide to the future of Play Real services, and to experiment with the current ones. The most influential companies are Hyundai Motor Company, Kia Motor Company, Korea Institute of Ocean Science & Technology, Samsung Electronics, KT Square, Waterworks Museum, Robot Studio, Mapo Oil Tank Culture Park.

Sports - Esports: The importance of sport in Korea is at a higher level than we can imagine. Because of the mentality that seeks balance of body and mind, practicing sport is considered a good way to take care of yourself and create strict and constant habits. Baseball is one of the most popular sports, and the country is considered one of the best baseball countries when it comes to international competitions. Each year the national KBO League attracts a total of 8 million fans, about 11,500 spectators per game. In addition. South Korea also has an active baseball cheering culture, and each team has its own cheering method. Taekwondo is a symbol of Korean identity, which is practiced all over the world, resulting in more tourists being attracted to Korea either by the interest of learning more or by enjoying the competitions. Furthermore, sports such as Golf, Ssirum (traditional Korean sport), Football, Ice Skating are really relevant in international culture at the same time within the Korean people hobbies.

In contrast to the typical collective image of sports, the new category, Esports, has decisive and specific position in the world, especially in Korea. These are computer game and console game competitions. It stands out as the StarCraft professional competition, which is very popular in South Korea, as well *Overwatch* and *League of Legends* competitions. Today, live video game matches are broadcasted in all countries, demonstrating the enormous success of video games. The Korean Electronic Sports Association was founded in 2000. It is an arm of the Ministry of Culture, Sports and Tourism that promotes and regulates sports in the country. In 2019, a global audience of 443 million was registered, and it is expected that by 2023 this figure will exceed 645 million people. Economically, we are facing an overwhelming industry, closing in 2019 with profits of 950.6 million euros. A growth of 22.4% compared to 2018.

Medical Tourism: Medical Tourism combines medicine with Tourism resulting is a procedure and recovering process. The Korean situation is beneficial for the owners of this business, as well as for their clients because the governments politics. Besides, it is an aside setting that generated as much as \$4 million a year to help promote the medical tourism industry. It is expected that one million medical tourists a year by 2020, up from 211,218 last year, with Chinese travellers representing the largest segment (Stevenson). This type of tourism is getting recognizable through Hallyu Wave, at the same time the Korean society is one of the biggest countries with plastic surgery per Capita. This means that almost 30% of Korean citizens have undergone any cosmetic surgery.

Nightlife: Korean urban life is very diverse, but if there is one thing all those who enjoy it have in common it is the enjoyment of the Korean night. The options are wide, from a great number of restaurants with gastronomy from all over the world, to typical Korean bars where you can enjoy chicken, soju, beer, and for the bravest ones ‘somaek’ (a mixture of these last two). In Korea you can drink alcohol in public places, which makes the night enjoyable anywhere. However, there are also many places such as clubs, where you can enjoy music and drinks in the most western style. The night areas are more focused on foreigners, such as Itaewon, or for locals in Hongdae.

Gastronomy: The Korean gastronomy is becoming more popular every day, due to a healthy balance that is really present in the diets of the fitness culture in Europe. In the history of Korea, the food has been more than a dish, almost a philosophy, where food and health are united. Practically, this gastronomy had the intention of eliminating diseases. However, now the food represents an exotic alternative, with a spicy flavour in a lot of meal that is characteristic from Korea. It comprises plenty of dishes such as, Gimpab, Ddeotkboki, Bulgogi, Kimchi, Bibimbap. The mixture of taste, originality, quality and health properties makes a large number of foreign tourists want to visit Korea because of the attraction of its gastronomic culture.

Language Tourism: Hangul was created by the King Sejong (1443) in order to help the Korean population to express their thoughts easily and so that everyone could learn at least the basic literacy and that the knowledge could be spread among all of the classes. The number of Korean learners has increased in the last years. The motivations are really diverse, ranging from communicating with Koreans to becoming more used to the national culture the technologies and investments in international trades and relationships provide foreign workers who need to learn it. The main interest lies in learning a language with a large historical background.

Shopping, makeup, merchandising: Korea is the centre of mainly cosmetic shopping. However, the Hallyu content is not far behind either. Korean make-up and cosmetics are

internationally famous for their: quality, effectiveness, they use Korean celebrities make of it and charming design, which is simple and attractive. In addition, all of them have prices adapted to any consumer. These and other sales, such as K-pop's merchandising, have made Korea the shopping paradise for Asia as a whole. Areas such as Myeong-dong are filled daily with thousands of tourists, mainly from South East Asia, looking for products that reflect the popular physical appeal of Koreans throughout Asia.

2.9. TOURISM CULTURAL UNDERSTANDING OF KOREA

The evolution of Korean society is not without controversy. The progress of a country has gone hand in hand with the suffering and efforts of its inhabitants, but this has been one of the factors in shaping its characteristics. We have already briefly explained the history of Korea, but we will make a series of clarifications to understand how it affects society, ending with the tourist value we are looking for.

