

A NEW TYPE OF TOURISM: TV DRAMA / SOAP OPERA-INDUCED TOURISM

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***Abstract:** TV Drama / Soap Opera-Induced Tourism refers to travellers / tourists drawn to visit locations featured in popular TV dramas / soap operas. Blending entertainment and travel, TV drama / soap opera-induced tourism allows fans to immerse themselves in the fictional worlds they love. The paper underlines the fact that Greek, South Korean, or Turkish TV dramas / soap operas directly influence push and pull travel motivation which, in its turn, directly influence behavioural intention (e.g., TV drama / soap opera viewers are motivated to experience captivating locations firsthand). Drama / soap opera-induced tourism provides tourists / travellers / visitors with a unique way to blend fiction (e.g., TV dramas / soap operas) with reality (e.g., the tourist destination).*

***Keywords:** drama tourism, TV drama, travel, behavioural intention, fictional world, real world*

INTRODUCTION

With a population of about 52,000,000 people, South Korea had 17,000,000 foreign tourists due to the prominence of Korean pop culture – pop music and TV dramas / soap operas – known as the Korean Wave, first called Hallyu by the Chinese mass media in 2002 in reference to the pace of the culture's impact on neighbouring countries. The popularity of Korean TV dramas / soap operas has elevated a higher level of interest in a wide range of fields such as fashion, film, food, music, and other culturally-inspired products (Marin Diana et al, 2015; Marin Diana et al, 2013; Petroman I. et al, 2012; Petroman I. et al, 2010; Petroman I. et al, 2013; Petroman I. M. & Văduva Loredana, 2021) shown on the TV programmes. The interest in Hallyu was reinforced by the “soccer syndrome” of the 2002

World Cup as well as; the 13th largest GDP at nominal in the world; the 14th largest GDP by purchasing power parity in the world; the 5th largest exporter in the world; the 7th largest importer in the world; the avoidance of the recession during the global financial crisis of 2007-2008; the development of advanced Korean electronic products (LG Electronics, Samsung); the fastest rise in average GDP per capita in the world between 1980 and 1990; the highly feverish outlook on education (reading literacy, mathematics, and sciences) (Petroman I.M. et al, 2015; Popa Daniela et al, 2010; Rață Georgeta et al, 2013; Ristea I. et al, 2018; Văduva Loredana et al, 2018; Văduva Loredana & Petroman Cornelia, 2017); the low unemployment rate since 2009; the status of one of the fastest-growing developed countries in the 2000s, along with Hong Kong, Singapore, and Taiwan, the other three Asian Tigers; the status of one of the world's largest foreign-exchange reserves; the status of one of the world's fastest-growing economy from the early 1960s to the late 1990s; the status of the most industrialized member country of the OECD (Organisation for Economic Cooperation and Development).

This study analyses the causes and motivations of TV drama / soap opera-induced tourism and the impact of this type of tourism on Chinese, Indonesian, Japanese, Malaysian, Taiwanese, and Thai tourists.

MATERIAL AND METHOD

The material used in this study consisted in literature on the causes, motivations, and impacts of TV drama / soap opera-induced tourism. The research method used was bibliographical-analytical.

RESULTS AND DISCUSSION

The motivations / reasons of viewers / tourists for visiting locations made popular by Korean TV drama / soap opera series are:

- Actors in a TV drama / soap opera (Hua et al., 2021);
- Characters portrayed by the actors in a TV drama / soap opera (Hua et al., 2021);
- Cultural exploration (attending cultural events, discovering new cultures, improving knowledge, learning Korean traditional customs, visiting historical places) (Teh & Goh, 2016);
- Destination attributes (Teh & Goh, 2016; Hua et al., 2021);
- Empathy to star actors or actresses (Kim et al., 2007);
- Enhancement of traveling facilities (availability of travel books,

availability of package tours, emergence of visual digital media) (Teh & Goh, 2016);

- Enjoying novelty with family (enjoy local cuisine, enjoy trip with family, feel the romance of the place, visit fashionable places) (Teh & Goh, 2016);

- Ethnicity (Teh & Goh, 2016);

- Experiencing the lifestyles shown in TV dramas / soap operas (Teh & Goh, 2016);

- Exploring Korean drama / soap opera (enjoying foreign language, fulfilling the curiosity of the “Korea” that exists from Korean dramas, visiting filming locations) (Teh & Goh, 2016);

- Humanistic topics (Kim et al., 2007);

- Increasing disposable income (Wen et al., 2018);

- Increasing public holidays throughout the year (Wen et al., 2018);

- Korean traditional culture (Kim et al., 2007);

- Lyrical/beautiful scene background and music (Kim et al., 2007);

- New contents and curiosity (Kim et al., 2007);

- People’s experiences in TV drama / soap opera (Hua et al., 2021);

