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Film Tourism and Expectation: Using the Hallyu Wave to Model How Governments and Media Exports Influence National Image

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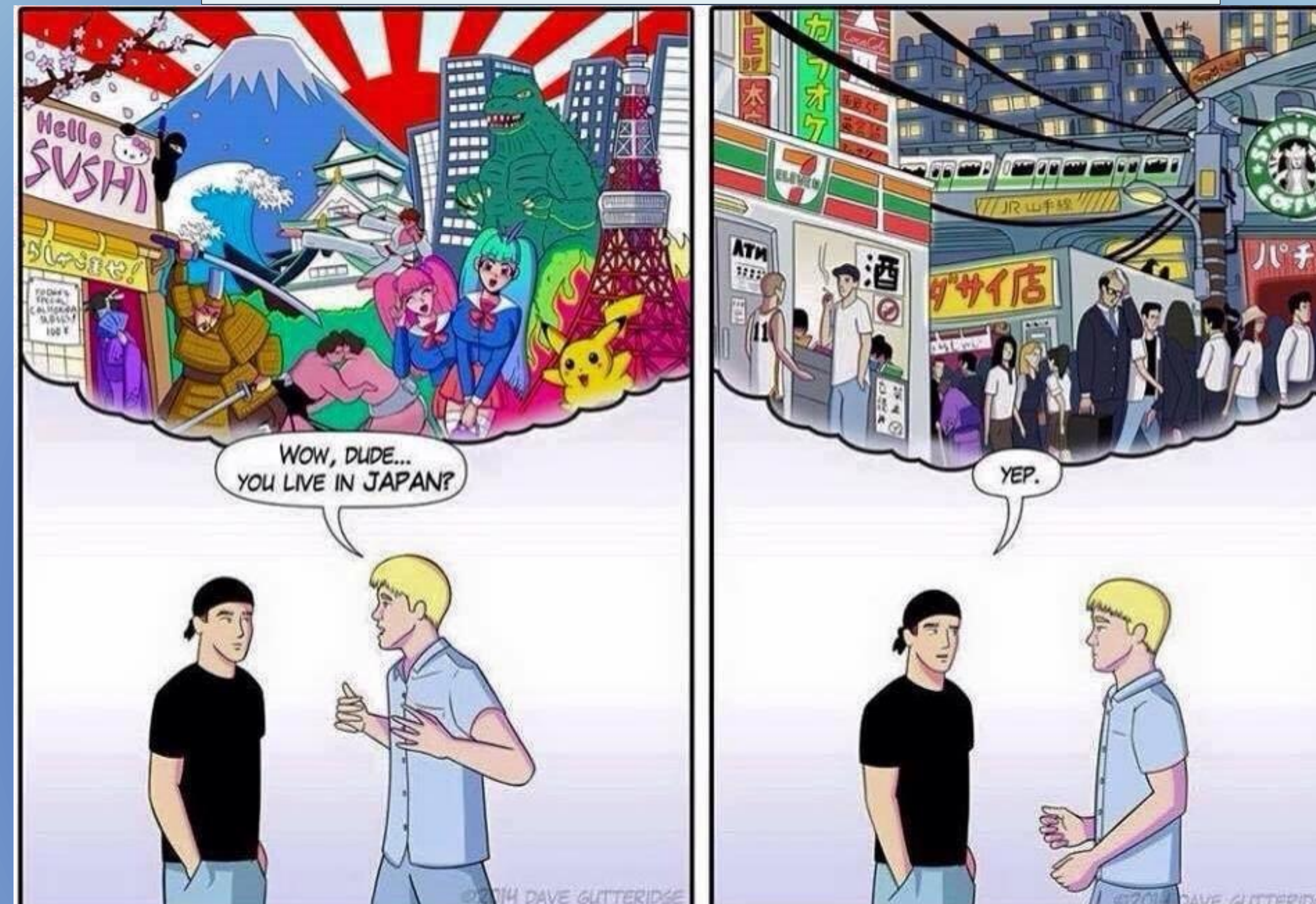
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Introduction

- The Hallyu wave is a broad term that has generally come to mean the aspects of Korean culture that have gained popularity within Asia, since the 90s.
- The Korean and US governments manipulated their media industries to improve national image and political power.
- Media portrayals have created strong stereotypes (positive and negative) of a culture to its viewers.
- Many of these films attract tourists who have rigid expectations based on their film experiences with foreign cultures.
- The economic benefit to governments, encourages them to manipulate their media industries, inevitably solidifying stereotypes by increasing their cultural globalization and thereby increasing the frequency of media portrayals common to a culture.

Overview of Research Methods

- Compilation of categories under research question
- Analyses of scholarly literature



Discussion

- Korea borrowed from the mechanisms leading to the successful spread of 'Japan-mania' in Taiwan and enhanced them to a higher Korean or Hallyu wave (Huang, 2011).
- Siho Nam (2013) infers that the redesign of industry structure, marketing and production of South Korea's media industry, over the last two decades, was active imitation of American media industries including the talent management and financing strategies of US media.
- Hollywood is not the rubric for international film industries and film tourism but rather, cultural globalization has a general rubric by which the US and several other nation states operate; despite Hollywood being the dominant industry at the moment.

Results

- Hudson (2011) notes that there are several other countries also willing to provide support for film productions (through location scouting or even technical support).
- There has been a 50% spike in number of tourists from Asian countries who come to visit filming locations (as cited in Kim, 2007) in South Korea.
- The US government was able to use Free Trade Agreements (FTAs) to ensure continuous distribution of Hollywood productions in other nations (Jin, 2011).
- The Prime Minister of New Zealand had appointed special officials to coordinate promotional events for Middle Earth, shortly following the success of the Lord of The Rings movies which were largely filmed in New Zealand (Hudson, 2011)
- Viewers are more likely to believe the on-screen depictions of cultures or locations as general truths and their experiences as outliers (Stern, 2005).

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