For hundreds of years conflicts between the internal and external kingdoms tried to penetrate the culture, changing it through influence or force, and although in part this type of conflict succeeded, the Korean spirit remained an iron identity. Even one of the darkest periods emerged, 1910, the Japanese colonial possession that destroyed the last Korean kingdom. Due to the invasive, oppressive and fascist policies, Japan tried to attack this spirit we are talking about, converting them to the Japanese culture with actions such as: worshipping the Japanese emperor, suppressing the Korean language or eliminating typical art and culture. In addition, there were war crimes with acts such as the "comfort women" (sex slaves), soldiers in command of the Japanese empire and even slave labourers. A scar that hurts today in the heart of the Korean nation, and even more, due to the collective feeling. Korea imported Confucian philosophy from China in 600 BC. For centuries, Koreans practiced Confucian teachings at a deeper level than the Chinese people. Confucian values converge on the fulfilment of social obligations, patriarchy and obedience to authority. In Korea, several regional Confucian-based kingdoms often coexisted, establishing regional cultures and political loyalties to this day. Religious influences have marked Korean ideologies and behaviours, from Confucian family-centred ones to socially active Christians. Byung-Kook Kim argues that the legacy of Confucianism is still very important in Korean politics. The fundamental assumptions of Confucian thought are the taken-for-granted conditions of Korean political culture (Kim, 1998: 120). Confucian thought focused on moral behaviour in the family; personal introduction into society, both from the point of view of work and love, and social relations. As Chung and Broadbent, (Chung, Broadbent, 2011: 137-140), commented, authoritarian regimes were under

stress from popular criticism and protest uprisings. Within the historical context, the student protests that started in Taegu and Masan in February and March 1960 resulted in the outbreak of revolts, with student and popular demonstrations in Seoul on April 18, until the Rhee regime was overthrown. The 4.19 uprising led to decades of instability between nationalists and leftists. Although the new government tried to establish itself, it ended up with a military coup by Park Chung Hee and military officers on 16 May 1961, which established the Yushin regime. South Korea has become a rich and increasingly futuristic nation. However, in 1965, South Korea's GDP per capita was lower than that of Ghana and North Korea. But we should not forget the historical periods leading up to this situation. In a couple of decades South Korea transformed its economy and society in record time. The constructions of tomorrow, highways, skyscrapers, bridges, houses with hundreds of flats, were built almost without giving time for the mentality of the Koreans to accept these changes. Therefore, continuous revolts were common. The people oppressed to strict and silent work were crying out for their rights from all spheres of the social pyramid. As Hong explained, (Hong, 2014: 10-49), soap operas, music, movies, video games and junk food from South Korea already dominate the Asian cultural scene. South Korea has been the creator of Asian flavours for more than a decade, and its westward expansion is inevitable. Even United States Ex-President Barack Obama said, during his visit in Korea (March 2012), that no wonder so many people around the world have caught the Korean Wave-Hallyu. Harvard political scientist Joseph Nye created the term soft power in 1990, referring to a power that some nations take over in an intangible way to influence others through their image rather than through force. It is about getting the crucial but still dormant third world market hooked on Korean pop culture. The addiction has already begun; in Iran, the drama of Korean historical costumes, *The Jewel in the Palace*, is so popular that the Iranians have started to organise their meals so as not to interfere with the programme's airtime. Even the government considered that the spread of Korean culture around the world depended on Internet connection, by subsidising access for the poor, the elderly and the disabled. The country learns from its mistakes and the experience of rebuilding its nation after the Korean War (1950-1953) gave them the key: this one has to be drastic; it has to be fast and it has to be for everyone. However, it should be noted that there are experts on the subject, such as Touissant, who does not consider Korea's model to be one to follow for ethical, social and economic reasons. It adopted a productivism model that was not very respectful of the environment. The Korean way is neither recommendable nor repeatable.

Table 2. Made by the author. Social characteristics of Korean people.

<i>CHARACTERISTICS OF KOREAN</i>		
<i>Emotional but not too much expressive facially</i>	<i>Cared about their community members</i>	<i>Fussy and demanding good results</i>
<i>Ambitious</i>	<i>Respectful</i>	<i>Direct</i>
<i>The faster the better believers</i>	<i>Preference for outgoing and sociable people</i>	<i>Oriented to progress</i>

* Needless to say, we are talking about stereotypes and not all of Spanish society will feel represented. However, they are part of the culture and even if these features are intangible, we can notice them in the way the people behave.

Korean emotional characteristics distinguish them from the simple thought of non-existent Asian homogeneity. In Korea, although the culture may be strict, it is not unusual to see people crying, laughing and expressing their feelings to a greater or lesser extent. Conflict is not the first option, but a Korean will face an attack without thinking twice. The nation's internal fire makes them relentless on many occasions. All this can be linked to the second point of Korean character which tends to be faceless, something they are aware of and which does not tend to be observed as positive. Living in a strict culture, stress and the values of strength and temperance may make them somewhat inexpressive to the naked eye but it is a cultural trait that many possess.

The characteristic of the ambition we have been commenting on is based on principles that are closely related to honouring the family, the group and of course oneself. Although these values make them one of the most internationally competitive societies, with sectors such as powerful as music, technology industry, innovation and more, it can sometimes lead them to a point of no return where as human beings we cannot reach the high degree of demand that we ask. Anyway, taking this point to an intermediate level makes millions of individuals capable of performing any task and showing virtue in all senses.