- Projection of destination image (Teh & Goh, 2016);

- Relaxation and adventure (discovering new places, enjoying trip with friends, escaping from daily routine, relaxing the mind, seeking for adventure, seeking for fun) (Teh & Goh, 2016);

- Relaxation of travel restrictions (Wen et al., 2018);

- Romance and adventure in a TV drama / soap opera (Hua et al., 2021);

- Scenery and landscape (Hua et al., 2021);

- Social enhancement (being able to enjoy with friends about the vacation, going to places that friends have not visited, making new friends) (Teh & Goh, 2016);

- Storyline or plot of a TV drama / soap opera (Hua et al., 2021);

- Tourists’ desire of experiencing different cultures and activities (Wen et al., 2018);

- Travelling to screened locations (Wen et al., 2018).

Viewers / tourists change their perceived image of Korea after watching Korean TV dramas / soap operas due to (Kim et al., 2007, 1351):

- Favourable events;

- Promotional campaigns;

- Seasonality and environmental change;

- Tour experience;

- Unfavourable events.

TV drama / soap opera-induced tourism impacts a wide range of factors:

- Culture (Teh & Goh, 2016; Ariffin, Bakar & Yusof, 2018; Titania & Haryanto, 2022);

- Destination image (Teh & Goh, 2016);

- Economy (commercialization / commodification, over-commercialization, raise of product prices) (Kim et al., 2007; O'Connor, Flanagan & Gilbert, 2009; Su et al., 2011; Kim & Wang, 2012);

- Environment (Su et al., 2011);

- Foreign society (Kim et al., 2007);

- Inbound tourism (Kim & Wang, 2012);

- Intangible benefits (Kim et al., 2007);

- Korean society (Kim et al., 2007);

- Locals / residents (disruption to the locals, exploitation of locals by visitors, locals' imitation of tourists) (Kim et al., 2007; O'Connor, Flanagan & Gilbert, 2009);

- Perceived image (Kim et al., 2007);

- Place products (Su et al., 2011);

- Purchasing behaviour (Kim & Wang, 2012);

- Symbolic meaning of placed products (Su et al., 2011);

- Symbolic value (Kim et al., 2007);

- Tourism development (Wen et al., 2018; Amr, Mohamed & Soliman, 2023);

- Tourism market (Kamilia, Hanafiah & Zahari, 2022);

- Tourist flow (i.e., visitor numbers) (O'Connor, Flanagan & Gilbert, 2009; Su et al., 2011);

- Tourist locations (awareness of the location / place, commercialization / commodification, crowding, heavy pedestrian congestion, heavy vehicle traffic, increased tourism, road maintenance, road management, waste management) (Kim et al., 2007; O'Connor, Flanagan & Gilbert, 2009; Su et al., 2011; Wen et al., 2018; Hua et al., 2021)

- Tourists (activities, attitudes toward a destination, behaviour, choice of international travel destinations, beverage preferences, degradation of satisfaction level by the gap between local appearance on screen and real appearance, destination perception, disappointing visits and experiences, dress code, interest in the filming location, language, shopping activities, thinking, tourism perception, travel intentions, travel motivation, visitation interests) (O'Connor, Flanagan & Gilbert, 2009; Kim & Wang, 2012; Teh &

Goh, 2016; Ariffin, Bakar & Yusof, 2018; Wen et al., 2018; Hua et al., 2021; Titania & Haryanto, 2022; Amr, Mohamed & Soliman, 2023).

The preferred products of TV drama / soap opera-induced tourism are (Kim et al., 2007, 1350):

- Development of effective products to attract TV drama / soap opera series-induced tourists;
- Experiential tourism package rather than once-see;
- Honeymoon tour package;
- Imitations of actors' belongings and clothes;
- Korean language TV programs which teach Korean in a TV drama / soap opera series script and offer tourism information;
- Longer stay tourism programs at the featured destinations;
- Mobile phone text service;
- Regular Hallyu performance in Korea;
- Support for fan clubs.

CONCLUSIONS

The following conclusions can be drawn from the presentation above:

- TV Drama / Soap Opera-Induced Tourism is a new type of tourism engendered by the streaming of South Korean TV dramas / soap operas on video streaming services such as Netflix, for instance;
- South Korean TV dramas / soap operas have had a considerable impact on viewers / tourists from neighbouring countries such as China, Indonesia, Japan, Malaysia, Taiwan, and Thailand;
- There is an extremely wide range of motivations / reasons of viewers / tourists for visiting locations made popular by Korean TV drama / soap opera series;
- Watching Korean TV dramas / soap operas changes viewers' / tourists' perceived image of Korea;
- TV drama / soap opera-induced tourism impacts an extremely wide range of factors, most of which are tourism-related;
- TV drama / soap opera-induced tourism increases the economic benefits through specific related preferred products.

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