In Korea there is a preference for getting everything done quickly, due to the culture of constant work. “Ppalli Ppalli” is a Korean phrase that means *hurry up hurry up*, it is an expression that underlies the culture. Promoting the idea of daily productivity with maximum speed. This point is linked to our demands and fussy point. Everyone is expected to give the best of themselves, as it will imply a common benefit in terms of society, company or family. It can reach very

strict levels that, despite bringing fortune, also complicate lifestyle in some moments. Yet, in general terms they want to make the most of their time and live a full life.

An important part of Korean culture has meaning in how they treat and call others depending on their hierarchy and age. Although in many cases it indicates authority, it also indicates an order of priority, protection and even emotional ties. Being the youngest, the one who must learn but the one who is going to be tucked in, he will not pay in certain situations, his failures will not be so important, and innocence will be seen as a positive factor. The youngest or those with inferior features keep quiet and wait for others to catch their intentions through subliminal signals, called *nunchi*; this would be a cultural intuition. The way of naming is very remarkable: people are not called by their name in case this difference exists, but through family terms such as big brother-sister (*Noona, Hyung*) or even by the position they hold. To talk about common things, “Uri” is used to mean ours. It is not appropriate to say *my country*, but *our country*, *my father*, *our father*. A clear way of seeing how collectivism is impregnated even in language.

Respect for others is something very present in culture, both in the way they act and even in the way they think. Traditional Korean culture is a very paternalistic one resulting in a central role for parents in the social structure and in everyday life. Due to the above-mentioned Neo-Confucianism, this type of social system was established. Until the 1960s, Korean fathers took care of their young children, longer than most Western fathers. Mothers also cared for them so much that it was not uncommon to carry them on their backs until they were four years old. Relationships were warm and close until the child began to grow up and he had to reciprocate this affection with displays of courtesy, uprightness and effort to honour the work of his parents and even his ancestors. As the author commented, the behaviour was formalised in all areas, and there was still a clear intention to inculcate the traditions. Unfortunately, all this can generate emotional gaps between parents and children. There is a tendency to think that it is more important for parents to become “Josang” ancestors, to always be remembered and honoured than to do emotional work.

Socially nice people, with good social relations and who have friendships with many people are very well regarded. There is a colloquial term for this, “Inssa”. Generally speaking, in Korea it is essential to get along with the people around you, as it means that you fit in with the group. And for a society like this, this is a positive factor and even essential in some situations.

Although it sounds contradictory, in Korea it is common to talk in very direct ways to others. Even if it breaks the previous characteristic of respect, it is not seen as something particularly negative. The clarity with which Koreans are capable of criticising something lies in the social perspective that we had commented on, “ambition”. From a young age they are brought up as

competent people who should be as perfect as possible and the physical plays a role as important as the intellect. Therefore, it is not uncommon for them to say comments praising appearance as much as criticizing, skin condition, weight or style.

Korean culture is a train that never stops, continuously the newest staff are getting into society without any efforts, since people are used to accept them and integrate in their lifestyle. Korean people have a concept of technologies that is really useful, as the key of work, social relations, education and more. It is really common to see how everyone is using their mobile phones in the subway, street, jobs and even with friends. Robots are also being introduced for smart homes, medical rehabilitation, disaster and safety, transport and agriculture. Koreans see progress as a positive factor, ultimately even linked to the environment, with examples such as the city of Songdo. Both the government and the national spirit are enthusiastic about trends of all kinds.

Beyond all that has been explained, the complexity of the country lies in its characteristics and in factors such as the constant progress of its citizens. Paraphrasing the author in question, Korea is a country with a great sense of etiquette but latent fervour and emotion. They attribute to collective values and yet are probably the most individualistic of all East Asians. They tend to be conservative but absorb differences. The Korean spirit is a mixture of materialistic-Confucianist-Buddhist-Christian shamanism that has worked to adapt to all situations but without losing its identity. Finally, because of the Buddhist religion, non-violence was taught as a means of coexistence, although with Confucianism there was a stricter sense by which feelings became secondary. Consequently, a mixture occurred that gave rise to a state of mind called “Anshim”, which means *peaceful heart*. Today's culture has been established around an ethic and ethic that creates peace in social relations.

Multicultural citizenship is being contemplated in South Korean society. South Koreans are said to feel closer to Americans than to Chinese and Japanese, because they believe the former has been more powerful than the latter. We could then consider the issue of multicultural families in terms not only of race but also of economic inequality. A powerful movement is emerging from abroad, from foreigners living in Korea, people of mixed race, North Korean refugees and the so-called "Gyopo", ethnic Koreans who have lived most of their lives abroad, mainly in the United States, Canada and Latin America. 12% of all marriages in South Korea today are with people of foreign nationality and therefore many children are born into multi-ethnic families. This has shaken the myth of ethnic and cultural homogeneity, which used to be considered the basis of South Korean society.

We can find the reasons why the types of tourism we discuss are linked to Korean values and/or characteristics. In this way, architectural tourism is based on the emotionality of its people mixed with its importance of the community and its demands. Thus, due to these ideologies' temples, palaces and other buildings were made with a purpose of common enjoyment or devotion to family, love etc. Therefore, the emotionality that Koreans feel for their nation combined with their great demand for efficiency ensured that, in spite of the constant conflicts, these buildings could be standing today.

Ethnographic tourism is based on the importance of tradition, transmitted by generations through the values of respect for ancestors already mentioned. But even in these you can see how the care of their members is still relevant, festivals such as “Baek Il” The Hundred days Party for babies or “Seollal” New Year. However, the ambition that characterizes them and their orientation to progress, major cultural tourism has become something very public, mixing what has been mentioned about ethnography but with a search for improvement and economic and artistic performance of these.

Hallyu tourism is an industry of constant power that can damage even the idols themselves. Their values are the most complicated within all, the search for great results at the fastest possible pace to get ahead of the competition, in search of ambition and oriented to trends and the future.

Congress tourism seeks to demonstrate the progress of its nation, through direct and interrelated actions with the most sociable characteristics of Koreans. Through their behaviour and great efficiency, they are framed in the main world congresses positions.

The industry is the mark of the constant work that was done in Korea for decades, enriching it without contemplating human lives, only good results as quickly as possible, along with the future perspective of the country make it a tourism not only sustainable but capable of developing as one of the most powerful.

Sports tourism in Korea has been around for hundreds of years, when martial arts and vegetable-balanced diets were the norm, establishing healthy lifestyle criteria that endure. This is coupled with the righteousness that comes from practicing a sport and how it seeks recognition from the outside for the individual's environment that it achieves through its achievements. This, together with the technology and the facility that they have to make any activity a social bond, made that the Esports were so relevant.

Night tourism is nothing more than the preferences of socializing that culminate in a lifestyle mixed with Western trends in outings, music, dinners of friends, business. While the gastronomy comes almost as a tradition of the Korean diet that when it has had occasion to

absorb elements maintaining its healthy properties and becoming the landmark that we know. Medical tourism comes from the success of the progress of millions of people to become experts in the field or people who can promote it and use it as a tool to achieve that perfection a bit strict and which even the citizens themselves must possess.

Shopping tourism comes from the capitalist and competitive society that was established in Korea bringing inventions and trends around the world which are adapted every day. Finally, Korean language tourism is but a mixture of all the above, social and international achievements that Korea has made, occupying a place in business where language plays an important role.

2.10. THE RELATION BETWEEN TOURISM AND GLOBALIZATION (KOREA)

According to Linda Dunsmore, (Dunsmore, 2017). Korea has a series of very positive virtues that highlight it as a tourist destination:

- Her great capacity to continue the traditions, to experience them, to go into them and the mixture of styles. As it can be the K-pop, the Trot, the traditional parties to which they join typical western festivities.
- Korea has a millennial history with a multitude of influences. Although, because of the conservationist tradition and the isolation of the peninsula the cultural identity has lasted until today, due to the natural isolation of the Korean peninsula the culture of the country has not changed as much as in other regions. It is home to countless tombs, palaces and royal temples that are classified as World Heritage Sites by UNESCO.
- Festivals throughout the year. Due to the seasonal characteristics, there are many festivities every time the weather changes. When the snow melts and the weather warm up, the pink and white cherry blossoms transform South Korea into a magical wonderland. The Buddha's Birthday is another important holiday, while in the fall, Koreans celebrate their own version of Thanksgiving during Chuseok and honour their ancestors during proudly conducted ceremonies. In fact, there are festivals in every month of the year to suit all tastes.
- A perspective to the closer future. It is creating new and innovative structures every day. For example, you are surrounded by futuristic buildings in one part of Seoul, such as the Dongdaemun Design Plaza by Zaha Hadid, while traditional Hanok neighbourhoods are next to the corner. Furthermore, Seoul proudly opened the world's fifth largest skyscraper impressing everyone and with views to the Han River.

- Extravagant entertainment options. Entertainment is part of the Korean culture and they are always looking for new activities. We can find extravagant theme cafes all over Seoul where we can enjoy such common pets as cats, even meerkats, raccoons and alpacas. In addition, there are them where you can disguise or with magical thematic, of Disney, Harry Potter or Japanese Animes. Karaoke rooms (Norebang) have also been part of Korean entertainment for decades.
- The safety and comfort of the country. We found a really low crime rate. Most drugs are prohibited as well as the possession of weapons. On top of that, the peaceful Korean lifestyle allows for a smooth daily life. Moreover, the railway and road networks, and in particular the Seoul Metro, are the best in the world.

Globalization in Korea

We could start by understanding the current strength of the country after decades of globalisation, being even the 9th most powerful country in the world today, due to its exports, technology and investments. According to Samuel Kim (2000), it was in 1995 that a “globalisation fever” emerged, from which the term in Korean “Segyehwa” emerged, and the country's social, political, cultural and economic position was completely opened up to the outside world. For years, the premise of Korea was to work constantly, to improve, to obtain wealth, to abandon the precarious life. This entailed exploitative working hours, students exhausted from their studies, demonstrations for social rights. Partially, the social values, ethics, philosophy and religion along with their cultural contribution converged, giving rise to a multitude of changes in mentality that allows us to observe the individualistic traits of the nation. It was not until President Kim Dae-jung's term in office that globalization was established as a strategic plan for the improvement of social welfare. The aim was to reconcile relations between the two Koreas, always seeking peace for the prosperity of the people. Thanks to these intentions, he was awarded the Nobel Peace Prize in 2000, situating the country in the international panorama, making a representation of serenity stability in the perspective of other countries. The catholic church influences allow to obtain scholarships around the world for the most prestigious student, this within the constantly emigration movement began to transform the Korean mentality turning it more open. This process of insertion would be notifiable in their successful efforts. Moreover, its political skills to manage alliances with the commercial partners make develop of the popular slogan of the "Korean Miracle" or "Miracle of the Han River". Socially they faced inequality and lack of civil rights, despite their strong state of

nationhood and identity. There was a feeling of inferiority that sometimes endures to this day, in which the Western model is considered superior, culturally, politically, socially and even in the canons of beauty. All this promulgated a feeling of mistrust or over-appreciation of foreign features. On the other hand, the immigrants were far from their culture, living complicated situations and began to believe strong links between mainly Christian communities, not so much for spirituality but for the search of their much-loved identity that was attacked, despised and seemed even to disappear from their lives, while living abroad. In fact, the ties that are created in volume to the church are closely linked to ties of family and friendship. Adults from Korea, for example, choose for themselves the church to which the "friend" of the family belongs. The church serves to socialize, as Koreans "Gyopo" who were interviewed commented, "it is a place where one finds friends". In the church, groups are formed that carry out non-religious activities: there is theatre, singing bar, camps are organized. It is also common to find a series of camps paid by the Korean government, where young people can return for a few weeks or months to what is partly their country where they learn and experience more about their culture. This is done so that young people who have grown up in other cultures do not disconnect from their own and their families' cultures and can preserve their origins.

Touristically, in 2019, South Korea registered around 17.5 million inbound visitors. Since the 2000 decade started visitor arrivals in South Korea had been increasing in thousand, even millions ever year. An interesting reason for the success of tourism is safety. According to the company Numbeo, a specialist statistics and data aggregator, South Korea is the safest country in the world. Although its main source of visitors come from China, Japan and Southeast Asia, there is an increasing flow of visitors from the United States, Europe and Latin America. The Hallyu Wave is one of the newest tourism tools of this nation, with millions of fans around the world, who have the dream to travel and experiment the same situations as their favourite idols. Korea is a jewel in the midst of discovery of its virtues, with over 5,000 years of history, a diverse culture that blends tradition and modernity, and abundant natural resources.

Korea is the country that came out of the most catastrophic situation, famous for its overcoming, efforts and sympathy. It is able to offer all kinds of services to its inhabitants and visitors. It has established a part of its culture in the world's pop culture and trends, placing itself in the international sphere. It manages to increase its income and fame every year. Very probably it will become one of the main world leaders in less than a couple of decades. However, not everything is perfect: Korea is a country that has put the economy and work before the satisfaction of its citizens. Their feelings and needs are more important than those of the

¹majority of society. All this has very negative consequences, including the sixth level of suicide. There is great discontent in the population, especially among the youth. The lack of employment in spite of the high qualifications, the constant pressure for physical appearance, the need for behaviours too perfect for a person, as if that were not enough, the gap between women and men, discrimination by gender, race and sexuality that in part are issues that are gradually ceasing to be taboo. But it is all these problems that make a restructuring necessary at the social level, a change in values, attitudes and priorities. Korea could become the richest country in the world, but this wealth will be nothing if there are no people who can benefit from it. Therefore, in order to prevent exodus and increase social welfare, the country needs to think about the positive features that the greater diversity of the nation can bring. Enriching its history and international history.

3. METHODOLOGY

This study will be based on a series of joint interviews with the information obtained and our own point of view. We will try to give a justification to everything that has been said before and investigate the points of view of different volunteers who have experienced stays in Spain and Korea. The following questions seek to answer the methodology used to decipher the differences and similarities between the two countries. In addition to their techniques towards other countries and the performance they should follow to obtain greater benefits, they should learn from each other, since their positive factors can be applied in their respective cultures, through adequate strategies. In this way, we are going to use the following questions:

1. Which places in both countries have you visited?
2. What activities are you most interested in or do you want to do in each country?
3. What cultural aspects of each country stand out in your opinion?
4. What behaviour and personality traits do you highlight from each country? At least three.
5. What cultural elements most call your attention to each country?
6. How would you rate your stay in both countries?
7. What advice would you give to each country to improve the integration of foreigners?
And for tourists?
8. What similarities do you find between Spain and Korea?

¹ <https://youtu.be/MMJEAbbSAHc> Link to watch the full interview.

Youtube Channel: Hola Spanish Oppa <https://www.youtube.com/channel/UCreEBIQ2SotMZXXZDjNnsdlQ>

9. What do you think is needed in Spain and Korea?

10. In which country would you prefer to live? Spain, Korea or other?

To begin with, we will take note of the most remarkable points from which we have obtained information through interviews, months of research, authors and people with personal experience in these territories, and even my own.

In Spain tourism is much more prolific, tourists coming to the country visit more destinations than Barcelona and Madrid, although these are without doubt the main ones, but locations such as Andalusia, Granada, Seville, Malaga and even Cordoba are present. Cities with a rich historical and architectural heritage such as Toledo, Segovia are also attractive places for the public. In spite of all this, foreigners, when thinking of the more traditional and stereotyped image of the country unconsciously refer to Andalusia. It is a place of cultural mixture different from the rest of Europe, passion, sun and warm climate, flamenco and culture of celebration and community. Unfortunately, Korea is not as successful in terms of foreign tourism. Its main focus is Seoul and its surroundings. Towns such as Busan, in second place, close to Jeju Island and places such as Suwon, Gyeongju. However, provinces such as North Chungcheong, South Gyeongsang, Jeju, North Jeolla, South Jeolla, are confusing and even unknown to foreigners. As a result, there is a lack of attraction to these destinations.

It is remarkable how both Spanish and Korean tourists look for similar products due to their cultural similarities. We have already talked about the collectivist dyes of both countries, but this implies looking for trips with friends, partners or family. Spanish and Korean tourists generally do not like to travel alone, they seek to go in groups of people close to them. In Korea they are looking for more tradition and constant consumption of trends, while the relaxed image of Spain corresponds to the reality of its tourism. There is a clear difference in the format of behaviour regarding the stay, in Korea they look for big cities that offer constant and diverse services, of which they have heard before. But in Spain, tourists think about disconnecting, gastronomy and favourable climatic conditions. This leaves us with a clear point of differentiation between the two countries.

Culturally we characterize Korea as the country of progress. Its society is in constant need of incentives, where novelty and comfort are sought. The behaviour of the average Korean seeks not to destabilize social harmony, not to harm the group or disturb. Part of this can be situated the “Nunchi”, is a Korean word that comes to refer to a cultural context that is perceived, a high social sensitivity to find out the mood of others by being close to them and talk to them. We could situate it as the emotional intelligence adapted to its environment, that is, how to act, how

to move in such a way that not only you do not harm the collective harmony but also you take advantage of it. “Jeong” can be translated as harmony or coexistence but from a social point of view and very close to affection and empathy. In Korea, this type of value is considered important, giving rise to pleasant situations between individuals. They unite the country as a need that does not seek reciprocity in giving to others and helping them. Spain, for its part, has similar values in some aspects, but in general it is situated around quality of life. Being able to enjoy people, with whom we have links, is considered essential. Furthermore, social relations are considered necessary to have a complete and happy life. As we have already mentioned being one of the groups, inclusion of members, new ideas, or diversity, are not seen in a negative light in most cases. Where one seeks to be comfortable and to accept others as long as they do not harm. The passion for everyday things is something that is highlighted and famous. It is common for a Spaniard to try and be positive, although many times they fall into the mentality of seeking the most childish happiness, comfort, love, money and health. On the other hand, the slowness of services, bureaucracy and processes in general is almost a symbol of the country.

Architecturally they are totally opposite: Korea mixes without separating always having a panoramic view of skyscrapers even in natural terrain, while Spain tends to preserve its historical centres at least from the outside and use them for social purposes. The expansion of the population is similar to a certain extent as in Spain, due to the fact that there is more territory and less population, it is common for citizens to own second homes in natural and rural environments, either by relatives or acquired. However, it is not entirely common in Korea, where towns and villages are really a perspective on the Korean past where innovation is more progressive than in Spain. As points of change we have major problems in both countries. We will start with the most difficult points; Spain comes to be perceived as dangerous for tourists. Thefts, assaults and a culture that does not create physical barriers between people are key in making this happen. Racism, fostered by ignorance and lack of knowledge of Asia, makes attacks, physical, verbal and discriminatory gestures too common. While in Korea we are faced with a high degree of language, cultural and social barriers to foreigners, making it impossible for them to maintain normal social relations. It is not easy to fit into groups of Koreans or to have them want to be with you if not for ulterior motives, many respondents argue. Finally, in both countries, the lack of languages, in terms of tourism, promotion, events and cultural elements, has had a negative impact on the development of these, closing off the inclusion of non-Korean speakers mainly, but even Spanish speakers in Spain. At most, English language is offered in both countries without taking into account that Spanish is the second most spoken

language in the world, and that Korean tourists are a growing factor despite the geographical distance and with a spending on our services that is increasing every year. In general, our candidates indicate that they want to live in Spain because it seems simpler and less stressful. But we find a clear tendency to look for more resources and opportunities in Korea, where the job opportunities are much broader, partly because of the culture and in other terms because of the constant economic crises in Spain.

3.1. RESULTS ANALYSIS

To begin with, we must assume that the differences of both countries make them unique in their own ways. These changes do not seek to eliminate the essence of each country but rather to adapt it better to the tourism sector and to the current social context itself.

Korea

- The pressure that is exerted on the citizens themselves as they work, the hierarchy and the individual liberties face a problem where a great discordance grows towards the country. This leads to Koreans not only not wanting to live in their own country, but also criticizing it abroad, giving a negative image to tourists and foreigners who want to live in Korea.
- Korea should enable more languages, Spanish would be its main and most successful option. As we have explained previously this language is spoken in almost all continents and with an important number of Spanish speakers interested in Korean culture it would be their best tool to attract them. On the other hand, French may be an interesting option since it is spoken in several countries and is even considered a language for political relations in Europe.
- It should amplify its type of tourist activity and give greater attraction and recognition to the different provinces; in this way the economic benefit can increase in more impoverished regions and reduce saturation in areas such as Seoul.
- The integration of foreigners should be a basic tool in the triumph of Korea as a tourist destination. Due to language and cultural barriers, there is a significant discontent among foreigners as they have not been able to adapt. In addition, there is a need for a greater dissemination of Korean culture that is not only pop for foreigners, through more languages, more facilities and publicity aimed at an international audience.
- Tourism is benefiting in Korea, as the image it seeks to give to foreigners is that which most persuades the new generations to respect and tolerate them, and furthermore takes idols and celebrities as a claim to these values. Therefore, a majority of young tourists arrive in Korea with the thought that it is a more open mind society or at the same level as the one from which

they come, where there is a line of individual values. But although it is real from the point of view of young people, at an institutional level it is still something far away that causes foreigners to become frustrated and disappointed in the long run, since the image of the country they have been given is not the same as that which can be felt in general. In short, there needs to be a change of mentality regarding issues such as LGBTIQ+ gender (Feminism) and culture from different countries, avoiding overly conservative thinking from past generations that can negatively influence younger generations in terms of their freedoms, the economy and tourism.

Spain

- In Spain we must control the waves of crime against tourists, robberies or pickpockets. All this only produces a negative and problematic image of the country, where foreigners reduce their visits out of fear.

- The relaxed Spanish style can be an advantage when it comes to living a quiet life, but in terms of tourism and bureaucracy it becomes a problem of a greater magnitude than we can imagine. The timetables normally used for matches and rest periods can be incompatible with the activity of foreigners who are not used to this type of routine, especially when it comes to travel, it can be a problem that can create discontent among a large number of people who did not know Spain beforehand. On the other hand, the services and bureaucracy can be too tedious and some foreigners even classify them as incompetent, despite the fact that Spain is a country where people work more hours than expected (mentioned above).

- The promotion of culture to a young audience is a factor in which Spain is weak. Mass tourism of sun and beach, together with architectural, events and cultural tourism are the main ones to attract tourist groups that are getting older and may disappear more easily. On the other hand, the young tourists who arrive are usually those who are looking for a party and alcohol, as we have previously mentioned in the section on Spain, all of which produces a great deal of negative effects.

- Racism is an issue that does not only concern Spain. Despite what it may seem, in Europe it has been on the rise in recent years. In Spain, racist tendencies against the Arab, Muslim and gypsy population give rise to a series of disputes and conflict situations that cause a bad image of the country that ends up having repercussions in all other areas. Furthermore, racism towards the Asian population is significant, the lack of information and awareness about this continent and its diverse cultures and differences creates a stereotype, which is used by many people to attack, humiliate and even harass anyone who has this type of cultural identity either by appearance or by mentality and customs. It is necessary to educate not only in respect and tolerance but also in the knowledge of cultures and countries, even though geographically they

are more distant. The similarities are not few and learning can promote the inclusion of foreigners at a national level and even interest in their cultures.

3.2. OSMOSIS

Each country has a series of positive factors that, if implemented in the other, could be very beneficial.

Korea

- Korea could adapt a somewhat more relaxed look to its workers so that they can enjoy more holiday days and thus increase their domestic and foreign consumption.
- The ancient history of Spain attracts the interest of many due to its archaeological representations and differentiation, conflicts and evolution. Korea has similar features, so it should provide more information, and raise interest in its historical resources to tourists. In addition to raising awareness among the entire population about the conservation and protection of heritage, as well as learning about it.
- Stimulating more sun and beach tourism. This type of trend is not so popular in Asia yet, but bringing together the percentage of foreigners who like it and Koreans who are curious about it could be developed as a complementary activity. This could be an interesting offer to avoid seasonality in Korea due to high summer temperatures.
- Night tourism in Spain, despite the fact that it promotes parties in young groups, is something innate to age and occurs in all countries. In Korea the meetings of groups of friends, the fact of drinking or going to parties is not so common, but if you manage to design certain parts like Itaewon as a place for recreation and partying in the Spanish style it could become a country that appears in the imagination of young people who want to enjoy the night and could mean a more international and unsettled image for the country.
- Sports such as baseball and taekwondo are leaders in Korea, just as their Spanish counterparts could form an image about international sport that would attract more tourists to games, stadiums, history, and merchandising.
- Korean university festivals are really attractive events, but they are not promoted enough. In Spain, when any festive event takes place, either by the town halls or by the young people themselves, everyone finds out about it and goes to them. It would be interesting to promote a series of international festivals so that foreigners who are in Korea can attend them, and even organized trips.

- If Korea achieves a greater acceptance of the LGTBIQ+ collective, it could become a place where this type of tourism increases, thus feeding back social acceptance and clear economic benefits such as those received by Spain every year.

Spain

- On the other hand, Spain must improve its promotion abroad, towards more international audiences as Korea does, since in Spain only the European public is restricted. Korea is capable of attracting tourists from all over the world by means of general tourist promotions. This type of action can attract a greater number of tourists from Asian countries.

- Korean technology is a key element for development and is used in a complementary way in most areas. Increasing innovation in tourism activities to make them more effective, interactive and attractive can benefit Spain's traditional tourism sector.

- The events and festivals in Korea are organized with a splendour by which they easily attract. Their differentiation is something innate in the Spanish culture and therefore it would be interesting to increase the activities and not only be restricted to alcohol, food and fireworks, promoting culture, history and art at the same time to attract foreign tourism and educate the local population.

- Continuing with the previous line would mean a more stereotyped but tangible image of Spanish tourism if we use more visual and yet simple methods. As we commented in the Korean part, it is common that in certain palaces traditional costumes can be rented for walks in gardens, palaces and ancient sites. In Spain, traditional costumes, such as *flamenca* or *campero* dresses, could be a complementary attraction to the destinations.

- Increasing leisure activities, such as cafes with unique styles and designs, more extravagant museums or pop culture events would easily attract millions of curious people, from national to international tourists. This is something that Korea knows and is part of its offer.

- We have already commented on the importance of Soft Power in Korea, how they promote Hallyu culture through the media and obtain an international reputation that ends up providing tourist benefits and cementing the country's image in an attractive and joyful way. Spain is in the middle of growing its own artistic resources, support for mainstream singers such as those mentioned in the Spanish part is absolutely necessary. A youth culture must be created in order to attract the attention of non-nationals and to which Spanish symbols are shown, as it is already done in this type of trend. In this way the Spanish way of life, culture, monuments, clothes,

personality and in general everything that makes up a country can be a means of transmitting and sweetening the country.

4. CONCLUSION

It is hoped that this project will serve as a tool for mutual understanding of cultures and as a principle for interrelation and mutual learning. A real and valuable response has been given to tourism in both countries. For its part, Spain, being one of the leading destinations, is stagnating in negative aspects such as seasonality, lack of professionalism and mass tourism. These are the main factors which could cause its competitive advantages to fall. The types of tourism that exist, their importance and development in culture have been reviewed in detail. The table in which the social characteristics have been shown allows us to realize how important the social character is for a country. In this way, the foundations of the types of tourism mentioned are built.

On the Korean side we find an equally imperfect situation but with positive features, a high degree of competitiveness, technological progress and innovation. All this, together with a youth culture that is capable of entering the subconscious of millions of people and making them convince themselves of their adoration for the country thanks to the music and audio-visual industry. This is why it converts a national economic market into an international one and converges with its tourist ramification, completing the cycle that takes place from the moment a fan begins to be interested in culture and buys products, to when he or she decides to travel or live in the country after entering more into the social paradigm and becoming enthusiastic about the most pop and charming culture. Broadly speaking, we have attempted to understand the historical and social framework of the cultures studied, providing us with the basis for cultural understanding, which cannot be contemplated simply because we have resorted to subjective analyses of the candidates to corroborate that the information provided is true. From a social point of view, it has been observed how two cultures that could be heterogeneous find themselves in very similar points in terms of their histories, unstable political situations, changes of power, and even with all this without losing their cultural identities. Mainly a multitude of authors, from different origins and branches, have been reviewed in order to find a perfect synthesis of opinions and ideas. In this way, Hispanic, European and Korean authors have been our main sources, as we have tried to have a balance in terms of content and that it is corroborated by different points of view.

Areas related to economy, tourism, sociology, anthropology, history, art and in general any factor that fits within culture had been studied. The results of the search for information could be too frivolous without corroborating them but a series of interviews have been carried out,

which can be seen on my personal YouTube channel where candidates with experience in Korea and Spain comment on their opinions and allow us to better understand all the theory explained. In addition, the author has been the main individual to live both experiences, as he is a person from Spain, who has lived in Korea and has studied both cultures through his personal interests, and university studies in Tourism at the University of Jaen.

The main motivation is to be able to respond to the differences between Spain and Korea as regards tourism, not by assuming that they are simply different but by analysing why, how and in what situations they are not. It has been commented which tourist destinations are a clear reflection of greater affluence, giving high figures in terms of annual visitors. In addition, it has been possible to respond to how these work through the different tourist resources. Therefore, we conclude with one of the main points of the present day: globalisation. This is the interrelationship engine which has been used in terms of the evolution we have described and which supports us in the search for answers to positive and negative factors and mutual learning which has been provided about both destinations. Finally, it is expected to give a series of guidelines for those who seek to obtain a greater competitive advantage of destinations. For this purpose, an intensive method of analysis has been used. The knowledge it provides and the very foundation of its bases in terms of creation of complementary offers, such as those mentioned above or those that may arise from one's own experience, intend to improve Spanish and Korean tourism competitiveness in the future.

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